

# Welcome

## Introduction

Elleric would like to thank you for coming to this public exhibition on the regeneration proposal for the residential-led mixed-use redevelopment of The Marlborough Building, 383 Holloway Road London, N7 0RN.

We would like to provide key information on the proposal, helping local residents, neighbours and other interest groups find out more about the emerging plans and provide their feedback.

As you make your way around the exhibition, please direct any questions to members of our team, who will be happy to help.

## The Aspirations

The proposals seek to reinvigorate the Nag's Head Town Centre and deliver much-needed housing in the borough along with flexible commercial uses at ground floor to activate the street scene. In addition, the proposals aim to enhance the public realm at the Holloway Road forecourt and also the Holloway Road/Warlters Road public route.

The emerging proposal aims to:

- Revitalise and rejuvenate an existing building in Nag's Head Town Centre;
- Be sustainable with low embodied carbon through the retention and reuse of the existing structural frame;
- Deliver much needed homes, particularly affordable housing and high quality commercial floorspace;
- Improve the architectural quality of the current building through creating elegance and considered proportions;
- Create an active frontage and animation at ground floor with a mixture of retail and commercial businesses;
- Actively improve public realm opportunities in particular the 'unloved' public route.
- Achieving 35% affordable housing throughout the scheme
- Parking and delivery has been designed via Warlters Road and Holloway Road entrances
- Due to high accessibility to public transport, the scheme is designed to be car free, boasting 142 bicycle spaces, with additional disabled spaces available on Holloway Road and Warlters Road
- The ambition to retain the frame means the embodied carbon is considerably reduced, in conjunction with extensive green roofs throughout to optimise the biodiversity.

## The Team

### Apt

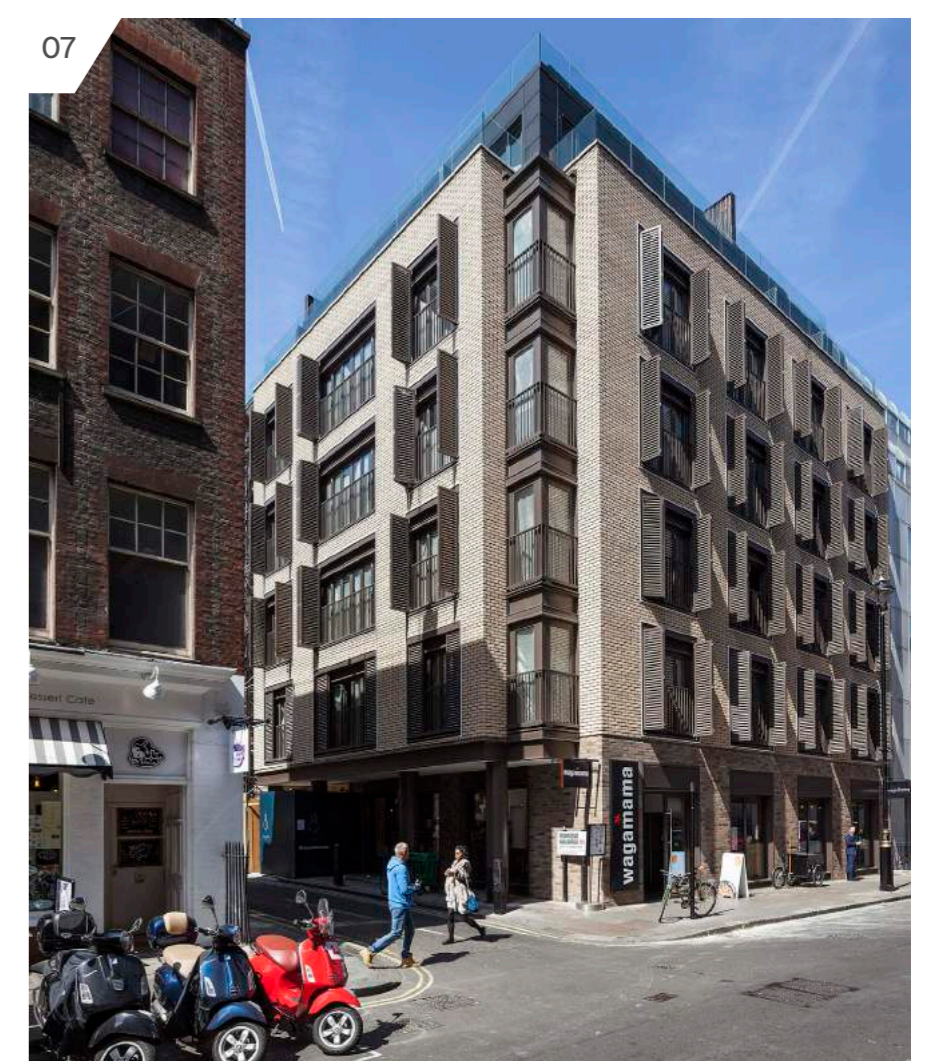
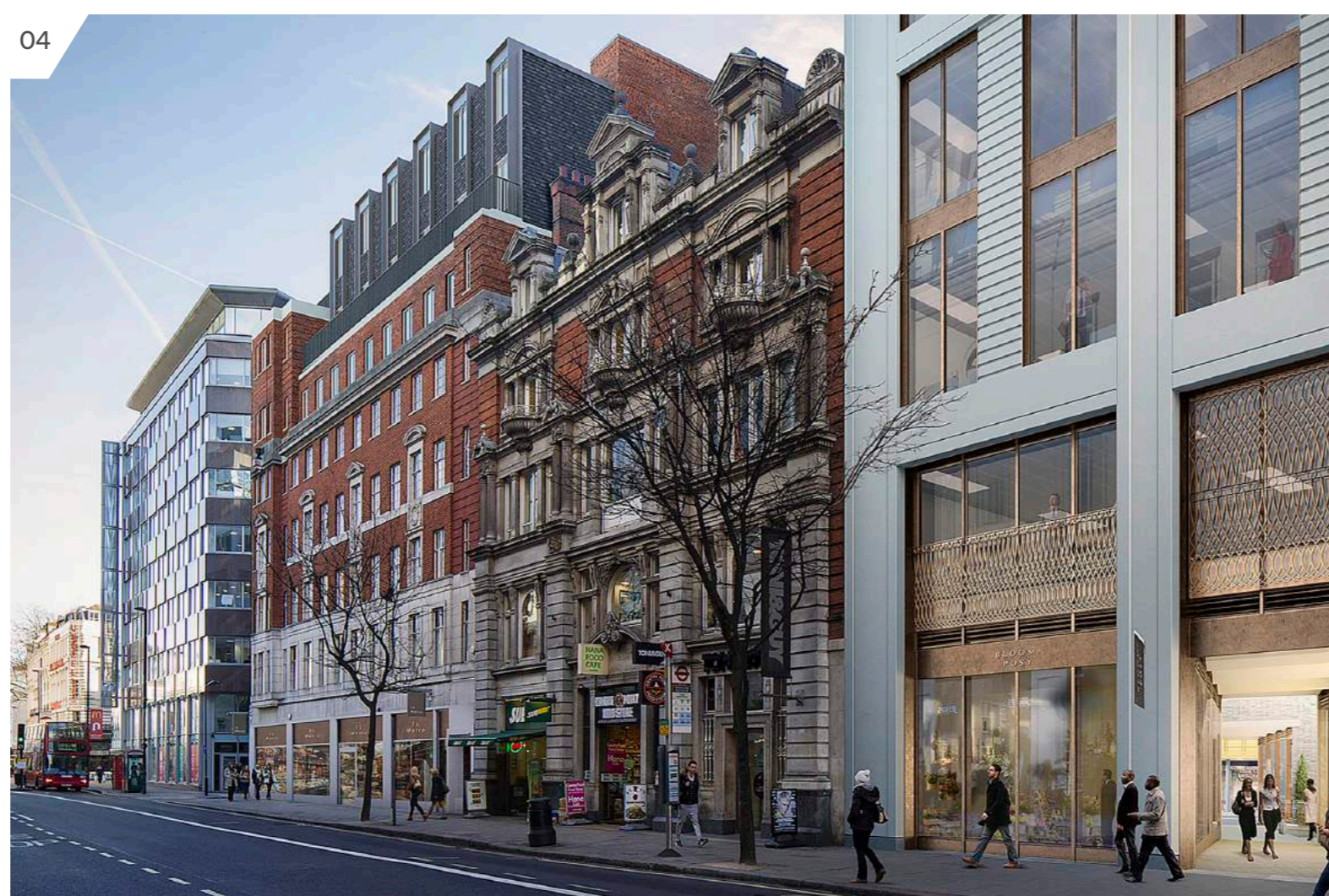
Apt is an architectural practice underpinned by a creative and collaborative approach. We create architecture that inspires through great design, innovation and craftsmanship.

We work as a collective in a transparent and logical way. We do not have a 'house' style and look at every project afresh; creating desirable places to live and work that are richly detailed and diverse in character, celebrating the culture, customs and heritage of their setting, reinforcing a sense of identity and place.

From our studio in the heart of London's design district we work across several sectors including housing, commercial, heritage, arts and community projects of all shapes and sizes across London and the UK.

Key

- 01. Aerial view of the Site
- 02. Holloway Road
- 03. Warlters Road
- 04. Medius House
- 05. The Boundary
- 06. 81 Dean Street
- 07. 81 Dean Street
- 08. Chapter House
- 09. Sloan School
- 10. Oak Tree House





# The Site and Context

## The Existing Site

The Marlborough Building is an eight-storey building of reinforced concrete construction dating back to the 1960's.

Situated some 650 metres from Holloway Underground Station and covering an area of 0.2 hectares, its previous use was by the City and Islington College for educational purposes. The College was taken out of teaching/learning use in 2020/21 and its previous functions consolidated to other sites.

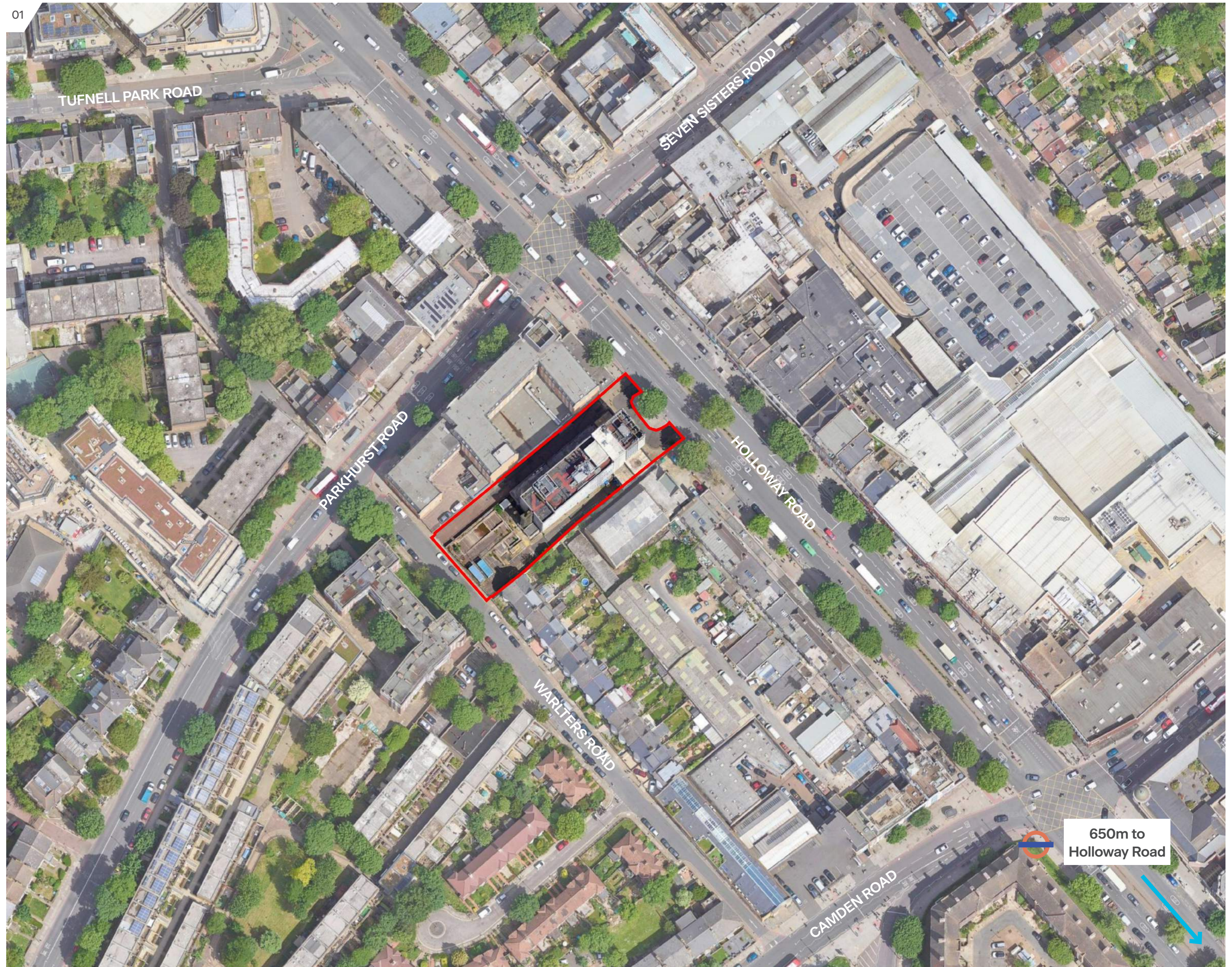
Along Holloway Road there is no common height but instead a variety of differing heights and scales. The common vernacular for height is where the street width is at its widest and on the intersection of multiple roads and transport routes. The site is located within the immediate context of a major road junction as well as being set back from the prevailing street frontage. The wider street depth in front therefore encourages height on this site.

On the southern side of the site, there is Warlers Road, a quieter residential road.

The existing building itself covers around 60% of the site length from north to south. The part of the site facing onto Warlers Road is an open yard.

To the north-west is the publicly accessible but underused pedestrian route from Holloway Road leading to Warlers Road. This is in a poor condition, inadequately lit and lacks an active frontage.

To the immediate south-east is the locally listed Holloway Seventh-day Adventist Church. To the north-west of the site are 1970s, 1980s & 1990s largely seven-storey buildings with retail bases and student accommodation above (operated by specialist provider IQ).



## Site Analysis

Analysis of the site has been undertaken to understand matters such as its adjacencies to its neighbours, active frontages, noise levels, surrounding heights, permeability and sun path, thereby establishing its opportunities and constraints.

The building is not statutorily or locally listed, nor is it within a Conservation Area. It is however adjacent to the Hillmarton Conservation Area and close to the Mercers Road/Tavistock Terrace Conservation Area.

The proposal will seek to minimise issues with overlooking to adjacent neighbours.



Key

- Listed buildings:
- Grade II listed building
  - Locally listed building

- Conservation areas:
- ① Tufnell Park
  - ② Mercers Road/Tavistock Terrace
  - ③ Hillmarton

- 01. Site plan
- 02. Prominent existing building facing Holloway road
- 03. The drop off zone in front of the building
- 04. Public route between Holloway and Warlers Road
- 05. Student accommodation facing the site
- 06. Vacant site along Warlers road
- 07. Vacant site along Warlers road
- 08. Figure ground plan
- 09. Conservation areas & listed buildings



# Planning Scheme & Current Proposal

## The Overall Proposal

The site is defined by two urban styles. With both Holloway and Warlters Road having their own distinct character. The design proposals have two principal and contemporary elements - the retained and extended existing building, which primarily relates to Holloway Road and a new building which will be sited to the rear and which relates to Warlters Road and the adjacent conservation area.

## Live Planning Application June 2023

A scheme was submitted for planning in June 2023 and since the submission the scheme has gone through a rigorous process of additional workshops and reviews with the Local Authority. A new proposal has emerged from this dialogue and this now forms the basis for a substitution to the application submitted last year.

This included:

- A height overall to the Holloway Road of Ground plus 8 storeys. The Warlters Road block of Ground plus 3 storeys.
- The affordable housing contribution of 30 % with 11 social units and 7 intermediate affordable units. The private residential unit numbers were 42 and the unit count, 60 in total.

June 2023



Planning Scheme North East Elevation



Planning Scheme South East Elevation



Planning Scheme South West Elevation



Planning Scheme North West Elevation

## Revised Proposal May 2024

The revised proposal seeks to retain the mass of the existing building consistent with the context of Holloway Road and creating an elegant form that responds to the wider context. The Warlters Road block has been designed to respect the Conservation Area with both its colour and materiality.

The materiality for the proposal changes across the site, the material changes from Glass reinforced concrete (GRC) into buff yellow brick with brown brick wings capturing the side elevations.

The revised includes:

- A height overall to the Holloway Road element of Ground plus 8 storeys. The Warlters Road block is Ground plus 4 storeys.
- The affordable housing contribution is 35 % with 13 social units and 8 intermediate affordable units. The residential count is 63 in total.

May 2024



Proposed North East Elevation



Proposed South East Elevation

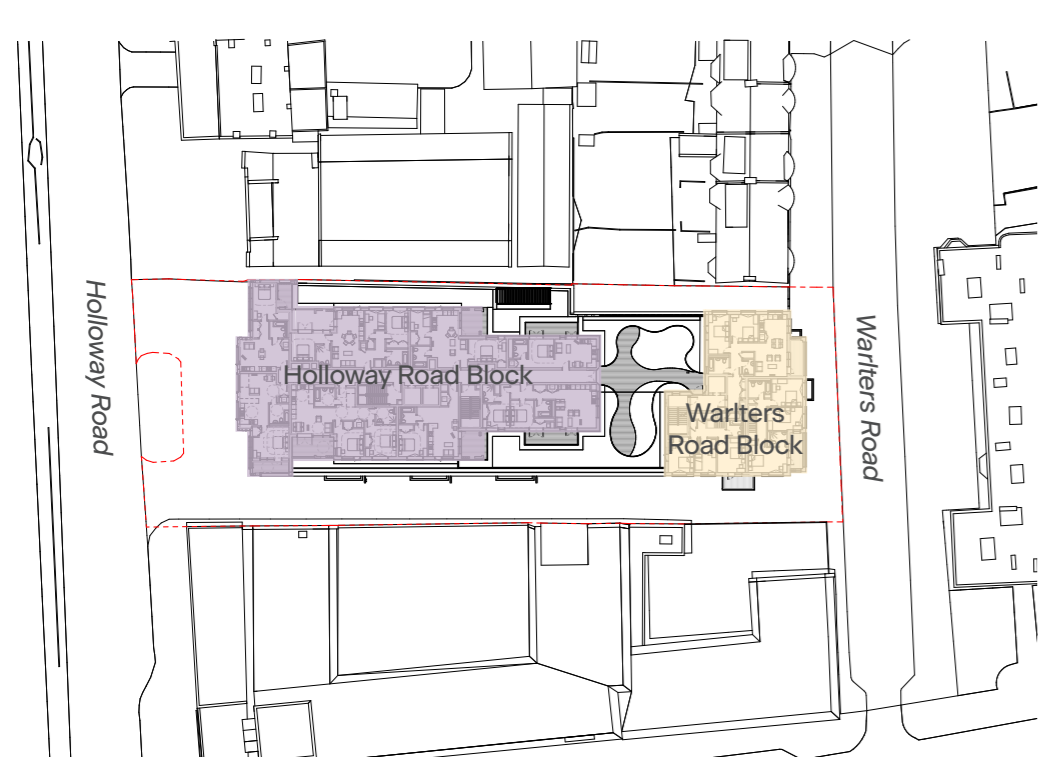


Proposed South West Elevation



Proposed North West Elevation

Key



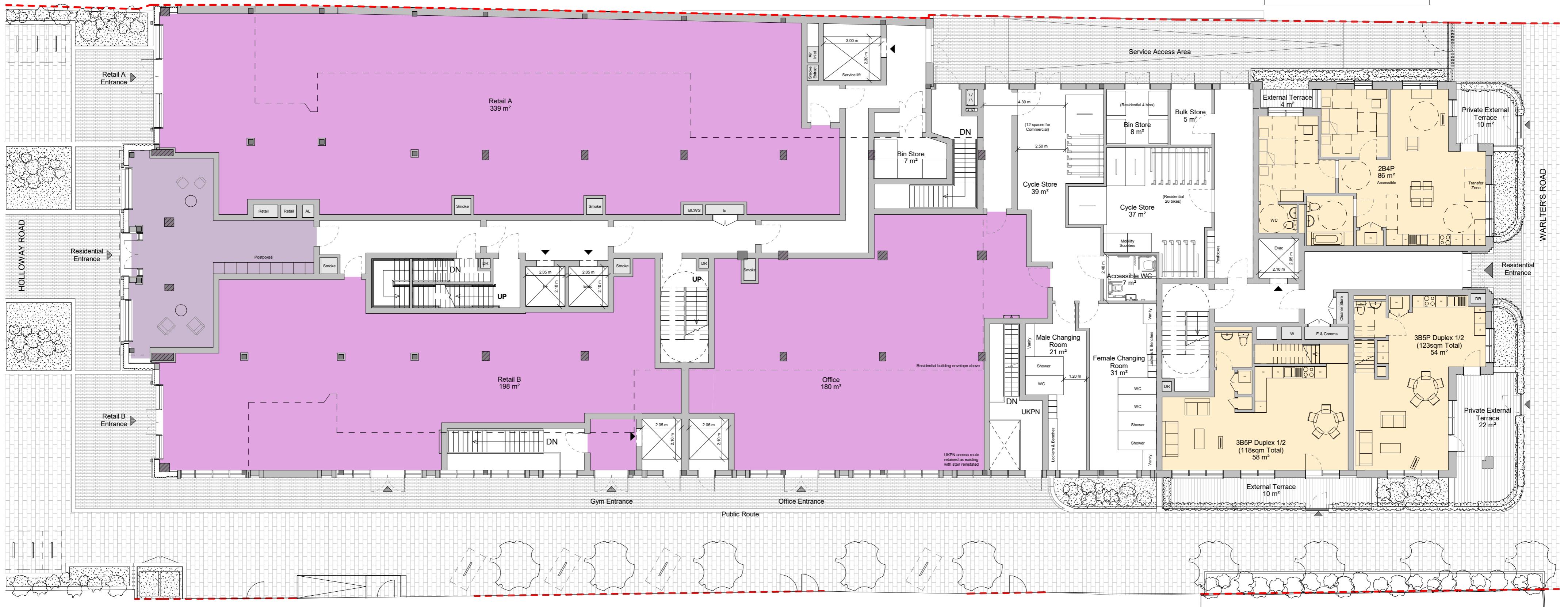
01. Emerging scheme - Warlters Road looking North



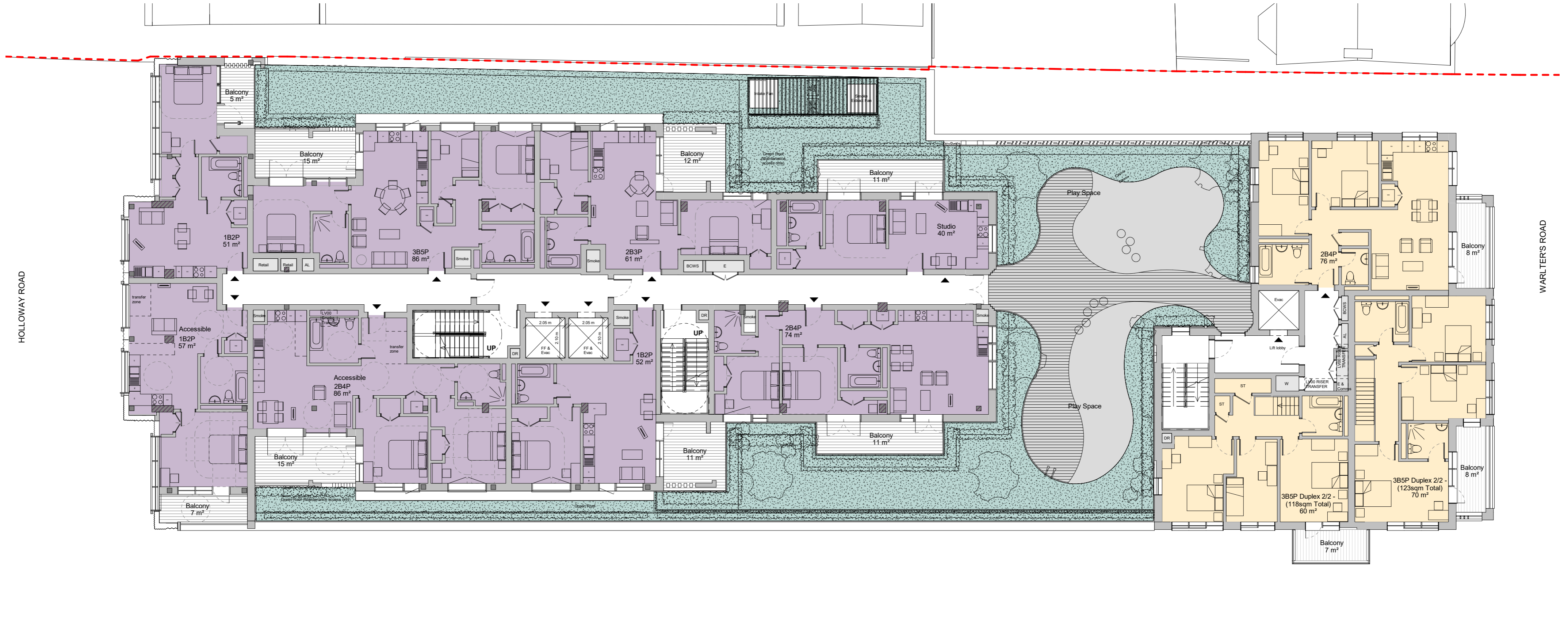


# The Revised Proposal - Floor Plans

May 2024



Ground Floor Plan



Level 01 Floor Plan



Typical Floor Plan



# The Revised Proposal - Warlters Road Block

## Completing the Urban Grain

The design approach for the Warlters Road block is for a new urban building that provides a clear contrast with the Holloway Road building.

The proposed new building is five storeys high with expressed balconies and is set back in plan to the rear to align with the Warlters Road residential properties.

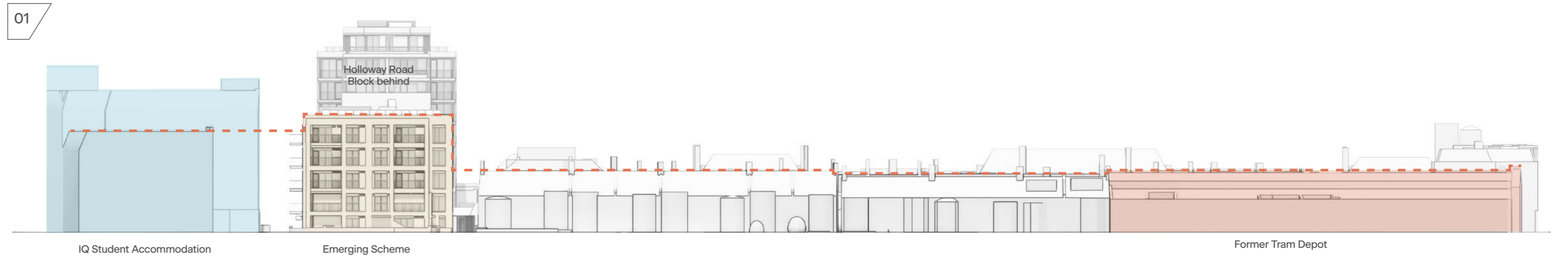
## Urban Block

The proposed building is to be of an urban character aligned with the immediate neighbours of the IQ student accommodation and Parkhurst Court, whilst being a sensitive neighbour to the Terraced housing.

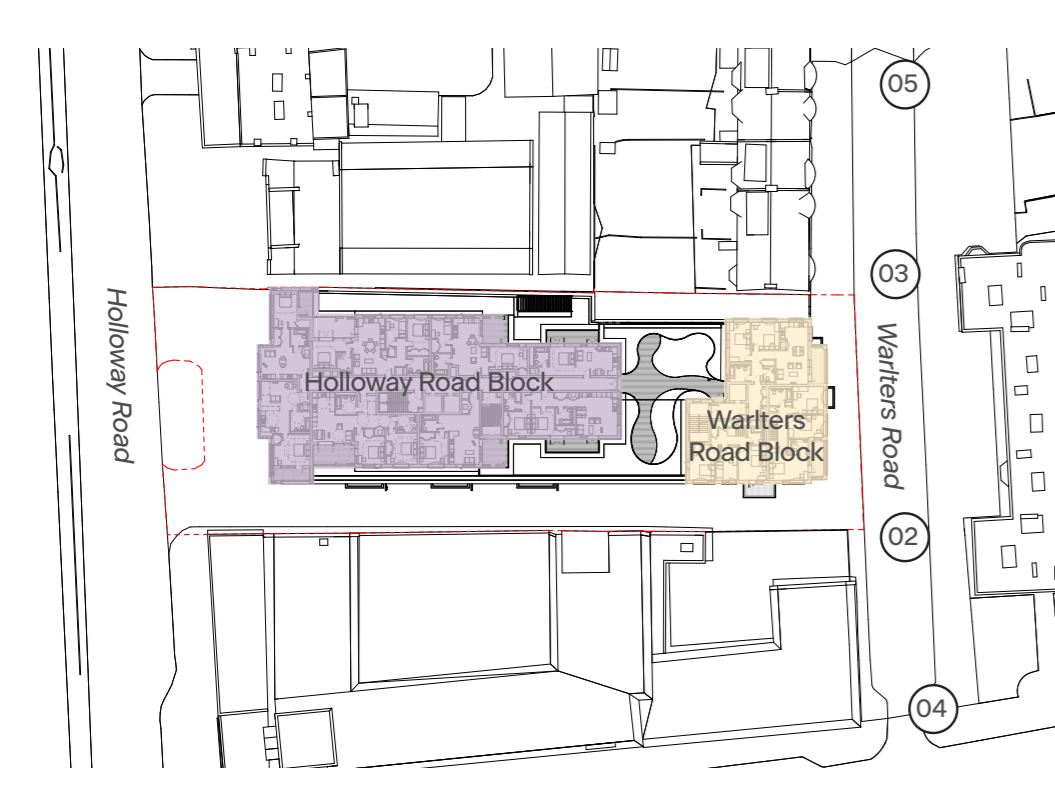
A warm, buff brick is proposed, referencing the yellow brick tones found along Warlters Road such as at the student accommodation and former tram depot. Details such as brick detail soldier coursing and pre cast concrete banding to articulate a thoughtful language and to provide visual interest.

## Affordable Homes

There will be 13 apartments in total in the Warlters Road building and all will be affordable (socially rented). When added to the 8 shared ownership and 41 private sale apartments in the Holloway Road building, there will be 63 apartments in total with 35% being offered as recognised affordable tenures.



Key



- Emerging Scheme - Warlters Road Block
- Former Tram Depot
- Neighbouring urban taller scale buildings

- 01. Warlters Road diagrammatic elevation
- 02. Emerging scheme - Warlters Road looking East
- 03. Emerging scheme - Warlters Road looking North
- 04. Emerging scheme - Parkhurst Road looking East
- 05. Emerging scheme - Walters Close looking West
- 06. Warm toned pre-cast concrete
- 07. Timber decking
- 08. Anodised warm toned aluminium metal panels
- 09. Cut brick detail to be achieved in buff yellow brick
- 10. Yellow buff multi brick in stretcher bond





# The Revised Proposal - Holloway Road Block

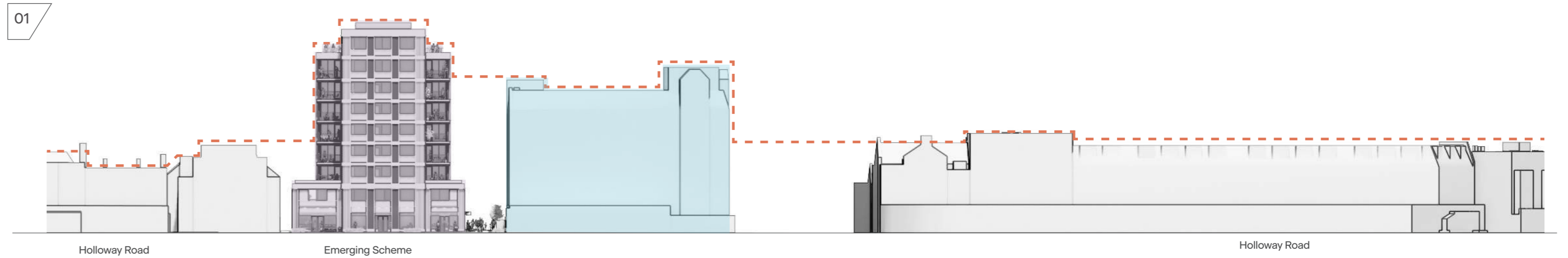
## Confident Presence

The existing frame of the main building will be retained with the introduction of Glass reinforced concrete (GRC) to clad the frame, manipulating the texture and panel size to make a new confident presence, with careful articulation. The building seeks to have a confident and appropriate presence on Holloway Road. At ground floor level, there is a central entrance to the residential lobby and new retail units on either side. A new office space and basement accommodation (potentially a gym) will be accessible from the rejuvenated public route. All these units will seek to introduce activity to the ground floor and have dedicated entrances.

The existing basement of the building will be retained and extended, accommodating the new functions as well as a cycle store (with spaces for 90 bikes) and plant service rooms.

There will be 49 apartments in the Holloway Road building including 41 for private sale and 8 for shared ownership (affordable housing).

The site is located adjacent to the important junction of Holloway Road and Seven Sisters Road. Our analysis shows that junctions along Holloway Road experience points of increase in height. Though the site is not at the exact corner of this junction, its proximity to it and its set back condition from the prevailing street frontage, make it a suitable location for increased height. The proposal for a new landscaped public realm fronting Holloway Road also encourages the building to function as a visual marker along this busy road.

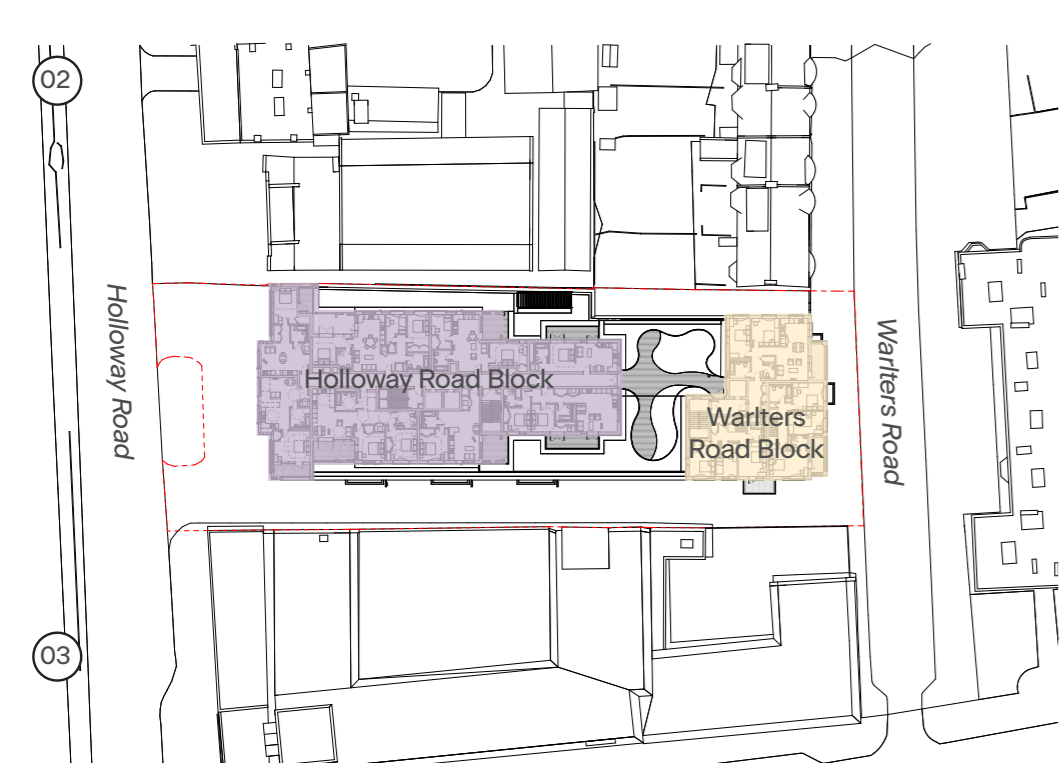


## Confident Proportions

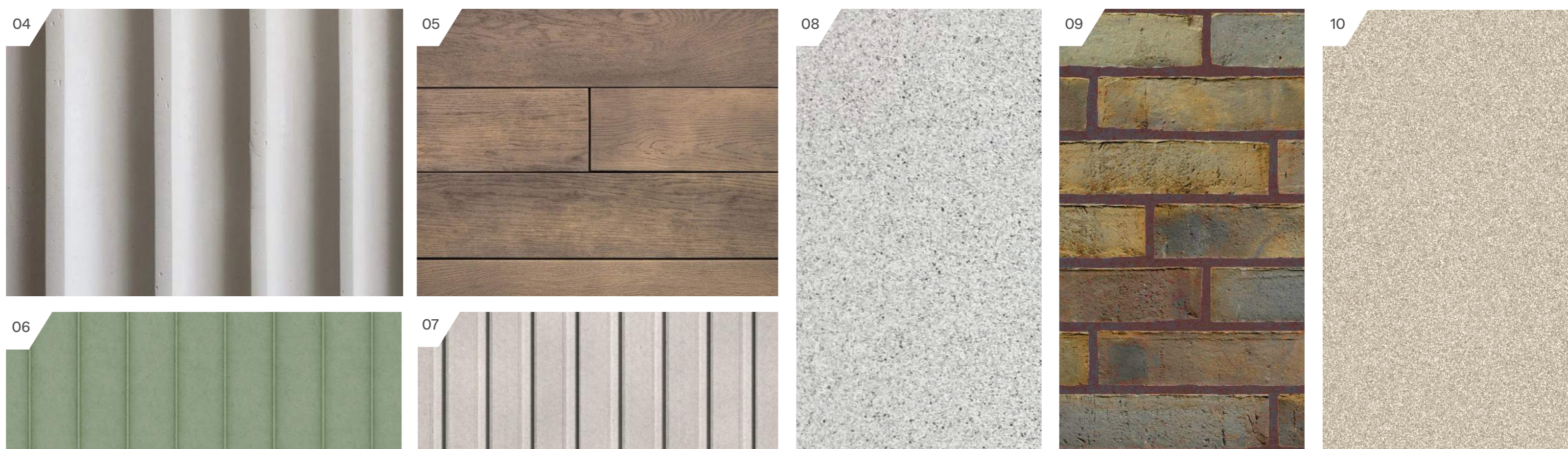
The aspiration for the frontage to Holloway Road is for it to be visually robust and confident. This is achieved through a symmetrical form with a vertical expression. The composition can be clearly identified as having a vertical frontage cemented in the public realm and steps back towards Wartlers Road, using the language of Holloway Road to create fluidity in the proposal.



Key



- 01. Holloway Road diagrammatic elevation
- 02. Emerging scheme - Holloway Road looking West
- 03. Emerging scheme - Holloway Road looking South
- 04. Ribbed GRC panels
- 05. Timber decking
- 06. Green aluminium panels
- 07. Pre-cast concrete vertically ribbed panel
- 08. Cool GRC
- 09. Red multi brick in stretcher bond with dark mortar
- 10. Warm GRC





# The Revised Proposal - Public Realm

## Re imagined Public Realm

The site offers good opportunities for providing high quality public realm improvements. The key areas are the forecourt to Holloway Road and the public route connecting to Warlters Road. Their current condition is poor with limited 'passive policing' and exhibits elements of anti-social behaviour due to it being a poorly lit and unwelcoming space.

The proposal brings together these spaces as a cohesive public realm through the use of the same surface material and design language. Planting and trees will be introduced to visually soften these landscapes and enhance biodiversity to the area.

## Holloway Road Forecourt

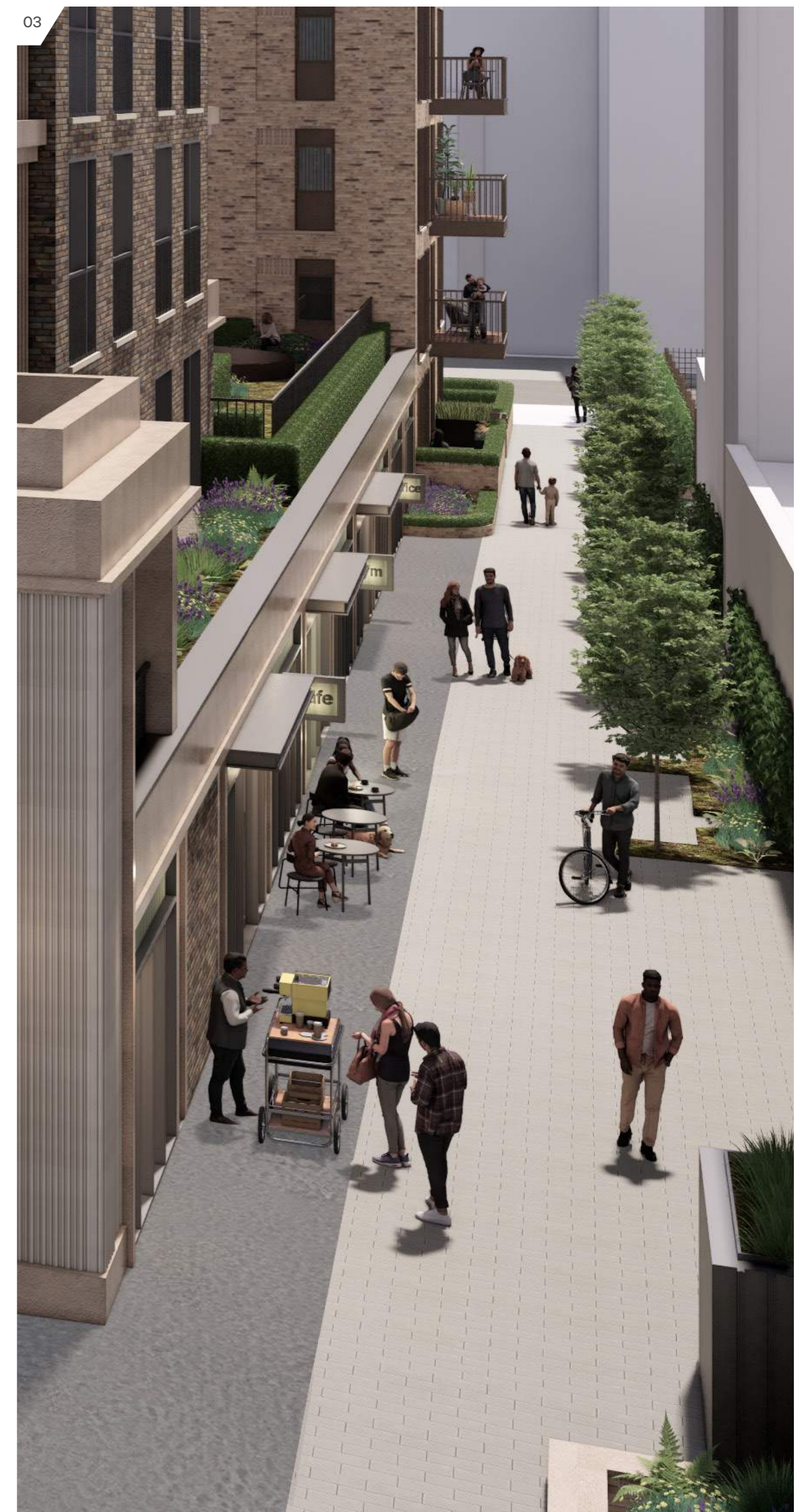
The existing drop-off and associated kerbs and entry zones in front of the site along Holloway Road are removed and replaced with a pedestrian friendly public space.

The pedestrian pathway will use the surfacing materials that tie in with its existing surroundings.

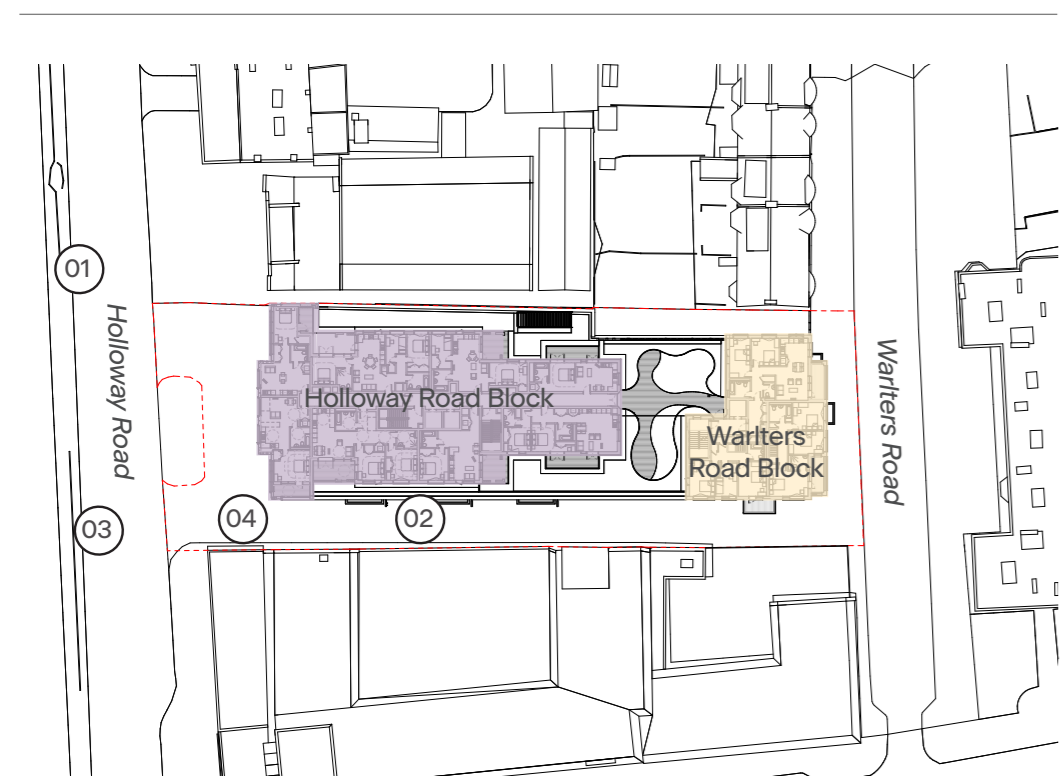
The revised scheme creates planted islands within this forecourt, encouraging permeability, whilst creating intimate pockets of spaces. Seating is also integrated into the sides of these planters to activate this public realm.

## Public Route

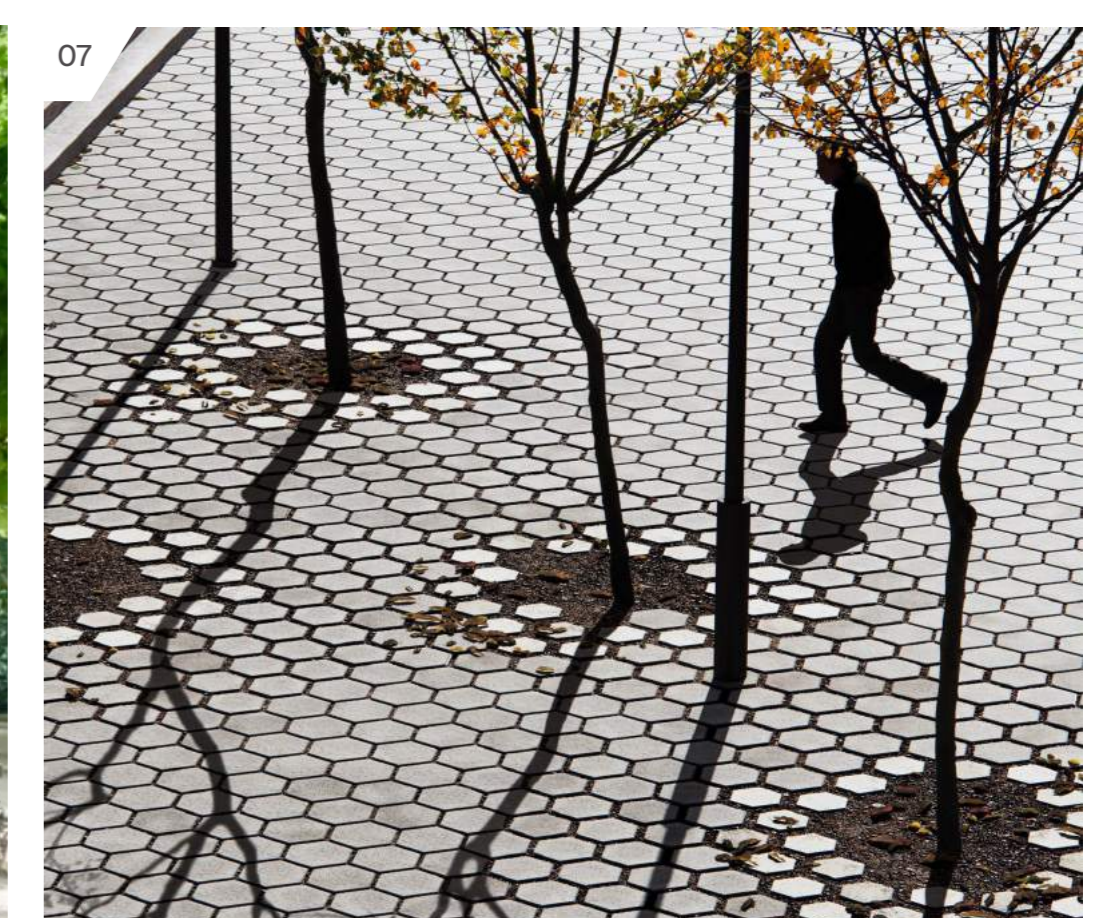
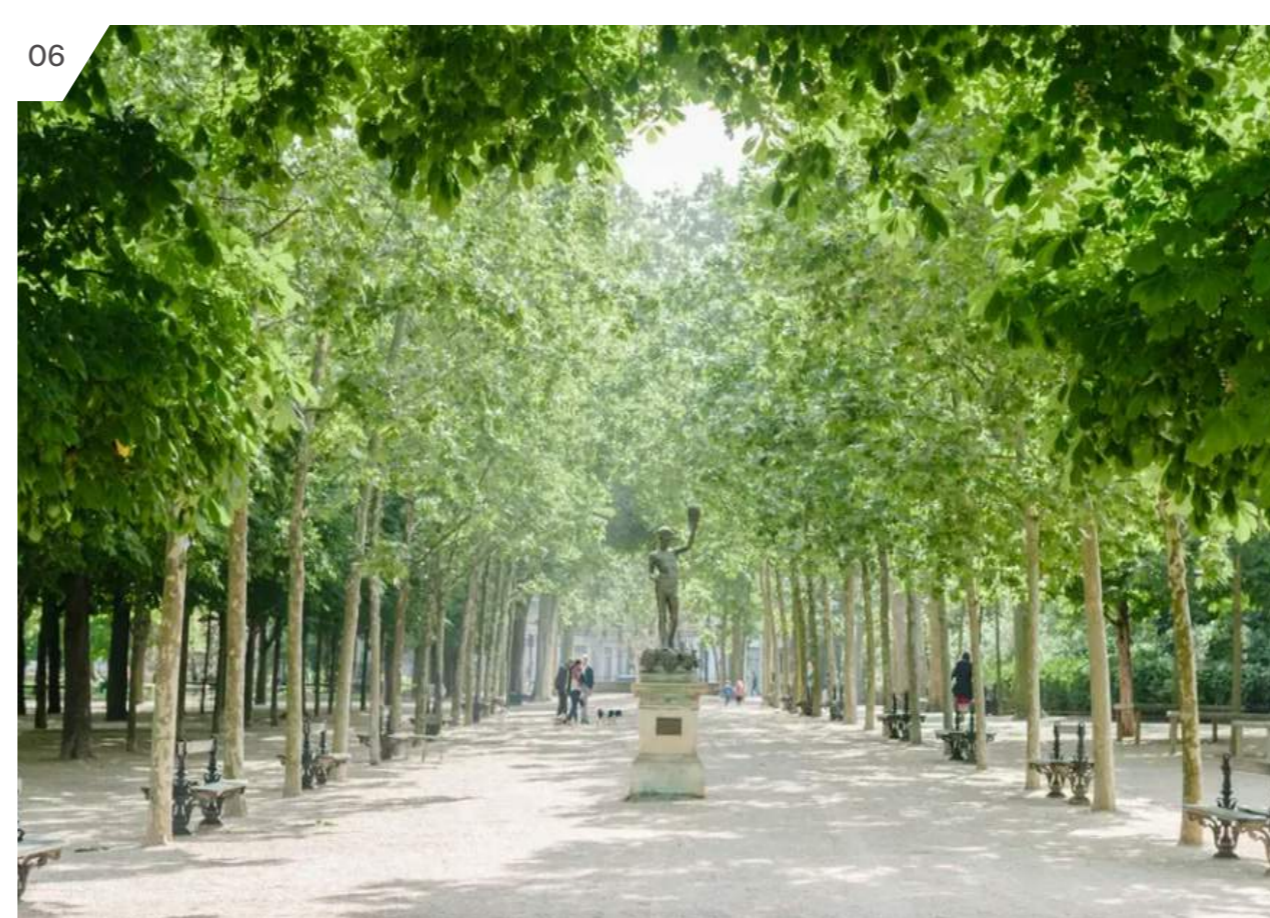
The public route connecting Holloway and Warlters Road becomes a welcoming and safe space, creating new areas of public interaction. The utilisation of lighting within signage, integrated in the facade and surface finish, will introduce a Parisian style whilst ensuring it is a safe passageway for all in the evening.



Key



- 01. Emerging scheme - Holloway Road Forecourt
- 02. Emerging scheme - Public Corridor from Holloway Road
- 03. Emerging scheme - Public Corridor from Holloway Road
- 04. Emerging scheme - Public Corridor from Holloway Road
- 05. Reference image - Greenhill Place
- 06. Reference image - Jardin Des Tuileries
- 07. Reference image - Snohetta hexagonal paver system





# The Revised Proposal- Playspace

01



## Communal Amenity (Level 01)

All apartments will have dual aspects and benefit from private external amenity space in the form of a balcony or a terrace. There is also a level 01 play space and communal garden for all residents with access from either block proposed. This provides a safe sanctuary for the residents and children to enjoy, with great visual connectivity over the public route which serves for passive policing. The green landscape brings biodiversity and enhances views, as well as providing a green top to the passageway.



## Let us know what you think!

Thank you for your time and interest on the emerging proposals for Marlborough House.

We welcome your feedback. At our public drop-in session, you can speak with us or otherwise please use the online response form available at [www.marlboroughbuilding.info](http://www.marlboroughbuilding.info) or email us at [info@marlboroughbuilding.info](mailto:info@marlboroughbuilding.info).

You can also call us free of charge on 0800 246 5890.

## What happens next?

Elleric and its design team will review all feedback received before submitting a substitution to the application shortly to the London Borough of Islington. On receipt, the Council will carry out its own local consultation before taking a decision. If approved, the detailed design and construction is expected to take around two years.

### Key

- 01. Emerging scheme - Playspace
- 02. Emerging scheme - Landscape plan
- 03. Reference image - Timber stepping logs
- 04. Reference image - Timber balance logs
- 05. Reference image - Hollow log
- 06. Emerging scheme - Playspace aerial view



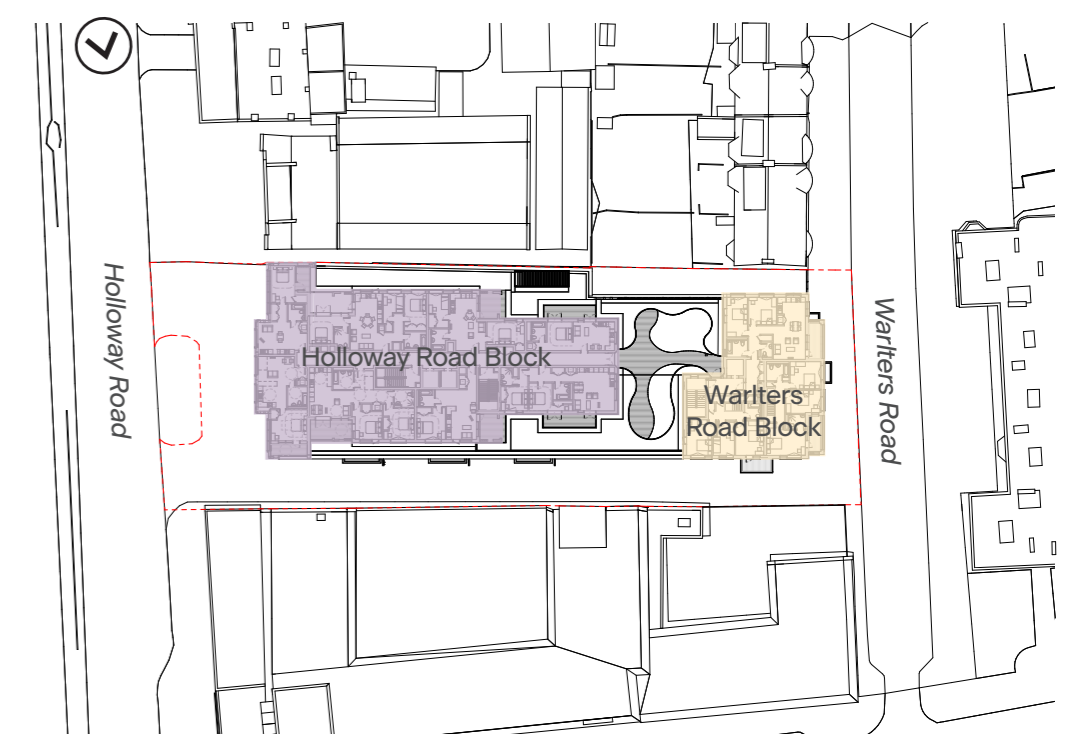


# The Revised Proposal - Holloway Road Before & After Visual

01



- Key
- 01. As Existing - Holloway Road view towards West
  - 02. Emerging Scheme - Holloway Road view towards West (Artistic impression)





# The Revised Proposal - Walters Road Before & After Visual

01



02



Key

- 01. As Existing - Walters Road view towards North
- 02. Emerging Scheme - Walters Road view towards North (Artistic impression)

