

**Apt**

**The Marlborough Building, 383 Holloway Road**

Webinar - Work in progress update

April 2023



## 1.1 Apt

### Studio

Our studio is the heart of our creative process and has been designed to encourage a culture of collaboration and innovation.

We have created spaces to experiment, explore and exhibit; it is the ideal place to create architecture that inspires.

### Our Approach

We work as a collective in a transparent and logical way. We do not have a house style and believe that every project should be looked at afresh.

Company Name: Apt Works Limited

Founded: 2009

Active Years: 13

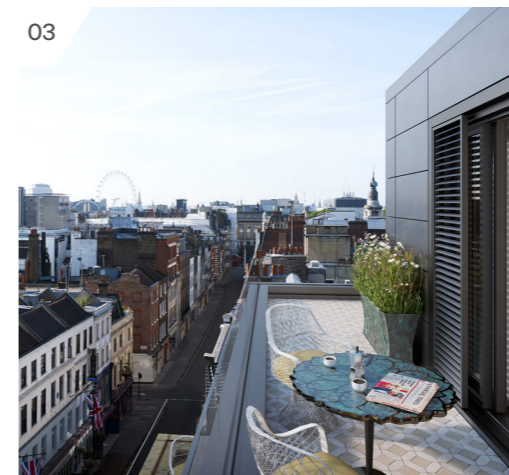
Services: Architecture,  
Interior Design,  
Masterplanning

Number of Employees: 53

Structure: Employee Ownership Trust





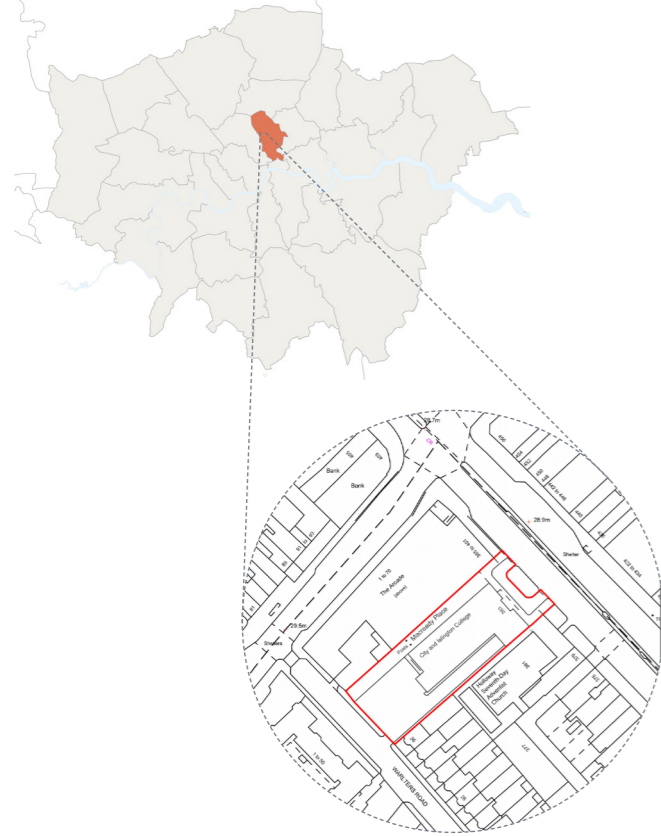


- 01. Medius House
- 02. The Boundary
- 03-04. 81 Dean Street
- 05. Chapter House
- 06. Sloan School
- 07. Oak Tree House



## 1.2 Site Location

- The site is located at 383 Holloway Road in a Town Centre location.
- It is set back from the road by a wide pavement zone.
- 8 minute walk (650m) north of Holloway Road tube station
- The site sits adjacent to a major road junction of the A1, the Seven Sisters Road and Parkhurst Road.
- Warlters Road, which is a quieter residential road is located to the rear of the site



Key

— Site Boundary

1. Aerial site map with boundary













### 1.3 Existing Site



Prominent existing building facing Holloway Road



The drop-off zone in front of the building



Public route between Holloway Road and Warrlers Road



Student accommodation facing the site



Vacant site along Warrlers Road



Vacant site along Warrlers Road



## 1.4 Aspirations

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 corridor.









### Key Opportunities

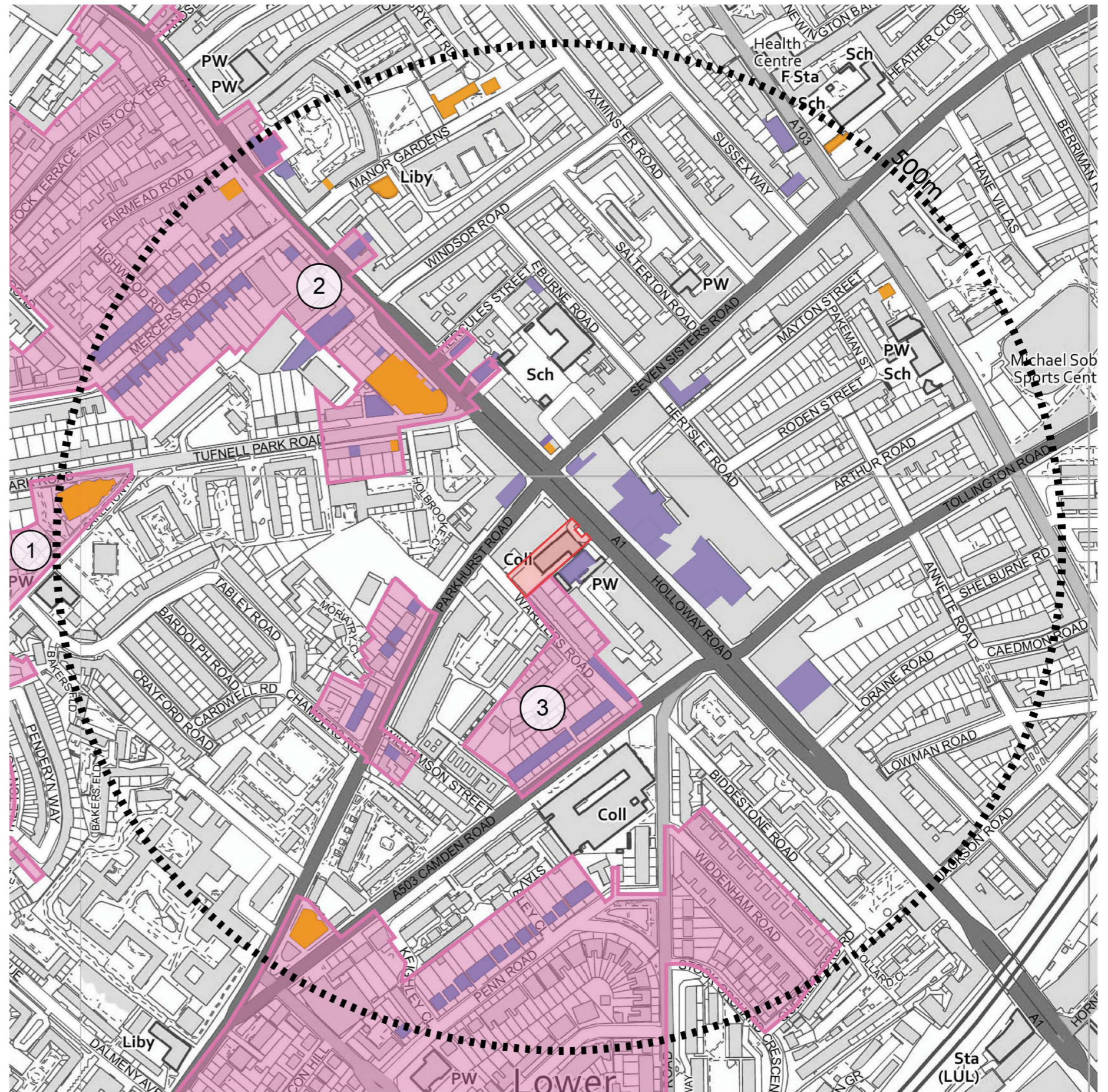
1. Improving facade and appearance
2. Primary Retail Frontage
3. Vacant site to Warter road for Housing
4. Landscaped public Realm to Holloway Road
5. Improving public side route



## 1.5 Heritage Context

- The site is not within a Conservation Area but adjacent Hillmarton Conservation Area
- The existing build is not listed or locally listed
- The Adventist Church adjacent the site is Locally listed

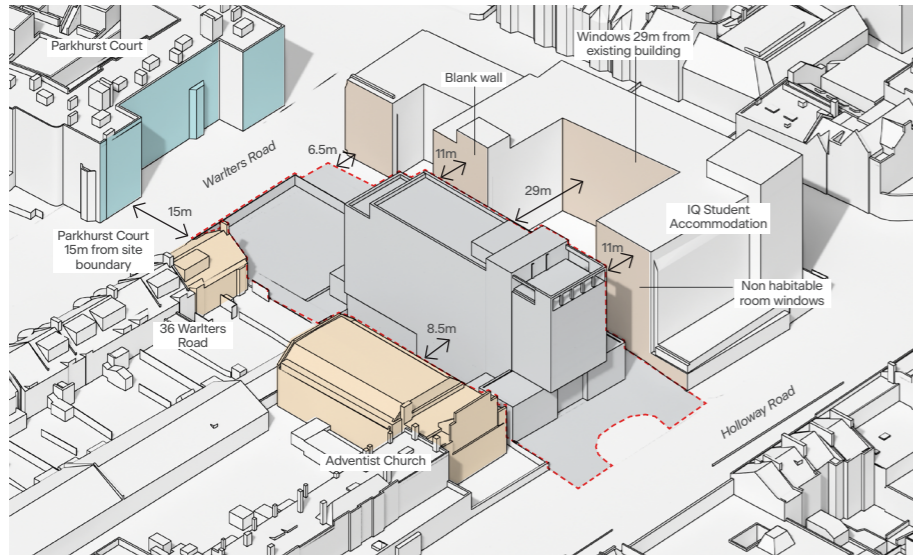
- N
- 
- Listed buildings:
-  Grade II listed building
  -  Locally listed building
- Conservation areas:
-  Tufnell Park
  -  Mercers Road/Tavistock Terrace
  -  Hillmarton



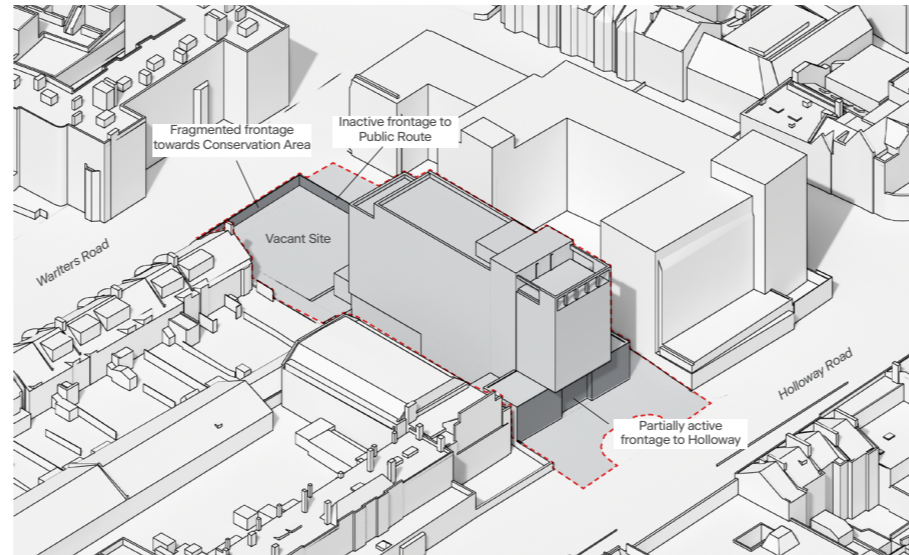
Ordnance Survey © Crown Copyright 2022. All rights reserved. Paper Map Copying Licence no. LAN1001852.



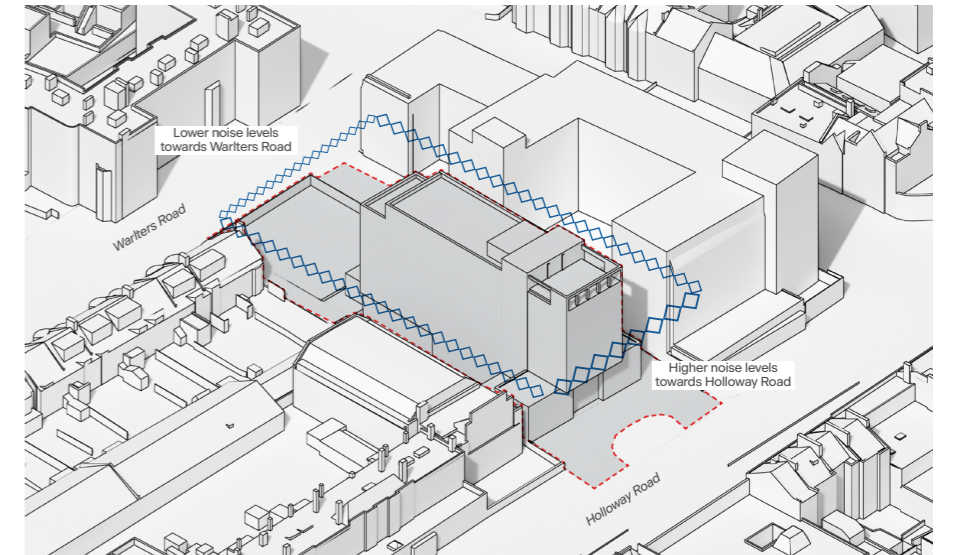
## 1.6 Site Constraints and Opportunities



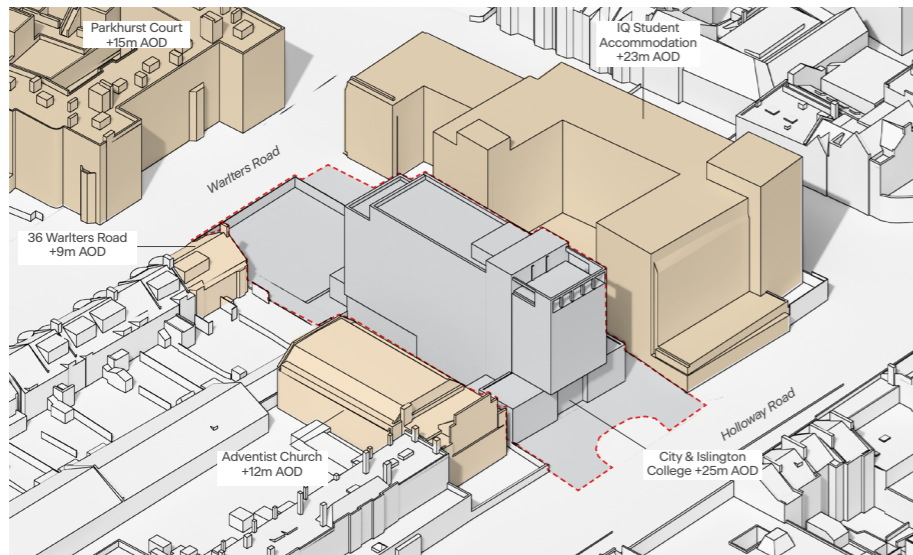
As Existing - Site Adjacencies



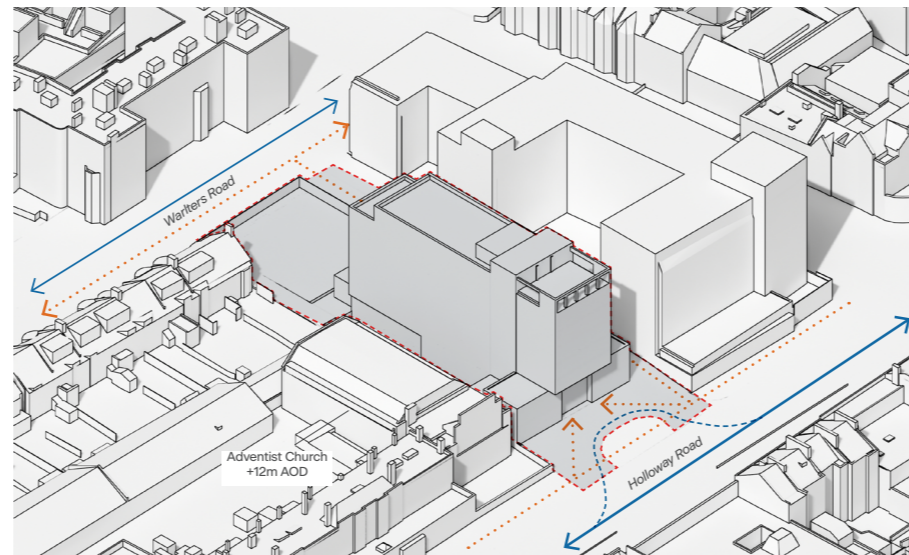
As Existing - Frontages & Activation



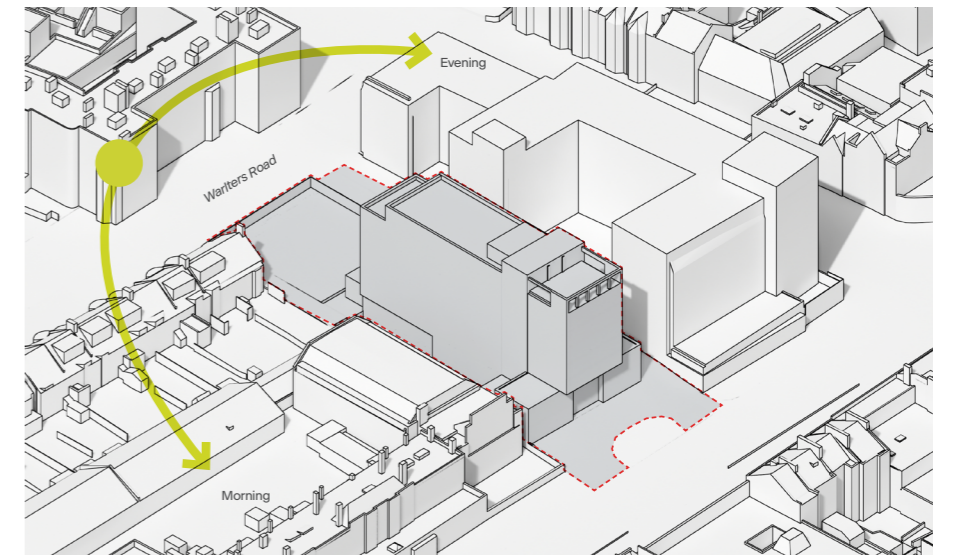
Noise



Height



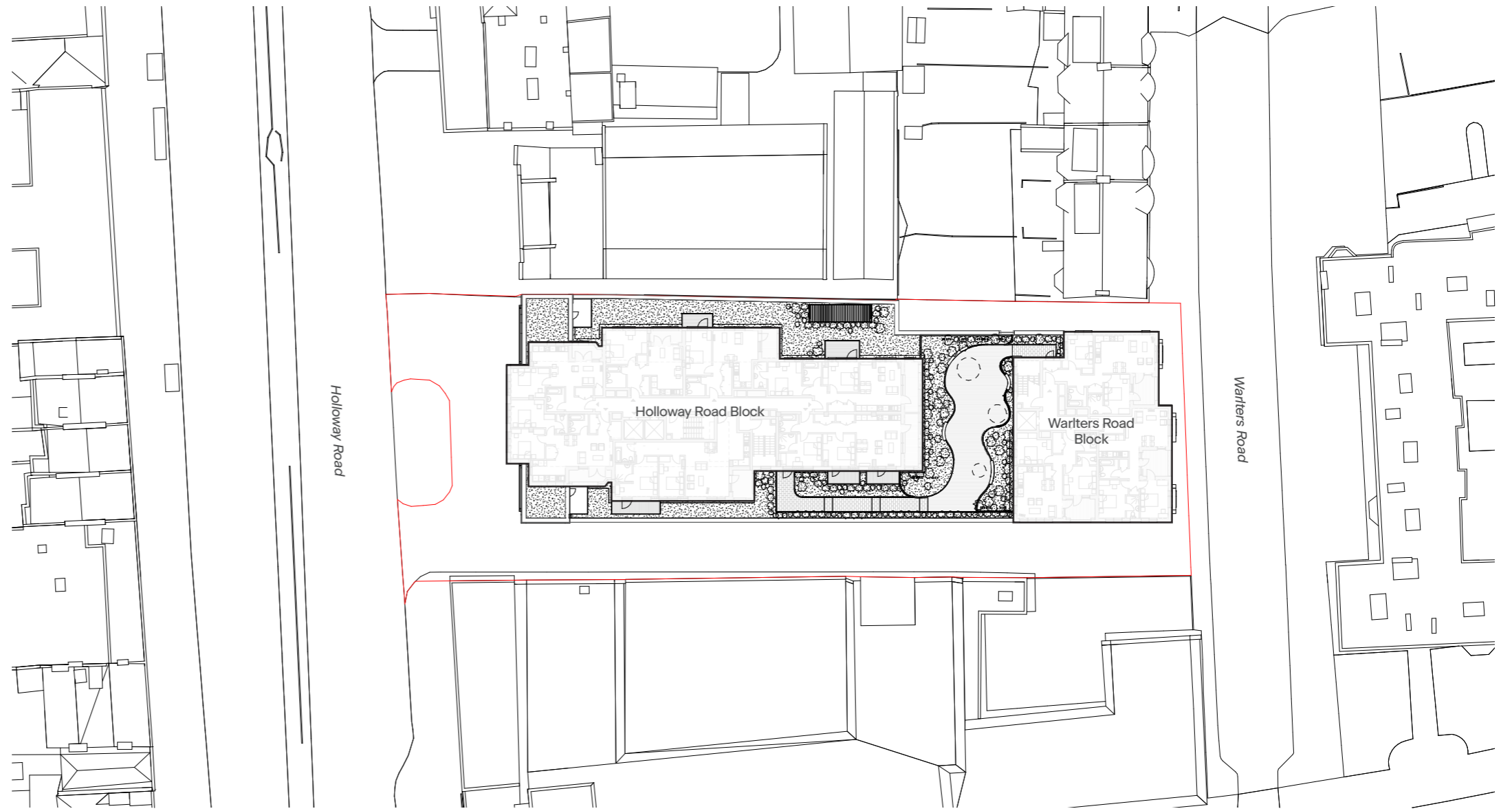
Permeability



Sun Path



1.7 Addressing the two different urban contexts



Site Plan illustrating the concept of two blocks



Street View - Holloway Road



Street View - Warrers Road

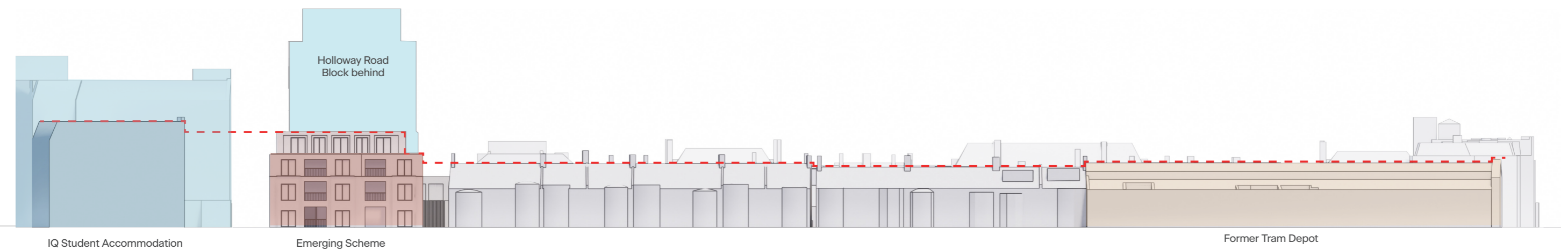


## 1.8 Warlters Road Block - Completing the Urban Grain



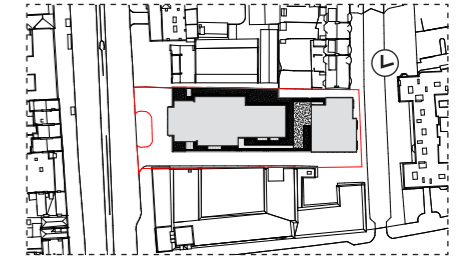
Existing context - Axonometric view

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



East West Section along Warlters Road



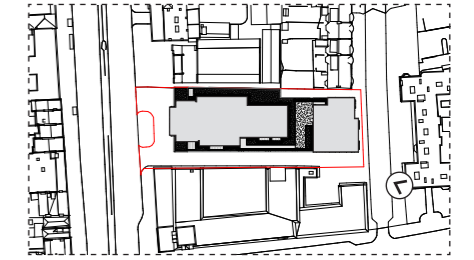


Key Plan



Emerging Scheme - Warters Road looking North



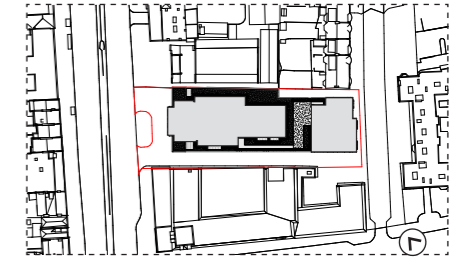


Key Plan



Emerging Scheme - Wartlers Road looking East





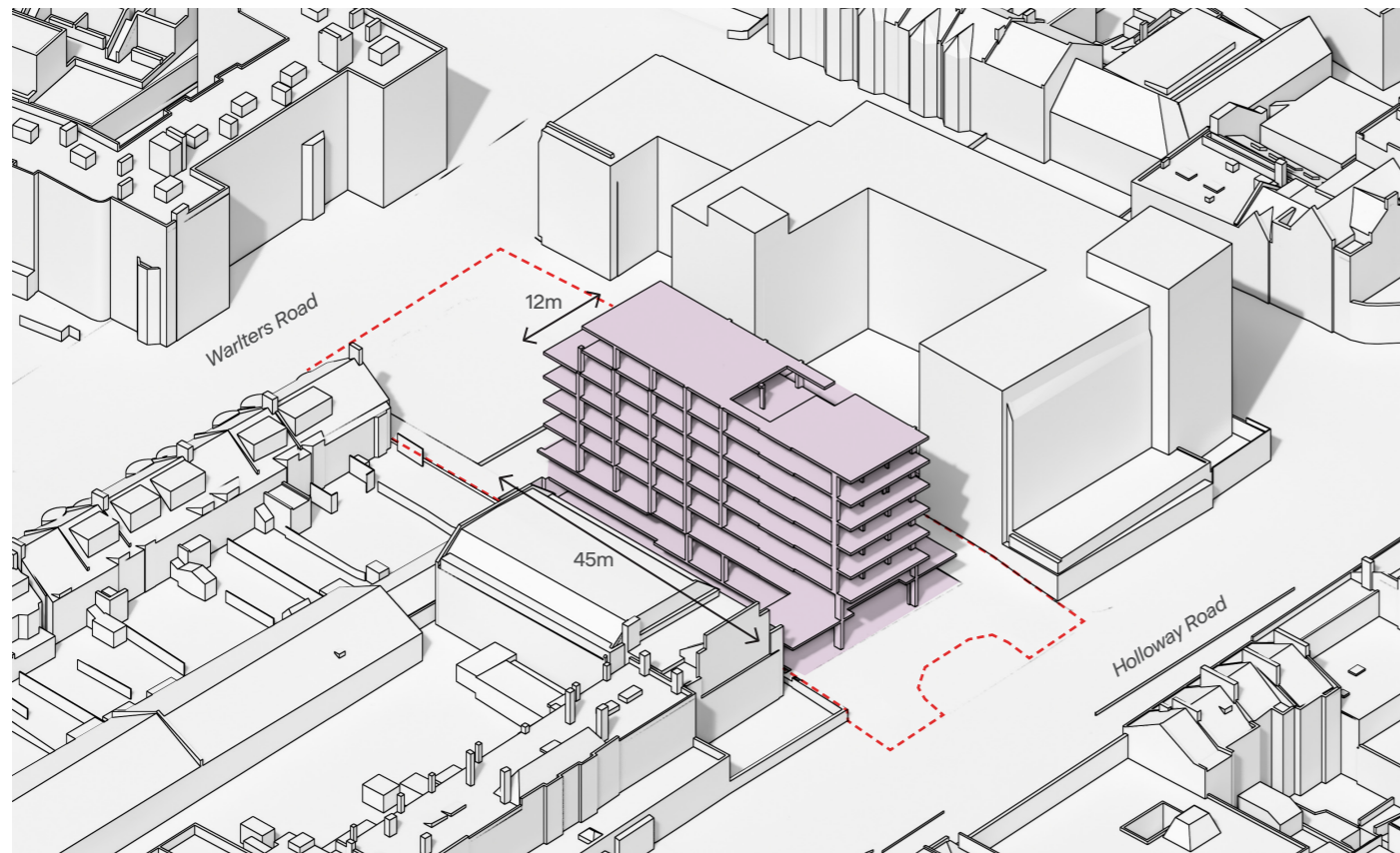
Key Plan



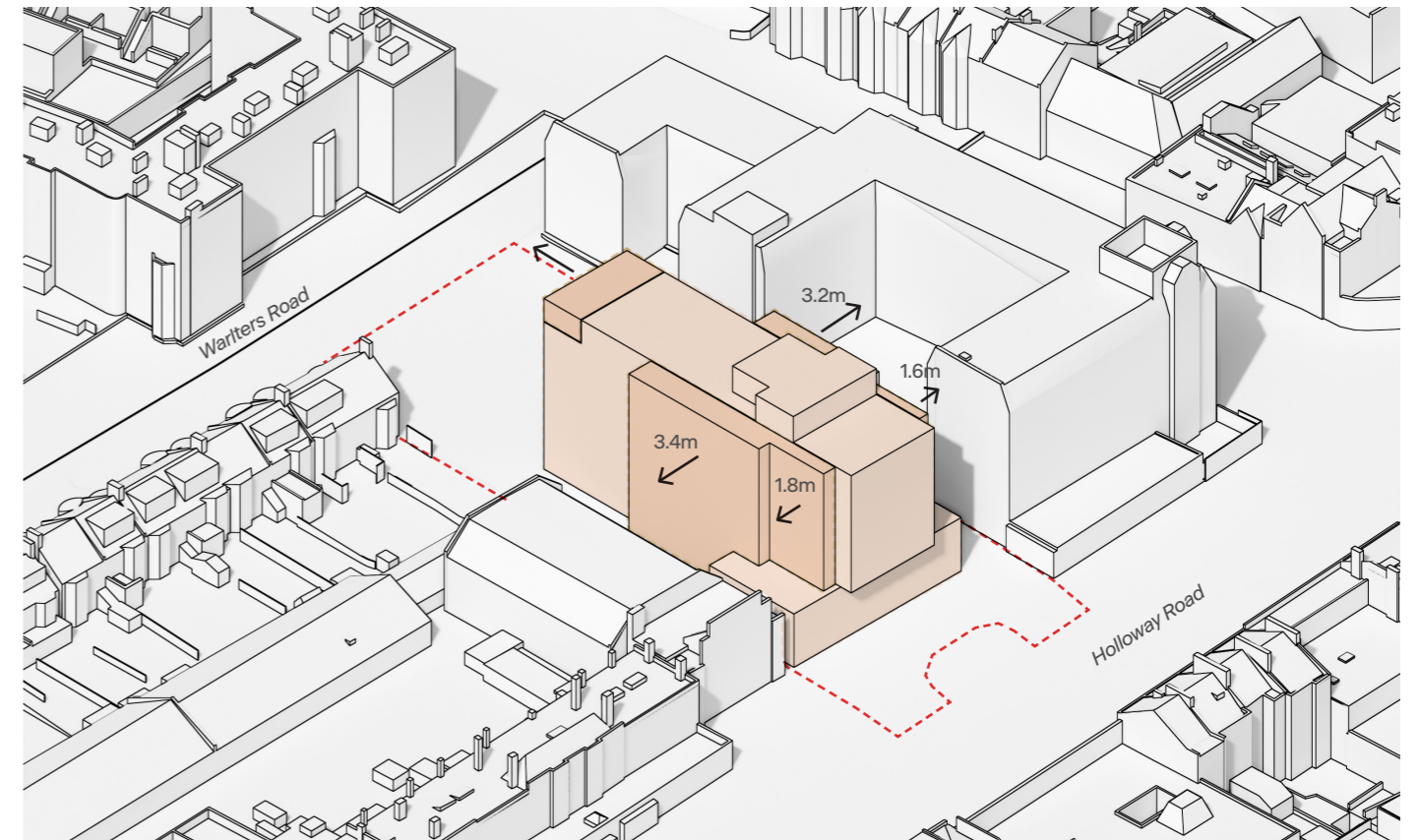
Emerging Scheme - Parkhurst Road looking East



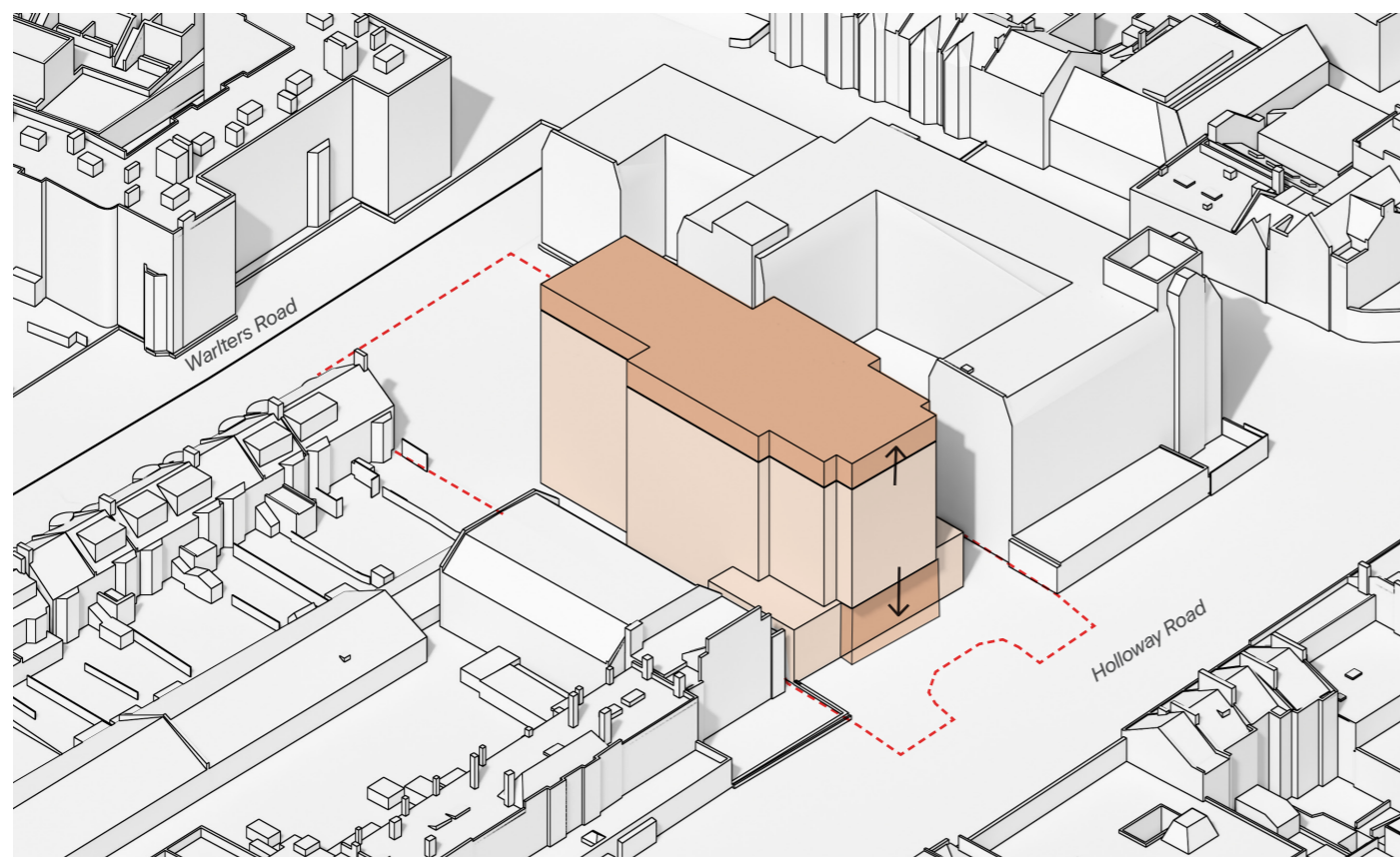
## 1.9 Holloway Road Block



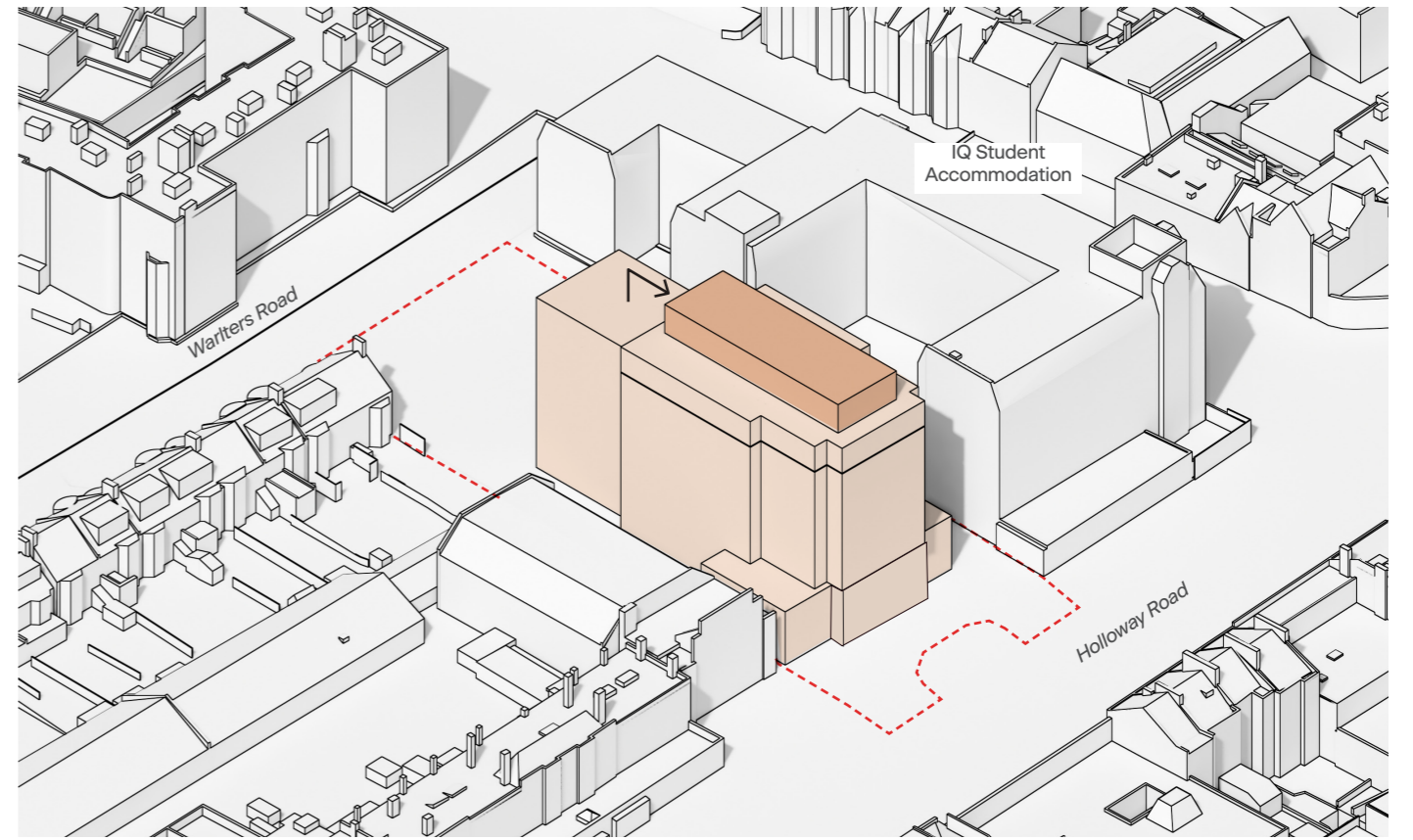
Retained Structure



Rationalising Residential Floor Plate

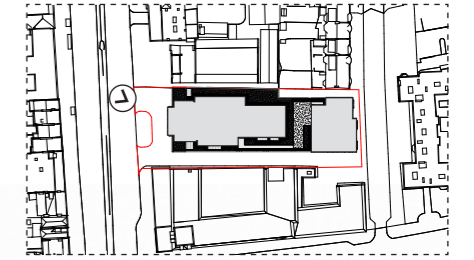


Vertical Expression



Celebrated Rooftop





Key Plan



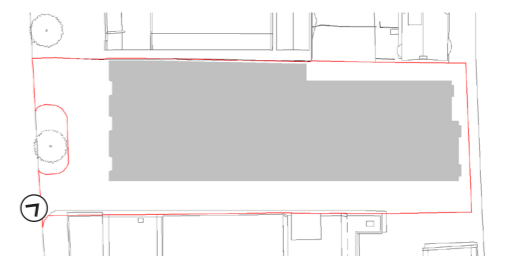
Emerging Scheme - Holloway Road looking West



## 1.10 Proposed Public Realm



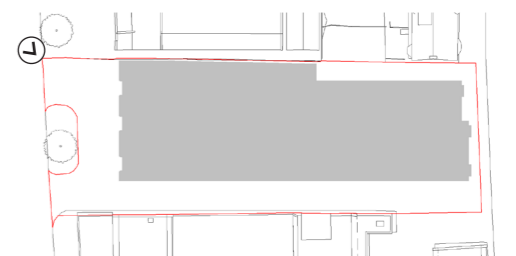
Emerging idea on the visual quality of Holloway Road towards South







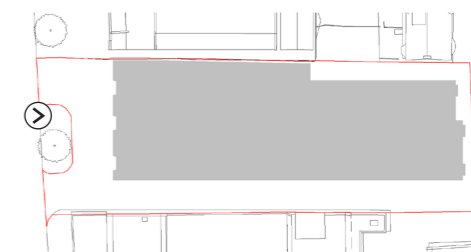
Emerging idea on the visual quality of Holloway Road towards West







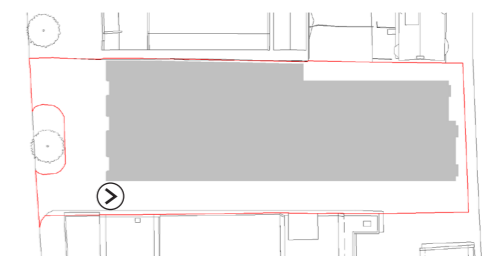
Emerging idea on the visual quality of Holloway Road Frontage







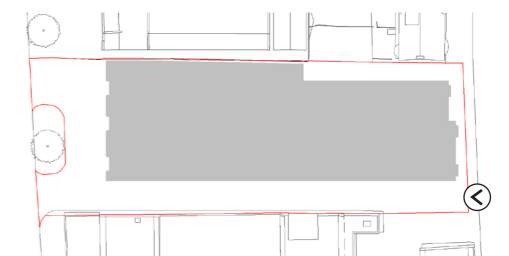
Emerging idea on the visual quality of Public Corridor







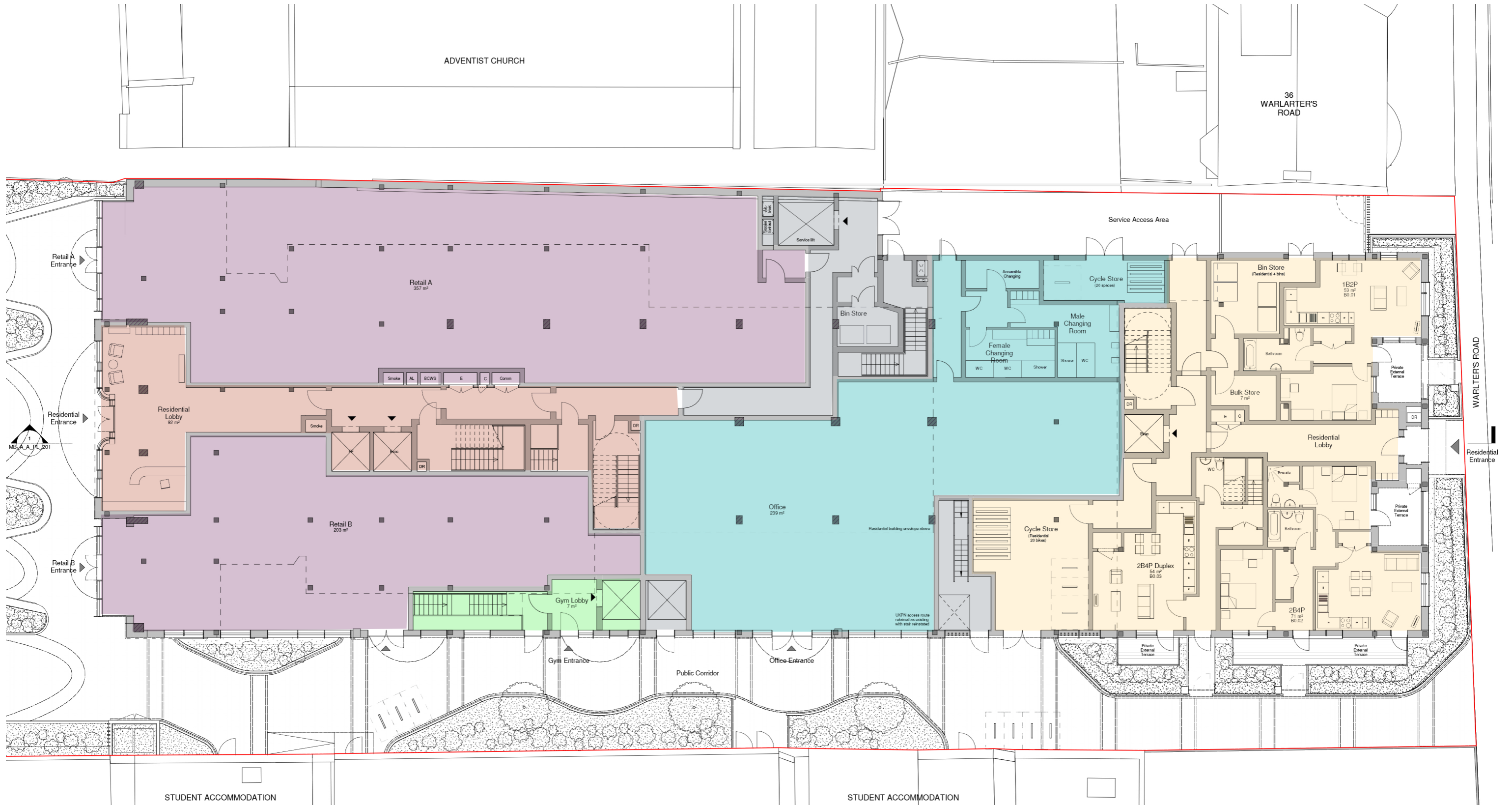
Emerging idea on the visual quality of Wartters Road





# 1.11 Proposed Ground Floor Plan

- KEY**
- Retail
  - Gym
  - Office
  - Residential - Private/ Intermediate
  - Residential - Social
  - BOH/ Plant





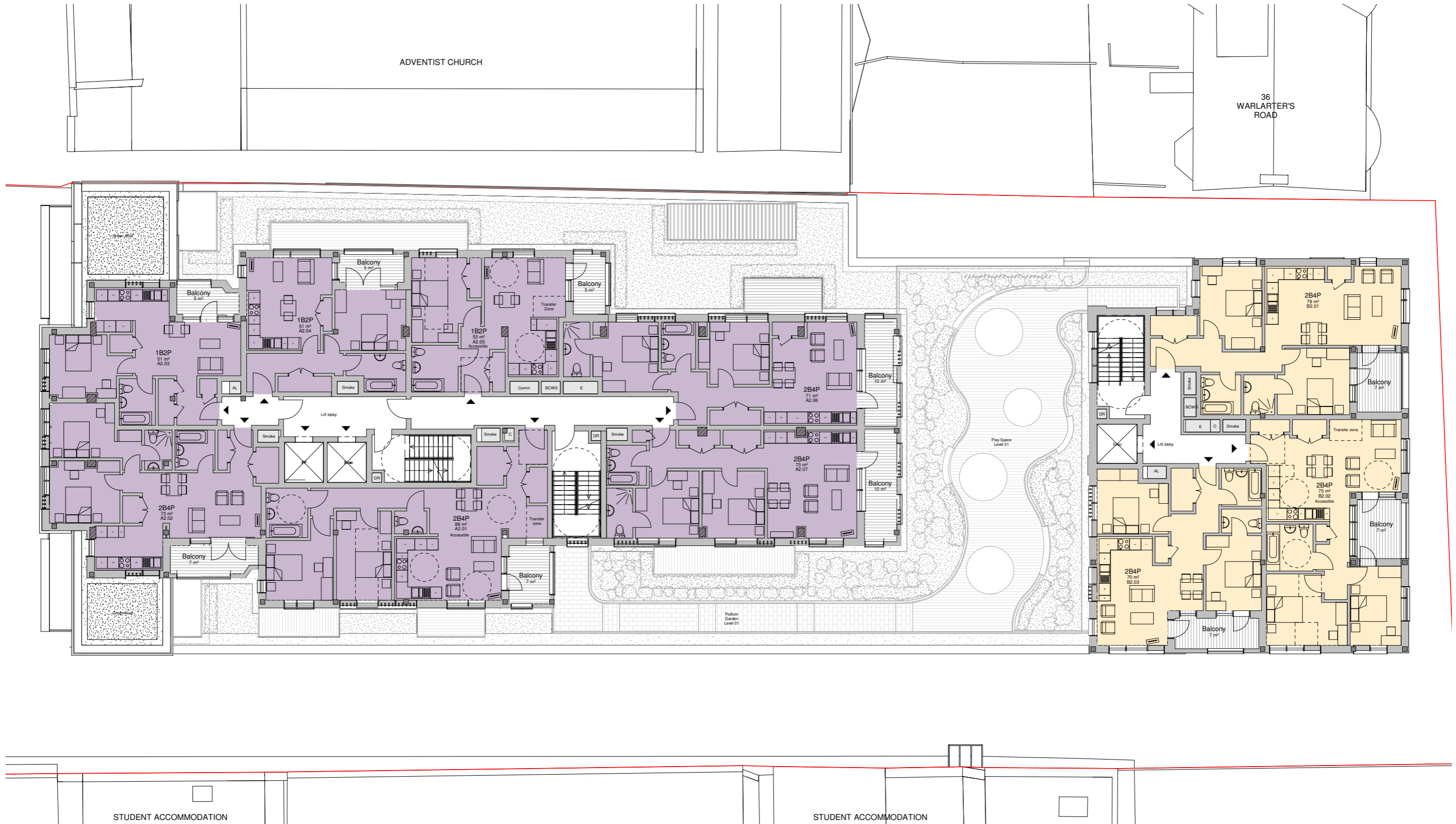
# 1.12 Proposed First Floor Plan

- AH Intermediate
- AH Social
- Residential Private



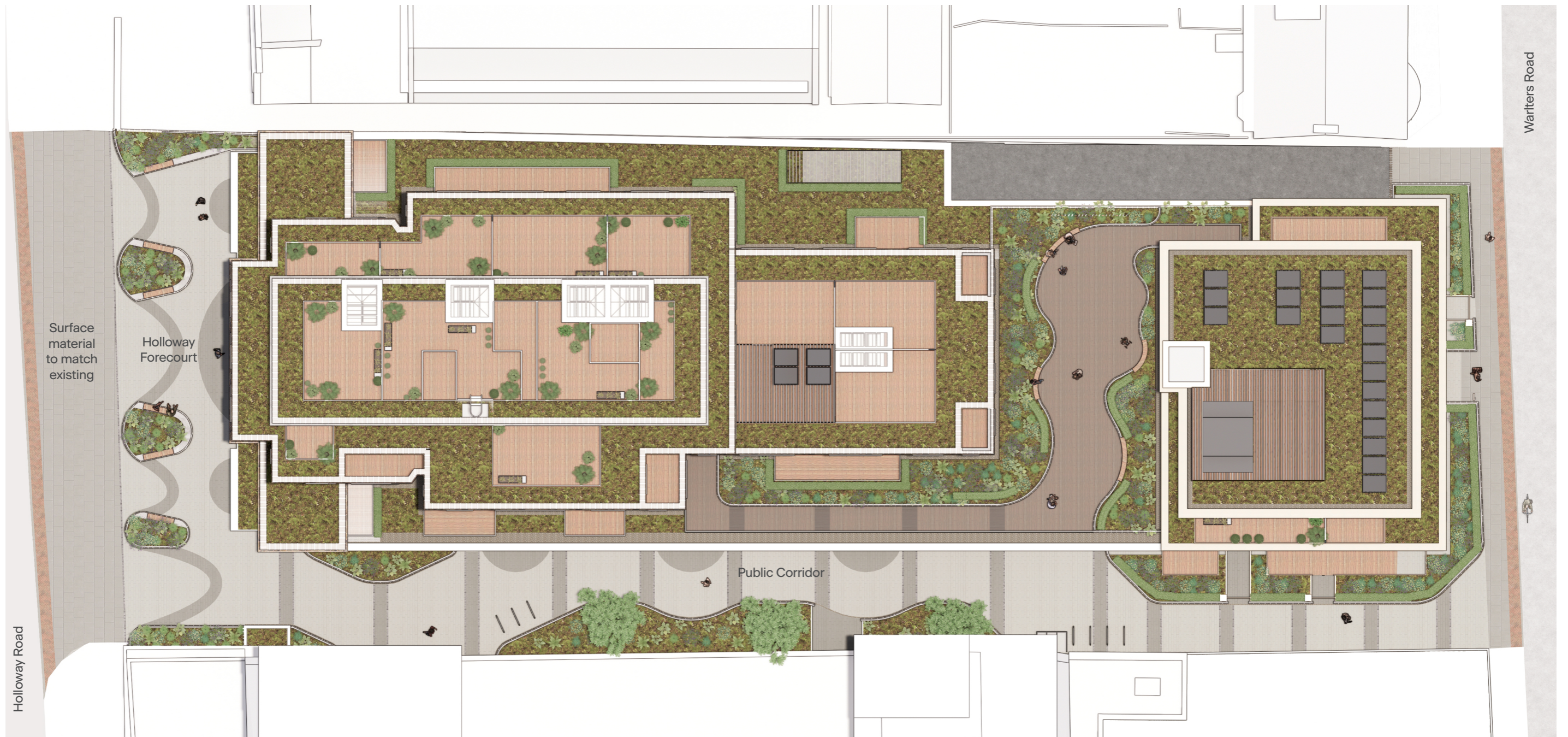


### 1.13 Proposed Second Floor Plan





## 1.14 Roof Plan and Landscape



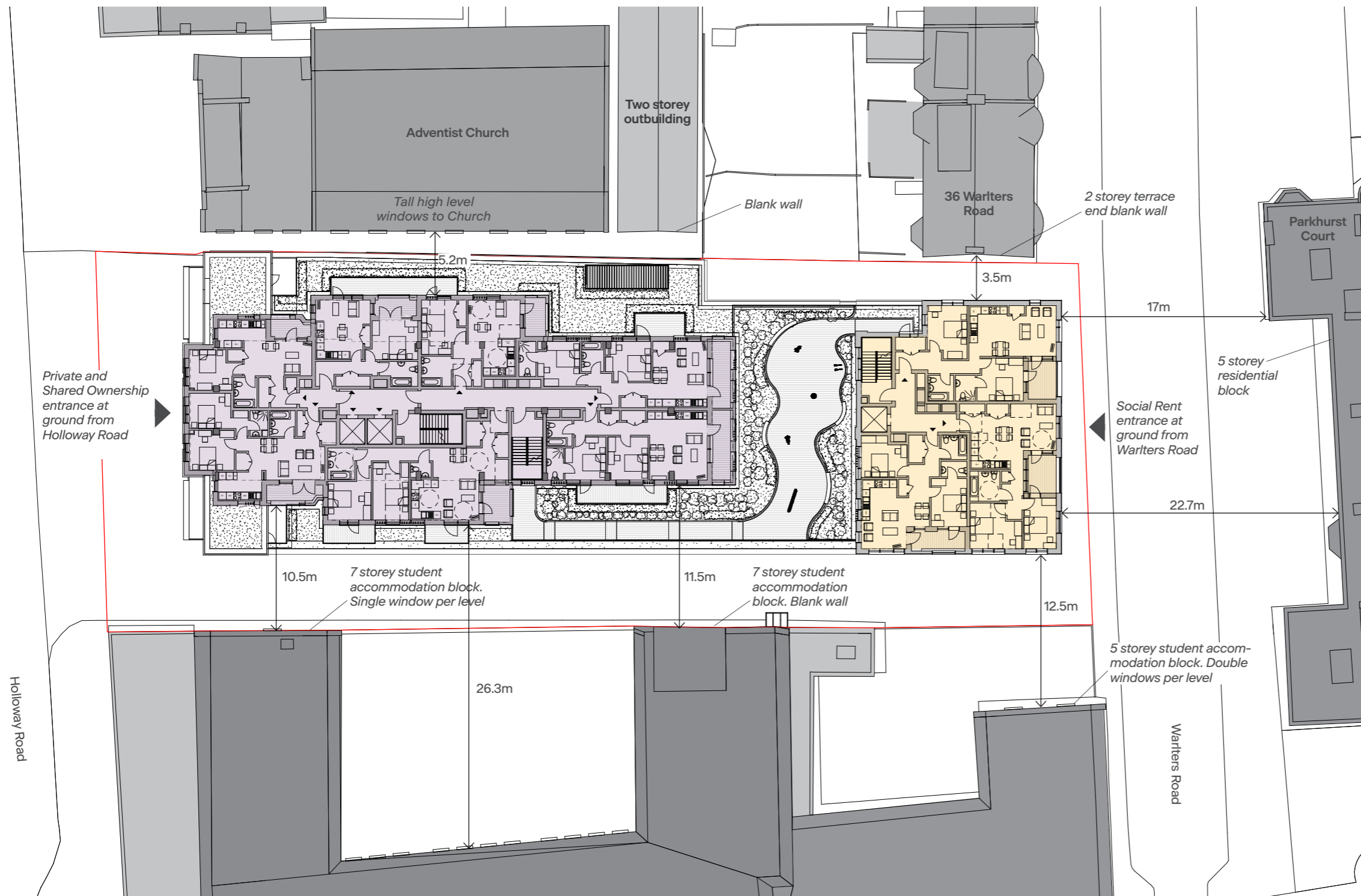


## 1.15 Playspace





## 1.16 Neighbouring Adjacencies







As Proposed - Holloway road view towards West (Not verified)





As Proposed - Holloway road view towards West (Not verified)





As Existing - Holloway road view towards East (Not verified)





As Proposed - Holloway road view towards East (Not verified)



## 1.17 Summary

The draft plans for the site aims to:

- Transform the building appearance and townscape by introducing high quality architectural design with an elegant silhouette and proportion;
- Contribute positively to the revitalisation of the Nag's Head Town Centre;
- Deliver a mixed-tenure residential development creating excellent affordable and private homes;
- Repurpose the existing building in an environmentally sustainable way to minimise carbon emissions;
- Provide a 'car-free' development with policy compliant cycle parking to encourage sustainable transport;
- Animate the ground floor with retail and commercial opportunities to make a positive contribution to Holloway Road, bringing life and vibrancy to a site that is currently vacant and under-utilised;
- Improve the public realm at the reinstated pedestrian corridor alongside the retained and extended building as well as to the front of the building and the current 'drop-off' layby area that exists within site ownership;
- Provide multiple points of entry and 'front doors' to bring passive surveillance along the rear of the site at Warlters Road and along the site's public corridor between the Holloway Road and the Conservation Area behind. This aims to deter the current anti-social behaviour that is occurring;
- Design apartments that all achieve London Plan space standards and have access to private and shared amenity space.

