



CBRE Limited
Henrietta House
Henrietta Place
London W1G 0NB

Switchboard +44 (0)20 7182 2000
Fax +44 (0)20 7182 2001
Direct Line +44 (0)20 7182 2208

hannah.blunstone@cbre.com

FAO: David Fowler
Planning
London Borough of Camden
2nd Floor
5 Pancras Square
London
N1C 4AG

2 January 2018

Submitted via Planning Portal: PP-06375446

Dear David,

THE FRANCIS CRICK INSTITUTE, 1 MIDLAND ROAD, KINGS CROSS, LONDON NW1 1AT

APPLICATION FOR ADVERTISEMENT CONSENT

On behalf of our client, Francis Crick Institute Ltd, please find enclosed an application for advertisement consent.

The application has been submitted via Planning Portal (ref: PP-06375446) and comprises the following documents:

- Application Form
- Site Location Plan (17106-A-1001 Rev P01)
- Proposed Site Plan (17106-A-3001 Rev P02)
- Existing Front Elevation (17106-A-4000 Rev P02)
- Proposed Front Elevation (17106-A-4001 Rev P02)
- Francis Crick Institute Banner (SCH 14289 Ref 6)
- External Post Mounted Sign
- Banner Front Elevation
- Banner Visualisation

The requisite application fee of £385 has been paid direct to the London Borough of Camden.

Background and Context of the Proposals

The Francis Crick Institute is a biomedical discovery institute located on Midland Road which received planning permission (2010/4721/P) on 10 March 2011. The building was practically completed in August 2016 and is near full occupancy.



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This advertisement consent application reflects the practical completion of The Francis Crick Institute to provide an attractive and vibrant streetscape to Midland Road. The proposed signage has been developed to complement the pending non-material application (ref: PP-06601992) for lettering to the stone wall at the front entrance of the building.

The proposals comprise two signage elements: four individual banners to be located on the pillars to the right of the public entrance on Midland Road, and an external mounted sign to be located adjacent to the Paradigm public art piece.

Banners

The four banners will be utilised for advertising the main facilities which the Crick provides and open to the public: 'Crick Café', 'Live Events', 'Free Exhibitions'. The other banner will promote the exhibition which the institute is holding at that time, therefore the text on this banner will be subject to change.

The banners will be clamped to the columns at the front of the main building by thick mid steel collar clamping straps, with material of the banners proposed to be reinforced PVC.

Paradigm Sign

The external mounted sign is proposed to assist in providing the background context to the Paradigm public art on Midland Road. The text on the sign will be the same on all sides, comprising:

"Paradigm

Conrad Shawcross, 2016

Commissioned by the Francis Crick Institute and funded by Wellcome, Paradigm is one of the tallest sculptures in central London. At an imposing 14 metres, it comprises a twisting stack of tetrahedra that grow in size.

Thomas Kuhn's theory of the 'paradigm shift' provides a starting point for Shawcross' work for the Crick. Kuhn, an American philosopher of science, believed that scientific advancement does not progress in a seamless linear fashion, but rather through massive shifts that lead to breakthroughs, which change the course of thought, comprehension and application.

Paradigm provides a metaphor for potential: to grow; to advance; to discover: Its majestic form embodies boldness and courage whilst the weathering steel it is made from gives a respectful nod to the industrial heritage of the area."

It is proposed to apply for advertisement consent permanently for both the banners and the external mounted sign for the Paradigm.

Further details on the proposed signage is provided in the accompanying documents to this advertisement consent application.

Planning Policy Context

In accordance with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 the local planning authority should have regard to the interests of amenity and public safety, taking into account (a) the provisions of the development plan, so far as they are material; and (b) and other relevant factors.

The Development Plan for the London Borough of Camden comprises the London Plan (incorporating revised early minor alterations dated October 2013 and Further Alterations in March 2016) together with the Camden Local Plan (July 2017); Camden Site Allocations Plan (September 2013) and the Fitzrovia Area Action Plan (March 2014).

The site is located within the Central London Area.

The site is adjacent to the Kings Cross St Pancras Conservation Area, the Kings Cross Growth Area and the Midland Road site (land to the rear of British Library) site allocation.

A draft version of Camden Planning Guidance (CPG) (Advertisements) is currently out for public consultation, and is therefore considered to have minimal weight in the determination of this advertisement consent application.

Policy Considerations

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 advertisements which:

- a. *'Preserve the character and amenity of the area; and*
- b. *Preserve or enhance heritage assets and conservation areas.'*

Furthermore, the policy states the Council will resist advertisements which:

- c. *'Contribute to an unsightly proliferation of signage in the area;*
- d. *Contribute to street clutter in the public realm;*
- e. *Cause light pollution to nearby residential properties or wildlife habitats;*
- f. *Having flashing illuminated elements; or*
- g. *Impact upon public safety.'*

The proposed signage will positively contribute to the local environment in their respective locations, complementing the unique character of the Francis Crick Institute building. The location adjacent to Kings Cross St Pancras Conservation Area has been a design consideration for the advertisements, and they are considered to be in keeping with the frontage on Midland Road and not have an adverse impact on the heritage asset.

No illumination is proposed and the proposals will not provide a street clutter appearance on Midland Road. The signage has been strategically positioned to not hinder pedestrian movement, with the external mounted sign to be located in a suitable position in respect to the Paradigm public art.

The draft Advertisement CPG states that banner advertisements should relate to landmark or unique buildings and not detract from the appearance and form of the building and surrounding environment, with banners in some commercial areas to be considered a suitable form of display. The Francis Crick Institute is considered to be a landmark building within the Borough and the banners will assist in promoting the multiple public benefits the institute offers which visitors and other members of the public may not be aware of.

Summary

The signage proposals have been developed to assist in the marketing of facilities available at the Francis Crick Institute and to provide background context to the public of the Paradigm public art on Midland Road. The banners are considered an important component in bringing together the wider vision for the Crick and its status within the local community. The proposals will contribute to creating an attractive frontage to Midland Road, whilst respecting the adjacent conservation area.

I trust the above and enclosed is sufficient to validate the application, however if you require any further information please do not hesitate to contact myself or my colleague Kelly Lippett (kelly.lippett@cbre.com/ 020 7182 2781). I look forward to receiving acknowledgement of receipt of this application.

Yours sincerely,



HANNAH BLUNSTONE
ASSOCIATE DIRECTOR (PLANNING)

cc. Mr Darren Warrington – The Francis Crick Institute