

27th February 2012

**Design and Access Statement for
213-219 Camden High Street, London, NW1 8QR**

Introduction:

This is a Design and Access Statement for the above property prepared by Terra Architectural Partnership on behalf of H&M Hennes and Mauritz UK Ltd.

The proposal is for introducing 2 nos. new led fascia signage, replacement of 2 nos. existing projecting signs, replacement of existing fascia, window frames and stall risers with new ones.

Design Principles and appearance:

The Design principles incorporated are part of the corporate H&M image (Retailers) that is current throughout UK and Ireland.

The Existing structure will be retained. The main concept is to change the existing finishing details on fascia, window frames and stall risers with new materials and to have new led fascia signs and bigger projecting signs.

The existing black fascia will be replaced with new white aluminium PC perforated fascia. The new white granite stall risers will be installed replacing the existing ones. The new white PC Aluminium window frames will be used as the replacements for existing grey frames. Along the Inverness Street, existing stall risers and window frames will be retained. One of the new led fascia sign will be fixed along Camden High Street above the existing shop front entrance and another along the corner wall on first floor where as the bigger projecting signs will be mounted either side of the corner columns replacing the existing signs. The existing fascia signs along Inverness Street will remain unchanged.

Amount:

The level of development is within the constraints of an existing building. It's just the addition of new signs and replacement of existing signs along with changes in finishing materials on stall risers, window frames and fascia.

Scale:

The current Building configuration will not be altered.