

## Design and Access Statement

39 Neal Street, WC2H 9QG London, UK - Ellesse Pop Up Store



(Image 1) Existing Shop front at the corner of Neal Street and Short's Gardens, Covent Garden

### Site Location and Surrounding Area

The site is located in the conservation area of Convent Garden within Camden, at the corner of Neal Street and Short's Gardens. Although Neal Street has listed building, No.39 is not regarded as a listed building. The unit consists in ground floor and basement assigned for commercial use.



(Image 2) Neighbouring shop – Pylones, 54 Neal Street, Covent Garden



(Image 3) Neighbouring shop – Bailey Nelson, 69 Neal Street, Covent Garden

Architectural Style

There is a diversity of styles in the area which, in our opinion, enriches rather than detracts from the overall visual impact of WC2H. This is especially noticeable on Neal St and famously colourful in nearby Neal yard.



(Image 4 ) Neal Yard





(Image 5) Proposed Shop front

### The Proposal

The proposal involves the installation of the below signage advertisement:

- **2No. Fascia Signage – VHB mounted Ellesse Heritage – 15 mm Acrylic - Non- Illuminated logo.**

Brand Heritage logo to be Pantone 282C - Pantone 186C - Pantone 151C on colour ELGIN (MYLANDS) painted fascia.

They will be located at 3126 mm affl. to base the of sign (H= 562 mm W =1150 mm, max D = 15 mm)

- **2No. Blade Signage - White powder coated metal - non-illuminated logo.**

They will be located at 3156 mm affl. to the base of sign (H= 450 mm W = 750 mm , D = 90 mm)

- **1No. Non Illuminated, spray painted - Ellesse "semi-palla" logo**

2.5mm thick aluminium face cut pan sprayed blue with vinyl logo. Pantone 282C - Pantone 186C - Pantone 151C - 2700 mm affl. (H= 415 mm W = 775 mm , D = 50 mm)



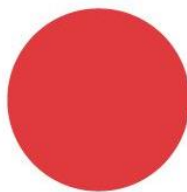
Image 5) Proposed Ellesse logo on Fascia



Image 6) Proposed Ellesse "semi-palla" logo



Spot: Pantone 282C  
CMYK: 100 / 90 / 13 / 68  
RGB: 0 / 33 / 71  
HTML: #002147



Spot: Pantone 186C  
CMYK: 2 / 100 / 82 / 6  
RGB: 198 / 12 / 48  
HTML: #C60C30



Spot: Pantone 151C  
CMYK: 0 / 64 / 100 / 0  
RGB: 255 / 121 / 0  
HTML: #FF7900

Image 7) Ellesse Heritage logo colours