

Advertising Safety Guidance Form – ASGF



Document ID
Prepared By
Checked By
Issue Date

Swiss Cottage Finchley Road
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Bryan Evans
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A: Site Characteristics

DP Area Team:

Borough: Camden

Road Number: A41 Finchley Road

Location Description: North facing on north bound carriageway adjacent to Swiss Cottage

Grid Reference: E526640.N184280

Assessor's Name: Andy McDonald

Time: 13:30

Date: 07-Jul-16

Weather: Dry and Bright

Advert Display Size: Other

Advert Display Type: Digital

Advert Orientation: North facing pedestrian and driver audience single sided

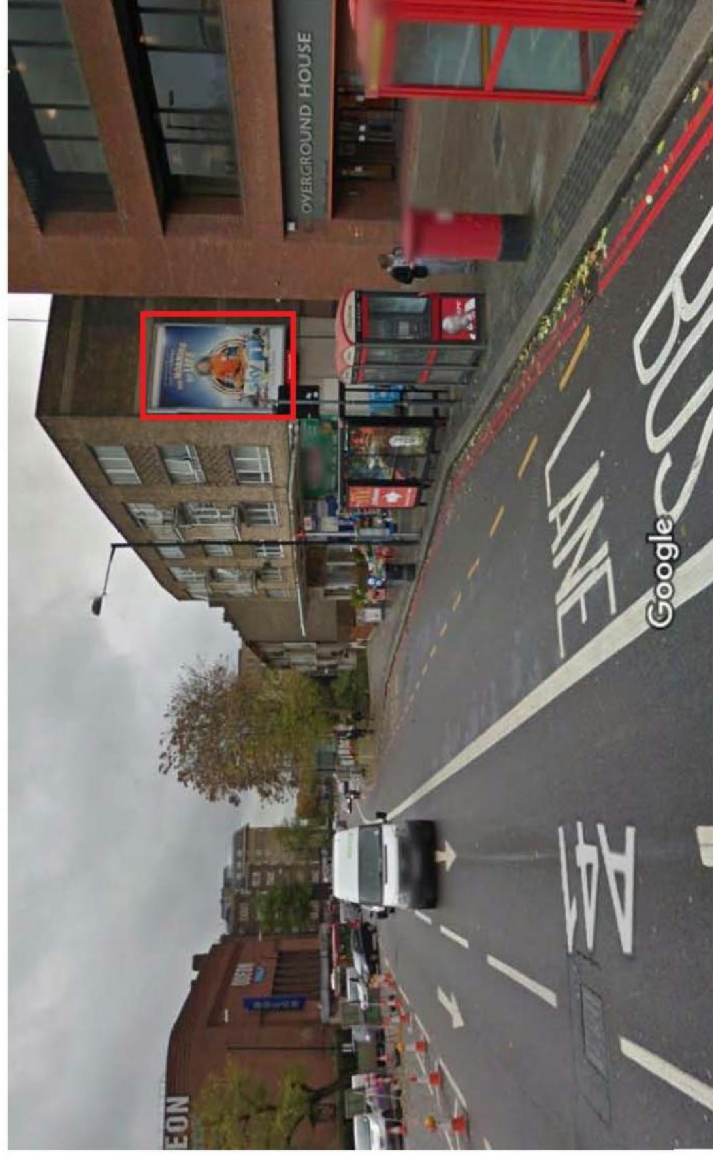
Adverts will not normally be permitted if:

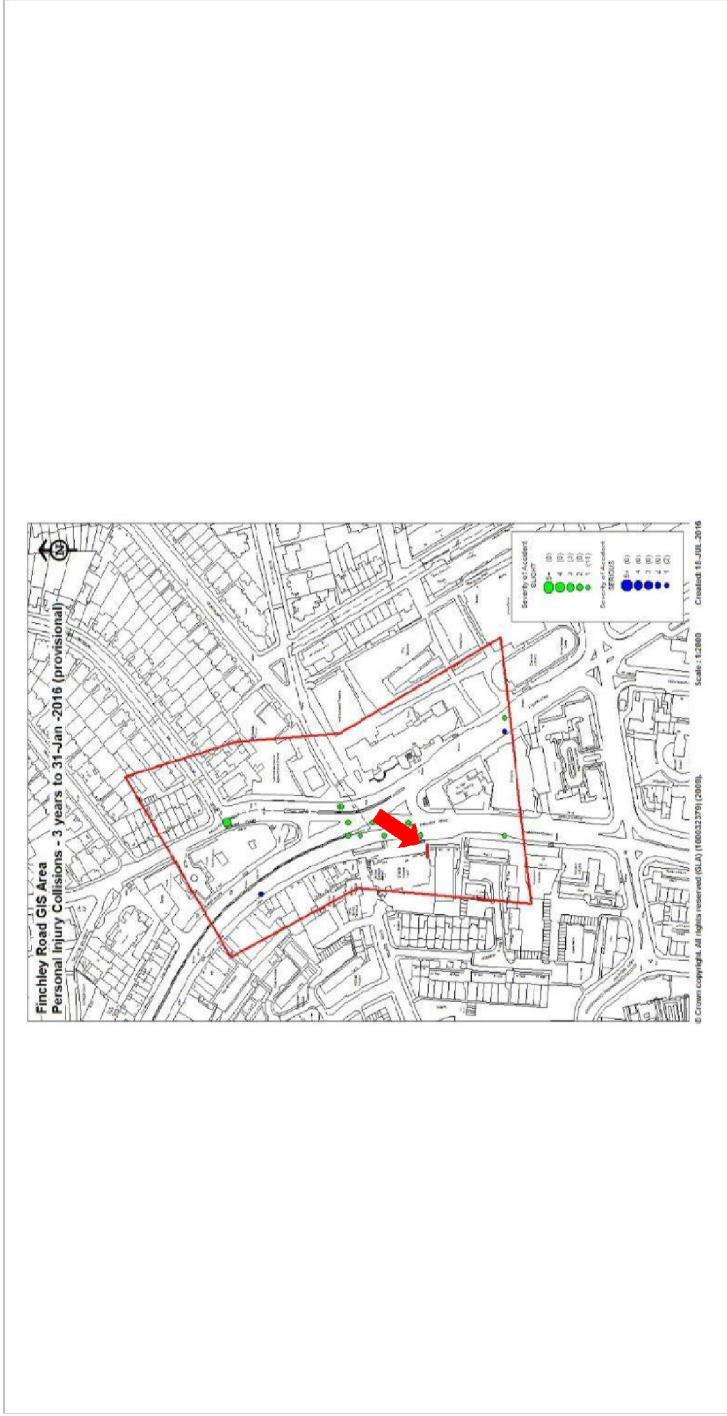
1. ADU is proposed to be installed within the controlled zigzag area or within 20m of a pedestrian crossing* (either on the approach or the exit), bus stops or change in carriageway characteristics (i.e. bus lane start, speed limit change)

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





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>There are signals in the general vicinity but no conflict between advert and signal heads.</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>There is a large expense of footway at the location of the advert that can be utilised for an installation or maintenance vehicle. Subject to agreement of the highway authority (Finchley Road in this area is a Red Route).</p>	
<p>Traffic signs: Are there traffic signs close to the advert? Are they safely 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>Sign will briefly be behind a No-Entry sign in the southbound direction. There are no conflicts with signage in this location.</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 affect pedestrian sightlines?</p>	<p>The digital advert will be well mounted as the current advert and will therefore have no impact on cyclists or pedestrians.</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 31 Jan 2014	0	0	2	2
12 Months period to 31 Jan 2015	0	0	2	2
12 Months period to 31 Jan 2016	0	0	5	5
Total Collisions	0	0	9	9



The accident analysis has been carried out for the Swiss Cottage crossroads (junction of Finchley Road / College Road / Avenue Road). Of the 9 accidents recorded in locations considered relevant to the proposal, none involved serious or fatal injury, all involved slight injury, 4 were rear end shunts of which at least 3 were travelling away from the advert position. 2 accidents were side swipes (one travelling away from advert), 3 accidents involved pedestrians, none of which appear to be at the pedestrian crossing facilities.

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

Comparative collision rate from Levels of Collision Risk in Greater London (Issue 8)

	Pedestrians	Wet	Dark	P2W	KSI	Pedal Cycle	Total
Number of Collisions	3	1	5	0	0	0	9
Percentage of Total (%)	33.3	11.1	55.6	0.0	0.0	0.0	100.0
Comparative Collision* (%)	26.4	18.6	31.2	24.5	13.2	34.6	148.5

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

 Below borough average collision rate
 Above borough average collision rate

E: Conclusions

Based on the above analysis, should the proposed advertisement be permitted in its current form? If not, why not?			
<p>Given the information and analysis above it is concluded that this site is suitable for sequentially-changing static digital advertising.</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:	Andy McDonald	Signed:	[Redacted]
Checked by:	Bryan Evans	Signed:	[Redacted]
		Date:	25/07/2016
		Date:	25/07/2016