

Tfl reference: HKNY/23/135

Borough reference: 2023/1974

Location: Clapton Common, O/S No. 143-145, NR Stamford Hill, Hackney, E5 9AE

Proposal: Proposed Free-standing Advertising CIP unit featuring double-sided digital displays measuring 1635mm (H) x 924mm (W) to replace existing/recently removed Free-standing Advertising CIP unit featuring double-sided internally illuminated 6-sheet displays.

Thank you for consulting Tfl on the above application, the above site is located on the A107 Clapton Common, this 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.

Tfl have the following comments:

Tfl understand that the advert has been there for a number of years, however, the advert that represent visual and physical clutter, reducing effective footway width. Tfl requests confirmation on the planning status of the site to better understand the site. We also request a direct comparison between the proposed and existing advertisement's dimension, so we can see if the proposed advert lessens or increases this clutter.

The decluttering of the streetscape is prioritised in Tfl Streetscape Guidance (available from <https://tfl.gov.uk/corporate/publications-and-reports/streets-toolkit>). Tfl expects the standards and principles in this document to be applied to all proposals, whereas this application if approved would add to clutter.

The footway and carriageway on the A107 must not be blocked during the replacement of the free-standing advertisement CIP unit. Temporary obstructions during the construction 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 A107 Clapton Common

All vehicles associated with the construction of the free standing advertisement CIP unit must only park/ stop at permitted locations and within the time periods permitted by existing on-street restrictions.

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 whilst undertaking this work, separate licences may be required with Tfl, please see, <https://www.tfl.gov.uk/info-for/urban-planning-and-construction/highway-licences>

The proposed free-standing CIP unit should operate at an illumination level no greater than 300cd/m² between dusk and dawn, consistent with the guidance set out in the Institute of Lighting Professionals (ILP) publication: "The Brightness of Illuminated Advertisements" (PLG05, January 2015).

Therefore, TfL object against the current illuminance levels of 3500cd/m² and advise changes are made. This is in place to reduce risk of driver distraction, dazzle, glare and other lighting effects that may confuse drivers.

The minimum display time for each advertisement shall be 5 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.

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. This is in the interest of highway safety on the TLRN

The interval between successive displays should be instantaneous (0.1 seconds or less), the complete screen should change, there should be no visual effects (including fading, swiping or other animated transition methods) between successive displays and the display should include a mechanism to freeze the image in the event of a malfunction.

TfL requests additional information is provided as outlined above prior to being supportive of the application.