

Application ref: 2024/2659/A
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Planning By Design
167-169 Great Portland Street
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
37 Neal Street
London
WC2H 9PR

Proposal:
New non-externally illuminated hanging sign and alterations to fascia sign.
Drawing Nos: 01, 08 (both rev. V2); 110; Cover letter.

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or

surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

Informative(s):

- 1 Reasons for granting consent:

The application is for a new non-externally illuminated hanging sign and alterations to an existing fascia sign, also non-illuminated.

The signage on the fascia will have the 'Barbour' brand 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.

A new hanging, non-internally illuminated sign adjacent to the shop fascia is proposed, this will be painted in an egg-shell finish. The 'Barbour' lettering will be flat printed in brass coloured paint. There will be brass fixings and protective edge trim.

In terms of their location, size, design and given there is no method of illumination, the signs would appear sympathetic within the context of this existing commercial street frontage. The materials and finishes of the signs would also appear appropriate in the context of the host building and wider street scenes on Neal Street. They would not adversely impact on public highway safety or neighbouring residential amenity given the distance to any nearby windows.

The Council's Conservation Officer has noted that the signage appears appropriate

for the listed building and there would be no harm to the special interest of the listed building.

No objections have been received prior to making this decision. The Bloomsbury CAAC has commented only to say that there are no comments to make. The planning history of the site has been taken into account when coming to this decision.

As such, it is considered that the proposed development is in general accordance with policies D1, D2 and D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

You can find advice in regard to your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer