

January 2018

Display of Freestanding Advertisement Panel

Site 8: St Giles High Street, opposite 67 Molteni and C-Dada

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 close to a bus stand in place of an existing advertising unit placed close to the junction of Shaftesbury Avenue and St Giles High Street.

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 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.

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. 5% of the advertising space would be utilised for Council purposes.

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

As the table below illustrates, the footway clearance accords with both the streetscape manual and the CPG guidance in relation to footway clearance.

No	Site Address	Kerb Clearance	Footway Clearance
8	Junction of Shaftesbury Avenue & St Giles High St/A40	1.5m	5.95m

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 for safety reasons to a new location opposite Molteni and C-Dada, St Giles High Street.

Finally, it should be noted that the air pollution monitoring unit within the existing advert structure is owned by LB Camden. The Council are currently looking at alternative locations for this to be re-housed.

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.