

6. Commercial Research

Warehouse Tenants - Key Requirements

Based on our research we have also looked at what is important for tenants when choosing a workspace, categorising each element.

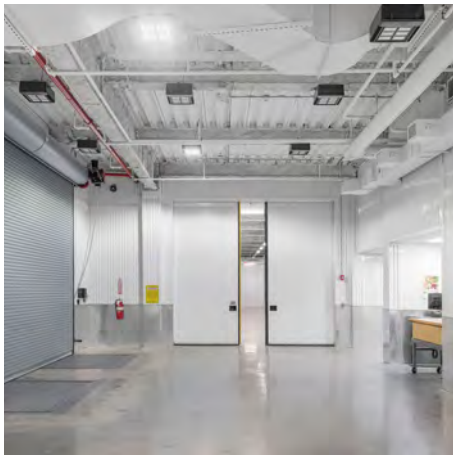
Natural Light



High Ceilings & Large Walls



Storage Space



Bike Parking



Cooking Facilities



Soundproofing



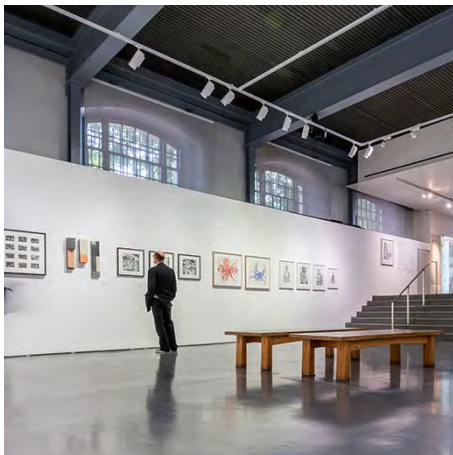
Extract Ventilation



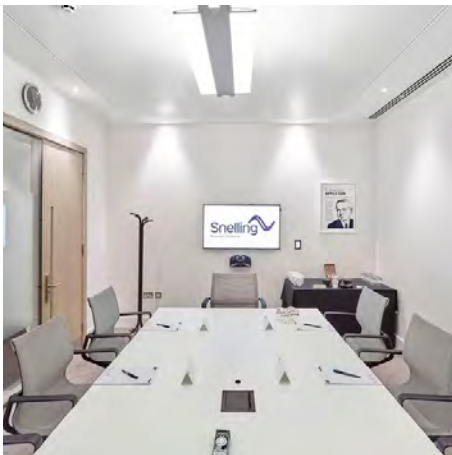
Retail Space / Shopfront



Exhibition Space



Private Space



Access To Parking



Amenity Space

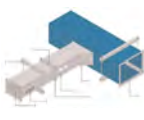
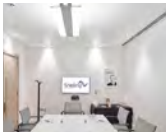


6. Commercial Research

Warehouse Tenants - Key Requirements Matrix

We conducted further analysis of the different uses found in the area to form a Matrix of requirements on a use by use basis, indicated on a traffic light scale.

Green for yes, orange for maybe and red for no.

	NATURAL LIGHT	HIGH CEILINGS & LARGE WALLS	STORAGE SPACE	BIKE PARKING	COOKING FACILITIES	MAKER / WORKSHOP	SOUND PROOFING	EXTRACT VENTILATION	RETAIL SPACE / SHOP FRONT	EXHIBITION SPACE	PRIVATE SPACE	ACCESS TO PARKING	AMENITY SPACE	MINIMUM AREA REQUIRED
CAFE / RESTAURANT	Green	Red	Green	Green	Green	Red	Red	Green	Green	Red	Green	Green	Green	20m ² +
LEISURE / FITNESS / RETAIL	Red	Red	Green	Green	Green	Red	Red	Green	Red	Red	Green	Green	Green	20m ² +
FASHION / TEXTILES	Green	Orange	Green	Green	Green	Green	Red	Orange	Orange	Orange	Green	Green	Green	80m ² +
INDUSTRIAL	Orange	Green	Green	Green	Green	Green	Red	Green	Red	Red	Green	Green	Green	80m ² +
COMMUNITY	Orange	Red	Green	Green	Green	Red	Red	Red	Orange	Red	Red	Green	Green	20m ² +
FILM / PHOTOGRAPHY / GALLERY	Orange	Orange	Green	Green	Green	Red	Orange	Red	Red	Orange	Green	Green	Green	20m ² +
OFFICE	Green	Red	Green	Green	Green	Red	Red	Red	Red	Red	Green	Green	Green	20m ² +
STUDIOS	Green	Green	Green	Green	Green	Green	Orange	Red	Green	Green	Red	Green	Green	5m ² +
RESIDENTIAL	Green	Red	Green	Green	Green	Red	Red	Red	Green	Green	Green	Green	Green	35m ² +
														

6. Commercial Research

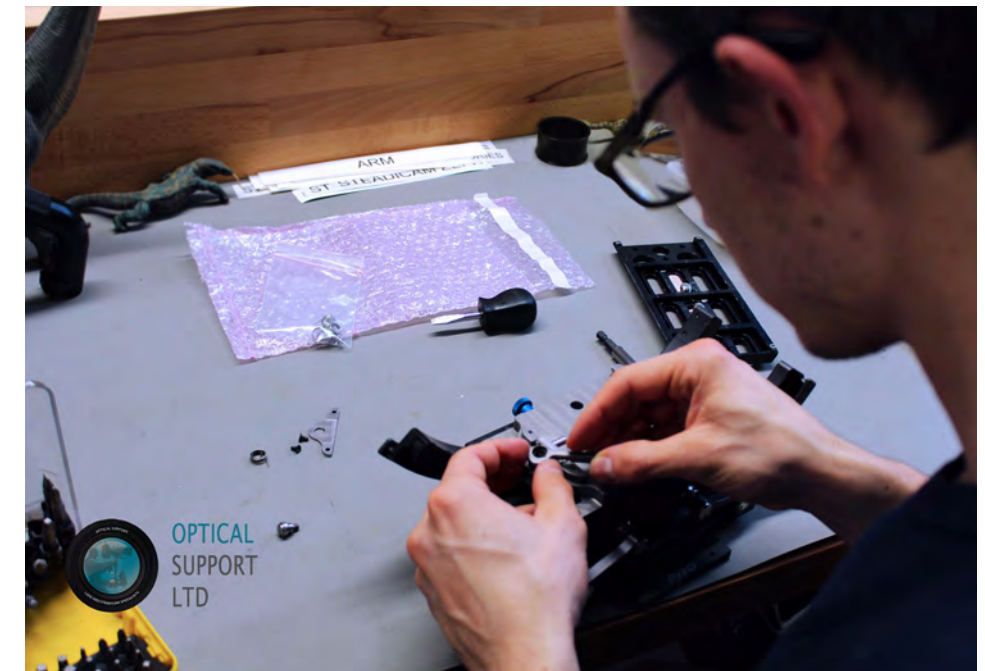
Case Studies

To further understand the needs of the Warehouse District Tenants in relation to our key requirements matrix we conducted some detailed case studies of existing tenants to understand the varying needs of different tenant types and their varying requirements. The following pages show three example case studies although a more detailed analysis of the existing warehouse tenants is contained within an appendix that will be submitted alongside this Design & Access Statement.

Case Study - Optical Support

An equipment hire company currently based within the Florentia Clothing Village. For the detailed repair work that Optical Support carry out, natural light is actually a hindrance, as repair work is best carried out with artificial light. A presence within any development / frontage would be important so that customers can easily find them, but a space at street level is not necessary.

Area Needed: 70m^2



Requirement Matrix

Requirement Matrix	NATURAL LIGHT	HIGH CEILINGS & LARGE WALLS	STORAGE SPACE	BIKE PARKING	COOKING FACILITIES	MAKER / WORKSHOP	SOUND PROOFING	EXTRACT VENTILATION	RETAIL SPACE / SHOP FRONT	EXHIBITION SPACE	PRIVATE SPACE	ACCESS TO PARKING	AMENITY SPACE
OPTICAL SUPPORT AV HIRE / REPAIR SHOP	Red	Red	Green	Green	Green	Red	Red	Red	Orange	Red	Green	Green	Green

6. Commercial Research

Case Study - The Sampling Unit

Are a clothing fabrication workshop that creates samples from sketches or design ideas. Currently they have a workshop space within the Florentia Clothing Village. Natural light is important for the workshop spaces as are ancillary / storage areas for the large number of fabrics required. Each access to loading and unloading is especially important to deal with incoming and outgoing deliveries.

Area Needed: 300 - 500m²



Requirement Matrix

NATURAL
LIGHT

HIGH
CEILINGS
& LARGE
WALLS

STORAGE
SPACE

BIKE PARKING

COOKING FACILITIES

MAKER /
WORKSHOP

SOUND PROOFING

EXTRACT VENTILATION

RETAIL SPACE
SHOP FRONT

EXHIBITION
SPACEPRIVATE
SPACE

ACCESS TO
PARKING

AMENITY
SPACE

THE SAMPLING UNIT CLOTHING FABRICATOR



6. Commercial Research

Case Study - Marble head Studios

Marblehead studios is a queer and black owned brand inspired by classic pop art and 80s retro vibes.

We believe that clothing does not need to be defined by gender, age or race. You can wear what you want, however you want! So why not add a pop of colour in your wardrobe and shop Marblehead.

The studio requires both retail space for displaying and selling products along with a making space to product the products. Natural light is important for both making and selling, whilst private space, high ceilings or large walls are not important.



Area Needed: 5 - 20m²

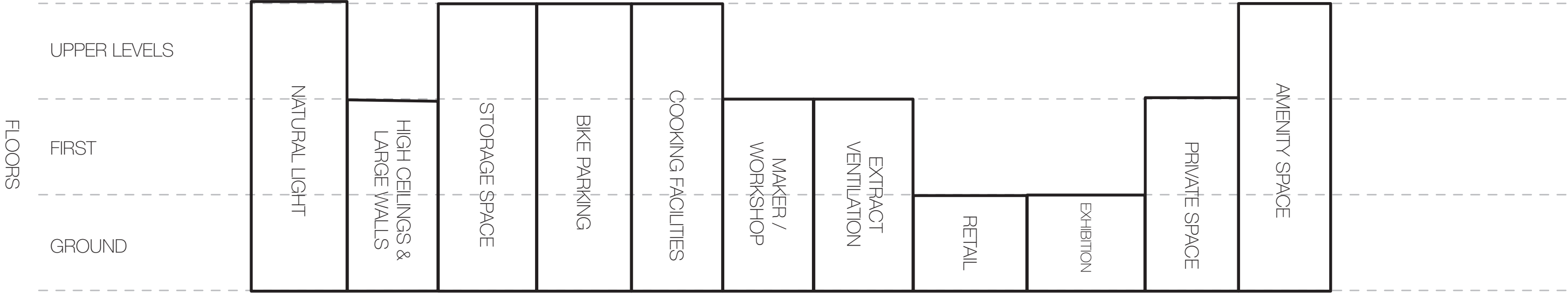
Requirement Matrix

Requirement Matrix	NATURAL LIGHT	HIGH CEILINGS & LARGE WALLS	STORAGE SPACE	BIKE PARKING	COOKING FACILITIES	MAKER / WORKSHOP	SOUND PROOFING	EXTRACT VENTILATION	RETAIL SPACE / SHOP FRONT	EXHIBITION SPACE	PRIVATE SPACE	ACCESS TO PARKING	AMENITY SPACE
MARBLE HEAD STUDIOS CLOTHING BRAND	Green	Red	Green	Green	Green	Green	Red	Red	Green	Red	Red	Red	Green

6. Commercial Research

Case Study - Spatial Requirements

Alongside the Matrix of Requirements we produced we also identified suitable locations for each specific use within the volume of any potential new building. For example where natural light is important, this can only be positioned above ground, adjacent to windows.



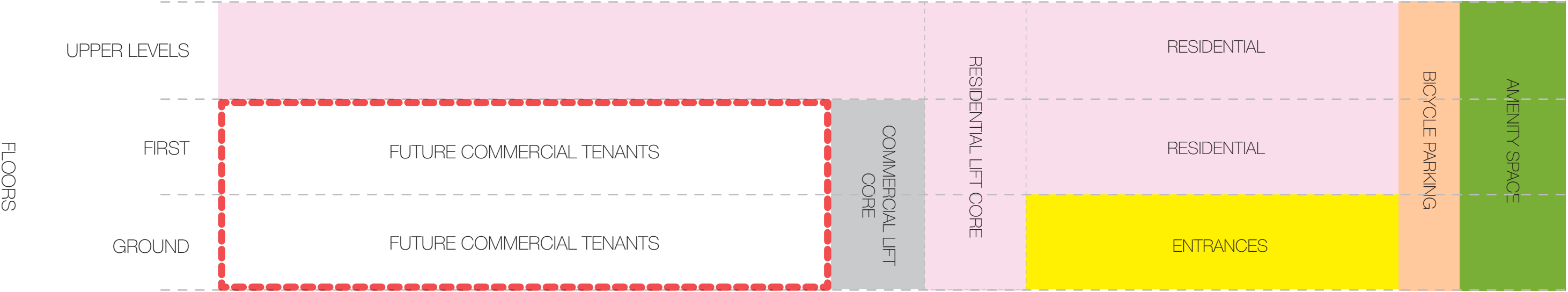
7. Programmatic Layout



7. Programmatic Layout

Core Building Layout

Although the commercial layout and use of the building may change subject to different occupiers, the core elements of the scheme will remain the same as can be seen from the programmatic layout diagram below:



7. Programmatic Layout

Commercial Test Scenarios

To further understand the how the needs of the Warehouse Tenants relation to the building design we conducted some detailed case studies of how tenants could use the building in the future, these tests helped us to understand the needs of different tenant types and how we can cater for them. The following page shows an example case studies although a more detailed analysis of the some scenarios we tested is contained within an appendix that will be submitted alongside this Design & Access Statement.

Commercial Test Scenario 01

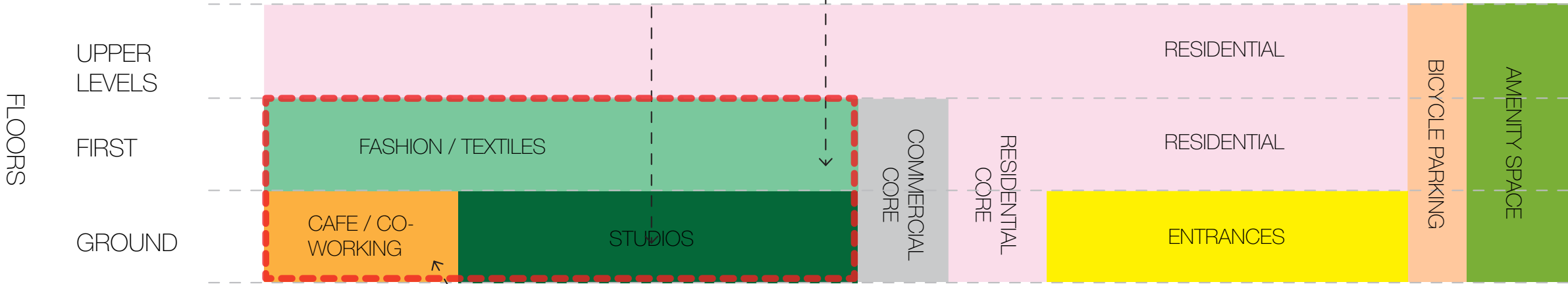
We've tested some scenarios of potential commercial tenants based on our research. Here we see how Line Girl & Pat Thrills who are local artists / makers could occupy a studio or shared work space, whilst Woodberry Florist could work on the ground floor the building in a co-working space.



The Line Girl



Pat Thrills



Woodberry Blooms



7. Programmatic Layout

Teatum + Teatum Transforms 18th Century Iron Foundry In Sheffield

British architecture studio Teatum + Teatum has adapted an old iron foundry in Sheffield into modern offices for a communications agency and co-working local businesses.

The Testone Factory is set inside a former iron foundry in Sheffield's previously-industrial Kelham Island quarter, which has been the site of various factories since the 1600s.

London-based studio Teatum + Teatum were approached by communications agency Peter and Paul to turn the abandoned foundry into offices that could accommodate its growing number of employees.

Along with offices for their staff, Peter and Paul wanted to create a space that would serve young creatives from the surrounding area by offering places to work at reasonable rents

Overall 50 per cent of the 400-square-metre factory is dedicated to offices for Peter and Paul, while the remaining space has been opened up as a co-working space for use by small independent businesses and creative entrepreneurs.

"It requires an openness to new working methods and spatial organisations but can result in possibilities for both small and big organisations," brothers Tom and James Teatum, co-directors of the practice, said in a statement.

A timber framed studio with polycarbonate walls sits at the building's centre, which the architects hope will act as a "space for speculations" – here film screenings, talks, readings or other events can be hosted.

"Importantly Testone connects with the city locally at street level, and as an idea. It shows how regeneration at a local level can contribute and be a positive catalyst for change," continued the practice.

The studio is flanked by two wings – while the east wing plays host to a handful of micro offices, the west side accommodates a kitchen, meeting room and a small gallery where up-and-coming artists from the local community can exhibit their work to the public.

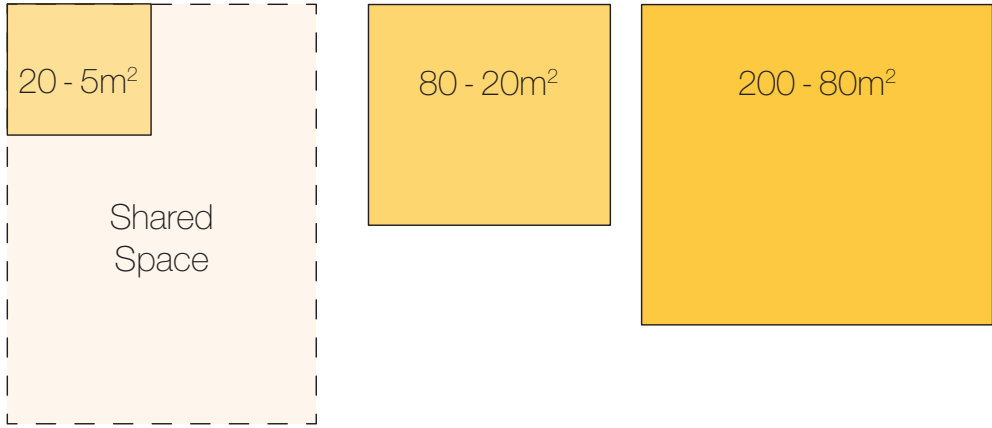


7. Programmatic Layout

An Active Ground Floor

Our proposals for Omega Works aim to activate the primary frontage along Hermitage Road whilst also creating a new public access route with new commercial uses facing into the courtyard. Commercial uses will be split over both the ground and first floor levels.

The floor areas of the units will range from 5 -200m² with potential for these spaces to offer co-working / studio spaces for individual artists and designers.



The proposals will offer a variety of differently units suitable for different commercial uses, a key requirement of the existing warehouse tenants.



The proposed commercial units at Ground Floor

8. Warehouse District Architecture



8. Warehouse District Architecture



Design Concept - Preserving the profile of the Omega and Saw Tooth buildings

8. Warehouse District Architecture

A Walking Tour of the District

We undertook a walking tour of the warehouse district to understand the warehouse district architectural typology.

The aerial map to the right of this page shows the areas we walked and the following pages show the architectural elements that we found were prominent features on the warehouse buildings in the area.



8. Warehouse District Architecture

Architectural Language

The buildings of the warehouse district share a number of key architectural characteristics such as:

- Brick is the primary material with elements of precast concrete
- Repetition is prominent in building façades
- The treatment of windows is predominantly with an industrial critical style
- Arch recesses over windows or within brickwork add order to façades
- Depth in façades is created through the use of recesses in brickwork
- Curved parapet / rooflines



Photographs from the architectural walking tour



The Oriental Carpet Centre
Building, Vale Road

8. Warehouse District Architecture

Warehouse District Brick

Although brick is the primary facade material within the Warehouse District, the same brick type has not been used throughout and a variety of brick types are used throughout the area creating a tapestry of facade materials, the images below show some of the brick types found within the area.

Brick Types

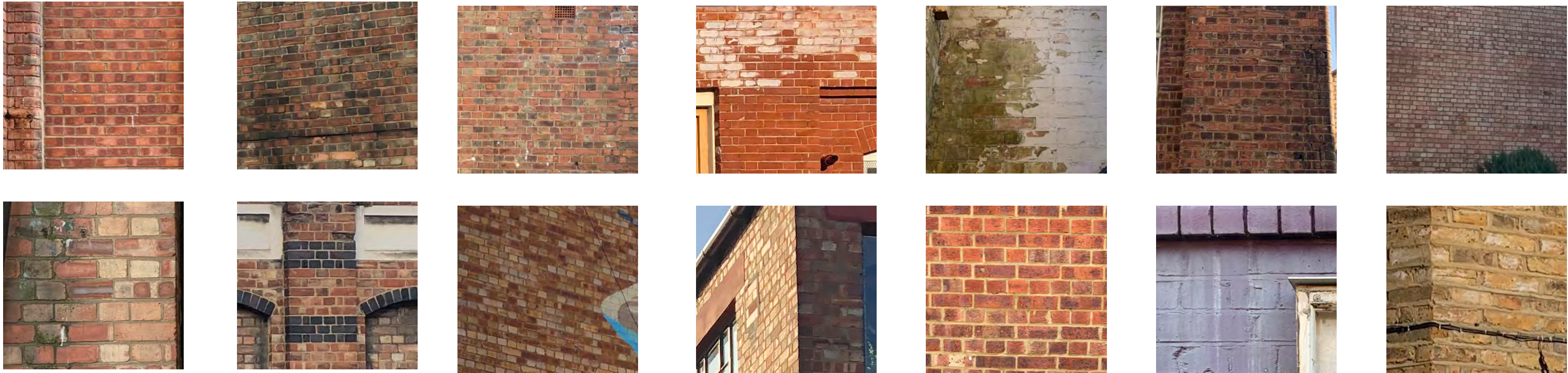
Varying brick textures sit next to one another throughout the warehouse district creating a patchwork quilt.

Some windows are also bricked up with varying brick colours adding further richness.

We are interested in replicating these details to link the proposed architecture with its surroundings.



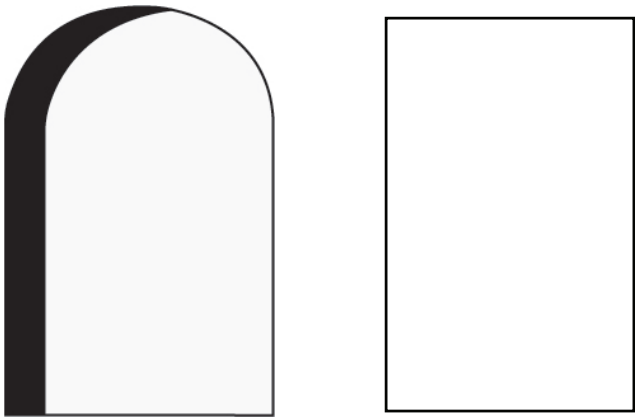
Warehouse District Brick



8. Warehouse District Architecture

Key Principles From The Historic Grain

Refining the properties in the area to its purest forms, we get the rectangle and arch - key ingredients in the design process.



The arch and rectangle, pure forms

9. Warehouse District Architectural Spaces



9. Warehouse District Architectural Spaces

The Public Realm

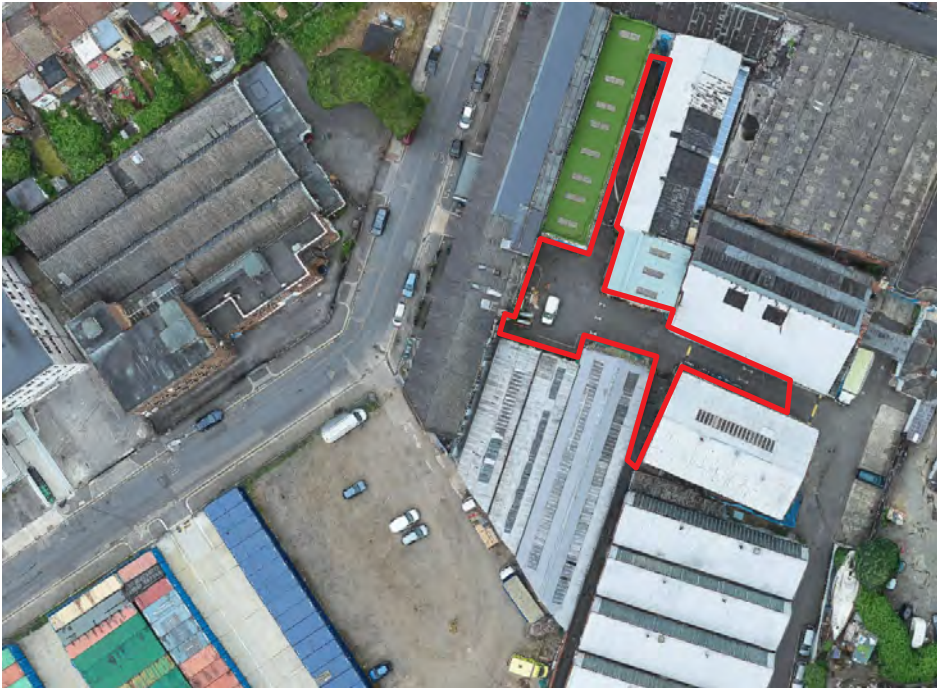
Within the Warehouse District, individual buildings and complexes are formed around unusually shaped spaces that form either public or semi private squares. Some of these spaces have been planned, whilst others have formed organically through the ad hoc development of the area.



Florentia Clothing Village, public space



Florentia Clothing Village, public space



Florentia Clothing Village, public space



Oriental Carpet Centre, public space



Oriental Carpet Centre, public space



Oriental Carpet Centre, public space

9. Warehouse District Architectural Spaces

Key Characteristics of the Public Realm

- Separation between buildings is small, typically between 4 - 6m
- Even when residential uses are present buildings are close together
- Hard landscaped public spaces
- Lack of greenery
- Lack of public amenities (bin storage)
- No separation between car and pedestrian uses



Topper House, public space



Topper House, public space



Topper House, public space



Eade Road Studios, public space



Eade Road Studios, public space



Eade Road Studios, public space

9. Warehouse District Architectural Spaces

Overview of the irregularly shaped spaces (not to scale)

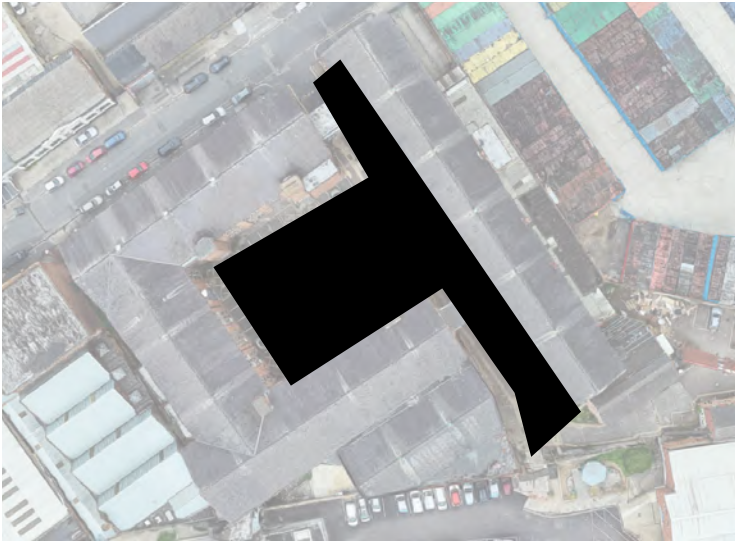
A comparison below of the existing public / semi private spaces within the warehouse district highlights the irregularity of the spaces.



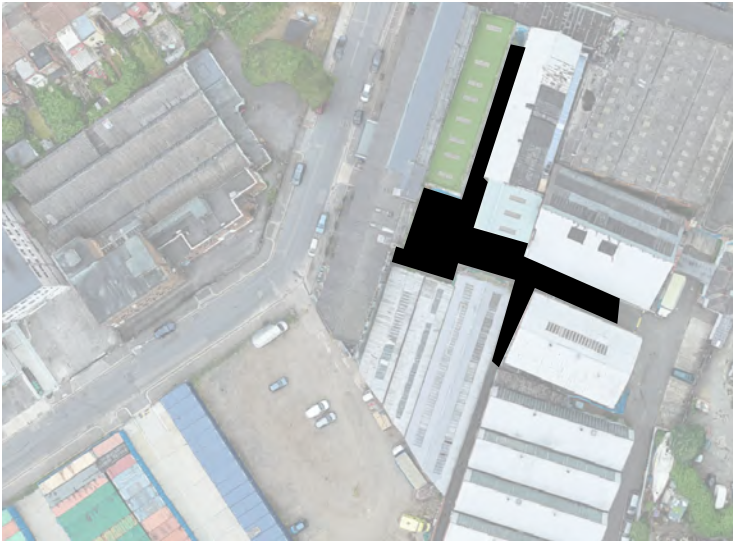
Eade Road Studios, public space



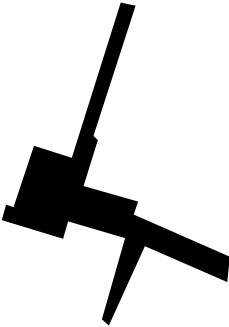
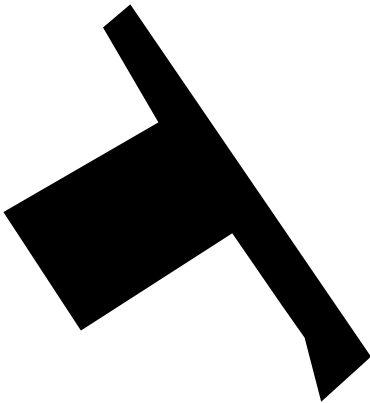
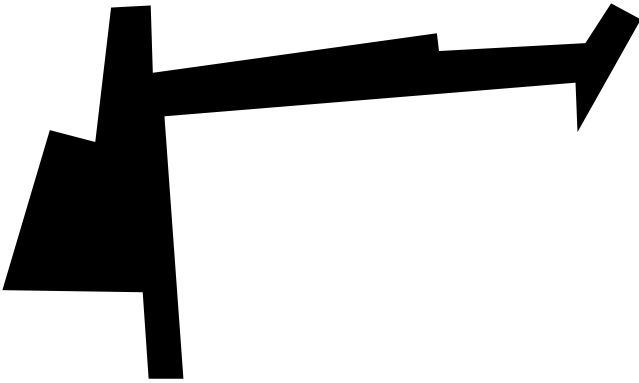
Topper House, public space



Oriental Carpet Centre, public space



Florentia Clothing Village, public space



10. Building Heights & Context



10. Building Heights & Context

Warehouse District Streets

The streets within the Warehouse District share a common treatment to the public realm with mainly utilitarian features common within the area. Features include:

- A lack of trees
- Street widths of between 12 and 17m
- 2 - 4m wide pavements with on street parking
- Little or no street furniture



Aerial View Of The Haringey Warehouse District & Site Allocations

10. Building Heights & Context

Streetscape Scale

The proposals for the scheme will increase the height of the application site building by 2 storeys along Hermitage Road along with further storeys set back from the street and hidden from view. This will create a greater difference between building heights on either side of the street. However, this relationship is not unusual within the context of the Warehouse District and shrouding area.

The following pages illustrate streets within the Warehouse District that have an urban realm relationship between the street sides, where the height of buildings, width of the street and the sense of enclosure felt have a bearing on the feeling of space within the street itself and the greater public realm.



Key street cross sections

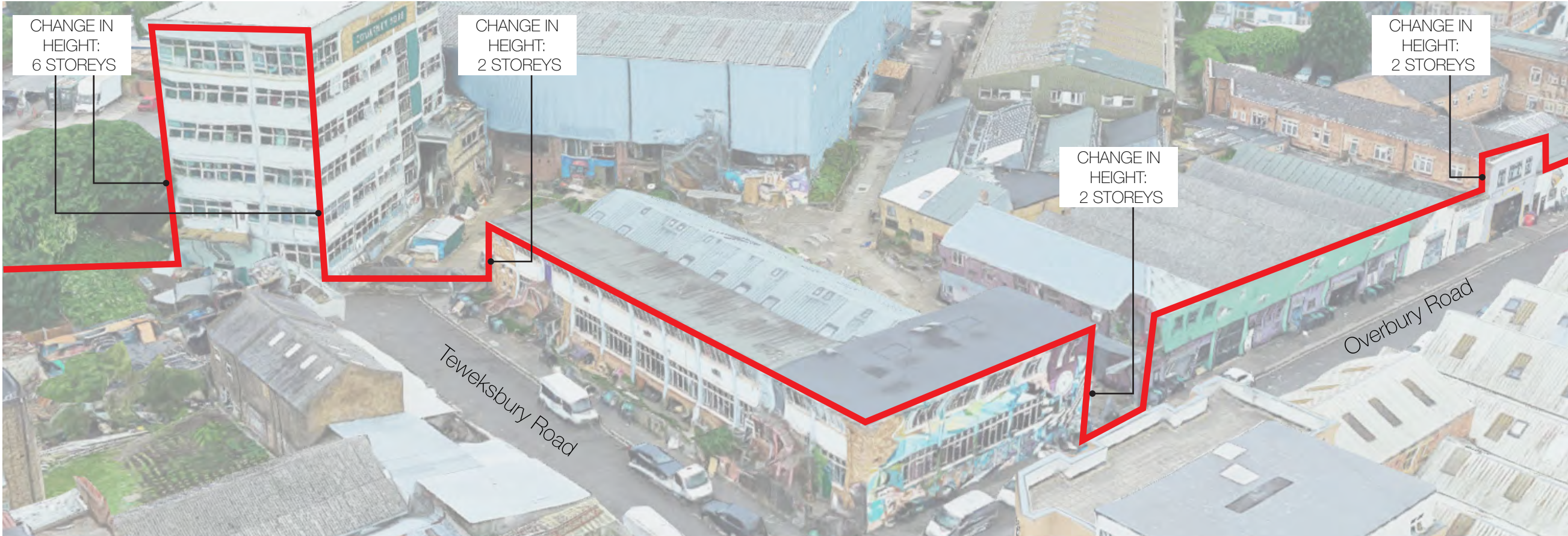
10. Building Heights & Context

Transition in Building Heights

These contextual street elevations show us the existing transition in heights between different buildings found within the area.



Vale Road, Streetscape

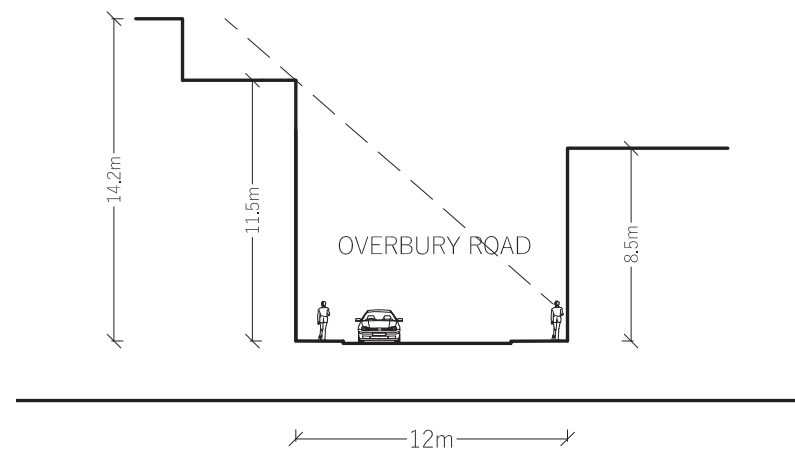


Tewksbury Road & Overbury Road, Streetscape

10. Building Heights & Context

Comparable Street Relationships - Overbury Road

- Three / Four storey to the left side of street with two storey to the right
- Variation in streets between 3 / 4 stories



Street cross section



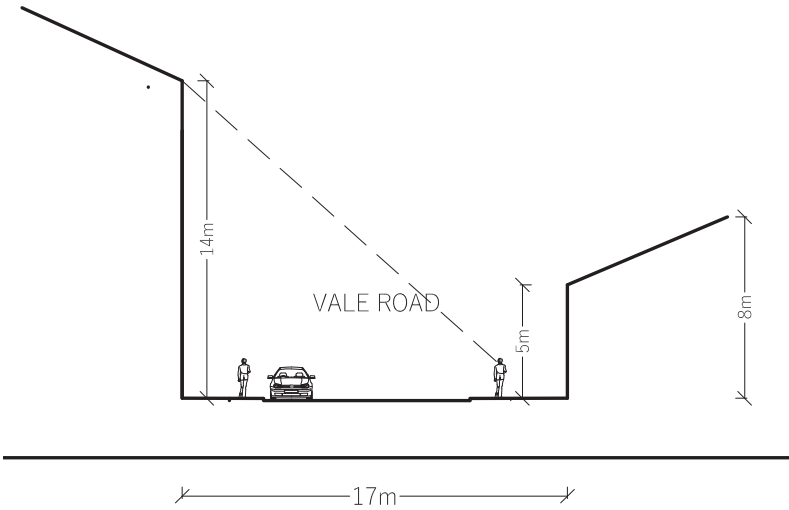
Street photos



10. Building Heights & Context

Comparable Street Relationships - Vale Road

- Four storey to the left side of street, which rises up to 5 storeys (but is hidden from view) with a single storey to the right Variation in heights between 1 / 5 stories



Street cross section



Street photos

11. Materials & Façades



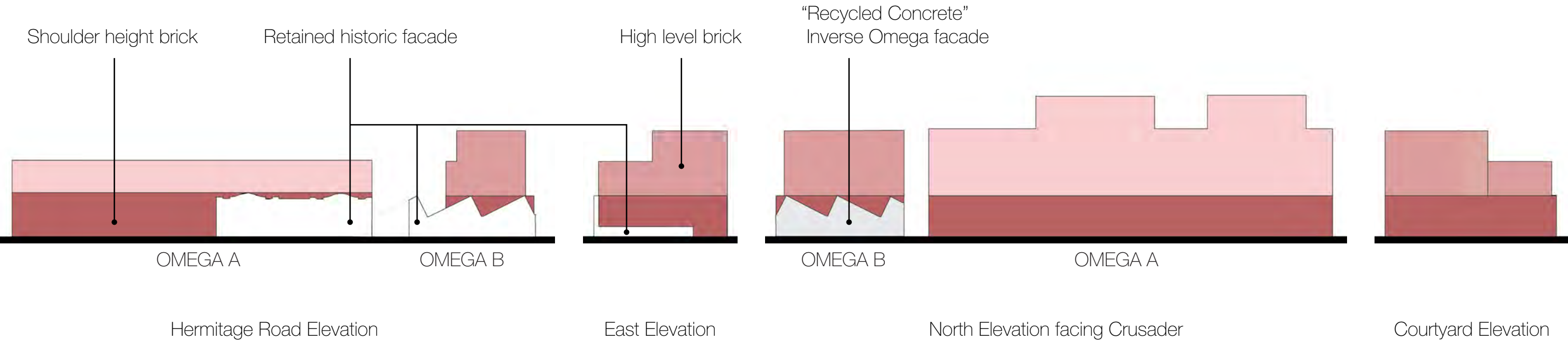
11. Materials & Façades

A Site Wide Approach to Materiality

We have taken a holistic approach to the materiality of the Omega Works Site, with the following key principles:

- 1. Retention of the existing Omega façades
- 2. A shoulder height brick that runs across both Omega A & B
- 3. A high level brick that differentiates the two sites and the individual buildings within Omega B

Omega Works Unfolded Elevation



11. Materials & Façades

Material Palette

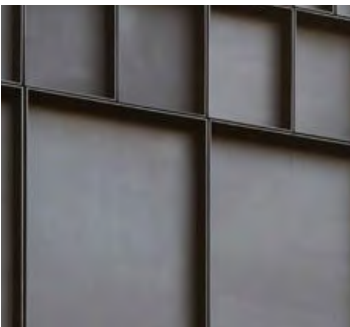
The proposals aim to maintain and improve upon the original aesthetic of the surrounding area. Utilising the materials from Haringey Warehouse District and properties along Hermitage Road for reference.



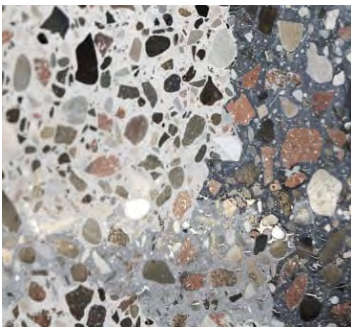
Brick



Ultra thin glazing frames



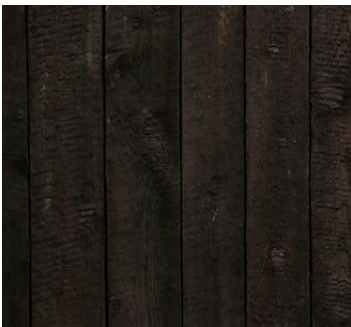
Black steel



Recycled Concrete



Timber



Fumed Oak



Green Roof

11. Materials & Façades

Hermitage Road Facade

The elevational treatment is based on a simplified material palette.

Above the Saw Tooth building a simplified and ordered grid intersects with the geometry of the angled historic facade below.

A new shoulder brick is introduced behind the Omega Building which then runs across the two site ownerships to unify the facade. Above this a lighter high level brick articulates the new additional storeys.



OMEGA A

OMEGA B

11. Materials & Façades



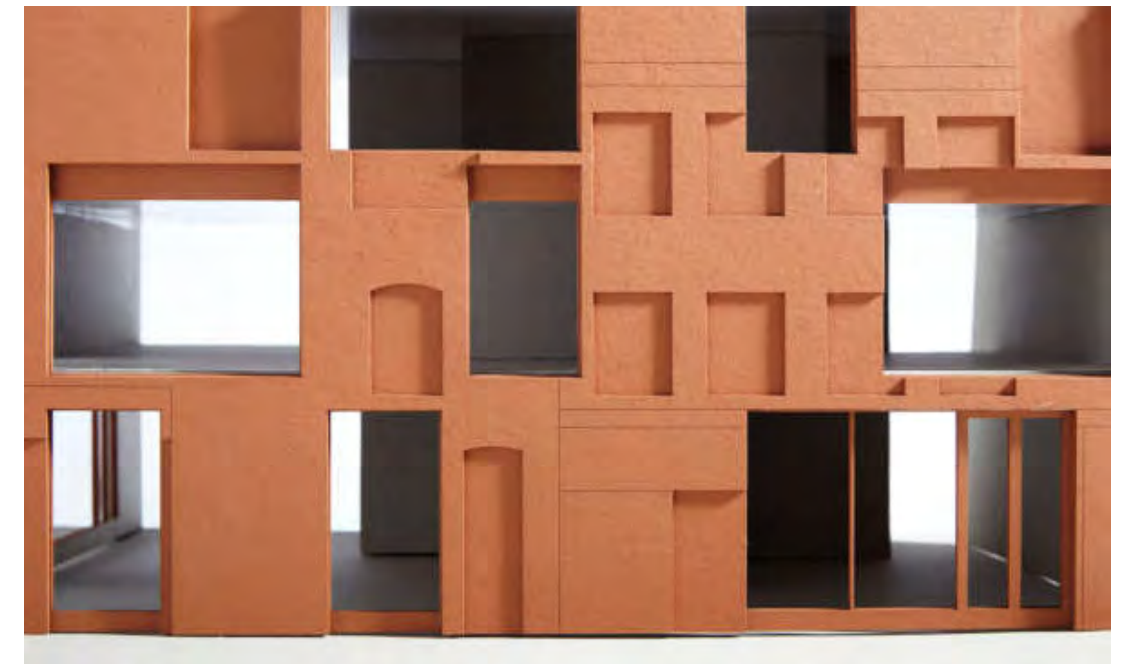
11. Materials & Façades

The North Facade

This elevation faces North towards the Crusader Industrial Estate. As a not to the historic Saw Tooth facade to Hermitage Road, the North facade features a recycled concrete memory facade with an imprint / ghosted mark that follows the geometry of the Saw Tooth. A linear grid of regular windows forms the elevational treatment to the upper levels and these two geometries intersect to create interesting junctions and moments within the facade.



North Elevation detail



Blossom Street - Morris & Co.



Blossom Street - Morris & Co.

11. Materials & Façades



11. Materials & Façades

Recycled Concrete From The Demolished Buildings

Large numbers of walls, roofs and floors of the existing building will need to be removed to make way for the proposals. Rather than sending these materials to landfill it is our intention that broken bricks, roofing slates and other waste materials are gathered together, checked for their suitability and cast into moulds to create the decorative concrete forms of the new concrete façades and elements of the scheme. In this way we aim to localise the use of the materials and reduce the carbon footprint of the proposal.



Saw Tooth roof forms of the existing building



Granby Rock - Detail

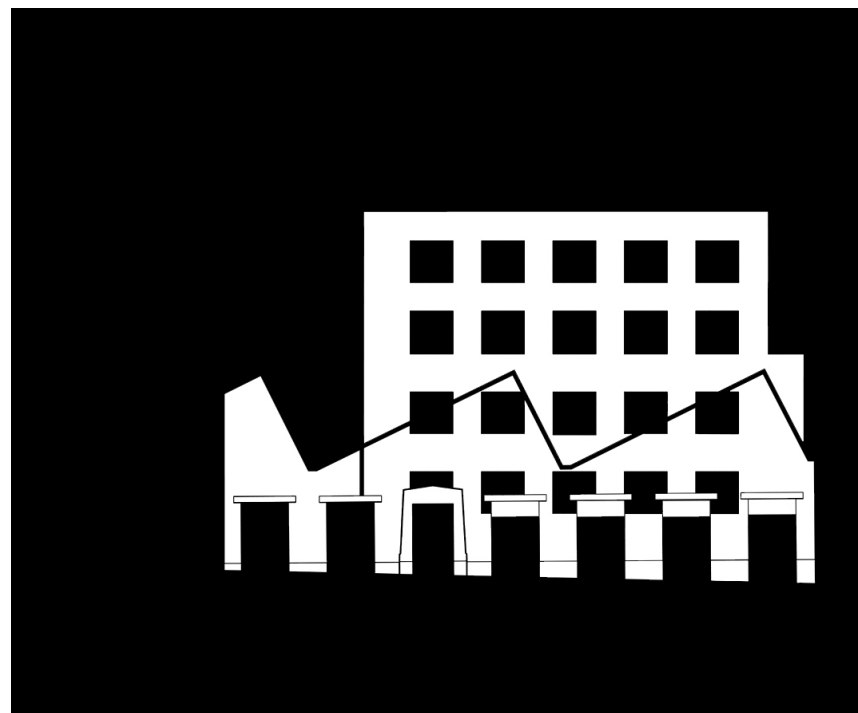


Granby Rock - Concrete Fireplace Surround



SeRaMCo: Secondary Raw Materials for Concrete
Precast Products

12. The Proposal



12. The Proposal

Proposed Areas

The proposed scheme includes the provision of 610.88m² of commercial floorspace and a total of 36 new residential apartment.

All of the newly proposed dwellings will aim to comply with Lifetime Homes requirements and will adhere to the national floorspace standard requirements and Ealing Councils policy on residential development as much as practically possible.

Scheme Areas

This scheme offers 3601.6m² of Gross Internal floor area

The total GIA floor area is broken down as follows:

TOTAL COMMUNAL AND PLANT = 491.74m²

TOTAL COMMERCIAL AREA = 610.88m²

TOTAL RESIDENTIAL AREA = 2499.78m²

TOTAL = 36 UNITS

An area schedule detailing the breakdown of both commercial and residential units is shown opposite:

PLEASE NOTE:
All saleable floor areas for the residential units are measured as Gross Internal Floor area (GIA) and exclude communal areas, circulation spaces and external walls

Omega Works B: Area Schedule				
Project Code	0092			
Project Title	Omega Works (B)			
Sheet Name	1 of 1			
Created Date	28.01.2022			

EXISTING AREA				
Location	Unit Type	Area	Sub Total	Notes
Ground Floor	Luggage Storage Unit	965		
First Floor	Storage Space	214		
SUB-TOTAL			1179	

PROPOSED AREA				
Location	Unit Type	Area	Sub Total	Notes
COMMUNAL				
Ground Floor				
	Resi & Commercial Bin Store	43.57		
	Residential Lobby 01	108.41		
	Residential Lobby 02	21.13		
	Residential Office	28		
Upper Levels				
	1st Floor Residential Lobby A	22.96		
	1st Floor Residential Lobby B	5.66		
	2nd Floor Residential Lobby A	27.59		
	2nd Floor Residential Lobby B	5.66		
	3rd Floor Residential Lobby A	27.59		
	3rd Floor Residential Lobby B	5.66		
	4th Floor Residential Lobby A	27.59		
	4th Floor Residential Lobby B	5.66		
	5th Floor Residential Lobby A	35.39		
	5th Floor Residential Lobby B	5.66		
	6th Floor Residential Lobby A	35.39		
	Roof Lobby A	26.34		
SUB-TOTAL			432.26	
COMMERCIAL				
Ground Floor	Commercial Plant 1	85.82		
	Commercial Plant 2	21.42		
	Commercial Plant 3	25.62		
	Commercial Plant 4	7.69		
	Unit 01	69.63		
	Unit 02	51.2		
	Unit 03	36.11		
	Unit 04 (FOYER EVENT SPACE)	81.88		
	Unit 05	43.92		
First Floor				
	1st Floor Commercial Lobby	16.83		
	Unit 06	106.7		
	Unit 07	149.8		
SUB-TOTAL			696.62	
RESIDENTIAL				
First Floor				
	UNIT 01 - 2B3P	69.11		
	UNIT 02 - 1B2P	64.71		
	UNIT 03 - 2B4P	70.04		
	UNIT 04- 2B3P	78.26		
Second				
	UNIT 05 - 2B4P	68.21		
	UNIT 06 - 1B2P	66.22		
	UNIT 07 - 2B4P	75.17		
	UNIT 08 - 2B3P	68.24		
	UNIT 09 - 1B2P	59.99		
	UNIT 10 - 3B6P	109.19		
	UNIT 11 - 2B4P	76.34		
	UNIT 12 - 1B2P	50.92		
Third				
	UNIT 13 - 1B2P	53.16		
	UNIT 14 - 1B2P	64.13		
	UNIT 15 - 2B4P	75.26		
	UNIT 16 - 2B3P	68.24		
	UNIT 17 - 1B2P	59.99		
	UNIT 18 - 3B6P	109.25		
	UNIT 19 - 2B4P	76.34		
	UNIT 20 - 1B2P	50.92		
Fourth				
	UNIT 21 - 1B2P	52.4		
	UNIT 22 - 1B2P	64.13		
	UNIT 23- 2B4P	75.26		
	UNIT 24 - 2B3P	68.24		
	UNIT 25 - 1B2P	61.56		
	UNIT 26 - 3B6P	109.25		
	UNIT 27 - 2B4P	76.24		
	UNIT 28 - 1B2P	50.92		
Fifth				
	UNIT 29 - 3B6P	85.12		
	UNIT 30 - 2B3P	68.24		
	UNIT 31 - 1B2P	52.46		
	UNIT 32 - 1B2P	58.36		
Sixth				
	UNIT 33 - 3B6P	84.83		
	UNIT 34- 2B3P	68.24		
	UNIT 35 - 1B2p	52.46		
	UNIT 36 - 1B2p	58.38		
SUB-TOTAL			2499.78	