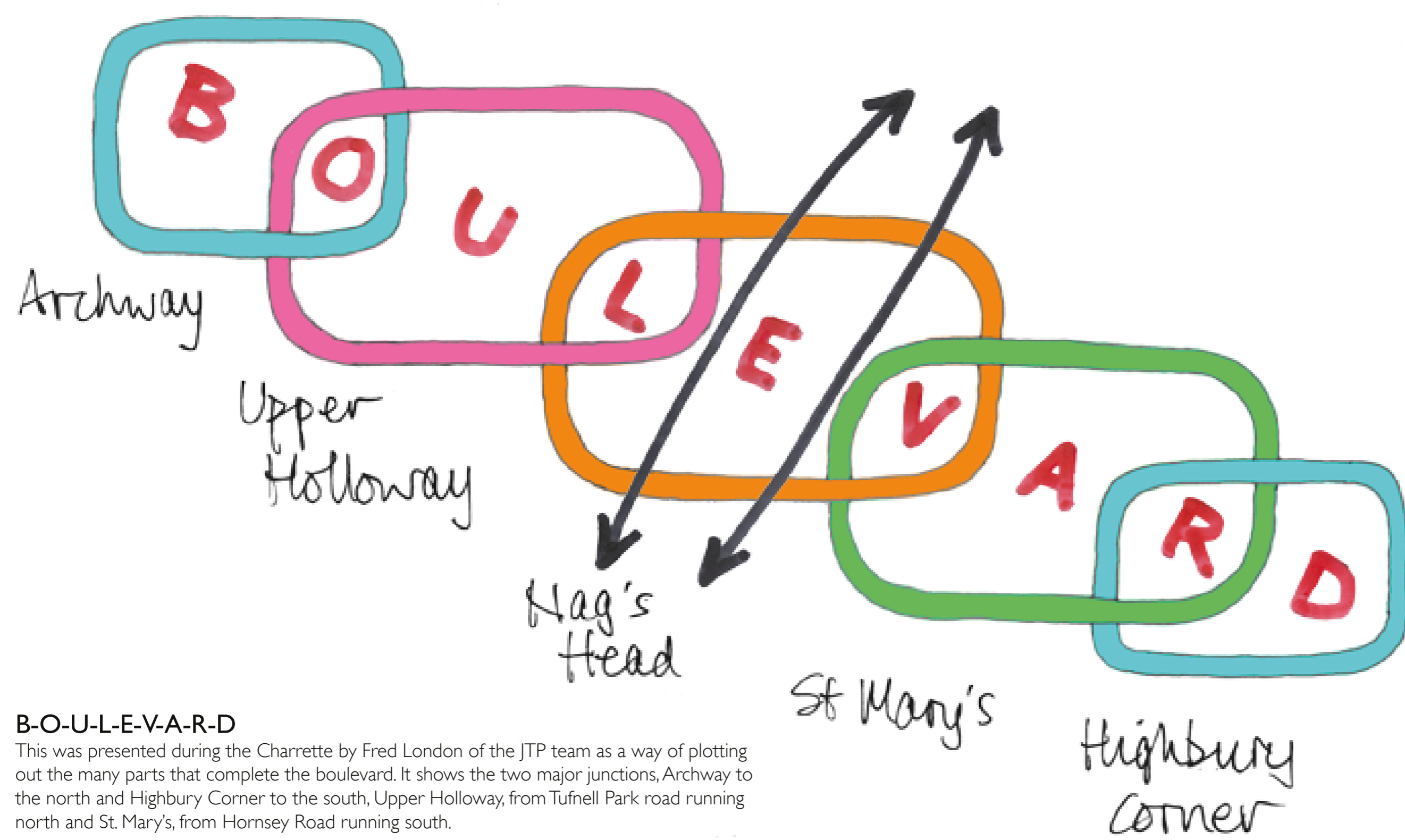


Create Boulevards - Holloway Road Charrette

KEY THEMES



B-O-U-L-E-V-A-R-D

This was presented during the Charrette by Fred London of the JTP team as a way of plotting out the many parts that complete the boulevard. It shows the two major junctions, Archway to the north and Highbury Corner to the south, Upper Holloway, from Tufnell Park road running north and St. Mary's, from Hornsey Road running south.



The following six themes are a distillation of the outputs from the Create Boulevards – Holloway Road Charrette. All quotes are from workshop participants.

Housing, shops and services

A substantial amount of housing looks onto Holloway Road, predominately dwellings above shops, but also larger blocks as in Lorraine Estate and the recently completed Unite Students House. These large housing projects bring significant footfall to the area, which is great for business, but many feel the added density is outpacing the emergence of new shops and services. Despite this, participants believe more housing should be introduced; housing that is truly accessible and affordable for key workers and those on lower-incomes. Getting the right balance should include reclaiming areas of public realm, opening spaces for more independent businesses and the long-term planning of sustainable housing. Stronger connections would benefit businesses on both sides of the Holloway Road.

“ We’re in desperate need of key worker housing.

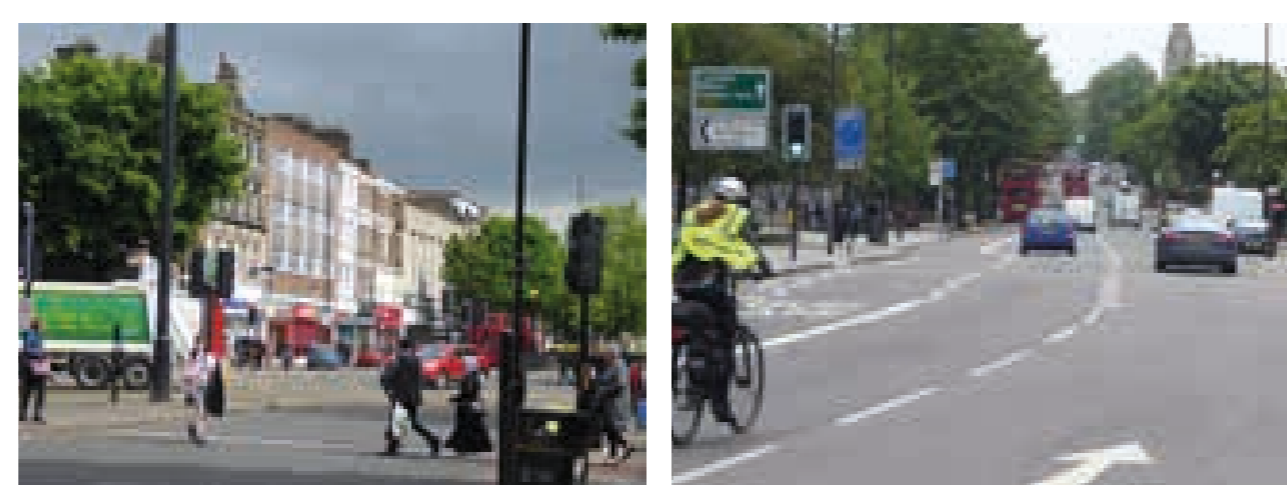
There should be lots of independent shops, but it’s hard for them to survive the competition. ”



Pedestrians: a priority

A boulevard brings many attractive images to mind; space to stroll, and to enjoy seeing and being seen, but the Holloway Road does not cater for these pleasures. It is an important shopping magnet, but pedestrians using it are concerned for their safety. The width of the road encourages drivers to speed-up and jockey for position across multiple lanes, and it is also dangerous for cyclists trying to turn across the traffic. Workshop participants want to see a reduction from four to two lanes and controlled times for HGVs. Excess tarmac could be turned into pedestrian walkways, protected cycle lanes and outdoor terraces for local shops. New crossing points should be introduced instead of the fences that block attempts to reach the other side. Reclaiming pedestrian space and restricting the speed to 20mph would help to calm traffic, encourage other modes of transport and contribute to a safer environment for people of all ages.

“ If I’m walking down holding the hand of a young child, the road feels unsafe. As an adult you can cope, I wouldn’t feel safe with a child. ”

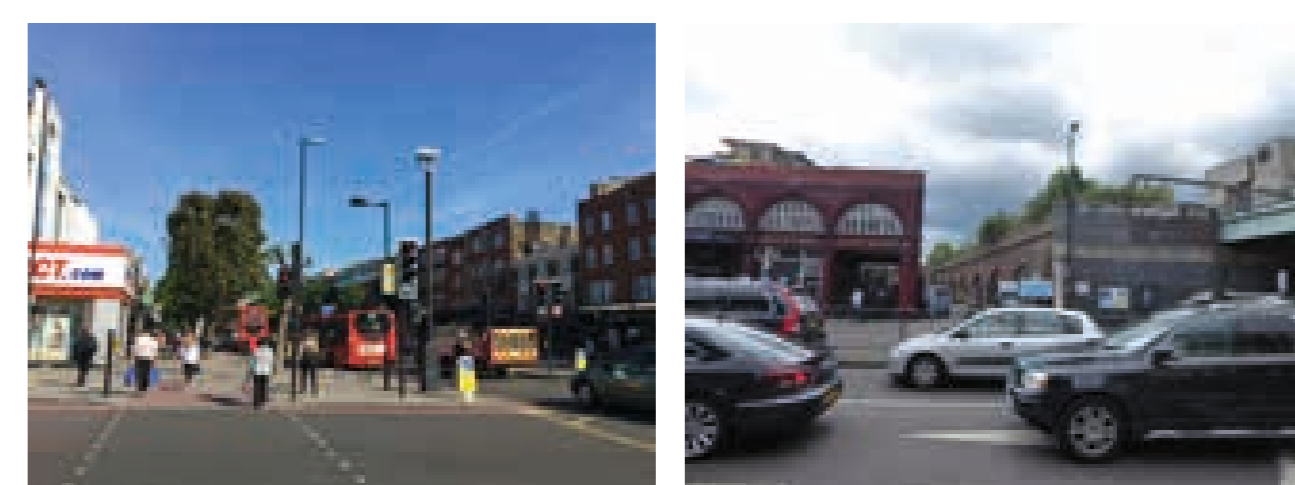


Less clutter, more green

Whilst the Holloway Road contains many trees along its length, local people feel there should be more greenery such as hedges and flower beds. Greening is a simple way to improve air quality, enhance public space and create natural delineations between pedestrians and vehicle traffic. More greenery will act as a sponge to absorb heat, reduce CO₂ and cool the streets. Much can be done to improve the look and feel of Holloway Road; replacing extraneous utility boxes, telephone booths and sign-posts with an integrated strategy for all aspects of ‘street furniture’. Consideration of the landscape, provision of natural shelters and attractive places to rest will make a boulevard that is both vibrant and relaxing.

“ The air quality is terrible, the pollution: you can breathe it, feel it; see it on your hands.

There’s a lot of clutter, which makes the pathways feel a bit confusing, not a place one would linger in. ”

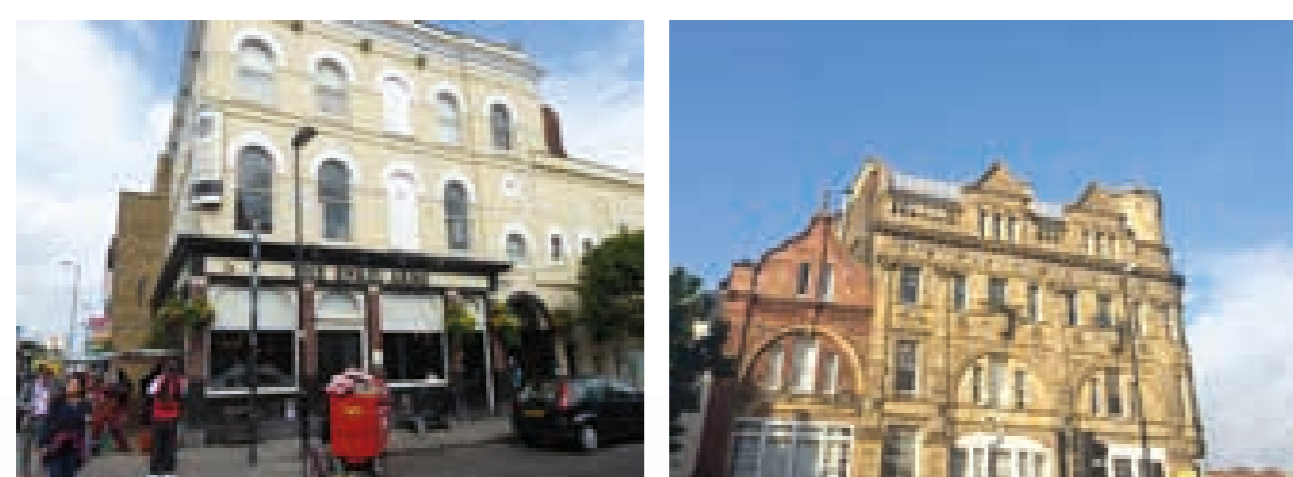


The Heart of Holloway

Every neighbourhood needs a heart, and on Holloway Road, it is the stretch of shops and services between Seven Sisters and Tollington roads to which local people gravitate. This central area should be traffic-calmed, perhaps even pedestrianised, to celebrate it as a place where people want to be, rather than a place to travel through. The Gyratory turns the shopping centre into an island cut-off by the unduly dominant one-way system, whilst the many turns onto and off Holloway and Seven Sisters roads pose a danger to vehicles and pedestrians. Converting the Gyratory into a two-way road system would cut out many unnecessary right-turns and offer more direct routes to key destinations. Closure of the ‘Heart of Holloway’ on weekends, evenings and/or holidays would transform it into a place for markets, fairs and festivals.

“ There’s nothing that says this is a place you want to stop and look at.

So many lights are un-sequenced. You have to stop three times to get through a three quarter of a mile section; so the traffic backs up. ”



Exposing culture and built form

Holloway Road contains many attractive buildings that are easily overlooked. At eye-level, the streetscape is a riot of shop signs, billboards and banners that mask the interesting frontages that characterise Holloway’s identity. The heritage of the neighbourhood is hidden, as is the diverse culture that thrives here. Steps should be taken to regulate excessive signage and advertising to reveal the character of the built form, thereby helping local people to appreciate and protect these assets. Building a sense of pride in the area is critical to forming a healthy neighbourhood, and celebrating the history of Holloway and its evolving identity is a priority. ‘Humanising Holloway’ is how some participants described this aspiration, which includes sharing food, skills and experiences. A festival could be just one of many annual events to bring people together around food, music and the arts on Holloway Road.

“ There’s no cultural hub along Holloway Road.

There’s a split community, on both sides of the road. ”



A joined-up approach

Many participants were supportive of the Charrette process, whilst recognising the rigour needed to implement the wealth of ideas that were put forward. Given the lack of integrated thinking to date, many participants wish to establish a ‘Boulevard Forum’, made-up of local representatives, groups and businesses. It should also engage young people in this process, not only because of its educational value, but also because youthful creativity is vital to expanding ideas and achieving consensus on complex issues. The appetite amongst local people for change will be served by increased public engagement and greater pressure upon TFL, Islington Council and the GLA. A small intervention, such as the idea of constructing ‘discussion booths’ in public spaces, is just one example of the creativity proposed by local people during the workshops. The creation of a Boulevard should involve a collaborative design approach that draws on the strengths of all stakeholders, communities and individuals.

“ Who decides, who provides, who sustains?

How do we convert the best proposals into collective action? ”



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COLLABORATIVE PLANNING



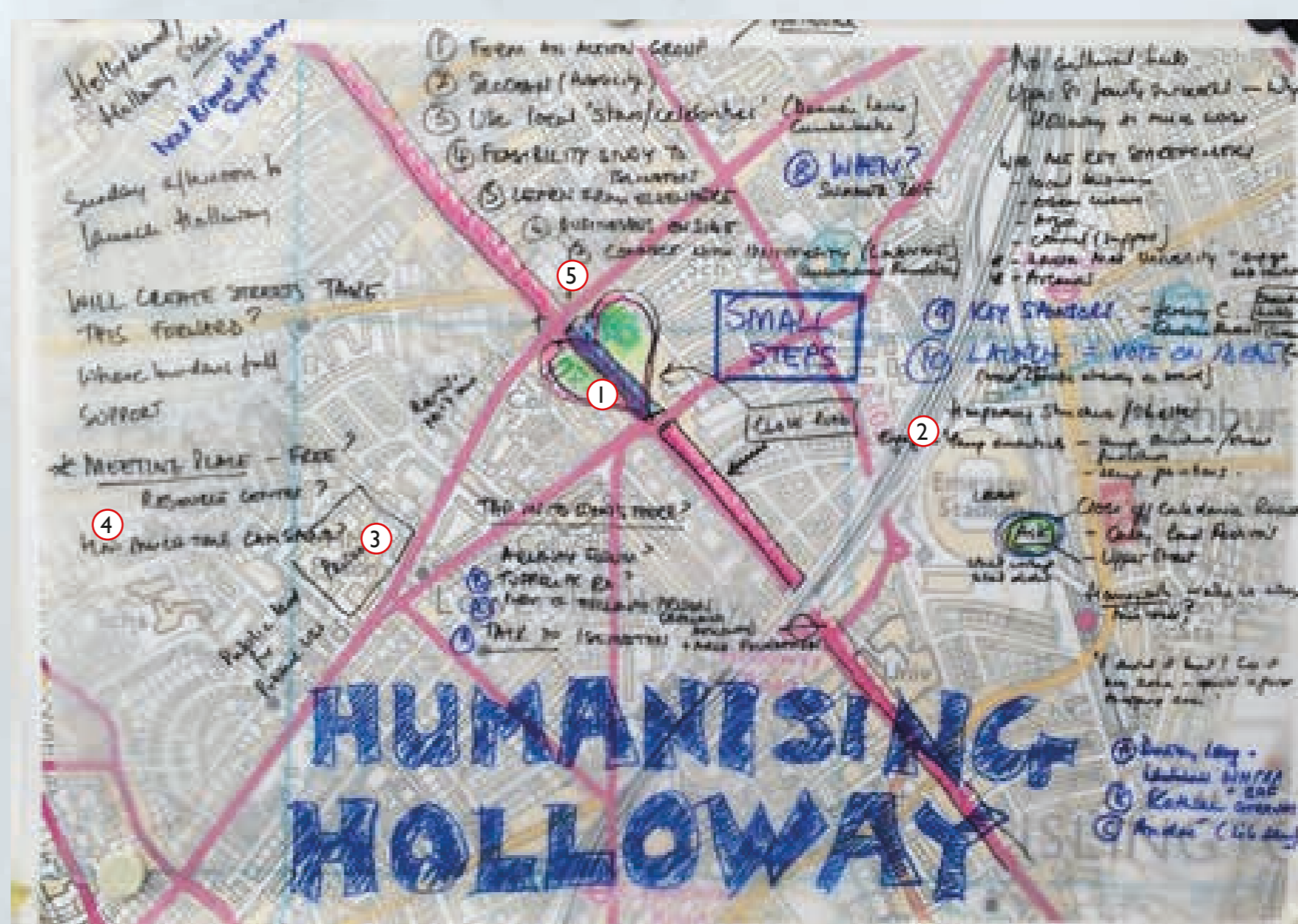
There are other ways!



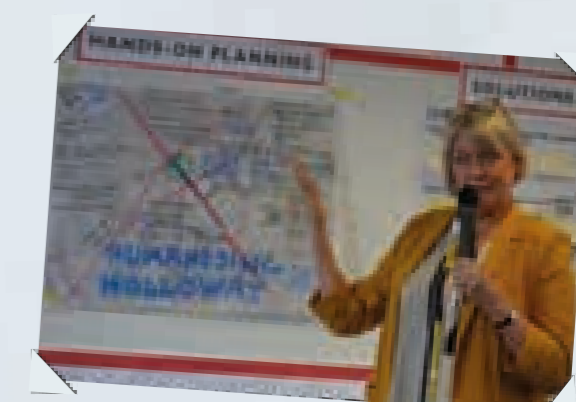
- ① Two-way Routes
- ② Bus Routes
- ③ Dangerous Crossings
- ④ Green Heart - Nag's Head
- ⑤ 20mph through traffic



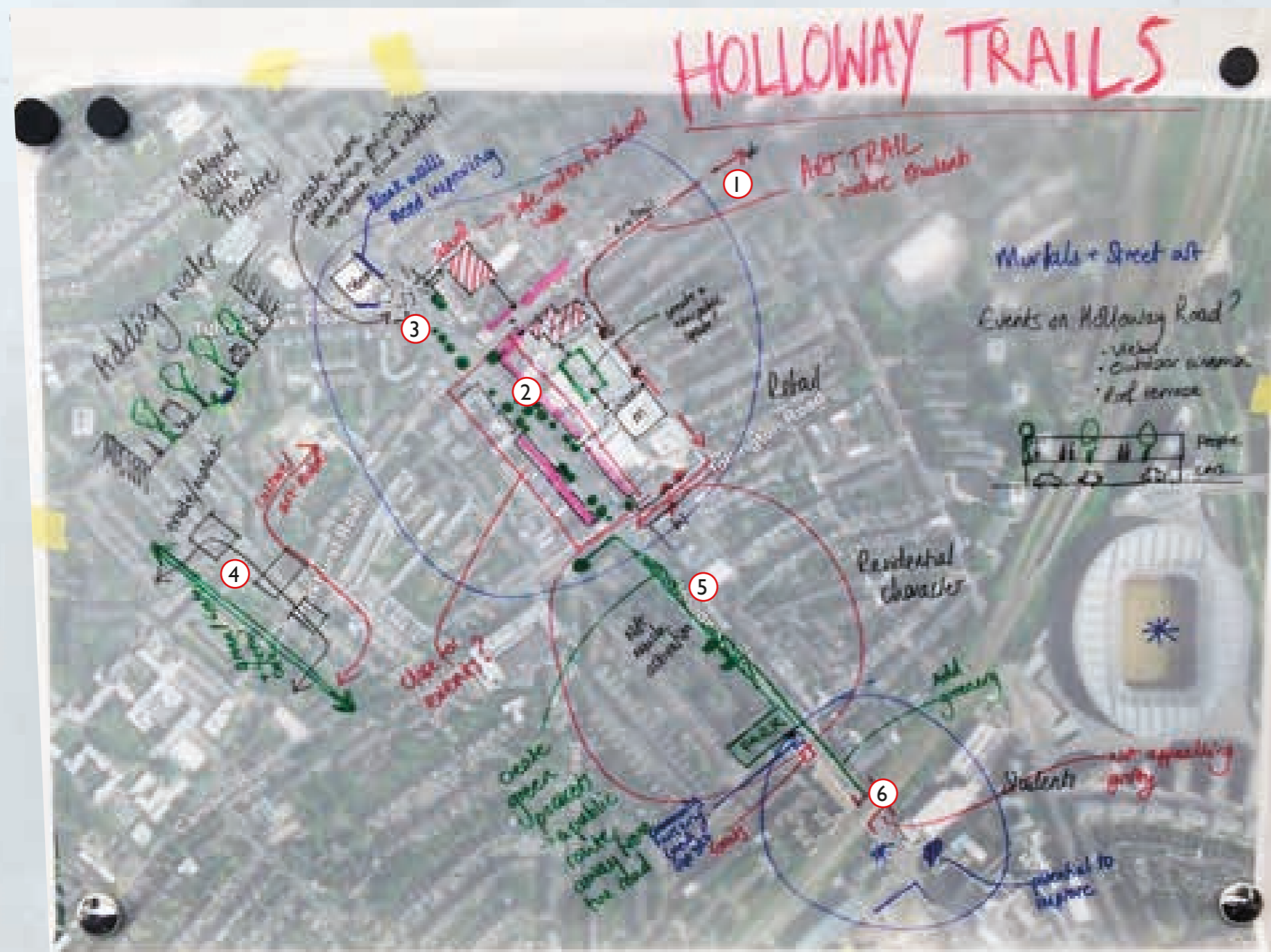
Humanising Holloway



- ① The heart of Holloway Road closure
- ② Temporary structures for shelter
- ③ Repurposing public land for public use
- ④ Securing meeting places for community
- ⑤ Connecting with University



Holloway Trails



- ① Art Trail
- ② Street closure and new public space
- ③ New crossings, reduced road width
- ④ Introduce a trade/market
- ⑤ Create green pockets
- ⑥ Clean grotty railway underpass



Barmy Boulevard



- ① Tree-lined boulevard
- ② Residential preservation
- ③ Cycle path
- ④ Bus lanes
- ⑤ Improved lighting



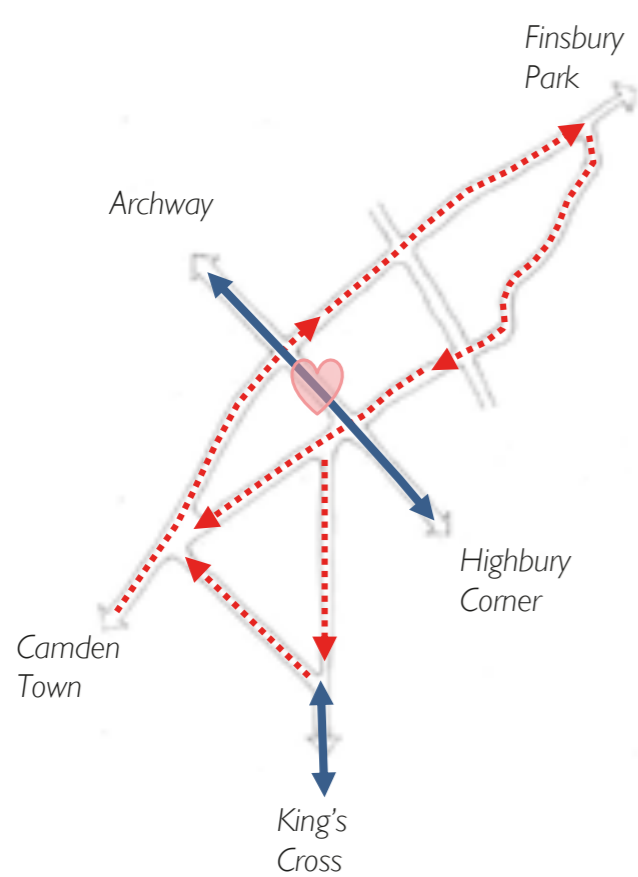
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GETTING THE RIGHT PRIORITIES

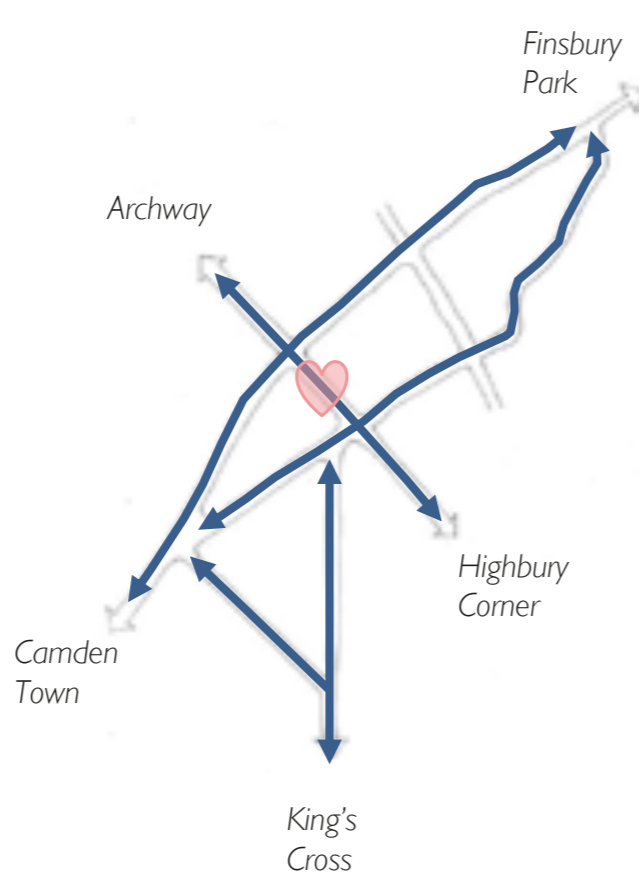


Getting from A to B

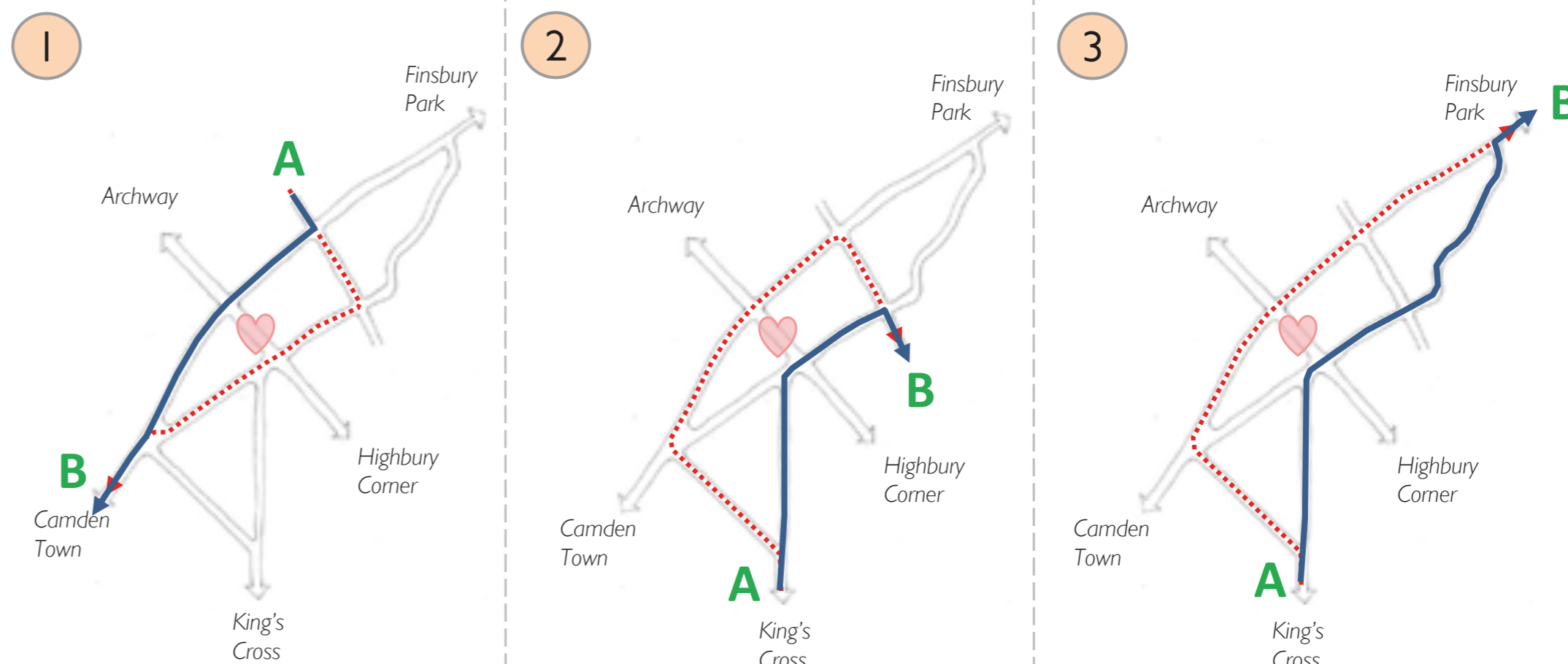
Existing Gyratory system



Proposed two-way roads



The two-way system would enable shorter routes from A to B



Key

Speed limit throughout

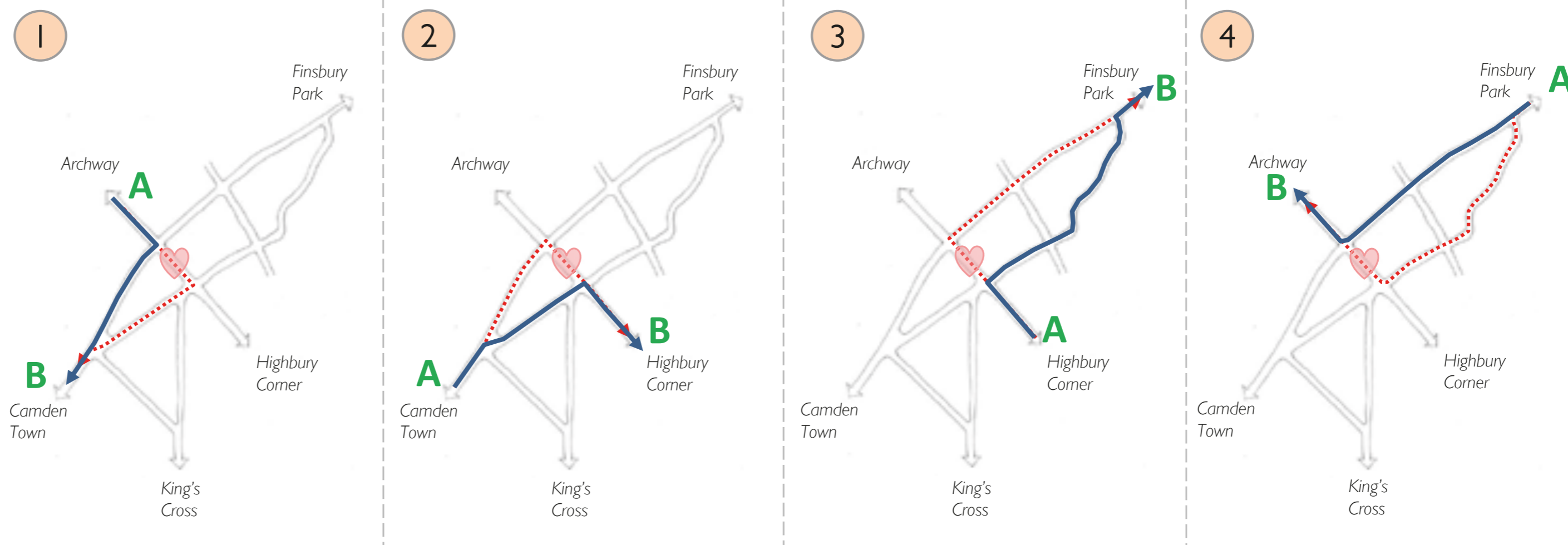
Existing routing with gyratory system

Shorter routes with 2-way road system

Abandoning the gyratory system in favour of traditional two-way roads would decrease traffic in the central part of Holloway Road and allow more convenient routes for many other journeys.

It would also make life more convenient and safer for cyclists.

The shorter routes would remove unnecessary traffic from the 'Heart of Holloway'



Addressing the Challenges

	THEME	PROBLEM	SOLUTION	
	paving, street furniture, signage, lighting	disparate, low quality, poor choices, clutter; not in the right place	cohesive language of materials, palette for different locations, civic scale and character; seasonal responsiveness, work better for all users	
	greenery	quite a lot of trees, wrong species or choices, disparate	civic scale, seasonal interest	
	traffic, pedestrians, cyclists	motor vehicle dominated	hierarchy: 1 st pedestrian, 2 nd cycle, 3 rd vehicle	
	built form	reasonably coherent, some transgressions, good massing and scale, varying periods, brick and stone	bolder landmarks, increase height and density? evolution not revolution!	
	shops, services, cafés, pubs, restaurants	big, small chain and independent shops, reasonable occupancy, diversity, busy culture, strong appeal, vibrant	further coordination, marketing attraction and vibrancy, proper wc's	
	pollution, air quality	on the road "it's palpable, you can taste it!"	more trees and hedges, number and fuel type of vehicles	
	safety	"there is drug dealing in bridge alleyways." The road traffic and street activity is helpful to address this	enhance passive surveillance, improve street lighting, creative lighting in problem areas, street art	

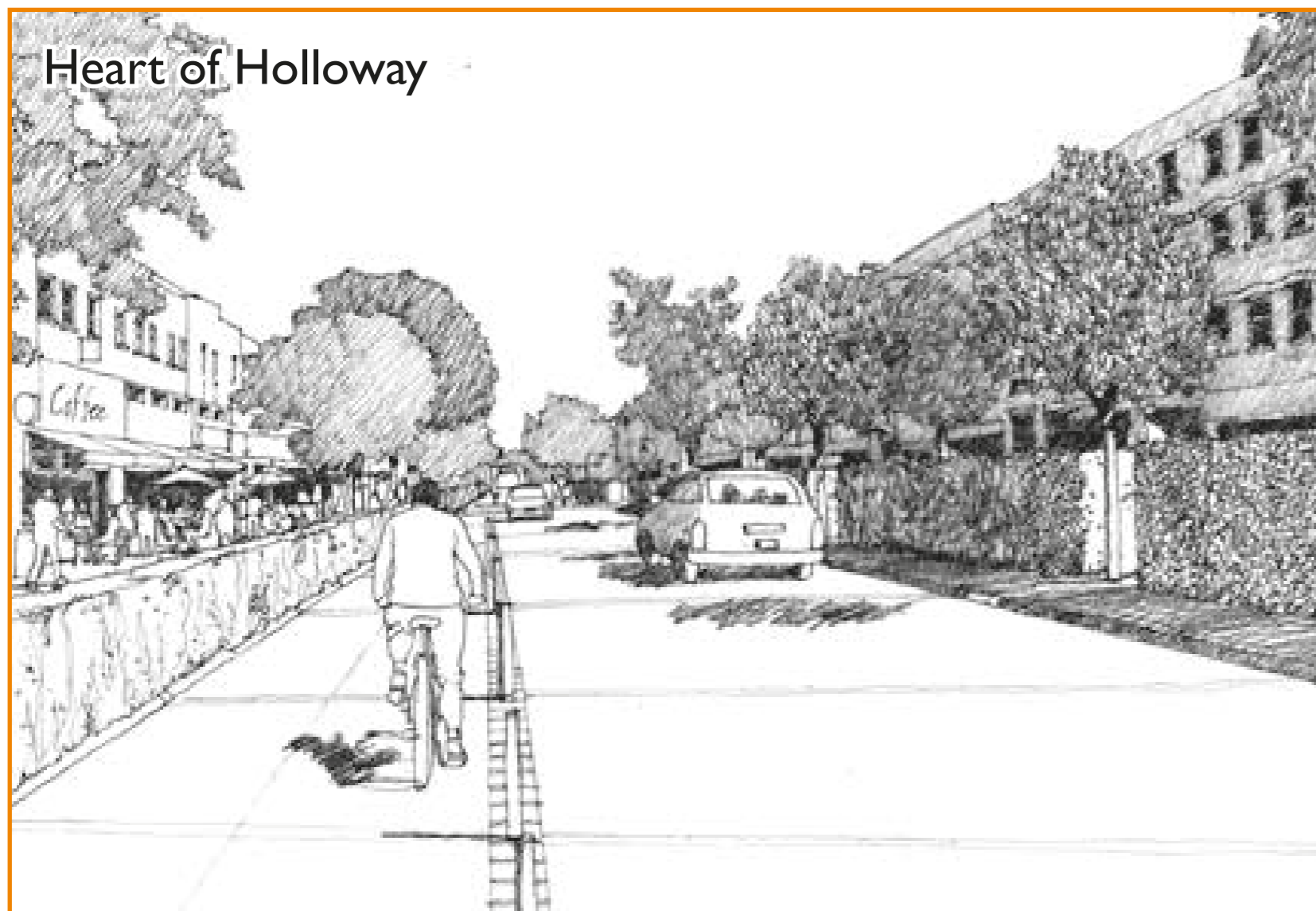


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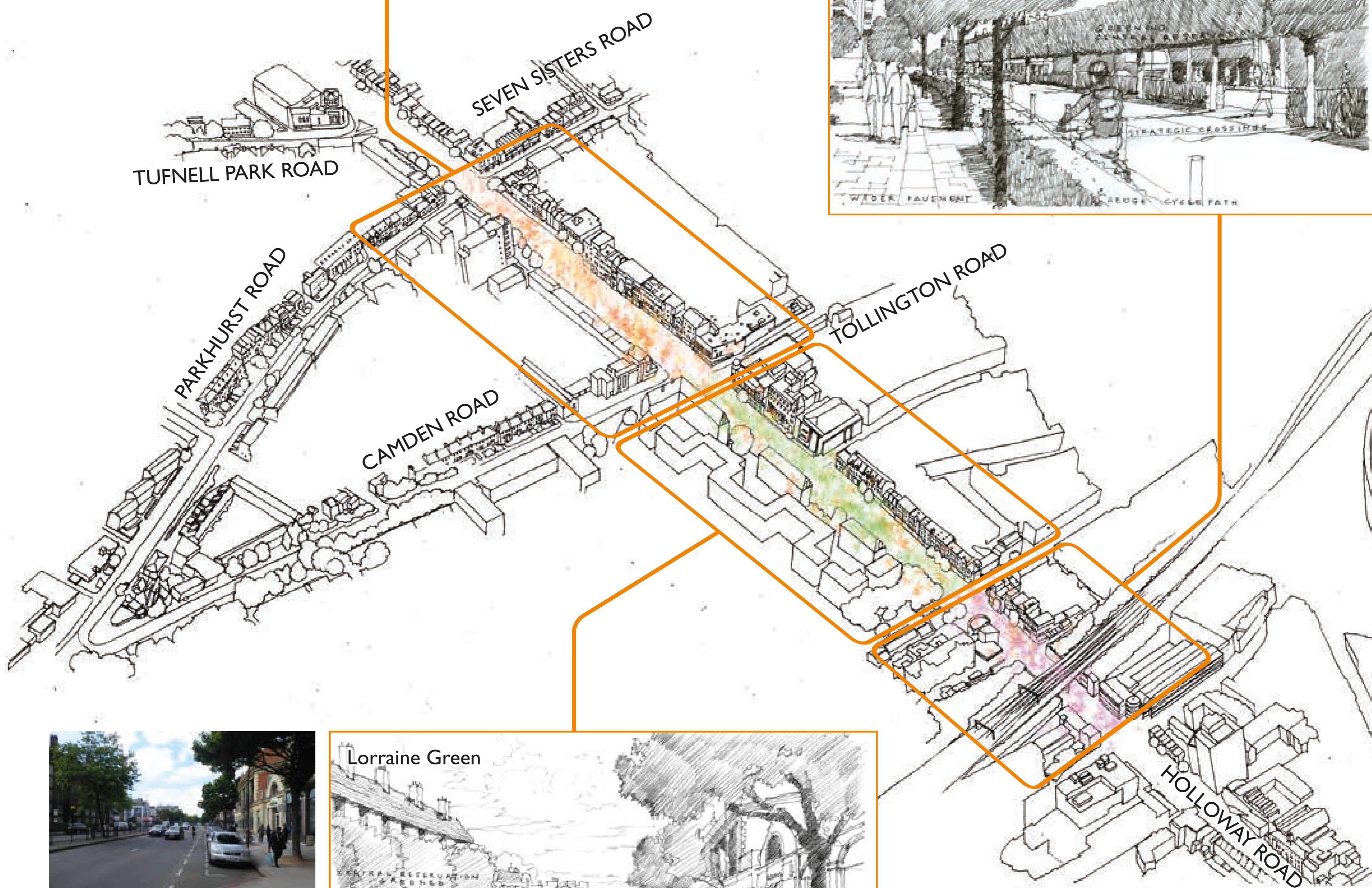
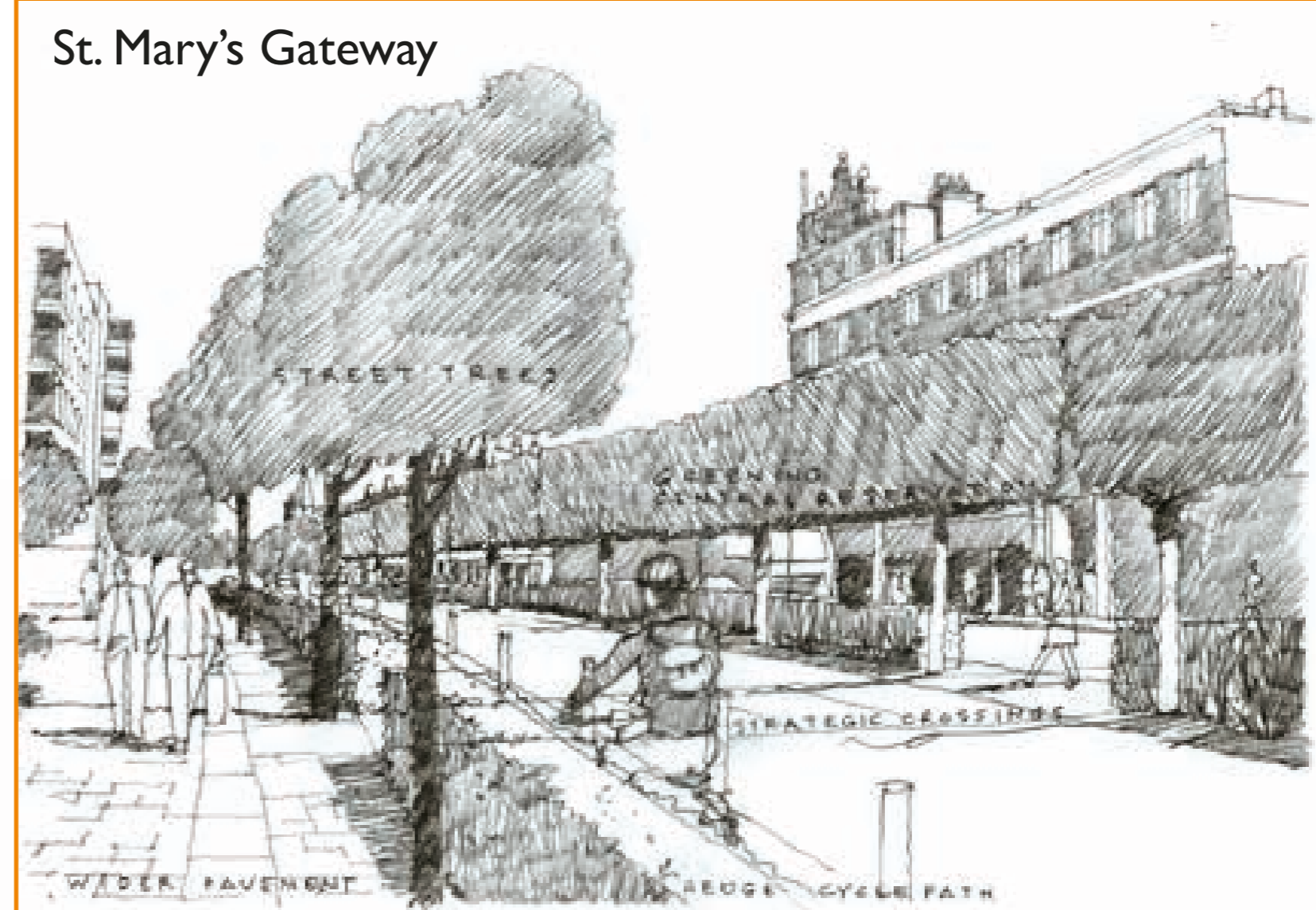
ILLUSTRATING THE VISION



Heart of Holloway



St. Mary's Gateway



Lorraine Green

