

**From:** Leong Chris [REDACTED]  
**Sent:** 12 December 2018 16:52  
**To:** Keen, Alyce [REDACTED]  
**Cc:** Planning [REDACTED]  
**Subject:** TfL Comments - 2018/5339/A 373-375 Euston Road London NW1 3AR

Dear Alyce,

**TfL Spatial Planning Reference:** 18/4488  
**Borough Reference:** 2018/5339/A  
**Location:** 373-375 Euston Road London NW1 3AR  
**Proposal:** Erection of a temporary advertisement shroud on the corner of Euston Road and Cleveland Street.

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

The site of the proposed advertisement shroud is on A501 Euston Road, which forms part of the Transport for London Road Network (TLRN). TfL is the highway authority for the TLRN, and is therefore concerned about any proposal which may affect the performance and/or safety of the TLRN.

Illumination for the advertisement must be below the limit set out in the Institute of Lighting Engineers (ILE) technical note number 5 "The brightness of illuminated advertisement", because TfL wants to ensure drivers are not distracted and so there is no adverse impact on highway safety.

Also, it must not have any intermittent light source, moving feature, animation or exposed cold cathode tubing, because TfL wants to ensure drivers are not distracted and so there is no adverse impact on highway safety.

Subject to the above, TfL has no objections to the proposal for a temporary advertisement shroud on the corner of Euston Road and Cleveland Street.

Kind regards,

**Chris Leong** | Assistant Planner  
Spatial Planning (North) | City Planning | Transport for London



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