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Dear Olly

## **Kings Cross Station, Urban Vision Advertising Proposals - Road Safety Assessment**

In response to your request, I have reviewed the proposed elevations for the advertising screens in the vicinity of Kings Cross Station. Please find below our views on the advertising signs.

The Design Manual for Roads and Bridges (TA 57/87, Section 10) provides guidance on advertising visible from the highway. It is stated that:

*“In particular, types of advertisement likely to cause danger to road users, and are open to control on public safety grounds are those that:-*

*- Obstruct traffic signs or signals or are likely to distract road users because of their unusual nature*

*- When illuminated*

*(a) have spotlights or other means are directly visible from the carriageway*

*(c) could result in glare or dazzle, particularly in wet or misty weather”*

*“Particular consideration should be given to sites where drivers need to take exceptional care as at junctions, approaches to low bridges or other places where special traffic hazards may exist. Advertisements at such locations should be discouraged.”*

This is further reinforced by the Planning Practice Guidance for Advertisements, which states: (I have only included the relevant sections)

*‘All advertisements are intended to attract attention but proposed advertisements at points where drivers need to take more care are more likely*

*to affect public safety. For example, at junctions, roundabouts, pedestrian crossings, on the approach to a low bridge or level crossing or other places where local conditions present traffic hazards'*

*'The main types of advertisement which may cause danger to road users are:*

*(b) those which, because of their size or siting, would obstruct or confuse a road-user's view, or reduce the clarity or effectiveness of a traffic sign or signal, or would be likely to distract road-users because of their unusual nature;*

*(d) those externally or internally illuminated signs (incorporating either flashing or static lights) including those utilising light emitting diode technology:*

*i. where the means of illumination is directly visible from any part of the road;*

*ii. which, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals;*

*iii. which, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather; or*

*iv. which are subject to frequent changes of the display;*

*(e) those which incorporate moving or apparently moving elements in their display, or successive individual advertisements which do not display the whole message;*

*(h) those which embody directional or other traffic elements and which need special scrutiny because of possible resemblance to, or confusion with, traffic signs, for example, advertisements which:*

*iv. are so close to similar advertisements, or official traffic signs, that road-users might be confused in the vicinity of a road junction or other traffic hazard.*

Having reviewed the proposed sign locations, I do not have any immediate concerns at this time with the scheme as presented. The sign facing the plaza is unlikely to have any impact on the surrounding carriageway as it is unlikely to be visible. The sign facing the junction with Pancras Road is not significantly visible from the junction and does not appear to impact on the operation of the junction.

It is however assumed that the sign will operate during the hours of darkness. During these times the advertising sign is likely to be an apparent feature at the junction. It is therefore recommended that the sign is dimmed during darkness hours to reduce the prominence of the sign at this location.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Andrew Coventry', with a large, sweeping flourish above the name.

Andrew Coventry

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