

Delegated Report		Analysis sheet		Expiry Date:		23/05/2014	
		N/A / attached		Consultation Expiry Date:		8/05/2014	
Officer				Application Number(s)			
Fergus Freaney				2014/2549/P			
Application Address				Drawing Numbers			
McDonalds Restarurants Ltd 112 High Holborn London WC1V 6JS				See decision notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
Installation of a telecommunications microcell antenna.							
Recommendation(s):		Prior Approval Required: Approval Given					
Application Type:		GPDO Prior Approval Determination					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	36	No. of responses	00	No. of objections	00
				No. electronic	00		
Summary of consultation responses:		Site notice: 16/04/2014 – 07/05/2014 Press notice: 17/04/2014 – 08/05/2014 No comments received.					
CAAC/Local groups* comments: *Please Specify		Bloomsbury CAAC – No comments received.					

Site Description

The site is a 7 storey commercial building on the north side of High Holborn. The site is in the Bloomsbury Conservation Area.

Relevant History

2012/6552A - Display of 2x internally illuminated fascia signs and an internally illuminated projecting sign to existing restaurant (Class A3). *Granted 13/12/2015*

2013/1944/P - Replacement of automated doors with sliding doors at fast food restaurant (Class A3). *Granted 30/05/2013*

Relevant policies

LDF Core Strategy and Development Policies

CS1 (Distribution of Growth)

CS5 (Managing the Impact of Growth and Development)

CS14 (Promoting High Quality Places and Conserving Our Heritage)

DP24 (Securing High Quality Design)

DP25 (Conserving Camden's heritage)

DP26 (Managing the Impact of Development on Occupiers and Neighbours)

Camden Planning Guidance

Bloomsbury Conservation Area Statement

London Plan 2011

NPPF 2012

Assessment

Proposal:

Permission is sought for the installation of a telecommunication microcell antenna on the rear facade of the building at approx. first floor level.

Assessment:

The proposed unit would measure approx. 29cm in height x 23cm in width x 9cm in depth. It would be grey in colour positioned approx. 4m from the ground on rear façade of the building.

The proposed unit is so modest in size that it would not be overly visible on the façade of what is a very large building. Furthermore it would be located on the rear of the building and would not be visible from the public realm.

The unit does not harm the character or appearance of the host building or the wider conservation area.

Recommendation: Prior Approval Given.