

Delegated Report			Expiry Date:
Officer		Application Number(s)	
Matthias Gentet		2014/4102/A	
Application Address		Application Type:	
On the corner of York Way and Freight lane London N1		Advertisement Consent	
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s):
			Refuse Advertisement Consent
Proposal(s)			
Display of a free standing internally illuminated display sign.			
Consultations			
Summary of consultation responses:			
Site Description			
<p>The site is located adjacent to a railway bridge at a traffic junction to the north-west side of York Way and on the south-east corner of Freight Lane. The surrounding area is made up of industrial sites including a depot on the corner with Freight Lane and York Way opposite the bridge. The stretch of land on north-east side of York Way opposite the depot is an elevated mount covered with un-kept vegetation surrounded by railings.</p>			
Relevant History			
Host site:			
<p>2010/4468/P - Erection of 14-27 storey building (67-105m AOD) with landscaped central courtyard fronting onto Canal Street to provide student housing (657 bedrooms and ancillary facilities) and a flexible Class A1/A3/A4 unit at ground floor level, 3 disabled car parking spaces, 337 cycle parking spaces and infrastructure and public realm works on York Way and Canal Street (Development Zone T6 of King's Cross Central).</p>			
Other nearby sites:			
<p>2013/0948/A – Land in front of signal box, York Way - Display of two internally illuminated hoardings to the east of a Signal Box and fronting onto the west side of York Way – Refused – Refused on appeal ref: APP/X5210/H/13/2199286</p>			

Relevant policies

LDF Core Strategy and Development Policies

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

DP21 – Development connecting to the highway network

DP24 – Securing high quality design

DP26 – Managing the impact of development on occupiers and neighbours

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Camden Planning Guidance 2011 (as amended)

CPG1- Design – Chap 8

Planning Enforcement Initiative to remove unsightly advertisement hoardings in the Borough

Assessment

Introduction

Camden Council is currently running a hoarding removal initiative throughout the borough. It is focusing its efforts initially on removing hoarding firstly on major routes and secondly hoardings located within conservation areas.

The proposed hoarding in question falls into the first category hoardings located on a major route. The Council is seeking to ensure that the design and siting of an advertisement positively contributes to the appearance of the area. All adverts affect the appearance of buildings and surrounding areas and where they are displayed should respect the buildings and surrounding areas.

Proposal

The application relates to a proposal for a free standing internally illuminated display sign with associated landscaping. The display would be located adjacent to the railway bridge at a traffic junction to the north-west side of York Way and on the south-east corner of Freight Lane. The portrait display advertisement as outlined in the application form would measure 7.80m high x 5.30m wide and 980mm deep erected on 2 steel poles, 2.35m from the ground fixed to a concrete base and concealed behind a metal cover on an elevated verge.

Amendments to lower the height of the advertisement so it is closer to the ground has been proposed by the agent in his email dated 26/06/2014, from 2.35m to just 1m.

The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

Amenity

Camden Planning Guidance states that advertisements should respect the scale of the host building. The proposed sign is taller than the railway bridge by 1.2m to 1.3m. The overall height of the sign from ground level would stand to be 10.25m. However, subsequent amendment to the height from the ground has been proposed by the agent bringing the overall height down by 1.35m to around 8.9m. This is still unsatisfactory and is deemed to have little effect in addressing the negative towering impact on the surrounding area and existing structure. The sign would still remain an imposing feature within the street scene.

The area of the portrait would measure around 41.3sqm. The illumination would have a distracting effect on the traffic travelling from north to south on York Way and from east to west travelling on

Freight Lane. The sign is considered to be harmful to the street scene and the limited benefit of the proposed landscaping would not outweigh this harm.

The area surrounding King's Cross and St Pancras, stretching as far as the railway bridge to the north, is still the subject of ongoing major improvements and developments. This includes the recent erection of a 14-27 storey building providing student accommodation on the south side of the railway bridge. The sign would be visible from the majority of the upper floors and would thus be detrimental.

It is therefore considered, that the size, siting and illumination of the proposal would be such that it would be unduly dominant, and cannot be considered as an appropriate/integral feature to this highly prominent location.

Public Safety

Given its position, the sign would be highly visible to the traffic travelling from north to south along York Way and from and into Freight Lane. The sign is a towering addition to the street scene and an eye catching feature in relation to its size and illumination so close to the highway. The sign angled to face the traffic travel south down York Way.

This location is on the approach to a set of traffic lights, where drivers in front are likely to stop suddenly when the lights change. The proposal is considered to increase the risk of accidents.

Given the above, and that the advert will be angled towards oncoming traffic, will have an excessive height of over 10.0m and being internally illuminated, the proposal is considered to increase public safety issues in terms of distracting drivers on York Way travelling southwards. The adverts would appear particularly prominent at night and could pose as a distraction to moving traffic.

DP21 states that the Council will expect development to avoid causing harm to highway safety and will use formal safety audits at the planning design and implementation stage to independently review the implications of proposed works. No road safety audit has been submitted in support of the proposal. In the absence of evidence to the contrary, it is considered that the proposal is likely to result in an unacceptable increased risk highway safety contrary to policy DP21

Recommendation

The proposed free standing internally illuminated sign by reason of its size, siting and illumination would result in an overtly dominant addition which would be detrimental to the street scene contrary to Core Strategy Policy CS5 and CS14 and Development Policy DP24 of Camden's Local Development Framework.

The free standing internally illuminated sign, by reason of its size, siting and illumination close to a road and junction, would be likely to distract drivers to the detriment of highway and pedestrian safety, contrary to Policy DP21 (development connecting to the highway network) of the London Borough of Camden Local Development Framework Development Policies.

Therefore, the application is recommended for refusal.