

Application ref: 2022/2353/P  
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Date: 25 July 2022

**Development Management**  
Regeneration and Planning  
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Gerald Eve LLP  
72 Welbeck Street  
London  
W1G 0AY

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990 (as amended)

### **Full Planning Permission Granted**

Address:

**The O2 Centre**  
**255 Finchley Road**  
**London**  
**NW3 6LU**

Proposal:

Installation of 5 x printed artwork vinyl wraps to external columns, installation of 1 x noticeboard containing associated printed artwork, installation of wrapping to external planters, the installation of a painted forecourt surface and associated works  
Drawing Nos: (A-01-)20; 21; 50; 51; 100; 120; 200 Rev R01; 201.

The Council has considered your application and decided to grant permission subject to the following condition(s):

Condition(s) and Reason(s):

- 1 The development hereby permitted must be begun not later than the end of three years from the date of this permission.

Reason: In order to comply with the provisions of Section 91 of the Town and Country Planning Act 1990 (as amended).

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans: (A-01-)20; 21; 50; 51; 100; 120; 200 Rev R01; 201.

Reason: For the avoidance of doubt and in the interest of proper planning.

- 3 All new external work shall be carried out in materials that resemble, as closely as possible, in colour and texture those of the existing building, unless otherwise specified in the approved application.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policy D1 of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting permission.

Planning permission is sought for the installation of 5 x printed artwork vinyl wraps to external columns, installation of 1 x noticeboard containing associated printed artwork, installation of wrapping to external planters, the installation of a painted forecourt surface and associated works. These proposals are p in the context of a recent hybrid planning application submitted on 10/02/2022 (ref. 2022/0528/P) for demolition of the O2 Centre and regeneration of the wider site to provide a large scale mixed-use development. The proposed artworks would be displayed on the Finchley Road (front) elevation of the O2 Centre. The artwork proposals include:

- Printed vinyl artwork on five external columns;
- A wooden framed noticeboard with printed vinyl artwork;
- The external planter boxes to be wrapped with a mirrored finish material; and
- The front forecourt floor to be painted in a design to match the vinyl artwork.

The proposals are a result of ongoing youth engagement work which is run within the O2 Centre Building. The vinyl and paint artwork would be applied on the building's surface. Its purpose is to improve the public realm and present the work the youth programme is undertaking as well as present the current proposals for the O2 Centre. The artwork incorporates a stencilled trail of plants and flowers on the floor and winding up the columns. A map and information about the plant species are included on the noticeboard feature. Noticeboards and QR codes are displayed on the entrance to ensure local people can access information about the current O2 Centre redevelopment plans.

Overall, the proposals are considered to make the entrance of the O2 Centre more vibrant whilst displaying the work of the Youth Engagement Programme. The character and appearance of the building and surrounding area would not result in any adverse impacts. The works are considered to comply with policy D1.

Due to the nature of the proposals, they would not impact neighbouring amenity (of commercial uses or residential properties) by way of loss of outlook, daylight or privacy in accordance with policy A1.

One objection was received prior to the determination of this application raising concern that the proposals would bring the area down. This has been taken into account along with the planning history of the site when coming to this decision.

As such, the proposed development is in general accordance with policies D1 and A1 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2021.

- 2 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a faint, light-colored rectangular stamp or watermark.

Daniel Pope  
Chief Planning Officer