

**From:** Samuel Carson

**Sent:** 09 July 2019 11:45

**To:** Young, Tony

**Subject:** Re: Planning & advertisement applications - 2019/3026/P & 2019/3466/A - 145 Tottenham Court Road

Dear Tony,

Many thanks for the below email and I note the target decision date for both is the 7th of August.

With regards to your requests, as following:

**1. Noted on the Council's preference for not having internally illuminated signage.** Lidl's corporate signage is currently all manufactured to be internally illuminated, only differing in size. Although clearly in different locations, our other stores in Camden (at Kentish Town Road and Camden High Street), both have internally illuminated signs. I would point out that in this proposal our signage is much smaller than Kentish Town and Camden High Street (main sign nearly 50% smaller), and is completely obscured from above by the large overhanging canopy, so these will only be visible from street level. I hope you would sympathise that whilst we have made the appearance more subtle, we need to strike the balance with also attracting our customers' attention to the store.

I have attached recent photos of the Kentish Town and Camden High Street store signage for comparison. I would also draw your attention to our neighbour PureGym who also have a recently approved signage application for internally illuminated signs; these in comparison are black and white, but the main sign is much larger in size.

**2. With regards to the existing marble facade,** I can confirm we are not proposing to alter this, it is only the glass frontage and doors which will be updated.

Please let me know if I can help with any further info.

Best

Sam

**Sam Carson**  
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