

## DESIGN & ACCESS STATEMENT

### PLANNING APPLICATION AND ADVERTISEMENT CONSENT UNITS 1 & 2, 199 WEST END LANE, LONDON, NW6 2LJ

<b>Amount &amp; Use</b>	<p>Unit 1 – alterations to the existing shopfront and existing fascia and projecting signs;</p> <p>Unit 2 – Installation of a new shopfront and one new fascia sign.</p>
<b>Layout</b>	<p>In terms of the shopfront, The new shopfront to Unit 2 will be brought forward by 125mm in line with other shopfronts in the building. The existing shopfront will be removed and replaced by two full height glazed sections with centrally located door to match Unit 1. The access to both units will remain through Unit 1.</p> <p>In terms of signage, the fascia sign above Unit 1 will remain the same size but will be located centrally above the shopfront. A small, new fascia sign will replace the existing signage above Unit 2. It will be located centrally above the glazing.</p>
<b>Scale</b>	<p>Unit 1 – fascia will be raised by 125mm to match the height of the fascia at Unit 2.</p> <p>Unit 2 – shopfront will be brought forwards 125mm to match Unit 1.</p> <p>Repainted and relocated fascia sign at Unit 1 will measure 2770mm x 400mm x 35mm.</p> <p>Repainted projecting sign at Unit 1 will measure 600mm x 800mm x 40mm.</p> <p>The new fascia sign above the Unit 2 shopfront will measure 1535mm x 400mm x 35mm.</p>
<b>Landscaping</b>	N/A
<b>Appearance</b>	<p>The new shopfront will be made of aluminium to match Unit 1. Both shopfronts will be painted in the new KFH corporate colour RAL 3027. The three signs will be painted in RAL 3027/Pantone 1935 with white lettering and a band of four colours along the bottom edge, including Pantone 7409, 268, 297 and 7482.</p>
<b>Access</b>	<p>The existing door of Unit 2 will be replaced to match Unit 1. The access to both units will remain through Unit 1.</p>

Figure 1. Aerial view of the Site (identified in red) and surrounding area (Google Maps).



Figure 2. Front elevation of Units 1 & 2.





Figure 3. The Site together with two neighbouring commercial units.



Figure 4. Shopfront of KFH branch in Battersea repainted in the new corporate colour scheme.

