

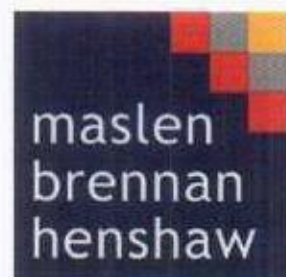
Design statement

Application for Consent
to High Level Display
Advertising

1st Floor Signage

Sports Direct.Com Retail LTD
115-119 Camden High Street
London
NW1 7JS

AUGUST 2009



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Introduction

- 1.1 This Design Statement is to accompany an Application for consent to display an advertisement for 6 No. sign on the façade of Sports Direct at 115-119 Camden High Street, in accordance with requirements of the Town and Country Planning (Control of Advertisement) Regulations 2007.
- 1.2 Camden High Street has a colourful and high level of large signage throughout the High Street towards Chalk Farm Road.
 - 1.2.1 It states, within Camden's UDP Policy Section 6 (Town Centres Retail and Entertainment) that it will aim to ..."Camden Town, provides a large range of goods and services including independent fashion outlets and supermarkets and attract visitors to choose between a variety of shops and leisure activity".
- 1.3 The premises is situated just south of Camden Underground Station, and fronts the main square to the development. It is shown in the aerial photograph at 1.4.
- 1.4



- 1.5 The application is for the erection of 6 no. signs comprising of individually applied, logo trays to cover first floor windows to the façade.
- 1.6 It is an additional application for signage where the main signage (shown on supporting document 6762 /09 G) has been previously approved.

Design Principles and Concepts

- 2.1 Signage can be defined as logo trays with 40mm returns to front windows approximate sizes 3900mm x 1600mm, 1550mm x 1600mm and 1430mm x 1600mm respectively.

One could say that in order to identify one particular place of business from any other place of business, a sign must be conspicuous.

- 2.2 Advertising can be described as “The activity of attracting public attention to a product or business.”

In order to effectively attract attention, Advertising by its very definition must stand out. It must be distinguishable from the background and it must be recognisable.

- 2.3 Signs on shops and other business premises are important because they allow businesses to advertise their presence and the goods and services they provide.

- 2.4 The subject signage in question is designed to support “The activity of attracting public attention to a product or business”, namely Sports Direct.Com Retail LTD.

- 2.5 Transports for London have a sign post directly on the north side of the property. It diminishes the current vie of the shops signage. 2.6 illustrate this in effect.



2.6



- 2.7 The vast majority of foot traffic to the store comes from either Camden Town Underground Station to the North and Hampstead Road to the South. Attracting public attention would be constrained if approaching from the North as the road sign clearly obscures the shop frontage enormously.
- 2.8 As the transport sign is only to one way traffic from the South, an attempt was made for Sports Direct signage to be placed on the blank (reverse) side of the obscuring sign post. Unfoundedly this was rejected by Transport for London.
- 2.9 It is therefore apparent that the road sign hinders the effectiveness of shop front signage for Sports Direct. It is in this case that this document supports the notion for having high level signage at first floor so that branding can be seen above the current traffic sign when approaching from the North.
- 2.10 Drawing 6762 /09 G shows the additional signage display requested for planning approval within the first floor front windows. Please note that this support document is for the higher level logo signage only as a separate application for the lower signage/splayed sign has been approved.

Appendix A

Below are annotated Photographs in support for High level signage at 115-119 Camden High Street.

	<p>3.1</p> <p>Highlighted Transport for London sign post obscuring main shop front signage.</p>
	<p>3.2</p> <p>TfL road sign on North Corner of 119 Camden High Street.</p>



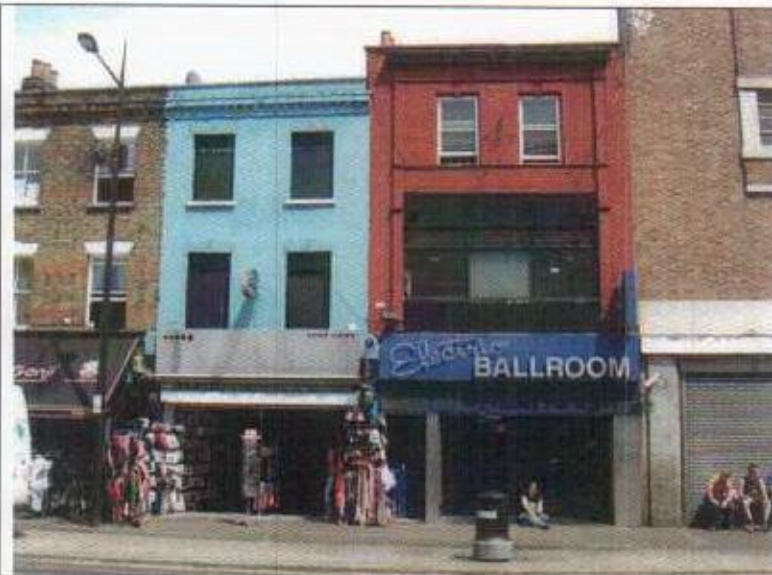
3.3

115-119 Camden High Street previous occupant was Woolworths.




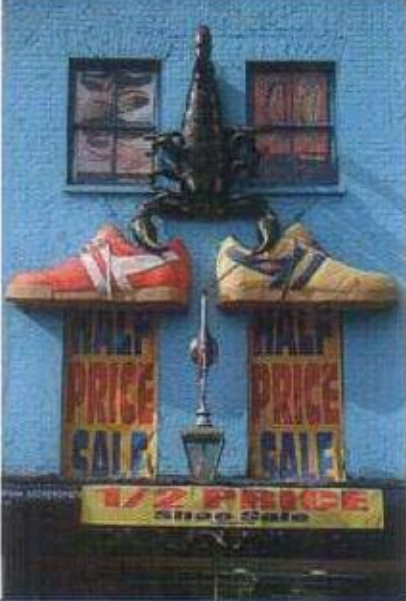

3.4

High level signage at 139 Camden High Street, found less than 100 meters from 115-119.



3.5

Advertising on Camden High Street

	<p>3.6</p> <p>High level signage on Camden High Street</p>
	<p>3.7</p> <p>High level signage on Camden High Street</p>
	<p>3.8</p> <p>115-119 Camden High Street, view from the North. Note: TfL sign diminishes effecting shop branding, but with high level signage advertising is maintained.</p>

Appendix B

Supporting documentation:

- MBHP drawing no. 6762 /09 G
- Smith Brewer Sports Direct - Proposed Camden Graphics



Window 1



Window 2



Window 3



Window 4



Window 5

Window 6

Window 7



Window 8

Red outline to represent graphic tray

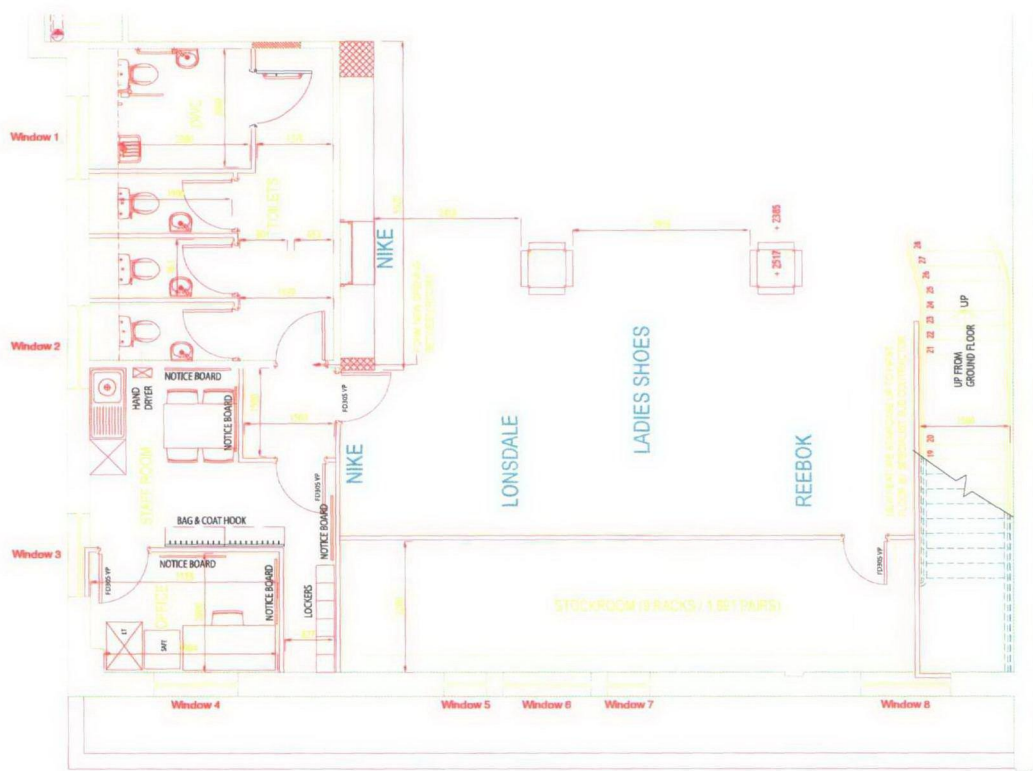
SPORTS DIRECT - Proposed Camden Graphics

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eb designs



SMITH & BREWER



ALL TRAYS TO HAVE 40MM RETURNS

Reebok Tray - Overall size 1530mm x 1880mm

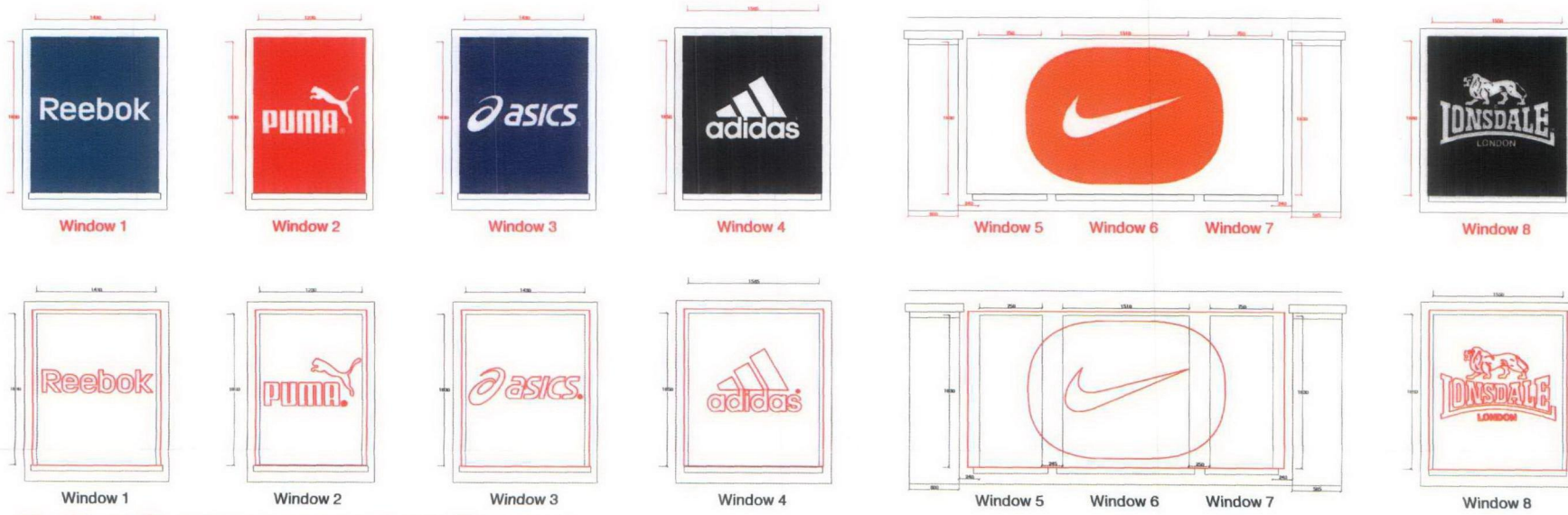
Puma Tray - Overall size 1330mm x 1880mm

Asics Tray - Overall size 1530mm x 1880mm

Adidas Tray - Overall size 1665mm x 1900mm

Nike Tray - Overall size 3785mm x 1880mm

Lonsdale Tray - Overall size 1650mm x 1910mm



Red outline to represent graphic tray

