

## Proposed Digital Advertising Screen, 42-44 Hampstead Road



**Stage 1/2 Road Safety Audit**

**Prepared for: London Borough of Camden  
Prepared by: AECOM**

**December 2017**



### Quality information

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**Approved by**

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Associate Director



### Revision History

Revision	Revision date	Details	Authorised	Name	Position
-	15/11/17	Draft	[Redacted]	Mark Watson	Associate Director
-	01/12/17	Final	[Redacted]	Mark Watson	Associate Director

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## 1. INTRODUCTION

### 1.1 COMMISSION

- 1.1.1 This report results from a Stage 1/2 Road Safety Audit carried out for the proposed new digital advertising screen at the location of the existing advertising unit, on the eastern pedestrian footway of Hampstead Road (near 42-44 Hampstead Road), within the London Borough of Camden.
- 1.1.2 The Audit was undertaken by AECOM's Road Safety Audit Team in accordance with the email brief received from LB Camden on the 20<sup>th</sup> October 2017 and the Instruction to Proceed received on the 3<sup>rd</sup> November 2017. The Audit took place at the AECOM Chelmsford office in November 2017 and comprised an examination of the documents provided as listed (and contained) in **Appendix A**, plus a visit to the site of the proposed scheme.
- 1.1.3 The visit to the site of the proposed scheme was made on 6<sup>th</sup> November 2017. During the site visit the weather was sunny and the road surface was dry.

### 1.2 TERMS OF REFERENCE

- 1.2.1 The Terms of Reference of this Audit are as described in TfL Procedure SQA-0170 dated May 2014. The Audit Team has examined and reported only on the road safety implications of the scheme as presented and how it impacts on all road users and has not examined or verified the compliance of the designs to any other criteria. However, to clearly explain a safety problem or the recommendation to resolve a problem the Audit Team may, on occasion, have referred to a design standard without touching on technical audit. An absence of comments relating to specific road users / modes in Section 3 of this report does not imply that they have not been considered; instead the Audit Team feels they are not adversely affected by the proposed changes.
- 1.2.2 This Safety Audit is not intended to identify pre-existing hazards which remain unchanged due to the proposals; hence they will not be raised in Section 3 of this report as they fall outside the remit of Road Safety Audit in general as specified in the procedure SQA-0170 dated May 2014. Safety issues identified during the Audit and site visit that are considered to be outside the Terms of Reference, but which the Audit Team wishes to draw to the attention of the Client Organisation, are set out in Section 4 of this report.
- 1.2.3 Nothing in this Audit should be regarded as a direct instruction to include or remove a measure from within the scheme. Responsibility for designing the scheme lies with the Designer and as such the Audit Team accepts no design responsibility for any changes made to the scheme as a result of this Audit.
- 1.2.4 In accordance with TfL Procedure SQA-0170 dated May 2014, this Audit has a maximum shelf life of 2 years. If the scheme does not progress to the next stage in its development within this period, then the scheme should be re-audited.
- 1.2.5 Unless general to the scheme, all comments and recommendations are referenced to the detailed design drawings and the locations have been indicated on the plan located in **Appendix B**.

- 1.2.6 It is the responsibility of the Design Organisation to complete the Designer's response section of this Audit report. Where applicable and necessary it is the responsibility of the Client Organisation to complete the Client comment section of this Audit report. Signatures from both the Design Organisation and Client Organisation must be added within Section 5 of this Audit report. A copy of which must be returned to the Audit Team.

### 1.3 MAIN PARTIES TO THE AUDIT

- 1.3.1 Client Organisation London Borough of Camden  
Client contact details: Lisa-Marie Bowles – London Borough of Camden – [lisa-marie.bowles@camden.gov.uk](mailto:lisa-marie.bowles@camden.gov.uk)
- 1.3.2 Design Organisation London Borough of Camden  
Design contact details: George Loureda – London Borough of Camden – [george.loureda@camden.gov.uk](mailto:george.loureda@camden.gov.uk)
- 1.3.3 Audit Team  
Audit Team Leader: Kimberley Pettingill – AECOM  
Audit Team Member: Chris Burlton – AECOM

Also present on site was Kathryn Carman (AECOM).

### 1.4 PURPOSE OF THE SCHEME

- 1.4.1 Within the vicinity of the study area, Hampstead Road runs in a north/ south direction and is a single carriageway road with two lanes running in each direction. There are wide pedestrian footways in place on both sides of the carriageway. Hampstead Road forms two arms of the four arm signalised junction with Drummond Street approximately 50m to the north of the proposed scheme, and the northern approach to the signalised junction with Euston Road and Tottenham Court Road approximately 80m to the south. All roads are subject to a 20mph speed limit and are street lit (although the site was only visited during daylight hours).
- 1.4.2 The proposed works are located on the eastern pedestrian footway of Hampstead Road (near 42-44 Hampstead Road), to the south of the traffic signal junction with Drummond Street. There is an existing southbound bus stop, telephone box/ advertising unit and Advance Direction Sign (ADS) for the Hampstead Road/ Euston Road/ Tottenham Court Road signalised junction located in close proximity to the scheme.
- 1.4.3 It is proposed to replace the existing 'non-digital' advertising unit with a double-sided freestanding digital advertising display, targeting pedestrians and southbound vehicular traffic. It is understood that the sign will be provided at the same location as the existing advertising board, which currently displays scrolling adverts to pedestrians/ southbound traffic.
- 1.4.4 The proposed sign dimensions are 2.285m (height) x 1.048m (width) x 0.330m

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(depth). A minimum footway width of 8.1m will be retained to the east of the proposed advertising display, with a 1.5m clearance between the unit and the eastern kerbline of Hampstead Road.

1.4.5 The proposed screen will be used for advertising purposes and will only display static images that will change sequentially at a maximum frequency of once every ten seconds.

1.4.6 The proposals do not include the removal of any trees or street furniture other than the existing 'non-digital' advertising column as described above.

## 1.5 SPECIAL CONSIDERATIONS

1.5.1 None.

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## **2. ITEMS RAISED IN PREVIOUS ROAD SAFETY AUDITS**

- 2.1.1 The Audit Team is not aware of any other Audits having been carried out on the proposals.



### **3. ITEMS RAISED AT THIS STAGE 1/2 ROAD SAFETY AUDIT**

3.0.1 This section should be read in conjunction with Paragraphs 1.2.1, 1.2.2 and 1.2.3 of this report.

#### **3.1 JUNCTIONS**

3.1.1 No comments.

#### **3.2 TRAFFIC SIGNALS**

3.2.1 No comments.

#### **3.3 PEDESTRIANS**

3.3.1 No comments.

#### **3.4 PEDESTRIAN CROSSING FACILITIES**

3.4.1 No comments.

#### **3.5 REFUGES**

3.5.1 No comments.

#### **3.6 CYCLE FACILITIES**

3.6.1 No comments.

#### **3.7 MOTORCYCLE ISSUES**

3.7.1 No comments.

#### **3.8 BUS FACILITIES**

3.8.1 No comments.

#### **3.9 LOADING / PARKING**

3.9.1 No comments.

#### **3.10 GENERAL ISSUES**

3.10.1 No comments.

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**End of list of problems identified and recommendations offered in this Stage 1/2 Road Safety Audit**

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#### **4. ISSUES IDENTIFIED DURING THE STAGE 1/2 ROAD SAFETY AUDIT THAT ARE OUTSIDE THE TERMS OF REFERENCE**


- 4.1.1 Safety issues identified during the audit and site inspection that are considered to be outside the Terms of Reference, but which the Audit Team wishes to draw to the attention of the Client Organisation, are set out in this section. It is to be understood that, in raising these issues, the Audit Team in no way warrants that a full review of the highway environment has been undertaken beyond that necessary to undertake the Audit as commissioned.
- 4.1.2 No issues.

## 5. SIGNATURES AND SIGN-OFF

### 5.1 AUDIT TEAM STATEMENT

- 5.1.1 We certify that we have examined the drawings and documents listed (and contained) in **Appendix A** to this Safety Audit report. The Road Safety Audit has been carried out in accordance with TfL Procedure SQA-0170 dated May 2014, with the sole purpose of identifying any feature that could be removed or modified in order to improve the safety of the measures. The problems identified have been noted in this report together with associated suggestions for safety improvements that we recommend should be studied for implementation.
- 5.1.2 No one on the Audit Team has been involved with the design of the measures.


#### AUDIT TEAM LEADER:

Name: Kimberley Pettingill                      Signed:   
BSc (Hons) MCIHT MSoRSA

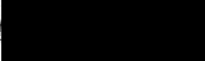
Position: Senior Consultant                      Date: 1<sup>st</sup> December 2017

Organisation: AECOM

Address: AECOM, Saxon House, 27 Duke Street, Chelmsford, Essex

Contact: 


#### AUDIT TEAM MEMBER:

Name: Chris Burlton                                      Signed:   
BSc (Hons) MCIHT

Position: Senior Consultant                      Date: 1<sup>st</sup> December 2017

Organisation: AECOM

Address: AECOM, Saxon House, 27 Duke Street, Chelmsford, Essex

Contact: 

## 5.2 DESIGN TEAM STATEMENT

- 5.2.1 In accordance with SQA-0170 dated May 2014, I certify that I have reviewed the items raised in this Stage 1/2 Safety Audit report. I have given due consideration to each issue raised and have stated my proposed course of action for each in this report. I seek the Client Organisations endorsement of my proposals.

**Name:** George Loureda (Designer of Site Location)

**Position:** Head of Engineering Services

**Organisation:** London Borough of Camden

**Signed:**  **Dated:** 29 January 2018

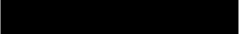
## 5.3 CLIENT ORGANISATION STATEMENT

- 5.3.1 I accept these proposals by the Design Organisation.

**Name:** Lisa-Marie Bowles

**Position:** Project Manager

**Organisation:** London Borough of Camden

**Signed:**  **Dated:** 4 December 2017

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## Appendix A Documents Forming the Audit Brief

Drawing Number	Drawing Title
1	Site Location Plan
2	Site Plan
3	Existing Site Photos
4	Elevations
5	Photomontage

Documents	Details (where appropriate)
<input checked="" type="checkbox"/> Safety Audit Brief	Email brief dated 20 <sup>th</sup> October 2017
<input checked="" type="checkbox"/> Site Location Plan	
<input type="checkbox"/> Traffic signal details	
<input type="checkbox"/> TfL signal safety checklist	
<input type="checkbox"/> Departures from standard	
<input type="checkbox"/> Previous Road Safety Audits	
<input type="checkbox"/> Previous Designer Responses	
<input type="checkbox"/> Collision data	
<input type="checkbox"/> Collision plot	
<input type="checkbox"/> Traffic flow / modelling data	
<input type="checkbox"/> Pedestrian flow / modelling data	
<input type="checkbox"/> Speed survey data	
<input checked="" type="checkbox"/> Other documents	Proposal description document (received 3 <sup>rd</sup> November 2017)

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## Appendix B Problem Locations

None.

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