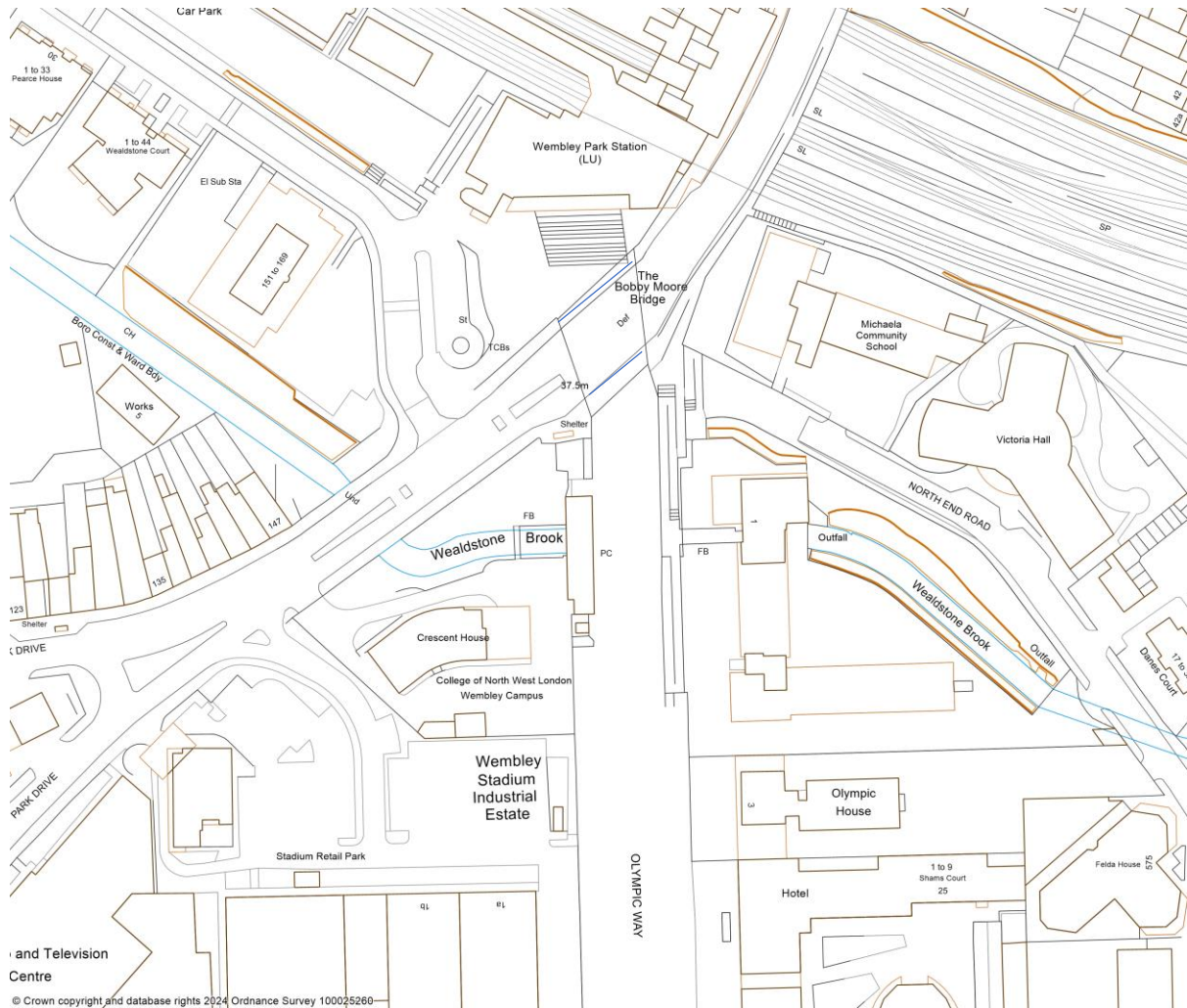


Appendix 3. Location of Bobby Moore Bridge, Digital Screen Specification, Tiles and Light Boxes

Bobby Moore Bridge, Olympic Way, Wembley HA9 0NP

Location of two digital advertising panels on The Bobby Moore Bridge marked as blue lines.



14 February 2024 1:1000



The site occupies a prominent location at the opposite end of Olympic Way adjacent to Wembley Park Station and facing Wembley Stadium. The site is not located within a conservation area and there are no listed buildings in the vicinity however the tiles in the underpass walls and splay walls are considered a non-designated heritage asset within the meaning in the National Planning Policy Framework

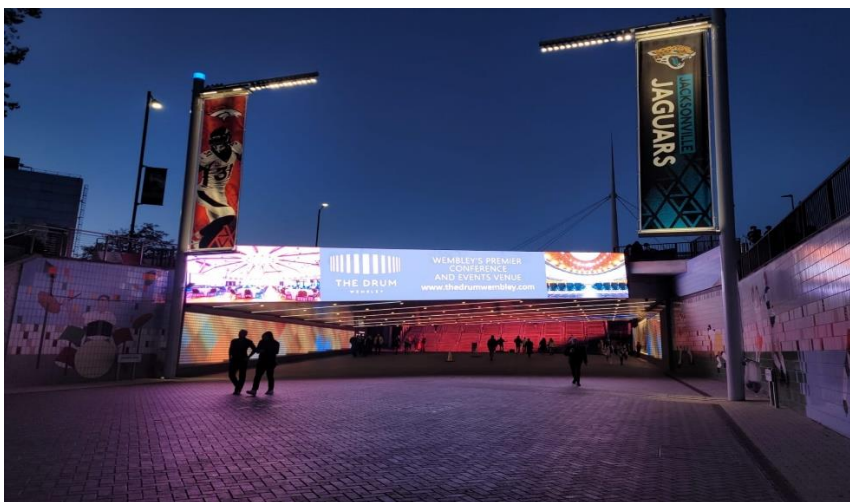
Rectangular Digital Advertising Screen 1

Screen 1 is located on the parapet (outside top) of the bridge on the side facing Wembley Park Station northern parapet. Screen Size: 26,313 x 2607mm 3,888 x 384 & 2,736 x 384 pixels



Rectangular Digital Advertising Screen 2

Screen 2 is located on the parapet (outside top) of the bridge on the side facing Wembley Stadium/Olympic Way southern parapet. Screen Size: 20,912 x 2443mm 3,888 x 384 & 2,736 x 384 pixels



Screens 1 and 2 Approved under planning consent 19/1474

* To avoid the potential adverse impacts of light spill, light pollution and glare, the luminance levels associated with the illuminated images and advertising would be within the industry levels set out in the following lighting guideline documents:

Institution of Lighting Professionals, GN01:2011 Guidance Notes for the Reduction of Obtrusive Light

Institution of Lighting Professionals, PLG05:2015 The Brightness of Illuminated Advertisements

* Each sign would have the ability to dim up and down automatically throughout the day to consider ambient daylight conditions. The dimming patterns of each screen and respective percentages of emitting light intensity may differ as the location, orientation, structure and capacity of each digital screen may vary however the luminance levels work to the following parameters:

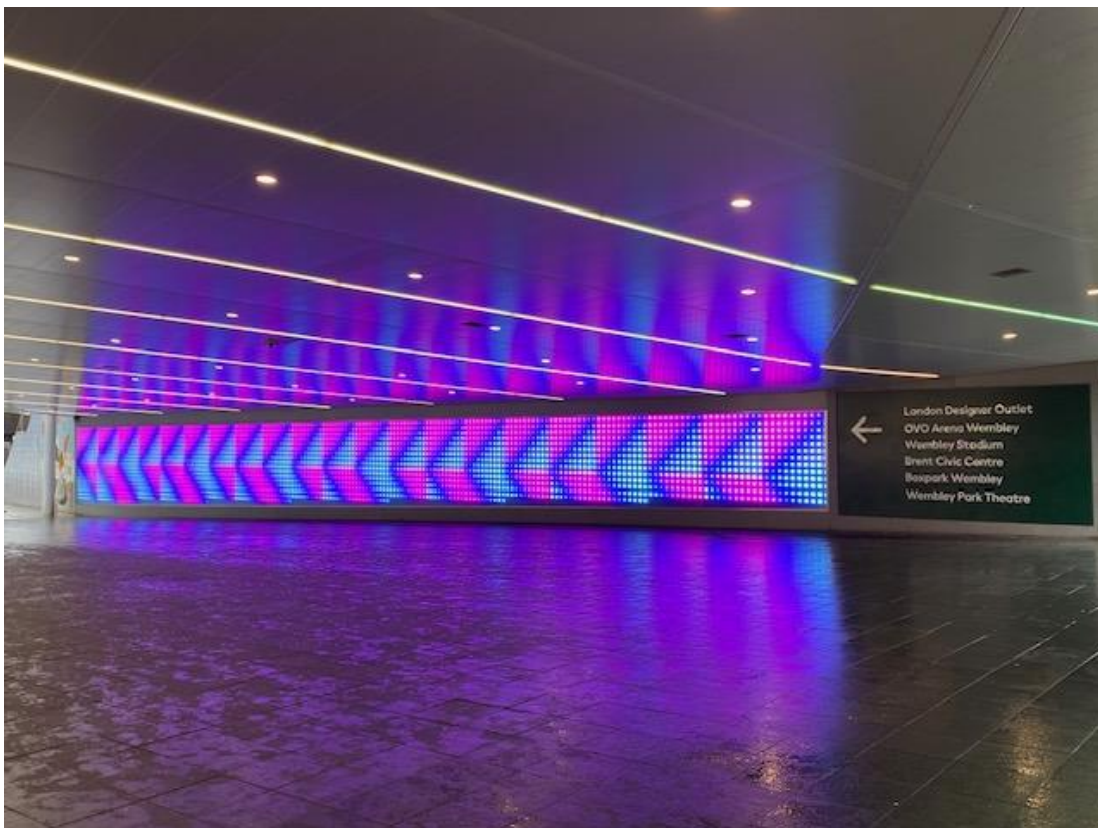
Maximum dusk/nighttime screen luminance–300cd/m2 Maximum daytime screen luminance–5000cd/m2

Underpass Tiles and Light Boxes Location

Lightboxes in underpass on eastern wall with plaque including tiled mural.



Lightboxes in underpass on western wall



Tiles in underpass on eastern wall prior to installation of light boxes on either side of the plaque mural



Tiles in underpass on western wall prior to installation of light boxes

