

WELCOME

Gold Property Developments welcomes you to this exhibition of the draft plans for the regeneration of the Holborn Studios site on Eagle Wharf Road.



Aerial photograph of site

The site covers approximately 0.37 hectares and has been in the ownership of Gold Property Developments for 30 years.

This exhibition provides an opportunity for local residents, businesses and organisations to learn about the proposals for the site and give feedback before plans are finalised.

Pre-application consultation has taken place with Hackney Council's Planning and Regeneration team.

Following public consultation, Gold Property Developments expects to submit a planning application to the London Borough of Hackney in October 2012.



Ordnance Survey plan

Gold Property Developments has appointed award-winning architects The Manser Practice to design the new proposal. The Manser Practice has worked on a diverse portfolio of high profile private, commercial and public projects both in the UK and internationally. Some examples of completed projects are shown below.

Members of the development team would be pleased to answer your questions and we would be grateful if you would complete a feedback form as we would value your views. All comments received will be carefully considered prior to the submission of the planning application.



Wembley Hilton - mixed use



City Park Manchester - mixed use



Karachi - mixed use



Thorpe Spa - hotel and spa

CONTEXT

The site is an industrial/workshop courtyard building complex over 2 storeys, which was converted some 25 years ago into studios and offices. The site has a frontage along the Regent's Canal and Eagle Wharf Road and neighbours an Access self-storage facility and the recently constructed Angel Wharf mixed use scheme.



Existing Building Uses

■ Site
 ■ Mixed use
 ■ Commercial
 ■ Residential
 ■ Green space
 ■ Education



View of site looking south west along Eagle Wharf Road



View of site and neighbouring Angel Wharf from canal

The site and its surroundings are rooted in the industrial history associated with the canal, which has been undergoing a process of change to provide modern housing developments and commercial space aimed at the needs of local organisations, particularly the creative industries.

New developments in the area include the neighbouring 5-7 storey Angel Wharf scheme, the 5 storey Packington Square scheme and the 6 storey terrace scheme on the opposite bank of the canal. The nearby Gainsborough Studios is the largest and most distinctive canalside building in the area, ranging in height from 9 to 15 storeys.

The site falls within the Regent's Canal Conservation Area and also a Priority Employment Area. The buildings on the site are identified as Buildings of Townscape Merit, but are not Listed either statutorily or locally.

The proposal envisages the demolition of the existing buildings and consent is required for this within the Conservation Area. A specialist heritage consultant has undertaken a detailed review of the site and its contribution to the area. He has concluded that demolition is justified on the grounds that the existing buildings are of limited architectural or historical interest. The proposal is of high quality design and would make a positive contribution to the historic and built environment.

The new proposal seeks to deliver state-of-the-art commercial space aimed specifically at the needs of the expanding creative industries in the locality. The proposal replaces the fragmented and poorly configured buildings with the type of accommodation expected by end users.

The residential element enables the delivery of the high quality bespoke offices for which there is an established need.



View of site and neighbouring Access self-storage facility

THE PROPOSAL

The proposal involves the demolition of the existing buildings at the site and their replacement with a new building ranging in height from 2 to 6 storeys.



Artist's impression of internal courtyard

At basement, ground floor and 1st floor level, new commercial space comprising flexible office space and a canalside restaurant will be created, providing some 5,219 sq m gross internal floor area. This commercial floorspace provision is consistent with the current commercial space within the existing buildings.

A significant advantage in comparison with the existing buildings is the introduction of permeable street frontages and public access to the canal via a direct route at ground floor level. The new proposal also seeks to provide enhanced external public meeting and networking space - a key feature of the internal arrangement of the new buildings.



Artist's impression of internal pedestrian route

The proposed development follows the line of the existing buildings and will be no closer to the canalside. This will ensure that the canal and its moorings are unaffected. The proposals seek to contribute in a positive fashion to the waterfront, encouraging visitors and animating it.

The scale of the proposed new building has been dictated by the surrounding properties. The objective has been to ensure that the new building is in keeping with its neighbours on Eagle Wharf Road as well as those on the opposite side of the canal, whilst respecting the existing amenities.

The variation in heights, the stepping back of the fourth floor level and the articulation of the Eagle Wharf frontage results in a development which is sympathetic to the surrounding area.

The materials proposed which include concrete, white render, metal and large sections of glazing all complement the surrounding buildings and maintain a feel of its industrial past.



Form and Materials

THE PROPOSAL

The new residential accommodation will be provided in part of level 1 and levels 2-5 and will provide a range of sizes and tenures. Overall, some 81 new units will be provided, including some affordable units offering new homes for rent or shared ownership.



Artist's impression and current view looking north east along Eagle Wharf Road



Artist's impression and current view looking from canal bridge



External amenity space for the new apartments is provided through balconies and terraces.

Particular care has been taken with the design to ensure that all existing and proposed residential units will receive adequate daylight and sunlight. The privacy of existing and new residents will be respected and maintained, with apartments and balconies oriented away from the sensitive windows of existing homes.

In response to the Council's request, only 12 car parking spaces will be provided at basement level to meet the needs of people with disabilities and a loading bay will also be located at this level. 111 cycle storage spaces will also be provided which will serve both residents and occupants of the offices.

The development itself will be car-free and new residents that do not qualify for a car parking space in the basement will be prevented from applying for a resident's street parking permit. As a result, there will be no more cars parking on the surrounding roads.

This approach is fully in keeping with limiting the use of private vehicles and promoting sustainable forms of travel. The site is served well by public transport, with Old Street overground and underground station within walking distance and a number of frequent bus services.

The building will also incorporate environmentally sustainable energy measures to ensure that it meets reduced carbon dioxide emission targets, improving considerably on the current buildings.

SUPPORTING THE DIGITAL ECONOMY

The new proposal has been generated to respond to the needs of the rapidly expanding cluster of creative and digital media companies which have made the area around Old Street their home.

A recent study has found that the number of digital economy firms in the inner east London area has doubled in the last 15 years to 3,289. Recent estimates reveal that around 48,000 jobs have been created. The Old Street area, often called 'Silicon Roundabout' is considered to have the greatest number of firms at just over 1,100.

The reputation of Silicon Roundabout continues to grow and major global businesses such as Google and Cisco have invested locally. There is a growing expectation that major international businesses of the future may well trace their roots to the area.

Creative industries are recognised as being drivers of physical and social regeneration, place making and innovation. They also place a high value on networking and sharing ideas. Creative businesses not only attract other creative businesses but also businesses in related sectors such as retail, hospitality, restaurants/bars and personal services.

The proposed commercial space in the new building has been designed to meet the needs of the creative industries and is ideally located. Discussions have already taken place with potential end users and the flexible offices along with the communal courtyard space and restaurant will be highly attractive to creative businesses.



SUMMARY

The regeneration of the Holborn Studios site aims to achieve:

- Excellence in design;
- A mixed use scheme including office space, a restaurant and new homes;
- A sympathetic response to neighbouring buildings maintaining daylight/sunlight and respecting privacy;
- A positive contribution to the historic and built environment;
- New and enhanced public space;
- High quality amenity space;
- Active frontages along the canal and Eagle Wharf Road;
- Improved public access to the canalside;
- Environmentally sustainable energy measures; and
- Flexible commercial space that directly meets the requirements of the burgeoning creative industries in the locality.



Artist's impression and current view looking from canal towpath

