

The Site

The site is an existing City centre McDonald's restaurant. Situated in a prominent location. The new application relates to minor additions and redecoration of the external of the shop front to bring inline with current Corporate Identity.

Consultation

The design proposals have been previously developed on other McDonald's City centre sites and valuable knowledge has been gained from amenity groups, neighbours and local authorities.

Corporate re-imaging

The re-imaging concept is to decorate the shop front in a subtle Khaki green colour, covering the existing window frames and doorframes. On this new background sections of natural oak are installed for contrast and function.

On this darkly painted background we wish to replace the signage with a new scheme; externally illuminated vinyl text letters, which are mounted onto a new non-illuminated aluminium fascia panel and a internally illuminated projecting sign.

The Proposals

In brief the proposals include an interior and exterior refurbishment works.

In detail the proposals are as follows:

- Decoration of the ground level shop front windows and installation of new doors, as detailed on the enclosed visual, in Khaki Green Dulux Reference 90YY07/093 Satin.
- Existing signage to be removed and replaced with externally illuminated vinyl McDonald's lettering. The projecting sign will be replaced for a new internally illuminated projecting sign in Khaki Green – RAL 6015.
- Existing entrance doors are to be replaced with new entrance doors, with one leaf of the double door set being fully automated.
- A full interior refurbishment and redecoration will take place within the store.
- Installation of 4No. up lighters to each column to enhance and create visual interest to the upper levels of the existing building - which has great architectural merit above ground floor.

Please refer to proposed visuals, enclosed Rev B.

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