

# URBAN VISION

## Camden Town Station Design & Access Statement

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# Introduction

Founded in 2004 Urban Vision (see Annex 01) is a multi-discipline European media company, over the past 14 years the business has worked in close partnership with local authorities, companies and individuals across Europe to support cultural restoration work and development projects in urban areas of key cities.

In the UK Urban Vision is continuing this work focusing on the sponsored restoration of heritage buildings alongside special projects such as Camden Town where a unique partnership with TfL focuses on the development of a media screen above the tube station.

All funds raised via the development of this project by TfL are re-invested straight back into the improvement of the public transport system in London benefiting residents and visitors alike.

# 230

Architectural restoration and urban regeneration projects

# 112

MILLION OF EUROS  
Private funds channelled into restoration projects



# Proposal

This Design and Access Statement has been prepared by Urban Vision in support of the proposal to install a digital advertising screen on the curved south facing facade of Camden Town tube station within the London Borough of Camden.

The advertising sign measures 14.3 metres x 3 metres and is specifically located above the junction so it does not sit in the eye line of roads users approaching the junction from the south on Camden High Street. It is well documented that driver's eyes operate in the horizontal plane rather than vertical. As a precursor to this application there has been extensive interaction with Transport for London, as a result a road safety audit has been conducted to assess any impact on road safety because of the inclusion of an advertising sign at this location. This report accompanies the application and supports the fact that there would be no impact on road user safety.

This statement has been prepared in support of the application for advertising at the location outlined in partnership with Transport for London.





# Site Location

Camden Town station is situated on the junction of Camden High Street, Parkway and Kentish Town Road and within a short walk from the famous Camden Market & Stables.

The site is not a listed building and there are not other buildings listed in the immediate surrounding area.

The property to which this statement applies is located to the front of the entrance of Camden Town station.

Listed buildings map (from Camden website)





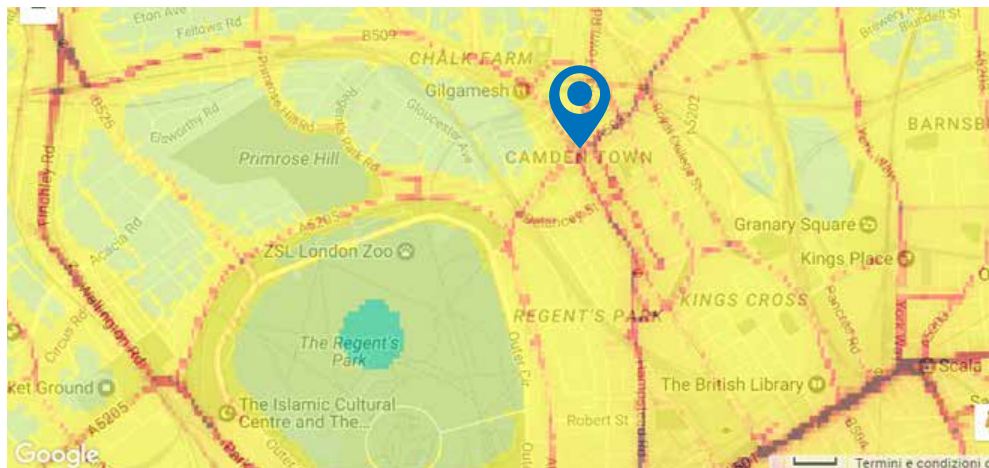
# Air Quality

## Camden High Street

These maps show the annual mean pollution for PM 25, PM 10 and NO2. The maps also show which areas pass or fail the annual mean objective if there is one. (Source: TFL - London Air)

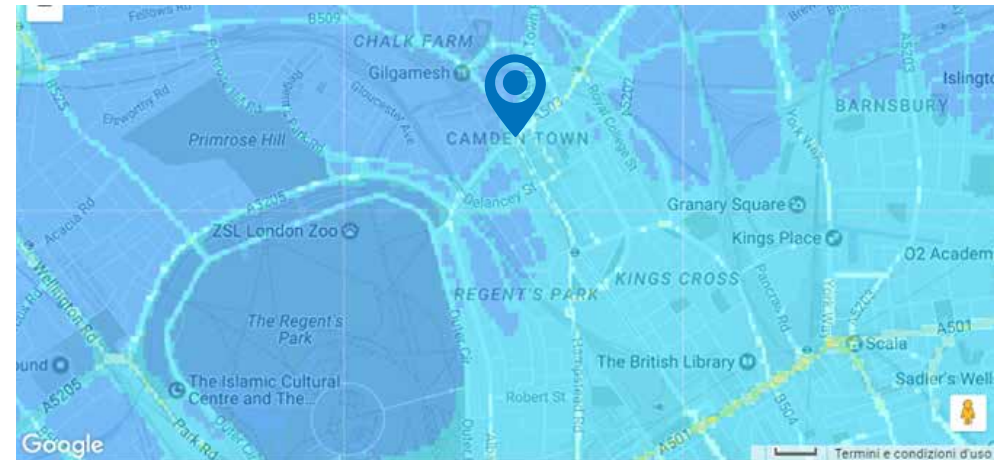
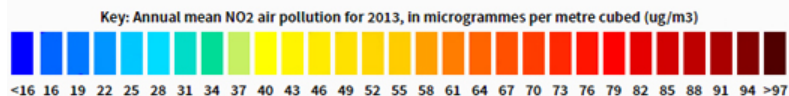
Urban Vision are working in association with a number of organisations in relation to how we can use The Breath to improve air quality in local areas where air born pollution is a major factor.

The Breath is a nano technology that has been developed in Italy in association with Urban Vision, the product captures and breaks down the damaging pollutant molecules, providing cleaner air. Urban Vision has agreed with TfL that, as part of this application, we will install the Breath product on the back wall supporting the screen not visible from the street level.



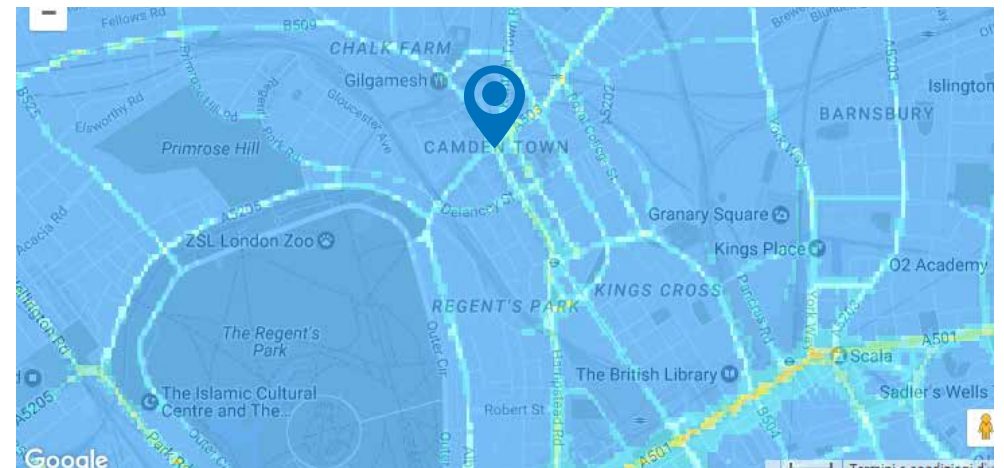
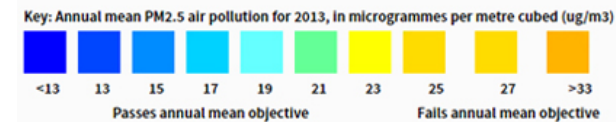
Modelled annual mean NO2 air pollution, based on measurements made during 2013.

This map was used with permission from The Greater London Authority and Transport for London, who fund, develop and maintain the London Atmospheric Emissions Inventory. For more information please visit [data.london.gov.uk](http://data.london.gov.uk)



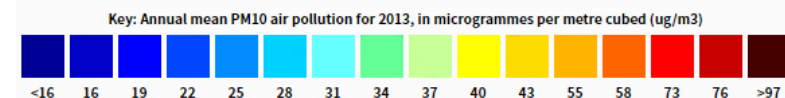
Modelled annual mean PM25 air pollution, based on measurements made during 2013.

This map was used with permission from The Greater London Authority and Transport for London, who fund, develop and maintain the London Atmospheric Emissions Inventory. For more information please visit [data.london.gov.uk](http://data.london.gov.uk)



Modelled annual mean PM10 air pollution, based on measurements made during 2013.

This map was used with permission from The Greater London Authority and Transport for London, who fund, develop and maintain the London Atmospheric Emissions Inventory. For more information please visit [data.london.gov.uk](http://data.london.gov.uk)





theBreath



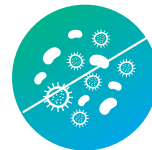
#### Anti-pollution:

The fabric reduces harmful airborne pollution.



#### Self-cleaning

The fabric is designed to dissolve airborne dirt



#### Anti-bacterial

The fabric's fibres prevent moulds or fungi from growing (even in north facing locations)



#### Water resistant

Protects buildings from rainfall whilst works are undertaken



#### Anti-odorous

Absorbs localised unpleasant smells



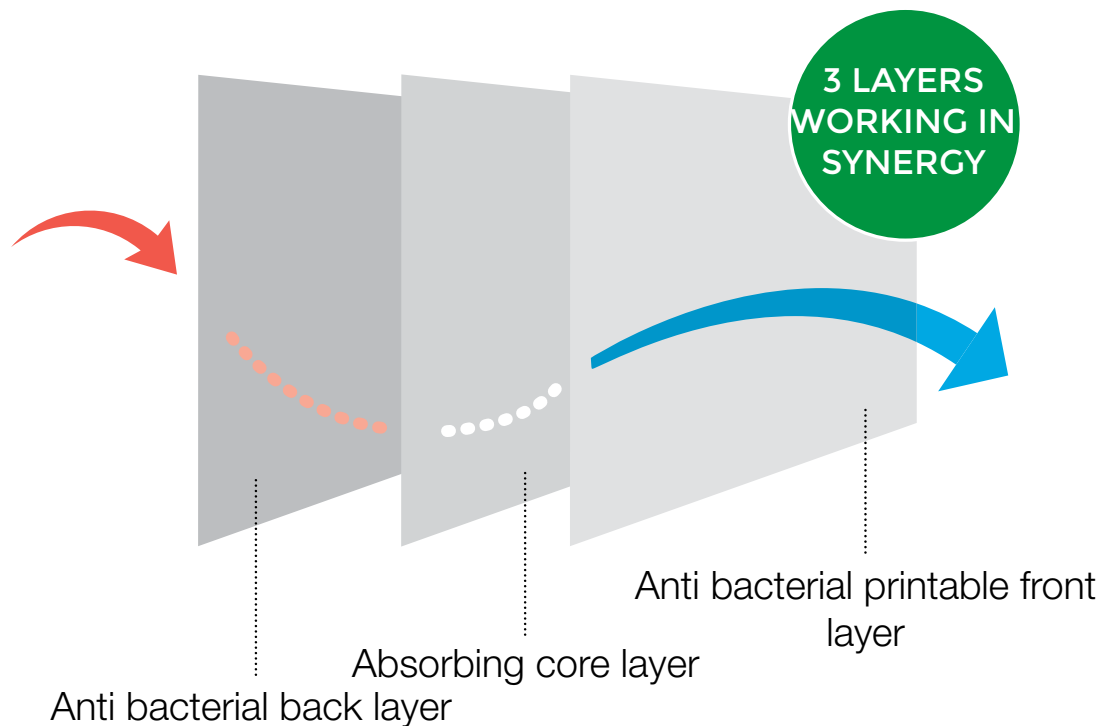


# What is it?

Urban Vision installs The Breath® in our sites: it is an innovative fabric that can be used to treat and purify polluted air in cities, thus improving local air quality.

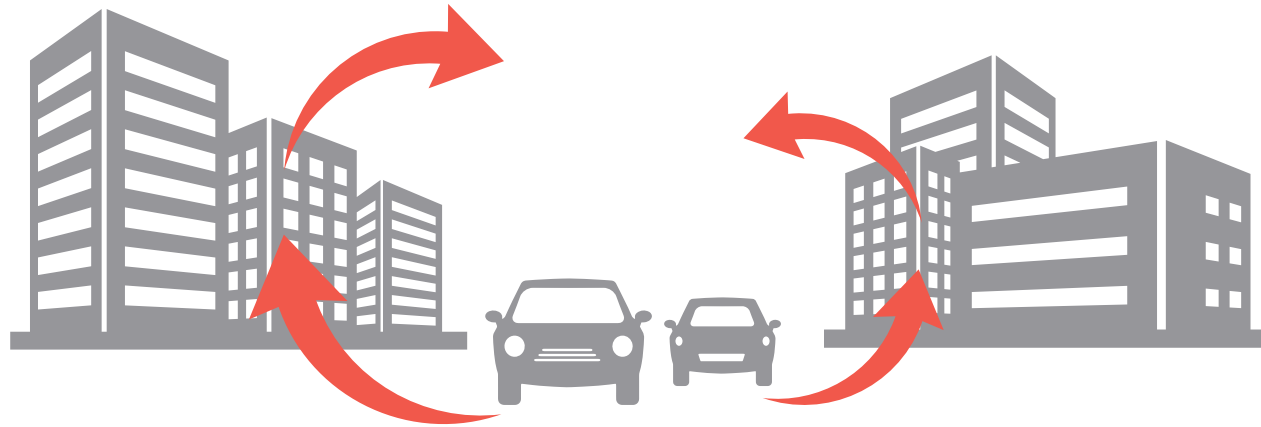
# How it works?

The Breath® is a sustainable, innovative and ecological solution: the high-tech fabric uses natural air circulation to reduce pollution.





# URBAN CANYON EFFECT



An “urban canyon” is defined as the space above the street and between the buildings – thus creating a canyon-like environment.

Within this microclimate, pollution from vehicles and buildings is concentrated, leading to the build-up of a pollutants like:

Carbon monoxide (CO);

Nitrogen oxides (NO<sub>x</sub>);

Ground level ozone;

Secondary particulates (PM<sub>10</sub>,

PM<sub>0.1</sub> and PM 2.5);

Sulphur dioxide (SO<sub>2</sub>);

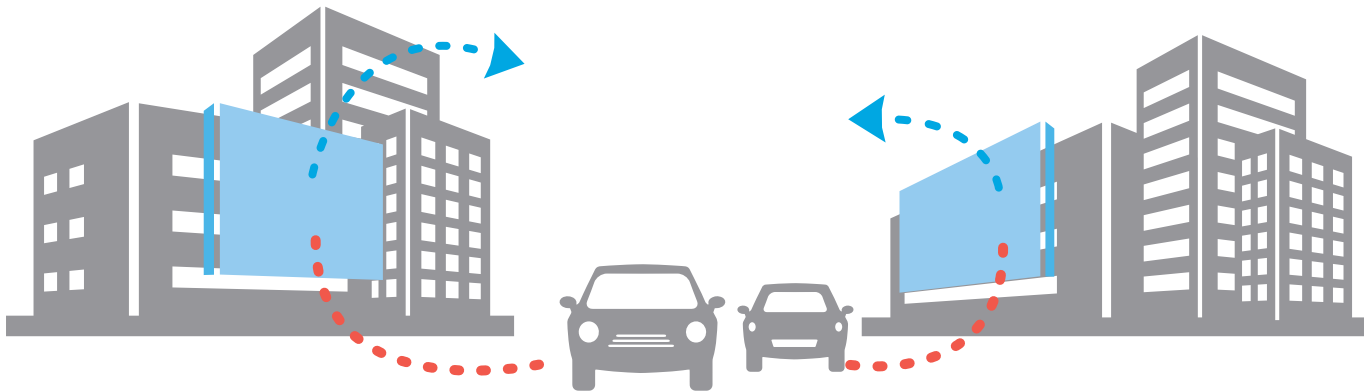
Hydrocarbons;

Lead (Pb);

Benzene (C<sub>6</sub>H<sub>6</sub>).

The density of buildings, roads and public transport infrastructure prevents the dispersal of the above pollutants.

# BREATH EFFECT



The Breath has an optimum impact on air quality within an urban canyon – effectively removing pollution from the local atmosphere.

1. Within an urban canyon, air is circulated up into The Breath's fabric mesh.
2. As air passes through the fabric mesh, pollution is trapped in The Breath's nano-molecular activated core. The core transforms the polluting molecules, this cleans the air.

# The Breath Effect

## Results of the absorption tests in London

In 2016 and 2017 Urban Vision carried out 2 pilot projects in Leicester Square and Shepherd's Bush, Uxbridge rd, where 10 sqm of The Breath had been installed.

The two locations show how The Breath performs in different environments: the former being a pedestrian square with a considerable amount of green , the latter being directly exposed to high volume traffic.

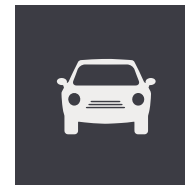
BASED ON LABORATORY TESTS RESULTS WE CAN ASSUME THE FOLLOWING DATA

### **ABSORPTION TEST LEICESTER SQUARE**

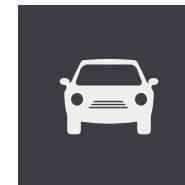
November 2016



**100 SQM/YEAR**



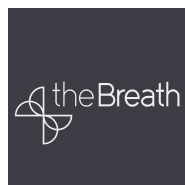
**54,740  
DIESEL CARS**



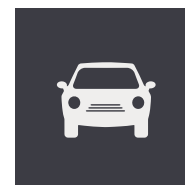
**136,500  
PETROL CARS**

### **ABSORPTION TEST SHEPHERD'S BUSH**

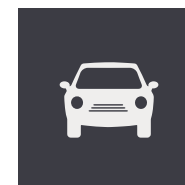
February 2018



**100 SQM/YEAR**



**99,960  
DIESEL CARS**



**300,000  
PETROL CARS**



# The Breath projects realised



Leicester Square\_Installation of The Breath October 2016



Uxbridge Road-Shepherd's Bush\_Installation of The Breath March 2017



# The Breath ongoing project



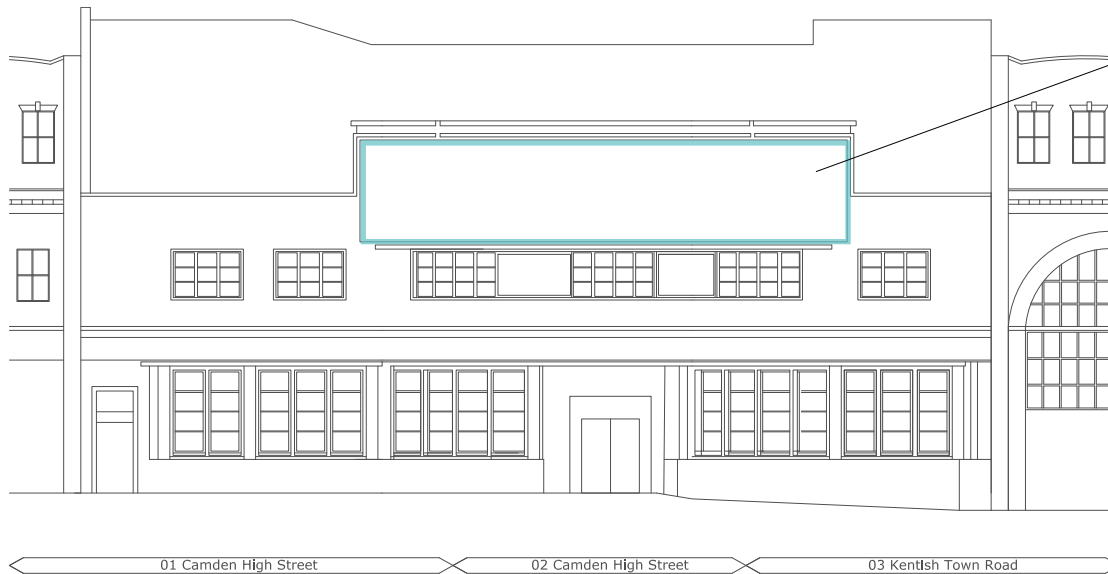
Morley House, Regent Street\_Installation of The Breath May 2018



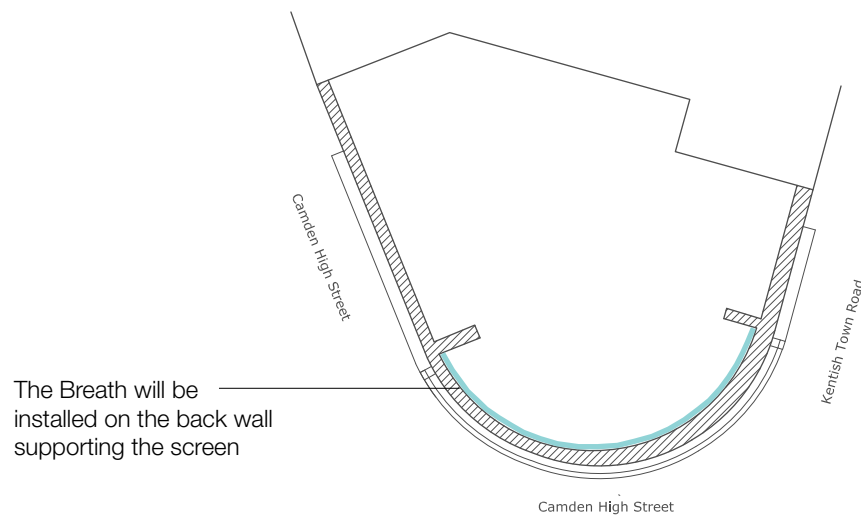
In May 2018 Urban Vision and The Crown Estate will launch a collaboration on Morley House, Regent St, London. 72 sqm of The Breath will be installed for monitoring and testing over a 6 months period. Laboratory testing of The Breath will be carried out every other month, to analyse the amount of pollution adsorbed. In addition, diffusion tubes will be deployed at strategic locations, to monitor the effect that The Breath has on Local air Quality. We expect an initial complete set of results to be available in October 2018.



# The Breath installation



- The Breath will be installed on the back wall supporting the screen not visible from the street level.
- The Breath product will be fixed into a frame making it easy to replace every 6 months.
- The Breath will be tested after removal to assess how much pollution it has captured over the 6 months period.
- Total breath match with the dimension of the screen.





# A retail and tourist destination

The local area is varied in use and character with an eclectic mix of with commercial, residential and leisure, within the immediate vicinity of the site. Camden is well known for its individual identity and popularity with all age groups who come to the area to experience the fantastic facilities and world class entertainment venues.

The following photographs demonstrate the nature of the surrounding area in direct proximity to the building to which this statement applies. The scale and age of the buildings in the area are highly varied which is typical for an inner environment.

The number of people and vehicles moving through the area :



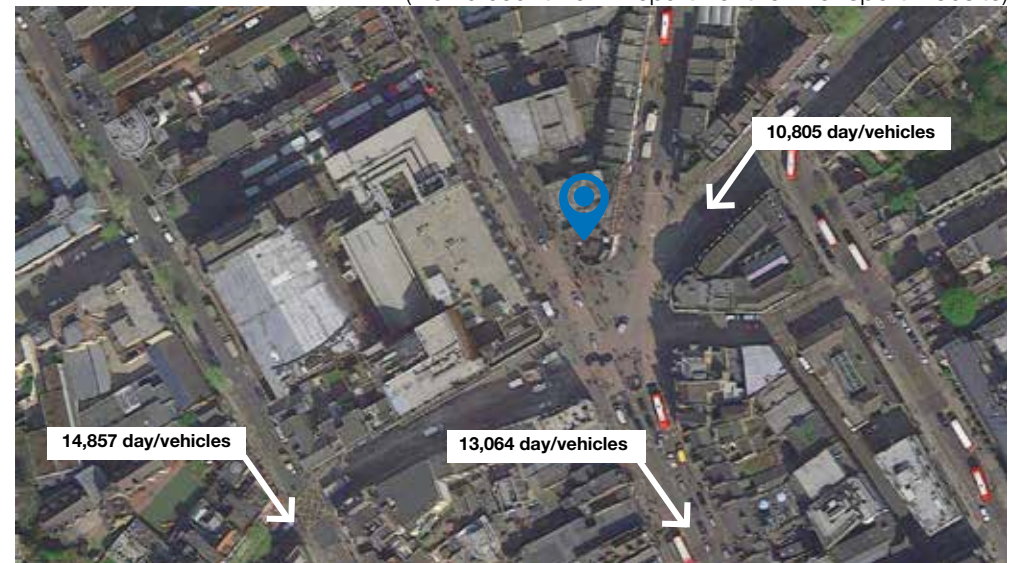
**Number of people using the underground** (source: TFL):

- **22.8m** passengers per year (30th busiest on the network)
- **30k** passengers enter through the station every weekday



**The average daily traffic** count considering the three count points closest to the Camden Town Station is **12,908 vehicles**.

(Traffic count from Department for Transport website)



# A retail and tourist destination





# A retail and tourist destination





# Advertisement in the area

Camden High Street



# Advertisement in the area

Camden High Street





# Camden advertising case studies

Euston Underpass





# Camden advertising case studies

Euston Underpass





# Camden advertising case studies

Finchley Road





# Camden advertising case studies

Holborn





# Camden advertising case studies

Existing



Finchley Road  
Approved proposal





# Camden advertising case studies

Town Hall Annexe Euston Road



# Camden advertising case studies

262 High Holborn





# Design Development, Integration and CGI

The structural appearance of the facade is formed by the horizontal axis which marks the positioning of various architectural elements of the building and the vertical axis that marks the different architectural elements situated on different levels. The advertising space has been designed in accordance with the buildings existing architectural setting and placed to fit in with the natural shape and lines of the facade. By following the building set out the proposed sign does not break or impact the existing lines and sits naturally in the second floor level.



Study of the facade's structure



Study of the facade's structure with the display

Existing



Proposed





# Lighting

All roadside digital advertising media screen have tight controls over the luminance levels, typically this is restricted to 300cd/m – 600cd/m during the day and reduced at night when lighting levels only need to be approximately 5% of that in the day. Typically, all media screens are operated using software that automatically controls the lighting level based on the ambient light in the area, during daylight hours and periods of intense sunshine the screen will be operating at a higher level of luminance to enable images on the screen to be visible much the same as a television in the home.

There is no commercial requirement to operate advertising displays at levels above the minimum requirements, increased luminance requires more power that in turn produces heat that reduces the lifespan of the technology, hence the tight controls that exist.

Further to controls over luminance the LED units also have integrated louvres which minimise upwards and downwards light spill.

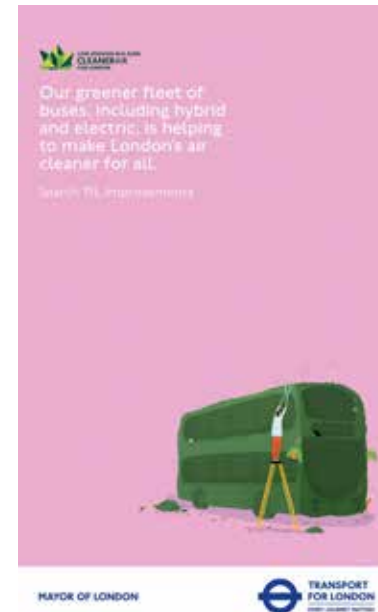


# Content & Use of Displays

Under the advertisement regulations planning cannot be used to control the content of an advertisement, instead the nature and type of advertising content is regulated by the Advertising Standards Agency (ASA). However, planning can be used to control the operation of a digital display by linking conditions to the advertisement consent.

Typically these conditions revolve around the levels of illumination, use of static images only and rate/ speed of the change of content/ screen image for public safety reasons. These controls are recommended in the TfL adopted Guidance Document on Roadside Digital Advertising and would apply to this specific submission.

There are already digital signs in the borough that are subject to similar controls, some of these locations are shown in the examples shown in this document the closest being the wall mounted display at the junction of Camden High Street & Hawley Crescent.



# Maintenance

Maintenance of the display screen is very important to both TfL and Urban Vision, as a business that operates on the streets it is our responsibility to make sure our equipment is well looked after and we take that responsibility seriously as part of our obligations to the local area. The display will be placed on a rota of scheduled maintenance to ensure the visual appearance is always kept tidy and clean. The screen will be cleaned quarterly to remove the usual air born pollutants that attach to any structure or building, the cleaning process for the display is clean water and brushes to remove dust etc. from the bulbs, this process takes place during the evenings when pedestrian traffic is at its lowest to negate impact on the area to users of the public area and station.

A key benefit of any digital screen display is that much of the maintenance work can be completed remotely, this immediately reduces the requirement to use vehicles to travel to the locations and as with more traditional forms of media there is no waste by products such as paper posters.

To ensure the smooth operation of display screens Urban Vision operate a 2 hour service level agreement (SLA) with our technical team, available 24 hours a day, 7 days a week including Christmas day. This means that if we experience any fault with the display that cannot be rectified remotely a technician will be on site within 2 hours to physically assess and correct the fault.





# Conclusions

The area in which the property is situated is one of the most diverse and vibrant urban environments in London, Camden offers a multitude of commercial opportunities from retail to music, and comedy to cuisine from every corner of the globe. The nature of the built environment is mixed with architectural differences spanning many decades in direct proximity to the property.

Transport for London (TfL) have identified this property as being an appropriate location for advertising from a road safety perspective and as evidenced in the Public Safety Assessment provided by TfL. The advertisement is located sufficiently above the junction and would not be in the specific eye line of roads users approaching from the south on Camden High Street. The proposed controls over the use of the display will ensure that the digital display is both safe, in terms of potential driver distraction, and can be used flexibly for advertising events or displaying emergency messaging.

The presence of signage of all shapes and sizes along the High Street and further north to Chalk Farm Road is a mixture of traditional hoardings, painted walls, 3d models and digital displays on bus shelters, telephone kiosks and wall mounted displays all of which add to the colour and flavour of the area. The application to which this sign relates is not changing any of the above factors, the property is viewed from the south as traffic and pedestrians travel north and sits in a commercial area where amenity should be considered in context.

There is evidence across the borough that in areas such as Camden High Street advertising signage is acceptable and does not sit uncomfortably in this type of commercial environment.