

Planning and Urban Form

Strategic Policy Committee – September 2021

Multi Media Digital Kiosk Item No. 4 on the Agenda

Report on Multi-Media Digital Kiosks

1. Planning permission was sought by Eircom Ltd in November 2019 for the replacement of 24 traditional style telephone boxes with new telephone kiosks incorporating digital advertising panels. Individual planning applications were submitted for 24 sites and assessed on their merits. Each proposal for a replacement kiosk met the statutory requirements for a planning application including the requirement for a site notice and newspaper notice and were included on the weekly planning lists. Only one observation was received during the consultation period for all the sites.
2. Twenty two of the twenty four applications were granted planning permission, the remaining two were refused permission. All the approved kiosks are located on the sites of established telephone boxes and are evenly distributed across the city council's administrative area. Over and above the upgrade of the telephone boxes at the approved 22 sites, 170 operational payphones have been decommissioned and removed in their entirety from another 96 sites across the city and will not be replaced with new kiosks.
3. The approved kiosks are the same or smaller in size than the traditional telephone box in terms of height and width, thus ensuring there will be no additional encroachment onto public footpaths. It should also be noted that 19 of the 22 kiosks will replace double telephone boxes, and hence will have a smaller footprint than the original telephone boxes, freeing up space for the pedestrian.
4. The kiosks are contemporary in design and provide a range of functions, including access to public services, public events and tourist information by means of an interactive digital screen and wayfinding/mapping systems. The design includes assistive technology including volume control and inductive coupling for those who

wear hearing aids. The key pad is well lit with large embossed numbers that contrast visually with their background. The telephone controls are located within 1.5m of the ground which is within the comfortable range as published by the National Disability Authority and the interactive features of the wayfinding screen are within 1.4m, the recommended maximum height in the Guidelines published by the National Disability Authority.

5. The kiosks are also designed to be vandal resistant and are fitted with remote monitoring device systems that will allow for the notification of damage or faults and hence will facilitate their speedy repair. The partnership between Eircom and Clear Channel and the incorporation of a digital advertising panel will ensure that the kiosks, in contrast to the older telephone boxes, will be properly maintained and operational at all times. The open nature of the kiosks will also help minimize anti-social behavior.
6. Each application was assessed by the Transportation Planning Division to determine that the new kiosk structures would not impede pedestrian permeability and to ensure that sufficient footpath space would be maintained to provide for safe and easy movement for pedestrians, wheelchair users and people with buggies/prams etc., and that all costs incurred by DCC including any repairs to the footpath as a result of installation shall be at the developers expense.
7. The incorporation of digital advertising display panels and their impact on local amenities and on traffic safety was also assessed as part of each planning application and planning conditions were included to control the maximum luminance and intensity of use of the panels, including a review of the luminance level with the planning authority within 12 months from the grant of planning permission.
8. Having regard to the significant reduction in the number of telephone boxes located across the city, the quality of design of the approved kiosks, the incorporation of a range of accessible public service functions and the careful consideration given to their location so as not to impede pedestrian movement, it is considered that the new kiosks comply with all the relevant provisions of the Dublin City Development Plan.



John O'Hara
Dublin City Planning Officer.