

M B DESIGN AND BUILD LTD

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DESIGN & ACCESS / HERITAGE STATEMENT – CHANGE OF USE OF 1NO. BT PHONEBOX TO 1NO. ADVERTISING POD @ OUTSIDE 35 HAMPSTEAD HIGH STREET, LONDON, NW3 1QE.

1. Use

1.1 The proposal involves a change of use.

2. Amount

2.1 The proposal does not involve any increase in the size of the development.

3. Layout

3.1 The proposal does not involve any changes to the layout of the site.

3.2 As per previous planning consents for similar developments in several locations around the UK, no external paraphernalia will be added to the site.

4. Scale

4.1 The footprint of the site remains unaltered by the proposal.

5. Landscaping

5.1 The landscaping remains unaltered by the proposal.

6. Appearance and Design

6.1 The K2 and K6 red phone boxes are iconic pieces of both engineering and architecture. The aim of this proposal is to redefine their usage to suit modern-day needs and requirements without compromising their external appearance on the street scene.

6.2 The boxes are not Listed but are in a conservation area, so careful consideration has been given to preserving both the boxes and their relationship to the conservation area. No external alterations are proposed and so the relationship with, and effect on, the conservation area remains unchanged by the proposal.

6.3 Given its presence in a conservation area, careful consideration has been given to update the use of the phone box but at the same time maintain its character. The external appearance of the phone box(es) remains unaltered by the proposal, with the exception of the introduction of a new five-lever mortice

lock fitted below the existing pull handle, with an escutcheon cover is fitted externally over the lock and painted red to match the restored.

6.4 Externally, the phone box(es) will remain painted in BT phone box red, and a rolling maintenance programme will see the kiosks refurbished every two years. The maintenance programme will entail a complete overhaul, to include all exterior and interior paint and associated works. All paint used will be the same as that currently used by BT. The method statement for refurbishment will be as follows:

- 1) Sugar soap wash the boxes throughout after stripping the phone apparatus.
- 2) Strip back frame and lead fill and micro resin bond any cracks and imperfections on the frame and panels.
- 3) Apply one coat zinc oxide metal primer undercoat.
- 4) Apply one coat of BS referenced BT approved red paint, and then key surface to receive a final coat of topcoat over the entire kiosk.
- 5) Apply one coat Hammerite Metalshield paint, colour black, to the skirt and roof.

6.5 Internally, the existing telephones and associated equipment will be removed back to the original shell. The new fully self-contained pod units will not have any fixings to the carcass or floor plate of the phone box and can easily be moved in and out manually within minutes. They will use the existing electricity supply to the boxes.

6.6 The screens will be illuminated between the hours of 10.00-22.00 daily. The illuminance levels of the screens is 350cd/m². The display on the screens will change between one and four times daily, with no more than four changes per day.

7. Access

7.1 The existing access to the phone box(es) is almost level, with one low step up, and remains unaltered by the scheme.

7.2 The site is close to public transport links and shopping areas, and parking is not required.

8. Appraisal

8.1 The concept of a public telephone box is now outdated as the majority of people own a mobile phone. The proposed new use maintains their iconic appearance but re-invents their use to suit the 21st century. The concept of adapting phone boxes to different uses has been adopted throughout the country with over 2000 to date adapted to varied uses.

8.2 This is a scheme to convert a number of disused iconic BT Kiosks into small advertising pods or small self-contained retail outlets, selling ice cream, coffee and other products suited to street sale. Planning Consent has been granted in many cities to date

8.3 The formula is simple and M B Design & Build brings their planning experience to bear on rolling out these proposals nationwide. Working in league with the charity Thinking Outside the Box, British Telecom and registered charities to safeguard many dilapidated and misused Listed phone kiosks, the charity will provide training for jobs within the programme.

8.4 "Thinking Outside the Box" is a charitable trust supporting homeless projects around the country by undertaking to give a percentage of their earnings from the retail uses of converted phoneboxes. In this, they currently have the support of the "Connections" homeless project in Westminster, together with that of the rough sleepers' project in Westminster and of Westminster Councillor Tim Mitchell.

8.5 In various parts of the UK, change-of-use consent has been granted to telephone boxes for various alternative uses. One such use is in Hexham, where a phonebox has been converted into an art gallery: <http://www.thejournal.co.uk/news/north-east-news/robson-green-opens-regions-smallest-6437349>. In Cheltenham, another organisation has converted four adjacent boxes on a pedestrianised area into an art gallery, which has both browsers and shoppers congregating around it. Similarly, in Lewisham, an organisation has converted a phonebox into a library: <http://www.standard.co.uk/news/london/lewisham-phone-box-turned-in-to-londons-smallest-library-9218293.html>. This is a Listed box and sited on the A20 into London, which is a major thoroughfare.

M B Design & Build LLP