Camden City Council

Accessible Payphone Kiosk – Advertisement Application Document

Proposed Site Location: OS 71 High Holborn London WC1V 6EA

Content:

Application Letter

Correspondence Address:
Nathan Still
Infocus UK Limited
991 Great West Road
Brentford TW8 9DN

Dear Sir/Madam

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

Site: LED OS 71 High Holborn London WC1V 6EA

I enclose an application for advertisement consent to replace the existing non illuminated vinyl advertisement on the payphone kiosk with a back illuminated advertisement of the same dimensions.

Infocus is a network code system operator providing accessible and low cost communications. Our services include free connection to emergency and child line services through an inclusive designed and solar powered kiosk pioneered by the Company. The service is in part subsidised by advertising revenue and most of our kiosks are used to display commercial messages through a vinyl display applied to the glazed surface of the kiosk. This application seeks the Council's consent to change the advertisement only in so much as to enable the advertisement to be illuminated. The lighting of the advertisement will be by mean of low energy and low carbon LED lighting and will be set at a level of illumination that is 1/3rd of the recommendation of the Institute of Lighting Professionals.

As a statutory operator Infocus is committed to improving the quality and connectivity of its estate for the benefit of the end users. Income derived through advertising is reinvested in improving and extending the network and the quality of service provided to the public.

The proposal represents a marginal alteration to the structure of the kiosk, which will remain the same in scale and position within the public realm. The change will involve the fitting of a slimline rear illuminated panel designed to appear as a seamless addition to the structure of the payphone. The frame for the advertisement panel will also be protected by a powder coated layer in RAL 9005 Jet Black. The design of the payphone kiosk is intentionally simple in design so as not to overwhelm of dominate views. The advertised panel forms part of the structure design and is the size of a traditional '6-sheet' advertisement, as found on bus shelters in most urban streets. The existing kiosk is already incorporates an advertised area affixed to the glass of the structure and therefore at street level there would be no significant change in presentation.

It is considered that the proposed change in the advertisement displayed on the payphone kiosk within this location would not harm the amenity or character of the area.

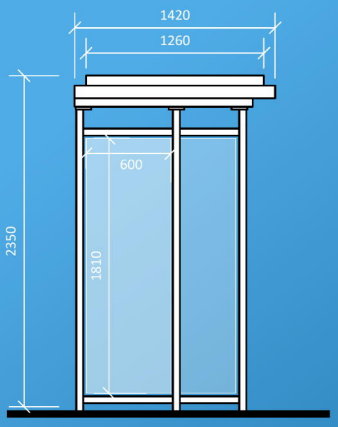
If you wish to discuss the application, meet on site or at the Council offices, please do not hesitate to contact my appointed agent Nathan Still on 0208 326 7782/07774 178642 or alternatively written correspondence can be sent to Infocus UK Ltd, 991 Great West Road, Brentford, Middlesex TW8 9DN.

Yours faithfully

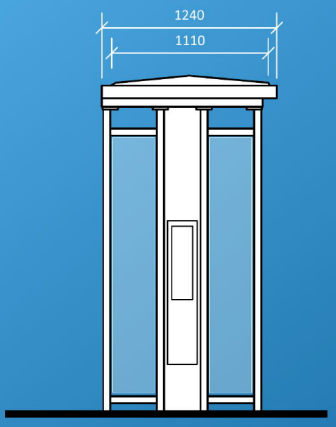
[redacted]

Nathan Still
Head of Communication Development

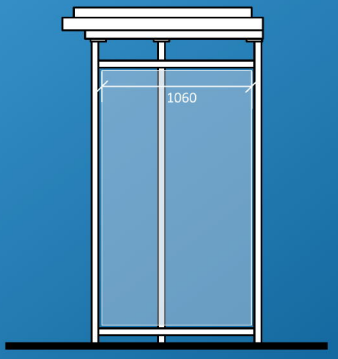
Existing Kiosk Elevations



Left Side of the Kiosk



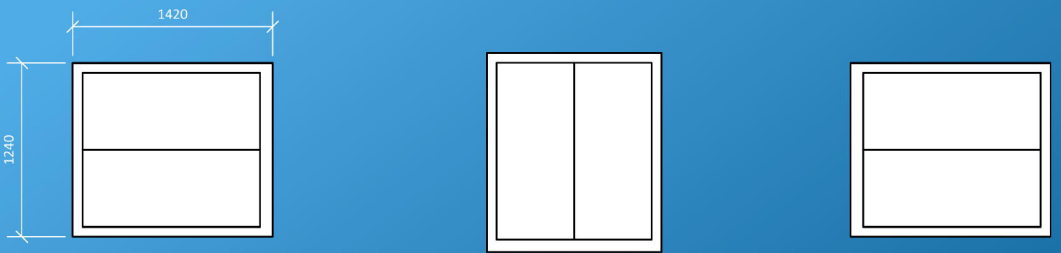
Internal View Showing Telecom Apparatus



Right Side of the Kiosk

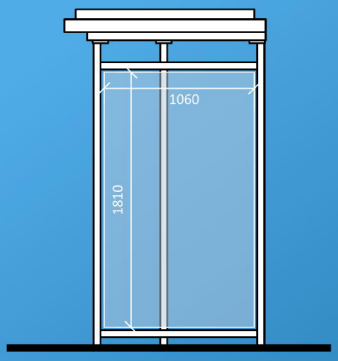
Drawing Number	01/2521
Scale:	NTS
Description:	Payphone Kiosk Elevations

Kiosk Roof Plan

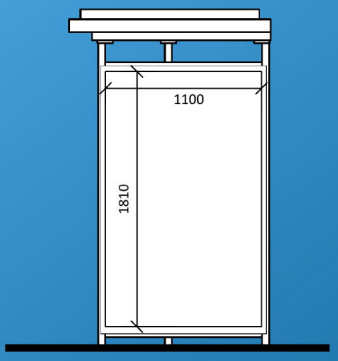


Drawing Number	01/2522
Scale:	NTS
Description:	PV Roof Plan

Advert Elevation



Existing



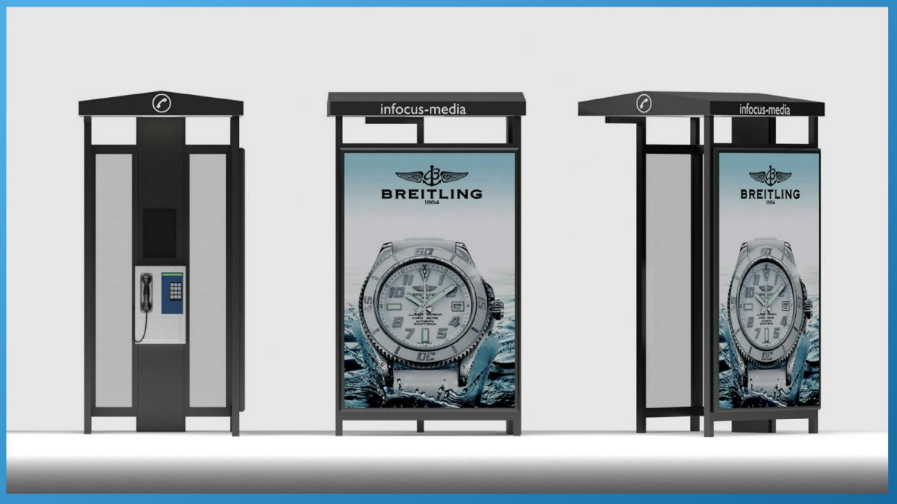
Proposed - Shown with Integral Display Panel

Drawing Number	01/2523
Scale:	NTS
Description:	Proposed Kiosk Elevation

Proposed Kiosk Elevations

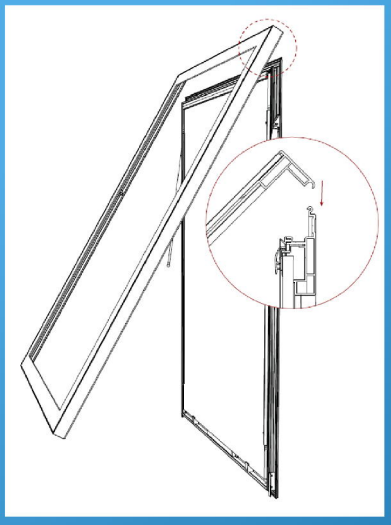
Drawing Number	01/2524
Scale:	NTS
Description:	Proposed Kiosk Elevation

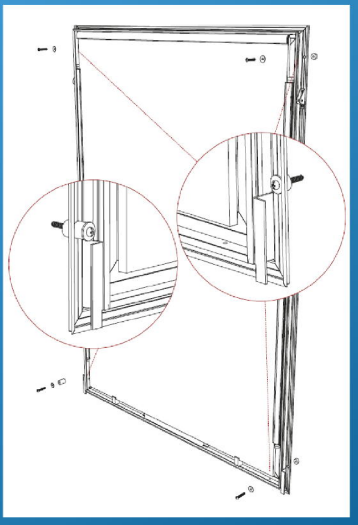
Proposed Kiosk Elevations



Drawing Number	01/2525
Scale:	NTS
Description:	Proposed Kiosk Elevation

Display Panel Detail





Drawing Number	01/2526
Scale:	NTS
Description:	Backlit Panel Detail

Kiosk Images

Existing Vinyl Display

Left Side of the kiosk showing the rear of the existing advertisement display

Front of the kiosk as seen from the pavement side showing open covered kiosk and accessible payphone

Right side of the kiosk showing non-illuminated advertisement display on the glazed surface

Drawing Number	01/2527
Scale:	NA
Description:	Image of Kiosk Existing Vinyl Display

Kiosk Images

Proposed Lit Display

Left Side of the kiosk showing the rear of the proposed advertisement display

Rear of the kiosk as seen from the road

Right side of the kiosk showing the proposed illuminated advertisement display

Drawing Number 01/2528
Scale: NA
Description: Image of Kiosk Proposed Lit Display

Kiosk Images

Comparison

These images compares the look of the existing non illuminates advertisement, shown left, with the proposed back lit unit, shown right. As clearly illustrated the size of the advertisement will be unchanged and the external appearance will be identical except for the frame of the lit unit which will project from the kiosk by less than 60mm. In all other respects the change in the manner of advertisement display will be indistinguishable during the daytime, but become more clearly visible by night.

Drawing Number	01/2529
Scale:	NA
Description:	Comparison Images of Kiosk Advertisements

Panel Specification

The Scimitar Back Lit Panel

This display panel can be wall mounted or affixed to any bespoke support frame to suit site conditions. This type of display panel also benefits from LED back illumination.

Dimensions

Visible poster:	1810mm x 1100mm
Unit depth	57mm

Structure

Display frame is constructed of mild-steel to BS EN 10210:1. All steelwork to be Grade S275. Steelwork to be primed and finished with suitable paint system as appropriate in RAL 9005 jet black. All bolts, nuts and washers to be Grade 8.8. All welding to be carried out by a coded welder and in accordance with BS EN 1011:2. Steelwork to be fabricated and erected in accordance with BS5950.

Display

The lightweight slim profile display is fabricated from an aluminium frame which is clad with aluminium sheet. The display is illuminated by 10 No LED extrusions arranged in 2 No horizontal banks requiring c700 watts. The artwork is printed on recyclable reinforced PVC fitted with a 9mm cadre around the perimeter. The cadre is attached to the display tensioning system to securely fix the artwork into position.

Electricity

All of the internal wiring, earthing and electrical components comply with their relevant British Standard and are installed in accordance with BS7671 of 17th Edition of the IEE Wiring Regulations. Power supply: 220/240V. Electricity connection is generally to the regional electricity network. This Street Furniture also complies with the relevant European CE directives as follows:

- Low voltage directive 73/23/CEE (Electrical Specifications)
- NFC15100: French electrical specifications for low voltage installations, modified to comply with BS7671.
- EN 60598-1: Luminaires: Electrical lighting.
- EN 60598-1: Low voltage switch gear.
- ECM Specifications (Electromagnetic compatibility) 89/336/CEE
- EN 55015: Measurement of radio disturbance characteristics of electrical lighting and similar equipment.
- EN 50082-1: Generic immunity standard Part 1: Residential commercial and light industry.

LED Lighting Detail

Bright Green Matrix - LED Backlighting System

Optimised for outdoor and graphic display, Bright Green Matrix™ is a modular LED system for general backlighting - right up to billboard and beyond.

Choose Bright Green Matrix™ for money saving retrofits of existing displays or for super efficient new builds.

By reducing energy use by up to 88%, eliminating maintenance and delivering premium quality illumination, Bright Green LED systems replace conventional lighting technology and help you save money, save energy and save carbon.

As well as paying for itself through energy saving, a Bright Green LED system will reduce maintenance costs, improve display quality and help you reach your carbon reduction targets.

Building on more than 10 years industry experience, our systems are a breakthrough in affordability whilst retaining all the benefits of solid state lighting . A typical installation returns the capital investment within 2 to 3 years and reduces the lifetime cost by at least 50%. In fact, a Bright Green installation usually pays for itself through energy savings alone.

Bright Green Matrix is built to last. Using premium specification, high lumen LEDs and with an aluminium casing, it can be installed in the toughest environments.

Bright Green Matrix™ is a modular LED system for general backlighting. Choose Bright Green Matrix™ for new builds or retrofits of existing displays.

Features

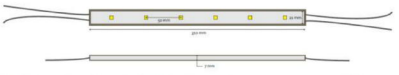
- Available in a family of 6 sizes
- Rugged aluminium construction
- Optimum thermal efficiency and brightness
- IP67 for external use
- Mounting and hanging accessories available

Product Range

Code	Colour	Colour K	Lumen output	Voltage	Power
MS-59CW-310	White	6950 - 8200	138	24	2.4
MS-59CW-610	White	6950 - 8200	276	24	4.8
MS-59CW-910	White	6950 - 8200	414	24	7.2
MS-59CW-1210	White	6950 - 8200	552	24	9.6
MS-59CW-1510	White	6950 - 8200	690	24	12.0
MS-59CW-1810	White	6950 - 8200	828	24	14.4

Bright Green Matrix is also available in other colours and colour temperatures by custom order

Dimensions



Bright Green Matrix is available in lengths 310, 610, 910, 1210, 1510 and 1810 mm.

Connection

Connect to a 24V power supply. If connected in series, total length of the group must not exceed 4 meters.

Planning Summary

This application is submitted in accordance with the provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007 and the Town and Country Planning General Permitted Development Order 1995. The proposal is part of a borough wide initiative to illuminate a limited number of payphone kiosks already existing within well lit locations.

The application relates to an existing accessible open payphone kiosk which is currently used for the display of an advertisement on the larger glazed surface of the unit, pursuant to Class 16 of the above Regulations. This application seeks consent to change the current manner of advertisement display to an illuminated version by means of attachment of a slim line internally illuminated unit to the payphone unit. The change in display unit will make little, if any, discernible difference to the structure or its appearance in the street. The open style covered kiosk pioneered by the company is an inclusive design and one that is accessible to those using wheelchairs or those who have difficulties negotiating doorways.

The proposed advertisement represents a minor alteration to the structure of the payphone kiosk and will form a seamless addition to it. The advertisement display will not increase the existing width or height of the structure and the display area will be the same as the existing glazed area.

In terms of relevant planning considerations, these are defined under the provision of Regulation 4 and confined to the interests of visual amenity and public safety. On the former consideration it should be noted that the location of the unit supports this type of furniture as the visual context is suitable in terms of building scale and commercial/retail profile.

The alteration to the payphone unit will not effect the overall width of the unit nor would it compromise the existing unobstructed footway, which would meet recommended widths. Special consideration is given to aspects such as the proximity of other street furniture to the payphone including street lighting, width of the footpath and the proximity to junctions, so as not to impact on the free flow of pedestrians or the safety to traffic on the neighbouring highways.

The site does not fall within a conservation area, nor is it close to any Listed Building as to have any effect on its setting. The location of the kiosk and its choice as one to convert to illuminated display is based on the local context and surrounding built form, which ensure that the addition of the illumination to the advertisement would not appear out of place or character and is supported by National and Local Policy Guidance on the acceptable locations for advertising displays.

This proposal represents an appropriate and acceptable development. The scale and nature of the proposal would complement the scale, design and appearance of the local area without undermining its visual amenity or character. The proposal is sympathetic to the relevant aims and objectives within local and national policy guidance. The scheme would not be against the interests of visual amenity nor would it compromise public safety.