

2.4.1 Reinforce Identity

2.4.1.1 Gateways

There are a number of points that act as gateways onto the site. The gateways provide an identity to the Warehouse District and should carry a similar message while still being site specific.

The proposed development site at Seven Sisters can serve as a beacon, while the entrance into the heart of the site further down Eade Road acts as a more literal gateway into the main body of the site.

Gateways should aim to:

- Highlight the fact that you are entering the Warehouse District
- Provide an appropriate visual threshold through change in ground plane (Materials/ texture/ ground signage), signage and lighting
- Provide an identity to the Warehouse District from outside

2.4.1.2 Commercial Units

There are already a number of designated work and commercial spaces within the Warehouse District as well as the work elements within the warehouse living at the site.

It is considered beneficial to implant a thread of commercial and workspaces throughout the site to provide a more public face to the area, allowing creatives to sell their products/artwork, as accommodating events for the public.

These events and spaces can be for temporary use to enliven or invigorate different areas but they will provide a vital connection between the Warehouse District and the local areas.



2.4.1.3 Commercial Units

Increasing public engagement throughout the site is a crucial part of the Framework and permeability is key to this. We have analysed the connectivity of the Warehouse District in the wider context and highlighted a number of suggested routes that are key to improving permeability.

Links between Seven Sisters Road and Eade Road through to Overbury Road are particularly key. Many of these routes are now closed to the public where communal spaces have been gated off to make them private communal spaces. As such, clearer delineation of what routes can be used, and by who, is really important as part of the legibility strategy to encourage better permeability.

There could also be a series of semi-public routes designed mainly for use by the local community but that can be opened up for events or when the workspaces open. This would activate the spaces further, for example as a market route through. Consultation with residents and workspace users will be desirable in the creation of these routes.

We are also aiming to create a positive link through to the new Florentia development that could enliven spaces within HWD - but potentially on a timed basis to ensure security for residents.

