

Gentet, Matthias

From: Snape George <GeorgeSnape@tfl.gov.uk>
Sent: 03 February 2017 16:39
To: Gentet, Matthias
Subject: 2017/0283/A, Bus Shelter on Hampstead Road outside 250 Euston Road LONDON, NW1 3JA

Dear Matthias Gentet

Borough Reference: 2017/0283/A

Location: Bus Shelter on Hampstead Road outside 250 Euston Road LONDON, NW1 3JA

Proposal: Display of 2x internally illuminated digital screens to existing bus shelter structure no. CAM0126AB

Thank you for the letter dated 19th January 2017 consulting Transport for London (TfL) on the above planning application. TfL notes that the site of the application concerned is on the Transport for London Road Network (TLRN), TfL are the highways authority for this road

TfL have the following comments on the above application;

1. The proposed free standing forum structure must not operate over an illumination level of 600cd/m2 during the day and 300cd/m2 at night, consistent with the guidance set out in the Institute of Lighting Professionals (ILP) publication: "The Brightness of Illuminated Advertisements" (PLG05, January 2015).
2. If the nature and size of the proposed advertising is to be altered, TfL will need to be consulted before any changes can be implemented.
3. All vehicles associated with the installation of the screens must only park/ stop at permitted locations and within the time periods permitted by existing on-street restrictions.
4. The sign shall not display any moving, or apparently moving, images.
5. The display shall not change more than once every 10 seconds.
6. Any sequential change between advertisements will take place over a period no greater than one second.

Subject to the above conditions being met, the proposal as it stands would not result in an unacceptable impact to the Transport for London Road Network (TLRN). In principle we have no objections to this application however it should be clarified on the drawings which bus stop is being replaced.

Please do not hesitate to contact me if you have any queries.

Kind regards,

George Snape | Assistant Planner

Borough Planning Central Team | Transport for London

T: 0203 054 7055 Auto: 87055 E: GeorgeSnape@tfl.gov.uk

A: 10th Floor, Windsor House, 42-50 Victoria Street, London SW1H 0TL

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