

Delegated Report		Analysis sheet		Expiry Date:		19/03/2007	
		N/A		Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
John Carter				2007/0328/A			
Application Address				Drawing Numbers			
McDonalds 112 Camden High Street London NW1 0LU				See decision			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Display of an internally illuminated projecting sign and an externally illuminated fascia sign to restaurant.							
Recommendation(s):		Grant Advertisement Consent					
Application Type:		Advertisement Consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:	No. notified	00	No. of responses	00	No. of objections	00	
			No. electronic	00			
Summary of consultation responses:		No responses received					
CAAC/Local groups* comments: *Please Specify		No responses received					

Site Description

The site is located on the eastern side of Camden High Street, 38m to the north of the intersection with Pratt Street and is within the Camden Town Centre and the Camden Town Conservation Area. The site is an existing McDonalds Restaurant.

Relevant History

2007/0677/P - Alterations to the existing shopfront (Class A3) – Currently under consideration.

Relevant policies

Set out below are the UDP policies that the proposals have primarily been assessed against, together with officers' view as to whether or not each policy listed has been complied with. However it should be noted that recommendations are based on assessment of the proposals against the development plan taken as a whole together with other material considerations.

The Replacement Unitary Development Plan 2006

S1 and S2 – Sustainable development

B1 – General design principles

B4 – Shopfronts, advertisements and signs

Supplementary Planning Guidance

3.6 Advertisements

Assessment

The following signage is proposed on the building.

- The applicant proposes to remove the existing fascia sign and erect a new sign. The new fascia sign will be 9.7m wide and 1.15m in height and will be dark green in colour. The sign includes the text “McDonald’s” in white vinyl lettering on the right hand side of the sign. The text has a height of 0.35m and a length of 3.15m. The lettering is to be externally illuminated. An externally illuminated golden arches logo is proposed on the left hand side of the sign. This logo is proposed to be 0.50m in height and 0.60m in width.
- The applicant proposes to remove the existing internally illuminated projecting box sign and replace this with a new internally illuminated projecting box sign. The new projecting box sign is 0.75m in width and 0.75m in height. It is coloured green with a golden arches logo in yellow.

There are two key issues that need to be considered as part of this application. These are the impact on visual amenity and public safety.

Supplementary planning guidance states that signs generally should be located before first level. The locations of the proposed signs are acceptable.

It is considered that the signs are of a legible and attractive design. They are well integrated with the design of the overall building and do not dominate or clutter this structure. The method of illumination is also considered to be acceptable; the external illumination to the fascia is simple and well designed and the extent of internal illumination to the projecting sign is similar to that of the existing projecting sign.

They also would not cause any harm to public safety.

It is recommended that advertisement consent be **granted**.

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