
From: Fieldsend, Sofie
Sent: 26 February 2018 12:20
To: Planning
Subject: FW: 2018/0523/A; St Giles High Street; 18/0618– TfL Comments

From: Moreno viera Fatima [REDACTED]
Sent: 26 February 2018 11:27
To: Fieldsend, Sofie <Sofie.Fieldsend@camden.gov.uk>
Subject: 2018/0523/A; St Giles High Street; 18/0618– TfL Comments

F.A.O. / Dear Sofie Fieldsend
TfL Borough Planning Reference: 18/0618
Borough Reference: 2018/0523/A
Location: Pavement outside Endeavour House, St Giles High Street, London, WC2H 8DN
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 St Giles High Street, 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]

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