
From: Fieldsend, Sofie
Sent: 26 February 2018 12:25
To: Planning
Subject: FW: 2018/0524/A; High Holborn 246; 18/0617– Tfl Comments

From: Moreno viera Fatima [REDACTED]
Sent: 26 February 2018 11:45
To: Fieldsend, Sofie <Sofie.Fieldsend@camden.gov.uk>
Subject: 2018/0524/A; High Holborn 246; 18/0617– Tfl Comments

F.A.O. / Dear Sofie Fieldsend
TfL Borough Planning Reference: 18/0617
Borough Reference: 2018/0524/A
Location: Pavement outside Western House, 246 High Holborn, London, WC1V 7EX
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 High Holborn, 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
[REDACTED]

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 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 55 Broadway, London, SW1H 0DB. 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.
