JCDecaux

A00978

Land at
Tottenham Court Road
London W1T 4TF

Advertising Proposal

Planning Submission

JCDecaux Roadside

991 Great West Road
Brentford
Middlesex
TW8 9DN

T: +44 (0) 208 326 7732
F: +44 (0) 208 326 7738
W: www.jcdecaux.co.uk

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Contents

JCDecaux Roadside

991 Great West Road
Brentford
Middlesex
TW8 9DN

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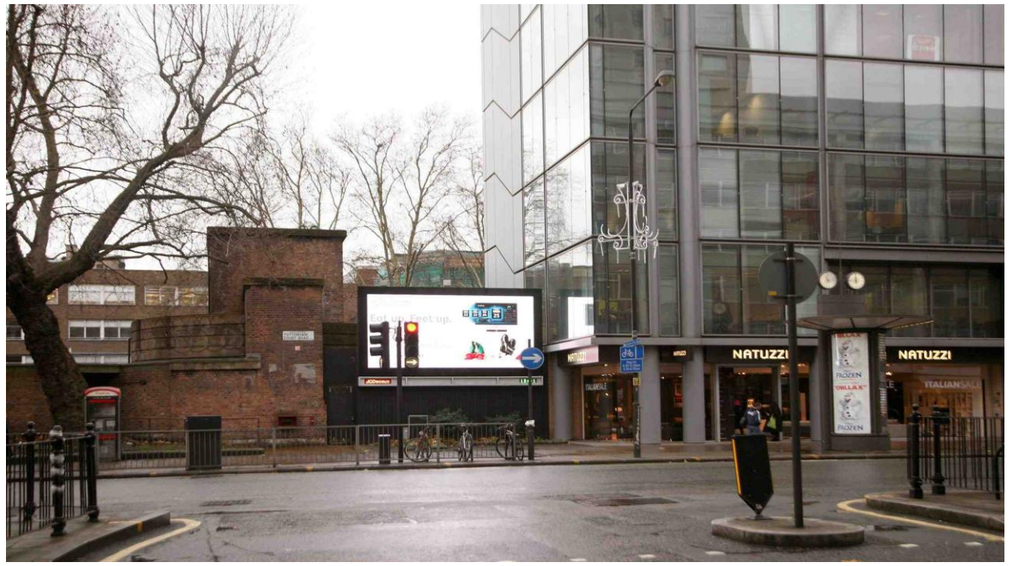
F: +44 (0) 208 326 7738
W: www.jcdecaux.co.uk



Existing landscape display facing Torrington Place

Proposed re-orientated panel

1.0 Introduction

This proposal has been prepared by JCDecaux who own the site and operate a single sided landscape digital advertisement display measuring 6m wide by 3m high. The display panel is elevated above the street by 2m and the display has surrounding featheredge fencing. The application will maintain the featheredge fencing but rotate the orientation of the display 90 degrees producing a vertical digital advertisement measuring 6m high and 3m wide with public realm improvements on the small plot of land in front.

The advertisement will continue to display a range of public and commercial messages that can be automatically changed via a secure computer feed. The reorientation will see the display relocated to stop the images being directly behind the traffic lights ensuring possible public safety distractions are significantly reduced. The proposal will continue the use of the display for advertising that has existed for many years without harm to public amenity or public safety. Furthermore, the application will rejuvenate an empty plot of land to the front of the display, planting new foliage and a newly designed seating area for the public.

View of advertisement looking south west along Torrington Place

JOB	Land at Tottenham Court Road London
CLIENT	N/A
SCALE	N/A
DRAWING	Introduction
REFERENCE	**A00978/01**

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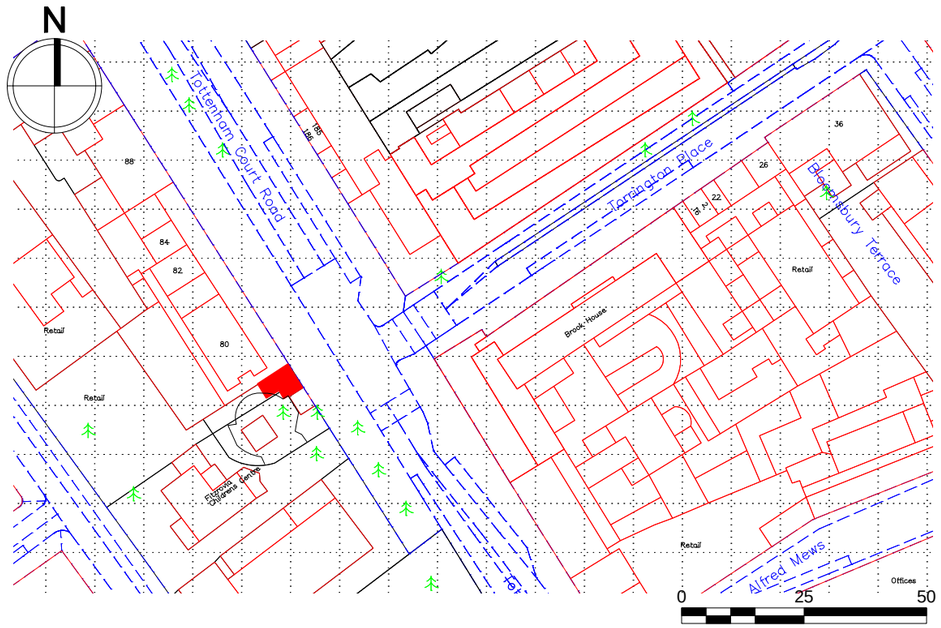
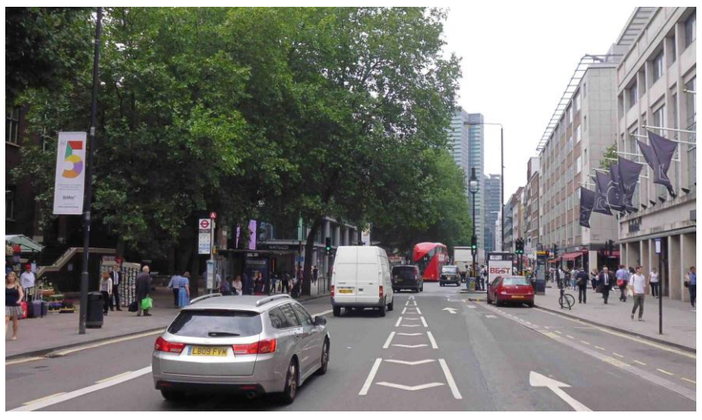


2.0 Site and Surrounding Area

The application site is a plot of land siting parallel along Tottenham Court Road at the junction of Torrington Place. The site is a small plot of land adjacent to a large glass commercial building along a busy and retail orientated street. The existing advertisement is a digital display measuring 6m wide and 3m high. The display faces in a north easterly direction and is two metres from ground level. Tottenham Court Road is a predominantly commercial street, with numerous retail outlets and associated low level advertising displays. The site is surrounded by heavily commercial areas of Euston and Oxford Street which is maintained throughout Tottenham Court Road. The advertisement continues the commercial enterprise on an otherwise under utilised plot of land.

The site does lie within Charlotte Street Conservation Area, however the proposal will continue an established and longstanding use. The proposed advertisement seeks to develop upon the current display in a respectful and thought-out manner, producing a structure to a high standard and quality of design. Furthermore, the additional public realm enhancements will produce a site of significant value at this intersection.

The site is appropriate for the display of digital advertising by virtue of the continuation of the existing display and the surrounding setting. The reorientation will turn the advertising space into a well configured display that utilises a more appropriate viewing platform.



View of advertisement looking north west along Tottenham Court Road

Close up view of the display and site

JOB	Land at Tottenham Court Road London
CLIENT	N/A
SCALE	1:1250 & 1:500 @ A3
DRAWING	Site and Surrounding Area
REFERENCE	**A00978/02**

JCDecaux Roadside

991 Great West Road
Brentford
Middlesex
TW8 9DN

T: +44 (0) 208 326 7732
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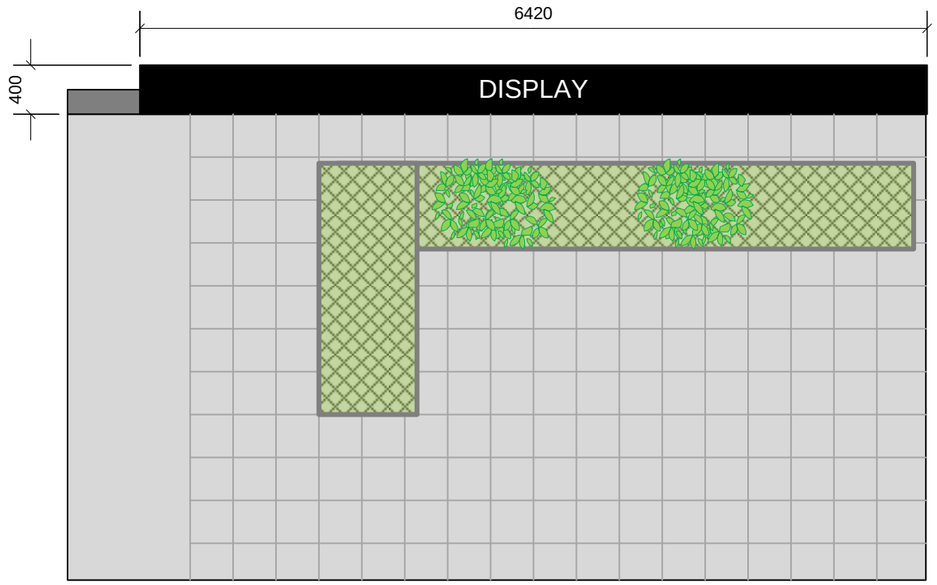
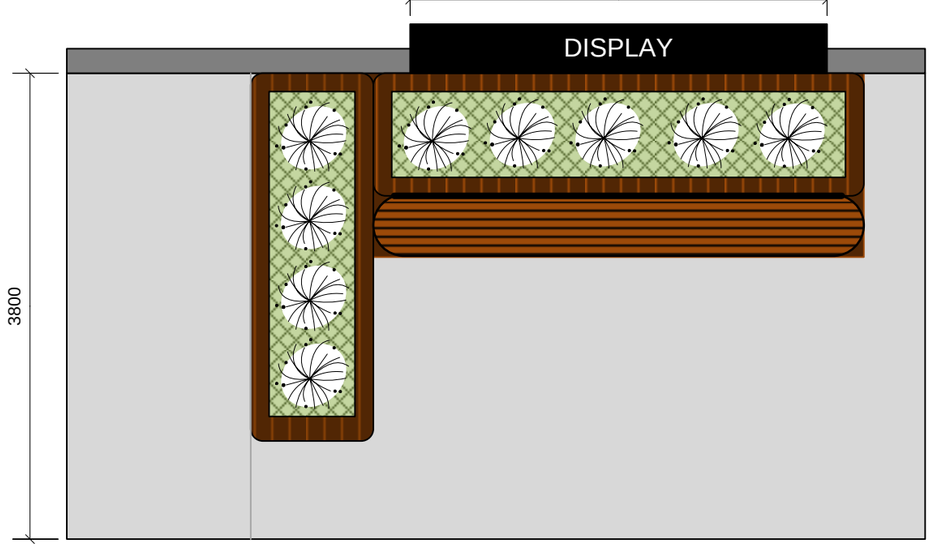
Existing Layout



Proposed Layout



Design Influence

Decorative Grass :'Prairie Dropseed'

JOB	Land at Tottenham Court Road London
CLIENT	N/A
SCALE	N/A
DRAWING	Existing and Proposed Layout
REFERENCE	**A00978/03**

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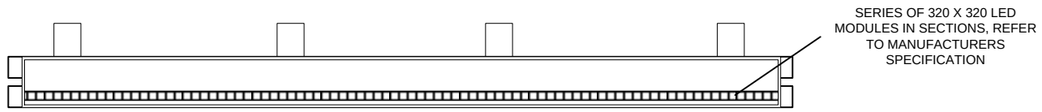
3.0 Existing Elevations

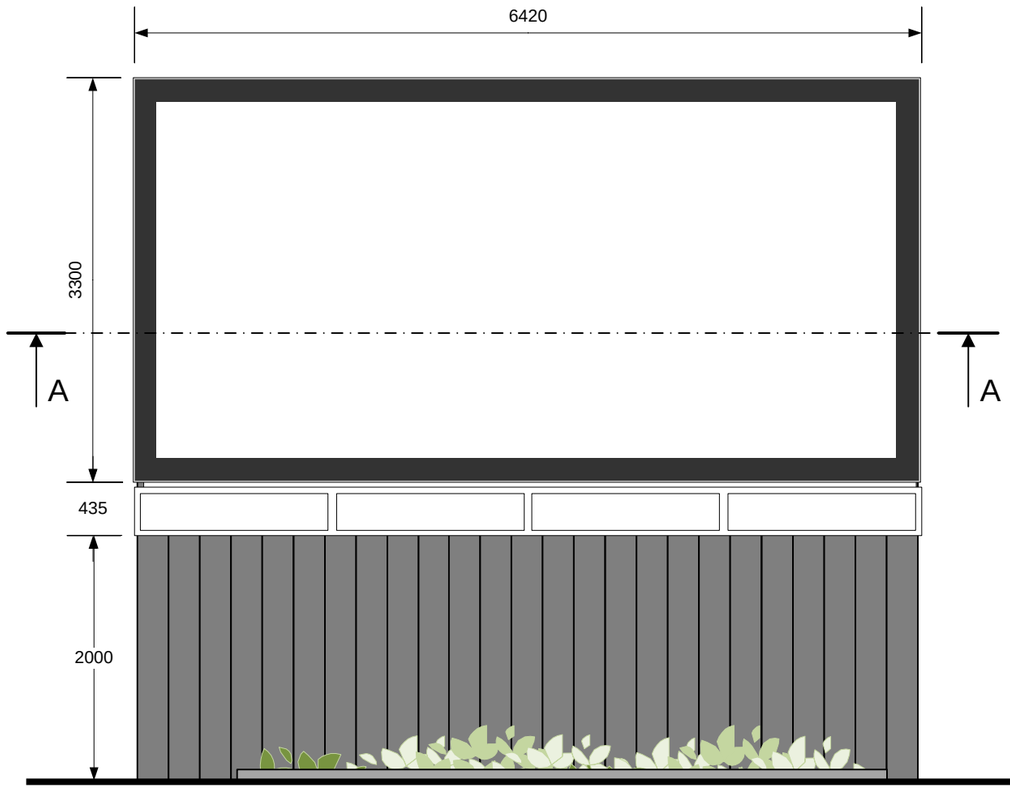
Wilmotte Sequential Display

Using Valo Digital Technology by Daktronics

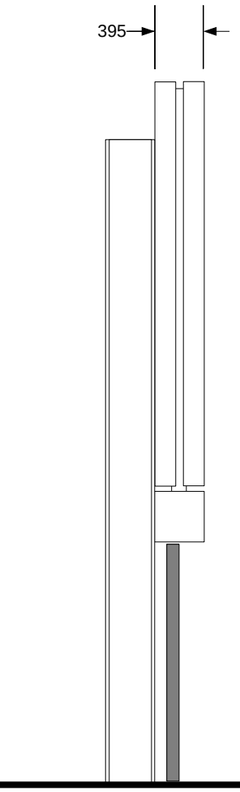
SECTION AA



FRONT



SIDE



Technical Description

This display panel has been designed by Jean-Michel Wilmotte and developed by JCDecaux Design. The display panel can be erected with integral leg support, wall mounted or on bespoke support frame to suit site conditions. This type of display panel can contain a lit form of advertisement display and can feature either mechanically or electronic/digital sequential rotation of advertisements.

Dimensions

Refer to drawing dimensions.

Structure

It is principally composed of a lateral steel post mounted with an upper crosspiece and an advertising panel. The main lateral post comprises the following:

- 2 openings, which houses the connection equipment,
- reinforced base plate for fixing onto the J-bolts ,
- reinforcement on the upper and lateral part of the advertising panel support arm
- The electrical connection is fed through the crosspiece via the lateral post.

Panel

Visible display area : 6270mm x 3300mm. The panel is made of aluminium sections. It houses the following:

- electric mounting board locking mechanism
- the equipment for the rotation of posters (rollers, belts, geared motor) if mechanical device,
- or integrated digital display panel
- methacrylate crystal glass doors 12mm thick which open from the bottom

If the back of the panel is exposed and not used it is equipped with a painted steel sheet instead of a glass.

Electricity

All of the internal wiring, earthing and electrical components comply with their relevant British Standard and are installed in accordance with BS7671 of 16th Edition of the IEE Wiring Regulations. This Street Furniture also complies with the relevant European CE directives as follows:

- Low voltage directive 73/23/CEE (Electrical Specifications)
- NFC15100: French electrical specifications for low voltage installations, modified to comply with BS7671.
- EN 60598-1: Luminaires : Electrical lighting
- EN 60598-1: Low voltage switch gear.
- ECM Specifications (Electromagnetic compatibility) 89/336/CEE
- EN 55015: Measurement of radio disturbance characteristics of electrical lighting and similar equipment.
- EN 50082-1: Generic immunity standard Part 1: Residential commercial and light industry.

Electricity connection is generally to the regional electricity network. Power supply: 220/240V

Foundations

The foundations are made of concrete with a minimum strength of 35N/mm2, including anchor bolts, earth mat and supply-ducts, and are constructed on site. The foundations are cast in situ and are adaptable to accommodate local underground obstructions. This anchor-bolt technique allows the replacement of the structure in the event of an accident without having to re-lay the foundations.

Materials Durability and Protection

Each component is given a surface treatment to meet the usage conditions. The quality, the operative mode, the cleanliness of the preparations before treatment, the responsibility and the checks associated with treatments (raw material, finished product...) comply with the internal JCDecaux specifications, the current standards and the rules governing the profession. Steel/Cast Iron: SA3 shot blasted, zinc plating 80 microns thick, galvanised zinc for water drainage areas. Aluminium: Degreasing, sandblasting, colouring, class 15 anodisation. Paint coating: Polyester powder paint, oven blasted at 180°C, 100 microns thick or epoxydilic or polyurethane liquid paint with hardener. The oven baking temperature is provided by the supplier and tested and checked on a part representative of the product.

0m 0.9m 1.5m 3m

JOB	Land at Tottenham Court Road London
CLIENT	N/A
SCALE	N/A
DRAWING	Existing Display
REFERENCE	**A00978/04**

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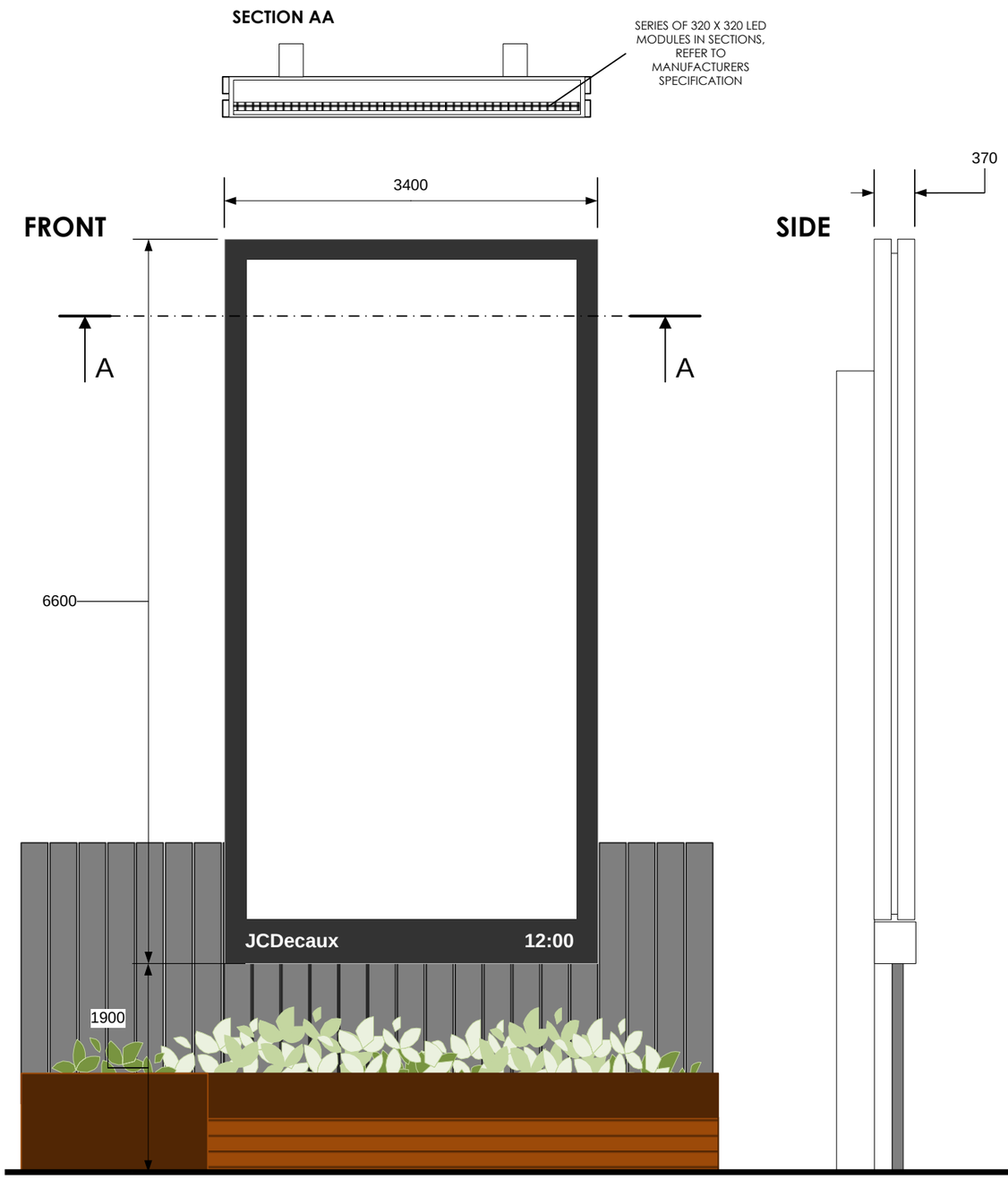

4.0 Proposed Elevations

Wilmotte Sequential Display

Using Valo Digital Technology by Daktronics

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0m 0.9m 1.5m 3m

JOB	Land at Tottenham Court Road London
CLIENT	N/A
SCALE	N/A
DRAWING	Proposed Display
REFERENCE	**A00978/05**

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991 Great West Road
Brentford
Middlesex
TW8 9DN

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F: +44 (0) 208 326 7738
W: www.jcdecaux.co.uk

5.0 Materials

Wilmotte Sequential Display

Using Valo Digital Technology by Daktronics

Presentation

The 'IT' TILE has been designed specifically for the fixed installation and roadside advertising market. The TILE is based on a 320mm x 320mm, IP67 platform that can be pre-built into super-sized modules that weigh under 44kg per square metre for speedy installation.
User friendly options include front access maintenance and remote diagnostics with fault detection down to pixel level. Remote diagnostics with email/SMS reporting option

- IP67 protection
- Radiant calibrated system
- Choice of Nichia & Everlight LEDs
- Front access maintenance options
- Lightweight and slim to reduce installation costs
- Super-sized modules for quick and easy installation
- CE & UL certification

Robustness and Durability

Product specially designed for direct outdoor use in a wide range of environmental/temperature conditions and features.
Brightness level not affected by extreme temperatures and does not degrade over time like other technologies.
Best in class product in term of visibility in direct sunshine. Improved reliability and life through expert thermal and solar management design.

Certifications

CE

Manageability

Extensive monitoring capability through digital image verification that gives immediate feedback about display performance.
Intelligent monitoring/control and maintenance features.

Modularity

Modular design for simple on-site service.

Vandalism

Screen front opened by the use of special keys.
Screws and fixing gears are invisible.
Panel composed of unalterable materials.
Encrypted transmission between JCDecaux NOC and the digital displays.
High quality materials and coating.

Screen Information

Pixel Spacing (mm)	12
Rows and Columns	240 x 480
Pixel Configuration	RGB LED
Calibrated Brightness	5000Cd Max
Lifetime ½ brightness	100,000 hours
Viewing Angle	
Horizontal	140°
Vertical	60°
Video Processing	Daktronics 19bit LED Image
Colour Processing	14 bit
Colour temperature	3500° – 9500° K
Dimming Capability	5 bit (32 levels)
LED Refresh Rate	1000Hz
Contrast Ratio	1000:1
Calibration	Full Depth LED to LED
Service Access	Front
Cabinet Depth	400mm
Cabinet Construction	All Alluminium
Overall Area	3329mm x 6270mm
Display Area	2880mmx 5760mm
Display Weight	1588Kg

DAKTRONICS

Power Requirements	
Max	15840 watts
Typical	4752 watts
Temperature Rating	-39° – 49° C
Weatherproofing	IP 55/ IP 65
Ventilation	Fan Filter
Graphics Capability	VGA/DVI to UXGA
Data to Display	Remote Internet/Network
Pixel Processing	Each pixel contains an independently controlled RGB LED for exceptional detail and colour accuracy
High Brightness	Used controlled intensity overcomes harsh lighting conditions even in direct sunlight

JOB	Land at Tottenham Court Road London
CLIENT	N/A
SCALE	N/A
DRAWING	Materials
REFERENCE	**A00978/06**

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JCDecaux

6.0 Planning Considerations

Advertisement Control

This application is submitted under the provisions of s9 of the Town and Country Planning (Control of Advertisements) Regulations 2007 for consent to display an advertisement. The Regulations identify two areas of consideration, being the impact of the advertisement display on the interests of public safety and visual amenity.

The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and is guidance that is to be taken into account in planning decisions. The framework provides a set of general guiding principles to be applied to development management. In respect of advertising development the framework confirms that only those advertisement displays that have an appreciable impact on a building or on their surroundings should be subject to detailed assessment.

Relevant core planning principles of the NPPF include the aim of securing high quality design in new buildings and encouraging vitality in urban areas, both of which are embodied in the proposal. Paragraph 63 states that in determining applications, great weight should be given to outstanding or innovative designs which help raise the standard of design more generally within an area. This proposal is an example of innovative design that does enliven the area, adds to local character and distinctiveness and raises the standard and expectation of quality for design within the area and is therefore, in accordance with paragraph 67 of the NPPF.

Planning Practice Guidance (PPG) relating to advertising displays was published in March 2014 and is the relevant guidance on advertising proposals in England. Factors relevant to amenity considerations include the general characteristics of the locality, which includes the presence of any feature of historic, architectural, cultural or similar interest in the immediate neighbourhood of the site where residents and passers-by will be aware of the advertisement.

It is suggested in the PPG that advertisements are less likely to have an adverse affect on visual amenity where the application site lies within an industrial or commercial area of a major town and city. This view is based on the fact that commercial messages and images are often part of the fabric of commercial areas and an expected feature to those people within and travelling through the area. The guidance identifies several types of advertisements that may cause a risk to public safety, which include changing displays, moving displays, flashing lights and advertisements that resemble traffic signs, none of which apply in this instance. Local policy and guidance can be material considerations in the determination of applications for advertising development but only where the policy aims are applicable and related to amenity and public safety matters, the primary considerations in advertisement developments. The applicant believes that policy is supportive of the proposal in several respects.

LDF Policy

Policy CS5 Managing the Impact of Growth and Development

This policy presents the general approach the Council will apply and seek to achieve through new development. This policy does not include detailed standards of design or layout but a more abstract application of the Council's Core Strategy. Under part c) the policy seeks to promote high quality design and sustainable buildings. This proposal is a sustainable form of development in several respects. The development re-uses the existing space and use and incorporates a new and enlivening format whilst maintaining the highest standards in build quality and design. The screen technology continues to be sustainable and an energy efficient method of displaying images than traditional rear illuminated signs that use wasteful fluorescent tube lighting. The change of orientation will reduce any confusion with the traffic lights and will appear less dominant on the streetscape. Furthermore, the rejuvenation of the land in front of the display will cater for the growing population within the public realm.

The proposal was formulated with the purpose of ensuring the alteration would be sympathetic to the current plot and will appear as an enhancement to its appearance. In this way the proposal will accord with part d) of this policy. The large scale commercial developments that dominant the townscape in the vicinity of the site and provide the appropriate scale to support this scheme. Overall the aims of core strategy CS5 will not be offended or undermined by this development.

Development Policies

Policy DP24 Securing High Quality Design

The context of the application site must be recognised as one of a busy commercial setting. The local character is heavily influenced by the transport infrastructure and volume of traffic passing through the area both during the day and at night. The area is already very well lit by high level street lighting throughout the hours of darkness. There is no consistent style or design of building in the proximity of the display. The current site has been used for advertising for a substantial period of time, and the proposal will seek to continue that use, maintaining the innovative technology used. The proposed advertisement and landscaping will make an appreciable and beneficial improvement to the appearance of the plot but not result in any tangible harm to local visual amenity.

The character of the local area will be unaffected by the proposal. Advertising is not uncommon but is an expected feature in such busy urban areas and especially along the Tottenham Court Road. There are several examples of various types of advertisement displays within the locality not only on retail and business uses but also roadside and freestanding pavement displays unconnected with any particular building or business. The retail frontages are vibrant and brightly lit and in several cases active commercial uses extend to first and second floor level.

The proposed alteration to the display will have the effect of creating a better positioned display and a high quality addition to the public realm. Overall the aims of DP24 will not be offended or undermined by this development.

Camden Planning Guidance
Advertisements, signs and hoardings
In general the SPG seeks to ensure advertisements take account of their surroundings, respecting the design and use of nearby buildings. The guidance notes that the most successful forms of advertisement achieve these stated outcomes and do not affect the public safety of road users and pedestrians alike. These sound aims are achieved in this proposal by the attention to the detail of the new displays positioning and by designing the advertisement to sit comfortably above the newly designed public realm space.

The SPG states three key considerations that successful advertisements should adhere to. The proposed advertisement is not against the first consideration, as the adjacent building is a modern glass structure that protrudes significantly ahead of the displays position. Additionally, there is an advertising display that successfully sits in the current plot, complementing the surround area and being an established feature along Tottenham Court Road. The proposed display seeks to continue the use of the site and maintain the existing relationship between the display site and the surroundings. Lastly, the external fabric of the building shall remain continuous with the existing format, however with an additional public realm improvement, the overall impact of the plot will be noticeably upgraded.

The site is located at a road intersection which is highly lit throughout the hours of darkness. Tottenham Court Road is characterised and dominated by high levels of traffic through the day and night. The current illumination of the advertisement does not add appreciably to the ambient lit environment nor appear as an isolated source of illumination, given the nature and character of the locality and the new display will continue this behaviour. The level of illumination is proportionate to the environment and consistent with ILE advice, as mentioned within the SPG.

Safety Impact

There are important considerations between the relationship of advertisements and public safety. In particular, it regards the effect of the advertisement display on driver behaviour and its location to produce a distraction that would be considered a traffic hazard. The use of advertisements is common practice in urban areas. The display will not be exclusive to the area as throughout Tottenham Court Road there are numerous advertising and commercial displays. The proposed site has an established advertising use and drivers will expect an illuminated advertisement to be present. The long range view of the display along Torrington Place will ensure the advertisement will be visible for an appropriate amount of time such that there would be ample opportunities to acknowledge and register its presence without causing confusion.

The size and design of the proposed advertisement is in scale with the plot and will not be overly dominant nor create an undue distraction. A driver will be able to observe the advertisement, take in its simple message and adjust their driving accordingly, without creating a highway danger.

Conclusion

In summary, this proposal represents an innovative and creative form of development that would be appropriate to the sites current use. The scale and nature of the proposal would complement the scale, design and appearance of the streetscape and active uses in the locality without undermining its character. Located along Tottenham Court Road, the proposal will make a positive contribution to the local character, the function, viability and amenity. The proposal epitomises the desire to continue to provide innovative design and technology to existing displays and enhance the benefits that advertisement sites produce. The development does not detract from the character of Tottenham Court Road, nor does it significantly impact upon nearby properties, and is a sustainable development benefitting from its own self-funded advertisement scheme.

The application site does fall within a conservation area however it will not produce any additional impact than the current in situ display. The existing display is of a good standard but the proposed changes will provide a fundamental improvement in positioning of the advertising display whilst enriching the public realm.

The proposal is sympathetic to the aims of local and national policy guidance to promote innovation and high quality proposals that make effective use of developed land and enhance local amenity. The scheme would not be against the interests of visual amenity nor would it compromise public safety.

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