

Application ref: 2023/4870/A  
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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 10 non-illuminated panels fixed to the fence on Dangoor Walk, to be displayed until 31 December 2024.

Drawing Nos:

HATO Area 1 Fence Panels (pages 7 to 12), HATO Design Visuals (pages 24 to 34), 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 December 2024 and shall be removed in their entirety and the building made good on or before 01 January 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 Francis Crick Institute comprises a large-scale medical research building to the west side of St Pancras Station and north of the British Library. A small area to north-east corner of the site adjacent to the junction of Brill Place with Midland Road is within the Kings Cross Conservation Area.

The proposal seeks to retain ten fence panels which were approved under advertisement consent ref. 2022/1364/A. The display forms a free publicly accessible temporary exhibition located on Dangoor Walk, referring to the work of The Francis Crick 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 outdoor frames with printed aluminium panels, with content in black text and varying background colours illustrating research stories connected to the Institute. The frames will be bolted securely to both sides of the fence. Due to their temporary aspect the advertisements are considered to respect the site and the surrounding area with a positive and vibrant contribution to the street-scene.

The fence panels would be viewed primarily by pedestrian and cyclists using Dangoor Walk. 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 forms a public exhibition 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 passing pedestrians and cyclists using Dangoor Walk, due to its location with restricted access to vehicles, 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 positioned above the printed name and title of the signatory.

Daniel Pope  
Chief Planning Officer