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ENVIRONMENT

**Development Control
Planning Services**
London Borough of Camden
Town Hall
Argyle Street
London WC1H 8ND
Tel 020 7278 4444
Fax 020 7974 1975

HTA Architects Ltd
Attn Ms Wendy Charlton
79 Parkway
Camden Town
London
NW1 7PP

Application No: PEX0100406/R1
Case File: J11/16/C

22nd November 2001

Dear Sir(s)/Madam

DECISION

Town and Country Planning Act 1990
Town and Country Planning (General Development Procedure)
Order 1995
Town and Country Planning (Applications) Regulations 1988

PERMISSION FOR DEVELOPMENT - Subject to Conditions

Address :
79 Parkway NW1

Date of Application : 26/09/2001

Proposal :

**Change of use from offices (Class B1) to museum (Class D1)
and associated offices to enable expansion of the existing
museum at 129-131 Albert Street into the adjacent premises.
As shown on drawing numbers 79PW 001 (Location Plan),
AL(0)001 and 002.**

The Council has considered your application and decided to grant permission subject to the following conditions:

Standard condition:

The development hereby permitted must be begun not later than the expiration of five years from the date of this permission.

Standard Reason:

In order to comply with the provisions of Section 91 of the Town and Country Planning Act 1990.



INVESTOR IN PEOPLE

Director Peter Bishop



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Additional conditions:

- 1 This permission shall be personal to The Jewish Museum and shall not enure for the benefit of the land.
- 2 Details of any refuse bin stores and collection arrangements shall be submitted to and approved in writing by the Local Planning Authority and implemented prior to the commencement of the use hereby permitted and thereafter permanently retained.
- 3 Details of the proposed coffee shop or similar catering facility ancillary to the museum use together with associated extraction, ventilation or ducting equipment or materials shall be submitted to and approved in writing by the Local Planning Authority before the coffee shop or similar facility commences operation.
- 4 The Museum use shall only operate between the hours of 10.00 am and 6.00 pm Sundays to Fridays only except for evening lectures and exhibitions by private invitation/ticket holders only and shall cease by 10.15 pm, unless prior consent is obtained in writing of the Local Planning Authority.
- 5 The use hereby permitted shall be used only for museum, art galleries and exhibitions only and for no other purpose including any other purpose within Class D1 of the Schedule of the Town and Country Planning (Use Classes) Order 1987, or in any provision equivalent to that Class in any statutory instrument revoking and re-enacting that Order.

Reasons for additional conditions:

- 1 To enable the Local Planning Authority to control the use in the event of the Jewish Museum vacating the premises and in order to safeguard the existing B1 employment use on this site and the amenities of neighbouring occupiers.
- 2 To ensure a satisfactory standard and appearance for the development and to protect the amenities of neighbouring occupiers.



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- 3 In the interest of neighbouring residential amenity and to ensure a satisfactory appearance to the building.
- 4 To safeguard the amenities of the occupiers of neighbouring residential occupiers.
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Standard Informative: You are advised that any references in this decision to specific policies in the adopted Unitary Development Plan are references to the policy numbers in the final published version of the Plan, dating from April 2nd 2001. The reference number is likely to be different from the reference number to the same policy in the published version of the Plan before that date.

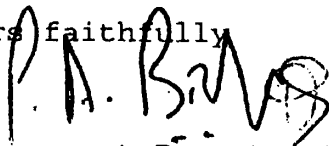
Informatives (if applicable)

- 1 The applicant is reminded that the adjoining site 129-131 Albert Street is a Grade II Listed Building and therefore Listed Building Consent shall be required to form any new link or works between the structural walls of 129-131 Albert Street and the application site prior to the commencement of any works.

This application was dealt with by John Sanchez on 020 7974 2682.

Your attention is drawn to the notes attached to this notice which tell you about your Rights of Appeal and other information.

Yours faithfully



Environment Department

(Duly authorised by the Council to sign this document)

DecfplanWC/TPFU



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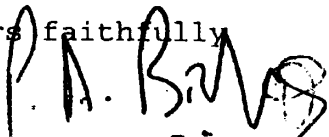
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INVESTOR IN PEOPLE

Director Peter Bishop

18 May 2009

Application Ref: **2009/2007/INVALID**
Associated Ref: **PEX0100406**

Supporting statement for the Jewish Museum to vary its opening hours

Founded in 1932, the Jewish Museum is one of London's leading independent museums, and a valuable educational and cultural resource for the London borough of Camden.

The museum is a registered charity, which aims to explore and preserve Jewish heritage, celebrate diversity and challenge prejudice. With a collection awarded Designated status by the Museums Libraries and Archives Council in recognition of its outstanding national importance, the museum actively engages with people of all ages, backgrounds and faiths to explore Jewish culture, heritage and identity as part of the wider story of Britain.

The museum represents an important resource for social cohesion and community engagement. It draws on the Jewish experience as a focus for the exploration of identity in a multicultural society, challenging stereotypes and actively engaging with the shared experiences represented in the diverse cultural heritage of London, Britain and the wider world. The museum has an active programme of Holocaust and interfaith education. As a forum for education, learning and interfaith dialogue, it provides a focal point in promoting a positive recognition of cultural diversity and encouraging respect and understanding between different faiths and communities.

The museum has been located at its current site in Albert Street, Camden Town since the early 1990's, and in 2002 acquired the former piano factory at 79 Parkway to enable it to improve its facilities and bring together the collections, activities and displays previously divided between separate sites in Finchley and Camden Town. With the support of a Heritage Lottery Fund grant of £4.2 million and matched partnership funding, a major redevelopment project is now underway to integrate the buildings at 129-131 Albert Street and 79 Parkway to create new educational facilities and displays to enhance the museum's offer to visitors and the local community.

The Jewish Museum represents a valuable amenity for the London borough of Camden, making a positive and unique contribution to cultural life and inter-community relations, and providing an important educational resource for both schools and informal education organisations. It seeks actively to engage with the local community. The museum works in partnership with Council departments, including Children Schools & Families, Arts and Equalities & Diversity. We also work with local groups such as churches and synagogues, refugee groups and other minority community organisations (such as the Camden Chinese Community Centre and Congolese Action group) as well as other cultural providers (eg Hampstead Museum, Camden Local Studies and Archives Centre, Hampstead Theatre, British Museum, Swiss Cottage Library). However in the new museum we also wish to develop our partnerships with other community organisations and contribute further to mainstream life in the borough, such as through mother and toddler groups and other family activities at the museum.

In order to fulfil its public mission and visitor expectations, the museum would like to request a variation in hours of use to accord with the Camden Town general framework hours of 08.00 to 23.30 (Sunday 08.00 to 22.30).

The requested variation in hours of use will bring the following benefits:

- It will enhance the museum's value and effectiveness as an amenity contributing to the borough's cultural life and learning activities
- It will increase its accessibility to all sections of the community, following the major public investment represented by the museum's Development Project. (This is a £10 million capital project, including a Heritage Lottery Fund grant award of £4.2 million).
- It will enable the Jewish Museum to be open to the public one evening a week (until 21.00), in line with other museums across the capital, to enable people in fulltime employment greater access to the museum's collections and displays. Our planned opening hours to the public on other days would be 10.00 to 17.00 or 18.00.
- It will also enable the museum to hold evening events such as private views of exhibitions, talks, lectures, panel discussions and cultural events, which will contribute to community life and help build interfaith understanding. Such events will be open to ticket holders or by invitation only.
- It will increase the museum's contribution to Camden's cultural and community offering by enabling the museum to serve as a central venue for other community organisations eg local history groups, local book clubs and evening classes in partnership with educational institutions.

In order to minimise our charges to the public, we also need to develop other income streams (as an independent museum we receive no state funding and are reliant on our fundraising efforts) and, like other museums, it is also intended that the museum would be available for occasional external hire. Within the current economic climate we do not envisage extensive demand for such hires, but operation within the Camden framework hours (08.00 to 23.30 Monday to Saturday and Sunday 08.00 to 22.30) would enable the museum to offer this facility and contribute to the sustainability of the museum.

The Jewish Museum, although located on a residential street, is surrounded by other business currently operating much longer hours than the museum is requesting:

- The Spread Eagle pub (141 Albert Street, London) operates 10.30 to 23.00 Monday to Thursday, 10.30am to 24.00 Friday and Saturday, and 12.00 to 22.30 on Sunday.
- The Earl of Camden pub (55 Parkway, London, NW1 7PN and opposite the Spread Eagle and museum) operates 12.00 to 24.00 Monday to Thursday, 12.00am to 02.00 Friday and Saturday, and 12.00 to 22.30 on Sunday.
- Fitness First (128 Albert Street, opposite the museum) operates 06.30 - 22.00 Monday to Thursday, 06.30 - 21.00 Friday, 08.00 - 20.00 Saturday and Sunday.
- ORT (126 Albert Street, London, NW1 7NE, opposite the museum) operates 06.30 - 20.30 Sunday to Friday, with occasional late openings until 23.00.

The requested variation in hours of use should have a minimal affect on our neighbours. As was the case before the museum's redevelopment, it is anticipated that the majority of visitors will continue to attend during daytime hours.

In order to address any potential concerns from our neighbours, we would note:

- **Noise levels.** The museum does not envisage any increase in noise levels. All public access to the museum will be via the Albert Street entrance. The museum's visitors are generally quiet and courteous, and they should cause no disturbance when they enter or leave the museum. The new, reconfigured entrance area will mean that visitors will be able enter the museum directly without waiting outside. Front of house staff will be on duty at the museum entrance and will ensure no inconvenience is caused to neighbours when those attending events enter or leave the museum. With two pubs with their outside seating in close proximity to the museum, any talking by visitors leaving the museum is very unlikely to affect general noise levels of the street. All the events and activities will incur inside the new museum and will not generate any additional noise that could disturb the neighbours on either Parkway or Albert Street, as all will take place within well enclosed spaces which

do not have windows or doors that open to the outside. The new museum has been designed with input from an acoustic engineer, and will represent a significant improvement on the old museum.

- **Parking.** The majority of parking on Albert Street is residents parking only (08.30 to 18.30 Monday to Friday and 09.30 to 17.30 on Saturday and Sunday). The only exception to this is outside the Spread Eagle pub, where there are 9 parking bays that are either residents parking or pay and display for 2 hours (08.30 to 18.30 Monday to Friday and 09.30 to 17.30 on Saturday); outside Fitness First where there is residents parking or pay and display for 2 hours spaces for 5 to 6 cars (08.30 to 18.30 Monday to Friday and 09.30 to 17.30 on Saturday); further down Albert Street, on the opposite side of road, there are two disabled parking bays. On Parkway there are Pay and display parking bays (10.00 to 16.00 Monday to Friday and 09.30 to 17.30 Saturday and Sunday). The museum strongly encourages its visitors and event attendees to come by public transport. Surveys done by the museum in 2006, before it closed, showed that only 4% of all visitors came by car (62% came by Tube from Camden Town, 12% by Bus, 8% walked, 8% came by taxi, 4% by train from Camden Road and 4% other). We do not expect these proportions to change once we reopen the museum.
- **Group visits.** It is anticipated that coaches will only be arriving at the museum to drop off or collect education groups during the office hours (09.30 to 17.30), reflecting the hours of the school day. Coaches will be encouraged to drop off children as quickly and efficiently as possible and then drive on to their parking facilities in Regent's Park. Front of house staff will be on hand to usher such groups immediately into the building so that they do not congregate outside the museum.

The feedback below highlights and supports the importance of the Jewish Museum to Camden as a community amenity and a resource for culture and learning:

- "Camden Arts and Tourism service recognises that the museum over its seventy year history has made a significant contribution to the community of the borough. The extension of the events and activities programme at the Jewish Museum would make a valuable additional contribution to the visitor economy of Camden Town. The Museum is recognised internationally as well as being a resource for the whole of London." **Camden Arts and Tourism, Culture and Environment Directorate, London Borough of Camden**
- "The permanent exhibitions provide a valued resource to support the Camden Agreed Syllabus for religious education as well as the National Curriculum programmes of study for history and citizenship... You are providing on the one hand a unique resource with a clear focus and supporting expertise but also a venue and forum for a wide range of activities to promote dialogue and diversity" **Colin Adams, Professional Advisor to SACRE Department of Children, Schools and Families, London Borough of Camden**
- "The significance of the museum goes much wider than the Jewish community and its continuing efforts are a salutary reminder of what wrongs are committed against outsiders from all sources. In short, the Museum, while logging history, has an immediate and contemporary relevance and impact" **The Rt. Hon. Frank Dobson MP**
- "The Museum was something of a revelation. British Jewish history is a rich and fascinating heritage, an integral part of the history of this country" **Actor Simon Callow**
- "A museum that everyone should visit – educational, compelling and very moving" **Alys Tomlinson, Time Out Magazine**
- "At a time when suspicion of minorities generally appears to be increasing, [the Jewish Museum's] message about how a community can arrive over generations and become truly established and thrive, while not losing its difference, is one that needs shouting from the rooftops." **Baroness Neuberger DBE**
- "The trip made a lasting impression ... It has changed my outlook towards racism, no longer will I sit back and let people make racist comments or jokes in my presence. I feel it is no-one's right to judge another person by their colour or race." **Pupil from North London comprehensive school**

- "The Jewish Museum's work is instrumental in changing ingrained prejudices and stereotypes. Its work can transform." **Teacher, Crown Woods School, London**
- "Excellent! It is such an advantage to be able to come here and get such good teacher INSET that is relevant, up to date and can be applied. What an excellent and outstanding resource!" **London RE Adviser**
- "An excellent place to visit. Thank you for making the Museum an exciting, interesting and magical experience for our pupils." **Teacher from Special Needs School, Croydon**
- "The Museum is an excellent and rare resource for schools to enhance their teaching and approach to RE, History and Art." **Inspector of RE and Citizenship**

RECEIVED 18 MAY 2009

Friday 15 May 2009

TO WHOM IT MAY CONCERN:

The Jewish Museum, soon to be located once more near its historic home in Camden Town, is very near the geographical centre of the London Borough of Camden and therefore well placed to play an ever more important role in the life of our extremely diverse inner London borough. As an officer in what is currently Camden's Engagement & Diversity Team, I am pleased to write in support of its application for an extension of its opening hours.

More than one in every 20 Camden residents (5.6% or more than 10,000 people in a borough population now exceeding 200,000) identified him/herself as Jewish at the time of the 2001 Census. This figure suggests that there is a large local audience for whom the permanent collection of Judaica held by the Museum has particular significance. But the Museum also has gained importance in recent years for other faith communities and indeed those who hold no religious beliefs. Its Holocaust educational materials (from the Finchley location) have proved a valuable resource to Camden since the introduction of the national Holocaust Memorial Day commemoration at the start of the decade and I would envisage the Museum playing an increasing role in helping secondary school pupils understand the background to and enduring significance of the Nazi genocide.

Having met with the Museum's Director (Ms Rickie Burman) and other colleagues on several occasions in my work capacity, I was impressed not only by the serious approach taken towards historical research but also by the commitment to engaging a wide of refugee/migrant communities, for example in the process of preparing the exhibition, *Closing the Door? Immigrants to Britain 1905-2005*. There was also an ambitious programme of associated events, including poetry and theatre workshops, which also sought to attract participation from Camden's quite large refugee communities, which account for nearly 25,000 people. That exhibition obtained extensive and favourable coverage in the local press (*Camden New Journal*), regional and national media (*Time Out*, *The Observer*, *Independent* and BBC Radio 4).

Given the sustained debates around asylum and immigration, an exhibition of this sort offered an historical overview spanning the past century that was only too pertinent. The educational work the Museum undertook in connection with the exhibition serves to stimulate awareness and debate among young people

regarding a range of contemporary issues as well as the history of racism and anti-Semitism in Britain.

In my view, the outreach work with local refugee communities, which have a significant Muslim population, could make a major contribution to inter-faith dialogue and community cohesion in the borough. In the wake of the horrors of "9/11" and "7/7" there has been evidence to suggest not only a rise in Islamophobia but also an intensification of anti-Semitism. Camden's Muslim population accounts for 12% of the borough's overall and the Museum's leadership has shown a strong commitment both to inter-faith dialogue and the strengthening of community cohesion across potential ethno-religious divides. There has also been a real commitment to participating in the commemoration of Black History Month.

I understand that an extension of the Museum's opening hours up to operate regularly in the evenings (including one evening a week when the museum would be open to the public until 9.00 PM) would:

- enable increased access to people who would not usually be able to visit during standard office hours
- facilitate more special events (available to ticketholders or by invitation) - including scholarly lectures and popular talks, panel discussions and interfaith/inter-community events, which help to build understanding between different faiths and so make a positive contribution to community relations, and
- expand use of the museum as a venue by a range of local community organisations such as local history groups, education organisations etc.

Please do contact me (details below) if you feel that I can be of any further assistance in your consideration of the Museum's application for an extension of its opening hours.

Yours faithfully –

George Binette
Engagement & Diversity
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