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**2a**

**STORE**

INTRODUCTION

# STORE OF IDEAS

STORE is a new type  
of workplace.

Quality office-studio space in London  
specifically created to address the  
growing commercial and cultural demand  
for CAT A plus from thriving SMEs.

INTRODUCTION

INTRODUCTION

# SUPER STORE

The STORE concept starts with great, character buildings. All impressively re-furbished. All sustainably re-purposed. The interiors have been fitted-out with high performance spec and furnished in a comfortable, creative members-club style.

The buildings are always conveniently located in relaxed, neighbourhood settings. The first STORE—our flagship—is at 2a Langton Road, Cricklewood NW2.

INTRODUCTION

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BUILDING

# STORE FRONT

The experience of STORE at 2a Langton Road begins in an authentic, yet unexpected way.

Positioned privately, off a quiet, well-maintained residential street; a working-heritage building with an industrial character and an original presence.

BUILDING

## A Hidden Gem

Discreetly accessed through a cobbled entranceway, STORE has been carefully designed to be self-contained, safe and secure. At the entrance, Store has 1 on-site parking space and London Borough of Brent has agreed to provide street parking permits for 3 others. The entrance continues as a plant-filled, landscaped passageway that harmonises the design of the exteriors with that of the interiors.



Plant Filled Passageway

Refurbished Steel Beams



The building has been carefully stripped-back to showcase all of the unmistakable qualities of a classic London workshop-warehouse.

Specialist architects Stiff and Trevillion—a leading part of the London creative community — have undertaken a dedicated and detailed refurbishment programme to emphasise a valuable provenance.

Many of the genuine features including steels and wood-flooring have been meaningfully recycled into the fabric of the refurbishment.

By re-imagining and re-using, rather than demolishing the original industrial building, 10-15% of the embodied carbon has been retained and up to 40% of the damaging emissions that would have been released through new manufacture and transport, has been saved. We're proud of that.

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## Cat-A-List

The design of Store is all about exciting change. Enhancing a fantastic heritage with a high performance future.

Features of a very high Cat A spec. include an authentic Carrara marble reception desk within the welcoming waiting area. Team and presentation facilities range from 3 Crittal-windowed meeting rooms to a well equipped board room large enough for 22 attendees. For the ground floor we have had large wooden desks hand-made. These are substantial enough for people to work comfortably together.

A new underfloor cooling and heating system has been installed as well as VRF air conditioning and heating in all meeting rooms and on the mezzanine level to create an efficient and productive working environment.

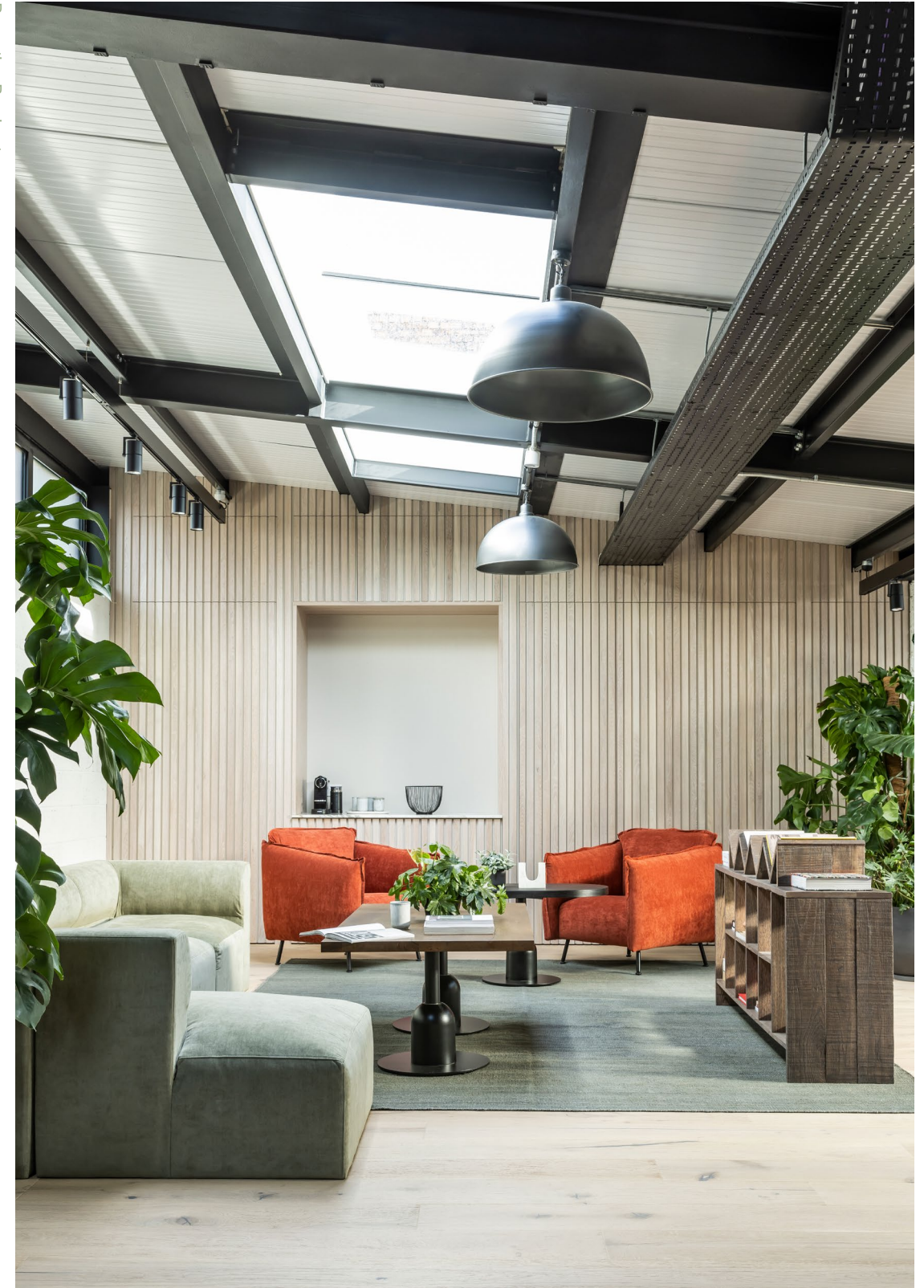
To keep nature close at hand, the private garden and courtyard have been designed with extensive greening and irrigation systems.

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In addition, we have set out to help create a more healthy, organic and sustainable environment, with greener credentials:

- Numerous opening roof-lights throughout the building provide valuable natural ventilation
- Cost and energy efficient systems for waste, power and temperature control
- EPC High B (32 rating), having been repurposed from a previous F rating in the former industrial unit

Reception Breakout



INTERIOR

# WHAT'S IN STORE?

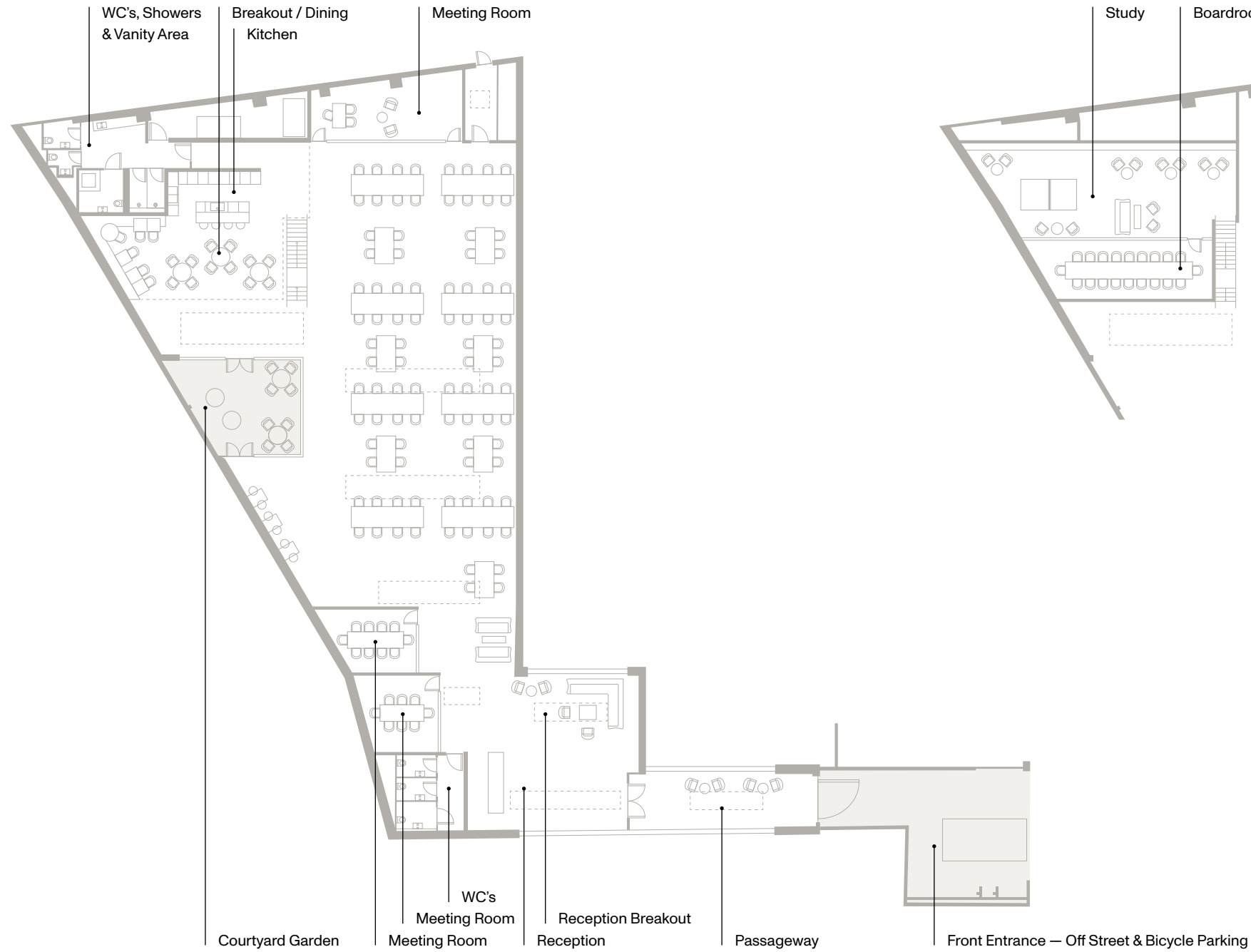
More than just a welcome, a WOW. Following along the landscaped passageway into the reception area, the building then impressively opens up to stand confident, strong and proud.

INTERIOR

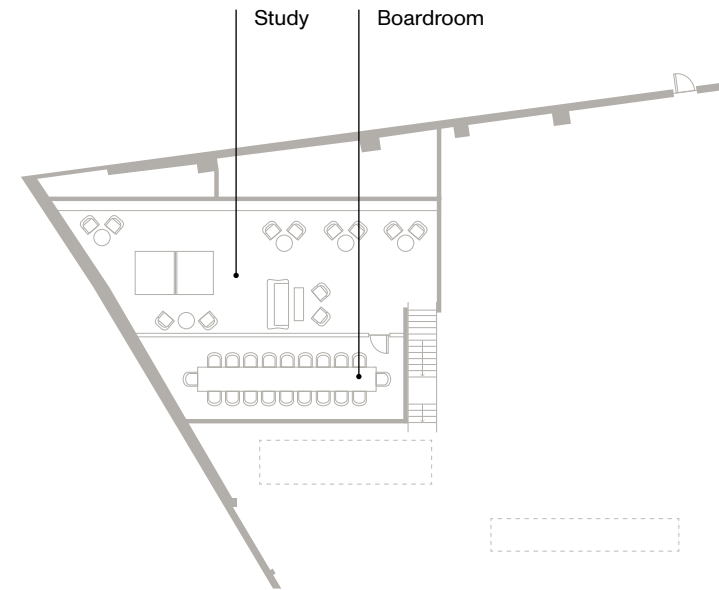




# Ground Floor



# Mezzanine



Total Size	8,040 SQFT
Ground Floor	6,915 SQFT
Mezzanine	1,125 SQFT

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## Volume and Light

The experience of this building is about maximising volume and light. At over 8,000 SQFT, there is ample space for 80+ people to work comfortably together.

Along with ceiling heights to the rafters of up to, and over, 6m this boosts up to a volume of over 4,000 M<sup>3</sup> of versatile space that readily offers a multitude of options for working, decoration, lighting and storage.

Natural light floods in through the feature internal garden at the core of the building and through the generous provision of skylights. This means that STORE is an exceptionally light and airy — and healthy — workspace.

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6<sup>M</sup>

Up to 6m of height to the ceiling rafters.

4,000<sup>M<sup>3</sup></sup>

Volume of versatile space.

8,040<sup>SQFT</sup>

NIA of working space.

75<sup>M<sup>3</sup></sup>

By Comparison, Volume of a red London Routemaster, front-engined double-decker bus.

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One of the Meeting rooms

Feature staircase leading to Mezzanine





Feature courtyard garden for a relaxing break, informal meetings or a coffee. Separately irrigated, also ideal for staff herb garden.

Reception Breakout



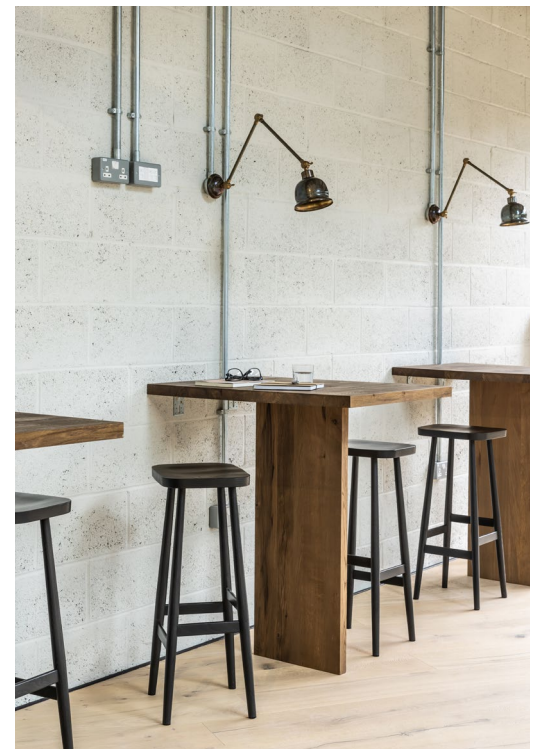
Kitchen Dining / Breakout



With a backdrop of a generous, open-plan and inspiring space, renowned interiors specialist, Thurstan have been commissioned with a brief to deliver a members-club style comfort throughout.

The result, through considered and crafted detailing, is a design with an individual character and the benefits of sustainable materials, innovative finishes, lighting and bespoke furniture.

Informal Breakout





Breakout area

The building harbours a relaxed, open and adaptable space for up to 80+ people. A place for people to come and work together. Design and layout is intended to activate creativity, to allow people to work in different ways but always collaboratively. A Store-house where ideas are generated, honed and shared.





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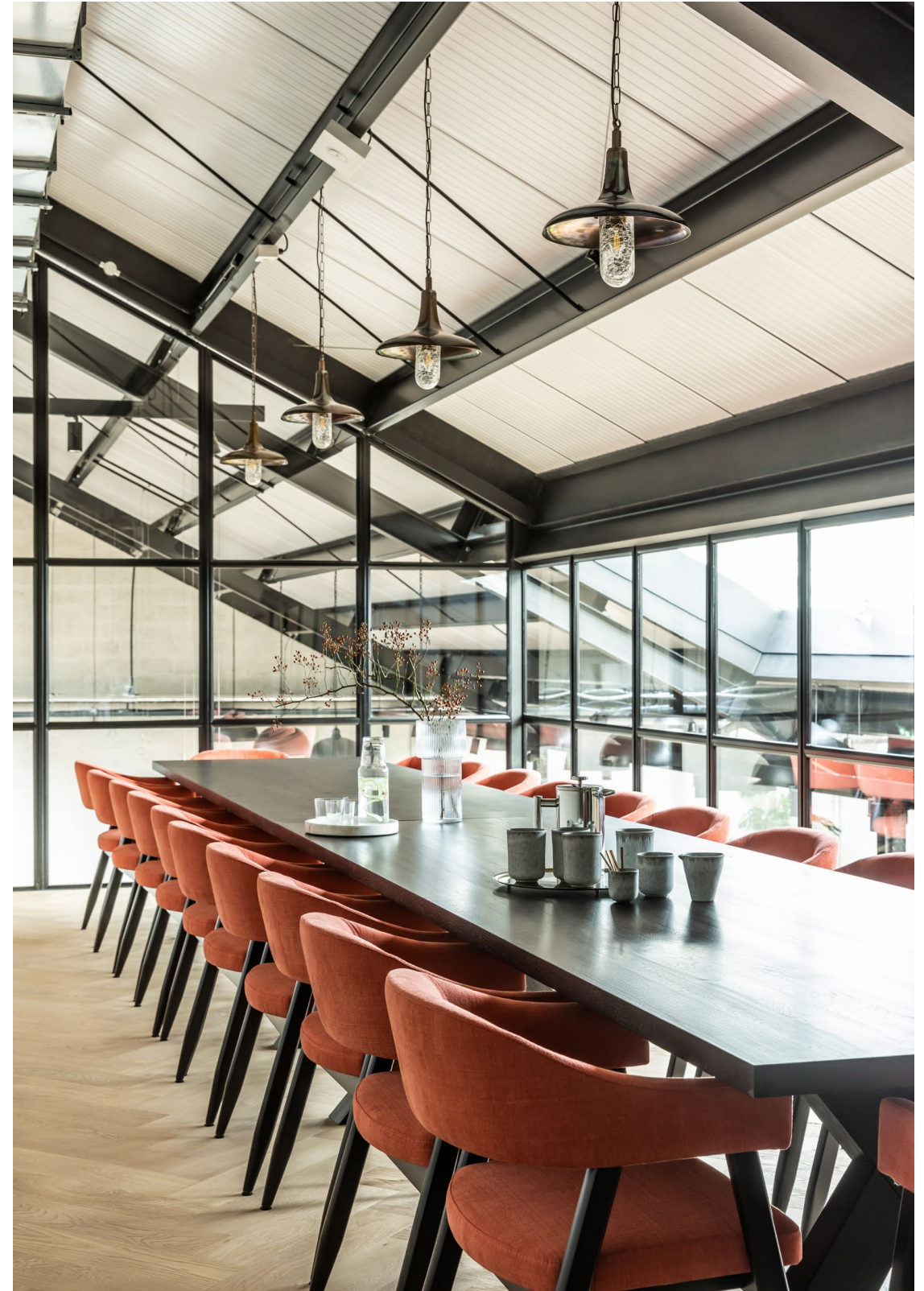
## Working Well

At STORE, the building also helps build a strong sense of community and belonging through a generous provision of personal, communal and social amenity.

Working together + Well-being = Working Well

- Home style fully equipped kitchen.
- Communal eating and cafe areas.
- Library/study/quiet zone space.
- Breakout/quiet nests.
- On site parking.
- Internal irrigated courtyard garden.
- Extensive greening and biophilia.
- Facilities for cyclists.
- High performance Showers, WCs and Changing rooms.
- Underfloor cooling and heating system.
- Exercise mat corners.

Board/Presentation room



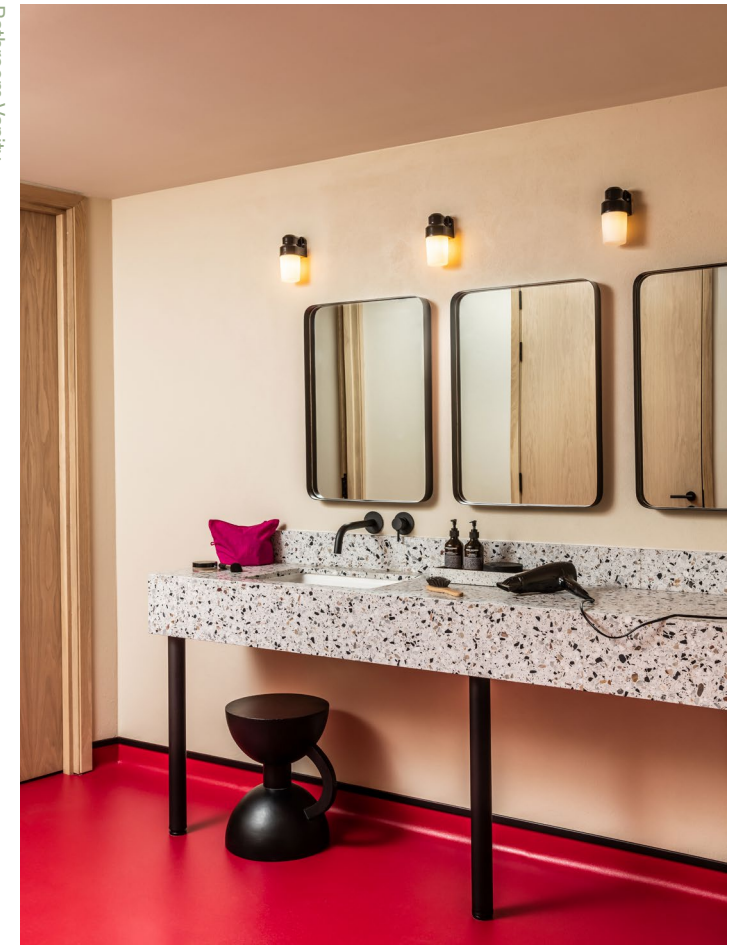
'Snug' breakout on the mezzanine.

Study



Members-club style with terrazzo basins and individual mirror units and lighting.

Bathroom Vanity



LOCATION

# STORE UP!

STORE is embedded in a great place, with a neighbourhood feel; in a green place, with communal parkland and in a place going places, with a network of active transport links.

Working life within the building will also be enhanced by close connections to these 'live' resources of the local community.

Given major re-generation and investment initiatives being carried out in the area, the great experience at STORE is set to get even better.

LOCATION

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## Store: in a great place

Store is rooted in a classic North West London neighbourhood. In a welcoming, flourishing and cultural community that values inclusion through respect and neighbourliness.

Because enjoying a diverse quality of life is a priority, everything is here: A helpful butcher, an artisan baker, a friendly cappuccino maker. Not to mention global supermarkets selling every type of food, alongside historic, much loved London pubs.

To the south is Queens Park. Just to the east, on the way to Finchley Road and Hampstead, is Fortune Green with its famous mix of bars and delis.

For larger-scale experiences, Wembley Stadium, Brent Park, Brent Cross lie to the north. Also, this side of Brent Cross, is the Brent Cross Town regeneration effort being lead by renowned operator, Argent. This is supercharging the entire area as a low-carbon construction, renewably powered, eco-friendly destination with excellent schooling and exceptional sports facilities.

## Store: in a green place

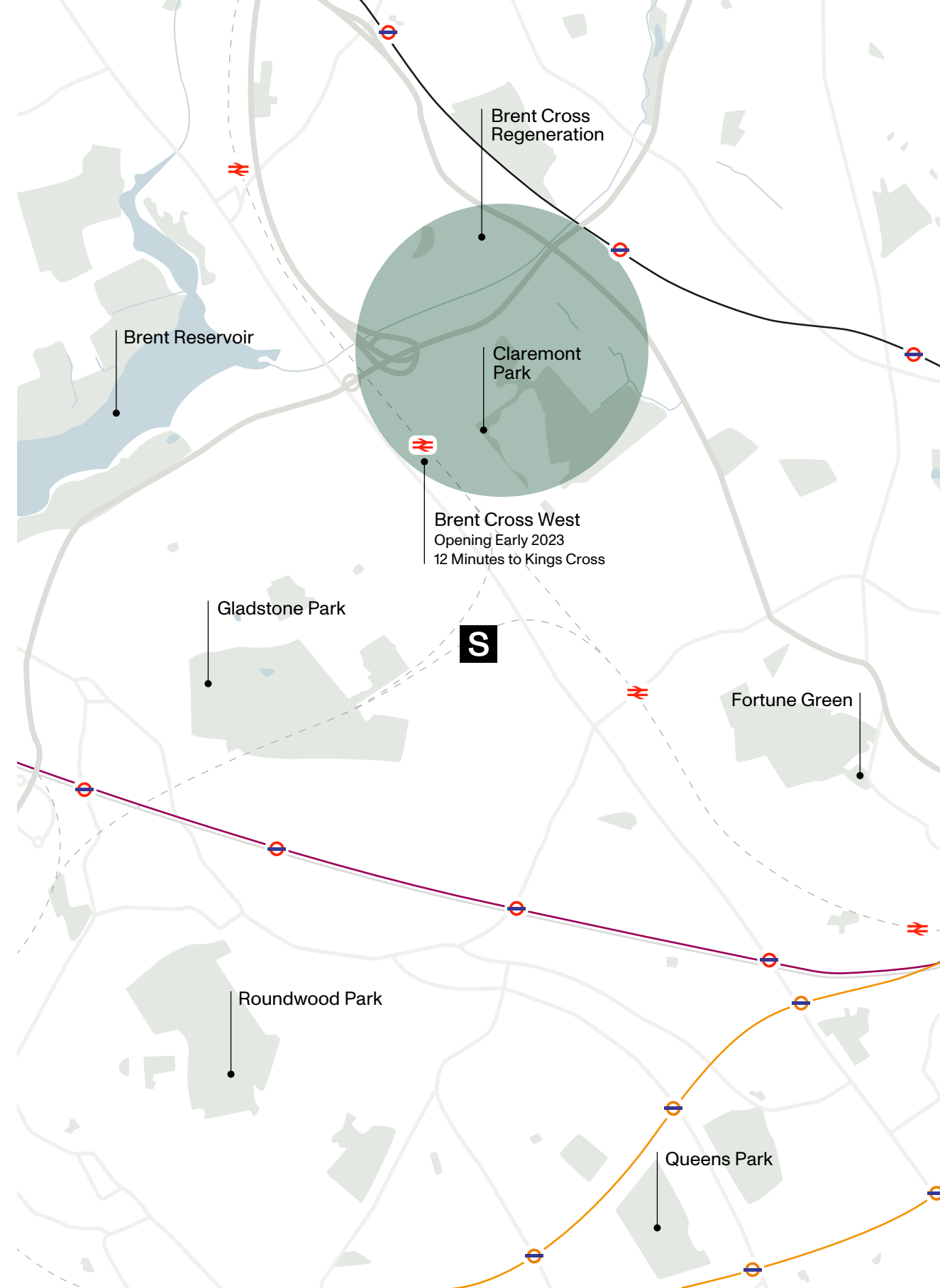
The neighbourhood setting for Store means that, here at least, 'Leafy North London' is no cliché.

We are also minutes away from one of the capital's best kept green secrets - Gladstone Park.

Larger than Primrose Hill, nearly 3 times the size of Queens Park and in acres of beautiful parkland, Gladstone has always been a favourite not only of families, but also of those who enjoy a free-ranging space for multiple outdoor activities.

**S** STORE  
■ BRENT CROSS REGENERATION

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## Store: a place going places

STORE enjoys tremendous transport links both to wider London and nationally.

Bus routes are many, tube stations are numerous. The forthcoming new train station, Brent Cross West (18 minutes walk), will mean Central London is a mere 12 minutes away.

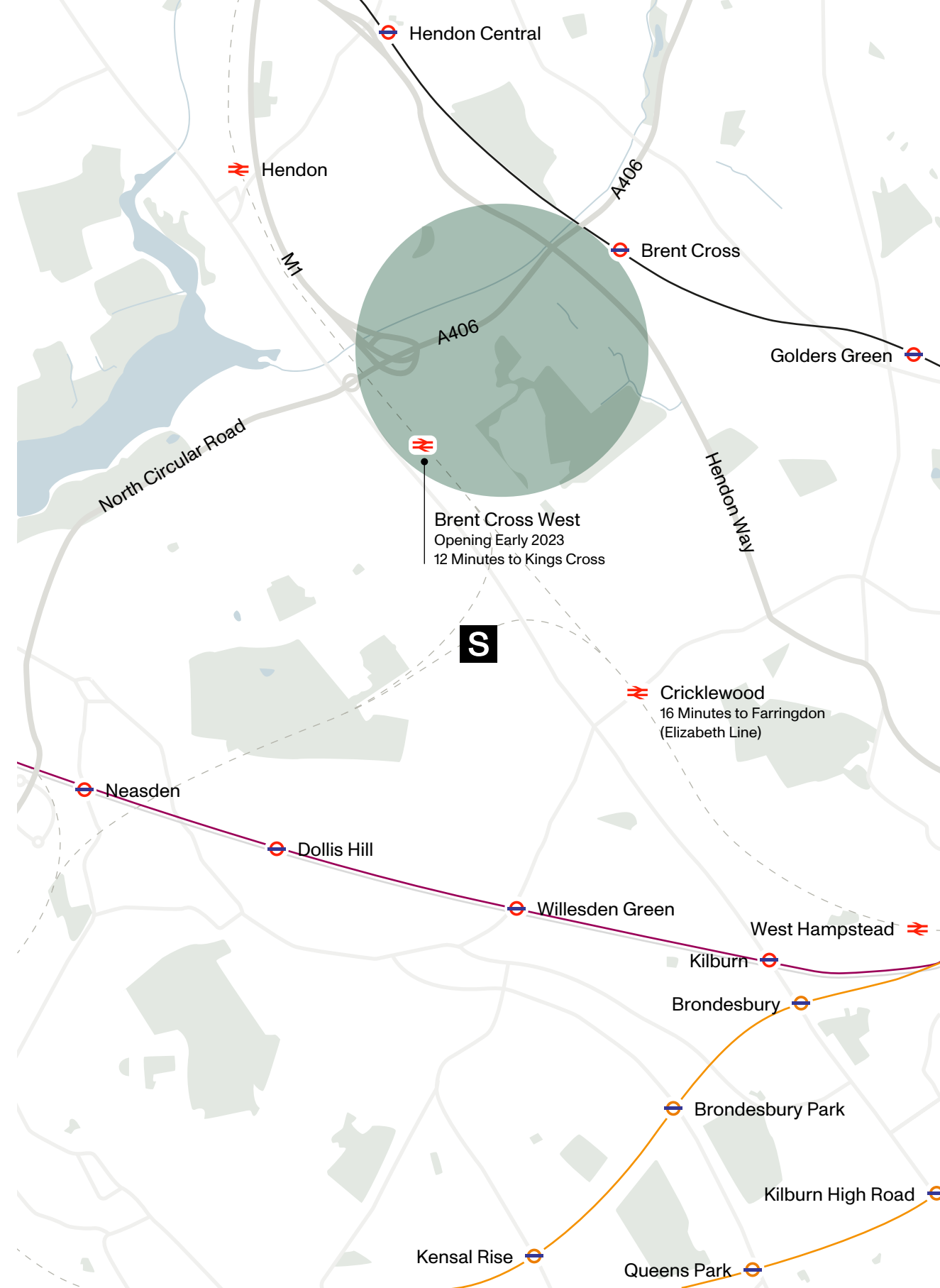
Driving to and from Store is made easy by the close proximity of the North Circular and the M1 motorway. Ideal for visiting key clients in cities like Cambridge, Oxford and Birmingham or for inviting them into Store for that all important pitch meeting.

Cycling is a preferred favourite for many of those working and living in the area. Further good news is that new cycling and walkway pathways are to be activated nearby as part of the infrastructure re-generation programme.

For those that need to fly for business, we are less than half an hour from Heathrow Airport.

**S** STORE  
■ BRENT CROSS REGENERATION

--- NATIONAL RAIL  
□ NORTHERN LINE  
□ JUBILEE LINE  
□ METROPOLITAN LINE  
□ LONDON OVERGROUND



## Store of Value

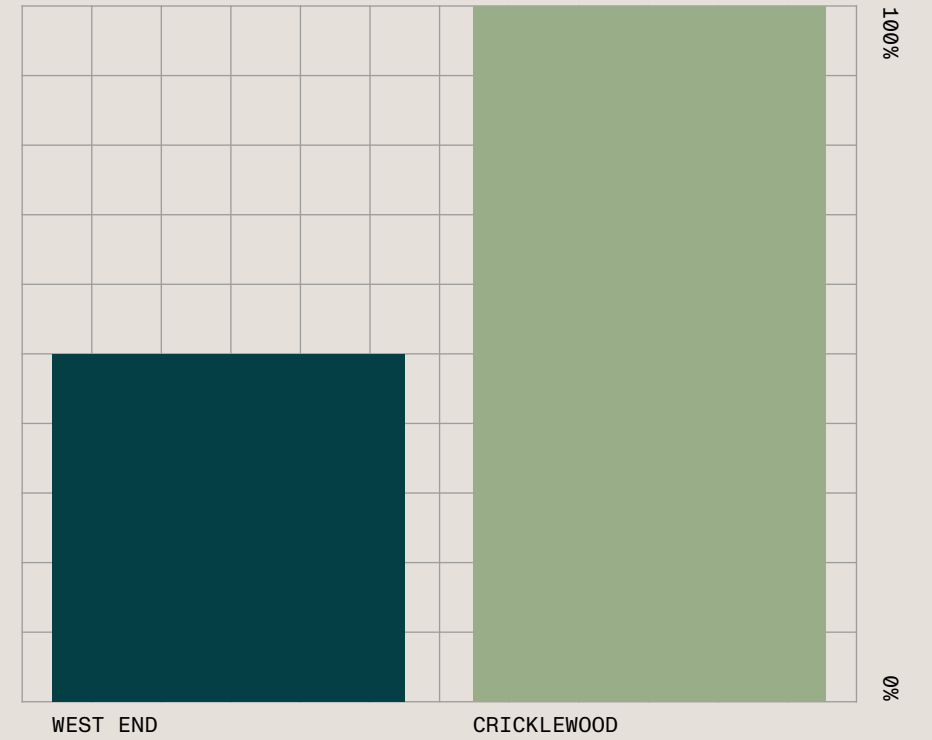
Increasingly popular, this area, within Zone 2 of the Underground, already provides a network of potential clients, suppliers and staff.

This part of London offers a valuable and vibrant community but also provides considerable and excellent value for the occupier.

Total occupier costs are estimated to be 40% of previous workplace hot spots such as Old Street.

This also means that locating to Store can offer up to 100% more space here than in the West End for comparable budget, amenity and office spec. Value in Store.

Total Occupancy Space



Total Occupancy Costs



[www.storebuilding.co.uk](http://www.storebuilding.co.uk)

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