

# 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 corridor.

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.



01. Aerial view of the Site  
02. Holloway Road  
03. Warlters Road

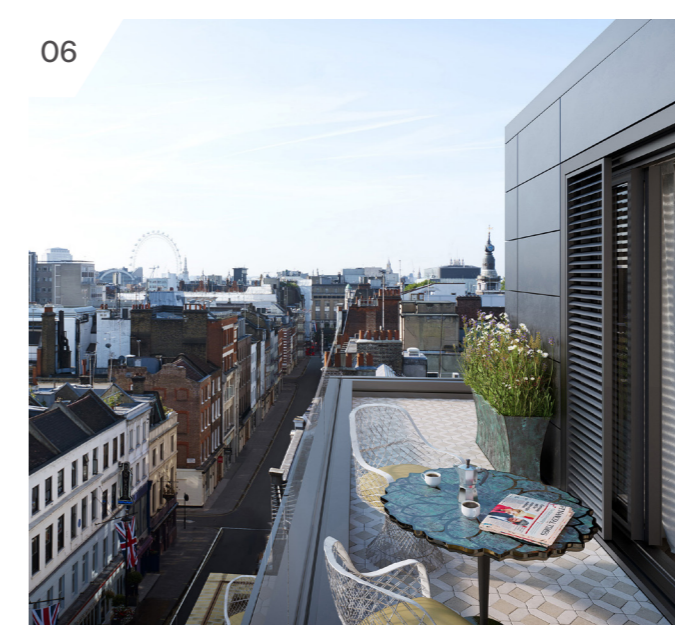
## The Team

### 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.



04. Medius House  
05. The Boundary  
06-07. 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 datum but instead a juxtaposition 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 which is a quieter residential road.

The existing building itself covers around 3/5ths of the site length from north to south. The part of the site facing onto Warlers Road is currently vacant.

To the north-west is the publicly accessible but underused public corridor 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).

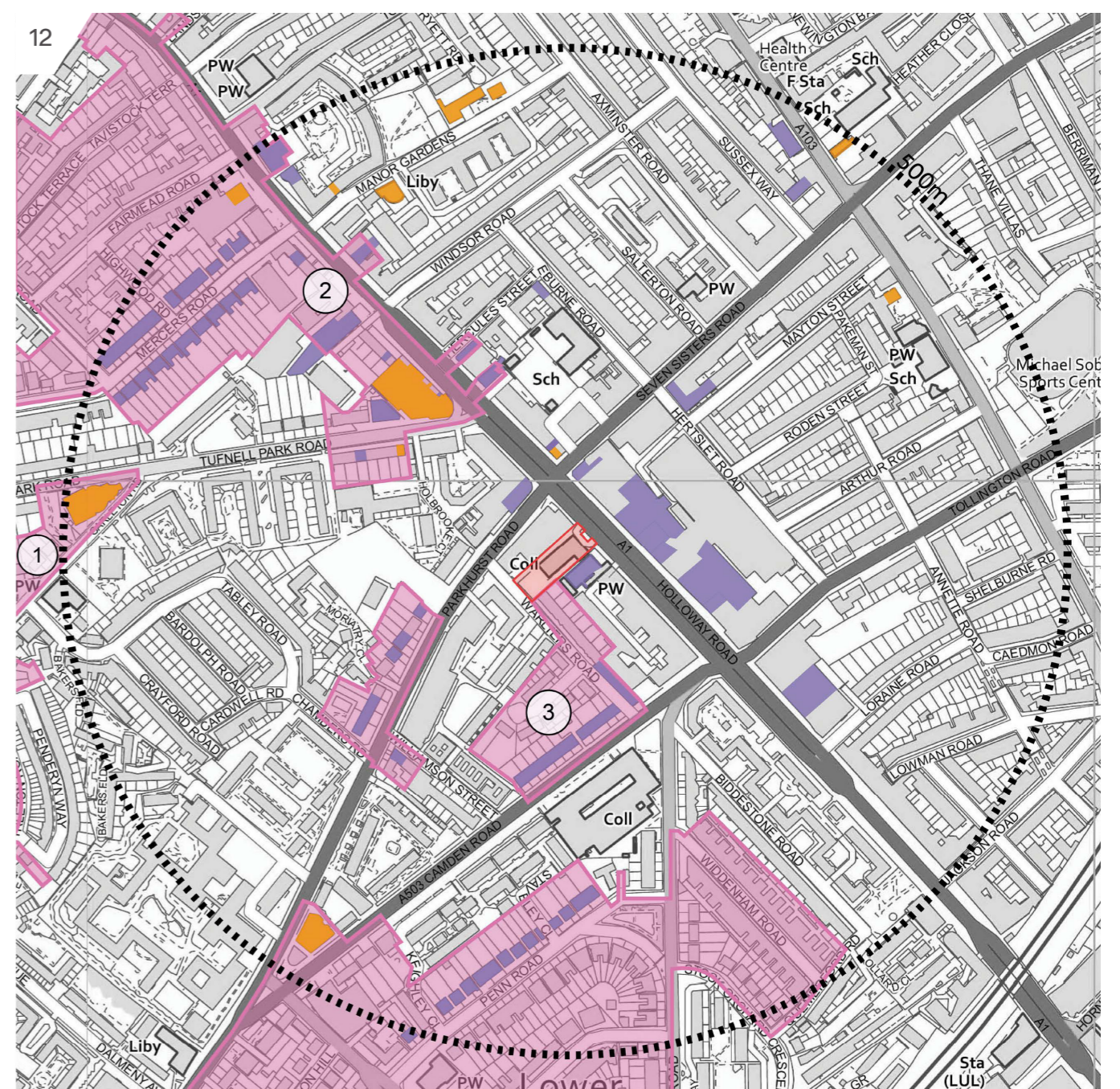
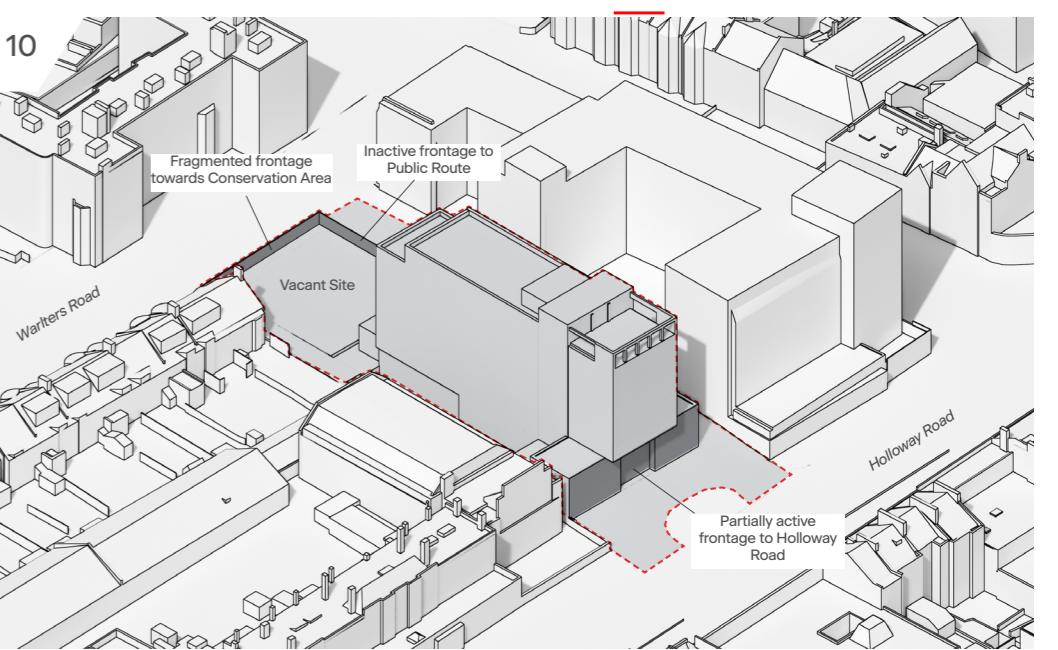
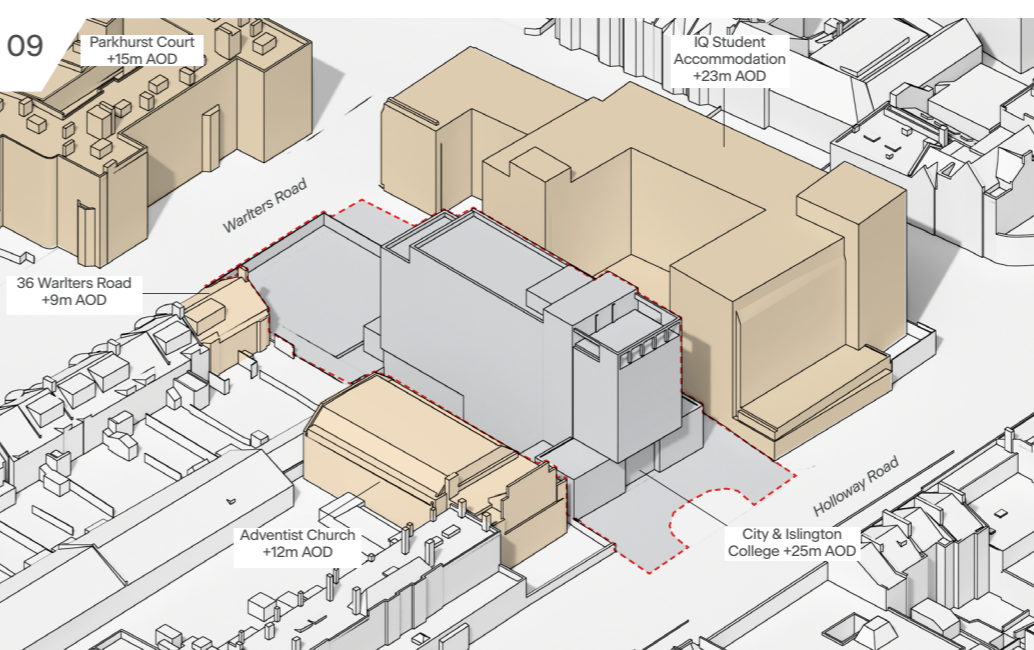
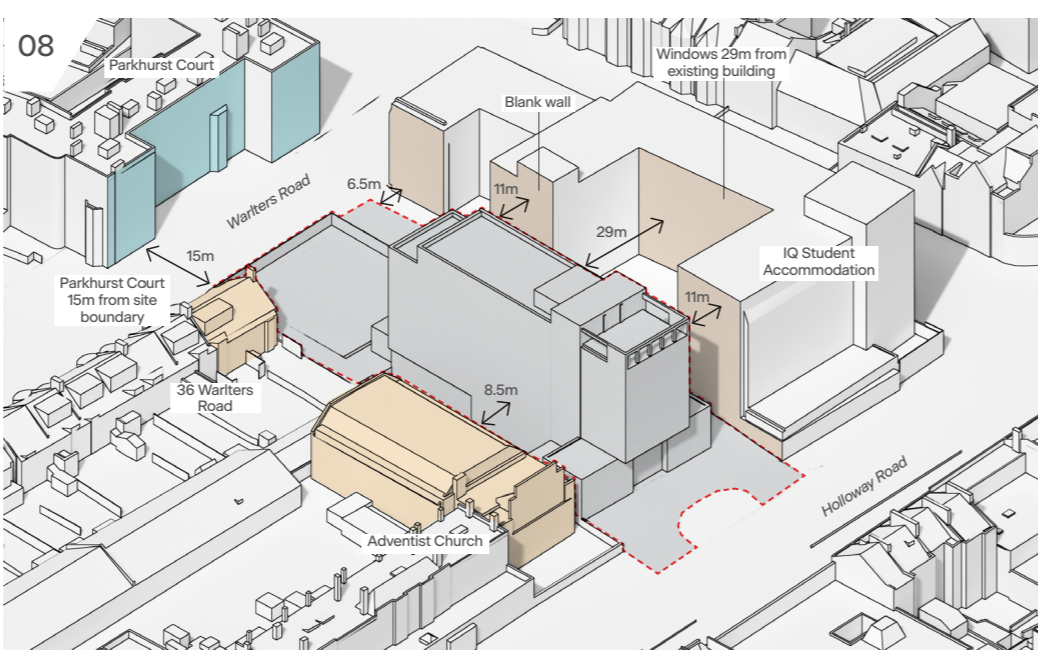


- 01. Site Plan
- 02. Prominent existing building facing Holloway road
- 03. The Drop off zone in front of the building
- 04. Public route between Holloway and Warlers Road
- 05. Student accommodation facing the site
- 06. Vacant site along Warlers road
- 07. Vacant site along Warlers road

## 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.



- Listed buildings:
- Grade II listed building
  - Locally listed building
- Conservation areas:
- ① Tufnell Park
  - ② Mercers Road/Tavistock Terrace
  - ③ Hillmarton

- 08. Site Adjacencies Analysis
- 09. Local Height Analysis
- 10. Frontages & Activation Analysis
- 11. Figure Ground Plan
- 12. Conservation Areas & Listed Buildings

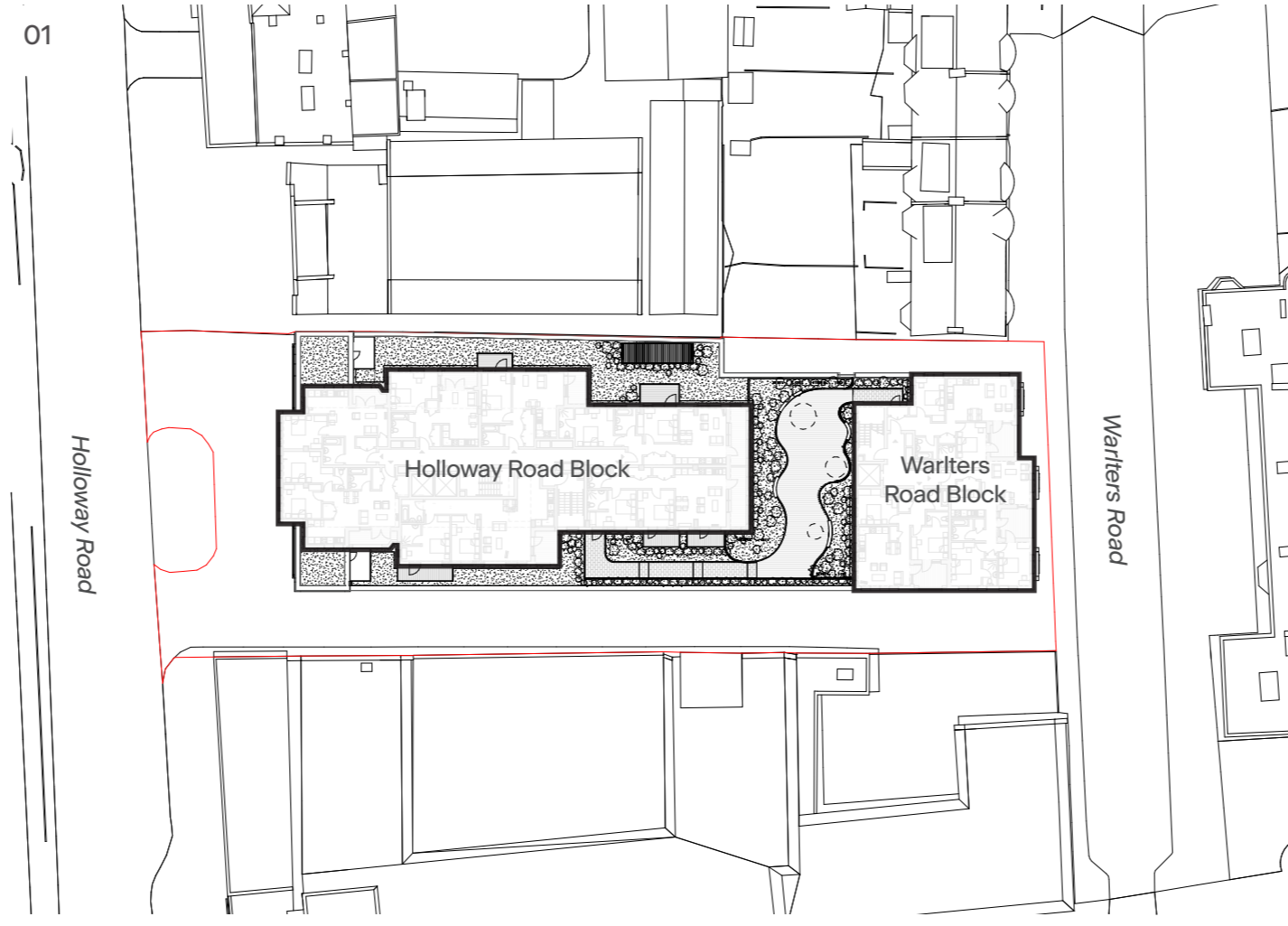


# The Proposal

## Addressing the two different urban contexts

From the Townscape and Heritage Analysis it has identified the site as having a dual aspect facing Holloway Road and Warlters Road, both of which have a distinct character.

This duality is portrayed by two principal and complementary elements – the retained and extended existing building and which primarily relates to Holloway Road and a new building which will be sited to the rear and which primarily relates to Warlters Road.



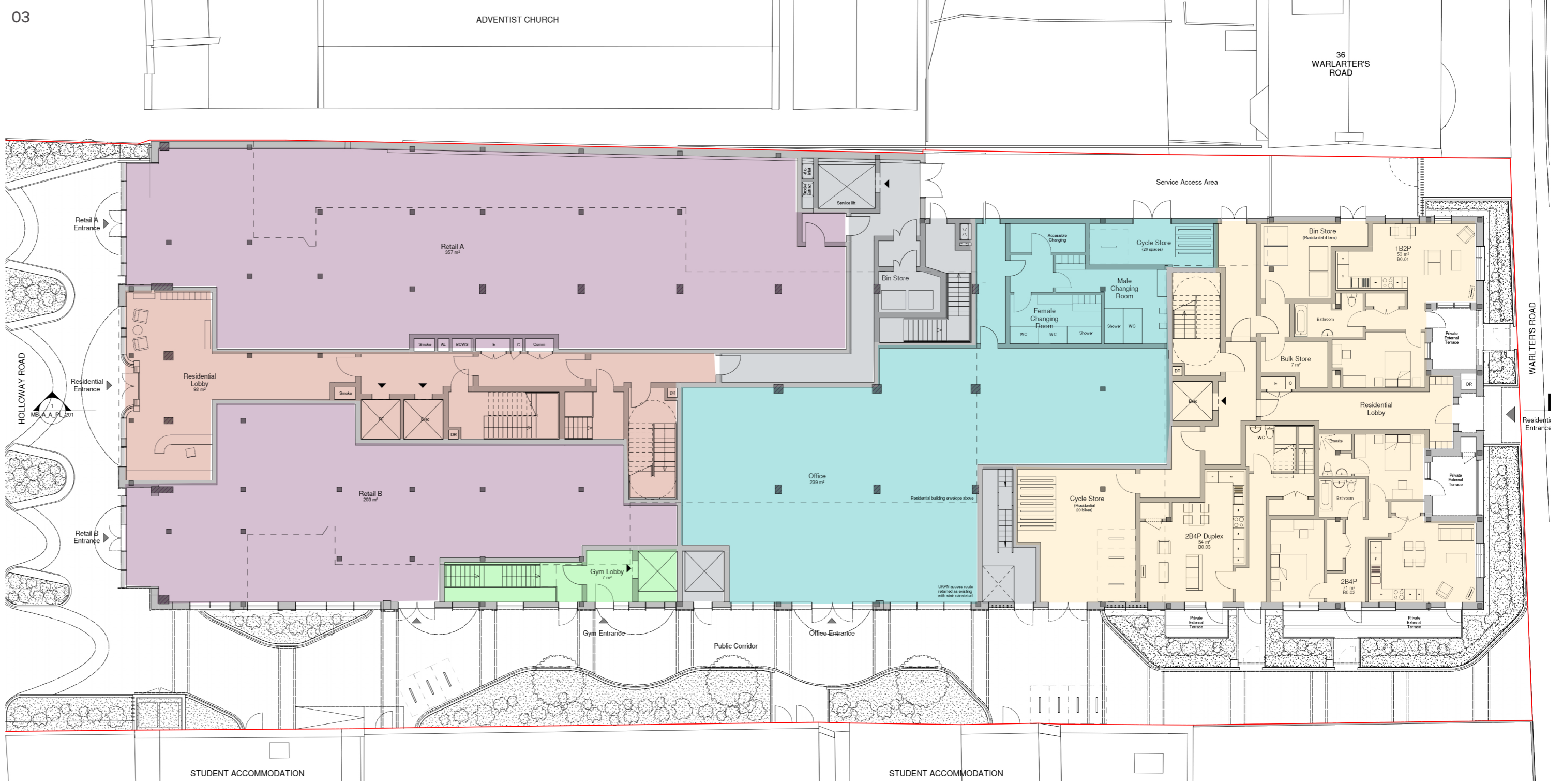
## Ground & Basement

The aspiration for the ground floor is to maximise active frontage onto Holloway Road and the public space currently linking Holloway Road to Warlters Road.

The Private/ Intermediate residential entrance is located on Holloway Road and the Social residential entrance on Warlters Road with the ground floor residential units having their own front doors reflecting the residential setting and character of Warlters Road.

The basement accommodates a Gym and back of house areas and plant rooms. The basement is not shown on these boards, but the Team have a full suite of plans to show you if you would like to see them.

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

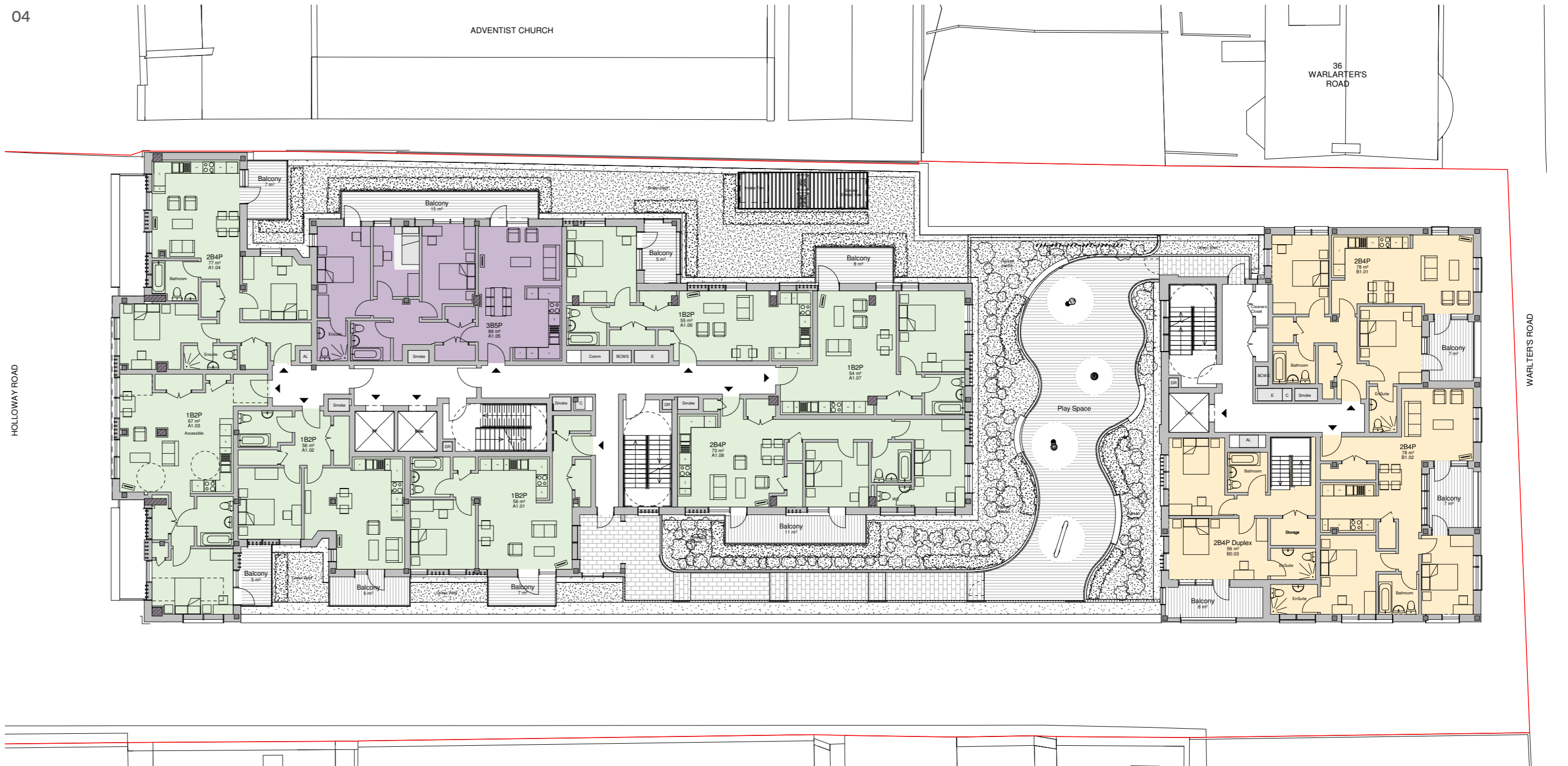


## Podium Amenity (Level 01)

All apartments will have dual aspects and benefit from private external amenity space in the form of a balcony or a terrace. There will also be an attractive and safe communal playspace on the podium level (first floor) between the Holloway Road building and the Warlters Road building.

Overall, 24 one-bedroomed, 34 two-bedroomed and two three-bedroomed apartments are proposed. 14 apartments will also be wheelchair accessible.

- Intermediate (Shared Ownership) Residential
- Social Rented Residential
- Private Residential



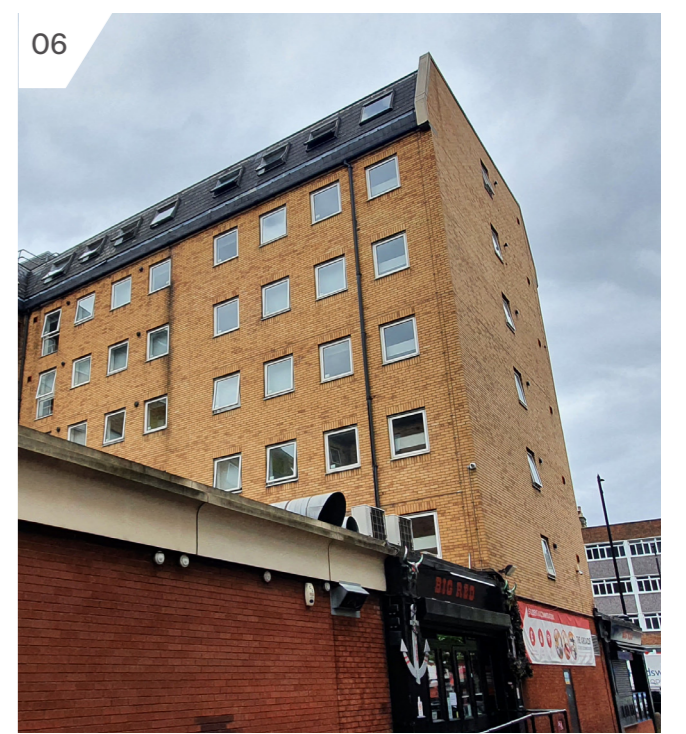
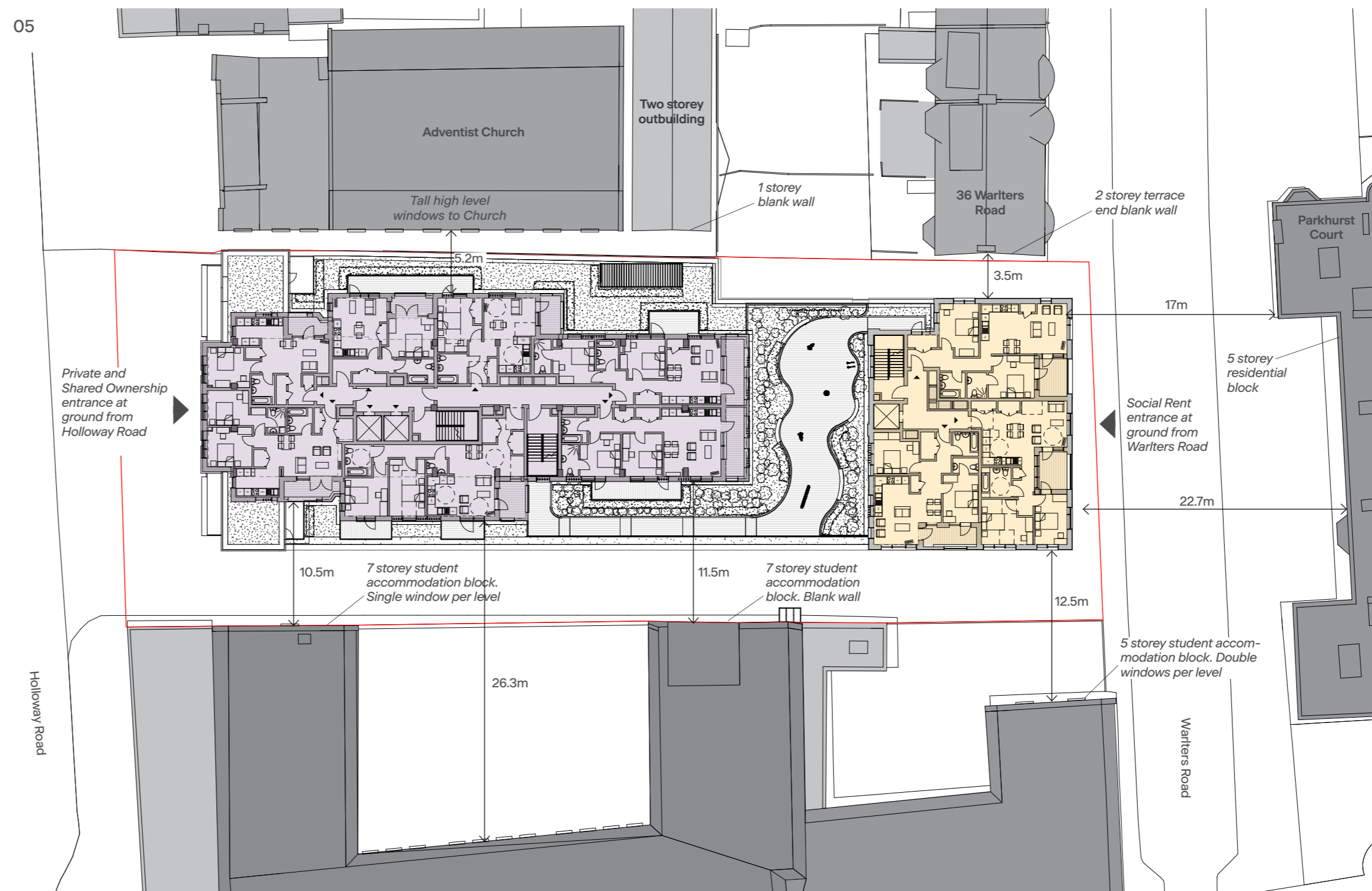
## Neighbouring Adjacencies (Typical Plan)

All proposed facades with habitable room windows have been considered in relation to adjacent neighbours to minimise issues with overlooking.

The amenity gardens to the terraced houses along Warlters Road are addressed by a set back in form as well as avoiding proposed apartments in this location.

For the Holloway Road block the proposed façade towards the front will be at least 10m from the flank walls of the student accommodation. The proposed facade steps out centrally to reflect the internal courtyard of the student accommodation with at least 26m maintained from its internal elevation.

The proposed facade to the 7th Day Adventist Church will maintain at least 5.2m to ensure minimal impact on daylight into the double storey tall windows of the Church.





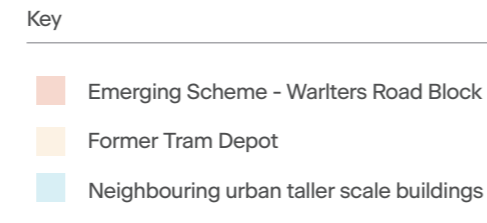
# The Proposal - Warlters Road Block

## Completing the Urban Grain

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

The proposed new building is four storeys in height with a pulled back fourth floor to achieve a height and massing which is sympathetic to the neighbouring properties found on Warlters Road.

The objective of the proposed design is not only to fill a current void in the street frontage but also provide a stepped transition in height from the two-storey terrace houses to the five-storey student accommodation at the top of Warlters Road.



## 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.

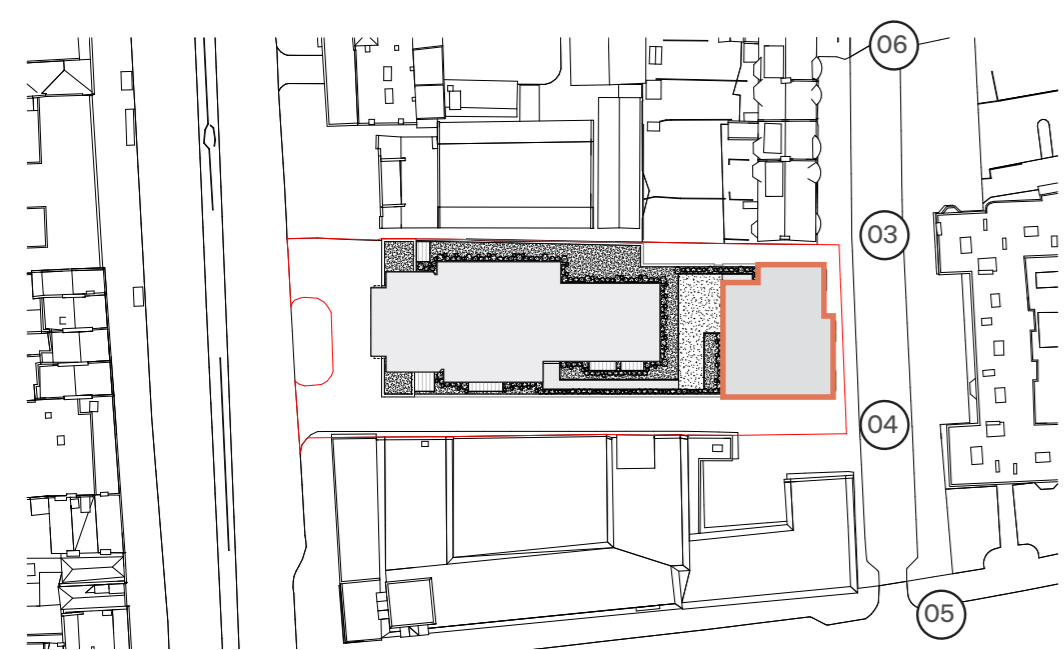
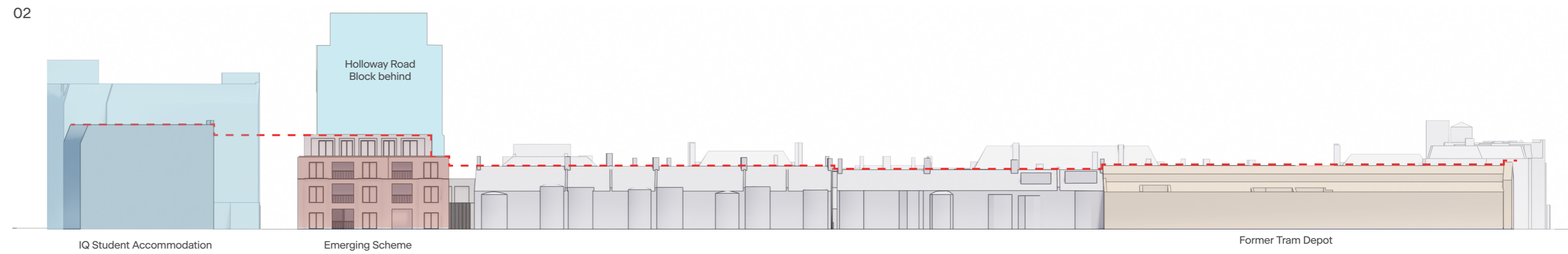
It is worth noting that the Hillmarton Conservation Area and its suburban terraced houses were inserted into a more urban area in the interwar period after the tramway substation and Marlborough Theatre was already established, which were both of an urban scale.

A warm, buff brick will be used, referencing the yellow brick tones found along Warlters Road such as at the student accommodation and former tram depot. This reaffirms the dual characters of the two proposed buildings at the site.

Details such as brick soldier coursing and precast concrete banding and coping have been incorporated to reference the eave and ridge lines of the terrace houses and provide visual interest.

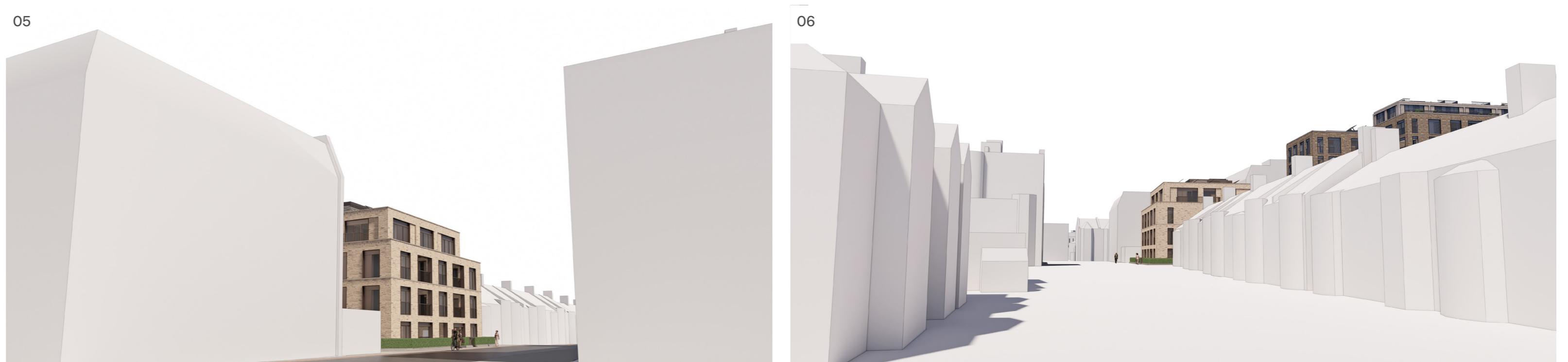
## Affordable Homes

There will be 11 apartments in total in the Warlters Road building and all will be affordable (socially rented). When added to the 7 shared ownership and 42 private sale apartments in the Holloway Road building, there will be 60 apartments in total with 30% being offered as affordable tenures.



Key Plan

- 01. Existing context - Axonometric view
- 02. East West Section along Warlters Road
- 03. Emerging Scheme - Warlters Road looking North
- 04. Emerging Scheme - Warlters Road looking East
- 05. Emerging Scheme - Parkhurst Road looking East
- 06. Emerging Scheme - Walters Close looking West





# The Proposal - Holloway Road Block

The existing frame of the main building at the site fronting Holloway Road will be retained but with the façades transformed by the introduction of a red brick.

The building seeks to have a confident and appropriate presence on Holloway Road. At ground floor level, there will be the central entrance to the residential lobby and new retail units on either side. A new office space and basement Gym will be accessible from the rejuvenated public corridor. 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 by approximately 220 sqm, accommodating the new gym of 333 sqm as well as a cycle store (with spaces for 88 bikes) and plant rooms.

There will be 49 apartments in the Holloway Road building including 42 for private sale and 7 for shared ownership (affordable housing).

## Amplified Height

The contextual analysis identifies the site as a location of amplified height due to its historical connection with Marlborough Theatre/ Picture House, which at the time of construction featured a larger scale and height than buildings in its context.

The site is also located in the immediate context of the important junction of Holloway Road and Seven Sisters Road. The analysis shows that junctions along Holloway Road experience points of height. Though the site is not at the corner of this junction, its proximity to it and its set back condition from the prevailing street frontage, make it a suitable location for amplified heights.

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.

## Celebrated Roofscape

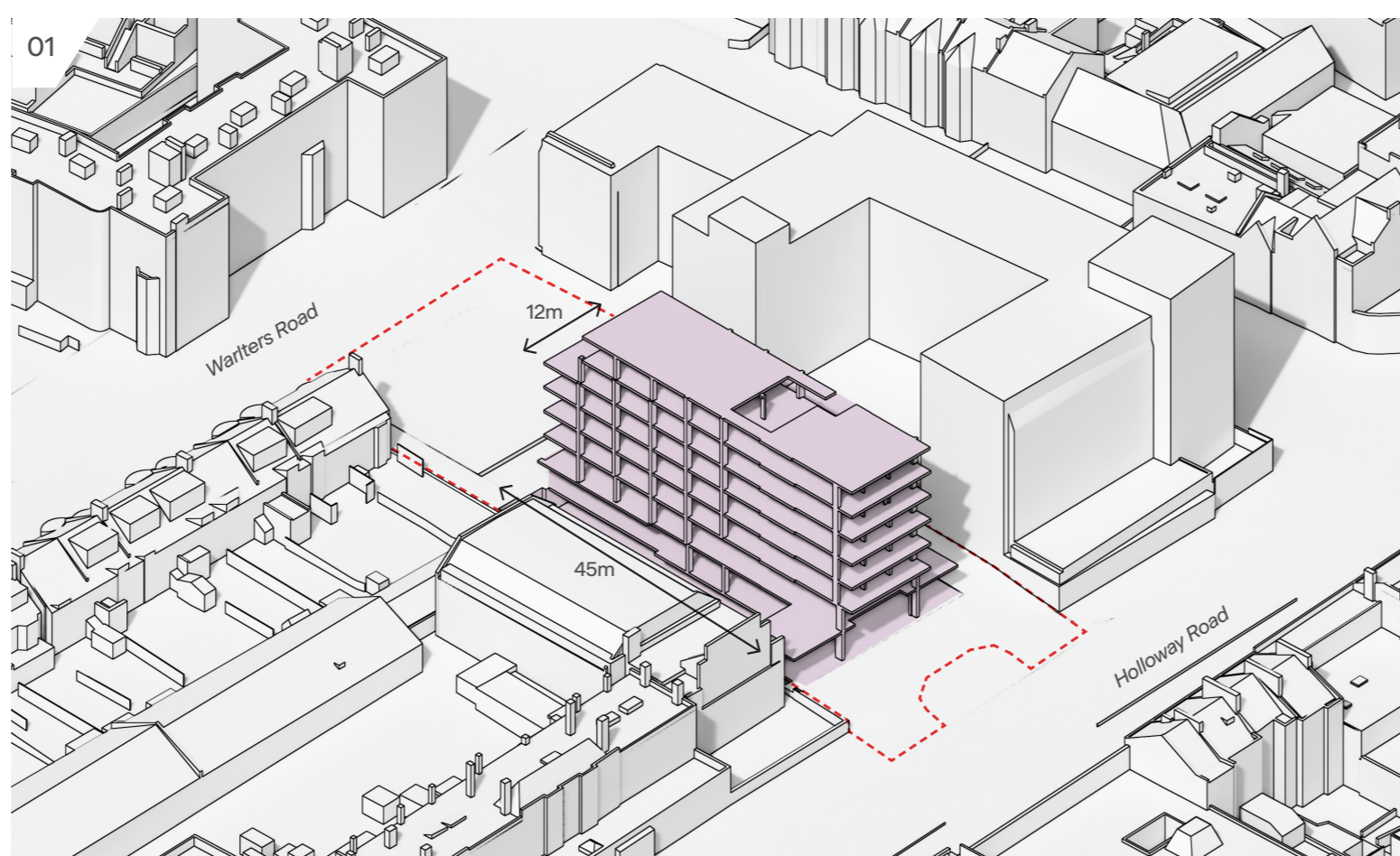
The contextual analysis undertaken had established the opportunity and aspiration for an animated and expressive roofscape. The emerging scheme creates visual interest and articulation on the roofscape through having the top level stepped back and expressed with the use of pre-cast concrete and detailing.

## Confident Proportions

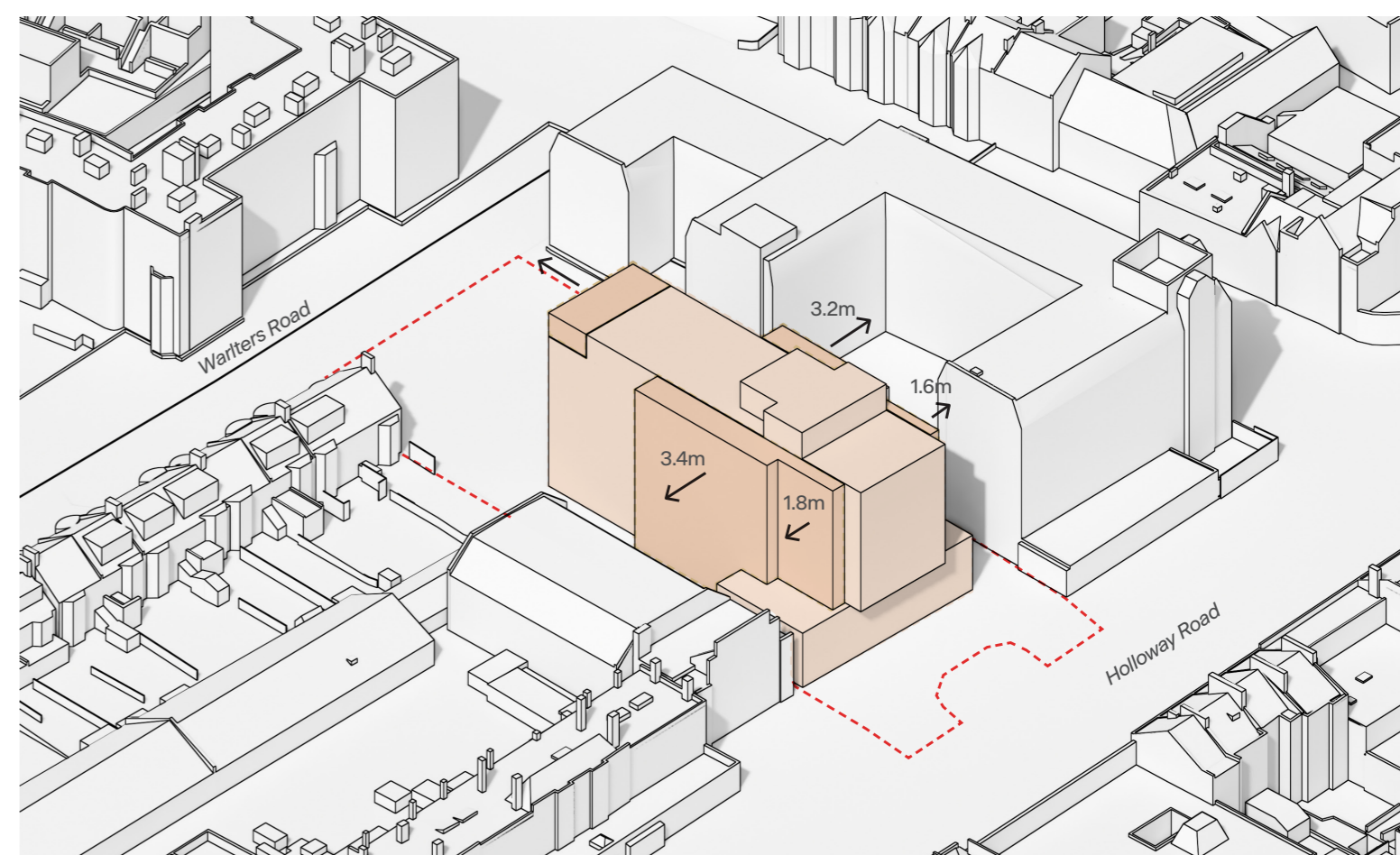
The aspiration for the frontage to Holloway Road is for it to be visually robust and confident. This is achieved through a symmetrical form with a vertical expression.

The celebrated top will be expressed above this to give an overall composition which offers a visually interesting roofscape, which is vertically expressed and well proportioned.

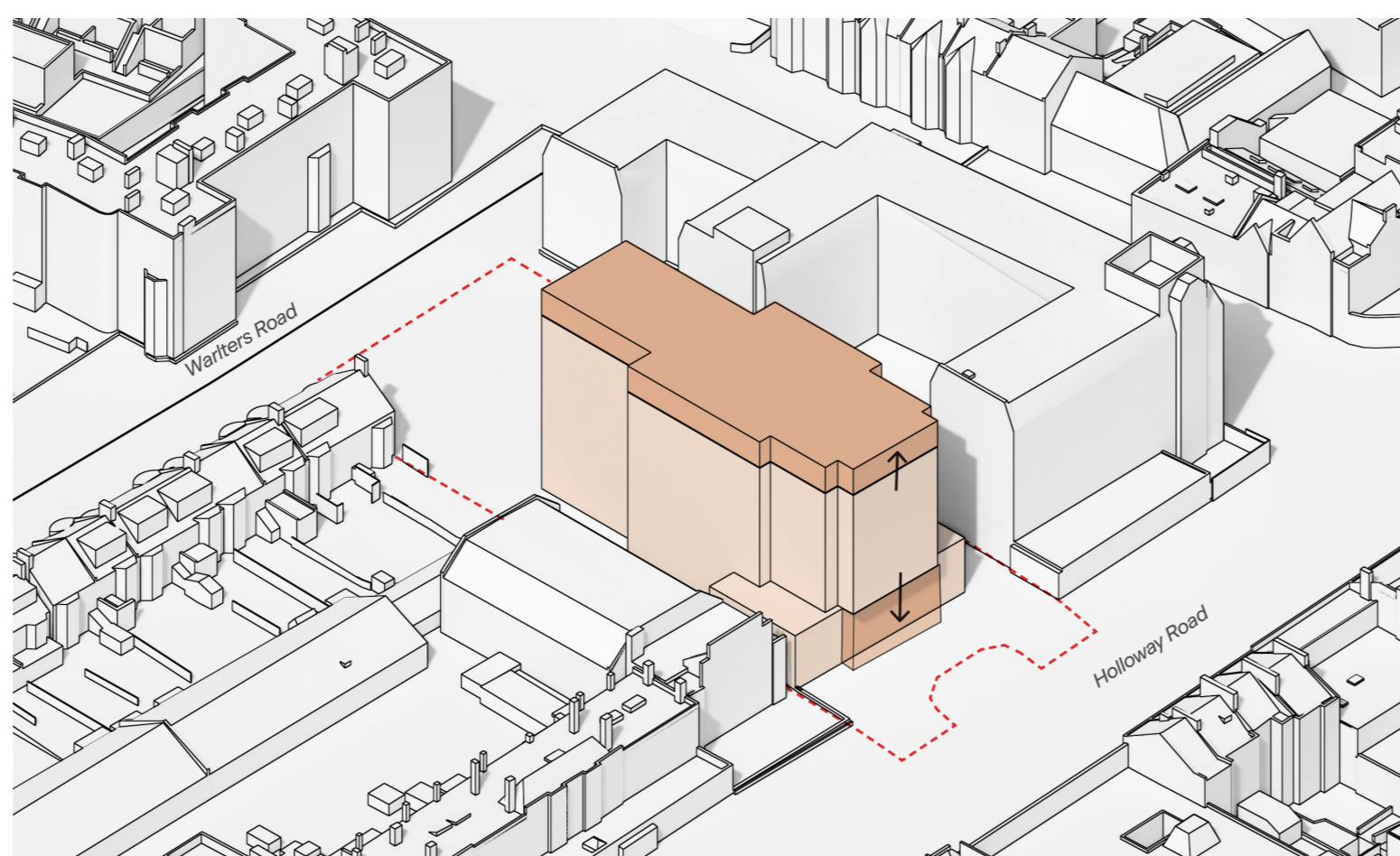
The composition can be clearly identified as having a vertical frontage with horizontal lower shoulders and an articulated top.



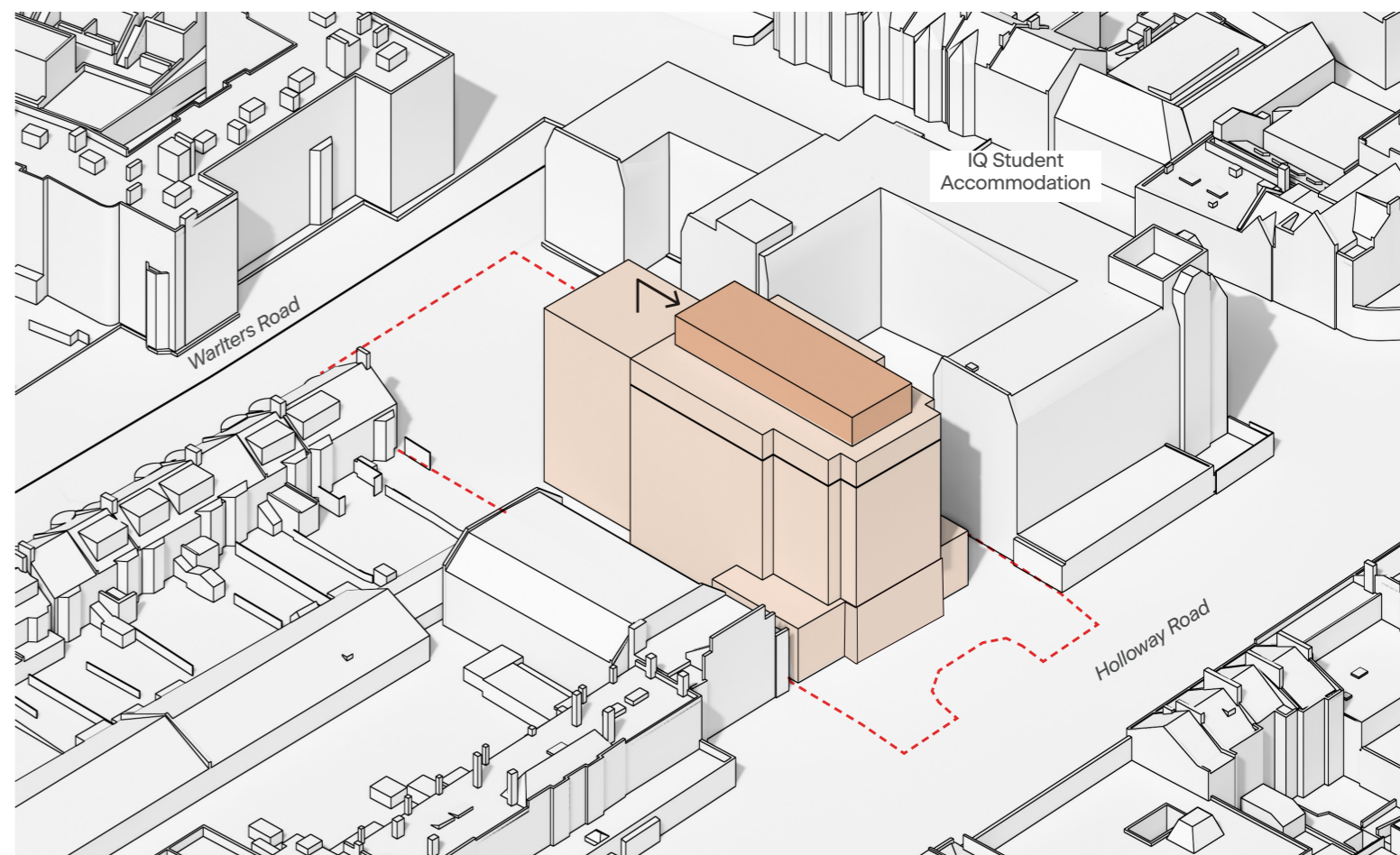
01 Retained Reinforced Concrete Structure - Reducing embodied carbon



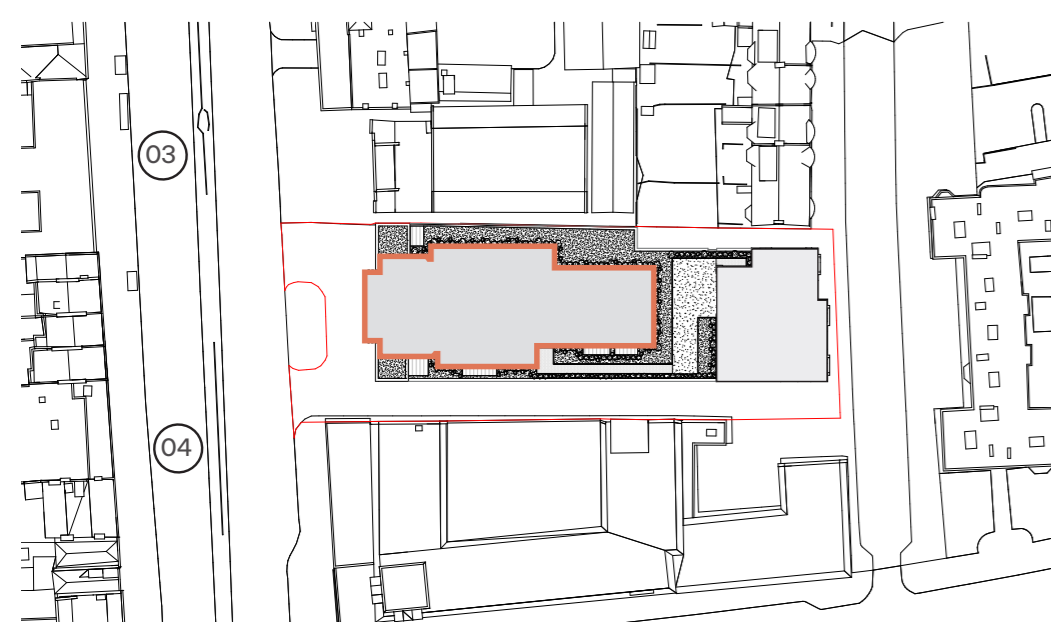
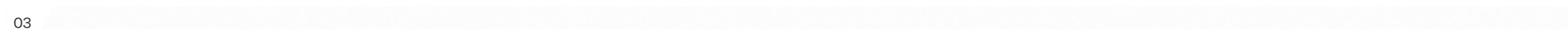
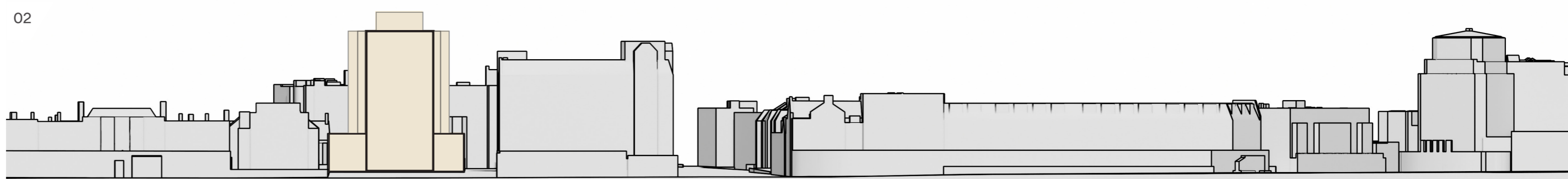
Rationalising Residential Floor Plate - Providing high quality housing



Vertical Visual Expression - Top level infilled & frontage pulled to ground



Celebrated Rooftop - Referencing decorative roofscape of Holloway Road



Key Plan

- 01. Design Principles
- 02. Holloway Road Diagrammatic Elevation
- 03. Emerging Scheme - Holloway Road looking West
- 04. Emerging Scheme - Holloway Road looking South



# The Proposal - Public realm

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

The proposal brings these together 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

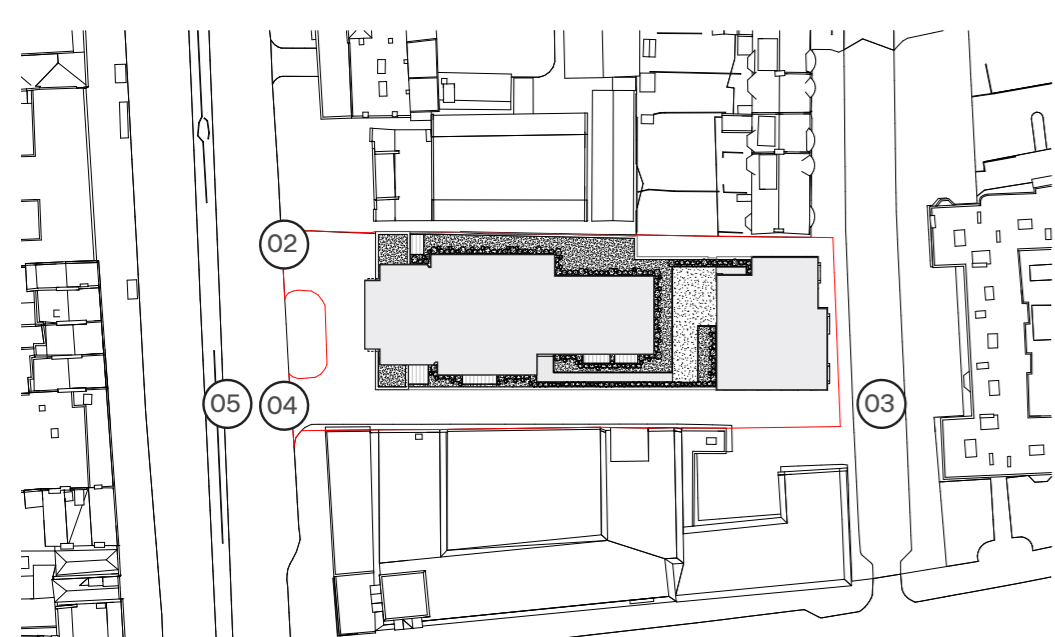
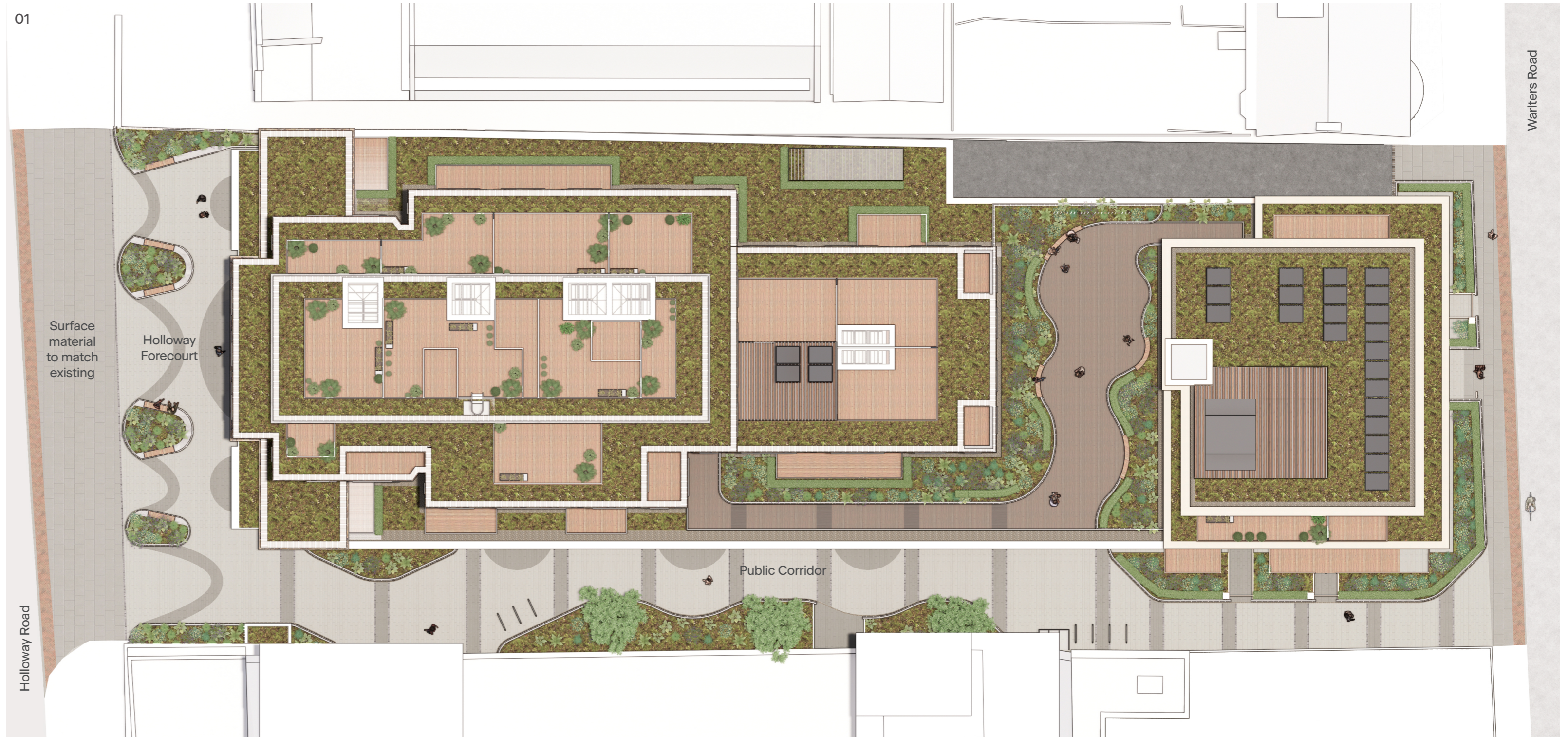
The existing drop-off and associated kerbs and entry zones in front of the site along Holloway Road are removed and replaced with a pedestrian friendly public space.

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

The emerging 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 Corridor

The Public corridor connecting Holloway and Warlters Road is to become a welcoming and safe route through the urban fabric but also a green landscape bringing biodiversity and enhancing views to the proposed commercial units and residents above. This is achieved through the use of raised planters, appropriate lighting and integrated surface materials - all well designed so to create a piece of public space which feels cohesive and considered.



Key Plan

- 01. Emerging Scheme - Landscape Plan
- 02. Emerging Scheme - Holloway Road Forecourt
- 03. Emerging Scheme - Public Corridor from Warlters Road
- 04. Emerging Scheme - Public Corridor from Holloway Road
- 05. Emerging Scheme - Public Corridor from Holloway Road



# The Proposal - Other matters

## Parking

Due to its very good access to public transport, the proposal has been designed to be car-free and will not include on-site parking provision. A financial contribution can be made available for disabled car parking spaces on Warlters Road.

142 bicycle spaces will be provided both internally for residents and commercial occupiers as well as externally for visitors.

## Servicing

The delivery and servicing activities for the commercial elements are expected to take place via Holloway Road where there are numerous loading opportunities.

For the Warlters Road building, the delivery and servicing activities for the proposed residential will take place on-street on Warlters Road, in a similar manner to the neighbouring residential properties.

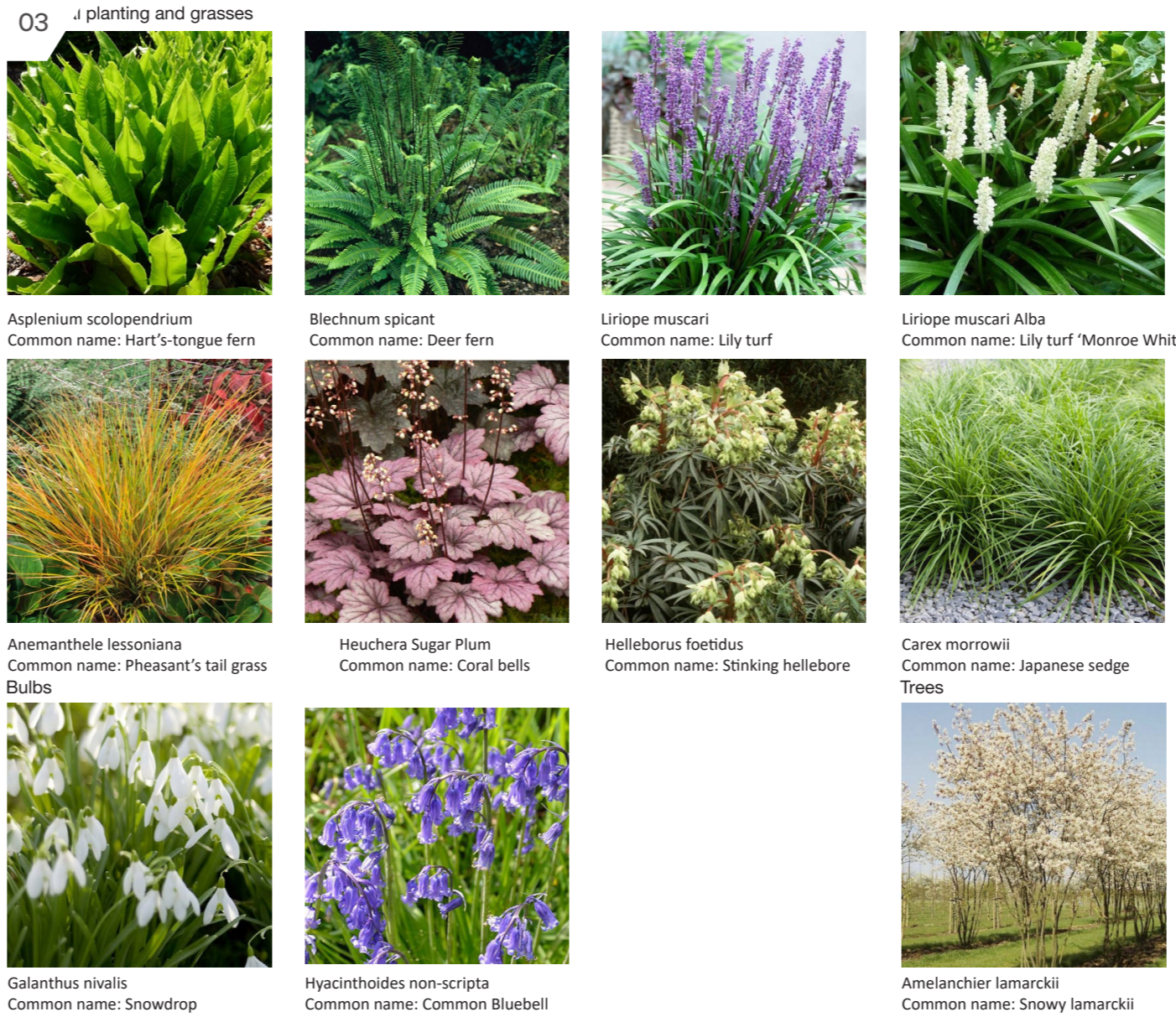
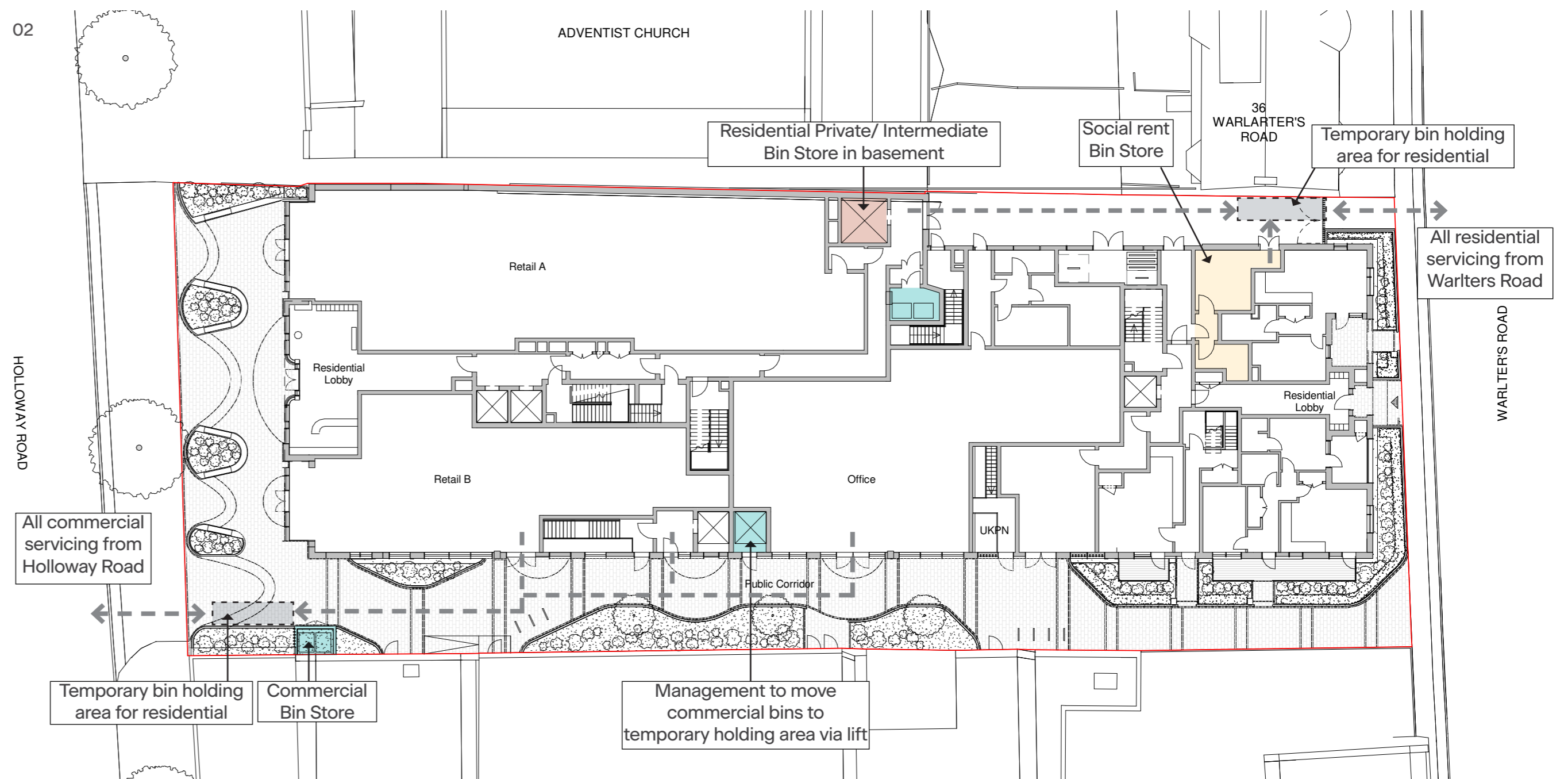
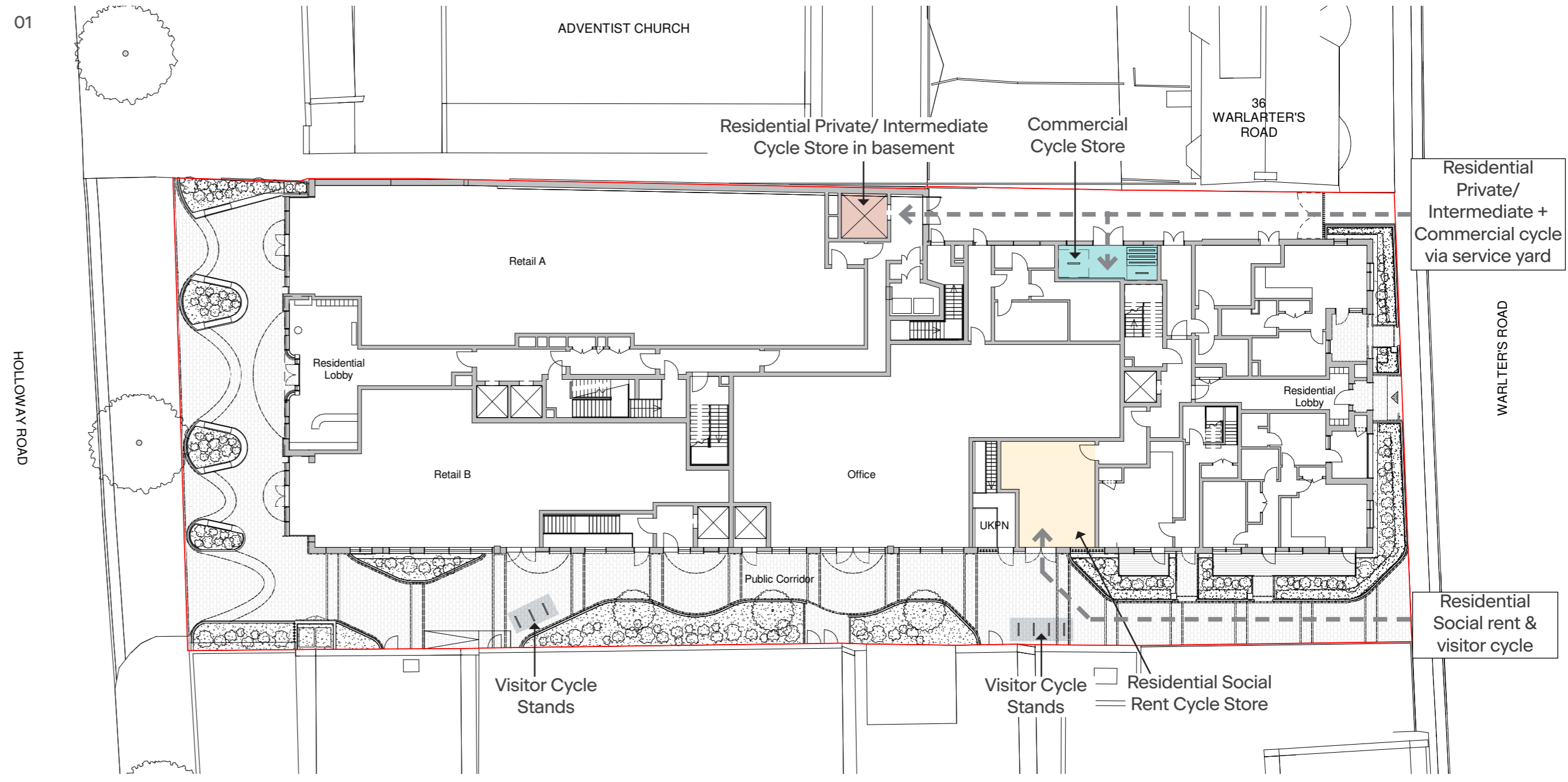
It is proposed to extend the existing yellow line that currently protects the existing vehicle access on Warlters Road. This would create additional space for any delivery and servicing activity.

## Sustainability

Due to the retention of the concrete frame of the existing Marlborough Building, the embodied carbon of the site will be considerably reduced. Energy measures to maximise carbon reduction will be incorporated and greening/biodiversity opportunities will be maximised where possible through the use of small trees, planting and green roofs at ground floor and other levels.

## Playspace

Between the Holloway Road and Warlters Road block on the podium level, there will be a communal play space for the residents. 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.



## 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 on the draft plans before submitting a planning 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.

- 01. Emerging scheme - Cycle Parking Strategy
- 02. Emerging Scheme - Servicing Strategy
- 03. Emerging Scheme - Examples of planting species
- 04. Emerging Scheme - Playspace
- 05. Emerging Scheme - Warlters Road Aerial View





# The Proposal - Holloway Road Before & After Visual

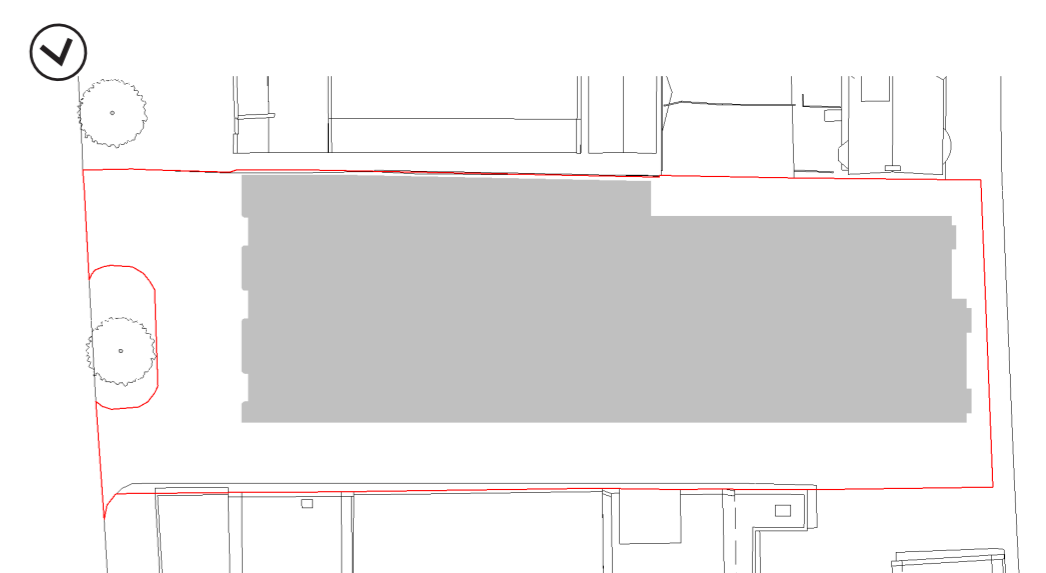
01



02



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





# The Proposal - Holloway Road Before & After Visual

01



02



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

