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**From:** Meynell, Charlotte  
**Sent:** 26 February 2018 12:04  
**To:** Planning  
**Subject:** FW: 2018/0517/A; Tottenham Court Road 18; 18/0615– Tfl Comments

Hello,

Please upload the below comments from TfL to M3 and Trim for app. ref. 2018/0517/A.

Thanks,

Charlotte Meynell  
Planning Officer  
Regeneration and Planning  
Supporting Communities  
London Borough of Camden

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**From:** Moreno viera Fatima [REDACTED]  
**Sent:** 26 February 2018 11:56  
**To:** Meynell, Charlotte <[Charlotte.Meynell@camden.gov.uk](mailto:Charlotte.Meynell@camden.gov.uk)>  
**Subject:** 2018/0517/A; Tottenham Court Road 18; 18/0615– Tfl Comments

F.A.O. / Dear Charlotte Meynell  
**TfL Borough Planning Reference:** 18/0615  
**Borough Reference:** 2018/0517/A  
**Location:** Pavement outside 18 Tottenham Court Road, London, W1T 1BJ  
**Proposal:** Erection of double-sided freestanding advertisement panel to display 2 x internally illuminated digital advertisements, following the removal of existing freestanding advertisement panel.

Many thanks for consulting TfL, on the above application, TfL has the following comments:

- The site of the proposed development is on Tottenham Court Road, which forms part of the Strategic Road Network (SRN). TfL have a duty under the Traffic Management Act 2004 to ensure that any development does not have an adverse impact on the SRN.
- The proposed advertisement panel 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 further comments.

Kind regards,

**Fatima Moreno Viera**

Assistant Planner, Spatial Planning (North), City Planning | Transport for London



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