

**Our Ref: PW/AM/FCI**  
**Planning Portal Ref: PP-09844757**



Date: 4 June 2021

20 Farringdon Street  
London, EC4A 4AB  
T +44 20 36 91 0500

Regeneration and Planning  
Culture and Regeneration  
London Borough of Camden  
2nd Floor, 5 Pancras Square  
London  
WC1H 9JE

Dear Sir / Madam,

**FRANCIS CRICK INSTITUTE, 1 MIDLAND ROAD, LONDON, NW1 1AT**  
**APPLICATION OF ADVERTISEMENT CONSENT FOR THE DISPLAY OF VINYL WRAP BANNERS TO**  
**THE FRONT ELEVATION FOR A TEMPORARY TIME PERIOD**

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;

*"Display of 3 x non-illuminated vinyl banner signs to the front elevations and balustrade and 6 x single coloured vinyl wraps to existing lamp posts on the forecourt"*

### **Site Context**

The site comprises the Francis Crick Institute which 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 to the south.

The site lies adjacent to the King's Cross Conservation Area, whose boundary extends to include a small part of the north-eastern corner of the application site. The Grade I listed St Pancras Station and former Midland Grand Hotel lie close to the site.

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.

### **Planning History**

There are no recent or relevant planning records for the site or surrounding area to this application according to the Council's planning search function.

### **Details of Proposed Signage**

The proposed advertisement consists of three separate vinyl banners to be attached to the front elevations of the building and on the balustrade to the main entrance. In addition, it is proposed that there will be six coloured vinyl wraps to the existing lamp posts located on the forecourt. It should be noted that these lamp posts are owned and operated by the Crick and are not public lamp posts operated by the Council.

**[www.rpsgroup.com](http://www.rpsgroup.com)**

RPS Consulting Services Ltd. Registered in England No. 147 0149.

Page 1

All of the banners will be advertising a free public exhibition within the Crick building; the first major public event consistent with the Crick's S.106 obligations in terms of Community Engagement since the end of Covid-19 measures.

The first vinyl banner will be located on the main western façade of the front elevation. The proposed height will be 8400mm, have a width of 30000mm and will sit 1630mm from ground level. There will not be any wording on this banner.

The second vinyl banner will be located on the façade of the building by the main entrance and will be the same height and width as that explained above. It will be located 6,940mm from ground level and will set out the key exhibition details.

The third vinyl banner will be located on the balustrade that sits in front of the building on the forecourt and will be 1052mm in height and 30480mm in width. The balustrade banner will set out the exhibition details.

There are a total of 6 lamp posts on the forecourt and it is proposed that each will be wrapped in a single coloured vinyl to correspond with the wall vinyl's.

The vinyl's will be in selected colours which create a high impact against the brickwork of the building using primary and secondary colourways to add variety and energy to the artwork.

Dimensions, details and visuals of the proposed temporary advertisement artwork can be found in the Planning Document prepared by dn&co which has been submitted with this advertisement consent application.

### Local Development Plan

In accordance with Section 70(2) of the Town and Country Planning Act 1990 and Section 38(6) of the Planning and Compulsory Purchase Act 2004, planning applications should be determined in accordance with the Development Plan unless material considerations indicate otherwise. The Development Plan comprises:

- The London Plan (2021); and
- Camden Local Plan (2017)

The Camden Planning Guidance (CPG) on Adverts is also a material consideration.

### Planning Considerations

Local Plan 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 wildlife habitats, have flashing illuminated elements or impact upon public safety.

The 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.

The CPG goes on to state 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 proposed signage will positively contribute to the local environment in the respective locations, complementing the unique character of the Francis Crick Institute building. The location adjacent to Kings Cross St Pancras Conservation Area has been considered for the advertisements, and they are considered to be in keeping with the frontage of Midland Road and would 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 and to utilise the frontages of the existing building.

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 banners 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 public exhibition 'Outwitting Cancer'. This will be an immersive exhibition exploring the science at the heart of cancer research and the banners seek to reflect that immersive experience reflecting the imaging colours relevant to cancer structures and appearance. It will be the first exhibition on cancer to take place in a working science lab in Europe. The proposed vinyl's would only be displayed for one year, being erected on 1<sup>st</sup> August 2021 and removed on 30<sup>th</sup> July 2022 to correspond with the dates of the exhibition. As such they are designed to be installed and removed without damaging the building.

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 restrictions placed on the Crick over the past year has resulted in physical exhibitions having to be suspended but with the relaxation of restrictions from nominally the 21<sup>st</sup> June 2021, the Crick is seeking a progressive return to providing physical community engagement activities in accordance with the Community Engagement Plan. Through these advertisements, the Crick is seeking to draw attention to the fact that it is back and once again open to public.

It is considered that the installation of the vinyl banners and vinyl wraps on the lamp posts would be compliant with design policies set out by the Council and would assist the Crick to fulfil its wider commitments.

### Scope of the Planning Application

The documents submitted with the planning application include the following:

- Completed Application Form;
- This Planning Covering Letter;
- Planning Document prepared by dn&co including scheme drawings; and separately,
- Site Location Plan

**Our Ref: PW/AM/FCI**



- Site Block Plan
- Existing and Proposed Elevations
  - The Planning Application fee of **£462** (+ £28 service charge) has been paid via the Planning Portal.

### **Conclusion**

The proposed signage would provide benefits to the host building to assist in the marketing of the facilities at the Francis Crick Institute and to provide background context to the 'Outwitting Cancer' public exhibition which is set to take place later this year. The banners 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 adjacent conservation areas.

We trust that you have all the information you require to register this application. If, in the interim, you have any queries please do not hesitate to contact myself at this office. We look forward to your formal acknowledgment of the application.

Yours faithfully,  
for RPS Consulting Services Ltd



**Anna Murray MRTPI**  
Senior Planner  
anna.murray@rpsgroup.com