

(LB)

Planning: PC-PlanSvc

From: Keith Vogel [KVogel@starbucks.com]
Sent: 23 January 2009 16:00
To: Planning: PC-PlanSvc
Subject: Starbucks External signage
Attachments: 12004BoardedUP1.jpg; Epsom12213.jpg; SouthMoulton12159.jpg

Exd	HDC	HSS	HPD	Pol	Des	ARB	Rec
Reg	PLO	26 JAN 2009				RBKC Planning	APP
DC Ntr	DC Cen	DC Sth	Obj	Supp	No Obj	Rev	Other
						Cont	PGA

Further to my enquiry to your office this afternoon. Following damage of external "bus stop" sign at 25a Kensington High St, we plan to install a new sign which is illuminated internally while old sign had swan-neck external illuminated sign.

Picture 12004Boarded shows my store in Kensington High St following demonstration. Lighting to this sign is external but not clearly seen. Picture SouthMoulton12159 shows an old sign with external lighting. Picture Epsom12213 shows new sign with internal illumination.

Is it acceptable to proceed with the installation please. Thanks.

Keith Vogel
 Starbucks
 Regional Maintenance Manager
 07985-379930
kvogel@starbucks.com

Lucy

- - I presume when they refer to internal illumination they mean signage illuminated behind the shopfront glass, but this is not clear, what is happening at fascia level? Check Advert Regs.
- General presumption against internally illum. signage. Need clarification of what they mean.
- Cannot proceed with installation yet.

emailed ✓

Broadwell, Lucy: PC-Plan

From: Broadwell, Lucy: PC-Plan
Sent: 29 January 2009 12:19
To: 'kvoget@starbucks.com'
Subject: 25a Kensington High Street, 'Starbucks'

Dear Mr Vogel

Thank you for your email received 26th January regarding the installation of signage at the above address.

From your email and pictures it is not clear what you propose to do with the signage. Are you proposing to install an internally illuminated fascia sign or an internally illuminated small round Starbucks sign on the inside of the shop front glazing (as shown in one of the pictures provided)? The Council has a general presumption against internally illuminated signage and favour externally illuminated signs by way of down lighters, such as those that currently exist in the photo. Therefore we will need clarification of what it is you wish to install and I advise you not to proceed with the installation of any new signage yet.

If you wish to receive formal pre application advice please send in a more detailed plan and pictures of exactly what you wish to propose and we will endeavour to answer your enquiry in due course.

Kind regards

Lucy

Lucy Broadwell
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29/01/2009