

Our ref: TJ/SW/BR/LSE00293

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Date: 15 April 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 (OUTDOOR EXHIBITION INSTALLATION) AT  
FRANCIS CRICK INSTITUTE, 1 MIDLAND ROAD, LONDON, NW1 1AT.  
PLANNING PORTAL REF. PP-13877910**

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 forecourt of the Francis Crick Institute on Midland Road and comprises;

*“Temporary display of outdoor exhibition installation in the Francis Crick Institute forecourt.”*

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

## Relevant Planning History

Advertisement consent at the site has previously been granted on a number of occasions. These are summarised as:

- **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), 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**
- **2025/1393/A** – “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.” **Under Consideration since 01.04.2025**

As noted above, there is a current application for advertisement consent for the display of vinyl signage on the building (ref: 2025/1393/A) for the same Wellcome Photography Prize 2025 Exhibition.

**Figure 1: Existing View of the site from Midland Road**



## Proposed Signage

The proposed signage comprises the temporary display of the following:

- Freestanding outdoor exhibition installation containing 3x structures comprising 9x artworks.

The free-standing exhibition boards would be placed in the forecourt area in front of the Francis Crick entrance to attract passersby to the exhibition and also act as wayfinding to direct them to the building entrance.

The freestanding exhibition boards will be hosted in three 3x triangle structures, in galvanised steel scaffolding poles, with 9x artworks printed on mesh scaffolding canvas. The dimension of each artwork canvas would be 3.1m high x 2.8m wide. The artwork canvas would be supported by its own galvanised steel scaffolding structure of 4.6m high x 3.1m wide. The artwork would not be illuminated.

There would be 3 x triangle structures, each with a footprint of 3.9sqm. The structures would each have a water weight to sit on top of the internal cross bars to ensure stability. The three structures would also be connected with high level supporting poles (3.66m above ground). The structure is free-standing with its own structure foot. The overall area of the three structures would be 7.3m x 11.7m.

For further details on the proposed signage (including dimensions and visuals), please refer to the Signage document, titled 'The Francis Crick Institute Forecourt Outdoor Display Installation' (V1, date: 14.04.25).



**Figure 2: Visual of the freestanding exhibition board (3x structures; 9x artworks)**

## 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.

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.

## Planning Assessment

### Design Considerations

No illuminated signage is proposed. The proposals have been carefully considered to display an attractive temporary addition to Midland Road. It is considered that the signage will make a positive and vibrant contribution to the street-scene and respects the site and the immediate surrounding context.

The free-standing exhibition boards have been thoughtfully placed to attract passersby and provides them with a taster of the photography exhibition inside.

The signage is freestanding and will be securely weighted to the ground with the use of a water weight which weighs approximately 1 tonne. As a result, the signage will not be connected to the pavement, and therefore will not leave any damage on the pavement once removed. The structure would be removed from the forecourt at the end of the Wellcome Photography Prize 2025 Exhibition in October 2025.

Design features also include mesh scaffolding banners that have been carefully considered to allow wind to pass through; the design also includes high level cross bars (3.66m above ground) for extra support.

### 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 advertisements consents associated with previous exhibitions, all for a temporary period.

The proposal has been designed to be sympathetic to the façade and the forecourt of the host building, and the outdoor 'Paradigm' sculpture to ensure that the proposed structures and artworks do not result in a cluttered effect and therefore will not negatively 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 structure 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 is no projecting or illuminated signage proposed and as such the proposals would have no effect on public safety in this regard.

The signage will be installed by professionals and positioned such that it will not cause obstruction. The three structures are placed at least 12.8m away from the building main entrance, 5.33m away from the street lamp, and 6.76m away from the balustraded ramp access. There is sufficient space (between 2.3m to 3m) between each structure for pedestrian or wheelchair users to pass through. The structure would not have trip hazards or protruding or sharp edges.

The land the signage structure will be placed on is private land with a minimum of 10.85m distance away from the edge of the pavement and will not cause any negative impact to a public highway.

### **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);
- 'The Francis Crick Institute Forecourt Outdoor Display Installation' document (issue: 01, date: 14.04.25). The original size of this document is A1 and includes the site location plan at a scale of 1:1250 and existing and proposed site plan drawings at a scale of 1:150.

The Planning Application Fee of **£588** (+ £85 service charge) has been paid via the Planning Portal.

### **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 installation 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 installation is to raise publicity and awareness to the public of the Crick's free exhibition in collaboration with the 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.

The proposed freestanding photography exhibition structure is a new and innovative way of engaging.

It is considered that the freestanding signage structure 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.

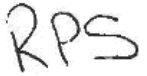
We trust that you have all the information you require to register this application. As installation is required in advance of the start of the exhibition in July 2025, it would be appreciated if this application could be given

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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,  
for RPS Consulting Services Ltd

A handwritten signature in black ink, consisting of the letters 'RPS' in a stylized, cursive-like font.

**RPS Consulting Services Ltd**  
For and on behalf of the Francis Crick Institute Ltd