From: Ewenla Deborah
Sent: 19 July 2021 14:09
To: Tony Young
Subject: 2021/2111/P : Pavement outside 191 Tottenham Court Road W1T 7AA

Dear Tony

TfL Spatial Planning Reference: CMDN/21/32
Borough Reference: 2021/2111/P
Location : Pavement outside 191 Tottenham Court Road W1T 7AA
Proposal: Installation of a new phone hub unit following removal of existing kiosk as part of wider proposals to replace Infocus telephone kiosks.

Thank you for consulting Transport for London (TfL) regarding the above proposal, the application is located on the Strategic Road Network on A400 Tottenham Court Road. Therefore TfL is concerned about any proposals which may impact the road network.

1. Proposed advertising should follow TfL best practise guidance and not display directional advice or resemble existing traffic signs. This should be secured by condition.
2. The advertisement must not display flashing or moving images. This risk road safety and so conflicts with London Plan and MTS policy on Vision Zero. This should be secured by permission.
3. The maximum luminance proposed must not exceed 300cd/m2 during the hours of darkness and 600cd/m2 during the day. This is consistent with the guidance set out in the Institute of Lighting Professionals (ILP) publication: "The Brightness of Illuminated Advertisements" (PLG05, January 2015)'. This must be secured by condition.
4. Temporary obstructions during construction must be kept to a minimum and should not encroach on the clear space needed to provide a safe passage for pedestrians or obstruct the flow of traffic on Tottenham Court Road.
5. Any adverts fixed to the hoarding on TfL highway, will be subject to the terms of the specific license conditions. Our advice here, is without prejudice to TfL decision on highway licenses. The applicant should comply with all license conditions.
6. TfL have **no objections** to the proposal

Kind regards

Deborah Ewenla I Assistant Planner
Spatial Planning I City Planning

A: 9th Floor, 5 Endeavour Square, Westfield Avenue, E20 1JN

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