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**From:** McClue, Jonathan  
**Sent:** 05 May 2020 15:48  
**To:** Planning  
**Subject:** FW: 2020/1910/A; 1 St Giles Square

Please upload to M3 and HPE for me

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**Sent:** 05 May 2020 12:42  
**To:** McClue, Jonathan <Jonathan.McClue@camden.gov.uk>  
**Subject:** Re: 2020/1910/A; 1 St Giles Square

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Dear Jonathan

**Re: 2020/1910/A; 1 St Giles Square**

Installation of 1912sqm of internally illuminated intermittent digital LED display to the internal walls, ceiling and floor of the urban gallery in connection with the redevelopment of St Giles Circus site.

Thank you for consulting TfL this proposal. Having reviewed the submitted details, TfL offers the following comments:

1. The application site is situated on Tottenham Court Road, which forms part of the Strategic Road Network (SRN).
2. Having reviewed the previous consent granted ref 2012/6863/A; TfL considers that the proposal would be acceptable subject to the following conditions for the panel facing the southbound carriageway of Tottenham Court Road to ensure highway safety, this is in addition to those already sent out in the previous consent which shall be re-secured never the less
  - The level of illumination for the side facing the Tottenham Court Road southbound carriageway must be no higher than 400cdm at any time;
  - No animation or moving feature shall be displayed on the side facing the Tottenham Court Road S/B carriageway at any time;
  - The frequency of image changes for the site facing the Tottenham Court Road S/B carriageway shall be no more than every 8 seconds;
3. While the submitted safety assessment emphasis that the Tottenham Court Road S/B carriageway would be mostly used by taxi and buses; TfL however disagree that drivers would be 'get used' to the 'distraction', hence risks would be minimised. It should be noted that there is a high level of pedestrians in the area, often including tourists, vulnerable pedestrians as well as cyclists; and

crossing activities take place throughout the section even at locations away from controlled crossing which drivers are required to pay additional attention to. As such, it is considered that the above additional conditions for the panel facing the Tottenham Court southbound carriageway would provide a balance to minimise safety risk, in line with Mayor's Vision Zero agenda and the display of advertisements which was granted consented previously for this instance.

**As such, TfL would only support the latest proposal subject to the conditions set out above, ensuring that the proposal would not result in an adverse safety impact to the SRN.**

Please do not hesitate to contact me if I can be of any further assistance.

Kind regards

[REDACTED]  
Planning Officer  
City Planning, Transport for London  
5 Endeavour Square, Westfield Avenue, Stratford E20 1JN  
[REDACTED]  
[REDACTED]

For more information regarding the TfL Borough Planning team, including TfL's *Transport assessment best practice guidance* and pre-application advice please visit

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<http://www.tfl.gov.uk/info-for/urban-planning-and-construction/planning-applications?intcmp=3484>

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