
Proposed Digital Advertising Installation

128a Camden Road: Pins Ref
APP/X5210/H/14/2223685

Response to Camden Representation

Prepared for
Wildstone Property Ltd

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Introduction

1.1 Background

CH2MHILL have been commissioned by Wildstone Property Ltd to undertake a safety review of a proposed digital advertising installation at 128a Camden Road, north London. A highway safety report was prepared and has been submitted with the Grounds of Appeal.

This report has been prepared in response to the letter from Camden Council to PINS dated 16th October 2014. This note does not provide new evidence but has responded to issues raised by the council. For ease of cross reference the paragraph numbering of the Camden representation letter has been included in the following section.

Response to Camden representations

2.1 Highway Safety

Para 4.11 The council have commented upon highway safety but it is noted that no reference has been made to the detailed accident analysis and site specific safety analysis, as set out within our July 2014 report. This is contrary to the approach contained within the TfL best practice guidance which states that for sites with any specific safety concerns a risk analysis should consider detailed accident patterns and site specific circumstances in determining suitability of sites for digital advertising.

Para 4.12 Reference is made to 18 person injury accidents at the junction. The detailed analysis set out within our previous report had examined the specific details of the accidents and identified those that could reasonably be determined as indicating a potential safety concern and that could possibly be affected by any potential additional distraction associated with the proposals.

As an example, paragraph 4.12 refers to a fatal accident. This accident was caused by a HGV hitting a cyclist when turning left from St Pancras Road into Camden Road, i.e. from east to south. The risk of such an accident happening would not be altered by the proposals as the driver would not see the advertising installation.

Similarly there are several accidents that are not related to moving vehicles. Accordingly, in considering safety concerns it is proper to take note of the specific accident data and analysis available. For clarification the relevant assessments from our initial report has been reproduced in section 3.

We have reconsidered the accident data in light of the Camden letter and remain of the opinion that the review of the Personal Injury Accident history in the vicinity of site has not revealed any specific pattern of accidents that indicates a problem for traffic approaching the key junction from the south beyond that which could be anticipated for a typical signal junction in London and there is no pattern of accidents that is likely to be affected by the proposals.

Subject to suitable control, the proposals would appear to not lead to any reasonable basis of objection on highway safety grounds.

Para 4.14 The secondary nearside traffic signal head for south bound traffic would not appear in front of the digital screen due its location and the screen's orientation and hence would be seen as a clearly separate feature. To avoid the risk of glare a maximum luminescence condition has been offered to accord with best practice.

Detailed Accident Review

3.1 Crash Data

A detailed assessment of local accident data has been undertaken to further understand local issues that could influence the suitability of the proposals. Crash data has been provided by TfL for a three year period from 01/03/2011 to 28/02/2014 for stretches of Camden Road, St Pancras Way and Royal College Street. See accident plot set out at Appendix 1.

A total of 16 potentially relevant collisions were recorded, which resulted in four serious and 23 slight injuries. The accident rate is not unusual for a busy intersection in central London. One fatal and 18 slight collisions have been excluded from the analysis as they were deemed to be outside the necessary study area scope i.e. southbound movements along Camden Road, movements originating from St Pancras Way and movements originating from Royal College Street. The accident breakdown by location is as follows:

Camden Road/St Pancras Way Junction (Three Serious, Nine Slight Collisions)

Problem 1: Three Serious Collisions – One collision involved a pedestrian running into the path of a vehicle from its nearside. Contributory factors included (pedestrian) ‘failed to look properly’ and ‘careless, reckless or in a hurry’. The second collision involved the driver of a light goods vehicle (LGV) opening a door into the path of a pedal cyclist. Contributory factors cited included ‘vehicle door opened or closed negligently’, ‘failed to look properly’, and ‘careless, reckless or in a hurry’. The third serious collision involved a shunt on the northbound approach to the junction when the driver of the following vehicle failed to stop in time for the slowing vehicle ahead. Contributory factors included ‘following too close’ and ‘travelling too fast for conditions’.

Consideration: All three collisions should be discounted. The collision involving a pedestrian in the carriageway should be discounted on the basis of the negligent pedestrian behaviour. The collision involving a pedal cyclist should be discounted on the basis of the negligent behaviour of an occupant of a stationary vehicle. The shunt collision should be discounted on the basis of injudicious actions (following too close and travelling too fast for conditions).

Problem 2: Three slight severity collisions involving right turns across the path of another vehicle – All three collisions involved drivers failing to give-way to oncoming vehicles when turning right from Camden Road (northbound) to St Pancras Way. All three of the collisions cited ‘failed to look properly’ as a possible contributory factor, with two collisions also citing ‘poor turn or manoeuvre’ and two (different collisions) citing ‘illegal turn or direction of travel’. One collision cited ‘distraction in vehicle’ as a possible contributory factor.

Consideration: The collision citing ‘distraction in vehicle’ should be discounted on the basis of the untreatable nature of the collision. It is noted that this right turn movement is now banned.

Problem 3: Two slight collisions involving U-turn manoeuvres.

Consideration: Both collisions should be discounted on the basis of the inherent dangers associated with the manoeuvre.

Problem 4: Two slight severity collisions involving pedestrians in the carriageway – Both collisions involved a pedestrian being struck by a northbound vehicle whilst crossing during the pedestrian phase of the traffic signal cycle. Contributory factors cited in both collisions included (driver) ‘failed to look properly’ and ‘careless, reckless or in a hurry’.

Consideration: Both collisions should be discounted on the basis of the poor driver behaviour (careless, reckless or in a hurry).

Problem 5: One slight severity collision resulting from a failure to comply with an automatic traffic signal (ATS) – A northbound LGV failed to comply with a red traffic signal and collided with a vehicle travelling westbound along St Pancras Way. Contributory factors cited included ‘disobeyed automatic traffic signal’ and ‘failed to look properly’.

Consideration: The accident results from poor driving no indication of distractions being contributory factor.

Problem 6: One slight severity collision involving a left turn across the path of another vehicle – A northbound vehicle turned left across the path of a motorcyclist travelling ahead, causing the rider to fall from their vehicle. Contributory factors cited included: ‘poor turn or manoeuvre’; ‘failed to look properly’; ‘failed to judge other person’s path or speed’; and, ‘passing too close to cyclist’.

Consideration: this accident was located beyond where a driver may be aware of the installation

Summary Consideration: Eight collisions within this section of the scheme area can be reasonably discounted.

Camden Road/Rousden Street Junction (One Slight Collision)

Problem 1: One slight severity collision involving a pedestrian in the carriageway – The collision involved a pedestrian being struck by a northbound vehicle. Contributory factors cited in the collision included (pedestrian) ‘failed to look properly’ and ‘careless, reckless or in a hurry’.

Consideration: The collision should be discounted on the basis of the negligent pedestrian behaviour.

Summary Consideration: The collision within this section of the scheme area can be reasonably discounted.

Camden Road/Royal College Street Junction (One Serious, Two Slight Collisions)

This has been included though it is questionable whether drivers at this junction would be particularly aware of the proposed screen.

Problem 1: One serious collision – The collision involved a pedestrian being struck by a northbound vehicle. Contributory factors cited in the collision included (pedestrian) ‘failed to look properly’ and ‘wrong use of a pedestrian crossing facility’.

Consideration: The collision should be discounted on the basis of the negligent pedestrian behaviour.

Problem 2: One slight severity shunt – The collision involved a shunt on the northbound carriageway when the driver of the following vehicle failed to stop in time for the vehicle ahead, which was slowing in response to a pedestrian in the carriageway. Contributory factors included ‘sudden braking’, ‘vision affected by stationary or parked vehicles’ and ‘vision affected by dazzling sun’.

Consideration: The collision should be discounted due to the untreatable nature of a pedestrian entering the carriageway whilst a driver’s visibility is reduced by sunlight.

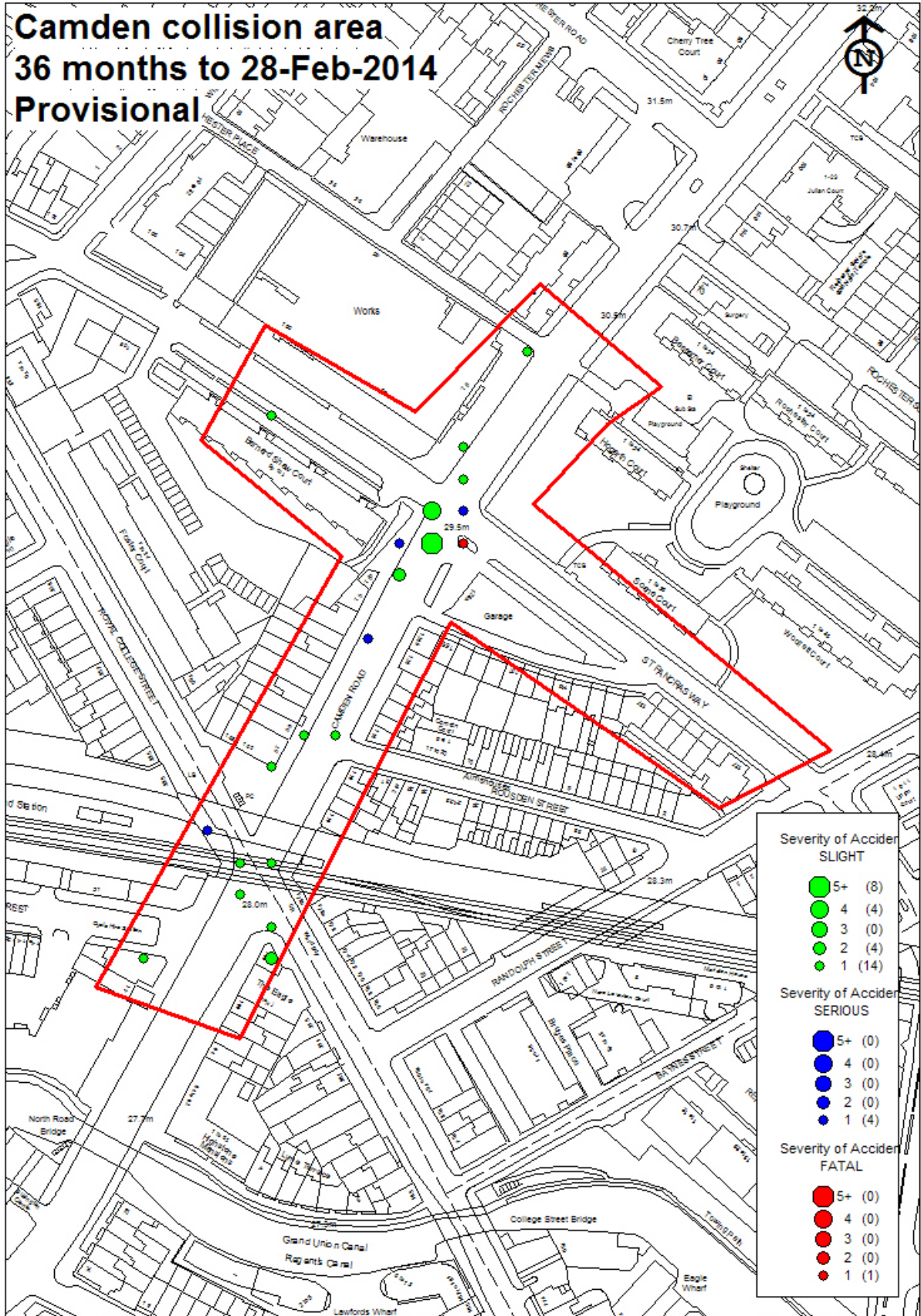
Problem 3: One slight severity collision resulting from a lane change – A northbound cyclist changed lane to the right and was struck by another vehicle. Contributory factors cited for the collision included (driver) ‘failed to look’, ‘failed to judge other person’s path or speed’ and ‘careless, reckless or in a hurry’.

Consideration: The collision should be discounted on the basis of poor driver behaviour (careless, reckless or in a hurry).

Summary Consideration: This is remote from the site and drivers will be unlikely to be cognisant of the screen at this location, moreover the three collisions within this section of the scheme area can be reasonably discounted.

Scheme Summary Consideration: Twelve collisions within the scheme area can be reasonably discounted; there is no evidence to suggest that the drivers of vehicles involved in these collisions are currently experiencing difficulty in interpreting the highway layout in the vicinity of this site. There is evidence to suggest that driver/rider error or reaction may have been the primary cause of four collisions.

Camden collision area 36 months to 28-Feb-2014 Provisional



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Scale : 1:1500

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