



PLANNING BY DESIGN

FROM CONCEPT TO COMPLETION

On behalf Dave Corke
Studio Exp
3 The Courtyard
Coleshill Manor
Coleshill
B46 1DL

Camden Council
Planning Development Control
Camden Council
Camden Town Hall
London
WC1H 8ND

RE: 37 Neal Street Camdem London
Advertisement Application to support application 2024/2465/NEW

Dear Development Manager

Please find enclosed the advertisement application for and non-illuminated external advertisement signage, at 37 Neal Street, Camden, London, as requested.

Also supporting the application are the following:

- 0812_110_BARBOUR_NEAL_SHOPFRONT_070524(26)(15)
- 1315157_Advertisement Application Form
- 37NealStSiteLocationPlanV2-1
- 37NealStProposedElevationsV2-1

Advertisement Proposals

There are a number if minor changes to the front elevation, primarily to align the storefront with Barbour branding. Studio Exp have worked with their clients Barbour to produce a

scheme that utilises muted colours with painted ironworks and preserves the period feel. The shopfront will be prepared for redecoration in Farrow and Ball “Railings” in external Grade, eggshell finish.

The existing clear glazing will be retained.

The signage on the fascia will be the Barbour name as a logo, in stove enamelled laser cut 8mm metal plate. This will sit slightly proud of the existing refurbished and repainted backboard, by 50mm. Beneath the Barbour logo the words “ESTABLISHED 1894” will be mounted in 4mm thick laser cut brass lettering and numbers, also pinned off the fascia by 30mm.

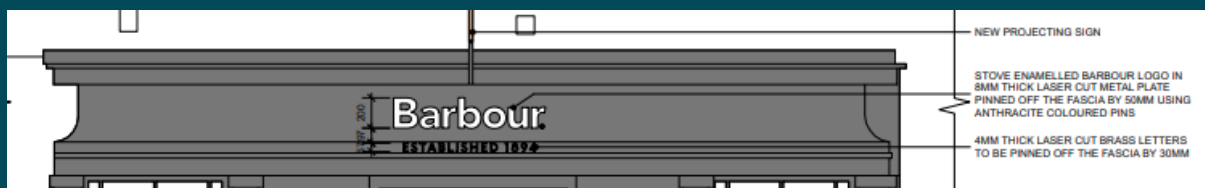


Figure 1: Proposed fascia signage – not to scale see supporting drawings

A new hanging, non-internally illuminated sign adjacent to the shop fascia is proposed, this will be painted in Farrow and Ball “Railings” in eggshell finish. The Barbour lettering will be flat printed in brass coloured paint. There will be brass fixings and protective edge trim.

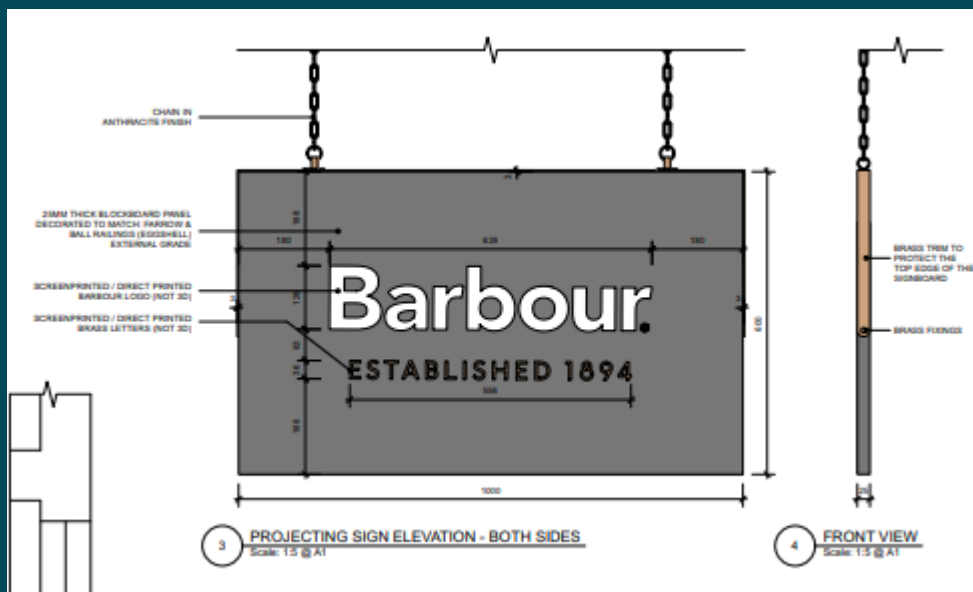


Figure 2: Proposed projecting hanging sign – not to scale see supporting drawings

If you wish to discuss the submission or require any further information, please do not hesitate to contact me directly, and I will be more than happy to engage in collaboration with the local authority and their consultants to ensure a positive decision for the applicant.

Kind regards

E A Laws

Ellie Laws LLB (Hons) PG Dip LPC MSc MRTPI

Chartered Town Planner

Planning By Design

167-169 Great Portland Street, London, England, W1W 5PF