

Our ref: PW/NS/25619

20 Farringdon Street
London, EC4A 4AB
T +44 20 3691 0500

Date: 13 November 2023

Camden Council
Planning – Development Control
London Borough of Camden 2nd Floor, 5 Pancras Square
C/O Town Hall, Judd Street
London
WC1H 9JE

Dear Sir / Madam,

**APPLICATION FOR ADVERTISEMENT CONSENT AT FRANCIS CRICK INSTITUTE, 1 MIDLAND ROAD,
LONDON, NW1 1AT.
PLANNING PORTAL REF. PP-12573497**

On behalf of our client, Francis Crick Institute Ltd, we submit an application for temporary advertisement consent in relation to Francis Crick Institute, 1 Midland Road, London NW1 1AT. The submission relates to the display of advertisements to the fence on Dangoor Walk, described as;

“Retention of 10x non-illuminated panels fixed to the fence on Dangoor Walk (as approved under Advertisement consent ref. 2022/1364/A) until 31 December 2024”

Site Context and Background

The Francis Crick Institute is a biomedical research centre in Camden. It is bound by Ossulston Street to the west, Brill Place to the north, Midland Road to the east and the British Library/Dangoor Walk to the south.

The site benefits from excellent public transport links and has a Public Transport Accessibility Level of 6b. St. Pancras International is approximately 50m to the east, King’s Cross Station approximately 200m beyond and Euston Station is approximately 300m away to the west along Euston Road.

Advertisement consent ref. 2022/1364/A was granted on 3 May 2022 for the following signage:

“Temporary display of 4 non-illuminated wall mounted boards, 6 colour-wrapped columns on the south elevation, and 10 non-illuminated panels fixed to the fence on Dangoor Walk, to be displayed during the public exhibition until 30 November 2023.”

The approved signage is currently on display until 30 November 2023 as per the consent. Our client wishes to retain part of the approved signed, this being the *“10 non-illuminated panels fixed on Dangoor Walk”* beyond the exhibition date, until 31 December 2024.

The consent was granted for the “Pathway to Discovery” exhibition, which aims to create curiosity to the passers-by through engagement. The 10x panels on the fence were installed to create interaction between passers-by and allow them to learn more about The Crick. The client considers that passers-by can continue to benefit from this and learn more about The Crick as well as gaining scientific knowledge about the human body, hence, it is proposed to be extended for a longer period of time.

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Relevant Planning History

Advertisement consent was granted (and one withdrawn) on the site on a number of events, which are summarised as follows:

- **2018/0004/A** - Display of 4 x non-illuminated banners signs onto existing columns at ground floor level on front elevation, and 1 x non-illuminated post mounted 4-sided aluminium totem sign located in front of the main entrance on Midland Road. **Granted 26.01.2018.**
- **2021/2746/A** - Temporary display of 3 x non-illuminated vinyl banner signs to the front elevation and 6 x colour vinyl wrapped lamp posts on the forecourt, to be displayed from 1st August 2021 until 13th August 2022. **Granted 30.07.2021.**
- **2021/3526/A** - Temporary display of 2x vinyls to the southern side elevation and 12 x non-illuminated panels fixed to the fence on Dangoor Walk for a period of display from 25 October 2021 until 10 November 2023. **Granted 13.08.2021.**
- **2021/3531/A** - Temporary display of 12 painted signs to the road surface forming the word 'Discovery' to be displayed during the public exhibition from 25 August 2021 until 10 November 2023. **Granted 13.08.2021.**
- **2022/1364/A** - Temporary display of 4 non-illuminated wall mounted boards, 6 colour-wrapped columns on the south elevation, and 10 non-illuminated panels fixed to the fence on Dangoor Walk, to be displayed during the public exhibition until 30 November 2023. **Granted 03.05.2022**
- **2022/1444/NEW** - The Temporary display of 4 x wall mounted vinyl boards (one 'title board' and a smaller 'explanation' board to the exhibition), 6x vinyl wrapped columns along the southern elevation of the building plus 12 x non-illuminated fixed fence panels. **Withdrawn.**
- **2022/5352/A** - Temporary display of 1x vinyl text to the front elevation; 1x vinyl strip to the balustrade; 6x vinyl to the windows to the front elevation; 11x vinyl to the entrance floor surface and 6x vinyl wraps to lamp posts on the forecourt to be displayed from 11 February 2023 until 02 December 2023. **Granted 27 January 2023.**

Proposal

As highlighted above, the proposal seeks to retain the 10x fence panels which were approved under advertisement consent ref. 2022/1364/A.

The advertisement pack, prepared by HATO which was originally submitted as part of application ref. 2022/1364/A has been extracted and resubmitted to show details of the relevant panels which are to be retained.

The fence panels are located within "Area 1" referenced within the design document prepared by HATO.

The panels are printed as dibond aluminium panels, with black text and varying background colour. Each panel provides scientific learning points about the human body. Further details can be found within the Planning Document, prepared by HATO.

Planning Policy Context and Development Plan

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that planning applications should be determined in accordance with the Development Plan unless material considerations indicate otherwise.

The **Development Plan** comprise of the following documents:

- The London Plan (2021); and
- Camden Local Plan (2017)

Policy D4 (Advertisements) of the Camden Local Plan requires advertisements to preserve or enhance the character of their host building and respective setting through respecting the form, fabric, design and scale. The policy sets out that the Council will support advertisement which preserves the character and amenity of an area and preserve or enhance heritage assets and conservation areas. Furthermore, the policy states the

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Council will resist advertisements which contribute to an unsightly proliferation of signage in the area, contribute to street clutter in the public realm, cause light pollution to nearby residential properties or wildlife habitats, have flashing illuminated elements or impact upon public safety.

National Policy

The Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended) requires the Local Planning Authority to consider two main issues with regard to advertisements, namely the following:

- Impact on amenity
- Impact on public safety

At a national level, the National Planning Policy Framework 2023 (NPPF) and the National Planning Policy Guidance are material planning considerations in the decision-making process.

The NPPF states at paragraph 136 that control of advertisements should be operated in a way which is *“simple, efficient and effective”*. It re-iterates the two main considerations outlined within The Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended), stating:

*“The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. **Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.**”* (our emphasis).

Supplementary Planning Documents

The Camden Planning Guidance (CPG) on Adverts state that in general, the most satisfactory advertisements are those which take into account the character and design of the property, the appearance of its surroundings and the external fabric of the host building.

Planning Assessment

The advert consent was already granted and hence it was assessed that the proposals are acceptable in terms of its impact on the visual amenity and impact on the public safety. Nevertheless, a further assessment is set out below.

Design Considerations

No illuminated signage will be provided. The proposal seeks to retain the 10x non-illuminated panels, which were previously granted. The panels will not result in street clutter appearance on Dangoor Walk. It is considered that the signage will continue to make a positive and vibrant contribution to the street-scene and respects the site and the immediate surrounding context.

Impact on Visual Amenity

In making an assessment as to its suitability, it is necessary to consider the visual impact of the proposed signage in the context of the immediate surrounding area, where nearby occupiers or passers-by will be aware of the advertisements.

The site has been subject to a number of advertisements consent associated with previous exhibitions. The proposal will maintain the same level of signage on the fence along Dangoor Walk as previously approved, which means that the impact on the visual amenity will virtually remain the same.

The signage does not result in a cluttered effect and therefore will not impact the visual amenity of the street scene. It is therefore considered that the impact on the amenity as a result of the proposed signage is acceptable. It is in fact considered that the proposal will contribute to enhancing and supporting the function of the Crick Institute.

Impact on Public Safety

There are no projecting signs or illuminated signs proposed and as such the proposals would have no effect on public safety as these are positioned such that they will not cause obstruction.

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Scope of Submission

The documents submitted with the planning application include the following:

- Completed Application Form;
- This Planning Covering Letter;
- Site Location Plan (ref. 17106-A-1001 rev.P01);
- Overview of Areas & Area Planning Document, prepared by HATO;
- Area 1: Fence Panels Planning Document, prepared by HATO;
- Design Visuals Planning Document, prepared by HATO; and
- The Planning Application fee of **£462** (+64 service charge) has been paid via the Planning Portal.

Please note that the Planning Documents prepared by HATO also makes reference to Areas 2, 3 and 4, which formed part of the advert consent ref. 2022/1364/A. This application focusses only on Area 1, hence the information on Areas 2, 3 and 4 should not be considered when determining this advertisement consent.

Conclusion

The Francis Crick Institute is considered to be both a landmark and unique building under the terms of the CPG within the Borough and the fence panels will assist in promoting the multiple public benefits that the institute offers which visitors and other members of the public may not be aware of.

One of the Crick's strategic priorities is to engage and inspire the public. Public exhibitions help the Crick to fulfil its community and public engagement commitments which are set out in the Community Engagement Plan, under clause 4.10 of the S106. The restrictions placed on the Crick over the past two year has resulted in physical exhibitions having to be suspended. With the continued relaxation of restrictions, the Crick is seeking to take a proactive role, not just in providing new physical exhibitions and outreach activities, but also in providing wider health and wellbeing education and awareness such as this programme. Together these activities exceed the Crick's formal obligations, but they are seeking to make up ground lost through the pandemic by providing new and innovative ways of engaging.

It is considered that the retention of the fence panels for a longer period of time would be compliant with design policies set out by the Council and would assist the Crick to fulfil its wider commitments.

The proposed signage would provide benefits to the members of the public as they learn more as well providing a wider exposure of fundamental role of The Francis Crick. The displays are considered an important component in bringing together the wider vision for the Crick and its status within the local community and further afield. The proposals will contribute to maintaining an attractive elevation on Dangoor Walk.

We trust that you have all the information you require to register this application. If, in the interim, you have any queries please do not hesitate to contact me or my colleague, Paul Willmott.

As advert consent ref. 2022/1364/A will end on 30 November 2023, it is critical that this consent is secured prior to this to avoid The Francis Crick having to remove the signage and re-installing when consent is granted. We would be grateful if the application can be validated/determined ahead of 30 November 2023.

We look forward to your formal acknowledgment of the application in due course and hope that you will view the enclosed proposals positively.

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Yours sincerely,
for RPS Consulting Services Ltd



Nasrin Sayyed
Senior Planner
nasrin.sayyed@rpsgroup.com
+442078321492