

The proposal is to repurpose the listed kiosk, without changing the external appearance of the kiosk itself, to class E retail purpose so that it can serve as a coffee shop with a speciality in serving matcha drinks to the local Hampstead area. While the historical use as a phone box would best reflect the original intention of the building's design, it is evident that use of the listed building for telecommunications is no longer considered necessary nor economically viable by the original phone service provider. It has not been used for this original purpose for over ten years. In the absence of such demand, it makes sense to consider alternate uses for the heritage asset and uses which can benefit the wider community and ensure the successful preservation of the asset in modern day London.

The proposal would not change the appearance of the telephone box in any way that would be at odds with the traditional character and fabric of the kiosk. In fact, this is an opportunity to renew the appreciation of this original piece of history in the Hampstead community, bringing a new energy to this otherwise disused Hampstead landmark.

Access to the kiosk from a tourist and local appreciation perspective will remain unchanged, and the external appearance would be the very same. Thus, this change ensures a continued and adequate access to the local landmark going forward. This is a most suitable response to an otherwise negative trend of dereliction owing to an economic infeasibility of maintaining these beloved kiosks.