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21<sup>st</sup> July 2023

**Development Management  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
Judd Street  
London WC1H 9JE**

**Our Ref: A02297**

Dear Sir/Madam,

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

**Re: The Upgrade of a Telephone Kiosk  
Address: Pavement o/s 221 Camden High Street NW1 7HG**

This letter accompanies applications submitted under the provisions of the above Act and Regulations that seek Planning Permission (PP) and Advertising Consent (AC) to update an existing telephone kiosk at the above address. The detail of the replacement kiosk is included with the application documents as **APPENDIX A** and is submitted with the site location plan and existing images of the site and surroundings.

The existing open kiosk structure is now over ten years old and has come to the end of its effective life. This application seeks planning permission to replace the unit with a modern version, albeit keeping to essentially the same design and scale of the existing structure but with an improved and more reliable telephone connection. The separate application is for advertisement consent to change the method of advertisement display from the printed form to an LCD screen forming the rear elevation of the kiosk structure. The area of advertisement display will remain the same as it currently exists and has existed for first installation. The change from a printed image to an LCD screen is consistent with other roadside displays found across the Borough

**JCDecaux UK Limited**

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and greater London. The change is seen as a natural evolution of this form of medium and represents a more sustainable form of roadside display.

The existing kiosk has been a feature of the application site for many years and the updating of the structure will make no appreciable change to the appearance of the street or the kiosk within it. JCDecaux acts for Infocus Networks Limited, a registered code system operator and a wholly owned subsidiary of JCDecaux. As a service provider, Infocus is required to maintain a reliable and useable phone service, which will be achieved through the improved capabilities of the modern kiosk and telephony apparatus. Calls from the kiosk will continue to be free for the public to landlines, emergency and charities numbers.

Discussions with the Metropolitan Police has highlighting the common challenges of anti-social behaviour in towns and cities across the UK. Issues that are specific to the mis-use of telecom apparatus is of particular concern, not just in Camden, but across London and main UK Cities. As a result of our discussions with the Met Police Design Out Crime Officer (DOCO), we have adopted a Management Plan which is intended to set out the controlling measures we will employ governing the use and functions available in the kiosks and across the entire estate.<sup>1</sup> The Management Plan is designed to adapt over time to address currently unforeseen challenges. To the end JCDecaux is committed to continuing the constructive dialogue with the Met Police and to react to issues as and when they arise.

The display screen on the reverse of the unit will be used for commercial and community messaging. The space will therefore be made available to support the role of the Police and other local public agencies in crime prevention and public education to a maximum of 5% of screen time. The method of display comprises the latest high-definition LCD product whereby the luminance level automatically adjusts to ambient levels via an inbuilt light sensor and limited to a maximum of 300Cdm<sup>2</sup> at nighttime<sup>2</sup>. The light sensor will control lighting levels automatically during the day and be able to adjust levels to reflect a

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<sup>1</sup> Appendix B Management Plan

<sup>2</sup> The maximum night time limit for advertisements under 10m<sup>2</sup> in City Centres as recommended by the Institute of Lighting Professionals

change in sunrise and sunset times from summer to winter and environmental conditions. In the event of a malfunction the screen will switch off and automatically alert JCDecaux's dedicated digital team of the fault and schedule a repair. The display screen will switch off between the hours of 11:59 p.m. and 6:00 a.m.

I trust that the above and enclosed documents clearly explain the nature of the proposal but please call me if there are any further matters on which you may need clarification.

Yours sincerely,



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Director of Planning

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