

Delegated Report		Analysis sheet		Expiry Date:		02/04/2007	
		N/A / attached		Consultation Expiry Date:		07/03/2007	
Officer				Application Number(s)			
Elaine Quigley				(i) 2007/0600/P (ii) 2007/0601/A			
Application Address				Drawing Numbers			
112 High Holborn London WC1V 6JS							
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
(i) Alterations to the shopfront including the installation of 4 no. uplighters to existing restaurant (Class A3) (ii) Display of externally illuminated fascia sign and internally illuminated projecting sign (letters only) to existing restaurant (Class A3)							
Recommendation(s):		To grant planning permission subject to conditions. To grant advertisement consent subject to conditions.					
Application Type:		Full Planning Permission					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	00	No. of responses	01	No. of objections	01
				No. electronic	00		
Summary of consultation responses:		No letters of representation received as a result of the display of a site notice (expired 07/03/2007).					
CAAC/Local groups* comments: <small>*Please Specify</small>		Bloomsbury CAAC – objects Use of oak slats alien material to design and is not compatible with original front of building. Object to covering of pilaster at top. <i>Following discussions with the Council this element of the scheme has been removed.</i>					

Site Description

The application site is located on the north of High Holborn in close proximity to the junction with Southampton Row and Procter Street and comprises a mid terrace seven storey building that is occupied by McDonalds restaurant on the ground and first floors with commercial use above. The surrounding uses are mainly commercial. The closest residential units appear to be located adjoining the site at 111 High Holborn (Flats 1 and 2). The application site relates to the ground and first floors of the building.

The site lies with the Bloomsbury Conservation Area, the Central London Frontage and the Central London Area.

Relevant History

2003/3228/P

Planning permission was granted for the change of use of the second and third floors from office (Use Class B1) to education (Use Class D1) on 02 February 2004. A condition was attached restricting the use of the floors for education purposes only within the D1 use class.

2006/0858/P

Planning permission for the change of use of floors 2-6 from office (Class B1) to dual use as either office (Class B1) or non-residential institution (Class D1) was granted subject to a S106 agreement on 19 July 2006.

Relevant policies

Adopted Unitary Development Plan (June 2006)

B4 'Shopfronts, advertisements and signs', B7 'Conservation areas'

Camden Planning Guidance (Adopted December 2006)

'Advertisements and signs', 'Conservation areas', 'Shopfronts'.

Assessment

Planning permission is sought for alterations to the shopfront including the installation of timber battens at ground and first floor level and advertisement consent is sought for the display of externally illuminated fascia sign and internally illuminated projecting sign (letters only) to existing restaurant (Class A3). McDonalds city centre sites are undergoing a corporate re-imaging concept that relates to the colour of the shopfronts and the signage.

The alterations include the following:

- Replacement of existing manually opening double entrance doors with double doors one leaf of which would be fully automated
- Painting of shopfront, entrance doors and fascias above the restaurant entrance and the office entrance doors from light-coloured travertine to a dark khaki green colour.
- Installation of four up/down lighters on each of the stone piers at first floor level
- Replacement of the existing signage (fascia and projecting signs) with new corporate logo and colours. The fascia sign lettering would be white in colour on a khaki green background. The lettering would be illuminated by a trough lighting that would extend along the length of the lettering only. A new projecting sign would be installed that would display the letter M that would be gold in colour on a khaki green background. The letter M would be illuminated internally.

Amendments

Following discussions with the Council, the original scheme has been amended to remove/revise elements that were considered unacceptable. These include:

- Removal of rows of 7 no. high level oak slats fixed horizontally between each of the 4 stone piers over the high level windows at ground and first floor level. *The slats were considered a modern intervention that did not relate to the period property and partially obscured the piers at ground floor level that are an attractive feature of the building.*
- The projecting sign has been reduced in depth and length from 1m to 600mm. *It's original dimensions were considered excessive in size.*

The main issues to consider as part of the planning and advertisement applications are:

- The impact of the proposal on the character and appearance of the building
- The impact of the proposal on the character and appearance of the conservation area
- Safety issues
- Other issues

1. Planning issues

Character and appearance of the building

The proposed alterations to the shopfront including the installation of new entrance doors and the repainting of parts of the ground and first floor front level are considered acceptable. It is also proposed to install 4 no. uplighters to the columns on the front of the building at first floor level. The agents have advised that this would enhance and create visual interest to the upper floors of the building. Given the width of the shopfront the number and size of the proposed stainless steel up/downlighters would not be considered excessive and would be considered acceptable in terms of the design and location on the building.

Character and appearance of the conservation area

The alterations to the shopfront would not be considered harmful to the character and appearance of this part of the conservation area and are considered acceptable.

Other issues

The Bloomsbury CAAC raised objections to the installation of high level oak slats partially screening the fenestration between the 4 no. stone piers at ground and first floor level. Following discussions with the Council, this element of the scheme has been removed. No other objections were raised regarding the proposal.

2. Advertisement issues

Character and appearance of the building

The proposed replacement signage would be located in a similar position to the existing signage on the ground floor of the building. It is simple and understated in terms of its design and would be considered an improvement to the existing signage. The location, size and method of illumination would comply with the Council's supplementary planning guidance and would be considered acceptable.

Character and appearance of the conservation area

The proposed siting, design and method of illumination of the fascia sign and projecting sign would be considered appropriate within the conservation area and would be considered acceptable.

Safety

This part of High Holborn is very busy in terms of vehicular traffic. The location of the signs and the method of illumination would not be hazardous to vehicular or pedestrian traffic and would be considered acceptable.

Conclusion

The proposal is considered acceptable in terms of its impact on the character and appearance of the building and the conservation area and would be acceptable in terms of its impact upon the public safety. It would be recommended for approval.

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