

# Olympic Games Ambassador Information Kiosk at Euston Station

## Design and Access Statement

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Prepared for  
**Greater London Authority**

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# 1. Introduction

## Overview

The London Ambassadors will provide information to the general public including time tables for events and directions to public transport and games facilities. Ambassadors will distribute a limited amount of material and will also have access to real time electronic information that can be used to inform the general public with current information.

This kiosk will only operate during the Olympic Games and Paralympic Games.

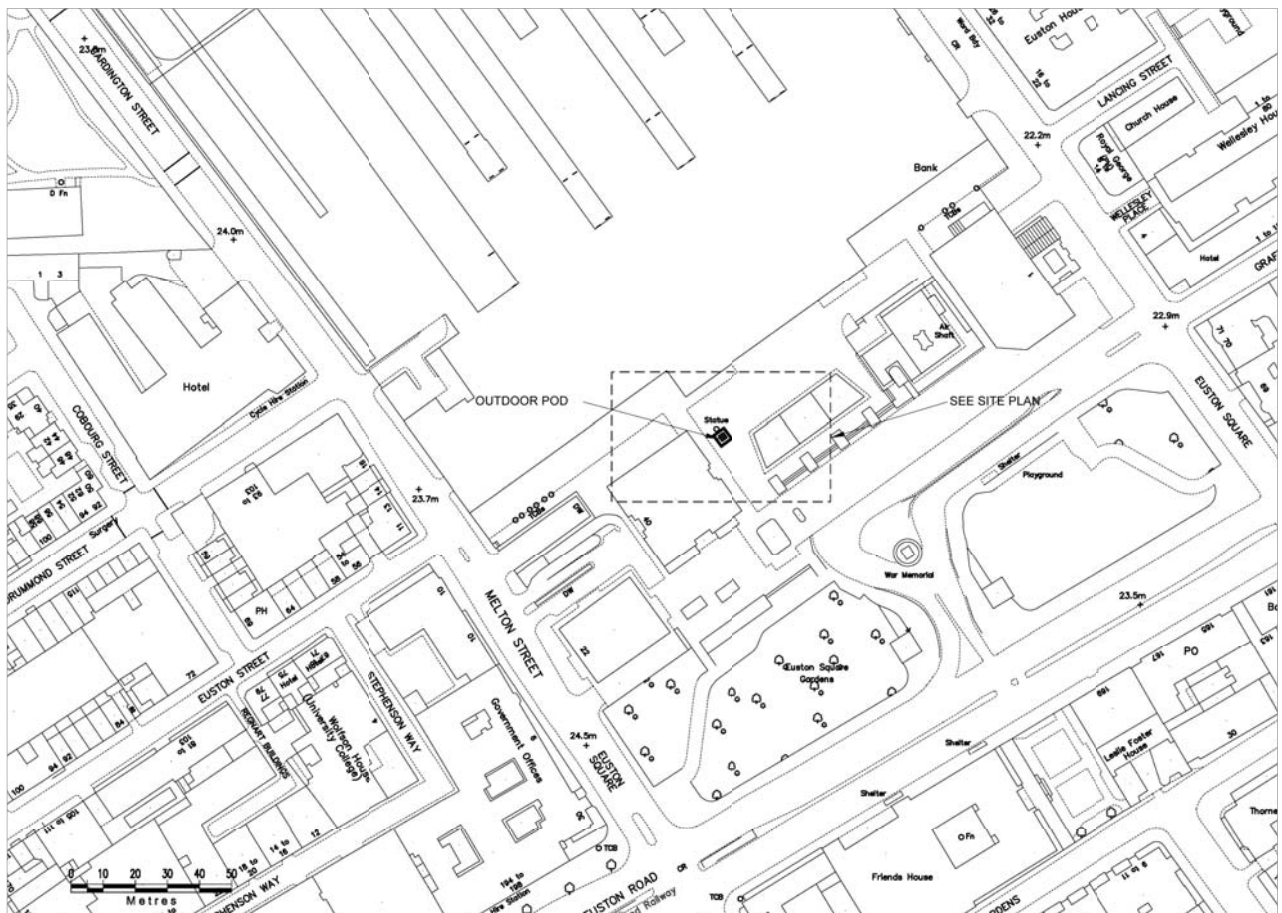
The site for this kiosk is located in the plaza outside Euston Train Station, immediately to the south of the statue at the main entrance.

This Statement sets out the design and access principles of the temporary facilities proposed and explains the thinking behind the design.

## Structure of this document

This document is structured as follows:

- **Section 2** sets out the an assessment of the context of the site and evaluation of the constraints and opportunities of this location;
- **Section 3** sets out the design of the proposed scheme; and
- **Section 4** sets out the access principles of the proposed scheme.



## 2. Physical context

The site is located within the boundaries of the London Borough of Camden at Euston Station.

The site is currently part of an enclosed plaza comprising a mixture of high rise office and retail units at ground level with seating (associated with the retail units) located centrally.

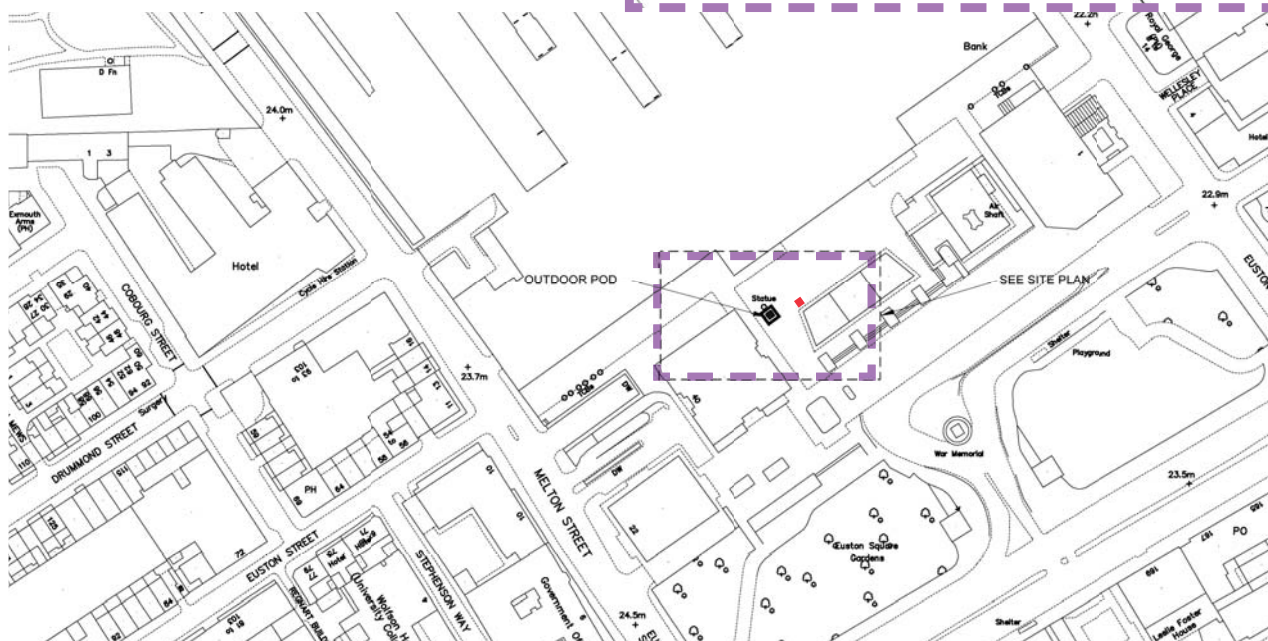
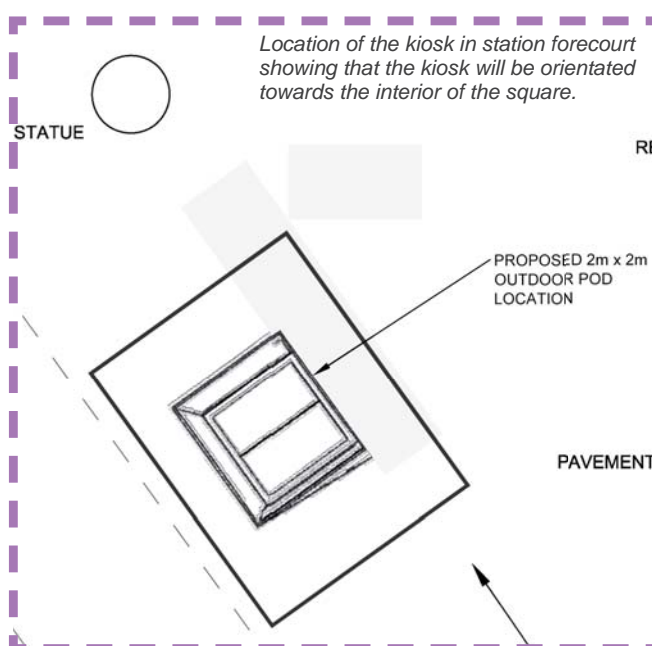
The immediate surroundings is characterised by modern commercial/retail architecture (i.e. high-rise office buildings and small-scale retail units/ shop fronts).

The following opportunities and constraints exist in this context and the design and siting of the outdoor kiosk have addressed these. The opportunities include:

- Making the most of the site's prominent location for pedestrians travelling through Euston Station. The site is also in close proximity to points of interest within the station such as the statue of Robert Stephenson.

The constraints include:

- The choice of kiosk type is constrained in this area and should not conflict with pedestrian flows in and out of the station.



*Location of Kiosk in outside Euston Station.*





*View towards the station entrance and location of proposed kiosk. The kiosk will be aligned with the lines in the paving.*



*Longer distance view towards the location of the kiosk.*



*The statue with restaurants in the background.*



*Looking into the plaza/square towards the east with restaurants located in the square.*

### 3. Design of the Scheme

#### Design intent

The scheme includes a temporary information kiosk for the London Ambassadors. This structure will be used to disseminate information to the general public during the Olympic and Paralympic Games.

This section sets out the proposals for the temporary kiosk as detailed in the planning application. It covers the following aspects: use, amount, layout, scale and appearance.

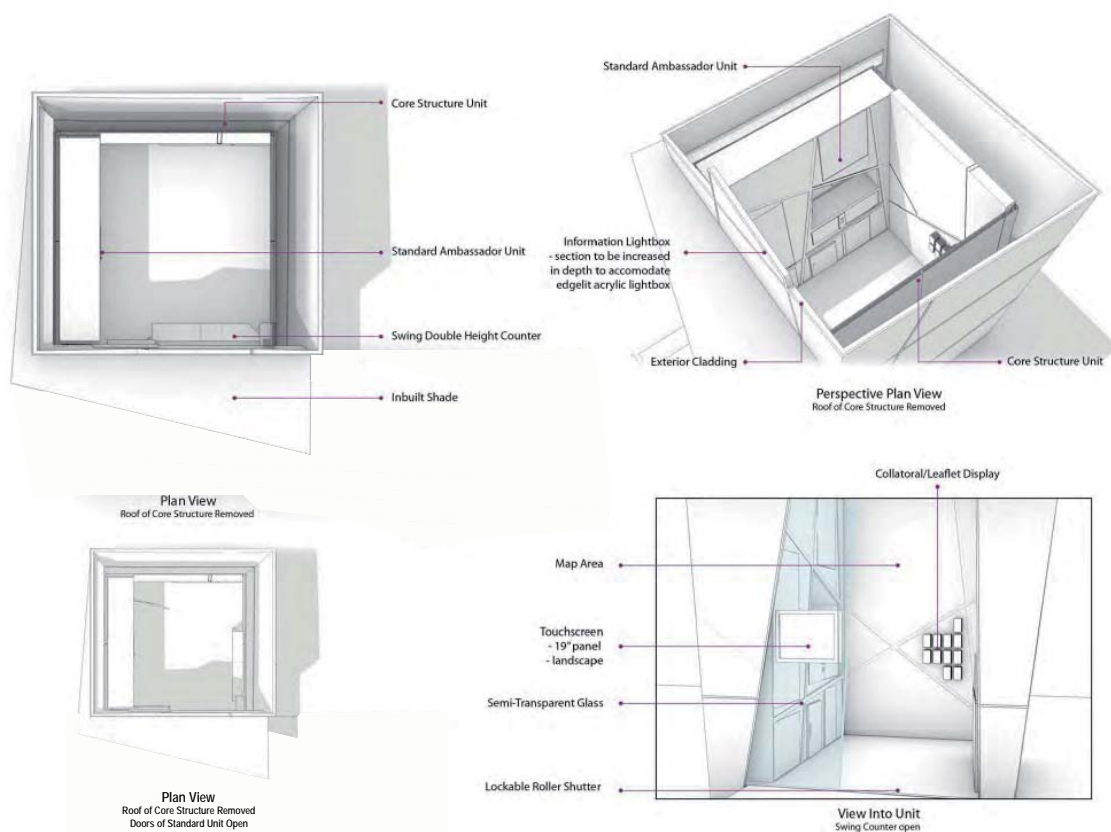
The kiosk is prefabricated with no foundation and is capable of being installed within 1 day. It is intended that the kiosks will be built and fitted off-site, and craned into position ready-to-go.

#### Use

As a public open space adjacent to an important transport interchange, the site is well-placed, given the prominence for visitors to the station and the fact that it is situated away from the main footfall on the edge of the plaza.

The kiosk will be in place for up to 52 days and activities that will take place inside/outside the kiosk will include:

- An interior area only accessible to Ambassadors and will include storage.
- Tea and coffee-making and fridge facilities inside kiosk for use by Ambassadors.
- Face-to-face public interactions at the dual-height, accessible counter on the outside of the kiosk.
- External wall surfaces used for display of information.



Plan and perspective view of the Outdoor Kiosk that will be placed outside Euston Station.

## Layout

- The entrance of the kiosk is orientated towards the interior of the square/plaza. This orientation complements the layout of the plaza as there is more visual linkages with pedestrian movement in the central areas of the square/plaza and into the station itself.
- The kiosk is designed to be viewed from any direction, will look attractive from all sides and visitors will be able to move around freely.
- The site is well-placed, given the prominence for visitors to the station and the fact that it is situated away from the main footfall on the edge of the square/plaza.

## Scale and Amount of Development

Diagrams below gives a graphic representation of the scale of the proposed outdoor kiosk to be used at Euston Station. The kiosk will be located adjacent the statue of Robert Stephenson. This kiosk will be of the following dimensions:

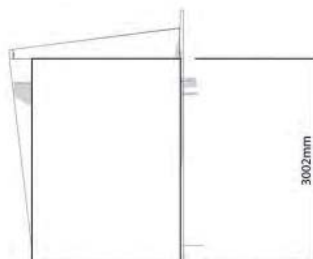
- Maximum height of the kiosk that will be used in this location will be 3.74m.
- Core area of kiosk plan will be 2.16m x 2.16m, totalling 4.66m<sup>2</sup>.
- Projections of side walls will extend the external width of to no more than 3.56m.

The site is surrounded by a large public square/plaza that can become busy at peak times and therefore, in this context, this kiosk type is more appropriate than the larger experiential kiosk type proposed elsewhere. It is considered that this kiosk type won't have any detrimental impact on the setting.

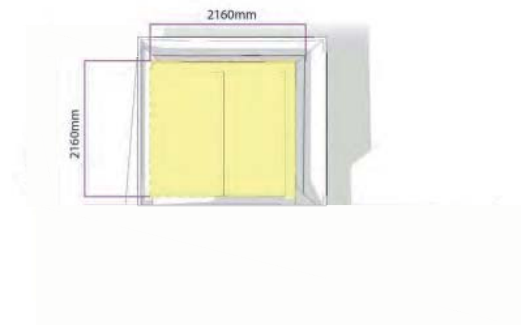
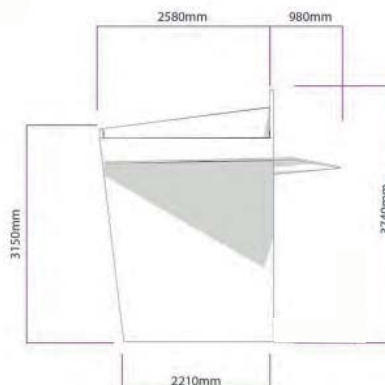
Core Structure Positioning



FRONT VIEW



LEFT VIEW



Diagrams showing the core area of the kiosk and the external structure.

## Appearance

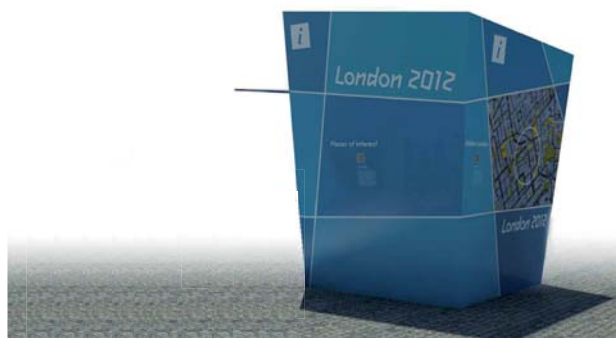
There will be various types of kiosk (experiential/indoor/mobile or outdoor), but the outdoor kiosk was identified as the most appropriate type to be used at Euston Station. Reasons for this is as follows:

- The outdoor kiosk will be located in busy outdoor square/plaza on a route into the station and is suitable for providing quick information to visitors arriving at the station.
- The outdoor kiosk is a hub of information, but will only provide full shelter for Ambassadors. A light canopy over the counter area will provide sufficient coverage for visitors.
- The structure is safe, robust and weather resistant. The kiosk technical specifications have been created to include safety and security considerations (e.g. fire resistant, wind loading, lockable), accessibility for persons with disabilities (both Ambassadors and public), materials that are sustainable and ethically sourced, and guided by regulations and requirements of key local stakeholders (e.g. footprint).

The outdoor kiosk design will draw on the design language and philosophy of the established City Look & Feel.

The proposed structure system is based on a temporary, reusable design. Practicality and functionality are also key and therefore the outdoor kiosk will be a modular structure at its core with bespoke external and internal fittings.

It is intended that the outdoor kiosks will be built and fitted off-site, and craned into position ready-to-go.



*External views of the kiosk. Olympic branding and information symbol will make kiosk distinctive and part of the overall Olympic experience.*



## 4. Access

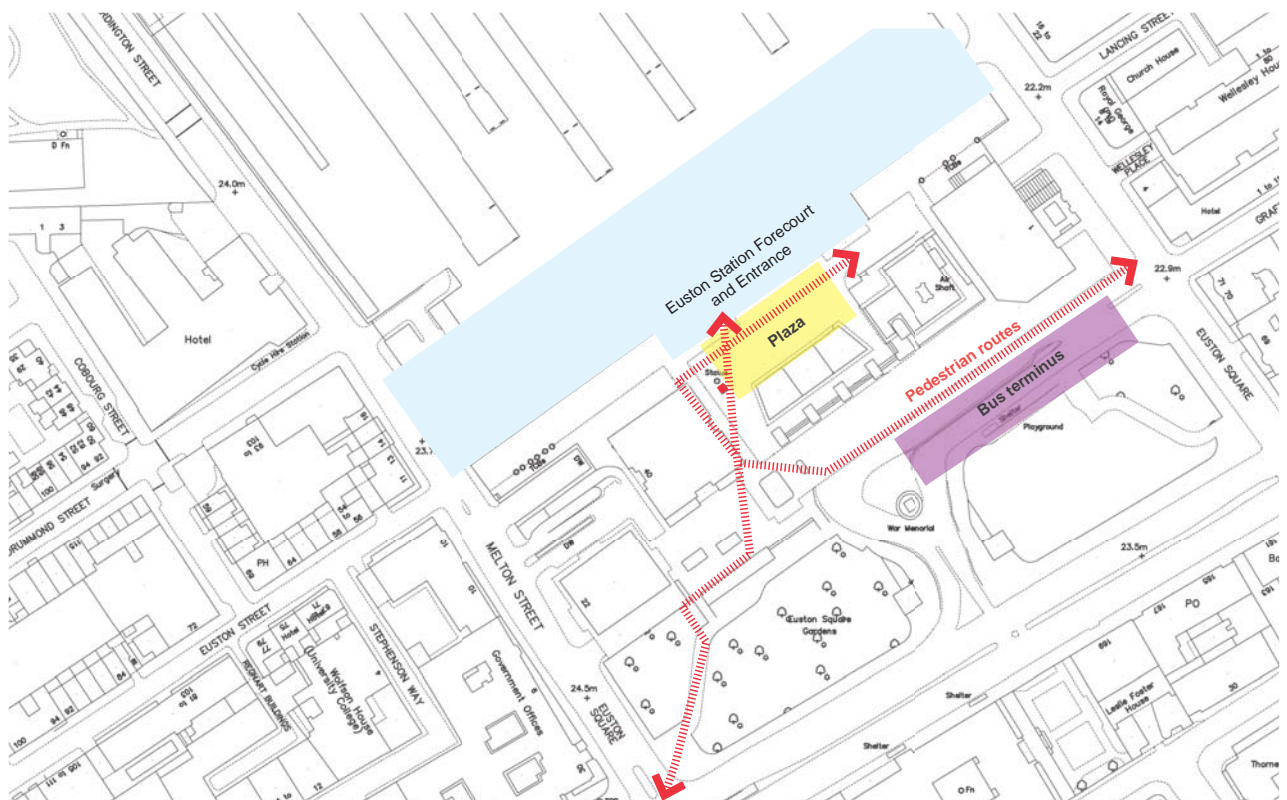
The kiosk aims to maximise the use of public transport, encouraging walking and cycling and has no provision for visitor car parking. This will all meet the requirements in national, regional and local planning policy to encourage use of sustainable modes of transport. National Planning Policy Guidance (PPG) 13 particularly encourages developments to be located close to existing centres.

The 2008 London Plan, Draft Replacement London Plan supports the need for sustainable travel, particularly those that encourage walking, cycling and use of public transport (Policies 3C.3 in the 2008 Plan, 6.1 in the 2009 Plan). The Draft Replacement Plan also states that “development proposals should meet the highest standards of accessible and inclusive design and should demonstrate that they meet the principles of inclusive design” (Policy 7.2).

In this section we describe how access to and from the outdoor kiosk located at Euston Station will be achieved:

- **Vehicular access:** no direct vehicular access apart from installation.

- **Public transport access:** the kiosk is located at Euston station with high levels of mainline and underground train service and many bus routes operate from station forecourt as well.
- **Pedestrian and cycle access:** The site is situated on the periphery of a wider open (plaza) area and will be situated immediately adjacent to an existing obstruction (statue) – therefore is unlikely to constitute any significant additional impact upon pedestrian flow to/from the station. The statue already deflects pedestrian movement towards the station entrance. This is not a cycle area so the kiosk will not provide and obstruction to the movement of cyclists. The kiosk will be set back from this direct path serving the station entrance to avoid conflict between visitors to the kiosk and passing pedestrians.
- Nearby toilet facilities will be made available to Ambassadors by local stakeholders or establishments within the station area.



*Pedestrian access to public transport from the kiosk at Euston Station.*