

Application ref: 2022/5352/A  
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RPS  
20 Farringdon Street  
London  
EC4A 4AB

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**Francis Crick Institute**  
**1 Midland Road**  
**London**  
**NW1 1AT**

#### **Proposal:**

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.

**Drawing Nos:** The Francis Crick Institute Forecourt Vinyl Installation (issue 01 dated 30.11.22); Site location plan 17106-A-1001 rev. P01

The Council has considered your application and decided to grant consent subject to the following condition(s):

#### **Conditions and Reasons:**

- 1 The advertisements hereby permitted shall only be displayed for the temporary period until 02 December 2023 and shall be removed in their entirety and the elevation surface made good on or before 02 December 2023.

Reason: The type of advertisement is not such as the Council is prepared to approve, other than for a limited period, in view of its appearance. Its permanent display would be contrary to the requirements of policy D4 of the Camden Local Plan 2017.

- 2 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.

- 3 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.

- 4 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.

- 5 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.

- 6 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 Reasons for granting consent:

The Francis Crick Institute comprises a large-scale medical research building to the west side of St Pancras Station and north of the British Library. A small area to north-east corner of the site adjacent the junction of Brill Place with Midland Road is within the Kings Cross Conservation Area.

The display seeks to draw attention to a free temporary exhibition from February to December 2023, called Cut + Paste. The exhibition partly fulfils the obligations of the Community Engagement Plan agreement included in the original decision, reference 2010/4721/P.

The proposed display is considered acceptable in terms of size, location, and detail appropriate to the character of the host building for a temporary period only. The vinyl display would be applied to the front elevation of the building, forecourt balustrade and lampposts within the applicants' site ownership, and would be visible from Midland Road and St Pancras Station. The applicant has stated the vinyl adhesive would allow for the display and removal without affecting the fabric of the building. As a result, the advertisements are considered to respect the architectural elements of the host building. Due to their size and location against the context of the large-scale buildings in the area, they would not detract from the appearance of the host building, neighbouring listed buildings and surrounding Kings Cross St Pancras Conservation Area for a temporary period.

A large display of this size would not be granted consent by the Council on a permanent basis. However, the display is for a limited period, related to a unique landmark building and the public exhibition; in this context, the proposals are considered acceptable. A condition has been included in this decision to remove the display after the temporary period of display ends.

In terms of size and siting, the advertisements would not affect the amenity of neighbouring occupiers. While the display is intended to draw attention of passing road users, due to its location set back from the road, the display would not be such a distraction to pedestrians, cyclists or drivers that would cause harm to public safety.

No objections have been received prior to making this decision and the site's planning history was considered in the determination of this application.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the Conservation Area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposed development is in general accordance with policy D4 (Advertisements) of the Camden Local Plan 2017. The proposed development also accords with CPG (Camden Planning Guidance) for Advertisements, the London Plan 2021, and the National Planning Policy Framework 2021.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

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

<https://www.gov.uk/appeal-planning-decision>.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'DPope', is positioned above the printed name.

Daniel Pope  
Chief Planning Officer