

January 2018

Display of Freestanding Advertisement Panel

Site 7: Procter St WC1V 6NZ (outside 1-6 Benin House - vacant Boom Cycle shop unit)

The following is produced to accompany the application for advertisement consent at the above address.

Proposal

The proposal seeks consent for a freestanding double-sided advertising display targeting pedestrians and vehicular traffic. The structure is sited in place of an existing advertising unit and has a smaller footprint thereby reducing the level of potential obstruction to pedestrians.

It is proposed that the screen will only display static images (i.e. no moving images or flashing lights will be displayed). The advertisement will change sequentially a maximum of once every ten seconds. The changeover between adverts will take place instantaneously in line with established best practice.

The maximum luminance levels of the screen at night will not exceed 300 cd/sqm from dawn till dusk. This accords with the advice for illuminated advertisements from the Institute of Lighting Professionals (ILP) Technical Guidance Note 5 (2015). The screen will be fitted with a light sensor, which will be used to control lighting levels automatically during the day, which will ensure that the level of luminance is sensitive to the change in sunrise and sunset from summer to winter and environmental conditions. The screen will have a failsafe system so that the screen turns black should there be an error.

The advertising structure and media screens will be constructed in a manner that minimises disruption to the highway network. It is proposed that the structure will be fabricated off-site and will be craned in to place over night to avoid disruption to the highway network. The media screen will be implemented on site.

The screens will be remotely controlled via broadband or wireless connections, which will mean that images can be changed without the need to visit the site. Planned maintenance of the structure and media screens can be carried out at times to minimise disruption to the highway network.

Any advertisement consent will be granted subject to the five standard conditions. It is proposed that in order to control the operation of the digital display the following special conditions should be applied to any advertisement consent:

- The intensity of the illumination of the signs shall not exceed 300 cd/sqm from dusk till dawn;
- Any change in advertisement display shall be instantaneous;
- The displays shall not display any moving, or apparently moving, images; and
- The advertisements displayed on each panel shall not change more frequently than once every 10 seconds.

The above special conditions are now used as best practice for the control of digital advertisements having been originally proposed by Transport for London (TfL) in relation to applications adjacent to the strategic road network. The hours of illumination can also be limited by condition if required.

Equalities and Design

Research has been undertaken to investigate the potential for an open element at the base of the structure. It was found that such a design intervention could lead to risk of injury to blind or partially sighted, increasing the risk of those using a white stick walking into the structure in the belief there is no structure directly in front of them. This would breach the Equality Act 2010 and the Council's Public Sector Duty in relation to those whom are either blind or visually impaired. As a result, the solid slimline structure was deemed the most appropriate.

In terms of depth, the design requires a cooling system for air circulation and the IP rating ensures that the outdoor system does not get damaged by the environment e.g. dust, rain and that the electronics are enclosed safely. The proposed design is the minimum depth achievable.

Relevant Highway / Planning Documents

The following are of relevance in relation to pedestrian safety.

Camden Streetscape Design Manual

Section 3.01 discusses 'footway widths'. The document states 1.8m is the minimum, however this extends to 3 metres for a busy street: -

- 'Clear footway' is not the distance from kerb to boundary wall, but the unobstructed pathway width within the footway.
- 1.8 metres = minimum width needed for two adults passing.
- 3 metres - minimum width for a busy pedestrian street, though greater widths are usually required.

Camden Planning Guidance

CPG7 outlines the following recommended clearances:

- Low flow = under 600 people per hour 2.9m clearance
- Medium flow = 600-1200 per hour 4.2m clearance
- High flow = over 1,200 5.3m per hour 5.3m clearance

Analysis

The site is within the Central London Area and is also part of a growth area as defined on the proposals map. The proposed site is not within a conservation area nor proximate to any listed buildings. There is a wide variety of existing advertising in a predominantly commercial area with plans for development, illumination, and signage in the surroundings. This is in relation to the ground floor units, the existing CIP panel and the large format digital billboard are located 50m due south of the site on the road bridge elevation of 1-11 Procter Street.

This digital screen display at 1-11 Procter Street is a 12m x 3m advertisement, originally granted consent as an internally illuminated static poster advert in January 2011 (2011/0241/A). This was following the refusal of an earlier application for a full motion digital display at the site (2010/5252/A). Shortly after the poster advert was granted consent a revised application sought to upgrade it to a static digital display (2011/1208/A) which was granted. Officers noted in this regard that the illumination would not exceed guidelines and that the road safety concerns had been addressed through the change to static advertising and the submission of a road safety audit.

A road safety audit has been carried out for the proposed Procter Street site, and this accompanies the application. This document initially raised the issue of insufficient kerb clearance. The drawings have been amended in line with its proposal and no other safety issues were raised.

In addition to the above, it is noted that an application has been approved for the conversion of the poster adverts in the bus stop outside 16 Procter Street to a digital format (2017/0271/A) and that BT Link digital advertising has been approved further along the street out of sight of the proposed location.

There is a nearby undercroft which has a high illumination level at night to deter crime aligned to the other nearby levels of illumination including the existing illuminated paper scrolling advert intended to increase pedestrian perception of safety.

The advertisement will primarily be used for the display of commercial advertising although a proportion of the time (up to 5%) will be used for non-commercial advertising and public/Council announcements. The existing structures have no council information and are purely for commercial advertising.

It is proposed that the screens will only display static images (i.e. no moving images or flashing lights will be displayed). The advertisements will change sequentially a maximum of once every ten seconds. The changeover between adverts will take place instantaneously in line with established best practice.

As the table overleaf illustrates, the proposal adheres with the footway clearance specified in the Streetscape Manual, but is marginally below the 4.2m requirement for a medium flow specified in the Camden Planning Guidance. It should be noted there is an existing deemed advert where the width is 1.365m and the proposed width is 1.04m. The existing advertising structure would be removed in the event that advertising consent is granted. The footway

width would increase with the proposed new structure because it has a reduced width in comparison to the existing advertising.

No	Site Address	Kerb Clearance	Footway Clearance
7	Procter St WC1V 6NZ (outside 1-6 Benin House first floor not door - vacant Boom Cycle shop unit)	0.45m	3.00m

TFL Guidance for Digital Roadside Advertising and Proposed Best Practice

The guidance points to a number of criteria surrounding location, spacing, positioning, orientation, message and screen display, and lighting. There are no jurisdictions in relation to footway clearance within this document.

The proposals comply with this all points within this document.

A Road Safety Audit is submitted to accompany the application. The RSA study was undertaken at pre-app stage, and its recommendations have resulted in the movement of the proposed panel to allow for a greater kerb clearance.

Summary

The proposal is of high quality, and located in a commercial area appropriate for an advertisement of this scale and design, replacing existing signage located on the footway. The advertisement would not give rise to any public safety concerns due to the character and layout of the road network in the immediate area. For the reasons given above, it is considered that this is an appropriate proposal for this location and should therefore be granted consent.