

ER/CB/DP1565

18 April 2013

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Dear Sir or Madam

**JW3 (JEWISH COMMUNITY CENTRE FOR LONDON)  
341-359 FINCHLEY ROAD AND 27 LYMINGTON ROAD, LONDON, NW3  
APPLICATION FOR ADVERTISEMENT CONSENT  
Planning Portal Reference**

We enclose on behalf of our client JCC Ventures, an application for advertisement consent for the following signs to be placed on and around the new JW3 building (the Jewish Community Centre for London):

- Illuminated location identifying sign on the south east elevation;
- Non-illuminated entrance identifying sign on the north east elevation;
- Banners on the street lamps on Finchley Road; and
- Poster case at the site entrances.

From September 2013, JW3 will open the doors to its brand new, state-of-the-art, Jewish Community Centre on the Finchley Road, London. The building will host a wide range of activities: from eating to exercise, from the arts to debate, with activities that bring people together, whatever their religious affiliation.

This application seeks consent for a number of signs required for the site identification strategy for this important new community building. Due to the public use of the building, it is considered appropriate to provide this amount and type of signage.

The design and materials of each of the signs has been carefully considered in order to complement the architecture and appearance of the development. This has been particularly important in designing the high level destination and entrance identifying signage which will be placed in appropriate places on the buildings.

The proposal includes banners on the Finchley Road lampposts. These will mirror the banner advertisements on the lampposts outside the Camden Arts Centre on the opposite side of the road and are seen as appropriate to identify this new public building.

Poster cases are also proposed at the site entrances. These will be internally illuminated and display information on forthcoming events and activities at the JW3.

This application comprises the following:

- Planning application forms;
- Site location plan;
- JW3 External Sign Scheme Report (including drawings and specifications of the signs); and
- Cheque for £385 to cover the planning application fee.

The application has been submitted via the Planning Portal and the cheque has been sent separately. We are happy to provide hard copies of the application documents if required. We look forward to receiving confirmation that the planning application has been registered. Please contact Cora Barrett should you have any queries or require further information.

Yours faithfully,



**DP9**