

Proposed Digital Advertising Screen, 1-6 Procter Street



Stage 1/2 Road Safety Audit

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

December 2017



Quality information

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Revision History

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

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Limitations

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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 the A40 Procter Street (near 1-6 Procter Street), 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 20th October 2017 and the Instruction to Proceed received on the 3rd 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 6th 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 – [REDACTED]
- 1.3.2 Design Organisation London Borough of Camden
Design contact details: George Loureda – London Borough of Camden – [REDACTED]
- 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 The A40 Procter Street runs in a southbound direction within the study area and is a one-way single carriageway road. There are wide pedestrian footways in place on both sides of the carriageway.
- 1.4.2 The proposed works are located on the eastern pedestrian footway of the A40 Procter Street, approximately 25m to the south of the priority junction with Red Lion Square. At this location, Procter Street has two general traffic lanes (one left turn lane and one right turn lane ahead of the junction with the A40 High Holborn approximately 90m to the south) and two bus lanes running in a southbound direction, one in the nearside lane and one in the far offside lane. There is an existing bus stop in close proximity to the scheme located within the nearside bus lane. Fisher Street and Catton Street also join the western side of Procter Street via priority T-junctions to the north and south of the scheme respectively. All roads are subject to a 20mph speed limit and are street lit (although the site was not visited during the hours of darkness).
- 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

(depth). A minimum footway width of 3.05m will be retained to the east of the proposed advertising unit, with a 0.4m clearance between the unit and the eastern kerbline of the A40 Procter Street.

- 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 board as described above.

1.5 SPECIAL CONSIDERATIONS

- 1.5.1 Roadworks were taking place within the bus lane on the western side (far offside lane) of Procter Street at the time of the site visit. The works did not significantly impact upon the operation of traffic within the study area.

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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 Problem

Location: Proposed advertising display

Summary: Screen positioned with insufficient clearance to edge of carriageway

The proposed advertising screen at this location is proposed to be in a position that provides insufficient horizontal clearance from the edge of the carriageway. This could result in cyclists/ vehicles (and specifically buses as the screen is located adjacent to a bus lane), colliding with the screen resulting in collisions and/ or road user injury.



RECOMMENDATION

It is recommended that the screen is repositioned, ensuring a minimum horizontal clearance of 450mm from the edge of the carriageway. Care should be taken to ensure there is sufficient footway width should the sign be set back further from the carriageway.

Design Organisation Response	Accepted
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Proposal has been amended to allow for 450mm kerb clearance

Client Organisation Comments

Proposal has been amended to allow for sufficient kerb clearance as recommended.

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

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

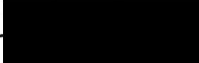
- 4.1.1 Safety issues identified during the audit and site inspection that are considered to be outside the Terms of Reference, but which the Audit Team wishes to draw to the attention of the Client Organisation, are set out in this section. It is to be understood that, in raising these issues, the Audit 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

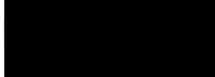
Position: Senior Consultant Date: 1st December 2017

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: 1st 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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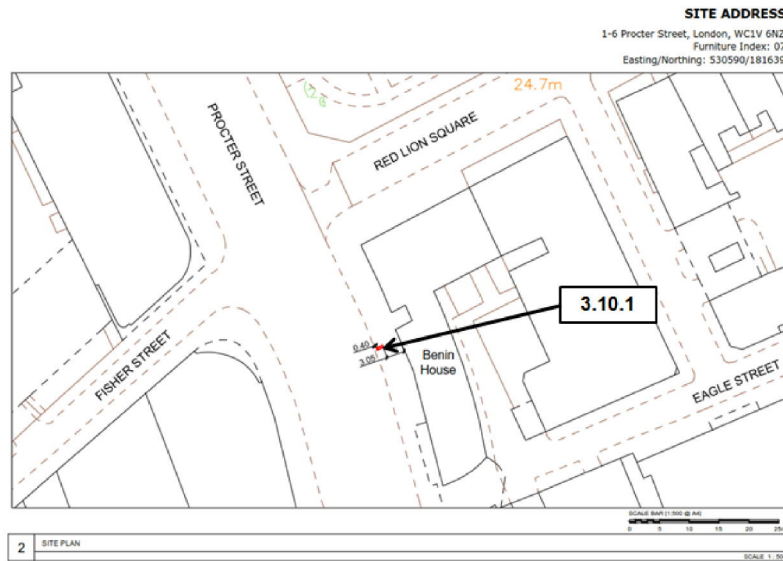
Appendix A Documents Forming the Audit Brief

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 th 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 rd November 2017)

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Appendix B Problem Locations



Proposed Digital Advertisement Screen,
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