

Design & Access Statement

Report No. 01
Date Aug 2017

Lumsden Design Ltd.
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Lumsden

Project	HK Primrose Hill	Prepared by	Catriona Watters
Project No.	117	Total pages	2
Location	69 Regents Park Road, London, NW1 8XD		

Statment The proposal is for a new Jewellery store to be installed into the above address following the current retail brand of Harriet Kelsall - www.hkjewellery.co.uk

Harriet Kelsall has been trading since 1998 to a wide section of customers and has won over twenty international awards for design, business, ethics and innovation. Harriet Kelsall is one of the most respected bespoke designers and business trailblazers working in the UK jewellery industry today.

They currently have two other store locations. First one, being located in rural Hertfordshire, the Jewellery Centre is in a converted Tudor barn on a working farm. It's exposed beams have a very special character and the beautiful rural surroundings lend themselves to a relaxed and creative working environment. The goldsmiths work there and are visible to the public from the coffee shop whilst the jewellery designers meet customers in the showroom intermingled with displays of jewellery. The second site, is the original store located in Cambridge in the independent quarter of the historic city. The jewellery design team meet the customers in the Georgian town house studio while customers can browse the jewellery on display

The above sale principles will translate to the newly proposed 'studio style' store at Primrose Hill, where the designers will use the studio to design bespoke jewellery while also allowing customers to browse and interact with existing designs on display. Note: No jewellery will be made on these premises, this will be manufactured at the Hertfordshire jewellery centre.

To our current understanding, the chosen 59 square meter property at Primrose Hill has been vacant for the past 5 years. Prior to this it was a 'betting office'. Based on their previous store locations, Harriet Kelsall have a strong understanding of restoring their retail premises to a high specification as well as being sensitive to the historical aspects of the architecture of their selected buildings. They will occupy the ground floor as mostly retail space, with staff facilities to the rear of the property. Staff facilities will include small kitchenette office, safe and toilet.

Store opening times are to be 9.30am-5.30pm Monday - Saturday / Sunday 11am - 4pm. Removal of the existing shop front is to take place to allow for a new shop front to be installed. The proposed design will be primarily constructed from solid timber and boxed out paneling to the front and side elevations. The design will be architecturally sympathetic to other surrounding retail facades in the area. Concealed LED lighting has been proposed to the top of the fascia to wash light over the newly proposed branding, on both the front and side elevation - ensuring a consistent, continuous light coverage. A bespoke natural oak and brass door handle has also been proposed to the main entrance door.

All works will be carried out by hand and machine. Access is at ground level through one main entrance.

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Existing Photos

