

Advertising Safety Guidance Form – ASGF



Document ID
Prepared By
Checked By
Issue Date

Site Ref 01 - Camden High Street
A. Jennings
A. McDonald
04 August 2015

A: Site Characteristics

DP Area Team:

Borough: Camden

Road Number: A502

Location Description: Site located on one way high street along side tube station

Grid Reference: x 528890, y 183918

Assessor's Name: Andrew Jennings

Time: 10:00

Date: 23.Jul.15

Weather: Dry and bright

Advert Display Size: 48 Sheet

Advert Display Type: Digital

Advert Orientation: Single sided sign facing south west. Mainly pedestrian audience but could be seen by drivers

Adverts will not normally be permitted if:

1. ADU is proposed to be installed within the controlled zigzag area or within 20m of a pedestrian crossing* (either on the approach or the exit), bus stops or change in carriageway characteristics (i.e. bus lane start, speed limit change)

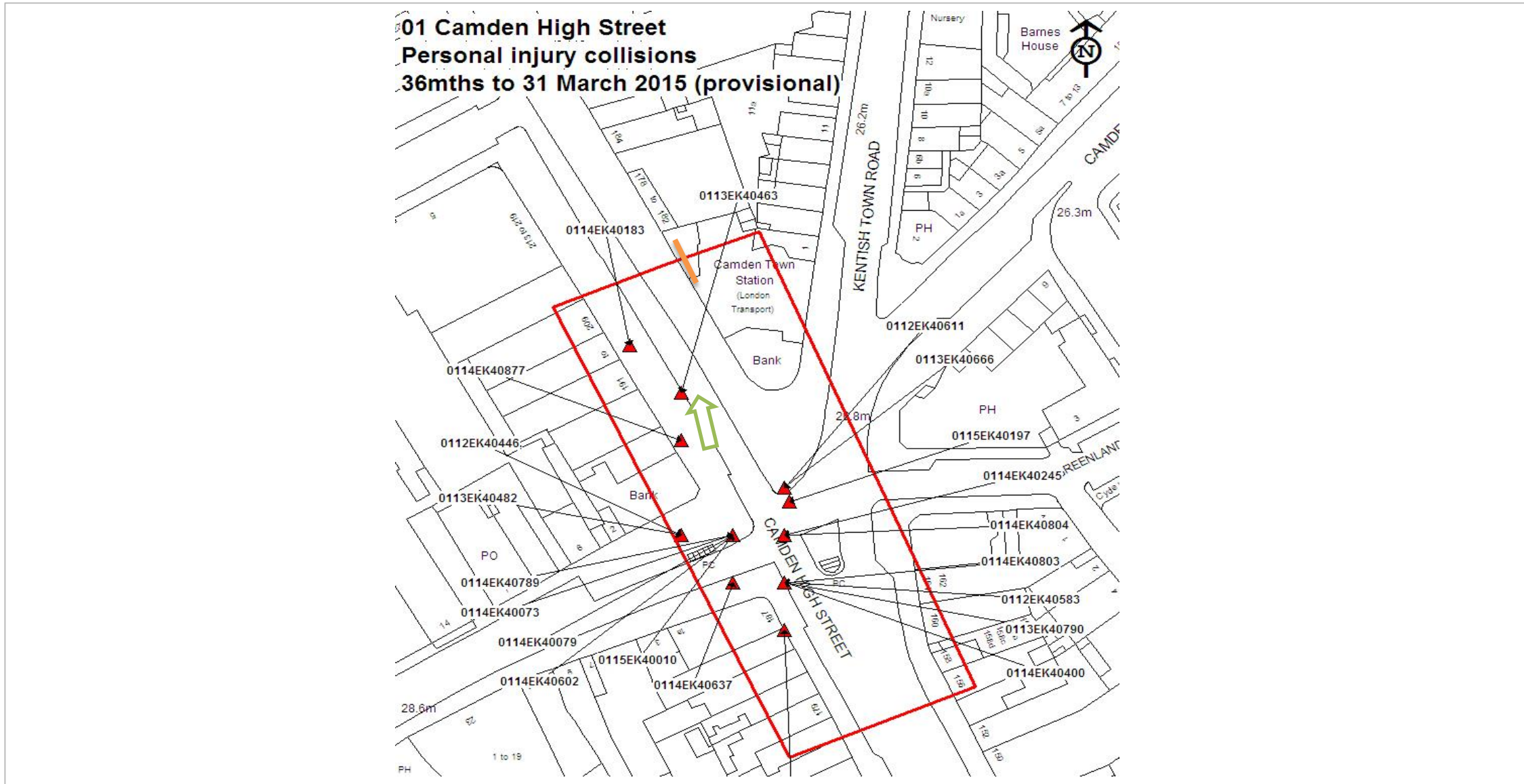
2. ADU is proposed to be installed within 100m of a school or hospital entrance or exit.

3. ADU is proposed to be installed on footway unless Disability Discrimination Act (DDA) compliant

4. ADU is proposed to be installed where a slip road merges onto a high speed road

B: Sketches





C: Site Specific Analysis - Issues for consideration

Issue	Comments	Checked	Issue	Comments	Checked
<p>Traffic signals: Are there signals close to the advert? Does the advert obscure them? Will the advert be seen behind the signals? Will the advert cause the driver to look a significant distance from the signals?</p>	<p>The existing sign is 50m from the traffic signals and not clearly visible from that location</p>		<p>Maintenance / Installation: Can the advert be serviced safely (cleaning, poster change etc)? Is there a safe place for vehicles to stop and service the site?</p>	<p>A restricted loading area is located a short distance from the site would provide an area for vehicles to stop between 830am and 630pm Monday - Friday.</p>	
<p>Traffic signs: Are there traffic signs close to the advert? Are they safety critical? Does the advert obscure them? Will the advert be seen behind the signs? Will the advert cause the driver to look a significant distance from the signs?</p>	<p>Loading restriction and speed limit signage is located within 10m of the site. The proposed ADU would not have any affect on the traffic signs.</p>				
<p>Footways Will the advert impact on pedestrians or cyclists? This is particularly relevant for signs located in the footway. What is the remaining footway width and pedestrian flow? Does the advert effect pedestrian sightlines?</p>	<p>Pedestrian and cyclists flows and sight lines would not be affected</p>				
<p>Any other Visibility and Sightline issues for road users?</p>	<p>No other issues</p>				

D: Site Specific Analysis - Accident record

Is the collision rate at the junction higher than the borough average for this type of site?

Yes / No (If yes proceed to questions below)

Table 1: Collision Data for the 36 Month Period Prior to the Site Visit

Please enter details of accident study area here - which links and nodes have been considered?

Collisions in the 12 month period ending:	Fatal	Serious	Slight	Total
12 Months period to March 2013	0	0	3	3
12 Months period to March 2014	0	1	7	8
12 Months period to March 2015	0	1	9	10
Total Collisions	0	2	19	21

Table 2: Collision Totals and Percentages for the Main Collision Types

Comparative collision rate from Levels of Collision Risk in Greater London (issue 12) Table XX



	Pedestrians	Wet	Dark	P2W	KSI	Pedal Cycle	Total
Number of Collisions	8	5	9	6	2	9	39
Percentage of Total (%)	38.1	23.8	42.9	28.6	9.5	42.9	185.7
Comparative Collision* (%)	29.9	15.9	29.6	27.2	14.2	20.0	136.8

*Each Collision type as a proportion of total collisions at relevant suitable sites.

- Below borough average collision rate
- Above borough average collision rate

An area south of the site has been assessed as Camden High Street has one way traffic heading north. 21 collisions have been reported in the last 36 months of available collision data. Most of the collisions are located at the junction 50m south of the site. From the junction drivers have a limited view of the existing board as it is at 90 degrees to the road and a ADU would therefore have no impact on the safety of this junction. Closer to the site 3 collisions have been recorded. 2 of these collisions involved cars and crossing pedestrians and one a car and motor cycle in a rear end shunt collision. One resulted in serious injury and two in slight injuries.

E: Conclusions

Based on the above analysis, should the proposed advertisement be permitted in its current form? If not, why not?					
<p>It is recommended this is suitable for a digital advertising board.</p>					
Do you recommend that a safety audit is carried out? No					
If the assessor is of the opinion that the advertisement should not be permitted, are there changes that could be made to the proposal that would address the above concerns? This may include changing the type, size, content or orientation of the display, or through the use of appropriate planning conditions.					
Assessed by:	Andrew Jennings	Signed:		Date:	4.8.15
Checked by:	Andy McDonald	Signed:		Date:	12.8.15