

Application ref: 2024/0118/A  
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20 Farringdon Street  
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Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

**Francis Crick Institute**  
**1 Midland Road**  
**London**  
**NW1 1AT**

Proposal:

Temporary display of 2x wall mounted vinyl, 1x vinyl installed on balustrade, 1x vinyl wrapped on lamp post, 1x vinyl to window and 1x vinyl fixed on column to the entrance to be displayed until 31 July 2025.

Drawing Nos:

The Francis Crick Institute Forecourt Vinyl Installation (issue: 01 dated 05.01.2024) (pages 1 to 31), Site Plan Existing, Site Plan Proposed, 17106-A-1001 rev.P01

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

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to:
- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
  - (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
  - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 6 The advertisements hereby permitted shall only be displayed for the temporary period until 31 July 2025 and shall be removed in their entirety and the building made good on or before 01 August 2025.

Reason: The type of advertisement is not such as the Council is prepared to approve, other than for a limited period, in view of its appearance and scale. Its permanent display would be contrary to the requirements of policy D4 of the Camden Local Plan 2017.

#### Informative(s):

- 1 Reasons for granting consent-

The proposal seeks to display signage for an exhibition within the Institute. The exhibition partly fulfils the obligations of the Community Engagement Plan agreed in the original decision for the development, reference 2010/4721/P.

The proposed display is considered acceptable in terms of size, location, and detail appropriate to the character of the host building for a temporary period only. The display consists of vinyl signs with the name of the exhibition and supporting text

and images to the front elevation. Due to their temporary aspect the advertisements are considered to respect the architectural elements of the host building, and the surrounding area with a positive and vibrant contribution to the street-scene. The vinyl adhesive allows for their display and removal without affecting the fabric of the building. Due to their size and location against the context of the large-scale buildings in the area, they would not detract from the appearance of the building, neighbouring listed buildings, or surrounding Kings Cross St Pancras Conservation Area.

A display of this type would not be granted consent by the Council on a permanent basis. However, the display is for a limited period, related to a unique landmark building, and related to the work of the Institute; in this context, the proposals are considered acceptable. A condition has been included in this decision to remove the display after the temporary period of display ends.

In terms of size and siting, the display would not disturb neighbouring occupiers. With respect to public safety, while it is likely to draw attention of road users, due to the context as a temporary street level frontage to a large-scale building it would not be considered such a distraction that would cause harm to pedestrians, cyclists, or drivers.

No objections have been received prior to making this decision and the site's planning history was considered in the determination of this application.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the Conservation Area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

As such, the proposed development is in general accordance with policies D2 and D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2023.

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 in regard to your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a faint circular stamp.

Daniel Pope, Chief Planning Officer