

PLANNING SERVICES APPLICATION

CONSULTATION SHEET

CUBA

APPLICANT:

Terra Architectural Partnership,
10 Joyce Dawson Way,
Thamesmead Town Centre,
London,
SE28 8RA

APPLICATION NO: LB/00/02814

APPLICATION DATED: 05/12/2000

DATE ACKNOWLEDGED: 7 December 2000

APPLICATION COMPLETE: 06/12/2000

DATE TO BE DECIDED BY: 31/01/2001

SITE: 99 Kensington High Street, London, W8 5SA
PROPOSAL: External signage.

ADDRESSES TO BE CONSULTED

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.

~~99, 101 (ODD) KENSINGTON HIGH ST~~
~~NORTHCLIFFE HOUSE, 2 DERRY ST,~~

SITE NOTICE
ONLY

Jg 2/12

CONSULT STATUTORILY

- HBMC Listed Buildings
- HBMC Setting of Buildings Grade I or II
- HBMC Demolition in Conservation Area
- Demolition Bodies
- DoT Trunk Road - Increased traffic
- DoT Westway etc.,
- Neighbouring Local Authority
- Strategic view authorities
- Kensington Palace
- Civil Aviation Authority (over 300')
- Theatres Trust
- The Environment Agency
- Thames Water
- Crossrail
- LRT/Chelsea-Hackney Line

ADVERTISE

- Effect on CA
- Setting of Listed Building
- Works to Listed Building
- Departure from UDP
- Demolition in CA
- "Major Development"
- Environmental Assessment
- No Site Notice Required
- Notice Required other reason
- Police
- L.P.A.C
- British Waterways
- Environmental Health
- GLA
- Govt Office for London

Jg 2/12

DEVELOPMENT CONTROL

TECHNICAL INFORMATION

THE ROYAL
BOROUGH OF



KENSINGTON
AND CHELSEA

ADDRESS 99 Ken High St

99 KENSINGTON HIGH STREET.

POLLING DISTRICT J

- LB002814
- | | | | |
|-----|--|--------|--|
| HB | Buildings of Architectural Interest | LSC | Local Shopping Centre |
| AMI | Areas of Metropolitan Importance | AI | Sites of Archeological Importance |
| MDO | Major Sites with Development Opportunities | SV | Designated View of St Paul's from Richmond |
| MOL | Metropolitan Open Land | SNCI | Sites of Nature Conservation Importance |
| SBA | Small Business Area | REG 7 | Restricted size and use of Estate Agent Boards |
| PSC | Principal Shopping Centre (Core or Non-core) | ART IV | Restrictions of Permitted Development Rights |

Conservation Area	HB	CPO	TPO	AMI	MDO	MOL	SBA	Unsuitable for Diplomatic use	PSC		LSC	AI	SV	SNCI	REG 7	ART IV	
									C	N							
GA.	II		26/75						✓								

	Within the line of Safeguarding of the proposed Chelsea/Hackney underground line
	Within the line of Safeguarding of the proposed Eastwest/Crossrail underground line

Density	
Site Area	
Habitable rooms proposed	
Proposed Density	

Plot Ratio	
Site Area	
Zoned Ratio	
Floor Area proposed	
Proposed Plot Ratio	

Daylighting	Complies	
	Infringes	

Car Parking	Spaces required	
	Spaces proposed	

Notes:

Royal Borough of Kensington and Chelsea
GGP Point in Polygon Search Results
Corporate Land and Property Gazetteer

Northcliffe House	2	Derry Street	W8 5HY
101a		Kensington High Street	W8 5SA
	99	Kensington High Street	W8 5SA

Total Number of Properties Found 3

MEMORANDUM

TO: FOR FILE USE ONLY

**From: EXECUTIVE DIRECTOR
PLANNING & CONSERVATION**

My Ref: LB/00/02814/SP

CODE 1D

Room No:

Date: 12 December 2000

DEVELOPMENT AT:

99 Kensington High Street, London, W8 5SA

DEVELOPMENT:

External signage.

The above development is to be advertised under:-

1. Section 73 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (development affecting the character or appearance of a Conservation Area or adjoining Conservation Area)

4. Town and Country Planning (Listed Buildings and Conservation Areas) Regulations 1990 (applications for Listed building consent)

M.J. French

Executive Director, Planning & Conservation

PLANNING AND CONSERVATION

THE TOWN HALL HORNTON STREET LONDON W8 7NX

Executive Director M J FRENCH FRICS Dip TP MRTPI Cert TS

English Heritage
Historic Building and Monuments Commission
London + South East Region
23 Saville Row, London
W1X 1AB

Switchboard: 020-7937-5464
Direct Line: 020-7361-3190
Extension: 3190
Facsimilie: 020-7361-3463



**KENSINGTON
AND CHELSEA**

Date: 12 December 2000

My Ref: DPS/DCC/LB/00/02814 Your ref: Please ask for: S. Plowman

Dear Sir / Madam

TOWN AND COUNTRY PLANNING ACT 1990

Proposed development at: 99 Kensington High Street, London, W8 5SA

I enclose a copy of an application, with relevant drawings and/or supporting information, and should be pleased to receive your observations on these proposals as soon as possible.

It is hoped to present this application to the Planning Services Committee prior to 31/01/2001. I look forward to hearing from you in the near future, in order that your comments may be reported to this Committee.

Should you require any further details in respect of this case, please do not hesitate to contact the Case Officer on the above extension.

Yours faithfully,

M.J. FRENCH

Executive Director, Planning and Conservation

DRAWING ISSUE SHEET

Contract: 99 High Street Kensington

Job Number: 6234

Date: 17th January 2002

Drawing Number	Description	Revision	Format	Copies
NB/6234/LO1	Section Thru Signs	A	A3	4

Drawings Issued To:
 Joost van Well
 The Royal Borough of Kensington and Chelsea
 Department of Planning and Conservation
 The Town Hall
 Hornton Street
 London
 W8 7NX

EX	HDC	TP	CAC	AD	CLU	AO
DIR						AK
R.B.		23 JAN 2002				PLANNING
K.C.						
N	C	SW	SE	APP	IO	REC
			ARB	FPLN	DES	FEES

NOTICE OF A PLANNING APPLICATION

TOWN AND COUNTRY PLANNING ACT 1990
PLANNING (LISTED BUILDINGS AND CONSERVATION AREAS) ACT 1990



Notice is hereby given the Royal Borough of Kensington and Chelsea Council **KENSINGTON
AND CHELSEA**
an application:

- (a) for development of land in or adjacent to a Conservation Area.
- (d) for consent to demolition and/or alteration of a building which is of architectural or historic interest.

Details are set out below.

Members of the public may inspect copies of the application, the plans and other documents submitted with it at:

The Planning Information Office, 3rd floor, The Town Hall, Hornton Street, W8 7NX between the hours of 9.15 and 4.45 Mondays to Thursdays and 9.15 to 4:30 Fridays;

For applications in the Chelsea area: The Reference Library, Chelsea Old Town Hall, Tel. 0171-361-4158.

For postal areas W10, W11 and W2: The 1st floor, North Kensington Library, 108 Ladbroke Grove, W11, Tel. 0171-727-6583.

Anyone who wishes to make representations about this application should write to the Executive Director of Planning and Conservation at the Town Hall (Dept. 705) within 21 days of the date of this notice.

SCHEDULE

Reference: LB/00/02814/SP

Date: 15/12/2000

99 Kensington High Street, London, W8 5SA

External signage.

APPLICANT H&M Hennes Ltd.,

*Trayne sign
14/12*

PLANNING AND CONSERVATION

THE TOWN HALL HORNTON STREET LONDON W8 7NX

Executive Director M J FRENCH FRICS Dip TP MRTPI Cert TS

Paul Terblanche
Terra Architectural Partnership
10 Joyce Dawson Way
Thamesmead Town Centre
London
SE28 8RA

Switchboard: 020 7937 5464
Extension: 3190
Direct Line: 020 7361-3190
Facsimile: 020 7361-3463



KENSINGTON
AND CHELSEA

20 December 2000

My reference: DPS/DCC/LB/00/ Your reference:
2814/SP&CA/00/
2815/SP

Please ask for: Simon Plowman

Dear Mr Terblanche

Planning (Listed Buildings and Conservation Areas) Act, 1990
Town and Country Planning (Control of Advertisements) Regulations, 1992
99 Kensington High Street, London, W8

I refer to the current Listed building and consent to display advertisement applications in relation to the above property. I would like to take this opportunity to inform you that the property is a Grade II* Listed building, within the Kensington Square Conservation Area and within the Kensington High Street Principal Shopping Centre. Your proposal would be judged against policies within the "Conservation and Development" and "Shopping" chapter of the UDP, in particular policies CD44, CD52, CD53, CD58, CD64, CD68 and S10 and S11.

Following the investigation of the above applications I am of the considered opinion that your proposal could not be recommended favourably to the Planning Services Committee. It is considered that signage on this site should be conceived as part of the building, which includes the GAP and Marks and Spencers, and not in isolation. The high level sign and the projecting sign are unacceptable in principle as are perspex illuminated letters. The signs should be restrained in scale and number, of high quality materials and subtle illumination.

I would suggest that the applications are amended so that the high level sign and the projecting sign are deleted from the scheme. The most appropriate position for a sign is on the stone frieze above the entrance but not on the lower level panel above the doors as shown on your drawing as sign two. Opaque letters, with a metal powder coated finish, with halo illumination would be acceptable mounted individually on the frieze. The letters should not be deeper than the frieze.

I look forward to receiving your revised drawings in the near future in order the matter can be dealt with expediently. If however, I have not received revised drawings by the 24th January 2001 I shall take it you know longer wish to proceed with your application and shall treat them as withdrawn.

Yours sincerely

Paul Kelsey
Area Planning Officer
for the Executive Director, Planning and Conservation

① PC
② SP ✓
Jg 24/1

Terra
Architectural
Partnership

23rd January 2001

Paul Kelsey
The Royal Borough of Kensington and Chelsea
The Town Hall
Hornton Street
London
W8 7NX

PK
COPY OF PLANS
TO INFORMATION
OFFICE PLEASE

Dear Paul

RE: DPS/DCC/LB/00/2814/SP&CA/00/2815/SP – Planning (Listed Buildings and Conservation Areas) Act, 1990 Town and Country Planning (Control of Advertisements) Regulations, 1992, 99 Kensington High Street, London W8

We thank you for your comments regarding signage application for above address. We have noted your comments and after further discussions with our client H&M, we have altered the proposal, more in keeping with that of a listed building.

Please find enclosed A3 copies of proposal as per attached drawing register for advertisement and listed building consent.

We would appreciate if you could grant us consent based on these changes.

Should you require any further information please do not hesitate to contact us.

Yours sincerely

Paul Terblanche

RECEIVED BY PLANNING SERVICES							
EX DIR	HDC	N	✓	SW	SE	ENF	AO ACK
(1A)				24 JAN 2001			
				FWD PLN	CON DES	FEE\$	



DRAWING ISSUE SHEET

Contract: 99 High Street Kensington

Job Number: 6234

Date: 23rd January 2001

Drawing Number	Description	Revision	Format	Copies
NB/6234/E	Proposed signage elevations	C	A3	8
<p>Drawings Issued To: Paul Kelsey The Royal Borough of Kensington and Chelsea The Town Hall Hornton Street London W8 7NX</p>				



X/AD

RBKC District Plan Observations CONSERVATION AND DESIGN

Address 99 Kensington High Street	Appl. No. 00/2814	L.B. II*	C.A. 9A	N CL S
Description Signage	Code S			

The sign above the doors is too large & it extends over the decorative bronze frieze running along the underside of the fascia.

The sign should be reduced in size to fit well within the dimensions of the stone fascia. It should not extend above or below it.

The sign mounted at high level is completely unacceptable in principle. It should be moved down to fascia level & mounted on it. (The size should not be increased)

Ensure that the silver background is opaque for both signs & not perspex. A better quality finish is required eg enamelled or powder coated aluminium.

Seek further revisions.

SD 25/1/01

- Sign above door is too large - extends over decorative bronze frieze running along underside of the fascia.
- Should be reduced in size to fit within the dimensions of the stone fascia - It should not extend above or below it.

Sign mounted at high level is completely unacceptable in principle.

It should be moved down to fascia level and mounted on the fascia.
(size should not be increased).

Silver background should be opaque for both signs (not perspex).

Finish enamelled or powder coated aluminium.

MESSAGE FORM

To

WHILE YOU WERE OUT

M

of

Tel. No

CALLED TO SEE YOU		PLEASE RING	
TELEPHONED		PLEASE VISIT	
WANTS TO SEE YOU		WILL RING YOU	
URGENT		WILL CALL AGAIN	

re

Message

.....

.....

.....

.....

Signed

Date Time

PLANNING AND CONSERVATION

THE TOWN HALL HORNTON STREET LONDON W8 7NX

Executive Director M J FRENCH FRICS Dip TP MRTPI Cert TS

Mr Paul Terblanche
Terra Architectural Partnership
10 Joyce Dawson Way
Thamesmead Town Centre
London
SE28 8RA

Switchboard: 020 7937 5464
Extension: 3190
Direct Line: 020 7361-3190
Facsimile: 020 7361-3463



**KENSINGTON
AND CHELSEA**

26 January 2001

My reference: DPS/DCC/LB/00/ Your reference:
2814/SP&CA/00/
2815/SP

Please ask for: Simon Plowman

Dear Mr Terblanche

**Planning (Listed Buildings and Conservation Areas) Act, 1990
Town and Country Planning (Control of Advertisements) Regulations, 1992
99 Kensington High Street, London, W8**

I refer to my letter of the 20th December 2000 and your subsequent reply submitting a revised scheme dated 23rd January 2001.

I am of the opinion that your revised scheme would not be recommended favourably to the Planning Services Committee. I would like to take this opportunity to re-advise you how your proposal may be viewed more favourably.

The sign above the door is too large as it extends over the decorative bronze frieze running along the underside of the fascia. The sign should be reduced in size to fit within the dimensions of the stone fascia, it should not extend above or below it.

The projecting sign is mounted at a high level and is considered to be completely unacceptable in principle. It should either be deleted from the scheme or moved down to the fascia level and mounted on the fascia and should not be increased in size.

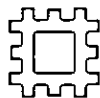
The signs should be opaque and should not be perspex. The finish should either be enamelled or powder coated aluminium.

If you would like any of the above points clarifying please contact my assistant, Simon Plowman, on the above telephone number. I look forward to receiving further revised drawings in order that these applications can be dealt with expediently.

Yours sincerely

Paul Kelsey
Area Planning Officer
for the Executive Director, Planning and Conservation

R



ENGLISH HERITAGE

Director of Planning & Transportation
Royal Borough of Kensington & Chelsea
The Town Hall
Hornton Street
LONDON
W8 7NX

Your refs: LB/00/02814
Our ref: LRS/483/99
Contact: D Stabb
Direct Dial: 020-7973-3775

For the attention of Simon Plowman

29 January 2001

Dear Sir/Madam

99 KENSINGTON HIGH STREET

Development proposals: Signage

I refer to your letter of 12.12.2000 notifying English Heritage of the application for Listed Building Consent detailed above. We have considered the development proposals and have the following observations to make on the scheme:

1. The size and positioning of these signs is acceptable.
2. The signs should preferably be externally illuminated with lettering being either sign written or built up (as opposed to translucent).

Yours faithfully

D Stabb
London Region

RECEIVED BY PLANNING SERVICES								
EX DIR	HDC	N	C	SW	SE	ENF	AO ACK	
- 1 FEB 2001							98	
APPEALS	IO	REC	ARB	FWD PLN	CON DES	FEES		

LR/32C

PLANNING AND CONSERVATIONTHE TOWN HALL HORNTON STREET LONDON W8 7NX

**THE ROYAL
BOROUGH OF**Executive Director M J FRENCH FRICS Dip TP MRTPI Cert TS

**KENSINGTON
AND CHELSEA**

Michael Butterworth
H&M
2nd Floor, Holden House
57 Rathbone Place
London
W1P 2ABSwitchboard: 020 7937 5464
Extension: 3190
Direct Line: 020 7361-3190
Facsimile: 020 7361-346328 February 2001

My reference: DPS/DCC/LB/00/ Your reference:
2814/SP&CA/00/
2815/SP

Please ask for: Simon Plowman

Dear Mr Butterworth

**Town and Country Planning Act, 1990
Planning (Listed Buildings and Conservation Areas) Act, 1990
Town and Country Planning (Control of Advertisements) Regulations, 1992
99 Kensington High Street, London, W8**

I refer to the current Listed building and advertisement applications at the above property for the installation of a fascia sign and projecting sign to the above property. I have been informed that unauthorised works, involving the installation of two projecting signs and one fascia sign, have been carried out. I would like to take this opportunity to inform you that the above property is a Grade II* Listed building and as such to undertake works to a Listed building without consent is a serious matter which renders those executing, or causing the works to be executed, liable to prosecution. In addition, the Council has the power to serve a Listed building Enforcement Notice requiring the reinstatement of the building.

I am informed however, by my assistant Simon Plowman, that you would prefer to alter your signage and applications accordingly in order that enforcement proceedings are not pursued. I understand that you have instructed your architects, Terra Architectural Partnership, to arrange a meeting with Officers of this Department to resolve this issue. I also understand that this meeting has been arranged at The Town Hall on the 14th March 2001 at 10:30. I look forward to this matter being resolved shortly after this meeting.

You will, of course, be aware that I write without prejudice to any future decisions the Council may determine in respect of these applications. If you would like to discuss this matter further please contact my assistant, Simon Plowman, on the above telephone number.

Yours sincerely


Paul Kelsey
Area Planning Officerfor the Executive Director, Planning and Conservation
THE ROYAL BOROUGH - CELEBRATING 100 YEARS OF SERVICE SINCE THE GRANT OF ITS ROYAL CHARTER



Fax message

To: Ashley Bew Fax: 020 7323 9289
Company: H&M Ltd Date: 01st February 2001
From: Ricardo Smikle 2 (including cover page)
CC:
Re: **99 High Street Kensington**

If you have any queries please call 020-8310 2210 or email to paul@tap-arch.com

Dear Ashley,

I trust you've received my fax dated 30th January 2001. We received a letter from The Royal Borough of Kensington and Chelsea (Planning), this morning. I've attached a copy of the letter, outlining all discrepancies.

Awaiting your response...

Regards

A handwritten signature in black ink, appearing to read 'R Smikle', with a long horizontal stroke extending to the right.

Ricardo Smikle

PLANNING AND CONSERVATIONTHE TOWN HALL HORNTON STREET LONDON W8 7NX

Executive Director M J FRENCH FRICS Dip TP MRTPI Cert TS

Mr Paul Terblanche
Terra Architectural Partnership
10 Joyce Dawson Way
Thamesmead Town Centre
London
SE28 8RA

RECEIVED
01 FEB 2001

Switchboard: 020 7937 5464
Extension: 3190
Direct Line: 020 7361-3190
Facsimile: 020 7361-3463

26 January 2001

**THE ROYAL
BOROUGH OF****KENSINGTON
AND CHELSEA**

My reference: DPS/DCC/LB/00/ Your reference:
2814/SP&CA/00/
2815/SP

Please ask for: Simon Plowman

Dear Mr Terblanche

**Planning (Listed Buildings and Conservation Areas) Act, 1990
Town and Country Planning (Control of Advertisements) Regulations, 1992
99 Kensington High Street, London, W8**

I refer to my letter of the 20th December 2000 and your subsequent reply submitting a revised scheme dated 23rd January 2001.

I am of the opinion that your revised scheme would not be recommended favourably to the Planning Services Committee. I would like to take this opportunity to re-advise you how your proposal may be viewed more favourably.

The sign above the door is too large as it extends over the decorative bronze frieze running along the underside of the fascia. The sign should be reduced in size to fit within the dimensions of the stone fascia, it should not extend above or below it.

The projecting sign is mounted at a high level and is considered to be completely unacceptable in principle. It should either be deleted from the scheme or moved down to the fascia level and mounted on the fascia and should not be increased in size.

The signs should be opaque and should not be perspex. The finish should either be enamelled or powder coated aluminium.

If you would like any of the above points clarifying please contact my assistant, Simon Plowman, on the above telephone number. I look forward to receiving further revised drawings in order that these applications can be dealt with expediently.

Yours sincerely

Paul Kelsey
Area Planning Officer
for the Executive Director, Planning and Conservation



Fax message

To: Ashley Bew Fax: 020 7323 9289
Company: H&M Ltd Date: 06th February 2001
From: Ricardo Smikle 1 (including cover page)
CC:
Re: **H&M – 365-Kensington**

If you have any queries please call 020 -8310 2210 or email to paul@tap-arch.com

Dear Ashley,

Due to the decision made by H&M, to abort the signage appeal for Kensington, TAP has no other choice but to rest all efforts. Hence, we take no responsibility for signage applications for the above-mentioned project. Unless, instructed by yourselves (H&M) to do otherwise.

We trust this is acceptable. However should you require any further information, please do not hesitate to contact us.

Yours sincerely,

Ricardo Smikle

FINNY

Terra
Architectural
Partnership



07th February 2001

Ashley Bew
H&M
2nd Floor
Holden House
57 Rathbone Place
London
W1P 1AB

Dear Ashley,

RE: H&M - 365-Kensington

This letter is a follow up to my fax to you yesterday, 06th February 2001.

Due to the decision made by H&M, to abort the signage appeal for Kensington, TAP has no other choice but to rest all efforts. Hence, we take no responsibility for signage applications for the above-mentioned project. Unless, instructed by yourselves (H&M) to do otherwise.

We trust this is acceptable. However, should you require any further information, please do not hesitate to contact us.

Yours sincerely,

Ricardo Smikle

PIC
COPY OF PLANS
TO INFORMATION
OFFICE PLEASE

Fax message

To: Ashley Bew Fax: 020 7323 9289
 Company: H&M Ltd Date: 30th January 2001
 From: Ricardo Smikle 3 (including cover page)
 CC:
 Re: 99 High Street Kensington

If you have any queries please call 020-8310 2210 or email to paul@tap-arch.com

Dear Ashley,

Locating you by phone has been a difficult task, so I'm sending this fax in good faith.

The Royal Borough of Kensington and Chelsea (Planning) turned the Signage Proposal down, again. The name of the gentleman dealing with our proposal is, Mr. Simon Plowman.

Further to the conversation between Mr. Simon Plowman and TAP, there were two main discrepancies. They were:

- The sign above the door is too large. It needs to be reduced to fit in line with the stone fascia.
- The projecting sign is too high. Move the sign to fascia. The size must remain the same.

I've attached a drawing copy of the 'turned down' proposal (NB6234E Rev.C) and a drawing copy of the 'new' proposal (NB6234E Rev.D) with the corrections made, for your perusal.

Now Ashley, there is nothing else we can do from this end. The ball is now in your court. We await your urgent response.

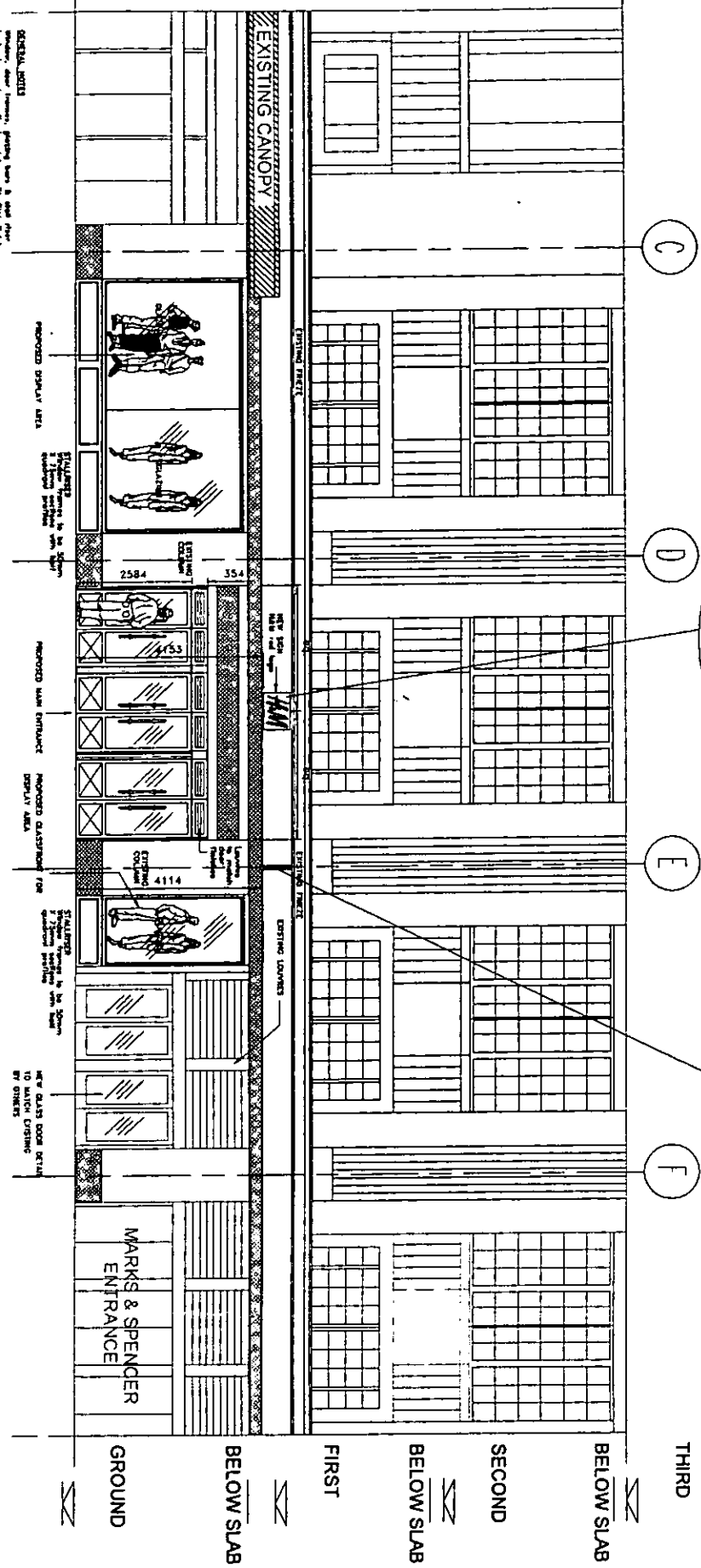
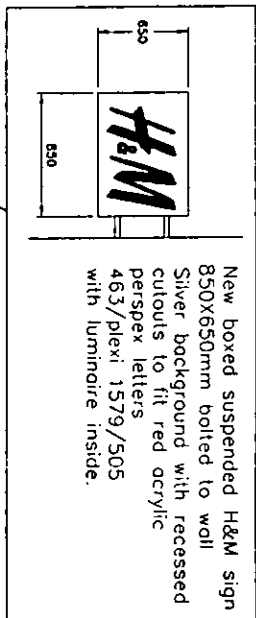
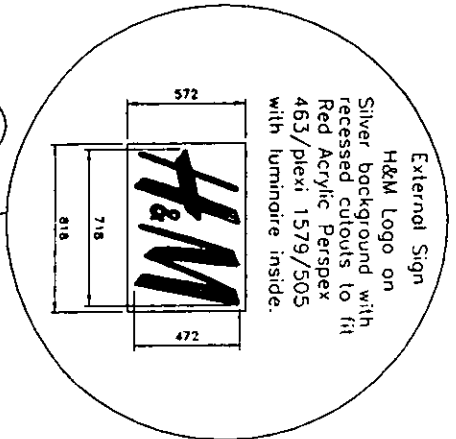
Regards

Ricardo Smikle

10 Joyce Dawson Way
Thamesmead Town Centre
London
SE28 8RA
Fax +44 (0)20 8312 4008

RECEIVED BY PLANNING SERVICES							
EX DIR	HDC	N	<input checked="" type="checkbox"/>	SW	SE	ENF	AO ACK
- 5 MAR 2001							12
APPEALS	IO	REC	ARB	FWD PLN	CON DES	FEES	

R.B.K. & C.
TOWN PLANNING
 - 5 MAR 2001
RECEIVED

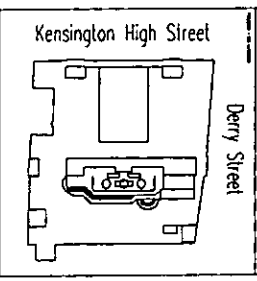


PROPOSED HIGH STREET KENSINGTON ELEVATION

BASEMENT

REVISIONS

NO.	REVISION	DATE
1	As Issued	



H&M 365

99 HIGH STREET KENSINGTON
 Benchmark Plc

Proposed Storage Beverage

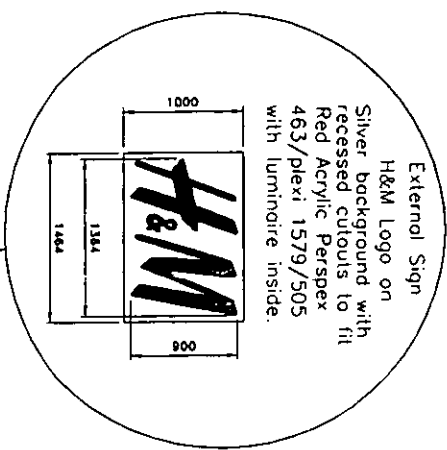
Terra Architectural Partnership

19 Abchurch Lane, London, EC4N 3DF
 Tel: 020 7424 3838
 Fax: 020 7424 3839
 Email: info@terra-architects.co.uk

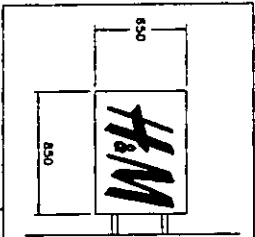
NR234E

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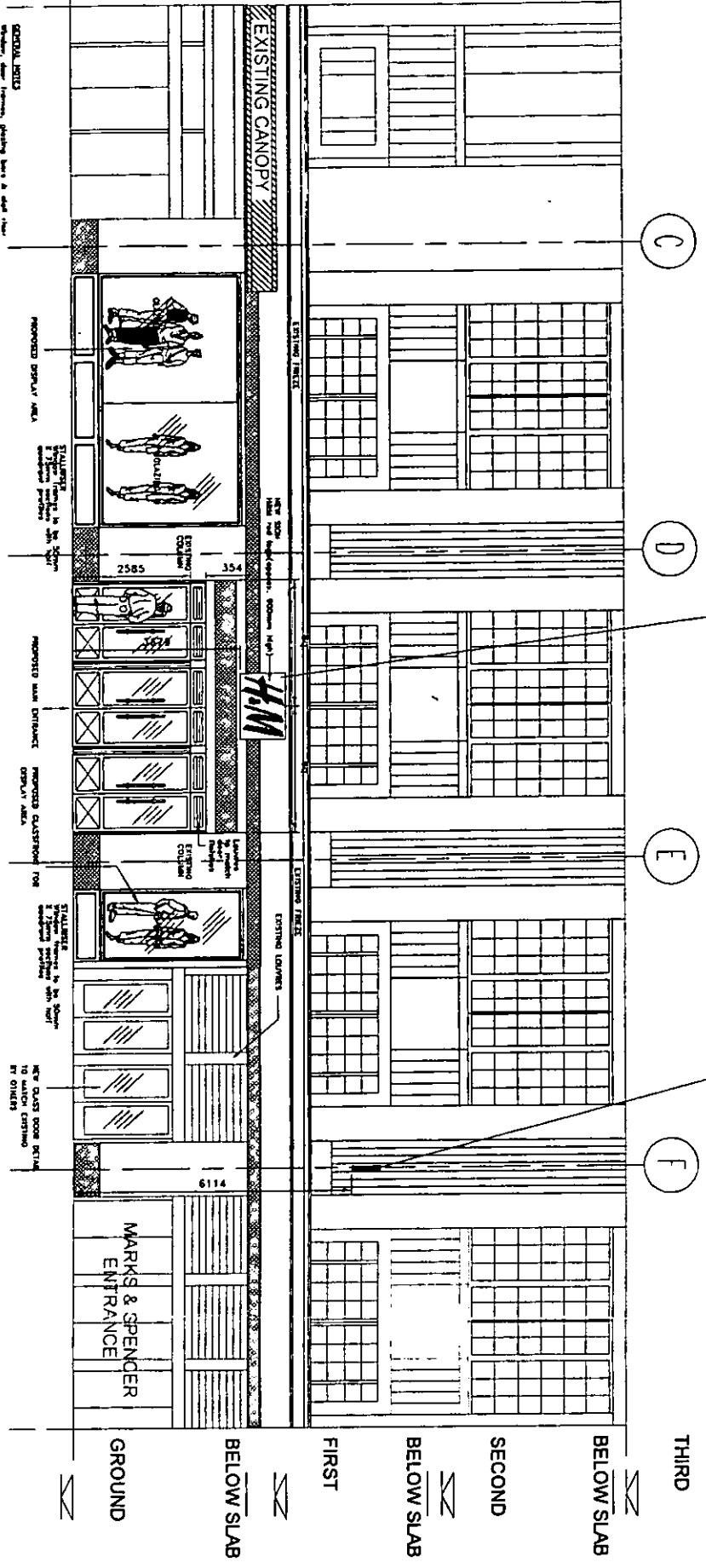
TURNED DOWN!



External Sign
H&M Logo on
Silver background with
recessed cutouts to fit
Red Acrylic Perspex
463/plexi 1579/505
with luminaire inside.



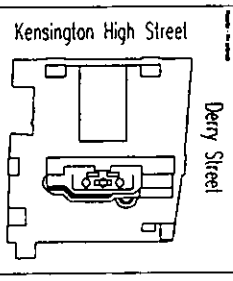
New boxed suspended H&M sign
850X650mm bolted to wall
Silver background with recessed
cutouts to fit red acrylic
perspex letters
463/plexi 1579/505
with luminaire inside.



PROPOSED HIGH STREET KENSINGTON ELEVATION

THIRD
BELOW SLAB
SECOND
BELOW SLAB
FIRST
BELOW SLAB
GROUND
BASEMENT

NO.	REVISIONS	DATE
1	Issue for Planning	10/01/2010
2	Issue for Planning	10/01/2010



H&M 365

**99 HIGH STREET KENSINGTON
Benchmark Plc**

Proposed Signage Elevation

Tera Architectural Partnership

18 Abchurch Lane, London EC4N 3DF
Tel: +44 (0)20 891 2700
Fax: +44 (0)20 891 2000
www.teraarchitectural.com

NA80234/E

Franc SP.
dy SP

Terra
Architectural
Partnership

28th February 2001

Simon Plowman
The Town Hall
Hornton Street
London
W8 7NX

Dear Simon,

RE: H&M - 365-Kensington

I refer to the letter from Mr. Paul Kelsey, dated 26th January 2001, received on the 01st February 2001.

Mr. Simon Plowman had contacted TAP by telephone, a few days before we received the letter mentioned in the above paragraph, explaining the discrepancies with the Signage Proposal. We made the amendments, then sent a fax message dated 30th January 2001 with two attachments-the rejected proposal and the new proposal. A copy of the fax is attached to this letter.

Immediately after receiving the letter on the 01st February 2001, a copy was made, a message attached to it, then faxed to H&M. A copy of this fax message is also attached to this letter for your perusal.

We (TAP) waited for direct instructions from H&M, as we always do. The final decision undertaken by H&M was, to abort the Signage Appeal. As a result of this, we sent a fax to H&M, dated the 06th February 2001(copy attached) and a follow up letter dated 07th February 2001(copy attached). Our fax/letter stated that we would not be taking any responsibility for signage applications, unless or otherwise instructed by themselves (H&M). Hence, we rested all our efforts.

We trust this is acceptable. However, should you require any further information, please do not hesitate to contact us.

Yours sincerely,



Paul Terblanche

RECEIVED BY PLANNING SERVICES							
EX DIR	HDC	N	C	SW	SE	ENF	AO ACK
- 5 MAR 2001							10
APPLS	IO	REC	ARB	FWD PLN	CON DES	FEES	

PLANNING AND CONSERVATIONTHE TOWN HALL HORNTON STREET LONDON W8 7NX

Executive Director M J FRENCH FRICS Dip TP MRTPI Cert TS

Mr Paul Terblanche
Terra Architectural Partnership
10 Koyce Dawson Way
Thamesmead Town Centre
London
SE28 8RA

Switchboard: 020 7937 5464
Extension: 3190
Direct Line: 020 7361-3190
Facsimile: 020 7361-3463

**KENSINGTON
AND CHELSEA**

22 March 2001

My reference: DPS/DCC/LB/00/281
4/SP&CA/00/2815/SP
&E/01/2044/SP

Your
reference:

Please ask
for:

Simon Plowman

Dear Mr Terblanche


**Planning (Listed Buildings and Conservation Areas) Act, 1990
Town and Country Planning (Control of Advertisements) Regulations, 1992
99 Kensington High Street, London, W8**

I refer to our earlier correspondence regarding the current Listed building, advertisement applications and enforcement investigation with regard to signage at the H&M store at the above property. I also refer to the meeting earlier today at 10:30 between yourself and Mr Davies and Mr Plowman of this Department.

I would like to clarify advice in my letter to you of the 26th January 2001 and confirm advice given to you at the above meeting. Projecting signs are not considered to be appropriate at this location under any circumstances. The only signage that would be acceptable would be fixed flat against the stone fascia to fit within the dimensions of the fascia, it should not extend above or below it. The signs should be opaque with light only permitted to shine through the front face of the letters. The finish should either be enamelled or powder coated aluminium, the front face of the letters may be perspex. Three such signs would be considered to be appropriate.

If you would like any of the above points clarifying please contact my assistant, Simon Plowman, on the above telephone number. I look forward to receiving further revised drawings in order that these applications can be dealt with expediently and the possibility of enforcement proceedings being avoided by the removal of the unauthorised projecting signs.

Yours sincerely


Paul Kelsey
Area Planning Officer
for the Executive Director, Planning and Conservation

Memorandum

The Royal Borough of Kensington and Chelsea - Planning Services

To:	Nicola Cowley	From:	Barry Griffin
of:		of:	
Room:		Room:	
		Ext:	2013

Your ref:		My Ref:	
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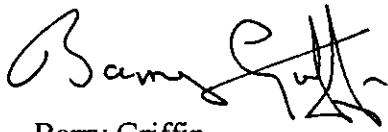
cc:		Date:	<i>12 July 2001</i>
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**Application LB/00/2814
H & M Kensington High Street**

I understand that you are dealing with the above application. I have noted that the property is using the address 99 Kensington High Street. This is incorrect.

The correct address for the property is 103-111 Kensington High Street.

For your information 99 Kensington High Street is located in Derry Street.


Barry Griffin

Terra
Architectural
Partnership

Dear Sb
= gg/s

2nd May 2001

Simon Plowman
Planning and Conservation
The Town Hall
Hornton Street
London
W8 7NX

RECEIVED BY PLANNING SERVICES							
EX DIR	HDC	N	C	SW	SE	ENF	AO ACK
37 - 8 MAY 2001							
IO	REC	ARB	FWD PLN	CON DES	FEES		

Dear Simon

RE: 99 High Street Kensington

Please find enclosed a second copy of the letter and drawings we sent to you on the 26th March 2001, as we have been informed that the first copy was not received.

Sorry for any inconvenience this may have caused you.

Should you require any further information please do not hesitate to contact us.

Yours sincerely



Paul Terblanche

cc Michael Butterworth H&M Ltd

DRAWING ISSUE SHEET

Contract: 99 High Street Kensington

Job Number: 6234

Date: 2nd May 2001

Drawing Number	Description	Revision	Format	Copies
NB/6234/E	Proposed Signage Elevation	E	A3	6
<p>Drawings Issued To: Simon Plowman Planning and Conservation The Town hall Hornton Street London W8 7NX</p>				

2001



RBKC
District Plan Observations
CONSERVATION AND DESIGN

Address 99 Ken Lign St	Appl. No. LD/00/2814/JW/II#	L.B. II#	C.A. 9A	N C S ✓
Description SIGNAGE.	Code			

- A PAIR OF INITIALS PLACED OVER EACH WINDOW (3 IN TOTAL) SHOULD BE O.K.
- THEY SHOULD BE ATTACHED DIRECTLY TO STONEMWORK, NOT ON A BASIC FASCIA.
- METHOD OF ILLUMINATION SHOULD BE SUBTLE + LOW-KEY, SUCH AS MIMO-LIGHTING (LIKE M+S SIGNS).
- WILL NEED TO CONSULT E.M.

JA. 10-11-01.

PLANNING AND CONSERVATIONTHE TOWN HALL HORNTON STREET LONDON W8 7NX

Executive Director M J FRENCH FRICS Dip TP MRTPI Cert TS

Mr. Paul Terblanche
Terra Architectural Partnership
10 Koyce Dawson Way
Thamesmead Town Centre
London
SE28 8RA

Switchboard: 020 7937 5464
Extension: 2186
Direct Line: 020 7361 2186
Facsimile: 020 7361 3463
Email: joost.vanwell@rbkc.gov.uk
Web: www.rbkc.gov.uk

19/10/01

**THE ROYAL
BOROUGH OF****KENSINGTON
AND CHELSEA**

My reference: DPS/DCC/LB/00/ Your reference:
2814/JVW

Please ask for: Joost Van Well

Dear Sir,

Planning (Listed Buildings and Conservation Areas) Act 1990
Town and Country Planning (Control of Advertisements) Regulations 1992
Re: 99 Kensington High Street SW8
Signage on H&M shop

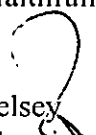
Further to your conversation on the 19th October 2001 with my officer Mr. Van Well, regarding the advertisement signs on the above mentioned property.

I would inform you that that the current signage on the building does not have Listed Building Consent and Advertisement Consent, and that it would be unlikely to receive a favourable recommendation from the Planning Services Committee.

The only signage that would be acceptable would be three pairs of initials as shown on your drawing number NB/6234/E. However, the letters should be attached directly to the stonework and not on a backing fascia, just like the Marks & Spencer signage next to the H&M shop. The method of illumination should be subtle and low key, like halo-lighting.

In these circumstances I would advise you to send in revised drawing with the above mentioned amendments. However, I would remind you that advice given by officers is without prejudice to any future decision of the Planning Services Committee.

Yours faithfully,


Paul Kelsey
Area Planning Officer
for the Executive Director, Planning and Conservation



RBKC
District Plan Observations
CONSERVATION AND DESIGN

Address 99 May St	Appl. No. CB/00/2814/JW/D*GA	L.B. D	C.A. GA	N C
Description Signage	Code	S		

- Gen. O.K., but internally illuminated lettering not acceptable - have tightness like M+S. would be O.K.

- Weed Section through a typical letter.

- Weed Method - statement on how fascia would be made good after works (inc. exploratory works) completed.

J A J [Signature]

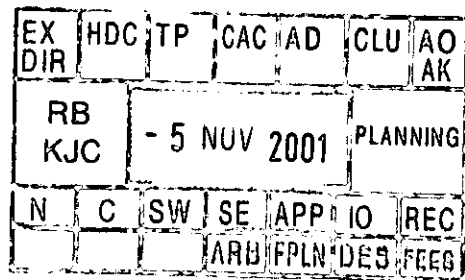
DRAWING ISSUE SHEET

Contract: 99 High Street Kensington

Job Number: 6234

Date: 29th October 2001

Drawing Number	Description	Revision	Format	Copies
NB/6234/E	Proposed Signage Elevation	F	A3	6
Drawings Issued To: Joost van Well Planning and Conservation The Town hall Hornton Street London W8 7NX				



Paul Terblanche

Terra
Architectural
Partnership

Vg 22/1

17th January 2001

Joost van Well
The Royal Borough of Kensington and Chelsea
Department of Planning and Conservation
The Town Hall
Hornton Street
London
W8 7NX

EX DIR	HDC	TP	CAC	AD	CLU	AO AK
R.B. K.C.	23 JAN 2002				PLANNING 65	
N	V	SW	SE	APP	IO	REC
			ARB	FPLN	DES	FEES

Dear Joost

RE: H&M Sign - 99 Kensington High Street

We are pleased to enclose a through section of a typical letter as you requested. Unfortunately due to the H&M corporate sign the side of the letter cannot be transparent.

The method statement you requested will follow in due course.

Should you require any further information please do not hesitate to contact us.

Yours sincerely

Paul Terblanche

INTERNAL MEMORANDUM

TO: Paul Kelsey **ROOM NO:**
CC:

FROM: JW **ROOM NO:**
TELEPHONE **CONNECT:**
:

DATE: 25/04/02 **REF:** LB/00/2814

SUBJECT: H&M 99 Ken high street

Justin didn't like the signs they have put up, so we asked for revisions. However, the signage has been put up and looks alright. The problem is that Justin wants pin-on letters but the current letters are on a fascia board. The company sais it's hard to make pin-on letters because they will have to drill test holes which are hard to make good.. Maybe we should grant what they have now?

H&M

'01 03 12

THE UNIVERSITY OF CHICAGO
LIBRARY



'01 03 12

THE UNIVERSITY OF CHICAGO



01 02 28

1105

9751 PAGE ONE NIN 3

127-504 (No. 23) 01/02/28 BTS

H&M

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0761 NR05 6.00 1988 0

127-504 <No. 222> 01/02/28 BTS



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127-504 <No. 2 1 > 01/02/28 STS



01 02 28

ENTRANCE TO FO

H&M

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127-504 (No. 200) 01/02/28 BTS



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0760 1005 0N00 NNN 0

127-504 <No. 19> 01/02/28 BTS



R370 SLH

GAP

H&M

H&M

H&M

01 02 28

EL25

0761 NA22: 0102 888 17

127-504 <No. 1: S> 01/02/28 BTS



MARKS & SPENCER

M&S

MARKS & SPENCER

R370 SLH

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BT 01 0030 0000 0000 0

127-504 <No. 1 7> 01/02/28 BTS



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THE UNIVERSITY OF CHICAGO



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THE UNIVERSITY OF CHICAGO

PHYSICS DEPARTMENT



MARKS & SPENCER

'01 03 12

THE UNIVERSITY OF CHICAGO

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DERRY
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THE UNIVERSITY OF CHICAGO



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H&M

MARKS & SPENCER

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THE UNIVERSITY OF CHICAGO

12/10/01



12/10/01

