JCDecaux

Local Planning Authority **12th November 2015**

For the attention of Case Officer Our Ref: A01072

Dear Sir/Madam,

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Re: Transport for London Shelter Upgrade Programme – Advertisement Consent Application

I write in regards to several applications JCDecaux has made for advertisement consent within the borough. The applications all concern TfL bus shelters and an upgrade to digital advertisement display. Their reference numbers and site locations are detailed in the attached spreadsheet and you have advised us that a decision is due to be made on 24th November 2015.

JCDecaux has received queries from several boroughs currently in the process of determining the applications with regards to the night time lighting levels for the proposed digital display screens. The purpose in writing is to clarify output levels, further to consultation with our client Transport for London.

Within the application, we indicated 2500Cdm2 as the luminance level, whereas in fact this figure represents the maximum capability of the digital screens, rather than the operative level. I can confirm that during the hours of darkness the lighting level for the majority of the shelter displays will be under 500Cdm2, which is below the maximum recommended by the Institute of Lighting Professionals for advertisements under 10m2 in suburban and urban medium to high brightness districts. For proposed display screens within proximity to particularly sensitive locations, for example within predominantly residential and non-commercial conservation areas or within the setting of a Listed Building, we would expect the lighting level to be further reduced to be sensitive to that context. It is expected and we readily accept that the levels be set by way of a condition of consent to accord with the ILP recommendations.

If you require any further information concerning illumination levels or have any queries relating to the technology proposed, please do not hesitate to contact me.

Yours faithfully

Andrew Jordan
Head of the South
JCDecaux UK Limited