
ADDENDUM TECHNICAL NOTE

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| PROPOSAL: | Planning & Advertisement consent applications 2021/2890/P and 2021/0199/A |
| LOCATION: | University College Hospital (UCH), 235 Euston Road, London |
| DATE: | 23.12.2021 |
| PROJECT NO: | 5522 |

This addendum has been prepared following receipt of further comments made by the Highway Officer at the London Borough of Camden, namely:

- 1) Further information on impact on east-bound drivers.
- 2) Assessment of impact of two large digital adverts in close proximity to each other.

Further information on impact on east-bound drivers.

Consideration for east-bound drivers in relation to the proposed sign has been given further analysis. East-bound traffic can be broken down into two flows:

- a. Those travelling east-bound on the off-slip from the A501 Euston Road.
- b. Those travelling east-bound and remaining on the A501 Euston Road.

Traffic travelling along the off-slip will have intermittent periphery views of the proposed sign, similar to the views experienced of the existing advertisement sign on the bridge.

Such views will be obscured by existing trees particularly during the spring and summer months. The same traffic will have obscured views of the existing advertisement sign which is located on the over-bridge above the A501 underpass.

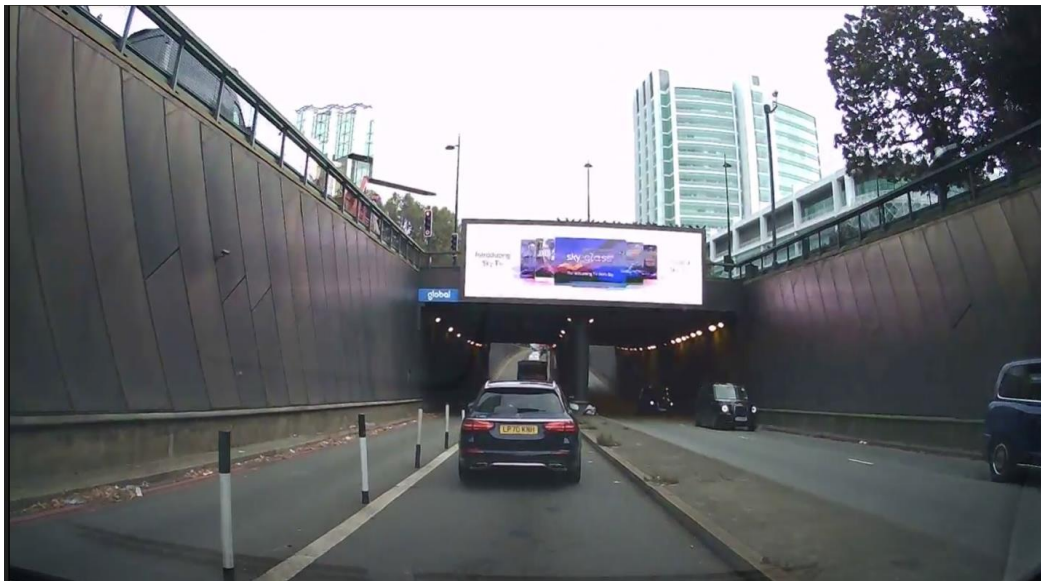
Depending on the height of vehicle, drivers will have broken views of the existing sign and proposed sign due to the road barrier and other traffic. Traffic approaching the signals at the end of the slip-road are within a 20 mph speed limit and full peripheral view of the sign is achieved within a car approximately 30 metres from the traffic signal stop line on the slip road. See photograph below.



When travelling along the slip road, the screen would not overlap with the existing screen until a vehicle is approximately 10 metres from the signal stop line. However, again the view would be peripheral and would not interfere with the direction of flow nor would the signs interfere with the traffic signal heads (primary and secondary). Once a vehicle has passed the stop line the full view of the sign will come into sight.

In summary, east-bound traffic on the slip road will not be negatively impacted upon by the proposed sign.

With regard to traffic travelling eastbound along the A501 through the underpass, the main view for the driver is the existing advertisement sign which extends across both carriageways of the A501. View of the proposed sign is again peripheral and is partially obscured by trees in the winter and fully obscured by the trees in the summer months. The further east a vehicle travels, the existing sign is the most prominent and within full sight of a driver however the proposed sign will be fully obscured by the underpass wall.

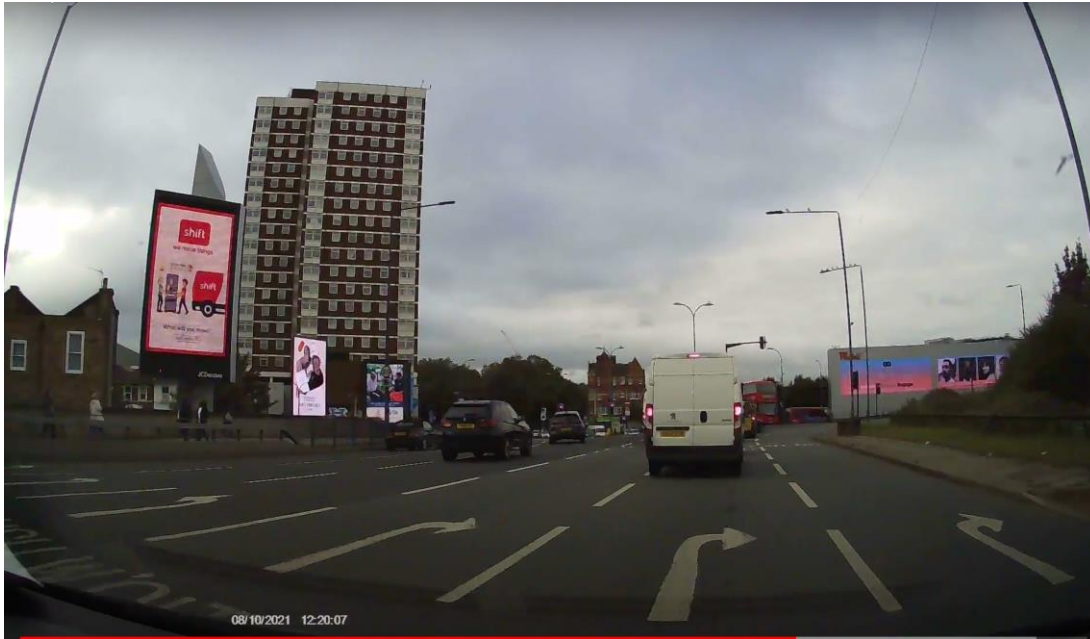


In summary, eastbound traffic along the A501 will not be materially affected by the proposed sign.

Assessment of impact of two large digital adverts in close proximity to each other.

The two advertisement signs are not in close proximity to each other and are at significant different levels when compared to the surrounding road network. The signs do not come into view at the same time until some 30 metres of the eastbound stop line of the traffic signals on the approach of the sliproad. On the sliproad approach, the views of both the advertisement signs would be peripheral of the main driver's view, with the view of the existing sign being more prominent than the proposal.

Traffic travelling along the A501 and underpass will not be able to see both signs together. It is evident that the proposed screen would not interfere with the views of the driver, would not obscure the traffic signal heads, and would not distract the drivers to such a degree to cause safety concerns. An example of where there is a prevalence of advertisement signs can be found at Shepherd's Bush roundabout. The attached photograph illustrates that there are five advertisement signs all of which are displaying different adverts and has been approved by the relevant authority.



In conclusion, from further assessment, it is evident that the proposed sign will not adversely affect eastbound drivers' view or distract their concentration. The proposal is in accordance with advice set out in the Transport for London's publication guidance for digital roadside advertising and proposed best practice.