

Ms Hannah Blunstone
CBRE Ltd
Henrietta House
Henrietta Place
London
W1G 0NB

Application Ref: **2018/0004/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

26 January 2018

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
The Francis Crick Institute
1 Midland Road
LONDON
NW1 1AT

Proposal:

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.

Drawing Nos: Cover Letter (02/01/2018); Details of Each Banners; Photo Montage - Part Ground Floor Elevation; TFCI External Post Mounted Sign Details V4 (28/06/2017) - 4 pages; 14289_6_A rev1; [17106-A-] 1001-P01, 3001-P02, 4000-P02, 4001-P02.

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.

Informative(s):

- 1 Reason for granting permission:

The proposal is to display non-illuminated banners onto existing concrete columns promoting forthcoming events, facilities as well as emphasizing the presence of the building. A post mounted 4-sided aluminium totem sign is to be erected between the entrances to the building and The Paradigm sculpture. It would be erected on an existing lighting column.

CPG1 (Design) that banners on buildings will only be permitted where they relate to landmark or unique buildings such as festival venues, museums and do not detract from the appearance and form of the host building or surrounding area.

The host building is of modern architecture and recently built. It is of a large imposing stature that dwarfs the presence of the both banners and also the free

standing post mounted banner sign. The extensive forecourt area that serves as public space provide a sufficient 'buffer' between the area of the development and the conservation area opposite and also the Grade I listed St Pancras Station to the east. In addition, the fee standing post mounted banner sign would be partially hidden from view by the tall and imposing sculpture when standing on the opposite side, by the rear of St Pancras Station.

Overall, the proposal is discreet and is considered to be acceptable in terms of its size, design and location, and will preserve the character and appearance of the host building and public space. It will not be detrimental to the character and appearance of the conservation area opposite and will not harm the setting of the adjacent Grade I listed St Pancras Station.

The proposal will not impact on the neighbours' amenity nor would it be harmful to either pedestrian or vehicular safety.

The site's planning and appeal history has been taken into account when coming to this decision.

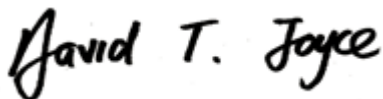
As such, the proposed development is in general accordance with policies D1, D2, D4 and A1 of the Camden Local Plan 2017. The proposed development also accords with policies of the London Plan 2016; and the National Planning Policy Framework.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce
Director of Regeneration and Planning