

Gentet, Matthias

From: Lawrence Duncan <DuncanLawrence@tfl.gov.uk>
Sent: 14 March 2018 15:00
To: Gentet, Matthias
Subject: 2018/0897/A: Land at St Giles Circus site, 126-136 Charing Cross Road

Matthias,

TfL Reference: 18/0795

Planning Application: 2018/0897/A

Land at St Giles Circus Site, 126-136 Charing Cross Road, London, WC2H 8NJ

Temporary display of a backlit display board (measuring 12.6m in width by 3.4m in height with frame) facing Centre Point from 16/04/2018 to 16/04/2020

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

The site is located adjacent to the A40 Charing Cross 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.

1. The footway and carriageway on the A40 Charing Cross Road should not be blocked during the installation of the display board. Temporary obstructions 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 A40 Charing Cross Road. All vehicles should only park/stop at permitted locations and within the time periods permitted by existing on-street restrictions.
2. The display board should operate with a maximum illumination of 300cd/m between dusk and dawn, in line with guidance set out in the Institute of Lighting Professional's (ILP) publication: "The Brightness of Illuminated Advertisements" (PLG05, January 2015). Given the size of the display board, TfL request that there is a maximum illumination of 400cd/m during daylight hours. This should be secured by condition.
3. The minimum display time for each advertisement shall be no longer than 10 seconds, the use of message sequencing for the same product is prohibited and the advertisements shall not include features/equipment which would allow interactive messages/advertisements to be displayed. This should be secured by condition.
4. 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.
5. 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 display and the display will include a mechanism to freeze the image in the event of a malfunction. This should be secured by condition.

Provided the above informative and conditions are met, TfL have no further comments on this application.

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

Kind regards,

Duncan

Duncan Lawrence

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