

A501 Euston Vent Shaft

Digital Advertising Display Unit

Stage 1/2 Road Safety Audit

Ref: 3258.26/002/A501/TLRN/2018

Prepared for:

TfL Commercial Development

By:

Road Safety Audit, TfL Engineering

Prepared by: Chris Gooch, Audit Team Leader

Checked by: Andrew Coventry, Audit Team Member

Approved by: Andrew Coventry

Version	Status	Date
A	Audit report issued to Client	06/11/2018



1.0 INTRODUCTION

1.1 Commission

- 1.1.1 This report results from a Stage 1/2 Road Safety Audit carried out on proposals to install a digital advertising display unit (ADU) on the A501 Euston Vent Shaft.
- 1.1.2 The Audit was undertaken by TfL Road Safety Audit in accordance with the Audit Brief issued by the Client Organisation on 22nd October 2018. It took place at the Palestra offices of TfL and comprised an examination of the documents provided as listed 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 23rd October 2018. During the site visit the weather was sunny and the existing 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 comment 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

Client contact details: Olly Willmore – TfL Commercial

1.3.2 Design Organisation

Design contact details: JC Decaux

1.3.3 Audit Team

Audit Team Leader: Chris Gooch – TfL Road Safety Audit

Audit Team Member: Andrew Coventry – TfL Road Safety Audit

1.3.4 Other Specialist Advisors

Specialist Advisor Details: None present

1.4 Purpose of the Scheme

1.4.1 The purpose of the scheme is :

1.4.2 The proposal contained within this application seeks to:

- The advertisement display, currently affixed to the northern façade will be repositioned on the west facing façade of the new structure and integrated into the building fabric. A digital advertising screen will be provided.
- Recladding the structure to create a more inspiring and interesting architecture that will complement rather than detract from the character and appearance of the area.
- Feature a living wall installation to provide a wall of greenery and continuation of the tree lined approach.

1.5 Special Considerations

1.5.1 The Audit has been undertaken on the basis of a number of design and operational assumptions which have previously been applied to similar sites, notably:

- a) The level of illumination of the advertisement displays shall not exceed 300cd/m²
- b) The sequential advertisement displays shall not change more frequently than once every 10 seconds.
- c) The sequential change of the advertisement displays shall take place over a period of no greater than one second.
- d) The advertisements shall not display moving or apparently moving images (subtle motion).

2.0 ITEMS RAISED IN PREVIOUS ROAD SAFETY AUDITS

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

3.0 ITEMS RAISED AT THIS STAGE 1/2 ROAD SAFETY AUDIT

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

3.1.1 PROBLEM

Location: A – A400 Tottenham Court Road right turn onto A400 Euston Road.

Summary: ADU may distract drivers approaching the controlled pedestrian crossing facility on the exit from the junction. This could result in red light violations and collisions with pedestrians.

The ADU is located just beyond the pedestrian crossing across the A40 Euston Road. Road users turning right from Tottenham Court Road onto the A400 Euston Road are shown a red traffic signal immediately as they turn right, having just been given a green signal to proceed. Drivers turning right may fail to appreciate the requirement to stop at this location due to the close proximity of the stop line and signals for the right turn manoeuvre. Whilst it is appreciated that this is an existing issue, it may be exacerbated by the proposed ADU which may draw road user's attention away from the red signals. Road users may proceed through the pedestrian crossing as a result (red light violations), with a potential for conflict with pedestrians.

RECOMMENDATION

It is recommended that a collision plot/study be undertaken to establish whether collisions associated with red light violations. If there is a history of such collisions, it is recommended that the ADU is relocated to a more appropriate site to avoid exacerbating an existing collision issue.

Design Organisation Response	Accepted
------------------------------	----------

The client has obtained a collision study for this junction for a 36month period up to February 2018, which indicates a total of 29 collisions with 4 of a serious nature. Only one of the collisions within the 3year period lists a contributory factor of 304 "Disobeyed Pedestrian Crossing Facility" (number 7 in the listing – ref. 0115EK40669), with the vehicle ignoring a red light.

The accident records are not excessive considering the traffic volume and number of vehicle movements through the junction each day. Please see Appendix 2 which details collisions plot study.

Client Organisation Comments

[Leave blank for Client Organisation's Comments]

End of list of problems identified and recommendations offered in this Stage 3 Road Safety Audit

A501 Euston Vent Shaft Digital Advertising Display Unit
Stage 1/2 Road Safety Audit Report

4.0 ISSUES IDENTIFIED DURING THE ROAD SAFETY AUDIT THAT ARE OUTSIDE THE TERMS OF REFERENCE

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 ISSUE

Location: General to scheme.

Reason considered to be outside the Terms of Reference: Item for consideration rather than a defined road safety concern.

Advertising signs, by their very nature, are designed to attract the attention of people. In the case of road side advertising this will include drivers. There is little empirical data available on the relative impact of digital advertising on driver concentration, and by association road safety. The Audit Team understand that there is currently no evidence as yet that advertisements of this type are a detriment to road safety.

It is recommended that the collision record at this location is monitored for an extended period to determine if the proposal has had an adverse impact on road safety.

Design Organisation Response	Accepted
------------------------------	----------

The potential for distraction at the junction closest to the proposal site needs to be monitored to ensure the advertisement does not exacerbate the situation. JCDecaux will work with TfL to ensure the operation of the advertisement does not prejudice road safety. JCDecaux would accept a suitably worded condition to consent requiring a collision record to be undertaken on the anniversary of first operation of the advertisement and for the findings of the report to be shared with TfL and inform the future operation of the advertisement in this location.

Client Organisation Comments

[Leave blank for Client Organisation's Comments]
--


5.0 SIGNATURES AND SIGN-OFF

5.1 AUDIT TEAM STATEMENT

We certify that we have examined the drawings and documents listed 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.

No one on the Audit Team has been involved with the design of the measures.

AUDIT TEAM LEADER:

Name: Chris Gooch
BSc. (Hons), CMILT, MCIHT, MSoRSA
Signed: 
Date: 06/11/2018

Organisation: Transport for London, Road Safety Audit
Engineering Services, Highways Engineering Team
Address: 3rd Floor Palestra, 197 Blackfriars Road, London, SE1 8NJ
Contact: christophergooch@tfl.gov.uk (020 3054 4965)

AUDIT TEAM MEMBER:

Name: Andrew Coventry
BEng (Hons), CMILT, MCIHT, MSoRSA,
Signed: 
Date: 06/11/2018

Organisation: Transport for London, Road Safety Audit
Engineering Services, Highways Engineering Team
Address: 3rd Floor Palestra, 197 Blackfriars Road, London, SE1 8NJ
Contact: andrewcoventry@tfl.gov.uk (020 3054 2237)

5.2 DESIGN TEAM STATEMENT

In accordance with SQA-0170 dated May 2014, I certify that I have reviewed the items raised in this 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 Organisation's endorsement of my proposals.

Name: Martin Stephens BA(hons) Dip TP MRTPI

Position: Director of Planning

Organisation: JCDecaux

Signed: 

Dated: 9th November 2018

5.3 CLIENT ORGANISATION STATEMENT

I accept these proposals by the Design Organisation.

Name:

Position:

Organisation:

Signed:

Dated:

5.4 SECONDARY CLIENT ORGANISATION STATEMENT (where appropriate)

I accept these proposals by the Design Organisation.

Name:

Position:

Organisation:

Signed:

Dated:

APPENDIX A

Documents Forming the Audit Brief

DRAWING NUMBER

-

DRAWING TITLE

Planning Application Submission September 2018

DOCUMENTS

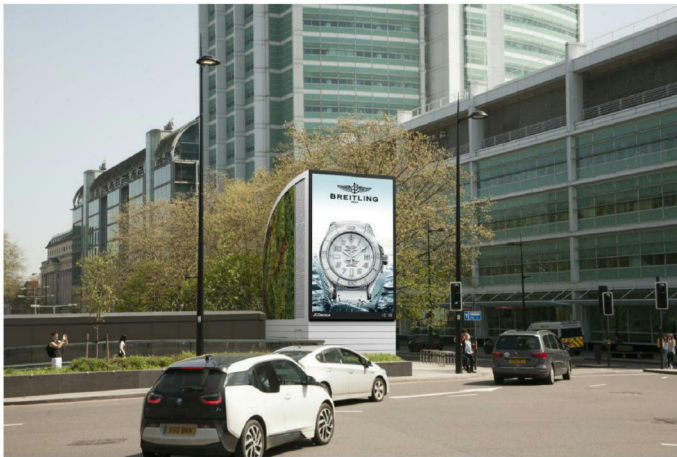
- ☐ Safety Audit Brief
- ☐ Site Location Plan
- ☐ Traffic signal details
- ☐ TfL signal safety checklist
- ☐ Departures from standard
- ☐ Previous Road Safety Audits
- ☐ Previous Designer Responses
- ☐ Collision data
- ☐ Collision plot
- ☐ Traffic flow / modelling data
- ☐ Pedestrian flow / modelling data
- ☐ Speed survey data
- ☐ Other documents

DETAILS (where appropriate)

APPENDIX B

Problem Locations

Rendered Images



The proposed structure would be seen within the context of the surrounding built form, which from this vantage shows the scale and design of University College Hospital. The above image shows the current view and the position of the existing illuminated advertisement on the northern façade.

Do not scale from drawing
Contractor to check dimensions on site
Drawing is copyright and not to be reproduced or copied
without the permission of JCDecaux

Copyright of JCDecaux ©

JOB Euston Road Vent London NW1 2AF
CLIENT TRULUX
SCALE N/A
DRAWING Rendered Images
REFERENCE A01348/07

JCDecaux Roadside
991 Great West Road
Brentford
Middlesex
TW8 9DN
www.jcdecaux.com

