

Assessment Against Planning Policy

In retaining the Viewing Platform, the applicant has been mindful of LB Camden's objectives in delivering high quality, lively public spaces and in encouraging visitors and tourists within the London Borough of Camden. We outline the relevant policies from LB Camden's Local Development Framework, below.

Planning Policy

The current statutory Local Development Framework for the London Borough of Camden includes the following documents:

- Camden Core Strategy 2010-2025 (November 2010)
- Camden Development Policies 2010-2025 (November 2010)

We consider that the proposed relocation of the Viewing Platform within one of the London Borough of Camden's Growth Areas, King's Cross, is in accordance with planning policies both within the Camden Core Strategy 2010-2025 (2010), and Camden Development Policies 2010-2025 (2010).

Camden Core Strategy 2010-2025 (2010)

Policy CS8 - Promoting a successful and inclusive Camden economy

Policy CS 8 states that, inter alia:

The Council will secure a strong economy in Camden and seeks to ensure that no one is excluded from its success. We will:

e) recognise and encourage the concentrations of creative and cultural businesses in the borough as well as supporting the development of Camden's tourism sector whilst ensuring that any new facilities meet the other strategic objectives of the Core Strategy; and

f) recognise the importance of other employment generating uses, including retail, markets, leisure, education, tourism and health.

Further to this, the supporting text of policy CS.8 states that, inter alia:

The Council recognises the importance of the visitor economy in

Camden and will support the continued growth of the sector.

The location of the Viewing Platform within the site contributes to attracting visitors to and around the London Borough of Camden. Its presence contributes to enlivening the street scene along the vibrant King's Boulevard, which already accommodates the popular street food market KERB and other visitor attractions. It provides an attraction for visitors travelling from King's Cross and St Pancras stations northwards along the King's Boulevard towards Granary Square, promoting the development and wider area. This increased footfall in the area in turn makes a positive contribution in supporting the local economy.

Camden Development Policies 2010-2025 (2010)

Policy DP14 - Tourism Development and Visitor Accommodation

Policy DP14 states that, inter alia:

The Council will support tourism development and visitor accommodation by:

a) expecting new, large-scale tourism development and accommodation to be located in Central London, particularly the growth areas of King's Cross, Euston, Tottenham Court Road and Holborn;

All tourism development and visitor accommodation must:

d) be easily reached by public transport;

While the platform does not constitute large scale tourism development, we consider that its location contributes significantly to generating visitors to the King's Cross Central site, and the wider area, exemplified by the viewing figures set out in section 1.3.

In accordance with part d) above, the platform is easily reached by public transport, both train and bus, as discussed in the Design and Access statement in section 2.

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