

**croft**

Transport Solutions

**INFINITY OUTDOOR LIMITED**

**PROPOSED ADVERTISEMENT BANNER**

**CAMDEN TOWN HALL EXTENSION**

**ARGYLE STREET**

**LONDON**

**Transport Appeal Statement**

**March 2016**

Croft Transport Solutions

9 Jordan Street, Manchester, M15 4PY

Tel: 0161 667 3746 Email: [info@crofts.co.uk](mailto:info@crofts.co.uk) [www.crofts.co.uk](http://www.crofts.co.uk)

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## **1 QUALIFICATIONS AND EXPERIENCE**

- 1.1.1 My name is Philip James Wooliscroft. I hold an MSc in Transport and Logistics from Cranfield University and a Higher National Certificate in Civil Engineering Studies from City College, St Albans.
- 1.1.2 I have practised in the field of transport planning and traffic engineering for more than 20 years. I began with South Bedfordshire District Council in 1986 before moving into the private sector with Colquhoun Transportation Planning, The MVA Consultancy and The Denis Wilson Partnership from 1990.
- 1.1.3 I joined Savell, Bird and Axon, traffic and transport consultants in 2001 and was employed as a Director in the Company until April 2011 when I set up Croft Transport Solutions where I am a Director.
- 1.1.4 I have provided expert witness advice for numerous advertisement appeals recently, including recent successful appeals at Miller Street, Oldham Road and Deansgate in Manchester and in Newcastle city centre. I am familiar with the issue of highway safety in such cases. I have also advised a number of clients on similar proposals in other locations such as Leeds, Bristol and London.
- 1.1.5 I am therefore extremely experienced in advising on the highways safety issues relating to these types of proposal.
- 1.1.6 The Statement which I have prepared is true and has been prepared and I confirm that the opinions expressed are my true and professional opinions. I understand that my duty is to assist the appeal inspector irrespective of by whom I am instructed.

## **2 PLANNING APPLICATION**

### **2.1 Introduction**

2.1.1 Croft were instructed by Infinity Outdoor Limited in January 2016 to advise on the traffic and safety aspects of proposals which involve the erection of an externally illuminated shroud advertisement to Euston Road elevation from 1st January 2016 to 31st December 2016.

### **2.2 Planning Application Background**

2.2.1 The planning application that is the subject of this appeal (ref: 2015/5487/A) was registered on 4th November 2015.

2.2.2 The application site is on the northern facade of the Camden Town Hall extension facing Euston Road.

2.2.3 The application sought consent for the display of a shroud with a 1:1 true image of the host building incorporating a large advertisement externally illuminated by nine floodlights.

2.2.4 The advertisement on the shroud measures 43.8 metres in width by 25.8 metres in height.

2.2.5 The planning officer's report commented as follows:

*'Public Safety:*

*The addition of 9 x floodlights above the proposed signage is considerable in their number and unjustified. The level of illumination generated would be such that it would inevitably distract the attention of any road users – be it lorry/bus drivers, motorists, cyclists and even pedestrians.*

*Floodlights, in general term and use, generate a high level of illumination. The proposed external illumination is to be installed on the ridge above the 7<sup>th</sup> floor which, in view of the size of the proposed advertisement, would illuminate the equivalent of the 8-storey building elevation the shroud and advertisement are to conceal.*

*Taking into account the surface to be illuminated area coupled with the high number of floodlights as well as the intensity/level of illumination proposed, it is considered that the method and level of illumination to be unacceptable and harmful to the safety of road users and pedestrians in such a prominent location.*

2.2.6 Transport for London (TfL) commented on the application as follows.

*'From the package of information submitted to Camden Council a number of things remain unclear, such as the following:*

- *The scaffolding licence to ensure it is structurally safe to support the shroud and advertising.*
- *The date at which the scaffolding is to be erected and the date the shroud and advertisement is to be erected.*
- *Elevations or photomontages of the proposed advertising or examples of this.*
- *The type of advertising that is to be displayed and the duration.*

*Without this information TfL cannot provide comment on the level of distraction that will be caused to drivers, particularly those exiting Pancras Road. Therefore until such information is provided this application cannot be supported by TfL.'*

2.2.7 The application was subsequently refused on 15th January 2016 for the following reasons:

*'1. The proposed advert, by virtue of its excessive size, visually prominent location and method of illumination would result in an overly dominant addition which would be harmful to the visual amenity of the streetscene, the character and appearance of the conservation area and the setting of the surrounding listed buildings, contrary to Camden's Local Development Framework Core Strategy policies CS5 (Managing the impact of growth) and CS14 (Promoting high quality places and conserving our heritage), and Camden's Local Development Framework Development Plan policies DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage).*

*2.The proposed advert, by virtue of its size, illumination and prominent location, would cause undue distraction to vehicular traffic and pedestrians causing conditions which are prejudicial to highway and pedestrian safety, contrary to Development Policy DP21 (Development Connecting to the Highway Network) of Camden's Local Development Framework.'*

## **2.3 Scope of Statement**

2.3.1 This Statement will first consider the existing application site and its location and then provide details of the advertisement proposal in Section 3. Section 4 considers the existing safety record on the highway network and the potential impact if any of the new screen. Section 5 will consider the specific comments made by the Council and TfL.

2.3.2 Section 6 will present my conclusions.

### **3 DEVELOPMENT SITE AND ITS LOCATION**

#### **3.1 Development Site and Its Location**

3.1.1 The application site is located at the junction of Euston Road and Pancras Road.

3.1.2 The location of the application site is shown in **Plan 1**.

#### **3.2 Development Proposals**

3.2.1 The application sought consent for the display of a shroud with a 1:1 true image of the host building with a large advertisement externally illuminated by nine floodlights.

3.2.2 The advertisement on the shroud measures 43.8 metres in width by 25.8 metres in height.



## **4 POTENTIAL SAFETY ISSUES**

### **4.1 Introduction**

4.1.1 The impact of roadside advertising on road safety/public safety has been the subject of a number of studies, however, there is currently no overall consensus. It is widely argued and perceived to be a distraction to some road users in certain circumstances, and as such, potentially poses a road safety risk. The level or significance of this risk however, has not been quantified in any current guidance or research. The lack of data or scientific evidence means that the case against roadside advertising generally relies upon anecdotal evidence and a perception that it can be a distraction.

4.1.2 Some research indicates that advertisements can act as visual distracters at locations where the road user is searching for information, such as junctions, or other cluttered visual environments. All adverts seek to attract attention. As such, particular consideration needs to be given to proposals that seek to provide site advertisements at locations such as junctions and pedestrian crossings. Care needs to be taken that advertising, because of its size or siting, would not obstruct or confuse a road users view or reduce the clarity or effectiveness of a traffic signs or traffic signals, or would be highly likely to distract road users because of their unusual nature.

4.1.3 The public safety assessment therefore considers the existing local circumstances applicable to the proposed shroud advertisement.

4.1.4 Appendix B to the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 sets out the 'general considerations' of each proposed advertisement. Section 2 of Appendix B sets out the main types of advertisements which 'may cause danger to road users'. These are set out below:

- '(a) those which obstruct or impair sight-lines at corners, bends or at a junction, or at any point of access to a highway;*
- (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;*
- (c) those which effectively leave insufficient clearance above any part of a highway, or insufficient lateral clearance for vehicles on the carriageway (due allowance being made for the camber of the road-surface);*
- (d) those illuminated signs(incorporating either flashing or static lights)-*
- (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;*
- (e) those which incorporate moving or apparently moving elements in their display, or successive individual advertisements which do not display the whole message;*
- (f) those requiring close study (such as Public Information Panels), which are situated so that people looking at them would be insufficiently protected from passing vehicles; or those advertisements sited on narrow footpaths where they may interfere with safe passage by causing pedestrians to step into the road;*
- (g) those which resemble traffic signs, as defined in section 64 of the Road Traffic Regulation Act 1984, and may therefore be subject to removal by the highway authority under section 69 of that Act, for example-*
- (i) those embodying red circles, crosses or triangles, or any traffic sign symbol; or those in combinations of colours which might otherwise be mistaken for traffic signs;*
  - (ii) those incorporating large arrows or chevrons with only the arrow or chevron made of retroreflective material or illuminated, causing confusion with similar signs in use at, or approaching, roundabouts;*
- (h) those which embody directional or other traffic elements and which need special scrutiny because of possible resemblance to, or confusion with, traffic signs, e.g. advertisements which-*
- (i) contain a large arrow or chevron (or have a pointed end and have only a few words of message);*
  - (ii) invite drivers to turn right on a main road, or where there is fast moving traffic;*
  - (iii) invite drivers to turn, but are sited so close to the turning that there is not enough time to signal and turn safely;*
  - (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.'*

4.1.5 My judgement on the impact of this proposal has been informed by these guidelines insofar as they are relevant to this proposal.

## **4.2 Site Assessment**

4.2.1 On site observations have been made in the preparation of this Statement to gauge the particular aspects of this location and how traffic moves along this section of Euston Road and Pancras Road.

4.2.2 Drivers will be able to view in reality only oblique views of the proposed shroud along both Euston Road approaches although drivers will have more of a view when exiting Pancras Road onto Euston Road.

4.2.3 However, there are no major road signs or directional road markings on any of the three approaches to the site that could lead to any unacceptable effect on driver's attention.

4.2.4 Having regard to the local highway considerations and the relevant guidance my judgement of these proposals is that this is a proposal which would not lead to any detrimental effect in terms of highway safety.

## **4.3 Existing Safety Record**

4.3.1 It is important at this particular site to establish whether or not there is an existing accident issue and in particular whether the proposals would be detrimental to highway safety.

4.3.2 As such, this section will consider the road safety record surrounding the proposed advertisement shroud.

4.3.3 For the purposes of this collision data analysis, an area covering the junctions of Euston with Pancras Road, Belgrove Street and Argyle Street has been considered.

4.3.4 In light of the above, 5 year collision data has been obtained from Transport for London covering the period from 1st September 2010 to 31st August 2015 in the area described above. These statistics are contained within **Appendix 2**.

4.3.5 A review of this collision data has shown that there have been a total of 33 reported accidents within the study area.

4.3.6 Table 4.1 below shows the spread and severity of these accidents over the 5-year period.

Injury Accidents	12 Months Period to the end of					
	Aug 11	Aug 12	Aug 13	Aug 14	Aug 15	Total
<b>Fatal</b>	0	0	0	0	0	<b>0</b>
<b>Serious</b>	2	2	0	0	0	<b>4</b>
<b>Slight</b>	12	4	4	6	3	<b>29</b>
<b>Total</b>	<b>14</b>	<b>6</b>	<b>4</b>	<b>6</b>	<b>3</b>	<b>33</b>

**Table 4.1 - Summary of Accidents 2010 to 2015**

4.3.7 The above table shows that nearly all of the accidents that occurred within the study area were classified as slight, with no fatalities having occurred. Furthermore, the level of accidents along this section of Euston Road has been decreasing. It is also worth noting that the level of accidents within the study area was markedly higher in the period when the previous shroud advertisement was being considered ie around 2010/2011.

4.3.8 To understand if there have been any underlying causes or re-occurring patterns to the collisions that have taken place, the locations and a description of each accident has been considered.

- 4.3.9 This reveals that only 9 of the 33 personal injury accidents occurred outside daylight hours. Clearly the shroud will only need to be illuminated outside daylight hours.
- 4.3.10 Of these 9, one personal injury accident involved a cyclist that ignored a red signal and collided with the side of another vehicle on Euston Road and another occurred when an 'intoxicated' pedestrian fell into Euston Road. Another two involved collisions on Pancras Road at a location where the advertisement shroud could not have been seen in any event.
- 4.3.11 As such, only 5 personal injury accidents have occurred in the past 5 years at locations where the new advertisement shroud could be seen and occurred outside daylight hours when the new shroud would be illuminated.
- 4.3.12 In conclusion, the existing road safety record in the vicinity of the site can be considered as fairly typical of urban locations with busy signalised junctions although the number of accidents that occurred after dark, when the shroud would be illuminated, are very low indeed.

#### **4.4 Previous Proposals at the Site**

- 4.4.1 Notwithstanding my view on the specifics of this appeal proposal, there is pertinent history of similar advertising on this particular site that supports these appeal proposals.
- 4.4.2 Application number 2011/5760/A sought permission for the 'display of an externally illuminated shroud advertisement between the 1st floor and roof level facing Euston Road for a period of 6 months (01/04/2012 - 30/09/2012) during the Olympics'. The Delegated Report is enclosed as **Appendix 3**.
- 4.4.3 This proposal measured 30 metres in height and 52 metres wide and covered an area of 1,560 square metres. This is approximately 28% larger than the advertising area of the shroud being proposed in this particular application.

- 4.4.4 The proposal was granted advertising consent for a 6 month period on 19th December 2011.
- 4.4.5 In terms of the specific formal consultation responses, the Delegated Report confirms that TfL were notified, but did not respond. One can conclude therefore that TfL had no objections to the proposals on highway safety grounds. Camden Council themselves under the heading 'Public Safety' stated as follows:
- '3.1 The consideration for public safety is whether the advert itself, or its exact location, is likely to be so distracting, or so confusing that it creates a hazard to, or endangers people in the vicinity who are taking reasonable care for their own and others' safety.*
- 3.2 The proposed display is static, and its high level and simple design combined with the generally slow traffic speed on Euston Road, are not considered to pose a hazard to vehicular traffic. The sign would pose no hazard to pedestrians.'*
- 4.4.6 Officers were absolutely clear in the above consultation response that the proposals would 'pose no hazard to pedestrians'. They also confirm that given the proposed display is 'not considered to pose a hazard to vehicular traffic'.
- 4.4.7 The current proposals are smaller than those consented in 2011, remain static, will be at a high level and include a simple design. Traffic flows along Euston Road are not considered to have changed materially since 2011 either.
- 4.4.8 The 2012 shroud proposal was only granted consent for a 6 month period but clearly if it was considered acceptable for this period it should be concluded that it was considered acceptable, in terms of public safety, in perpetuity.
- 4.4.9 As such, the existing site has in the recent past been granted advertisement consent for a similar advertising shroud. The current proposals should therefore be considered acceptable.

#### 4.5 Similar Sites

4.5.1 Furthermore, there are a range of similar large advertising shrouds that have been granted consent in the recent past.

4.5.2 To demonstrate the fact that these large advertising shrouds are commonplace within urban environments this Statement includes, by way of example, a range of recently implemented/consented large advertising shrouds:

- **Global Furnishing Limited, 128 Fairfield Street, Manchester M12 6EL (App Ref 102544/AOH/2013/C2)** (Manchester City Council). This involved an existing advertising shroud that faces the signalised junction of Mancunian Way and Fairfield Street in Manchester city centre. The shroud measured 30 metres wide by 10 metres high which was illuminated by 15 floodlights. The decision notice is enclosed with this Statement at **Appendix 4**, together with proposed visuals of the scheme. The consent lasted for 6 months and was granted consent with no objections on highway safety grounds.
- **Freemason Hall, 36 Bridge Street, Manchester M3 3BT (App Ref 102544/AOH/2013/C2)** (Manchester City Council). This involved an advertising shroud that faces the signalised junction of Bridge Street and St Mary's Parsonage Manchester city centre. The shroud measured 25 metres wide by 10 metres high which was illuminated by 9 floodlights. The decision notice is enclosed with this Statement at **Appendix 5**, together with proposed visuals of the scheme. The consent lasted for 6 months and was also granted consent with no objections on highway safety grounds.

- **Dominion Theatre, 268-269 Tottenham Court Road, London W1T 7AQ (App Ref 2014/2687/A)** (Camden Council). This involved a consented 'shroud' measuring 19 metres high and 13.4 metres wide. This site faces the very busy signalised junction of Oxford Street and Tottenham Court Road. The Delegated Report, contained in **Appendix 6**, together with proposed visuals of the scheme of my Statement, provided the following comments on public safety, *'Given the position of the advert, it is not considered to raise public safety issues in terms of distracting drivers on Tottenham Court Road'*.

4.5.3 As can be seen there are numerous examples of recently implemented/consented large advertising shrouds at similar locations in the proximity of busy and prominent signalised junctions in urban areas.



## **5 PUBLIC SAFETY COMMENTS**

### **5.1 Introduction**

5.1.1 This section of my Statement will consider the specifics of the Council's comments on public safety as well as the TfL response that was submitted to Camden Council.

### **5.2 Camden Council Comments on Public Safety**

5.2.1 The relevant highways safety section of the Planning Officer's Report is contained below:

*'4.1 The addition of 9 x floodlights above the proposed signage is considerable in their number and unjustified. The level of illumination generated would be such that it would inevitably distract the attention of any road users – be it lorry/bus drivers, motorists, cyclists and even pedestrians.*

*4.2 Floodlights, in general term and use, generate a high level of illumination. The proposed external illumination is to be installed on the ridge above the 7<sup>th</sup> floor which, in view of the size of the proposed advertisement, would illuminate the equivalent of the 8-storey building elevation the shroud and advertisement are to conceal.*

*4.3 Taking into account the surface to be illuminated area coupled with the high number of floodlights as well as the intensity/level of illumination proposed, it is considered that the method and level of illumination to be unacceptable and harmful to the safety of road users and pedestrians in such a prominent location.'*

5.2.2 The level of illumination proposed for the advertisements shroud would be similar to that proposed for the consent from December 2011. The Council had no objections to that consent and therefore the comments provided for this application are inconsistent and unjustified given the similarities between the two sets of proposals.

5.2.3 Furthermore, numerous other examples of where advertisement shrouds have been granted consent with similar dimensions and illumination have been provided in the vicinity of busy signalised junctions which further demonstrate that these proposals are commonplace in urban environments.

5.2.4 The second reason for refusal includes reference to Policy DP21. This policy is set out in full below:

*'Policy DP21 - Development connecting to the highway network The Council will expect developments connecting to the highway network to:*

*a) ensure the use of the most appropriate roads by each form of transport and purpose of journey, in accordance with Camden's road hierarchy;*

*b) avoid direct vehicular access to the Transport for London Road Network (TLRN) and other Major Roads; and*

*c) avoid the use of local roads by through traffic.*

*The Council will expect works affecting highways to:*

*d) avoid disruption to the highway network and its function, particularly use of appropriate routes by emergency vehicles;*

*e) avoid harm to on-street parking conditions or require detrimental amendment to Controlled Parking Zones;*

*f) ensure adequate sightlines for vehicles leaving the site;*

*g) address the needs of wheelchair users and other people with mobility difficulties, people with sight impairments, children, elderly people and other vulnerable users;*

*h) avoid causing harm to highway safety or hinder pedestrian movement and avoid unnecessary street clutter;*

*i) contribute to the creation of high quality streets and public spaces; and*

*j) repair any construction damage to transport infrastructure or landscaping and reinstate all affected transport network links and road and footway surfaces following development.*

*Where development will be connected to the highway network, the Council will require all new public highways to be constructed to a standard it considers to be appropriate for adoption, and expect the routes to be adopted, owned and managed by the relevant Highway Authority'.*

5.2.5 In my view, the proposals comply with this policy as first of all the proposals 'do not connect to the highway network', secondly they do not cause disruption to the highway network, thirdly they do not affect on-street parking conditions or adequate sightlines. The proposals also do not affect the needs of the mobility impaired or cause harm, in my view, to highway safety.

### **5.3 Tfl Comments**

5.3.1 The Transport for London comments were as shown in paragraph 3.2.6 of my Statement and are essentially a request for more information rather than an in principle objection from the authority.

5.3.2 As with the Council, TfL did not object to the aforementioned December 2011 application and therefore it is highly unlikely that they would have maintained an objection to the current proposals on the basis that they are located on the same building and are similar in nature, indeed smaller in size than the 2011 proposals.

### **5.4 My Judgment**

5.4.1 As I have stated previously in this Statement, having regard to the local highway considerations and the relevant guidance my judgement of these proposals (before I considered the existing safety record in the vicinity of the site or before I referred to other similar sites) was that this is a proposal which would not lead to any detrimental effect in terms of highway safety.

- 5.4.2 The referral to other similar sites has not changed my view of the appeal proposals.
- 5.4.3 There is also nothing in the national guidance on the 'Control of Advertisements' as set out in Appendix B to the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, and in particular Section 2 of Appendix B which sets out the main types of advertisements which 'may cause danger to road users', or within Policy DP21 of Camden's Local Development Framework, that would lead me to believe that there would be any issue of detrimental highway safety whatsoever.
- 5.4.4 In fact, these simply support my view, and give me substantial comfort, that the appeal proposals are acceptable in terms of highway safety.

## **6 CONCLUSIONS**

6.1.1 My evidence has considered the traffic and safety aspects of proposals which involve the erection of an externally illuminated shroud advertisement to Euston Road elevation from 1st January 2016 to 31st December 2016.

6.1.2 The conclusions can be summarised as follows:

- Having regard to the highway circumstances and with regard to the relevant guidance the proposals would not give rise to harm in highway safety terms.
- The proposals will not have an unacceptable effect on driver's attention.
- Transport for London have not objected to the proposals in principle.
- The proposal is similar to an advertisement shroud granted consent in February 2012 for a 6 months period.
- The proposal is similar to a number of large advertisement shrouds in London and Manchester which have been granted consent.
- There is no particular existing accident problem in the vicinity of the site.
- The approach to the proposed shroud advertisement is not particularly complicated or unduly complex and is no different from other locations where these types of screen have been implemented.

6.1.3 In conclusion, the Council's reasons for refusal cannot be substantiated, it is my professional view that the proposals would not have an adverse effect in terms of highway safety and this appeal should be allowed.

## APPENDICES

## **APPENDIX 1**

### **Delegated Report for Proposals**

<b>Delegated Report</b>			<b>Expiry Date:</b>	<b>11/12/2015</b>
<b>Officer</b>		<b>Application Number(s)</b>		
Matthias Gentet		2015/5487/A		
<b>Application Address</b>		<b>Application Type:</b>		
Former Town Hall Extension Argyle Street London WC1H 9JE		Advertisement Consent		
<b>1<sup>st</sup> Signature</b>	<b>2<sup>nd</sup> Signature (If refusal)</b>	<b>Conservation</b>	<b>Recommendation(s):</b>	
			Refuse Advertisement Consent	
<b>Proposal(s)</b>				
Temporary display of 1 x externally illuminated shroud and advertisement to Euston Road elevation from 01/01/2016 to 31/12/2016.				
<b>Consultations</b>				
<b>Summary of consultation responses:</b>		<p>An objection from Transport for London (TfL) was received, summarised as follow:</p> <p>From the package of information submitted to Camden Council a number of things remain unclear, such as the following:</p> <ul style="list-style-type: none"> <li>○ The scaffolding licence to ensure it is structurally safe to support the shroud and advertising</li> <li>○ The date at which the scaffolding is to be erected and the date the shroud and advertising is to be erected</li> <li>○ Elevations or photomontages of the proposed advertising, or examples of this</li> <li>○ The type of advertising that is to be displayed and the duration</li> </ul> <p>Without this information TfL cannot provide comment on the level of distraction that will be caused to drivers, particularly those exiting Pancras Road. Therefore until such information is provided this application cannot be supported by TfL.</p>		
<b>Site Description</b>				
<p>The application site is located on the corner of Argyle Street with Euston Road, to the north –eastern end of Euston Road and is formed of a 9-storey building on an elevated ground floor used as the annexe to the original Town Hall on Judd Street. The host building is of modern design more commonly called “brutal architecture” connected to the adjacent Grade II Listed Town Hall by an enclosed concrete link at second and third floor level (from the Town Hall Extension to the Old Town Hall respectively).</p> <p>The site address is surrounded by Grade II listed buildings which includes St Pancras Chambers, Grand Midland Hotel and St Pancras Station opposite, Grand Northern Hotel and Kings Cross Station to the north-east, rows of terrace houses on Argyle Street providing a large variety of hotels to the south-east and the Old Town Hall to the south-west on the corner of Judd Street with Euston Road.</p>				



The British Library, a Grade I Listed Building, can be found to the north-west of the site which lies within the Kings Cross St Pancras Conservation Area but is also bordered by Bloomsbury Conservation Area to the south.

## Relevant History

### Site History:

**2015/5321/P** – (currently awaiting determination) - Various amendments to approved scheme: amendments to rooftop extension to include; deeper fins, shallower overhang, colour of metal finish, rooflight omitted, elevational alterations at 8th floor level, projection of external lift structure on to Euston Road, Installation of steps on to Euston Road, Goods lift overrun, as amendments to planning permission 2014/7874/P granted on 25/08/2015;

**2014/7876/L** – (granted on 25/08/2015) - Demolition of existing staircase and bridge link and the reinstatement of the facade to east elevation of Camden Town Hall;

**2014/7875/L** - (granted on 25/08/2015) - Reinstatement of the facade at ground floor level following demolition of Camden Centre entrance extension;

**2014/7874/P** – (granted on 25/08/2015) - Change of use from Council offices (Sui-generis) to hotel (class C1) and alterations to the building including removal of roof top plant, an extension at roof level and alterations to façade;

**2012/1768/A** – (granted on 22/05/2012) - Display of 1x internally illuminated (intermittent) LED sign on side elevation facing Euston Road;

**2011/5760/A** – (granted on 16/02/2011) - Display of an externally illuminated shroud advertisement between the 1st floor and roof level facing Euston Road for a period of 4 months (01/06/2012 - 30/09/2012) during the Olympics. (Not implemented)

### Adjacent Sites:

**2014/6966/A** – (refused with warning of enforcement actions on 17/12/2014) - Display of non-illuminated advertisement shroud to the front elevation for a period of 3 months from 10/01/2015 to 10/04/2015 - **1-11 Euston Road**;

**2014/5584/A** – (granted on 19/09/2014) - Temporary display of non-illuminated scaffold shroud with advertising panel on Pentonville Road (north) and King's Cross Bridge Road (west) elevations for a period of a year, from 15/11/2014 to 15/11/2015 – Scala, 275-277 Pentonville Road.

**2014/2537/A** – (granted on 30/06/2014) - The display of non- illuminated advertisement shroud to the front elevation between the 1st and 2nd floor level for a period of 6 months starting 10 July 2014 and ending 10 January 2015 - **1-11 Euston Road**;

**2013/2776/A** – (granted on 10/09/2013) - Temporary display of hoarding and shroud with a 1:1 image of the proposed building on the western apex and advertisements at first to roof level on the Grays Inn Road elevation - The Lighthouse Block, 283-297 Pentonville Road and 370-380 Gray's Inn Road

**2012/3904/A** – (refused on 18/09/2012) - Display of externally illuminated scaffold mounted shroud (12m x 35m) on the front elevation for a temporary period from 01/11/12 to 31/10/13 - **Fitzroy House, 355 Euston Road**;

**2012/1933/A** – (refused on 30/05/2012) - Extension of the banner shroud around the eastern part of the site and temporary display for the period 29/05/12 to 29/07/13 of 2 x internally illuminated hanging

signs on front elevation at first floor level - **1-5 Kings Cross Bridge and 368-370 Grays Inn Road;**

**2012/3904/A – (refused on 18/09/2012)** - Display of externally illuminated scaffold mounted shroud (12m x 35m) on the front elevation for a temporary period from 01/11/12 to 31/10/13 - **Fitzroy House 355 Euston Road;**

**2011/2687/A – (refused on 20/07/2011)** - Display of externally illuminated scaffold shroud with advertising panel on Pentonville Road (north) and King's Cross Bridge Road (west) elevations for a temporary period until 31/10/2012 – **Scala, 275-277 Pentonville Road;**

**2011/1413/A – (granted on 11/07/2011)** - Display of hoarding at ground level and shroud covering the entire building with a 1:1 image of the proposed building on the buildings western apex and advertisements at first to roof level on the flank elevations - **The Lighthouse Block, 283-297 Pentonville Road and 370-380 Gray's Inn Road;**

**2010/2496/A – (granted on 16/07/2010)** - Display of 2 temporary externally illuminated scaffolding shroud banners - **Clifton House, 83-117 Euston Road;**

**2008/1016/A – (refused on 07/05/2008 and appeal dismissed on 27/10/2008)** - Display of externally illuminated scaffold shroud with advertising – **Scala, 275 Pentonville Road.**

It must be noted that the Council has resisted similar proposals in recent years all over the borough. However, non-illuminated shrouds and advertisements have received positive outcomes.

For the benefit of the officer's report, the following lists are to be considered relevant, in addition to the above listed applications and to be taken into consideration:

- Non-illuminated shrouds and advertisements which have been approved: 2014/6650/A, 2015/6754/A, 2014/6777/A, 2014/7056/A, 2014/7588/A, 2015/0283/A, 2015/2178/A, 2015/2540/A, 2015/3167/A, 2015/4516/A;
- Illuminated shrouds and advertisements which have been refused: 2014/2535/A, 2013/7215/A, 2012/3904/A, 2012/1933/A, 2012/0682/A, 2011/5470/A
- List of shroud and advertisement applications which have been refused and dismissed on appeal:
  - 2014/7092/A - 178 - 182 Camden High Street;
  - 2014/4143/A - Oxford Arms PH, 265 Camden High Street;
  - 2014/3345/A - 174 Camden High Street;
  - 2013/7938/A - 35 Great Russell Street & 20 Bloomsbury Street;
  - 2013/7299/A - 150 Holborn;
  - 2012/3389/A - 174 Camden High Street;
  - 2012/2497/A - 465 Finchley Road;
  - 2008/1016/A – Scala, 275 Pentonville Road;
  - 2004/1144/A - 55 New Oxford Street.

## Relevant policies

### LDF Core Strategy and Development Policies

#### Core Strategies Policies

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

#### Development Policies

DP24 – Securing high quality design

DP25 – Conserving Camden's Heritage

DP26 – Managing the impact of development on occupiers and neighbours

**Camden Planning Guidance 2015 (As amended)**

CPG1 (Design) chapter 8

**Kings Cross St Pancras Conservation Area Appraisal**

**Bloomsbury Conservation Area Appraisal**

**National Planning Policy Framework 2012**

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

**The London Plan 2015 (Consolidated with amendments since 2011)**

**Planning Enforcement Initiative to remove unsightly advertisement hoardings in the Borough**

## **Assessment**

### **1. Introduction:**

- 1.1 The proposal has been submitted with a variety of information forming the basis for the refusal along with the assessment of the proposal as it stands.
- 1.2 The host building is to undergo extensive construction works following approval for a change of use from council offices to a hotel. Various internal works have already taken place leading onto external works in the near future justifying the need for the current submission.
- 1.3 Amendments were sought to have the size of the advertisement reduced to be occupy no more than 10% of the whole elevation as well as the removal of the external illumination which was rejected. Additional information were also request but not provided.
- 1.4 The proposed shroud and externally illuminated advertisement would cover the Euston Road elevation only. The remaining three elevations are not part of this application nor are they to be the subject of forthcoming advert consent applications for a similar proposal.
- 1.5 There is a discrepancy between the measurement details provided in section 11 of the application form and the measurement taken from the drawings. The details as shown on the plans - which for any approval normally form part of any approved documents unlike the application form - have been used to assess the proposal against the relevant policies.

### **2. Proposal:**

- 2.1 The proposal is seeking advert consent for the display of a shroud with a 1:1 true image of the host building with a large advertisement externally illuminated by 9 x floodlights.
- 2.2 The advertisement is to measure 43.8m in width x 25.8m in height and covering an area of 1,130.6sqm and the shroud, 48.1m in width x 41.5m in height and covering an area – which includes the advertisement at its centre – of 1,995.3sqm.
- 2.3 The shroud is to cover not only the elevation from the first to the seventh floor of the existing 8-storey building but also the approved extension. The advertisement would cover the elevation from the first to the seventh floor which represents the existing building minus

the ground floor level.

- 2.4 For the advertisement to be acceptable and comply with Camden Planning Guidance CPG1 (Design) which clearly states that the advertisement should not cover more than 10% of each elevation, its overall size would need to be reduced significantly so that it does not exceed 199.5sqm.

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.

### 3. Amenity:

- 3.1 The proposed shroud would depict a true image of the host building at the scale of 1:1 and would shield unsightly construction works in accordance with CPG1 (Design) which clearly states that scaffolding is only to be erected for the purposes of carrying out building works.
- 3.2 However, CPG1 (Design) also states that the netting or shroud covers the entire elevation of any given building. In this particular case, the proposed shroud is to be erected from above ground floor to roof level.
- 3.3 Nevertheless, it is to be envisaged that the ground floor part of the building is to be fenced off at some stage for various reasons such as security purposes, and as such, a shroud as such a low level may not be practical or feasible.
- 3.4 The sensitive nature of the location must be considered. The application site is at the centre of Kings Cross, a busy and vibrant area which has undergone massive changes over the past 15 years or so, seeing the regeneration of St Pancras Station, Kings Cross Station and surrounding area into a thriving hub for tourists and residents alike.
- 3.5 The impact on the setting of iconic and listed buildings surrounding and adjacent to, the host building further increases the potential of harm that may be caused by inappropriate development in such a prominent location.
- 3.6 Although the shroud itself is justified in its erection by being affixed to scaffold required for the purpose of building works, and as such, is considered acceptable in terms of its size, scale, design and location, and in accordance with policies, the same cannot be said of the externally illuminated advertisement. The previous temporary approval for the same site was justified by direct links to the Olympics, which was considered to be of such importance and for such a short time period as to justify an exception. In any event it was not implemented. The same exception does not apply to this application.
- 3.7 The proposed advertisement is to occupy over two third of the overall size of the proposed shroud and is to be externally illuminated by 9 x floodlights to be installed right at the top of the signage.
- 3.8 The size of the proposed advertisement is contrary to CPG1 (Design) which clearly states that advertisements in conservation areas and/or near listed buildings should not cover more than 10% of each elevation. The proposed signage is clearly out of proportion with the overall size of the elevation.
- 3.9 The externally illuminated advertisement would be highly visible from Kings Cross and a major junction comprising Euston Road, York Way, Pentonville road and Gray's Inn Road due to its sheer scale and in particular, its method of illumination consisting of 9 floodlights, considerable and unjustified in their number. As such, the proposed externally illuminated advertisement would be prominent feature within the streetscene.

3.10 It is considered that the proposal as submitted would be such that, by virtue of its size, scale, design, location and in conjunction with its method of illumination, would be unduly dominant and detrimental to the appearance and character of the Kings Cross and adjacent Bloomsbury Conservation Areas, the host building and the streetscape and would be harmful to the setting of adjacent listed buildings.

#### **4 Public Safety:**

4.1 The addition of 9 x floodlights above the proposed signage is considerable in their number and unjustified. The level of illumination generated would be such that it would inevitably distract the attention of any road users – be it lorry/bus drivers, motorists, cyclists and even pedestrians.

4.2 Floodlights, in general term and use, generate a high level of illumination. The proposed external illumination is to be installed on the ridge above the 7<sup>th</sup> floor which, in view of the size of the proposed advertisement, would illuminate the equivalent of the 8-storey building elevation the shroud and advertisement are to conceal.

4.3 Taking into account the surface to be illuminated area coupled with the high number of floodlights as well as the intensity/level of illumination proposed, it is considered that the method and level of illumination to be unacceptable and harmful to the safety of road users and pedestrians in such a prominent location.

#### **5 Recommendation**

5.1 The proposed advert is considered to be detrimental to the Conservation Areas, the streetscape, the host building and harmful to the setting of surrounding listed building contrary to Local Development Framework policies CS14 (Promoting high quality places and conserving our heritage), DP24 (Securing high quality design), DP25 (Conserving Camden's Heritage) and DP26 (Managing the impact of development on occupiers and neighbours) and the application is therefore recommended for refusal.



## **APPENDIX 2**

### **Accident Statistics for Argyle Street/Euston Road**



Date: 09 FEB 2016 10:31 Interpreted Listing

Page: 1 of 1 (summary)

**Euston Road Collisions - 5 years to 31-Aug-2015 (provisional)**

**Summary of Accidents Selected**

Site Reference and Description (zero accident counts shown in bold)

MD01 GIS AREA B2\_Euston\_Rd (P)

Date Period	Accidents
60 MTS TO AUG-2015	33

*The description of how the accident occurred and the contributory factors are the reporting officer's opinion at the time of reporting and may not be the result of extensive investigation*





**Euston Road Collisions - 5 years to 31-Aug-2015 (provisional)**

MD01 GIS AREA B2_Euston_Rd (P)		60 MTS TO AUG-2015 SORTED BY DATE	
1	0110CW11937 MON 13/09/10 08:39	LIGHT EUSTON ROAD J/W PANCRAS ROAD	02 NODE 94
POLICE - AT SCENE ROAD-DRY WEATHER-FINE		DUAL CWY CROSSROADS	AUTO SIG
PASSENGER IN V1 OPENED THERE DOOR COLLIDING WITH PASSING V2.		NO XING FACILITY IN 50M	530210 / 182890
CASUALTY	001 (002) (48 Yrs - M W9)	SLIGHT DRIVER/RIDER	
VEHICLE	001 (002) CAR (? Yrs - U UNKN)	GOING AHEAD HELD UP	SW TO NE
BT - DRV NOT CONTACTED			N/S HIT FIRST
VEHICLE	002 (001) PEDAL CYCLE (48 Yrs - M W9)	OVERTAKING NEARSIDE	SW TO NE
BT - NOT APPLICABLE			O/S HIT FIRST
V001 A	904 (VEHICLE DOOR OPENED OR CLOSED NEGLIGENTLY)	V001 A 405 (FAILED TO LOOK PROPERLY)	
V002 A	403 (POOR TURN OR MANOEUVRE)		
2	0110CW11966 THU 16/09/10 14:25	LIGHT ARGYLE STREET J/W EUSTON ROAD	02 NODE 94
POLICE - AT SCENE ROAD-DRY WEATHER-FINE		SINGLE CWY T/STAG JUN	GIVE WAY/UNCONT NO XING FACILITY IN 50M
V1 WAS REVERSING INTO A PARKING SPACE WHEN PED STEPPED OUT BEHIND THEM.			530210 / 182860
CASUALTY	001 (001) (71 Yrs - F WC1)	SLIGHT PEDESTRIAN	
VEHICLE	001 (000) GDS =< 3.5T (26 Yrs - M N8)	CROSSING ROAD (NOT ON XING)	N BOUND FROM DRIVERS N/SIDE MSK
BT - NEGATIVE		REVERSING	NW TO SE JNY PART OF WORK
		BACK HIT FIRST	JCT MID
C001 A	802 (FAILED TO LOOK PROPERLY)	V001 A 405 (FAILED TO LOOK PROPERLY)	
C001 A	803 (FAILED TO JUDGE VEHICLE'S PATH OR SPEED)		
3	0110TB00674 MON 11/10/10 05:00	DARK EUSTON ROAD J/W PANCRAS ROAD	02 NODE 94
POLICE - OVER COU ROAD-DRY WEATHER-FINE		SINGLE CWY T/STAG JUN	AUTO SIG
V2 TURNED RIGHT ACROSS PATH OF ONCOMING SOLO AND COLLIDED		NO XING FACILITY IN 50M	530230 / 182900
CASUALTY	001 (001) (41 Yrs - M KB6)	SERIOUS DRIVER/RIDER	
VEHICLE	001 (002) M/C > 500CC (41 Yrs - M KB6)	GOING AHEAD OTHER	SW TO NE
BT - NEGATIVE		FRONT HIT FIRST	JCT APP
VEHICLE	002 (001) CAR (51 Yrs - M RM6)	TURNING RIGHT	NE TO NW
BT - NEGATIVE		FRONT HIT FIRST	JCT MID
V001 B	405 (FAILED TO LOOK PROPERLY)	V002 B 405 (FAILED TO LOOK PROPERLY)	
V001 B	406 (FAILED TO JUDGE OTHER PERSON'S PATH OR SPEED)	V002 B 406 (FAILED TO JUDGE OTHER PERSON'S PATH OR SPEED)	



**Euston Road Collisions - 5 years to 31-Aug-2015 (provisional)**

MD01 GIS AREA B2\_Euston\_Rd (P) 60 MTS TO AUG-2015 SORTED BY DATE 02 LINK 94-632 530190 / 182930

4	0110CW12420	MON 18/10/10 15:42	LIGHT NFL - PANCRAS ROAD 46M N JW EUSTON ROAD	SINGLE CWY	NO JUN IN 20M	NO XING FACILITY IN 50M	530220 / 182920
			WEATHER-FINE				
			POLICE - AT SCENE ROAD-DRY				
			PED ATTEMPTED TO CROSS IN FRONT OF STATIONARY VEHICLE BUT STEPPED INTO THE PATH OF V1.				
			CASUALTY 001 (001) (17 Yrs - F NW1 )	SLIGHT PEDESTRIAN	CROSSING ROAD (NOT ON XING)	NE BOUND FROM DRIVERS N/SIDE MSK	
			VEHICLE 001 (000) GDS =< 3.5T (44 Yrs - M DA16)		OVERTAKE STAT VEH O/S	SE TO NW	
			BT - NOT REQUESTED				
			C001 A 801 (CROSSED ROAD MASKED BY STATIONARY OR PARKED VEHICLE)		C001 A 802 (FAILED TO LOOK PROPERLY)		
			C001 A 803 (FAILED TO JUDGE VEHICLE'S PATH OR SPEED)				
5	0110CW12561	FRI 19/11/10 21:40	DARK PANCRAS ROAD JW EUSTON ROAD	SINGLE CWY	CROSSROADS	AUTO SIG	530220 / 182920
			WEATHER-FINE				
			POLICE - AT SCENE ROAD-DRY				
			UNKNOWN CAR CUT INTO FRONT OF V1 (BUS) CASUING V1 TO BREAK AND CAUSE INJURY TO C1 PASSENGER - [JERKED FORWARD CASUING INJURY (C001)]				
			CASUALTY 001 (001) (31 Yrs - F WC1X)	SLIGHT PASSENGER	SEATED ON PSV		
			VEHICLE 001 (000) BUS/COACH (24 Yrs - M E1)		MOVING OFF		
			BT - NOT REQUESTED				
			C001 A 999 (OTHER FACTOR)		V001 A 408 (SUDDEN BRAKING)		
					NW TO SE	JNY PART OF WORK	JCT APP
			DID NOT IMPACT				
6	0110CW12819	THU 30/12/10 00:27	DARK EUSTON ROAD JW ARGYLE STREET	SINGLE CWY	T/STAG JUN	GIVE WAY/UNCONT	530200 / 182870
			RAINING				
			POLICE - AT SCENE ROAD-WET				
			PED WAS CROSSING WHEN THEY ATTEMPTED TO GO BACK BUT COLLIDED WITH V1.				
			CASUALTY 001 (001) (? Yrs - F UNKN)	SLIGHT PEDESTRIAN	CROSSING ROAD (NOT ON XING)	SE BOUND FROM DRIVERS O/SIDE	
			VEHICLE 001 (000) CAR (23 Yrs - M NW'10)		GOING AHEAD OTHER	NE TO SW	JCT MID
			BT - NOT REQUESTED				
			C001 A 802 (FAILED TO LOOK PROPERLY)		V001 A 405 (FAILED TO LOOK PROPERLY)		



**Euston Road Collisions - 5 years to 31-Aug-2015 (provisional)**

MD01 GIS AREA B2_Euston_Rd (P)		60 MTS TO AUG-2015 SORTED BY DATE	
7	0111TB00531 THU 03/02/11 07:22	LIGHT EUSTON ROAD J/W PANCRAS ROAD	02 NODE 94
POLICE - AT SCENE ROAD-DRY WEATHER-FINE		SINGLE CWY	T/STAG JUN
V1 SLOWED AND WAS HIT FROM BEHIND BY V2		AUTO SIG	PEDN PHASE AT ATS
CASUALTY	001 (001) (29 Yrs - M HP10)	SLIGHT DRIVER/RIDER	
VEHICLE	001 (002) GDS =< 3.5T (29 Yrs - M HP10)	SLIGHT DRIVER/RIDER	
BT - NEGATIVE		SLOWING OR STOPPING	SW TO NE JNY PART OF WORK
		GOING AHEAD OTHER	BACK HIT FIRST
VEHICLE	002 (001) GDS =< 3.5T (22 Yrs - M HA0)	GOING AHEAD OTHER	SW TO NE
BT - NEGATIVE		GOING AHEAD OTHER	FRONT HIT FIRST
V001 B 408 (\$UDDEN BRAKING)		V002 B 308 (FOLLOWING TOO CLOSE)	JCT APP
V002 A 405 (FAILED TO LOOK PROPERLY)			
8	0111CW10107 THU 10/02/11 16:30	LIGHT NFL - PANCRAS ROAD 50M. NORTH OF JW EUSTON ROAD.	02 LINK 94-632
POLICE - OVER COU ROAD-WET		SINGLE CWY NO JUN IN 20M	NO XING FACILITY IN 50M
RAINING		ROADWORKS	
TAXI V2 PULLING AWAY FROM KERB COLLIDES WITH M/C V1 APPROACHING FROM BEHIND. V2 FAILED TO EXCHANGE DETAILS.			
CASUALTY	001 (001) (28 Yrs - F NW2)	SLIGHT DRIVER/RIDER	
VEHICLE	001 (002) M/C 50-125CC (28 Yrs - F NW2)	SLIGHT DRIVER/RIDER	
BT - DRV NOT CONTACTED		GOING AHEAD OTHER	S TO N COMM TO/FROM WORK
		MOVING OFF	N/S HIT FIRST
VEHICLE	002 (001) TAXI (? Yrs - M UNKN)	MOVING OFF	S TO N JNY PART OF WORK
BT - DRV NOT CONTACTED		MOVING OFF	O/S HIT FIRST
V002 A 405 (FAILED TO LOOK PROPERLY)		V002 A 406 (FAILED TO JUDGE OTHER PERSON'S PATH OR SPEED)	
V002 B 710 (VISION AFFECTED - VEHICLE BLIND SPOT)		V002 B 602 (CARELESS/RECKLESS/IN A HURRY)	



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**Euston Road Collisions - 5 years to 31-Aug-2015 (provisional)**

MD01 GIS AREA B2 Euston Rd (P) 60 MTS TO AUG-2015 SORTED BY DATE  
02 LINK 93-94 530160 / 182850

9 0111CW10819 TUE 05/04/11 09:35 LIGHT EUSTON ROAD, 50 METRES SOUTH WEST OF ARGYLE STREET. NO XING FACILITY IN 50M  
POLICE - AT SCENE ROAD-DRY WEATHER-FINE DUAL CWY NO JUN IN 20M  
V.1 WAS SLOWING DOWN, WHILST APPROACHING BUS STOP, V.1 THEN BRAKED & PASSENGER FELL DOWN THE STAIRS. - [PASSENGER MAY NOT OF BEEN HOLDING ON PROPERLY.  
(C001)]

CASUALTY 001 (001) (35 Yrs - F N7) SLIGHT PASSENGER STANDING ON PSV  
VEHICLE 001 (000) BUS/COACH (30 Yrs - M NW1) SLOWING OR STOPPING NE TO SW JNY PART OF WORK  
BT - DRV NOT CONTACTED DID NOT IMPACT

V001 A 408 (SUDDEN BRAKING) C001 B 999 (OTHER FACTOR)

10 0111TB00681 FRI 08/04/11 13:10 LIGHT EUSTON ROAD JAW BELGROVE STREET. 02 LINK 94-747 530250 / 182910  
POLICE - AT SCENE ROAD-DRY WEATHER-FINE SINGLE CWY T/STAG JUN AUTO SIG NO XING FACILITY IN 50M  
PEDAL CYCLE V2 CHANGING LANE TO TURN RIGHT IS CLIPPED BY TAXI V1 OVERTAKING V2.

CASUALTY 001 (002) (20 Yrs - M W1T) SLIGHT DRIVER/RIDER  
VEHICLE 001 (002) TAXI (? Yrs - M UNKN) OVERTAKE MOVE VEH O/S NE TO SW JNY PART OF WORK JCT APP  
BT - DRV NOT CONTACTED N/S HIT FIRST

VEHICLE 002 (001) PEDAL CYCLE (20 Yrs - M W1T) TURNING RIGHT NE TO NW JCT APP  
BT - NOT APPLICABLE O/S HIT FIRST

V002 A 405 (FAILED TO LOOK PROPERLY) V002 A 406 (FAILED TO JUDGE OTHER PERSON'S PATH OR SPEED)  
V001 A 406 (FAILED TO JUDGE OTHER PERSON'S PATH OR SPEED) V001 B 407 (PASSING TOO CLOSE TO CYCLIST, HORSE RIDER OR PEDESTRIAN)

11 0111TB00940 SAT 23/04/11 12:19 LIGHT PANCRAS ROAD 30M NORTH WEST OF JW EUSTON ROAD 02 LINK 94-632 530200 / 182930  
POLICE - AT SCENE ROAD-DRY WEATHER-FINE SINGLE CWY NO JUN IN 20M NO XING FACILITY IN 50M  
BUS V1 MOVED OFF AND CAUSED PASSENGER TO FALL OVER - [FELL OVER (C001)]

CASUALTY 001 (001) (65 Yrs - F SG1) SLIGHT PASSENGER STANDING ON PSV  
VEHICLE 001 (000) BUS/COACH (32 Yrs - M N18) MOVING OFF SE TO NW JNY PART OF WORK  
BT - NOT REQUESTED DID NOT IMPACT

C001 A 999 (OTHER FACTOR)



**Euston Road Collisions - 5 years to 31-Aug-2015 (provisional)**

MD01 GIS AREA B2\_Euston\_Rd (P) 60 MTS TO AUG-2015 SORTED BY DATE 530240 / 182920  
 12 0111CW10641 TUE 26/04/11 12:05 LIGHT EUSTON ROAD J/W PANCRAS ROAD 02 NODE 94  
 POLICE - AT SCENE ROAD-DRY WEATHER-FINE DUAL CWY CROSSROADS AUTO SIG NO XING FACILITY IN 50M  
 PASSENGER LOST THERE BALANCE CAUSING INJURY. - [PASSENGER LOST THERE BALANCE. (C001)]

CASUALTY 001 (001) (82 Yrs - F EC1) SLIGHT PASSENGER SEATED ON PSV  
 VEHICLE 001 (000) BUS/COACH (69 Yrs - M N17) GOING AHEAD OTHER SW TO NE JNY PART OF WORK  
 BT - NOT REQUESTED DID NOT IMPACT JCT MID

C001 A 999 (OTHER FACTOR)

13 0111CW10846 THU 19/05/11 07:11 LIGHT EUSTON ROAD J/W PANCRAS ROAD 02 NODE 94  
 POLICE - AT SCENE ROAD-DRY WEATHER-FINE DUAL CWY T/STAG JUN AUTO SIG NO XING FACILITY IN 50M  
 V1 TURNED LEFT ACROSS THE PATH OF V2 AS THEY MOVED OFF FROM ATS.

CASUALTY 001 (002) (40 Yrs - M W13) SLIGHT DRIVER/RIDER  
 VEHICLE 001 (002) CAR (59 Yrs - M RM15) TURNING LEFT SW TO NW JCT MID  
 BT - NOT REQUESTED N/S HIT FIRST

VEHICLE 002 (001) M/C > 500CC (40 Yrs - M W13) GOING AHEAD OTHER SW TO NE JCT MID  
 BT - NOT REQUESTED FRONT HIT FIRST

V001 A 405 (FAILED TO LOOK PROPERLY) V001 A 404 (FAILED TO SIGNAL/ MISLEADING SIGNAL)  
 V001 A 602 (CARELESS/RECKLESS/IN A HURRY)

14 0111TB00957 MON 23/05/11 09:30 LIGHT PANCRAS ROAD 40M NORTH OF J/W EUSTON ROAD 02 LINK 94-632  
 POLICE - AT SCENE ROAD-DRY WEATHER-FINE SINGLE CWY NO JUN IN 20M NO XING FACILITY IN 50M  
 PED ON ROLLERSKATES CROSSED BETWEEN PARKED VEHICLES INTO THE NEAR SIDE OF COACH V1

CASUALTY 001 (001) (25 Yrs - M E3) SERIOUS PEDESTRIAN CROSSING ROAD (NOT ON XING) SW BOUND FROM DRIVERS N/SIDE MSK  
 VEHICLE 001 (000) BUS/COACH (70 Yrs - M BR5) GOING AHEAD OTHER NW TO SE  
 BT - NEGATIVE N/S HIT FIRST

C001 A 801 (CROSSED ROAD MASKED BY STATIONARY OR PARKED VEHICLE) C001 A 802 (FAILED TO LOOK PROPERLY)  
 C001 A 808 (CARELESS/RECKLESS/IN A HURRY)



**Euston Road Collisions - 5 years to 31-Aug-2015 (provisional)**

MD01 GIS AREA B2\_Euston\_Rd (P) 60 MTS TO AUG-2015 SORTED BY DATE 02 NODE 94 530210 / 182890

15	0111CW12322	FRI 28/10/11 16:00	LIGHT EUSTON ROAD J/W PANCRAS ROAD.	DUAL CWY	CROSSROADS	AUTO SIG	PEDN PHASE AT ATS	530230 / 182910
			POLICE - OVER COU ROAD-DRY	WEATHER-FINE	CROSSROADS	AUTO SIG	PEDN PHASE AT ATS	
			V.1 (BUS) BRAKED SHARPLY, CAUSING PASSENGER TO HIT HER HEAD.					
			CASUALTY 001 (001) (64 Yrs - F N1)	SLIGHT	SEATED ON PSV			
			VEHICLE 001 (000) BUS/COACH	(40 Yrs - M G60)	SLOWING OR STOPPING	SW TO NE	JNY PART OF WORK	JCT APP
				BT - NEGATIVE		DID NOT IMPACT		
			V001 B 405 (FAILED TO LOOK PROPERLY)		V001 A 408 (SUDDEN BRAKING)			
16	0111CW12335	THU 17/11/11 17:36	DARK EUSTON ROAD J/W PANCRAS ROAD.	DUAL CWY	CROSSROADS	AUTO SIG	PEDN PHASE AT ATS	530230 / 182910
			POLICE - AT SCENE ROAD-DRY	WEATHER-FINE	CROSSROADS	AUTO SIG	PEDN PHASE AT ATS	
			V.2 (CYCLIST) WENT THROUGH A RED A.T.S & HIT SIDE OF V.1.					
			CASUALTY 001 (002) (56 Yrs - M UNKN)	SERIOUS DRIVER/RIDER				
			VEHICLE 001 (002) TAXI	(68 Yrs - M EN3)	TURNING RIGHT	NW TO SW	JNY PART OF WORK	JCT MID
				BT - DRV NOT CONTACTED		O/S HIT FIRST		
			V001 B 405 (FAILED TO LOOK PROPERLY)		V002 A 405 (FAILED TO LOOK PROPERLY)			
			VEHICLE 002 (001) PEDAL CYCLE	(56 Yrs - M UNKN)	GOING AHEAD OTHER	SW TO NE	COMM TO/FROM WORK	JCT MID
				BT - NOT APPLICABLE		FRONT HIT FIRST		
			V002 A 301 (DISOBEYED AUTOMATIC TRAFFIC SIGNAL)					
			V002 A 602 (CARELESS/RECKLESS/IN A HURRY)					
17	0112TB00219	TUE 06/03/12 21:10	DARK EUSTON ROAD 35M SW OF ARGYLE STREET	SINGLE CWY	CROSSROADS	AUTO SIG	PEDN PHASE AT ATS	530170 / 182850
			POLICE - AT SCENE ROAD-DRY	WEATHER-FINE	CROSSROADS	AUTO SIG	PEDN PHASE AT ATS	
			PED INTOXICATED FELL INTO ROAD INTO PATH OF V1 (BUS)					
			CASUALTY 001 (001) (45 Yrs - M HP1)	SERIOUS PEDESTRIAN	ON FOOTPATH - VERGE		UNKNOWN	
			VEHICLE 001 (000) BUS/COACH	(58 Yrs - M N9)	GOING AHEAD OTHER	NE TO SW	JNY PART OF WORK	
				BT - NOT REQUESTED		FRONT HIT FIRST		
			V001 A 406 (FAILED TO JUDGE OTHER PERSON'S PATH OR SPEED)		V001 A 405 (FAILED TO LOOK PROPERLY)			
			C001 A 806 (IMPAIRED BY ALCOHOL)		C001 A 808 (CARELESS/RECKLESS/IN A HURRY)			

**Euston Road Collisions - 5 years to 31-Aug-2015 (provisional)**

MD01 GIS AREA B2\_Euston\_Rd (P) 60 MTS TO AUG-2015 SORTED BY DATE 02 NODE 94 530210 / 182920

18	0112EK40375	FRI 04/05/12 14:50	LIGHT PANCRAS ROAD JW EUSTON ROAD	SINGLE CWY	CROSSROADS	AUTO SIG	PEDN PHASE AT ATS	02	LINK 94-632	530190 / 182940
			POLICE - AT SCENE ROAD-WET	WEATHER-FINE						
			V1 BROKE SHARPLY CAUSING INJURY TO A PASS ONBOARD							
			CASUALTY 001 (001) (51 Yrs - F NW1 )	SLIGHT PASSENGER	STANDING ON PSV					
			VEHICLE 001 (000) BUS/COACH (57 Yrs - M RM7 )		GOING AHEAD OTHER	N TO S	JNY PART OF WORK			JCT APP
			BT - NOT REQUESTED				DID NOT IMPACT			
			V001 A 408 (SUDDEN BRAKING)							
19	0112EK40357	MON 04/06/12 22:50	DARK PANCRAS ROAD 49M N OF EUSTON ROAD	SINGLE CWY	NO JUN IN 20M		NO XING FACILITY IN 50M	02	LINK 94-632	530190 / 182940
			POLICE - OVER COU ROAD-DRY	WEATHER-FINE						
			F.T.S V2 MOVED OFF AND HIT THE N/S OF PEDAL CYCLIST V1							
			CASUALTY 001 (001) (28 Yrs - F N7 )	SLIGHT DRIVER/RIDER	GOING AHEAD OTHER	S TO N	N/S HIT FIRST			
			VEHICLE 001 (000) PEDAL CYCLE (28 Yrs - F N7 )			S TO N	O/S HIT FIRST			
			BT - NOT APPLICABLE							
			VEHICLE 002 (000) CAR (? Yrs - U )		MOVING OFF	S TO N	O/S HIT FIRST			
			BT - DRV NOT CONTACTED							
			V002 A 405 (FAILED TO LOOK PROPERLY)							
			V002 A 602 (CARELESS/RECKLESS/IN A HURRY)			V002 A 404 (FAILED TO SIGNAL/ MISLEADING SIGNAL)				
20	0112EK40372	SUN 01/07/12 12:22	LIGHT EUSTON ROAD 50M SW OF PANCRAS ROAD	DUAL CWY	NO JUN IN 20M		NO XING FACILITY IN 50M	02	LINK 93-94	530180 / 182870
			POLICE - OVER COU ROAD-DRY	WEATHER-FINE						
			THE DRIVER OF F.T.S V2 OPENED THE DOOR INTO PEDAL CYCLIST V1'S PATH							
			CASUALTY 001 (001) (26 Yrs - M NW3 )	SLIGHT DRIVER/RIDER	OVERTAKE STAT VEH O/S	SW TO NE	FRONT HIT FIRST			
			VEHICLE 001 (000) PEDAL CYCLE (26 Yrs - M NW3 )		HIT OPEN DOOR	SW TO NE	O/S HIT FIRST			
			BT - NOT APPLICABLE		GOING AHEAD HELD UP					
			VEHICLE 002 (000) CAR (? Yrs - F )							
			BT - DRV NOT CONTACTED							
			V002 A 405 (FAILED TO LOOK PROPERLY)							
			V002 A 602 (CARELESS/RECKLESS/IN A HURRY)			V002 A 904 (VEHICLE DOOR OPENED OR CLOSED NEGLIGENTLY)				

**Euston Road Collisions - 5 years to 31-Aug-2015 (provisional)**

MD01 GIS AREA B2\_Euston\_Rd (P) 60 MTS TO AUG-2015 SORTED BY DATE

21 0112EK40625 WED 17/10/12 07:15 LIGHT NFL: PANCRAS ROAD 55M NW JW EUSTON ROAD 02 LINK 94-632 530190 / 182950

POLICE - OVER COU ROAD-DRY WEATHER-FINE SINGLE CWY NO JUN IN 20M  
 V1 SOUTH-BD TO MAIN ROAD UNABLE TO AVOID PED WHO STEPPED INTO HIS PATH

CASUALTY 001 (001) (37 Yrs - M EN5) SLIGHT DRIVER/RIDER

VEHICLE 001 (000) PEDAL CYCLE (37 Yrs - M EN5)  
 BT - NOT APPLICABLE

GOING AHEAD OTHER

N TO S JNY PART OF WORK  
 FRONT HIT FIRST

NO XING FACILITY IN 50M

V001 A 408 (SUDDEN BRAKING)

V001 A 409 (SWERVED)

22 0113EK40296 THU 23/05/13 09:53 LIGHT PANCRAS ROAD 59M N OF EUSTON ROAD 02 LINK 94-632 530190 / 182950

POLICE - AT SCENE ROAD-DRY WEATHER-FINE SINGLE CWY NO JUN IN 20M  
 V1 MOVED OFF INTO ONCOMING PEDAL CYCLIST V2'S PATH

CASUALTY 001 (002) (37 Yrs - M NW5) SLIGHT DRIVER/RIDER

VEHICLE 001 (000) TAXI (49 Yrs - M SE23)  
 BT - NOT REQUESTED

MOVING OFF

S TO N JNY PART OF WORK  
 FRONT HIT FIRST

NO XING FACILITY IN 50M

VEHICLE 002 (000) PEDAL CYCLE (37 Yrs - M NW5)  
 BT - NOT APPLICABLE

GOING AHEAD OTHER

N TO S COMM TO/FROM WORK  
 FRONT HIT FIRST

V001 A 405 (FAILED TO LOOK PROPERLY)

23 0113EK40339 WED 19/06/13 13:00 LIGHT EUSTON RD JW PANCRAS ROAD 02 NODE 94 530200 / 182890

POLICE - AT SCENE ROAD-DRY WEATHER-FINE DUAL CWY CROSSROADS AUTO SIG PEDN PHASE AT ATS  
 V1, V2 NE-BD MAIN ROAD, V2 BRAKED TO AVOID BOX JUNCTION, V1 SHUNTED HIM

CASUALTY 001 (002) (52 Yrs - M SE8) SLIGHT DRIVER/RIDER

VEHICLE 001 (002) GDS => 7.5T (28 Yrs - M E7)  
 BT - NEGATIVE

SLOWING OR STOPPING

SW TO NE JNY PART OF WORK  
 FRONT HIT FIRST

JCT MID

VEHICLE 002 (001) GDS =< 3.5T (52 Yrs - M SE8)  
 BT - NEGATIVE

GOING AHEAD HELD UP

SW TO NE JNY PART OF WORK  
 BACK HIT FIRST

JCT MID

V001 B 405 (FAILED TO LOOK PROPERLY)

V001 A 408 (SUDDEN BRAKING)

V002 A 408 (SUDDEN BRAKING)

V001 B 406 (FAILED TO JUDGE OTHER PERSON'S PATH OR SPEED)

V001 B 604 (DRIVING TOO SLOW FOR CONDITIONS OR SLOW VEH (EG TRACTOR))

V001 A 203 (DEFECTIVE BRAKES)





**Euston Road Collisions - 5 years to 31-Aug-2015 (provisional)**

MD01 GIS AREA B2_Euston_Rd (P)		60 MTS TO AUG-2015 SORTED BY DATE	
24	0113EK40528	THU 22/08/13 19:29	530210 / 182890
POLICE - AT SCENE ROAD-DRY		LIGHT EUSTON ROAD J/W PANCRAS ROAD	02 NODE 94
PEDAL CYCLIST V2 WENT INTO THE BACK OF V1		WEATHER-FINE	
CASUALTY 001 (002) (43 Yrs - M N1)		DUAL CWY T/STAG JUN	
SLIGHT DRIVER/RIDER		AUTO SIG	
VEHICLE 001 (000) GDS =< 3.5T (51 Yrs - M NW9)		PEDN PHASE AT ATS	
BT - NOT REQUESTED		SW TO NE COMM TO/FROM WORK	JCT APP
		BACK HIT FIRST	
VEHICLE 002 (000) PEDAL CYCLE (43 Yrs - M N1)		SW TO NE	JCT APP
BT - NOT APPLICABLE		FRONT HIT FIRST	
V001 A 408 (SUDDEN BRAKING)		V002 A 308 (FOLLOWING TOO CLOSE)	
25 0113EK40584		TUE 10/09/13 19:50	530170 / 182860
POLICE - OVER COU ROAD-WET		DARK EUSTON ROAD 60M SW OF PANCRAS ROAD	02 LINK 93-94
F.T.S V2 WENT INTO THE BACK OF PEDAL CYCLIST V1		WEATHER-FINE	
CASUALTY 001 (001) (39 Yrs - M N1)		DUAL CWY NO JUN IN 20M	
SLIGHT DRIVER/RIDER		NO XING FACILITY IN 50M	
VEHICLE 001 (000) PEDAL CYCLE (39 Yrs - M N1)		GOING AHEAD OTHER	
BT - NOT APPLICABLE		SW TO NE	
		BACK HIT FIRST	
VEHICLE 002 (000) CAR (? Yrs - U)		GOING AHEAD OTHER	
BT - DRV NOT CONTACTED		SW TO NE	
V002 A 601 (AGGRESSIVE DRIVING)		FRONT HIT FIRST	
V002 A 602 (CARELESS/RECKLESS/IN A HURRY)			
26 0114EK40005		TUE 14/01/14 20:20	530200 / 182890
POLICE - AT SCENE ROAD-DRY		DARK EUSTON ROAD J/W PANCRAS ROAD	02 NODE 94
V1 BRAKED SUDDENLY DUE TO A TAXI CUTTING ACROSS IT'S PATH, INJURY TO C1 PASSENGER - [LOST BALANCE AND FELL (C001)]		SINGLE CWY CROSSROADS	
CASUALTY 001 (001) (53 Yrs - F N9)		AUTO SIG	
SLIGHT PASSENGER		NO XING FACILITY IN 50M	
VEHICLE 001 (000) BUS/COACH (34 Yrs - M E12)		STANDING ON PSV	
BT - NOT REQUESTED		GOING AHEAD OTHER	
		SW TO NE JNY PART OF WORK	JCT APP
C001 A 999 (OTHER FACTOR)		DID NOT IMPACT	
		BUS LANE	
		V001 A 408 (SUDDEN BRAKING)	



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**Euston Road Collisions - 5 years to 31-Aug-2015 (provisional)**

MD01 GIS AREA B2\_Euston\_Rd (P) 60 MTS TO AUG-2015 SORTED BY DATE 02 NODE 94 530220 / 182900

27	0114EK40081	WED 05/02/14 15:34	LIGHT EUSTON ROAD J/W PANCRAS ROAD	SINGLE CWY	CROSSROADS	AUTO SIG	PEDN PHASE AT ATS	530220 / 182900
			WEATHER-FINE					
			POLICE - AT SCENE ROAD-WET					
			PED FAILED TO STEP BACK IN TIME AND WAS CLIPPED BY PASSING V1					
			CASUALTY 001 (001) (? Yrs - M NW10)	SLIGHT	PEDESTRIAN	CROSSING ROAD ON PED XING	NE BOUND FROM DRIVERS N/SIDE	
			VEHICLE 001 (000) BUS/COACH (35 Yrs - M N17)			TURNING RIGHT	NE TO NW JNY PART OF WORK	JCT CLEARED
			BT - NOT REQUESTED					
			C001 A 804 (WRONG USE OF PEDESTRIAN CROSSING FACILITY)			C001 A 802 (FAILED TO LOOK PROPERLY)		
			C001 A 803 (FAILED TO JUDGE VEHICLE'S PATH OR SPEED)			C001 A 808 (CARELESS/RECKLESS/IN A HURRY)		
			V001 B 406 (FAILED TO JUDGE OTHER PERSON'S PATH OR SPEED)					
28	0114EK40406	WED 28/05/14 20:56	DARK ST PANCRAS ROAD 63M N OF J/W EUSTON ROAD	SINGLE CWY	NO JUN IN 20M		NO XING FACILITY IN 50M	530180 / 182950
			POLICE - AT SCENE ROAD-WET					
			PED STEEPED OUT INTO PATH OF V1					
			CASUALTY 001 (001) (41 Yrs - M LU2)	SLIGHT	DRIVER/RIDER			
			CASUALTY 002 (001) (66 Yrs - F UNKN)	SLIGHT	PEDESTRIAN	CROSSING ROAD (NOT ON XING)	W BOUND FROM DRIVERS N/SIDE	
			VEHICLE 001 (000) PEDAL CYCLE (41 Yrs - M LU2)			GOING AHEAD OTHER	N TO S	
			BT - NOT APPLICABLE				FRONT HIT FIRST	
			C002 A 802 (FAILED TO LOOK PROPERLY)			C002 A 808 (CARELESS/RECKLESS/IN A HURRY)		
29	0114EK40431	THU 03/07/14 13:43	LIGHT EUSTON ROAD J/W PANCRAS ROAD	SINGLE CWY	T/STAG JUN	AUTO SIG	PEDN PHASE AT ATS	530210 / 182890
			POLICE - AT SCENE ROAD-DRY					
			PED STEEPED OUT INTO PATH OF V1					
			CASUALTY 001 (001) (25 Yrs - M UB4)	SLIGHT	DRIVER/RIDER			
			CASUALTY 002 (001) (45 Yrs - F X-UK)	SLIGHT	PEDESTRIAN	CROSSING ROAD ON PED XING	SE BOUND FROM DRIVERS N/SIDE	
			VEHICLE 001 (000) M/C 50-125CC (25 Yrs - M UB4)			GOING AHEAD OTHER	SW TO NE	JCT MID
			BT - NEGATIVE				FRONT HIT FIRST	
			C002 A 802 (FAILED TO LOOK PROPERLY)			C002 A 808 (CARELESS/RECKLESS/IN A HURRY)		
			C002 A 804 (WRONG USE OF PEDESTRIAN CROSSING FACILITY)					



**Euston Road Collisions - 5 years to 31-Aug-2015 (provisional)**

MD01 GIS AREA B2 Euston_Rd (P)		60 MTS TO AUG-2015 SORTED BY DATE	
30	0114EK40596	SUN 27/07/14 19:14	02 NODE 94
LIGHT EUSTON ROAD 30M NE OF J/W PANCRAS ROAD			
POLICE - AT SCENE ROAD-DRY WEATHER-FINE SINGLE CWY T/STAG JUN PEDN PHASE AT ATS 530250 / 182920			
UNKNOWN PERSON PUSHED C1 OFF V1			
CASUALTY	001 (001)	(52 Yrs - F NW11)	SLIGHT PASSENGER ALIGHTING PSV
VEHICLE	001 (000)	BUS/COACH (38 Yrs - M E9)	GOING AHEAD HELD UP SW TO NE JNY PART OF WORK JCT CLEARED
BT - NOT REQUESTED DID NOT IMPACT			
31	0115EK40346	TUE 05/05/15 10:04	02 NODE 94
LIGHT EUSTON ROAD J/W PANCRAS ROAD			
POLICE - AT SCENE ROAD-DRY WEATHER-FINE DUAL CWY CROSSROADS AUTO SIG PEDN PHASE AT ATS			
V2 CHANGED LANE TO RIGHT INTO PATH OF V1			
CASUALTY	001 (001)	(42 Yrs - M E17)	SLIGHT DRIVER/RIDER
VEHICLE	001 (002)	M/C <= 50CC (42 Yrs - M E17)	GOING AHEAD OTHER SW TO NE JNY PART OF WORK JCT MID
BT - NOT REQUESTED SKIDDED			
VEHICLE	002 (001)	CAR (? Yrs - U UNKN)	CHANGE LANE TO LEFT SW TO NE JCT MID
BT - DRV NOT CONTACTED FRONT HIT FIRST			
V002	A 403	(FOOR TURN OR MANOEUVRE)	
V002	A 406	(FAILED TO JUDGE OTHER PERSON'S PATH OR SPEED)	V002 A 405 (FAILED TO LOOK PROPERLY) V001 A 409 (SWERVED)
32	0115EK40665	TUE 04/08/15 20:05	02 LINK 93-94
LIGHT EUSTON ROAD 28M SW OF ARGYLE STREET			
POLICE - AT SCENE ROAD-DRY WEATHER-FINE DUAL CWY NO JUN IN 20M NO XING FACILITY IN 50M			
AS V1 MOVED OFF A PASS ONBOARD FELL DOWN THE STAIRS - [NOT HOLDING ON (C001)]			
CASUALTY	001 (001)	(50 Yrs - F N16)	SLIGHT PASSENGER STANDING ON PSV
VEHICLE	001 (000)	BUS/COACH (46 Yrs - M IG6)	MOVING OFF NE TO SW JNY PART OF WORK
BT - NOT REQUESTED DID NOT IMPACT			
C001	B 999	(OTHER FACTOR)	

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**Euston Road Collisions - 5 years to 31-Aug-2015 (provisional)**

MD01 GIS AREA B2\_Euston\_Rd (P) 60 MTS TO AUG-2015 SORTED BY DATE 02 NODE 94 530200 / 182870

33 0115EK40733 FRI 21/08/15 13:15 LIGHT EUSTON ROAD JAW ARGYLE STREET T/STAG JUN GIVE WAY/UNCONT PELICAN OR SIMILAR

POLICE - AT SCENE ROAD-DRY WEATHER-FINE DUAL CWY

TWO PASS ONEBOARD V1 FELL OVER DUE TO V1 BRAKING SUDDENLY

CASUALTY 001 (001) (29 Yrs - F N7) SLIGHT PASSENGER STANDING ON PSV

CASUALTY 002 (001) (54 Yrs - F WC1X) SLIGHT PASSENGER STANDING ON PSV

VEHICLE 001 (000) BUS/COACH (59 Yrs - F N6) MOVING OFF NE TO SW JNY PART OF WORK JCT APP

BT - NOT REQUESTED DID NOT IMPACT

V001 A 408 (SUDDEN BRAKING)

End of Accidents for MD01 GIS AREA B2\_Euston\_Rd (P)

End of Report

## **APPENDIX 3**

### **Delegated Report for Olympic Shroud**

<b>Delegated Report (Members' Briefing)</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		<b>10/01/2012</b>	
		N/A / attached		<b>Consultation Expiry Date:</b>		<b>13/12/2011</b>	
<b>Officer</b>				<b>Application Number(s)</b>			
Rob Tulloch				2011/5760/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
TOWN HALL EXTENSION ARGYLE STREET LONDON WC1H 8NJ				See decision notice			
<b>PO 3/4</b>		<b>Area Team Signature</b>		<b>C&amp;UD</b>		<b>Authorised Officer Signature</b>	
<b>Proposal(s)</b>							
Display of an externally illuminated shroud advertisement between the 1st floor and roof level facing Euston Road for a period of 6 months (01/04/2012 - 30/09/2012) during the Olympics.							
<b>Recommendation(s):</b>		<b>Grant Advertisement Consent</b>					
<b>Application Type:</b>		<b>Councils Own Advertisement Consent</b>					
<b>Conditions:</b>		Refer to Draft Decision Notice					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>		No. notified		00		No. of responses	
						00	
<b>Summary of consultation responses:</b>		Site notice n/a Press advert n/a					
<b>CAAC/Local group comments:</b>		TfL were notified, but did not respond.					
<b>Site Description</b>							
The Town Hall Extension comprises eight storeys with a rooftop set back for plant. It is adjacent to the Grade II listed Town Hall and opposite the Grade I listed St Pancras and Kings Cross Stations. It lies within the Kings Cross Conservation Area.							
<b>Relevant History</b>							
2011/5025/A Temporary display of projected images onto the north and west elevations of the Town Hall, Judd Street between the hours of 17:30 & 23:00 on 7/11/2011 through 11/11/2011 inclusive. Granted 07/11/2011							
<b>Relevant policies</b>							
<b>LDF Core Strategy and Development Policies</b>							
CS5 Managing the impact of growth and development							
CS8 Promoting a successful and inclusive Camden economy							
CS14 Promoting high quality places and conserving our heritage							
DP24 Securing high quality design							
DP25 Conserving Camden's heritage							

**Camden Planning Guidance 2011**

**Kings Cross Conservation Area Statement**

**Planning Policy Guidance 19: Outdoor Advertisement Control (PPG19)**

**Assessment**

**1 Assessment**

- 1.1 The proposal is for the display of a shroud advertisement to the north elevation of the Town Hall Extension for a temporary period of 6 months to celebrate the London 2012 Olympics.
- 1.2 The shroud would be a PVC micro mesh sheet measuring 30m high x 52m wide. It would cover the entire north elevation from first floor level to roof. It would display the words "London 2012" in blue and red text and the Games logo. It would be fixed to the building by a wire frame, and be externally illuminated by an array of up and downlighters.
- 1.3 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.

**2 Amenity**

- 2.1 PPG15 describes amenity, in terms of adverts, as the effect on the appearance of a building or the immediate neighbourhood. The relevant considerations including local scenic, historic, architectural or cultural features which contribute to the distinctiveness of the locality. It further states that the scale and massing of existing structure, land use, and the presence of listed buildings will also be relevant considerations.
- 2.2 The immediate vicinity along Euston Road is commercial in nature, with some residential uses in the streets branching off. Buildings such as St Pancras Station, the Novotel, the former and existing Unison Headquarters, and the Town Hall Extension itself, are quite large, and the other buildings along Euston Road are regularly five or six storeys, as such the site does not stand alone and does not dominate the locality.
- 2.3 The area is an important transport interchange, with stations, including Euston further west, linking London to the North. It is primarily due to this function that the site has been selected. Many visitors to the Games will be arriving at these stations and transferring to St Pancras, which will be the starting point of the high speed Olympic Javelin train which will carry up to 25,000 passengers per hour from the station to the Olympic Park. The shroud would thus reflect St Pancras' contribution to the delivery of the Games, and any harm to the setting of this listed building would be temporary.
- 2.4 Camden Planning Guidance advises that shrouds are only appropriate in commercial areas, should only normally be used in conjunction with rebuilding or refurbishment, and should always be temporary. The proposal is considered to broadly comply with requirements of Camden Planning Guidance as the area is commercial and the shroud would be a temporary sign. Although its purpose is not to shield construction work, the guidance's resistance to advertising is that adverts on such large prominent sites can harm the amenity of an area, but the content of the proposal, celebrating a once in a lifetime event such as the Olympics, should not be seen in the same light as a purely commercial advertising site.
- 2.5 The application must also be seen in conjunction with the city wide celebration of the games which will include colour and planting schemes, bunting, banners, flags and bespoke items using the London 2012 'Look' and 'Feel' design guidelines which have been created to help celebrate the

Olympic and Paralympic Games coming to the UK.

2.6 Due to its location on the north elevation the proposal would not affect sunlight to building. As most floors in the building are open plan and the signage material is a micro mesh, and not solid, it is not considered to adversely affect daylight. As there are no residential uses facing the site, the illumination is not considered to harm residential amenity.

2.7 As such the proposal, due to its contribution to the Olympic event and its temporary nature, is not considered harmful to the amenity of the building or wider area.

### **3 Public safety**

3.1 The consideration for public safety is whether the advert itself, or its exact location, is likely to be so distracting, or so confusing that it creates a hazard to, or endangers people in the vicinity who are taking reasonable care for their own and others' safety.

3.2 The proposed display is static, and its high level and simple design combined with the generally slow traffic speed on Euston Road, are not considered to pose a hazard to vehicular traffic. The sign would pose no hazard to pedestrians.

### **4 Conclusion**

4.1 The proposed shroud is intended to demonstrate Camden's support for the Games and is broadly compliant with national and local policies and guidance. Any visual harm caused by the display is considered to be ameliorated by its temporary nature.

### **5 Recommendation: Grant Advertisement Consent**

## **DISCLAIMER**

**Decision route to be decided by nominated members on Monday 19<sup>th</sup> December 2011.**

**For further information see**

<http://www.camden.gov.uk/ccm/navigation/environment/planning-and-built-environment/planning-applications/development-control-members-briefing/>



**APPENDIX 4**

**Delegated Report for Fairfield Street, Manchester**

<b>Delegated Report</b>			<b>Expiry Date:</b>	<b>09/06/2014</b>
<b>Officer</b>		<b>Application Number(s)</b>		
Karen Scarisbrick		2014/2687/A		
<b>Application Address</b>		<b>Application Type</b>		
Dominion Theatre 268-269 Tottenham Court Road London W1T 7AQ		Advertisement Consent		
<b>1<sup>st</sup> Signature</b>	<b>2<sup>nd</sup> Signature (If refusal)</b>	<b>Conservation</b>	<b>Recommendation(s)</b>	
			Grant Advertisement Consent	
<b>Proposal(s)</b>				
Installation of temporary scaffold shroud incorporating image of front elevation and 3D display at theatre.				
<b>Consultations</b>				
<b>Summary of consultation responses:</b>		Site notice posted 14/05/2014 with an expiry of 04/06 2014. No responses received at the time of report preparation.		
<b>Site Description</b>				
The application site relates to the Dominion Theatre, a Grade II listed building located within the Bloomsbury Conservation Area. The building has an existing large advertisement to the front of the building which consists of a large fascia sign and statue relating to the current show in the theatre.				
<b>Relevant History</b>				
13/03/1996 (A9600148) <b>Granted</b> Advertisement consent for retention of the display of an internally illuminated fascia sign above the entrance door				
06/01/1995 (9480153) <b>Granted</b> Advertisement consent for The display of internally illuminated lettering measuring 200mm high and reading 'STAGE DOOR' over a canopy positioned over the stage door entrance at the rear.				
05/03/1986 (8680018) <b>Granted</b> Advertisement consent for the display of an illuminated sign measuring 9.6 metres by 9.6 metres positioned above the theatre entrance.				
<b>Relevant policies</b>				
<b>LDF Core Strategy and Development Policies</b>				
CS5 – Managing the impact of growth				
CS14 – Promoting high quality places and conserving our heritage				
DP24 – Securing high quality design				
DP25 – Conserving Camden's Heritage				
DP26 – Managing the impact of development on occupiers and neighbours				
<b>Town and Country Planning (Control of Advertisements) (England) Regulations 2007</b>				
<b>Camden Planning Guidance 2011 (as amended)</b>				
CPG:1 Design – Chapter 8				

## Assessment

### Proposal

Advertisement consent is sought for a temporary scaffold shroud printed on PVC micromesh containing a 1:1 replica of the existing building façade and publicity for the theatre performance. The shroud would extend beyond the building façade by approximately 3.6m and would depict an area of sky. The total shroud would measure approximately 19m x 13.4m. The advertisement shroud would be on display for a period of three months during repair and renovation works and would be illuminated via two individual floodlights.

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 1 advises:

- The scaffolding should cover the entire elevation of the building and the netting on the scaffolding should contain a 1:1 image of the completed building which is undergoing construction work (scaffolding is only to be erected for the purposes of carrying out building works and will be removed upon completion of the works);
- The advertisement should cover no more than 20% of each elevation and is not fragmented. The advertisement must also respect the architectural form and scale of the host building. The location of the advertisement on the shroud will depend on the character of the local built form and the nature of views within it.

The proposal complies with the first of these points in that it would contain a 1:1 image however, would be larger than the maximum recommended size as the shroud would be larger than the entire Dominion Theatre elevation on Tottenham Court Road.

The agent for the application has explained that the extended shroud would aid in screening scaffold lifts which would extend above the building during building works and from an aesthetic point of view, this is considered acceptable. In addition, although the shroud would fill the entire width and height of the building façade, the Dominion theatre is part of a wider frontage and as such it would appear that less than 20% of the Tottenham Court Frontage is covered.

Although it is accepted that there would be local and longer views of the shroud, given its temporary nature and acceptable detail and size, on balance it is not considered that the proposal would cause conflict with the surrounding environment and streetscene, particularly as the shroud would be screening unsightly construction works.

The proposal would be illuminated as is the existing 'advertisement'. The illumination is therefore considered acceptable given that, in this West End locality, illumination after dark would not appear incongruous nor detrimental to amenity.

**Public Safety** Given the position of the advert, it is not considered to raise public safety issues in terms of distracting drivers on Tottenham Court Road.

### Recommendation:

The proposed advert is in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.

**APPENDIX 5**

**Decision Notice for Bridge Street, Manchester**

## **Important Planning permission & notices of consent**

### **Compliance with conditions**

- Your planning approval or consent is attached. It will contain conditions that you must comply with.
- Please read the conditions and understand their requirements and restrictions, for example submission and approval of details or measures to protect trees.
- Some conditions will require action before you start development and it is imperative that you seek to have these discharged before any work commences.
- Whilst every effort has been made to group conditions logically, it is your responsibility to ensure that you are aware of the requirements and/or restrictions of all conditions.
- If you fail to comply with the conditions this may result in a breach of planning control and this may lead to enforcement action.
- Failure to comply with conditions may also result in the development not being lawful.
- It is in your interests to demonstrate that conditions have been complied with. Failure to do so may cause difficulties if the property is sold or transferred.
- A fee is payable for each request to discharge conditions.
- For advice on any of these matters, please contact Planning, Manchester City Council, PO Box 532, Town Hall, Manchester M60 2LA or email [planning@manchester.gov.uk](mailto:planning@manchester.gov.uk)



## Town & Country Planning (Control of Advertisements) (England) Regulations 2007

### Advertisement Consent

#### Applicant

Mark Wilkinson  
Infinity Outdoor Ltd  
1st Floor  
44 Charlotte Street  
London  
W1T 2NR

#### Agent (if used)

#### Part 1 Particulars of the application/development

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**Proposal:** Erection of an illuminated scaffolding mounted advertisement banner for a temporary 6 months period only.

**Location:** Global Furnishing Ltd , 128 Fairfield Street, Manchester, M12 6EL

**Date of application:** 17 July 2013

**Application number:** 102544/AOH/2013/C2

#### Part 2 Particulars of decision

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Manchester City Council gives notice that the development referred to in Part 1 has been **granted** in accordance with the application and plans submitted subject to the condition(s) listed below (if any).

#### Article 31 Declaration

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Officers have worked with the applicant in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application.

#### Reason(s) for decision

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#### Condition(s) attached to this decision

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1) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

No advertisement shall be sited or displayed so as to:

- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

2) (a) The express advertisement consent hereby granted is limited to a period of 6 months starting on 4th February 2014 August 2013.

(b) On the date of the expiry of the express consent period on 4th February 2014 as specified in (a) above or on completion of the works that require the scaffold whichever is earlier, the advertisement banner and all associated development shall be removed, any use of the land authorised by this consent shall be discontinued, and the building shall be reinstated in accordance with a scheme previously approved.

Reason - To enable the City Council to consider the acceptability of the continuance of the display of the advertisement hoarding(s) at the site on the expiry of the period of express consent, having regard to visual amenity and changing circumstances in the locality in order to comply with Policies CC9 and DM1 of the Adopted Core Strategy for the City of Manchester and saved policies DC15.1 and DC15.2 of the Unitary Development Plan for the City of Manchester.

3) The development hereby approved shall be carried out in accordance with the following drawings and documents:

1. Location plan edged in red stamped and received by Manchester City Council as Local Planning Authority on 23rd May 2013.

2. Contract of works stamped and received by Manchester City Council as Local Planning Authority on 23rd May 2013.

3. Lighting information stamped and received by Manchester City Council as Local Planning Authority on 23rd May 2013.

4. Schedule of works stamped and received by Manchester City Council as Local Planning Authority on 23rd May 2013.

5. IOL.FFS.04 Rev A, IOL.FFS.03 Rev A stamped and received by Manchester City Council as Local Planning Authority on 23rd May 2013.

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies SP1 and DM1 of the Core Strategy.

## **Informatives**

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There are no informatives attached to this decision.

Date: 6 September 2013



Signed:

A handwritten signature in black ink, appearing to read 'Julie Roscoe', written in a cursive style.

Julie Roscoe

Head of Planning

Manchester City Council, P O Box 532, Town Hall, Manchester M60 2LA



## Notes

1. This consent refers only to that required under the Town and Country (Control of Advertisements) (England) Regulations 2007 does not include any consent or approval under any other enactment, byelaw, order or regulation.

2. If the applicant is aggrieved by the decision of the local planning authority to refuse consent or approval for the proposed development, or to grant consent or approval subject to conditions, he may appeal to the First Secretary of State in accordance with section 78 of the Act as amended by the Regulations within eight weeks of the date of the notice of the decision.

The Planning Inspectorate have introduced an online appeals service that can be used to make appeals online. This service is available through the Appeals area of the Planning Portal  [www.planningportal.gov.uk/pcs](http://www.planningportal.gov.uk/pcs). The Inspectorate will publish details of your appeal on the internet (on the Appeals area of the Planning Portal).

This may include a copy of the original planning application form and any supporting documents supplied to the local planning authority. By you or your agent, together with the completed appeal form and information you submit to the Planning Inspectorate. Please ensure that you only provide information, including personal information, that you are happy will be made available to others in this way. If you supply personal information belonging to a third party please ensure you have their permission. More detailed information about data protection and privacy matters is available on the Planning Portal.

Alternatively, appeals can be made on a form which is obtainable from Planning Inspectorate, Customer Support Unit, Room 3/15, Eagle Wing, Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 or by telephone 0117 372 6372.

**APPENDIX 6**

**Decision Notice for Dominion Theatre, London**

Mr Richard Moseley  
Infinity Outdoor Ltd  
1st Floor  
44 Charlotte Street  
London  
W1T 2NR

Application Ref: **2014/2687/A**  
Please ask for: **Karen Scarisbrick**  
Telephone: 020 7974 **6519**

26 June 2014

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**Dominion Theatre**  
**268-269 Tottenham Court Road**  
**London**  
**W1T 7AQ**

Proposal:

Installation of temporary scaffold shroud, incorporating image of front elevation and 3D display, on facade of theatre.

Drawing Nos: Proposed elevation

Existing elevation, ground plan, site location plan, GIH floodlight specifications, scaffolding specification

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 The advertisement hereby granted consent shall only be displayed while the external refurbishment works which require scaffolding are being undertaken and shall be completely removed and the building made good by three months from the



date of this permission or when the above works have been completed/scaffolding is no longer required, whichever is the sooner.

Reason: In order to enable the Council to control the effects of the advertisement on the visual amenity of the area in accordance with policy CS5 (Managing the impact of growth and development), CS14 (Promoting high quality places and conserving our heritage of the London Borough of Camden Local Development Framework Core Strategy and policies DP24 (Securing high quality design) and DP25 (Conserving Camden's heritage) of the London Borough of Camden Local Development Framework Development Policies.

- 2 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 No advertisement shall be sited or displayed so as to
- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
  - (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
  - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 6 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

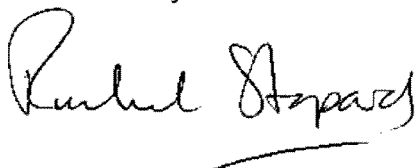
Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'Rachel Stopard', with a horizontal line underneath the name.

Rachel Stopard  
Director of Culture & Environment



**Croft Transport Solutions**  
9 Jordan Street, Manchester, M15 4PY  
Tel: 0161 667 3746 Email: [info@crofts.co.uk](mailto:info@crofts.co.uk) [www.crofts.co.uk](http://www.crofts.co.uk)  
Registered in England Number: 7373729