

Our Ref: PW/AM/FCI
Planning Portal Ref: PP-10018240



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Regeneration and Planning
Culture and Regeneration
London Borough of Camden
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Dear Sir / Madam,

FRANCIS CRICK INSTITUTE, 1 MIDLAND ROAD, LONDON, NW1 1AT
APPLICATION FOR ADVERTISEMENT CONSENT ALONG DANGOOR WALK NW1 COMPRISING THE
DISPLAY OF WINDOW VINYLs ON WESTERN SIDE ELEVATION OF THE MAIN BUILDING AND
PANELS FIXED TO THE BOUNDARY FENCE ALL 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. The submission all relates to the display of advertisements along Dangoor Walk and comprises;

"Display of window vinyl's to the side elevation and 12 x non-illuminated fixed fence panels"

Site Context

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.

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 although the Council should be aware that the Crick has another extant advertisement consent (Planning Portal Reference. PP-09844757) in respect to the display of vinyl panels to the front of the building, to Midland Road.

Details of Proposed Signage

The proposed advertisement consists of window vinyl displays to be attached to the side elevation of the building on Dangoor Walk. In addition, it is proposed that there will be twelve fixed fence panels along Dangoor Walk.

All of the displays will be contributing to an outdoor exhibition consistent with the Crick's S.106 obligations in terms of Community Engagement which has occurred since the end of Covid-19 measures.

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The window vinyl's will be located on the on the western side elevation of the building, facing Dangoor Walk. The proposed height of the vinyl's will vary between 1390mm and 4389mm, have a width of between 985mm and 5300mm. These will sit 902mm from ground level. The vinyl's will feature the exhibition title and exhibition information and are illustrated on the drawings forming part of this submission.

The di-bond aluminium panels will be securely fixed to the fence on Dangoor Walk. The proposed height of each panel will vary between 795mm and 1056.6mm, with a width of 1422.4mm. These will sit 1000mm from the concrete wall (varies due to gradient of ground). The panels will display research stories for the exhibition.

Dimensions, details and visuals of the proposed temporary advertisement can be found in the Planning Document prepared by Hato on behalf of the Francis Crick Institute 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.

No illumination is proposed and the proposals will not provide a street clutter appearance on Dangoor Walk. The signage has been strategically positioned to not hinder pedestrian movement and to utilise the side elevation of the existing building and the boundary fence shared with the British Library.

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.

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The purpose of the installation is to raise publicity and awareness to the public of the Crick's free outdoor exhibition 'Pathway to Discovery'. The proposed vinyl's would only be displayed for two years, being erected on 25 October 2021 and removed on 25 October 2023 to correspond with the dates of the exhibition. As such they are designed to be installed and removed without damaging the building and boundary fence.

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 19th July 2021, the Crick is seeking a progressive return to providing physical community engagement activities in accordance with the Community Engagement Plan.

It is considered that the installation of the window vinyl displays and fixed fence boards 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 Hato; and separately,
- Site Location Plan
- Site Block Plan
- The Planning Application fee of **£462** (+ £28 service charge) has been paid via the Planning Portal.

Conclusion

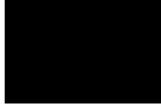
The proposed signage would provide benefits to the host building by offering an outdoor exhibition, free and open to all, to inform and inspire the general public about its work. The displays are considered an important component in bringing together the wider vision for the Crick and its status within the local community and further afield. The proposals will contribute to creating an attractive temporary frontage to Dangoor Walk, whilst respecting the nearby 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.

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Yours faithfully,
for RPS Consulting Services Ltd



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