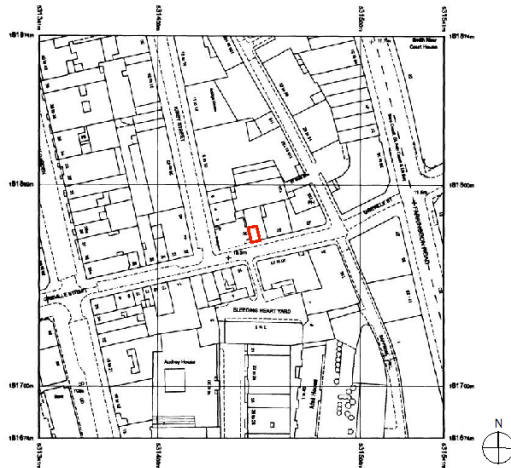


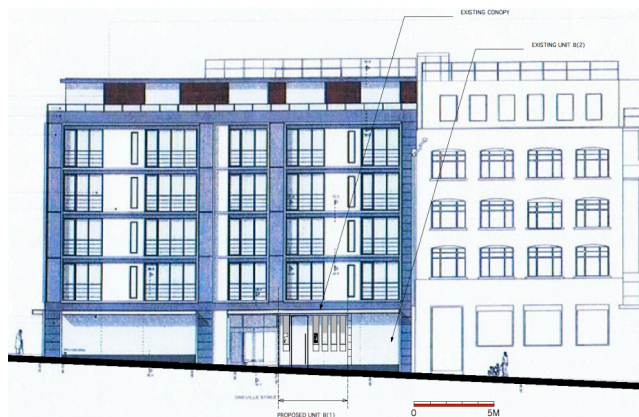


May 2013

**Design and Access Statement for consent to display advertisement, shop front and internal signage application at 29 Greville Street, Hatton Garden, London, EC1N 8SU
Hearts of London (UK) Ltd**



Site location, 29 Greville Street, London, EC1N 8SU



View of existing front elevation and proposed shop front

The Site

The existing site is situated within the Jewellery Quarter, Hatton Garden Conservation Area in the London Borough of Camden. The area around has been the centre of London's jewellery trade since medieval times. Hearts of London, the Client is a young, British, design orientated jewellery company already located in Hatton Garden. The site occupies 24m² over one floor plus 4.5m² at mezzanine level. The existing site (shell only) is situated on ground floor of 29-31 Greville Street. The site is a new build in a contemporary style designed by Design BURO Architects.

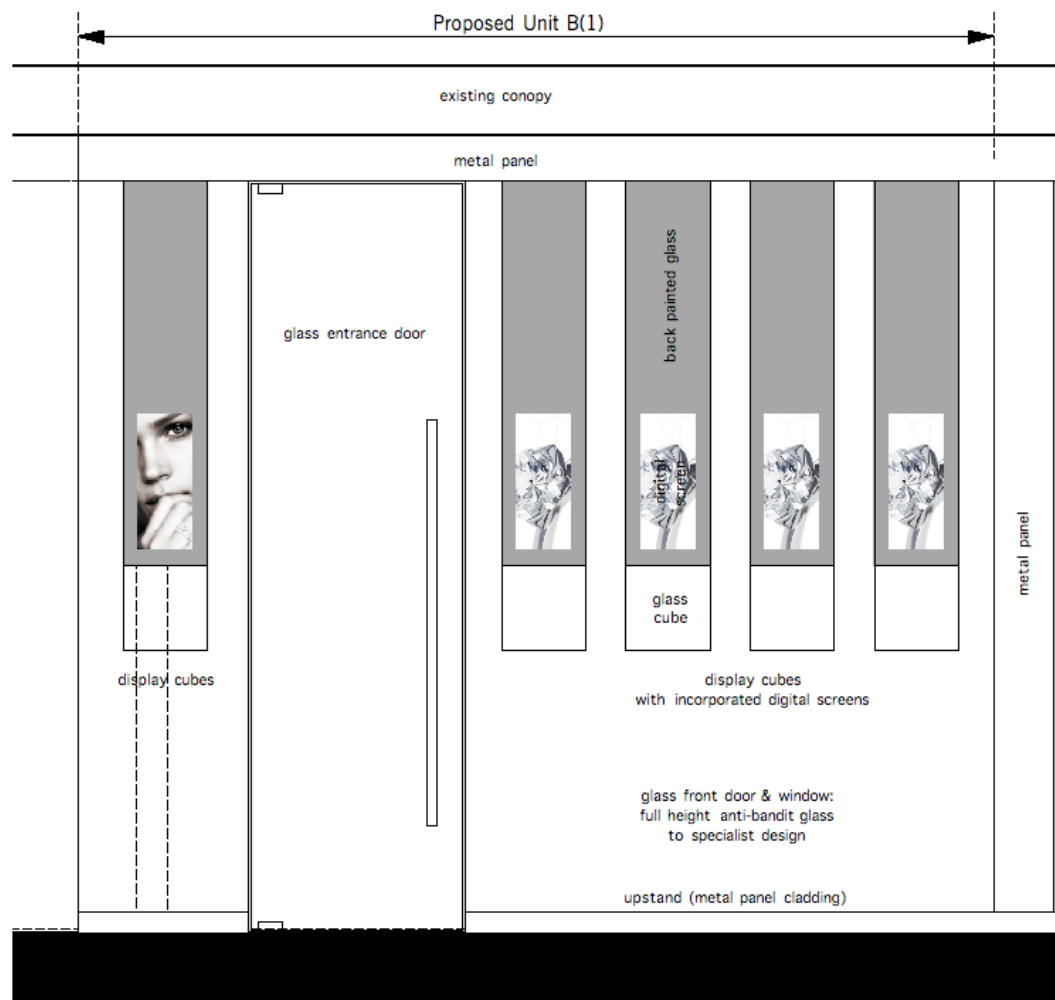
The Brief

The Client brief was to design a jewellery shop for the sale of contemporary designers jewellery. The shop to provide a prominent and distinctive display area, a primary and secondary sales area (mezzanine) and a store/wc.

The Design

The design of the new showroom has been set out using logical and functional layout. Designer will show their work in glass display cubes suspended from the ceiling. Digital display screens will show design intent. The design will be minimalistic, using a simple palette of materials. No external fascia board is proposed to the existing canopy.

See drawings for more details.

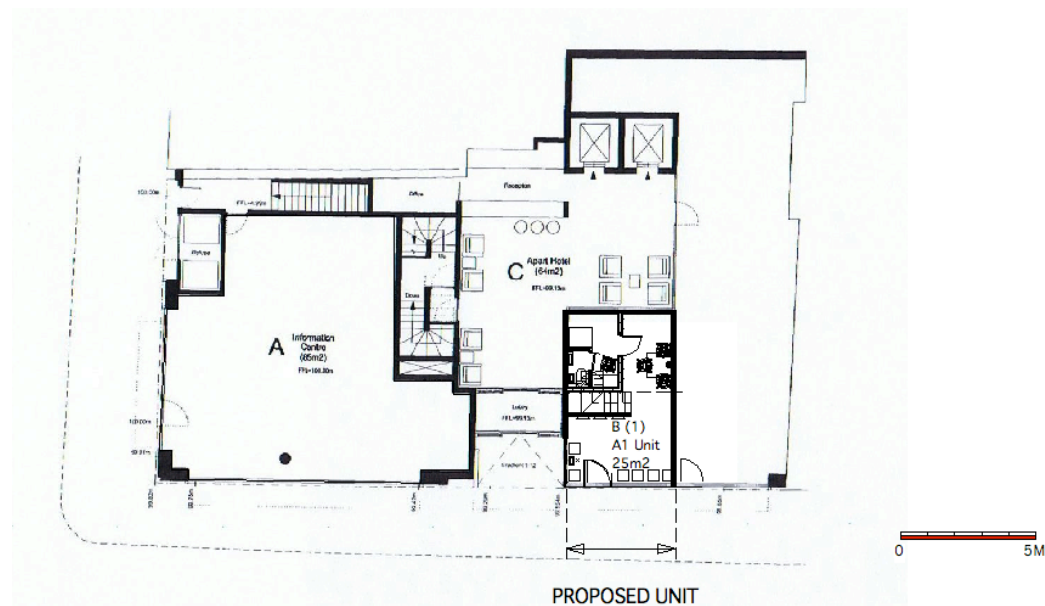


PROPOSED FRONT ELEVATION (FACING GREVILLE STREET)

Shop Front

Disabled Access to the Site

Access to the Jewellery Shop is from Greville Street elevation, pavement level through a new 1100mm wide glass door. Due to a small footprint of this shop staff wheelchair access to the mezzanine level is restrictive. The seating within the main floor is free standing and can be maneuvered to accommodate wheel chairs, staff will carry out this operation. See drawings for further details.



Access to the unit at 29 Greville Street