

Gentet, Matthias

From: Snape George <GeorgeSnape@tfl.gov.uk>
Sent: 21 July 2016 16:22
To: Gentet, Matthias
Subject: 2016/3005/A, Adjacent to Camden Town Underground Station Camden High Street, London, NW1 8NH

Dear Matthias

Borough Reference: 2016/3005/A
Location: Adjacent to Camden Town Underground Station Camden High Street, London, NW1 8NH
Proposal: Display of an internally illuminated LED digital display sign and mural surround

Thank you for consulting Transport for London (TfL) Borough Planning on the above referenced planning application. The site of the proposed digital advertising display is on Camden High Street. From a highway safety perspective TfL does not object to the principle of these proposals however, the following is recommended:

1. The minimum time between successive displayed images shall be 10 seconds.
2. The sequencing of messages relating to the same product is prohibited.
3. The intensity of the illuminance of the advertising signs shall be no greater than 300Cdm² during hours of darkness.
4. No special visual effects of any kind are permitted during the time that any message is displayed. The displayed image must not include animated, flashing, scrolling, intermittent or video elements.
5. No visual effects of any kind to be permitted to accompany the transition between any two successive messages. The replacement image must not incorporate any fading, swiping or other animated transitional method.
6. The proposed display will include a default mechanism to freeze and imagine in the event of a malfunction.
- 7.

Subject to the above conditions being met, TfL does not object to the proposal.

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

Kind Regards
George

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