

## Gentet, Matthias

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**From:** Lawrence Duncan <DuncanLawrence@tfl.gov.uk>  
**Sent:** 06 February 2018 14:28  
**To:** Gentet, Matthias  
**Subject:** 2018/0221/A: Kiosk to the front of Kings Cross Station, Euston Road

Matthias,

**TfL Reference: 18/0166**

**Planning Application: 2018/0221/A**

**Kiosk to the front of Kings Cross Station, Kings Cross Square, Euston Road, London, N1C 4AL**

**Display of a LED digital screen to the side of existing kiosk and internally illuminated fascia signs**

Thank you for consulting Transport for London with regard to the above planning application. TfL has the following comments:

The site is located on the A501 Euston Road which forms part of the Transport for London Road Network (TLRN). TfL is the highway authority for the TLRN and are therefore concerned about any proposal which may affect the performance and/or safety of the TLRN.

1. The footway and carriageway on the A501 Euston Road must not be blocked during the works. Temporary obstructions during the conversion 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 on the A501 Euston Road.
2. All vehicles associated with the works must only park/stop at permitted locations and within the time periods permitted by existing on-street restrictions.
3. No skips or construction materials shall be kept on the footway or carriageway on the TLRN at any time. Should the applicant wish to install scaffolding or a hoarding on the footway whilst undertaking this work, separate licences would be required with TfL, please see: <https://tfl.gov.uk/info-for/urban-planning-and-construction/highway-licences>
4. TfL welcome that the maximum illumination level will be 200cd/m, in line with TfL guidance on roadside advertising and the Institute of Lighting Professionals (ILP) publication: "The Brightness of Illuminated Advertisements" (PLG05, January 2015). This should be secured by condition.
5. The advertisements and screens shall feature no special effects (including noise, smell, smoke, animation, exposed cold cathode tubing, flashing, scrolling, three dimensional, intermittent of video elements) of any kind during the time that any message is displayed. This should be secured by condition.
6. For the LED screen, the interval between successive displays shall be instantaneous (0.1 seconds or less), the complete screen shall change, there shall be no visual effects (including fading, swiping or other animated transition methods) between successive displays and the display will include a mechanism to freeze the image in the event of a malfunction. This should be secured by condition.
7. If adverts are displayed on the LED screen the minimum display time for each advertisement shall be 10 seconds, the use of message sequencing for the same product is prohibited and the screen shall not include features/equipment which would allow interactive message/advertisements to be displayed. This should be secured by condition.

**Provided the above informative and conditions are met TfL has no objection to the proposal.**

If you have any queries please do not hesitate to get in touch.

Kind regards,

Duncan

**Duncan Lawrence**

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