

Planning Advice and Information Service
London Borough of Camden, 2nd Floor,
5 Pancras Square c/o Town Hall,
Judd Street
London
WC1H 9JE

26 January 2016

Our Reference: 15-H017
EMAIL

Dear Sir/Madam,

BURGER & LOBSTER HOLBORN PRE PLANNING APPLICATION ADVICE AND MEETING REQUEST

On behalf of our client, Burger and Lobster Restaurants, we write to request pre-application advice and a site meeting to discuss proposals to adapt part of the ground floor and basement of 193-197 High Holborn, London WC1V 7BD for use as the new branch of Burger and Lobster chain of restaurants. The site, which encompasses part of the former Holborn Town Hall and Library, has been occupied by Shanghai Blues restaurant since 2004, when major alterations took place to the fabric of the building with the aim of accommodating the new restaurant functions (planning applications 2004/0187/L, 2004/0813/P, 2004/0815/A, 2004/3807/L, and 2004/4482/L).

The site is a Grade II Listed Building (description attached), and is located within the Bloomsbury Conservation Area. The building itself dates in part from the late 19th and part from the very early 20th centuries, with a light-well extension potentially dating to the second half of the 20th century.

The proposed works consist of minor internal alterations, including the relocation of the kitchen from basement level to the ground floor level modern conservatory-type extension, and works associated with a modern restaurant fit-out. Externally, the proposals include an installation of new signage in accordance with the Burger and Lobster branding.

a. Internal changes

Ground Floor:

- **Kitchen:** The proposal's main feature will be the new kitchen area on the ground floor level in the existing conservatory extension, located in the former lightwell. In order to accommodate the cooking equipment and functions, all glazing to the conservatory will be frosted in order to reduce visual impact when viewed from the windows surrounding the lightwell. In addition an installation of necessary steelwork is proposed to support the internal kitchen extract system. None of this is deemed to affect the fabric of the original building due to its relative age; it is noted that the Design Manifesto accompanying the approved planning application 2004/0187/L refers to the extension in the original light-well as a 'tertiary space', and the fabric of the extension appears to be of late 20th century date.
- **Bar:** a new bar will be located along the main axis of the building, parallel to the main entrance and adjacent to the stairwell leading to the Basement. No demolition of original structure is proposed in order to accommodate the structure.

- Cold Room with lobster tanks: a new cold room will be built out in stud partitions, located in the area currently occupied by cloaks. The display with live lobsters is a signature feature of the chain serving fresh lobsters. The construction will not involve any work to heritage fabric.
- Dining Area B. The area will be largely unchanged. The new food passes will be located between this area and the glass extension, with new hatches being built into existing openings. The works will not involve demolition or alteration to the existing heritage fabric. The hatches will be built out in timber and these will be reversible (see visualisations on pages 11 and 12).

Basement: introduction of additional washing up area, cold room/store room spaces, all built out with stud partitions. The WC will remain in present location; the proposal includes refurbishment of the facilities. No original walls are proposed to be demolished, with the works taking place in an area lacking historic features and finishes.

Mezzanine: the dining area at this level already exists, following consented works carried out in 2004. The proposal will not involve any alterations to this area.

General: Refurbishment of restaurant finishes to reflect the Burger and Lobster brand.

b. External changes

The exterior signage is minimal and it is expected that the options will be up for a discussion with the council. The introductions involve one internally illuminated projecting sign and one halo illuminated pin mounted sign above the main door, in replication of the existing illuminated signage.

The proposed signage is consistent with the requirements set out in Camden Council's CPG1-Design, Section 8, which states:

'Good quality advertisements respect the architectural features of the host building and the character and appearance of the surrounding area. As a general guide, the most satisfactory advertisements are those which take into account the character and design of the property, its surroundings and alter the external fabric of the building as little as possible.'

The internally illuminated projecting sign, as seen on the visualisation (page 5), is low key and will only have the letters lit up within the black background. Its understated appearance ensures that it does not become unduly dominant in the streetscene.

c. Documents included in this consultation

The following documents have been prepared in support of the application:

1. Site Location map
2. Existing Ground Floor and Mezzanine Plan
3. Existing Basement Plan
4. Existing Front Elevation & Section A-A
5. Proposed Basement and Mezzanine Plan
6. Proposed Ground Floor Plan
7. Interior Design Concept 21.01.16 document, which contains:
 - Proposed Ground Floor Plan

- Proposed Basement and Mezzanine Plans
- 3D interior visualisations (pages 4, 6-12)
- Façade visualisation with new signage (page 5)

8. Listed Building Description

As per your online instructions, we will await your confirmation of receipt and pre-application fee. We look forward to hearing from you to arrange a site visit and ascertain your advice in regard to this application.

Yours sincerely

Ela Palmer
Director, Heritage

cc. Alex Neil, Burger and Lobster Restaurants
Andrew Harwood, Design LSM
Sally Williams, Design LSM