



**Application Number**

2017/5183/A

**Site Address**

Public Payphone Outside 297 Euston Road London NW1 3AQ

*Display of a 6 sheet internally (back lit) LED illuminated advertisement panel to north-eastern elevation of existing public payphone.*

Thanks for consulting TfL on this planning application.

The site of the proposed development is adjacent to Euston Road A501, which forms part of the Transport for London Network (TLRN). TfL is the highway authority for the TLRN, and is therefore concerned about any proposal which may affect the performance and/or safety of the TLRN. Therefore, no skips or construction material shall be kept on the footway or carriageway of the TLRN at any time.

The proposed advertisement should follow the illumination guidelines below to avoid driver distraction and ensure the safety of bus passengers, pedestrians and cyclists.

The proposed advertising should operate at appropriate illumination levels for day and night time, consistent with the guidance set out in the Institute of Lighting Professionals (ILP) publication: "The Brightness of Illuminated Advertisements" (PLG05, January 2015). This should be secured by condition.

There shall be no special effects (including noise, smell, smoke, animation, exposed cold cathode tubing, flashing, scrolling, three dimensional, intermittent or video elements) of any kind during the time that any message is displayed. This should be secured by condition.

Subject to the above conditions being met, TfL has no objections to the proposal.

Kind regards,

**Gavin McLaughlin  
Planner, TfL Planning, Transport for London**

T: 020 3054 7027 Ext: 87027 E: [GavinMcLaughlin@TfL.gov.uk](mailto:GavinMcLaughlin@TfL.gov.uk)

A: 9<sup>th</sup> Floor, 5 Endeavour Square Stratford London E20 1JN

For more information regarding the TfL Borough Planning team and TfL's *Transport Assessment Best Practice Guidance* please visit <https://tfl.gov.uk/info-for/urban-planning-and-construction/transport-assessment-guidance> and for pre-application advice please visit <https://tfl.gov.uk/info-for/urban-planning-and-construction/planning-applications/pre-application-advice>.

\*\*\*\*\*

The contents of this e-mail and any attached files are confidential. If you have received this email in error, please notify us immediately at [postmaster@tfl.gov.uk](mailto:postmaster@tfl.gov.uk) and remove it from your system. If received in error, please do not use, disseminate, forward, print or copy this email or its content. Transport for London

excludes any warranty and any liability as to the quality or accuracy of the contents of this email and any attached files.

Transport for London is a statutory corporation whose principal office is at Windsor House, 42-50 Victoria Street, London, SW1H 0TL. Further information about Transport for London's subsidiary companies can be found on the following link: <http://www.tfl.gov.uk/corporate/about-tfl/>

Although TfL have scanned this email (including attachments) for viruses, recipients are advised to carry out their own virus check before opening any attachments, as TfL accepts no liability for any loss, or damage which may be caused by viruses.

\*\*\*\*\*