

From: Kerai Bhavna <BhavnaKerai@tfl.gov.uk>
Sent: 25 November 2015 11:22
To: Planning
Subject: RE: 2015/5211/A - Bus shelter outside Silverdale, Hampstead Road, NW1 3SE

Dear Leela,

**RE: 2015/5211/A - Bus shelter outside Silverdale, Hampstead Road
Display of digital screen and poster panel on bus shelter**

Thank you for consulting Transport for London (TfL) on the above mentioned application. The site is on A400 Hampstead Road, which forms part of the Transport for London Road Network (TLRN).

The application proposes a digital screen and poster panel in a location where it is often the case there are static adverts, so the principle is accepted, particularly as the digital sign would allow real time transport information to be provided.

However I would recommend the following standard conditions for the digital screen, should consent be granted. These conditions are consistent with TfL guidance for roadside digital advertising and will ensure that road safety on the TLRN, in terms of limiting driver distraction, is maintained:

- The intensity of the illumination of the digital sign shall not exceed 600cd/m² between dusk and dawn;
- The digital sign shall not display any moving, or apparently moving, images;
- The sequential advertisements on the digital sign shall not change more than once every 10 seconds;
- Any sequential change between advertisements on the digital sign will take place over a period no greater than one second;
- Day time levels of luminance on the digital sign should be controlled by light sensors to measure the ambient brightness and dimmers to control the lighting output to within acceptable limits.
- The footway and carriageway on the TLRN must not be blocked during the installation and maintenance of the signage panel. Temporary obstruction during the installation must be kept to a minimum and should not encroach on the clear space needed to provide safe passage for pedestrians or obstruct the flow of traffic.

Please feel free to contact me if you have any questions about the above information.

Kind regards,
Bhavna

Bhavna Kerai | Planner | TfL Planning

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Please note the changes to our pre application fees from 1st November 2015

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