

From: Feridson Hong
Sent: 09 February 2021 09:53
To: Young, Tony
Subject: RE: Planning and advertisement consent applications - 2020/5797/P & 2021/0019/A - 66 Chalk Farm Road

Dear Mr. Young,

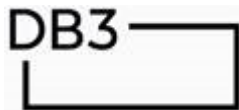
Thank you for your response, and apologies in the delay of getting back to you.

Please see my response in red below.

Please note we are only here temporarily (as signage applications can have time-limits set) to facilitate the new store being built and new housing etc when we demolish our existing main store.

Kind Regards,

Feridson Hong BA(Hons) M.Arch
Architectural Designer/ Project Manager | DB3 Architecture



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Signage extract of email (points 6-10 below):

From: Young, Tony
Sent: 21 January 2021 18:01
To: Feridson Hong
Subject: Planning and advertisement consent applications - 2020/5797/P & 2021/0019/A - 66 Chalk Farm Road

Advertisement Consent Application (2021/0019/A)

6. Shopfront section drawings (existing and proposed) - through the shopfront and fascia sign, in context with the corbels and proposed projecting sign (and the proposed external roller shutter and housing – see point 3 above). This could all be provided in a sectional elevation.

Note, I would advise you to consider the depth of the proposed projecting sign and any fascia board behind to ensure that the sign doesn't harm obscure or harm the appearance of the existing corbels on either side. I realise that the mock-up image may simply be indicative; however, it appears to show an unnecessarily deep, thick sign; **Please refer attached DB3 drawing "14648-DB3-303-66-DR-A-20022B Existing and Proposed Section". The depth of the signage has been proposed based on the size of roller shutter housing (minimum size chosen). In addition to the roller shutter, the signage itself will require a back tray and LED internally.**

7. Detailed section drawing (1:5/1:10) – through the proposed fascia and projecting signs making sure the section clearly shows the method of illumination; **Please see attached PDF "Fascia and Projecting Sign Detailed Section Drawing"**
8. Internal illumination - please could you confirm whether it is lettering/logo only on each sign that will be illuminated? The photo taken at night seems to suggest this. Internally illuminated signs are discouraged within the borough; however, the internal illumination of individual lettering/logo only, rather than the whole projecting sign, may be acceptable in some cases where the background remains non-illuminated; **Only lettering/ logo will be illuminated**
9. Luminance levels – the luminance levels of 1622cd/m² for both signs is excessively high. Normally the Council would expect the luminance levels for any appropriate signage to be no higher than 400-500cd/m². I therefore advise you to review the luminance levels and confirm a lower level along these lines. **Thanks for the reminder. I've informed the signage contractor and they've reduced the luminance level to 500cd/m²**