

# The Colourmen Project



# The Site



Penoyre  
& Associates



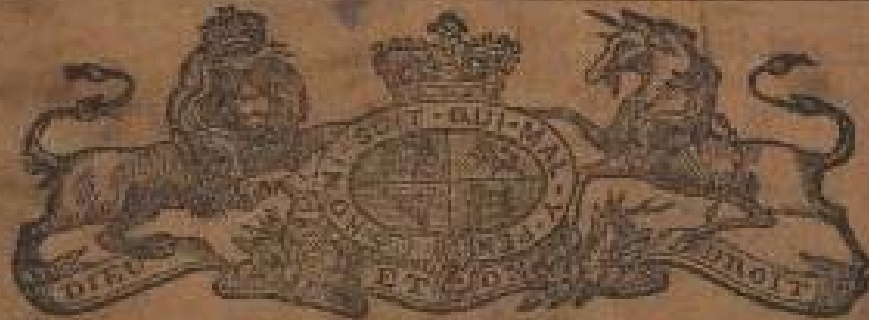
Penoyre  
& Professor  
[over]





# The History

PREPARED PANEL.



**WINSOR & NEWTON,**  
**ARTISTS' COLOURMEN**  
**To Her Majesty**  
AND TO  
**HIS ROYAL HIGHNESS PRINCE ALBERT,**  
**38, RATHBONE PLACE, LONDON.**

Penoyre  
& P. P. P.  
Prepared  
for you





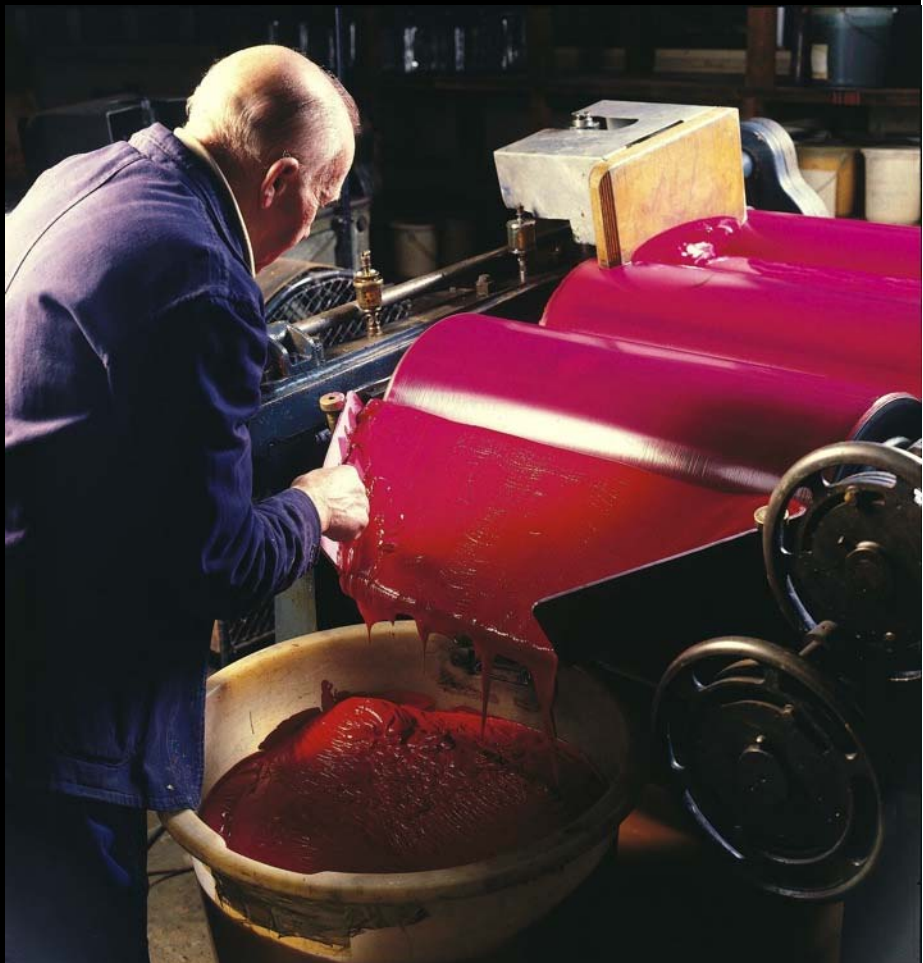
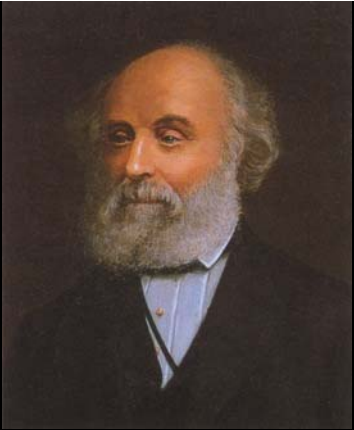
Penoyre  
& Preece  
sarsal

# The Vision

# key aims

- Repair urban fabric
- Retain office building to support creative industries
- Improve cross site connectivity
- Provide high quality public realm
- Contribute to housing needs of the Borough
- Housing typology to reflect contemporary needs
- High quality design

**To create a vibrant and distinctive place to live, work,  
learn and play**



Prof. Dr. Penoyre



Penoyre  
& Professor  
Saraj

# The Colourmen Factory

In conjunction with Acava, the largest supplier of artist studios in the UK, we are seeking to create

**A new artist colony for Harrow**

**Re-using the existing office building to create a vibrant home for the artistic and the creative industries of Harrow**



Penoyre  
& Professor  
ar/youreP

# Planning Framework



# AAP leading land use

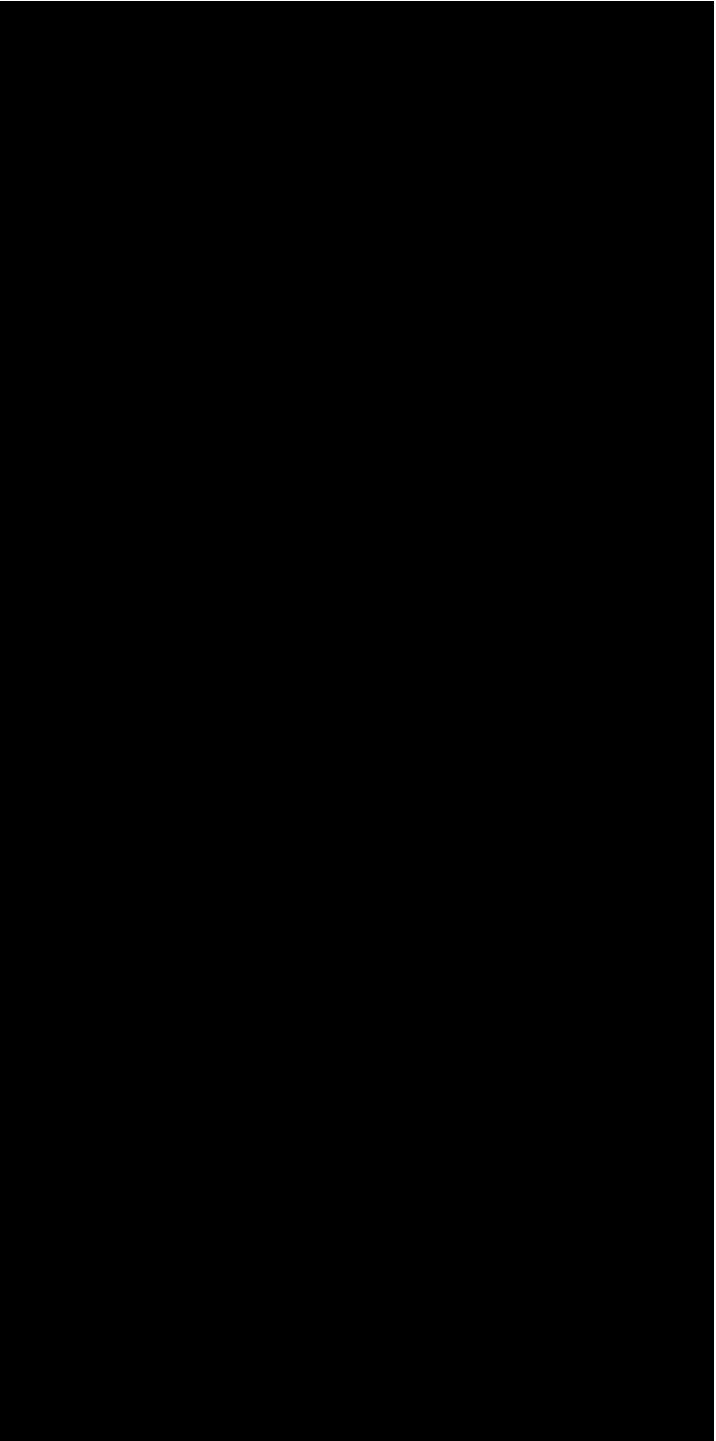
- business, studios, creative industries
- education, assembly, leisure

# AAP supporting land use

- enabling residential

# AAP targets

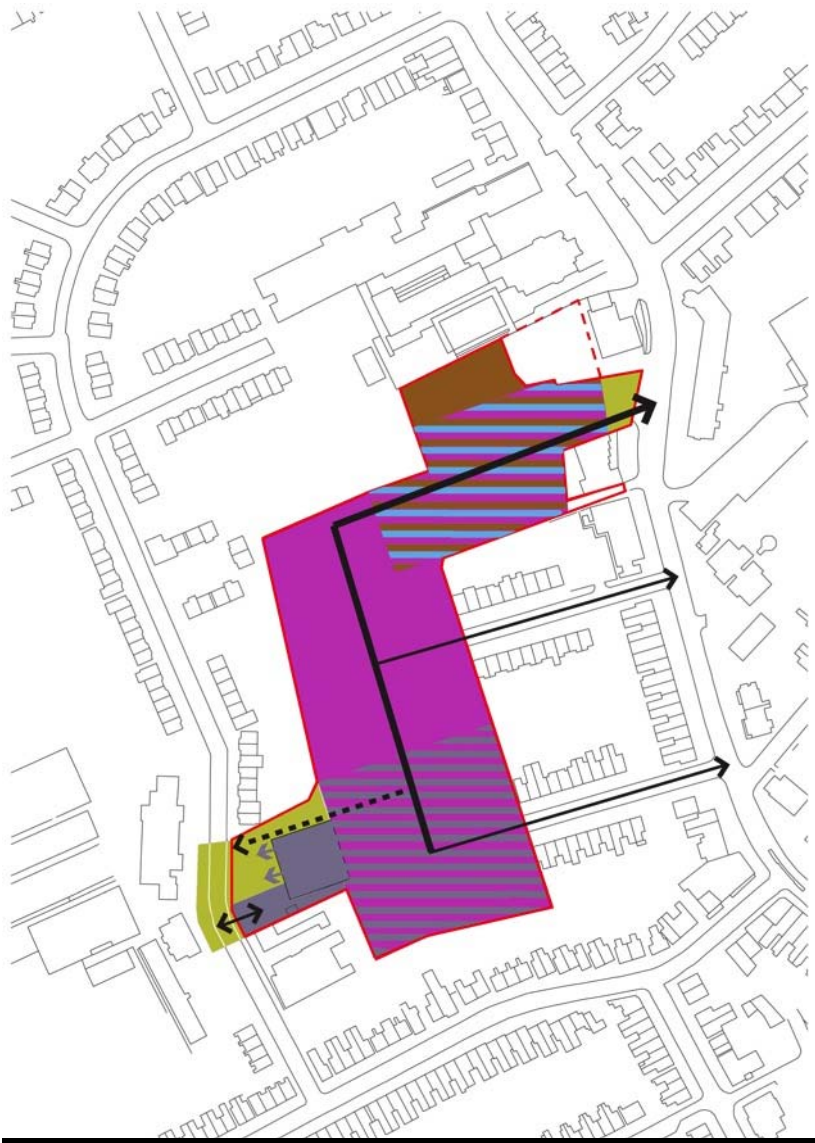
- 130 jobs
- 150 homes



Penoyre & Professor  
or Your Ped

# Colourmen key site objectives

- to create a distinct new mixed use development
- to replace former industrial use with studio, enterprise and office use alongside contemporary, sustainable new homes
- to allow for the expansion of the Salvatorian College



**KEY**

- ColArt site boundary
- - - Opportunity site boundary
- Education
- Housing
- ▨ Community / Education / Housing
- ▨ Employment / Housing
- ▨ Employment use in existing building
- New open space
- Primary route
- Secondary routes
- - - Pedestrian / Cycle Routes

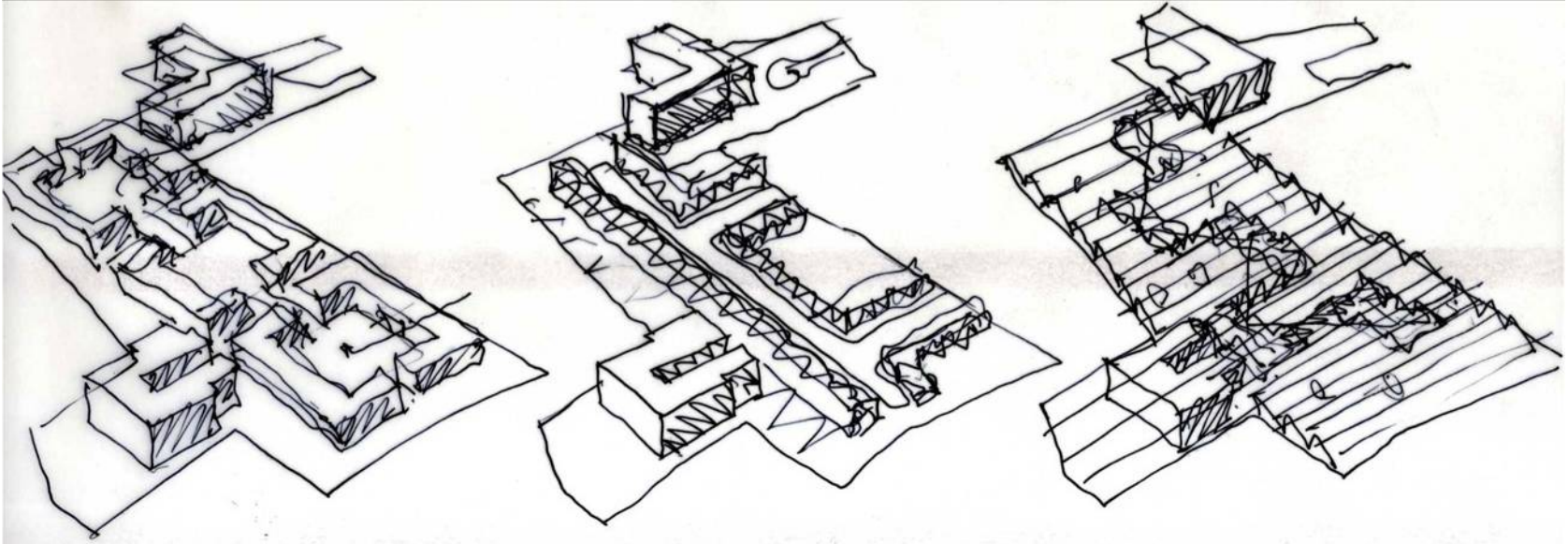
# The Concept



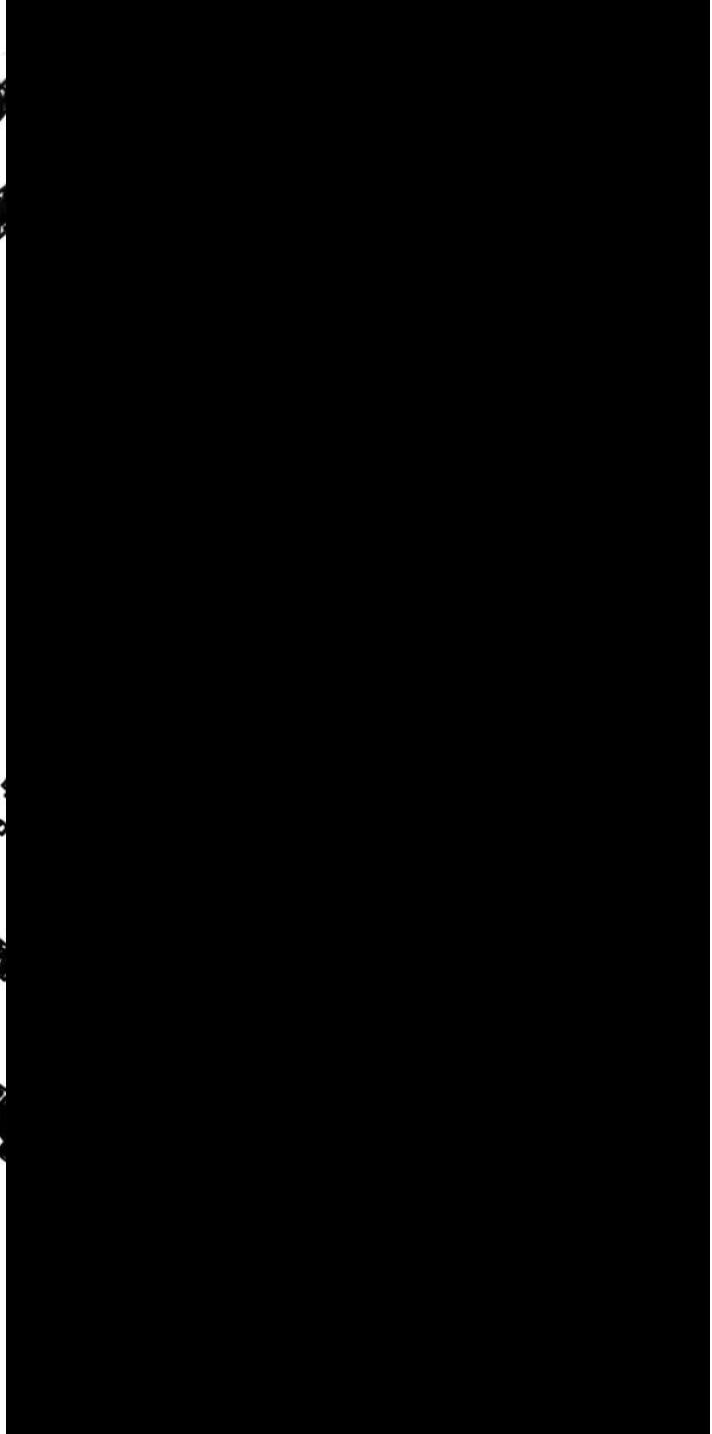
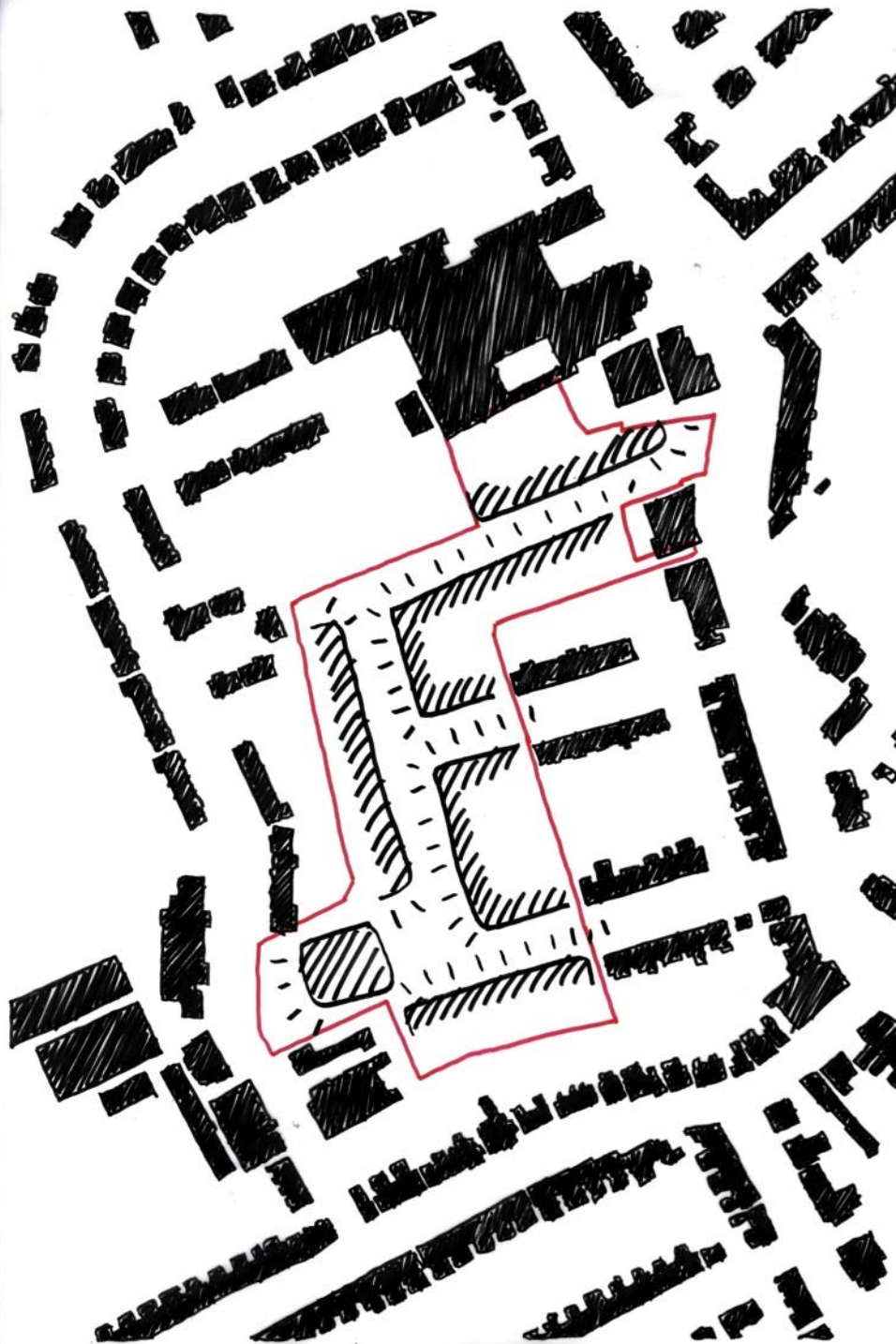
Penoyre  
& Prosper  
Saraj



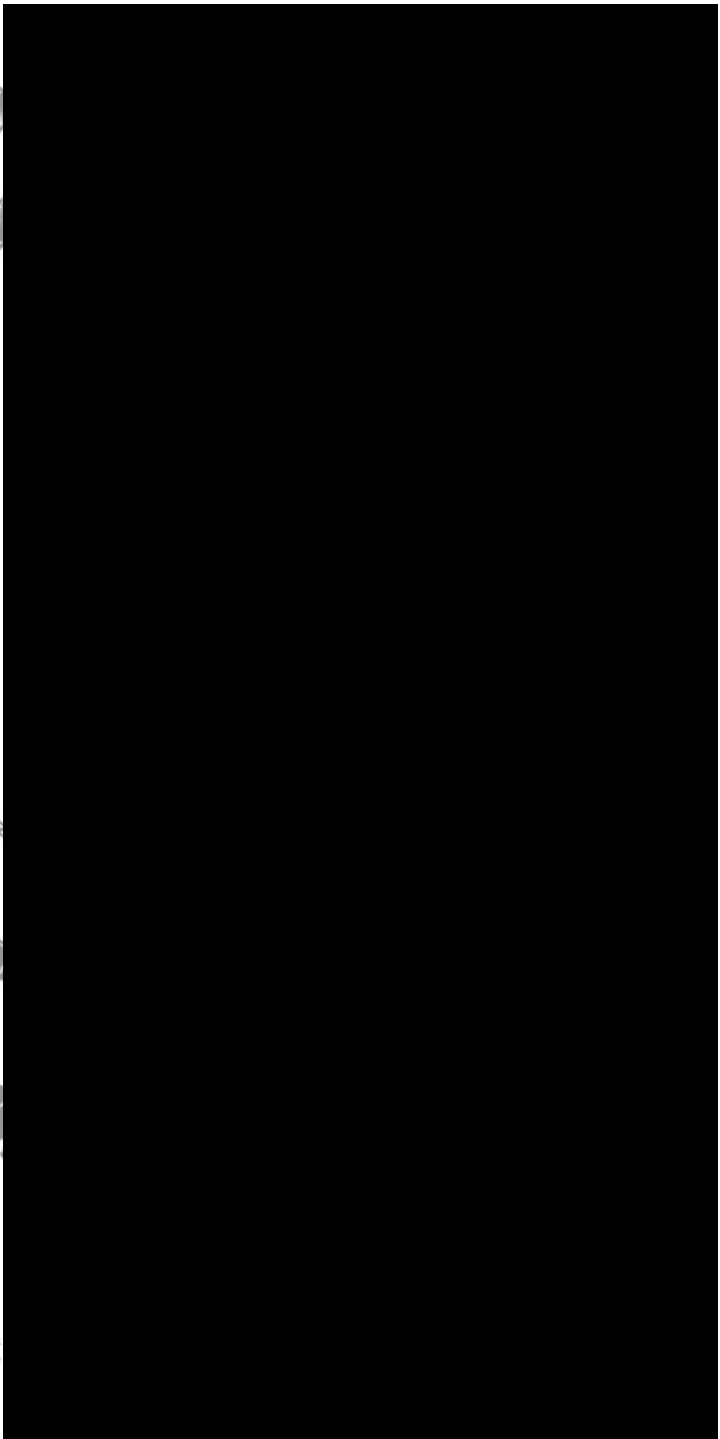
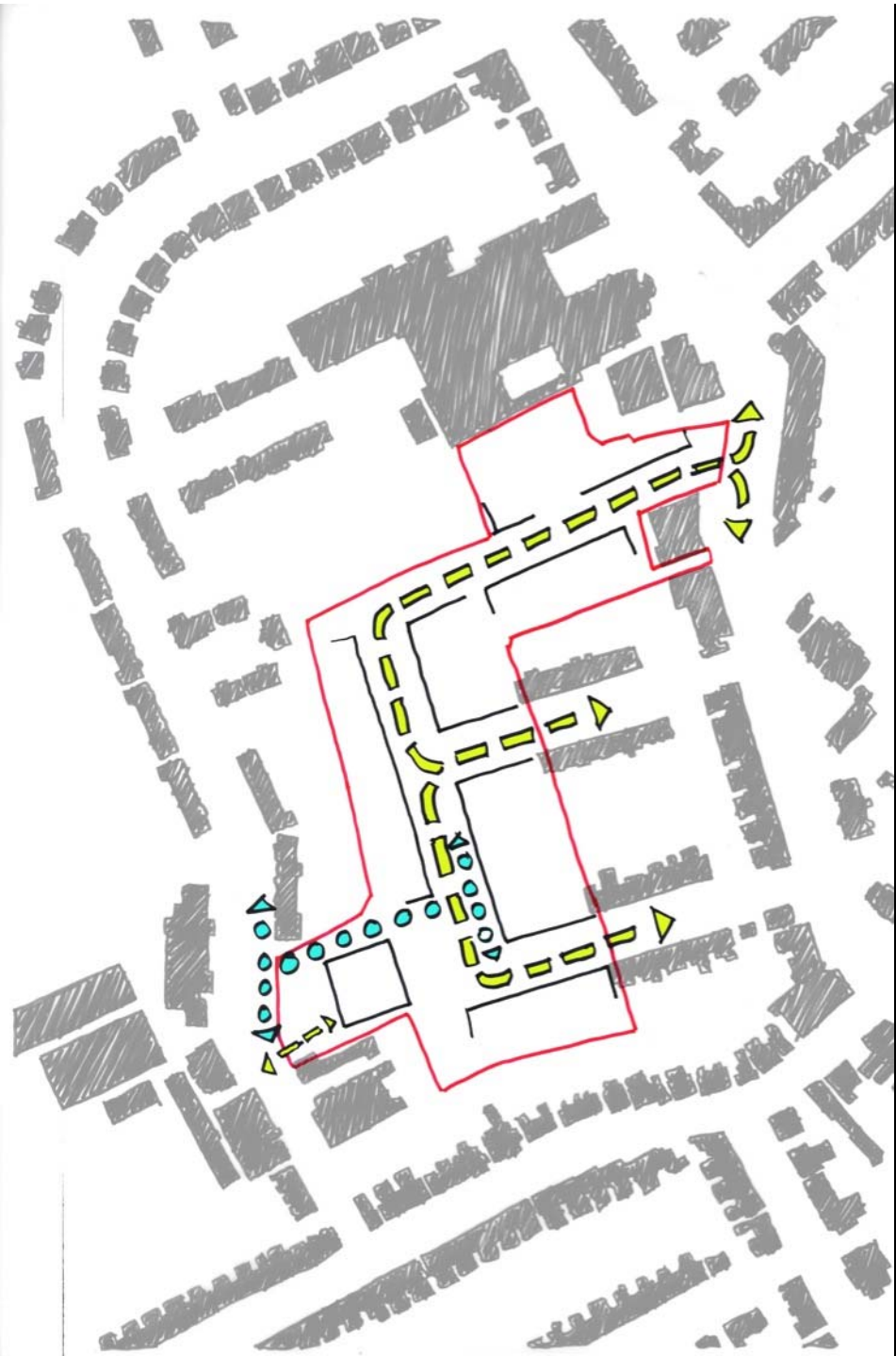
Penoye & Professor  
ar/youeP







Penoyre & Professor  
ar/youeP



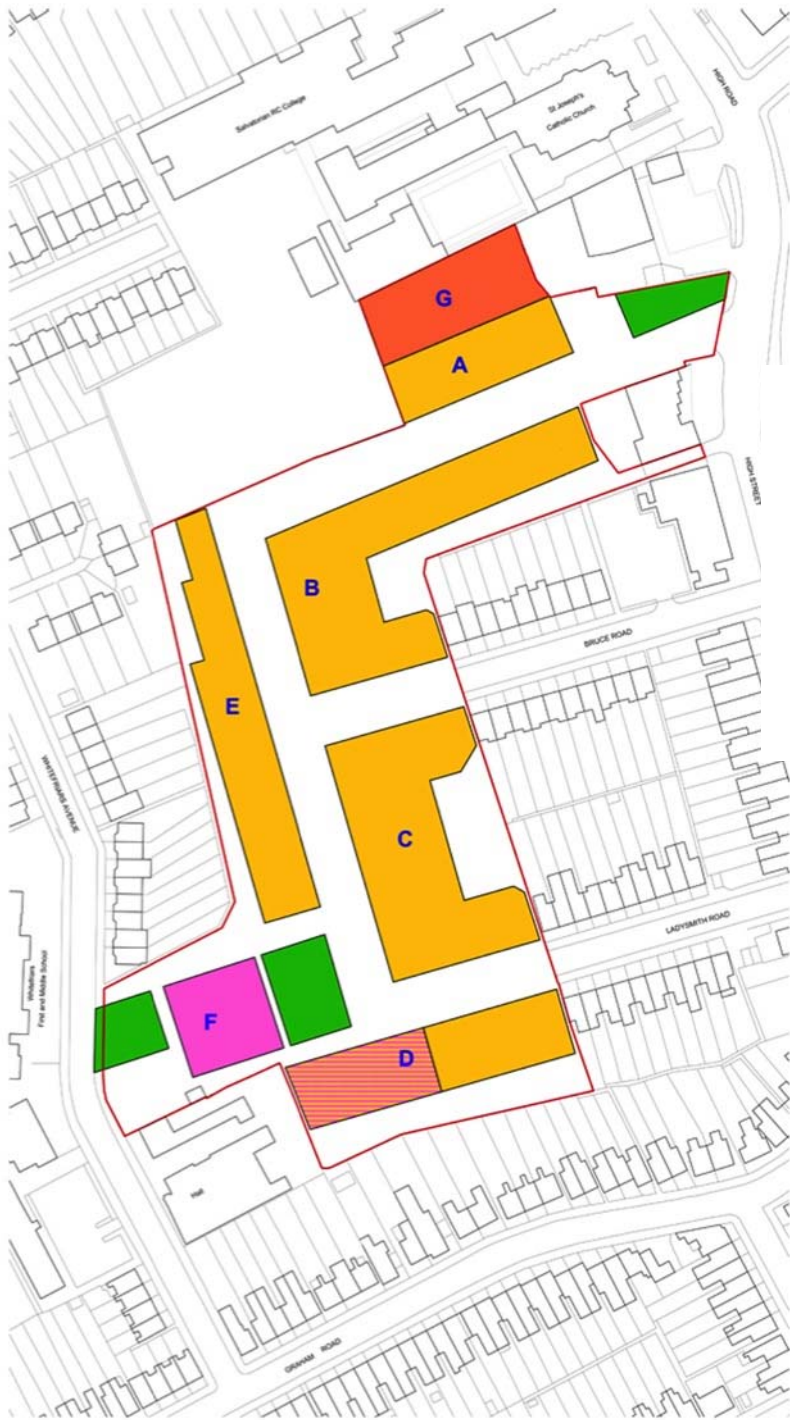
Penoyre  
& Prosper  
Associates

# The Application

# nature of the application

- Outline Application
- Framework Plans and Design Codes for approval
- Planning documentation
- Illustrative scheme




# Framework Plans



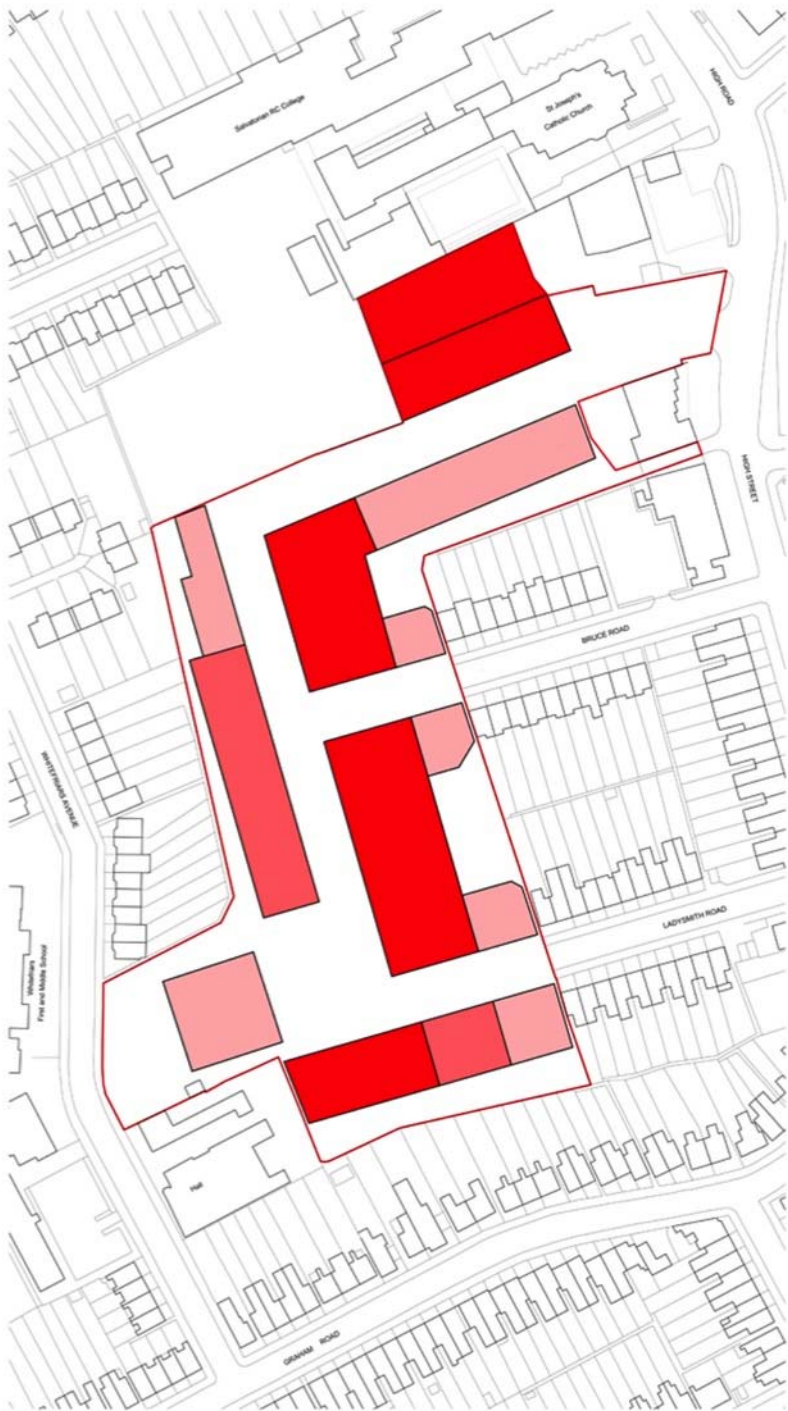
- Employment
- Residential
- Education
- Public Space

# Land Use



-  Public Space
-  Vehicle Routes
-  Pedestrian / Cycle Routes

# Spaces and Streets



- 3 stories
- 4 stories
- 5 stories

# Height



- Up to 2500m<sup>2</sup> of employment space
- Up to 130 jobs
- Up to 1100m<sup>2</sup> of land for education use
- Up to 200 new homes

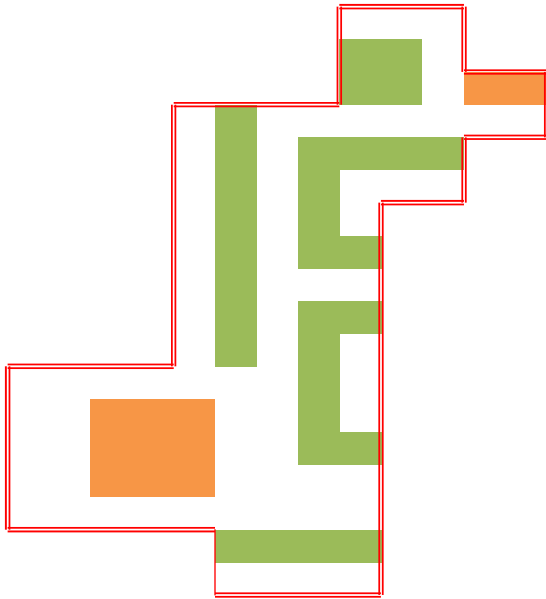
# Capacity

- Management of streets and spaces
- Parking controls
- Employment model

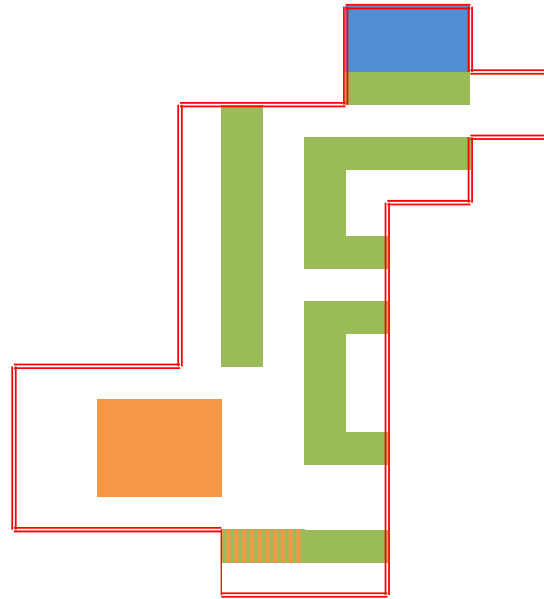
# Management Strategy

# Viability

Original design



Add education & increase newbuild



<u>Employment :</u>	Jobs
-refurb office bldg	112
-newbuild	20
	<hr/> 132

<u>Residential :</u>	units
Total units	<hr/> 196
Social provision	<hr/> -29
	15%
Sellable units	167

<u>Viability :</u>	
Deficit (£m)	<hr/> -0.3

**Social provision 15%**

<u>Education land :</u>	
Price for land (£m)	0.3

<u>Employment :</u>	Jobs
-refurb office bldg	112
-newbuild	40
	<hr/> 152

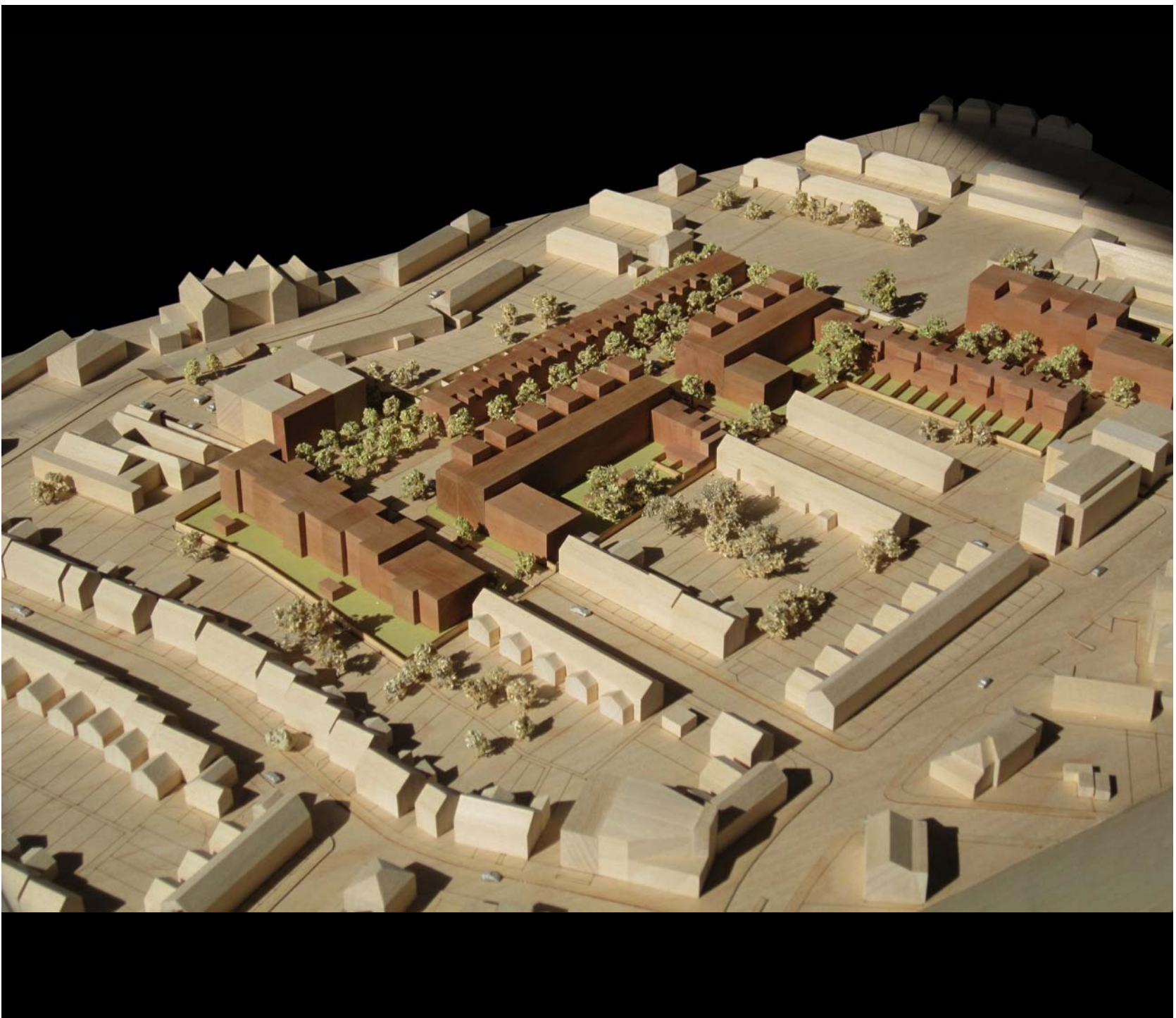
<u>Residential :</u>	units
Total units	<hr/> 179
Social provision	<hr/> -18
	10%
Sellable units	161

<u>Viability :</u>	
Deficit (£m)	<hr/> -0.3

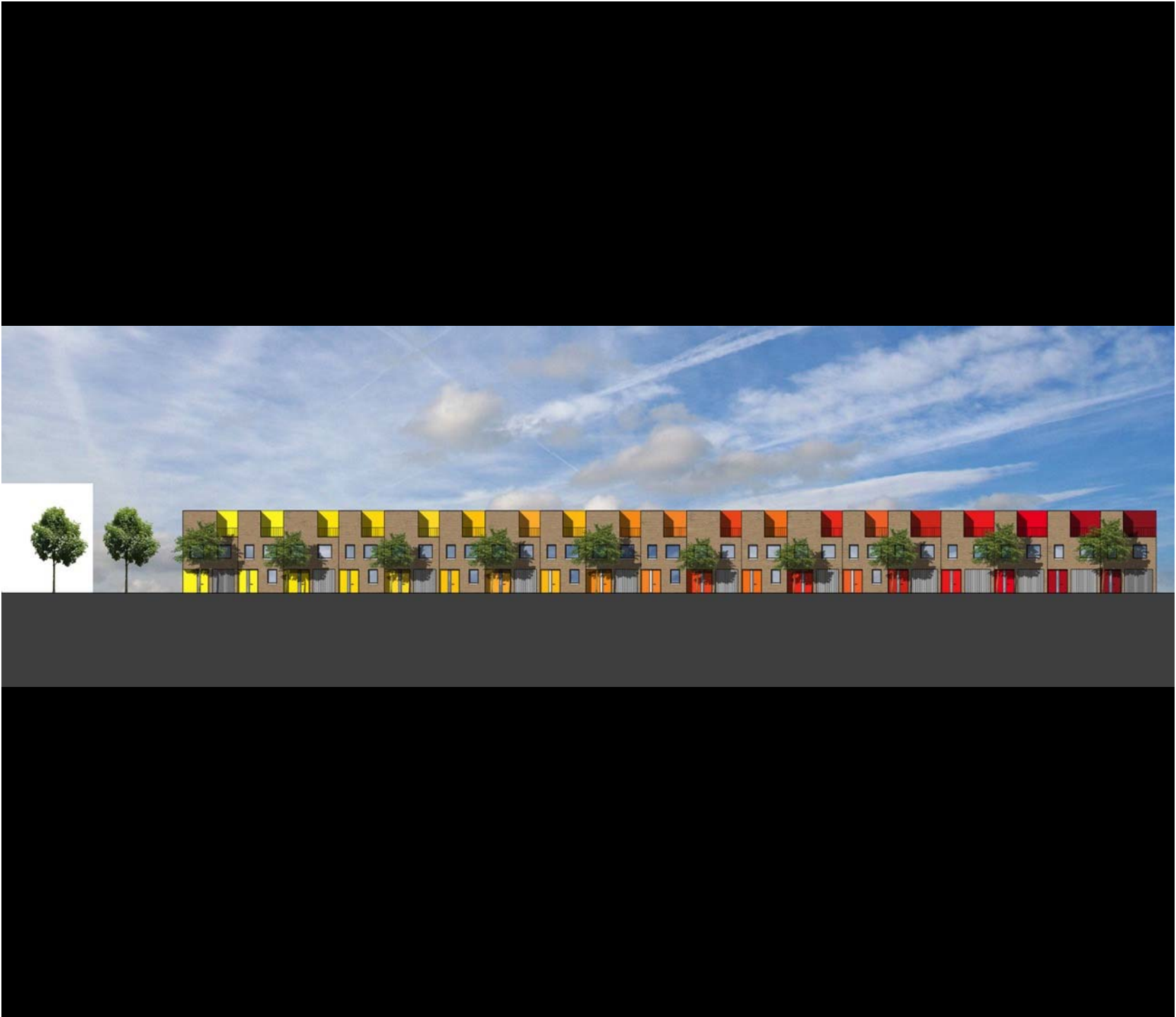
**Social provision 10% if 100% shared ownership 12%**

# Illustrative Scheme





Penoyre  
& Partners



Penoyre  
& Prosper  
Associates





Penoyre  
& Associates



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& Associates



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& Partners

# Public Consultation

Residential  
Employment

Parking  
Neighbourhood  
Privacy  
Modern  
Facilities  
Congested  
Low  
Storeys  
Cycle  
Housing Density  
Trees  
Plain  
Good Design  
Security  
Traffic  
Education  
Design  
impact  
Green-space  
Height

# Any questions?

