

Our ref: TJ/SW/BR/00293

Date: 28 March 2025

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-13877564**

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 on the frontage of Francis Crick comprising;

“Temporary display of 3x wall mounted vinyl, 1x vinyl installed on balustrade, 1x vinyl to window, 1 x PVC banner, and 1x vinyl fixed on column to the entrance to be displayed until 31 December 2025.”

1 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.

Francis Crick Institute will be hosting a free exhibition in collaboration with Wellcome Photography Prize between July and October 2025. The proposed signage is therefore intended to be in place ahead of the exhibition's commencement.

The type and location of the proposed signage are similar to the signage which were approved under permission ref: 2024/0118/A. As such, the principle for what is now being proposed has already been established.

2 Relevant Planning History

Advertisement consent similar to that forming this submission has previously been granted on a number of occasions. These 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.**

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- **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), 6 x 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 27.01.2023.**
- **2024/0118/A** – “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.” **Granted 06.02.2024**

The existing signage on site erected under the application ref: 2024/0118/A about the 'Hello Brian!' exhibition will be removed when the exhibition comes to an end in June 2025. See Figure 1 below showing the existing streetview photo.

Figure 1: View of the site from Midland Road



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3 Proposed Signage

The proposed non-illuminated signage comprises the installation of the following:

- Area 1 Wall 1 - 1 x vinyl displayed on the wall. This will include artwork and text regarding the title of the exhibition "Wellcome Photography Prize 2025". The vinyl will be 5000mm high x 1250mm width, and it will be 1,630mm from ground level.
- Area 2 Balustrade - 1x vinyl displayed on balustrade. This will include a long strip of vinyl with various text and artwork. The vinyl will be 1052mm high x 30,480mm width, and it will be 1,690mm from ground level.
- Area 3 Windows - 1x vinyl applied to the entrance windows. This will include artwork and information on opening hours. The vinyl will be 3600mm high x 4250mm width, and it will be 0mm from the ground level.
- Area 3 Column – 1 x vinyl applied around the column in front of the entrance. The vinyl will be in yellow colour. The vinyl will be 3000mm high x 2720mm width, and it will be 2.5m from ground level.
- Area 4 Banner – 1 x PVC Flex applied to the existing projecting pole. The banner will include artwork and text regarding the title of the exhibition "Wellcome Photography Prize 2025". The PVC Flex banner will be 2,990mm high x 750mm width, and it will be 2.5m from ground level. The banner will be projecting 1,000mm from the column.
- Area 5 Wall 2 (1) - 1x vinyl displayed on the wall. This will include artwork and text regarding the title of the exhibition "Wellcome Photography Prize 2025". The vinyl will be 9500mm high x 3500mm width, and it will be 8900mm from the ground level.
- Area 5 Wall 2 (2) – 1 x vinyl displayed on the wall. This will have the text of 'Free Exhibition' and directional arrow. The vinyl will be 3750mm high and 3450mm width, and it will be 1700mm from ground level.

For further details on the proposed signage (including dimensions and visuals), please refer to the Signage document, titled 'Wellcome Photography Prize 2025 at the Francis Crick Institute'.

4 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 is comprised 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 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 wild life 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 2024 (NPPF) and the National Planning Policy Guidance are material planning considerations in the decision-making process.

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The NPPF states at paragraph 141 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.

5 Planning Assessment

Design Considerations

No illuminated signage is proposed and the proposals will not provide a street clutter appearance on Midland Road. It is considered that the signage will make a positive and vibrant contribution to the street-scene, respects the site and the immediate surrounding context and will emphasize the cultural offer that the exhibition will afford.

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 building regularly offers cultural events and has been subject to a number of similar advertisements consent associated with previous exhibitions, all for a temporary period.

The proposal will maintain a balance between the vinyl and the original façade of the host building, to ensure it 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 new projecting signs or illuminated signs proposed and as such and the proposals would have no effect on public safety as these will be installed by professionals and are positioned such that they will not cause obstruction.

6 Scope of Submission

The documents submitted with the planning application include the following:

- Application Form;
- Covering Letter (this letter);
- Site Location Plan (ref. 17106-A-1001 rev. P01); and
- Design statement – “Wellcome Photography Price 2025 at the Francis Crick Institute” V1 27 March 2025. The original size of this document is size A3 and includes the site location plan, proposed site plan, existing and proposed elevational drawings at a scale of 1:100.

The Planning Application Fee of **£578** (+ £64 service charge) has been paid via the Planning Portal.

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7 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 signage 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.

The purpose of the signage installation is to raise publicity and awareness to the public of the Crick's free exhibition in collaboration with Wellcome Photography Prize 2025. The proposed signage would be displayed between July and October 2025.

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 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 Covid-19 pandemic by providing new and innovative ways of engaging.

It is considered that the vinyls 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 host building by offering an exhibition, free and open to all, to inform and inspire the general public about its work. 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 creating an attractive temporary frontage to Midland Road, whilst respecting the nearby conservation areas.

We trust that you have all the information you require to register this application. As installation of the vinyls is required in advance of the start of the exhibition in July 2025, it would be appreciated if this application could be given priority so that installation can go ahead without delay. We would be grateful if the application can be validated and determined well ahead of the exhibition start date.

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

Yours faithfully,



RPS Consulting Services Ltd

For and on behalf of the Francis Crick Institute Ltd

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