

**From:** Lawrence Duncan [REDACTED]  
**Sent:** 08 June 2018 14:12  
**To:** Thuairé, Charles [REDACTED]  
**Cc:** Dresner Melvyn ([REDACTED])  
**Subject:** 2018/2165/A: Kings Cross Square, Euston Road

Charles,

**TfL Reference: 18/2032**  
**Planning Application: 2018/2165/A**  
**Kings Cross Square, Euston Road, London, N1C 4TB**  
**Display of two internally illuminated digital media screens (4m high x 27m wide and 6.5m high x 60m wide) on circular and oval ventilation shafts respectively**

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 of 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 installation of the screens. 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 A501 Euston Road.
2. All vehicles associated with the installation of the screens 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 or oversail the footway whilst undertaking this work, separate licences would be required with TfL, [REDACTED]
4. A Road Safety Assessment has already been undertaken, and TfL's Road Safety team does not have anything to add to the comments already provided in this assessment.

If this application is approved, TfL requests that the following conditions are secured:

5. The screen will operate at an illumination level of 300cd/m, consistent with the guidance set out in the Institute of Lighting Professionals (ILP) publication: "The Brightness of Illuminated Advertisements" (PLG05, January 2015).
6. The minimum display time for each advertisement shall be 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.
7. 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.

- 8. 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 in the event of a malfunction.

**Provided the above informative and conditions are met, TfL has no further comments to make on this application.**

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

Kind regards,

Duncan

**Duncan Lawrence**

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



\*\*\*\*\*  
\*\*\*\*\*

The contents of this e-mail and any attached files are confidential. If you have received this email in error, please notify us immediately [redacted] 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 [redacted]

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.

\*\*\*\*\*  
\*\*\*\*\*

This e-mail may contain information which is confidential, legally privileged and/or copyright protected. This e-mail is intended for the addressee only. If you receive this in

error, please contact the sender and delete the material from your computer. See our new Privacy Notice [here](#) which tells you how we store and process the data we hold about you and residents.

This e-mail may contain information which is confidential, legally privileged and/or copyright protected. This e-mail is intended for the addressee only. If you receive this in error, please contact the sender and delete the material from your computer. See our new Privacy Notice [here](#) which tells you how we store and process the data we hold about you and residents.