



Proposed Display Screen
University College Hospital
Euston Road
London

HIGHWAY STATEMENT

On behalf of
GEM Display Media Ltd

ITR/5522/HS.2
November 2020



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1.0 INTRODUCTION

- 1.1 Bellamy Roberts LLP, Highway Transport Consultants has been instructed by GEM Display Media Ltd to advise on the highway safety aspect of the proposal for a display panel erected on the University College Hospital building at Euston Road, London.
- 1.2 The proposed display screen would be located at the corner of Euston Road and Tottenham Court Road which currently comprises an outer glazed façade. The proposal would replace the outer glazed façade with a transparent digital LED display panel. The panel would also include an integrated air purification system. The details of the air purification system can be found within the supporting documentation of the application submission.
- 1.3 Bellamy Roberts previously advised on a similar panel for MCLH in 2012, when discussions were held with the Officer at Transport for London (TfL).
- 1.4 From those discussions the area of concern expressed by TfL was on the Highway area when approaching the traffic signal junction from the north, where drivers may see the signal heads with the display panel in the background.
- 1.5 Since 2012 the layout of the traffic signal junction and permitted traffic movements has changed considerably as has the speed limit (reduced from 30mph to 20mph). For example, left turns from Hampstead Road onto the northern eastbound slip road is no longer permitted. Similarly, traffic southbound along Tottenham Court Road is now permitted compared to 2012 when it was not.
- 1.6 Whilst the configuration and permitted traffic movements at the junction have altered since 2012, the advice on outdoor advertisement and signs has remained and is set out within “Outdoor Advertisements and Signs, a Guide for Advertisers” published in June 2007.

2.0 PROPOSED DISPLAY PANEL

- 2.1 The proposal seeks to replace the existing glazed façade with a transparent LED signage screen on the north-west corner of the UCLH building, and will be located on the outside of the glazing.
- 2.2 For ease of reference the elevation showing the panels located on the building are attached at **Appendix 1**. (1169-30-01 PL Rev.A and 1169-30-02 PL).
- 2.3 The panel measures 12m (height) by 13.5m (width) curving around the frontage of the building. The proposed panel would display multiple static messages comprising UCLH public health, Camden Council messaging and commercial advertisements on rotation. The public service messaging would account for a minimum of a sixth of the display time.
- 2.4 The use of the transparent LED display technology, which has 70% transparency, allows natural daylight to pass through into the internal areas of the building, whilst retaining the privacy achieved by the current outer skin façade. The transparent LED display also replicates the architectural integrity of the glazed feature.
- 2.5 Images of the technology, the elevations and visuals of the display screen proposed can be found within the planning application submitted by GEM Display Media Ltd.
- 2.6 The proposed screen will display multiple static messages on rotation, similar to those shown on the display screen located at the top of the Euston underpass. The intervals between successive displays will be instantaneous with no special visual effects, fading, swiping or other animated transition methods. There will be no animated, flashing, scrolling, intermittent or video element. The minimum display time will be 10 seconds and dimmer control and photocell will constantly monitor ambient light conditions and adjust sign brightness and illumination appropriately.
- 2.7 An integrated component of the proposal is the deployment of proven air cleaning technology which eliminates up to 75% of the airborne particulate matter from an active air flow in a single cycle with a 50m radius of the display panel.

- 2.8 Detailed information regarding the air cleaning technology and air monitoring can be found in the planning application submitted by GEM Display Media Ltd.

3.0 CONSIDERATION OF HIGHWAY SAFETY

- 3.1 Consideration has been given to the visual impact of the display screen on the drivers of vehicles on and around the existing signalised junction of Tottenham Court Road and Euston Road.
- 3.2 The main safety issues identified relate to the areas within the carriageway in which a driver would need to make a decision before reaching (and at) the signal junction itself.
- 3.3 The 'Decision Zone' is marked on the accompanying plan 5522/301 at **Appendix 2**, and bearing in mind the speed limit and the required visibility to see the signal heads has been taken to cover an area 50m from the stop line. This is well in excess of the stopping sight distance of a 20mph speed limit. (20mph requires an SSD of 25m Reference Manual for Streets Table 7.1).
- 3.4 It was communicated by TfL that the driver should have a clear vision of the signal heads which should not be impacted upon by the advertising display panel in the background, i.e. the display panel should not be located to be in a position immediately behind the signal heads, as a driver is within the 'Decision Zone'.
- 3.5 The attached plan 5522/301 provides a number of photographs taken outside and within the Decision Zone to illustrate the view of a driver when approaching the traffic signals along Hampstead Road from the north.
- 3.6 From the photographs taken, which illustrate the vision when approaching the signals stop line, that on occasions high sided vehicles such as buses, street furniture, bus shelters and advertising displays obstruct visibility to the signal heads some 80m from the stop line.
- 3.7 Within the Decision Zone a driver has un-interrupted vision of the signal heads. Furthermore these views are not seen with the display panel immediately behind the signal heads.

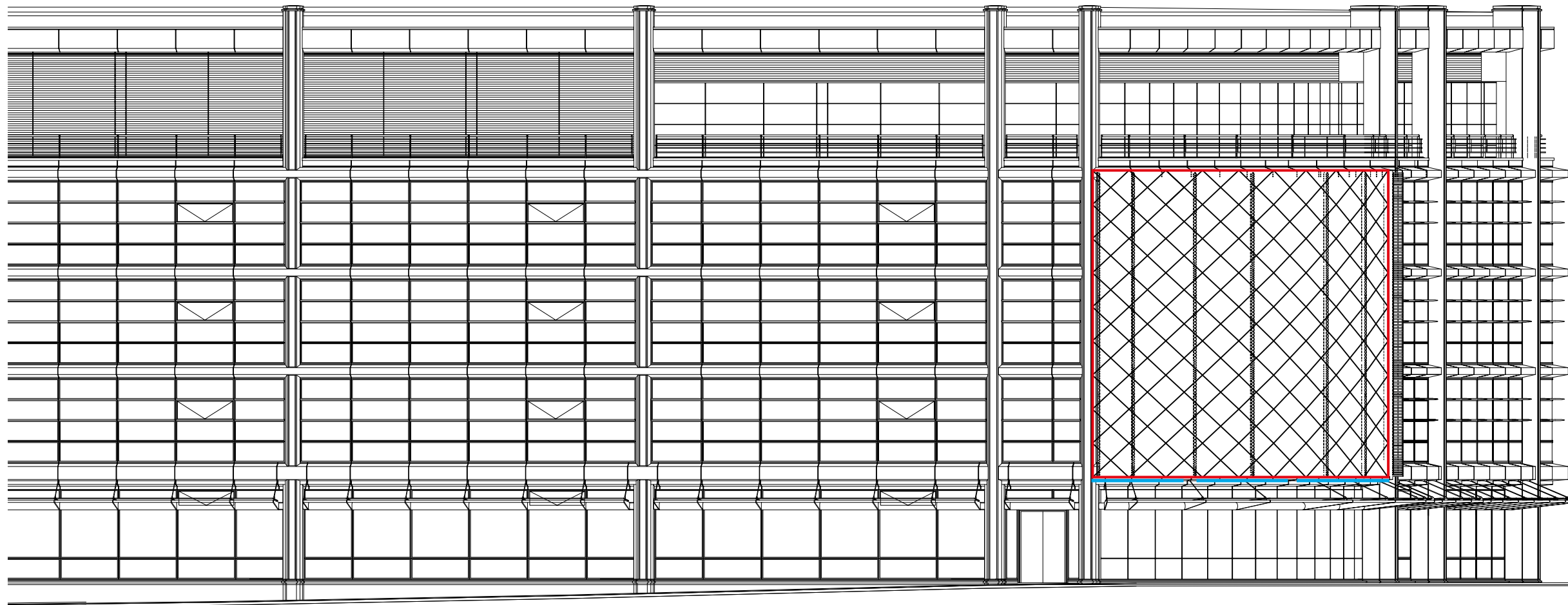
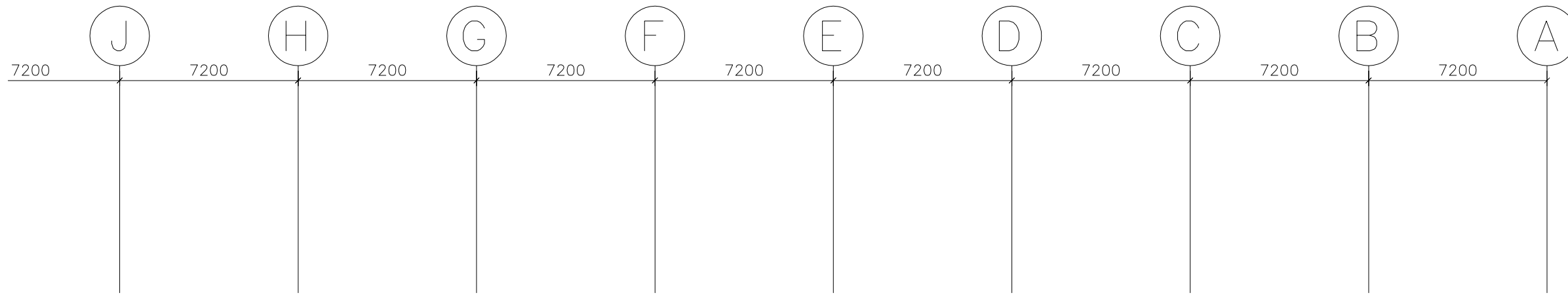
- 3.8 When a vehicle is approximately 55-75m or so from the signal heads (outside the Decision Zone) and due to the alignment of Hampstead Road, the signal heads do come into view with the lower bottom left corner of the display panel behind. However, such a view is only experienced at some 15m and is prior to the critical Decision Zone and therefore should not cause undue safety concern to southbound traffic.
- 3.9 Similarly, the Decision Zone for the eastbound off-slip the proposed display panel does not interfere with the visibility of the signal heads at that location.

4.0 CONCLUSIONS

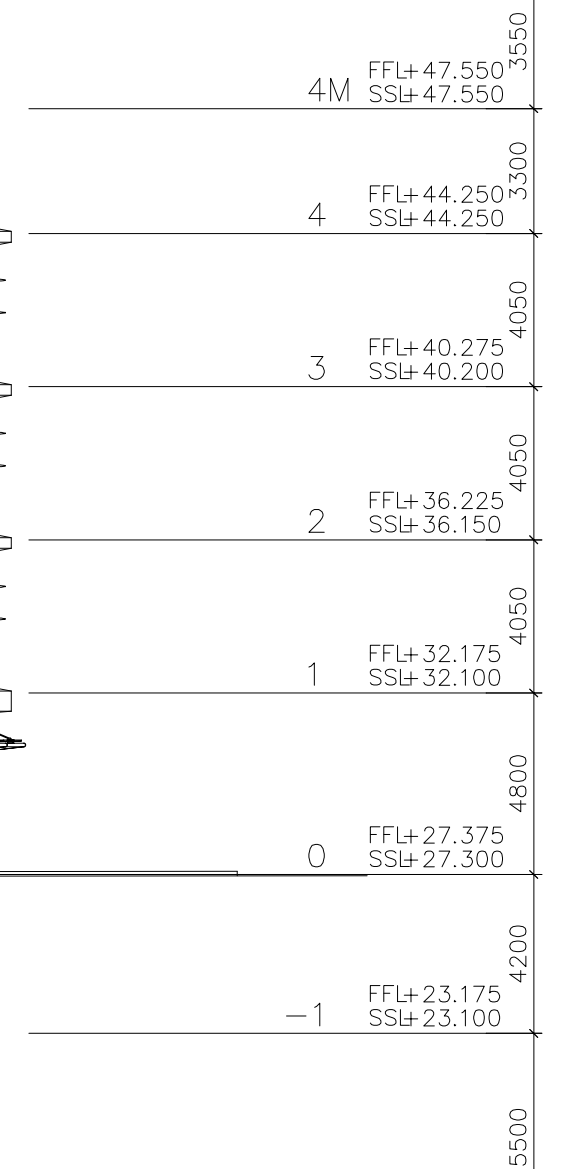
- 4.1 Consideration has been given to the highway safety aspect of the proposal for a display panel to be erected on the facade of the UCH building.
- 4.2 From previous discussions with TfL Officers, on an earlier scheme one of the main issues on safety is whether the signal head can be seen with the display panel in the background. Which could interfere with the vision of the signal heads for oncoming drivers.
- 4.3 The layout if the display panel has been considered in view of the traffic movements and junction geometry. The two views that drivers would experience with the display panel in the background are along Hampstead Road southbound and the eastbound off-slip.
- 4.4 It is evident that drivers would see the signal heads with a clear background whilst within the Decision Zone . The proposed display panel would not therefore be within the view of the traffic signals at such a degree to raise any highway concerns.

APPENDICES

APPENDIX 1

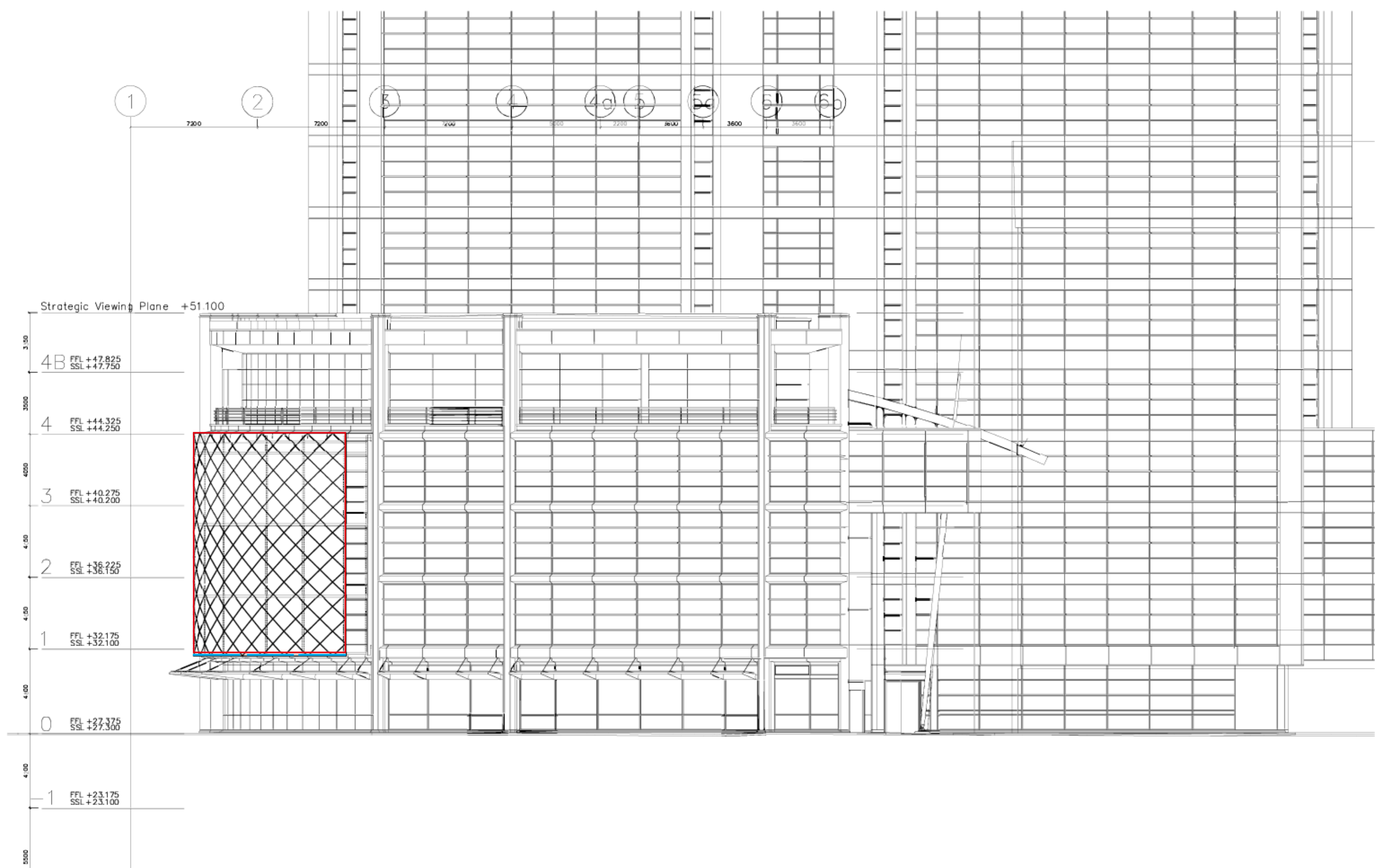


Strategic Viewing Plane +51.100



A	04.10.13	Dimensions of existing glazing screen corrected	FS
REV	DATE	REASON FOR ISSUE	CHK

PLANNING



A	04.10.13	Dimensions of existing glazing screen corrected	FS
REV	DATE	REASON FOR ISSUE	CHK

PLANNING

UCH EUSTON

GUY GREENFIELD ARCHITECTS

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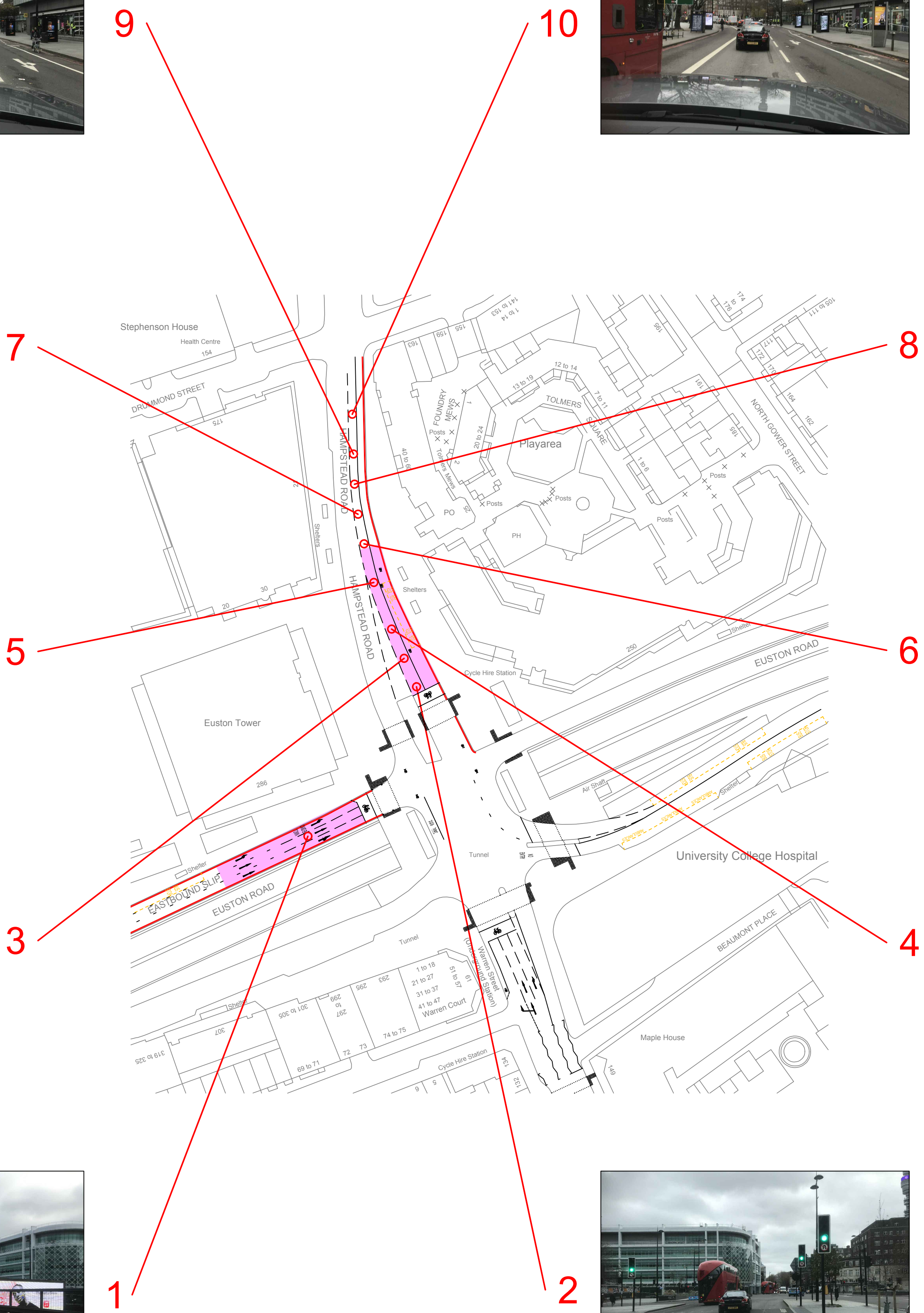
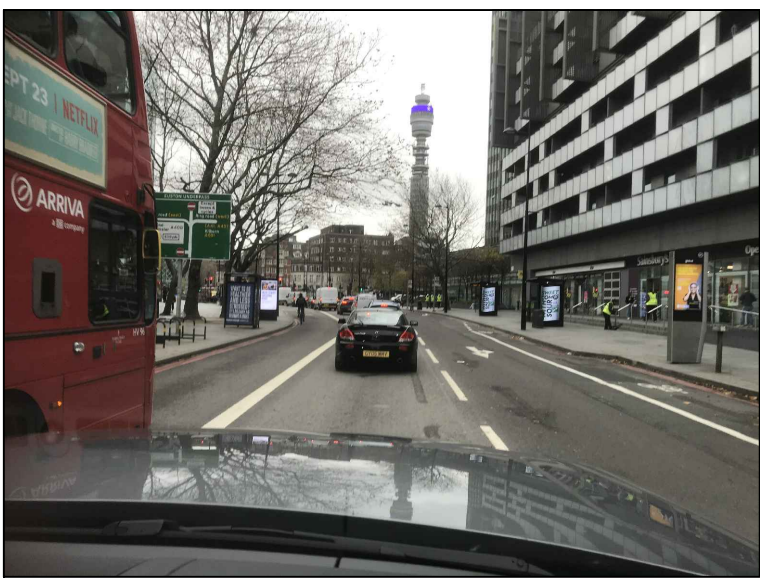
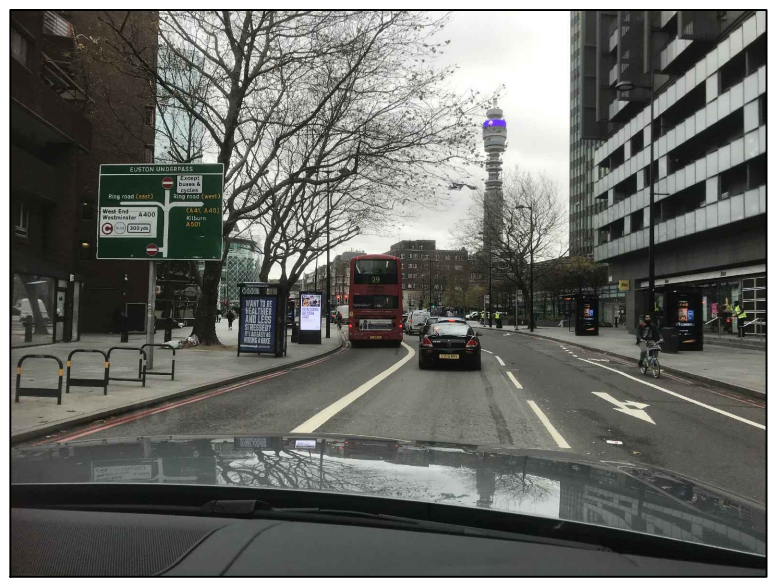
EXISTING EAST ELEVATION DWG 1169_30_02_PL SCALE 1:200 @ A3 NOV 2011

APPENDIX 2



Key

Decision Zone



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CLIENT
GEM Display Media Ltd.

PROJECT
University College Hospital

TITLE
Photo views of traffic signal junction

DRAWN BY ARM	DESIGN BY -	CHK BY ITR
DATE 23/11/20	DRAWING No. 5522 / 301	REV No.
SCALE 1:1,000 @ A1		



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