

# WELCOME

Thank you for taking the time to view our latest proposals for Holloway Park.

**Over the past year, Peabody has been working closely with the local community and the London Borough of Islington to refine our plans for Phases 2 and 3 of Holloway Park.**

Since receiving planning permission for the masterplan in August 2022, we've made good progress on delivery, with Phase 1 now topped out and the first new homes due to be ready for local families in 2027.

The updated proposals for Phases 2 and 3 reflect the latest stage of design development, considering technical work, new building regulations, changing market conditions, and insights gathered through our ongoing engagement with the community.

We'll be submitting a planning application to Islington Council in early 2026 and would love to hear your thoughts before we do.



Artistic sketch of the Holloway Park masterplan

## What you can do today:

-  View our developed designs
-  Speak to members of the project team and ask any questions
-  Share your comments with us by filling out a feedback form or talking to a member of the team

## Who is involved?

Peabody is working with Maccleanor Lavington, Haworth Tompkins, and Exterior Architecture, three award-winning architecture firms, to deliver a high-quality, sustainable and inclusive scheme.

 **Peabody**

Developer

**MACCREANOR  
LAVINGTON**

Architect

**HaworthTompkins**

Architect

**EXTERIOR  
ARCHITECTURE**

Landscape Architect



# THE STORY SO FAR

Peabody is proud to be transforming the former Holloway Prison into a welcoming, inclusive neighbourhood where people can live well, enjoy the green spaces – many open to the public for the first time – and be part of a strong local community.

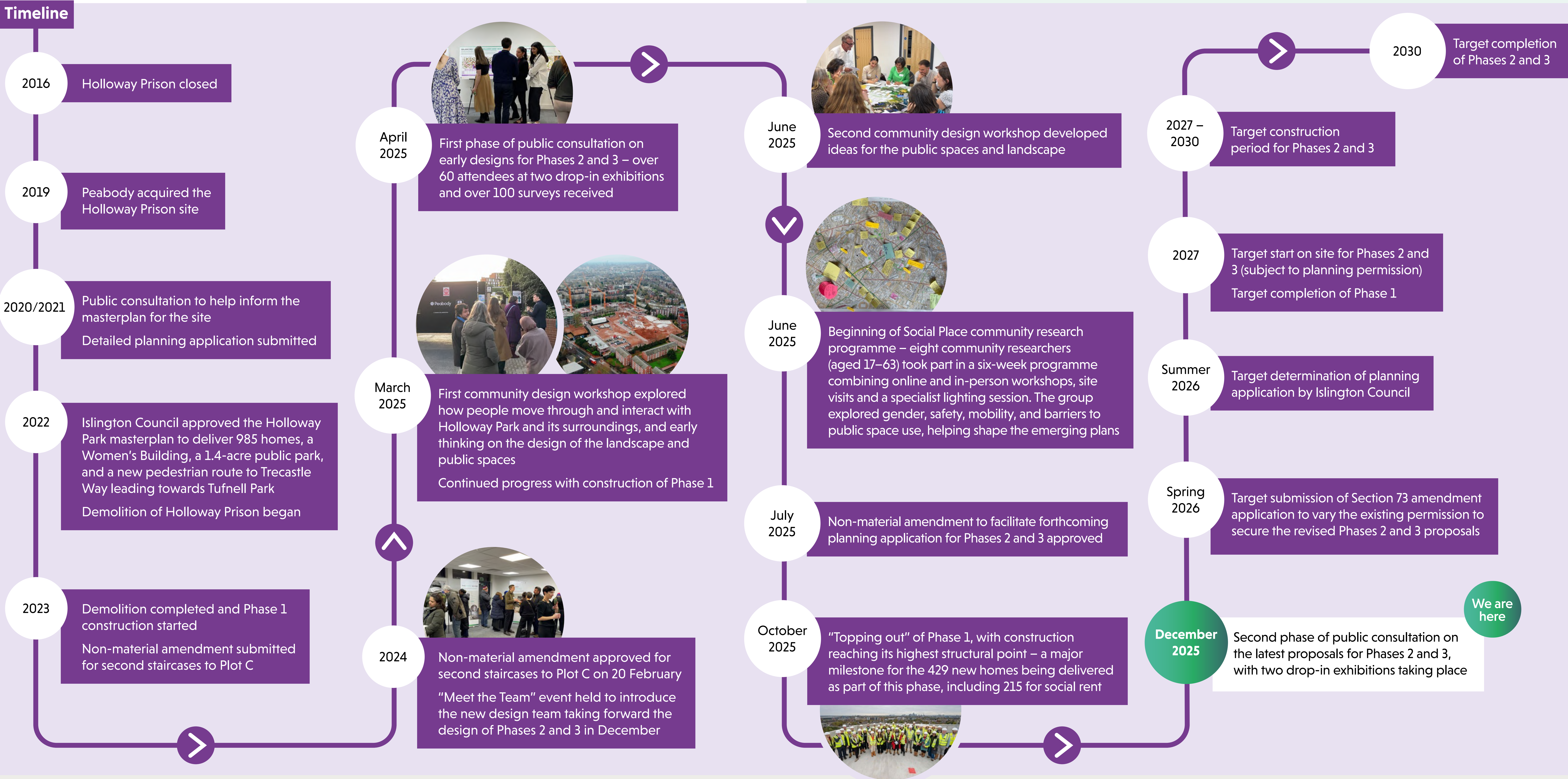
The timeline below shows how the project has evolved – from the early planning and engagement that shaped the masterplan, to the construction of the first new homes now well under way.

## Peabody in Islington

Alongside delivering new homes at Holloway Park, Peabody plays an active role in supporting communities across the borough. Through our long-standing partnership with **Islington Giving**, a coalition of local people, organisations, and businesses, we help fund projects that improve everyday life for residents.

Peabody's annual contribution of **£82,500** supports:

- **Resident-led grant making**, putting funding decisions directly in the hands of local people
- **Community wellbeing programmes**, including Help on Your Doorstep's Good Neighbours Scheme
- **Youth-led and creative projects** that build confidence and opportunity
- **Mental health support** for some of Islington's most vulnerable residents





# AN EVOLVING MASTERPLAN

The masterplan for Holloway Park has continued to evolve since planning permission was granted in 2022 – always with one clear priority: the delivery of high-quality, affordable homes within a neighbourhood that feels open, welcoming, and well-integrated with its surroundings.

## August 2022 – Consented masterplan

The original masterplan established the overall structure of Holloway Park.

Centred on a new 1.4-acre public park, buildings were arranged in regular blocks with courtyards and a defined edge to Parkhurst Road.

Construction of Phase 1 began in 2023. However, new building regulations, including the need for second staircases in taller buildings, alongside wider market pressures, meant the design of Phases 2 and 3 had to be updated to respond to these challenges.



## December 2025 – Updated proposals

Since spring, the team has continued to refine the design for Phases 2 and 3, focusing on how the buildings and landscape come together to create a greener, more open, and harmonious neighbourhood.

### These can be seen in five key moves:

- 1. Slender, stepped towers:** the 17- and 19-storey towers now step at the upper levels to create a slimmer tower when seen from surrounding streets and the park.
- 2. A softer park edge:** the towers have been moved slightly to make the park more open, bringing more light to Bakersfield Estate and opening up views towards the buildings along the Bakersfield Estate edge from the park entrance.
- 3. Along Parkhurst Road:** the buildings have been realigned to sit parallel with the street, creating a wider, greener pavement with space for trees, planting, and seating. This new layout also brings more sunlight into the Plot B courtyard.
- 4. More landscape around the park tower:** the redesign of the 19-storey tower increases planted areas around the building, creating softer edges, richer greenery, and a stronger visual connection between the homes and the park.
- 5. Brighter courtyards and wider spacing:** improved building spacing and refined massing across the buildings along the Bakersfield Estate edge enhance daylight and views throughout the site, while the more varied, stepped forms help the neighbourhood feel less uniform and more human-scaled.



## April 2025 – Early proposals

As part of revisiting the design for Phases 2 and 3, we looked at how to deliver a high-quality neighbourhood while maintaining a strong focus on affordable housing. Updated building regulations and market pressures meant that additional homes were needed to make the scheme viable, so we tested how these could be sensitively integrated into the masterplan.

This included developing a layout centred on green routes, courtyard gardens, and safe, tree-lined streets. We also tested different height and massing options to balance the delivery of affordable homes with daylight protection and respect for neighbours.

To achieve this, we positioned taller buildings towards the centre of the site, where they would have the least impact on surrounding homes, and kept lower buildings along existing streets to provide a more sensitive transition.





# DELIVERING HIGH-QUALITY HOMES FOR EVERYONE

Peabody has been providing affordable homes and building strong communities for over 160 years.

As one of London's largest and longest-established housing associations, we are committed to ensuring that Holloway Park provides a mix of high-quality homes that meet the needs of the Islington community.

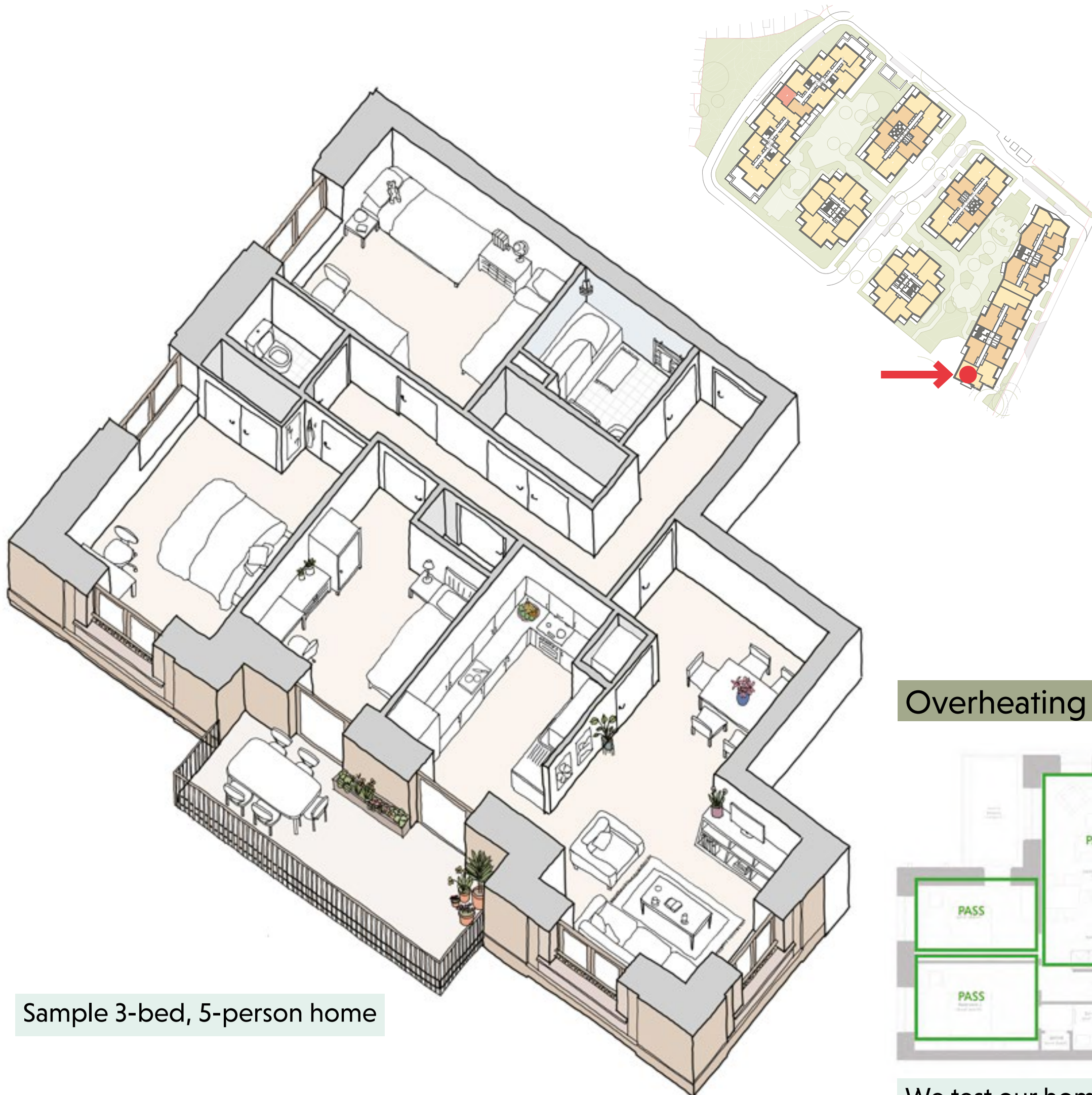
## Housing mix – how it's evolved

As the design developed, Peabody has remained focused on delivering **as many affordable homes as possible** while ensuring they are high-quality and comfortable for the long term.

Compared with the consented 2022 masterplan, the updated proposals:

- **Provide more affordable homes overall – 643 in total**, compared with **593 previously approved**
- **Increase the number of homes for social rent** – from **415** to **468**, supporting local families most in need
- **Maintain a strong affordable-housing focus – 58% of all homes** remain affordable
- **Reflect updated quality and safety standards**, including wider cores for fire safety, more daylight, and additional landscaped space between buildings

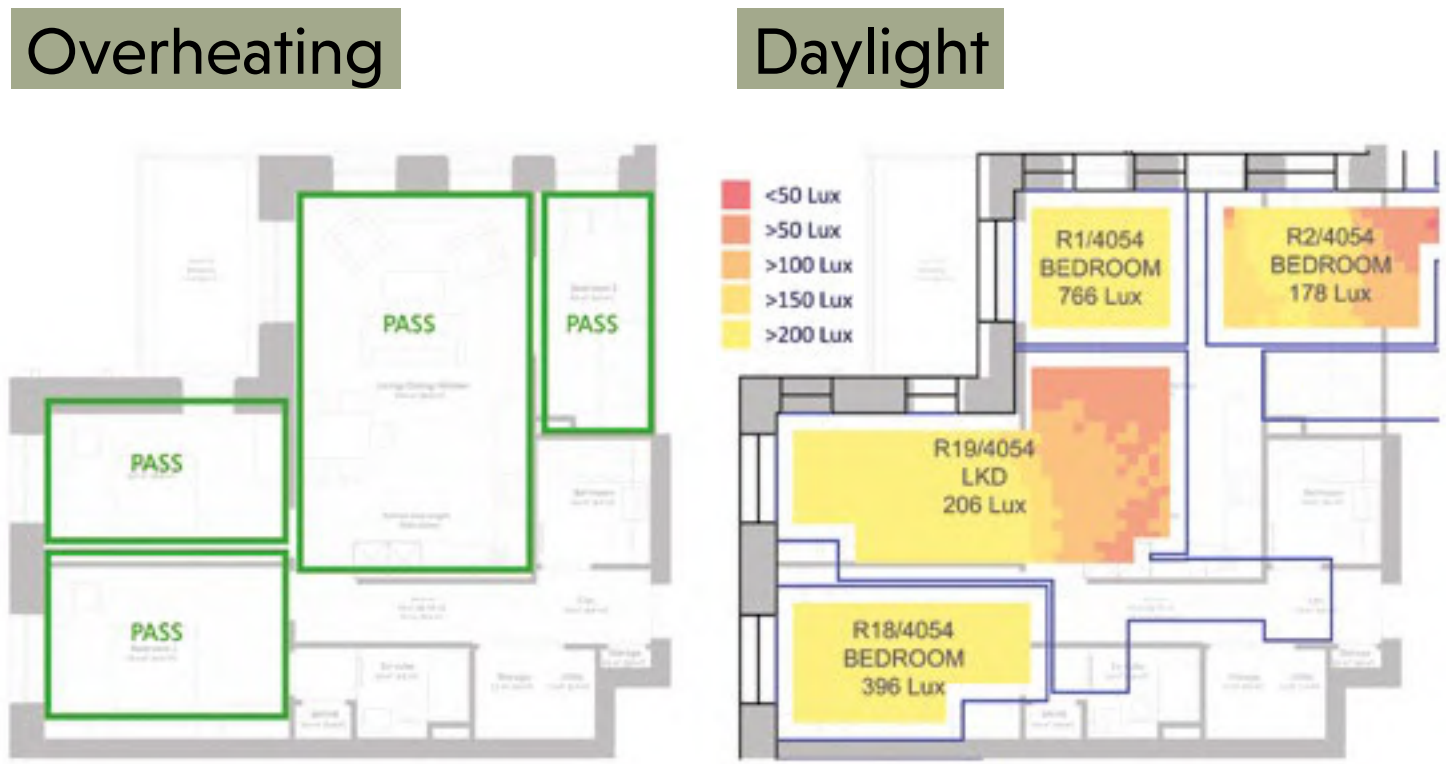
Stage	Social Rent	Shared Ownership	Private Sale	Total Homes Site Wide	Affordable Homes
2022 Consented Masterplan	415	178	392	985	593 (60%)
April 2025 Early Proposals	468-480	178-207	458-467	1,113-1,145	646-687 (58%-60%)
December 2025 Updated Proposals	468	175	458	1,101	643 (58%)



Sample 3-bed, 5-person home



Sample kitchen and living area. Peabody's generous kitchen storage standards are built into every home, and the layout places living spaces around the corner balcony to maximise light and views.



We test our homes to make sure they stay cool in summer and receive good daylight. The diagrams show this sample home passes overheating tests and receives good daylight.

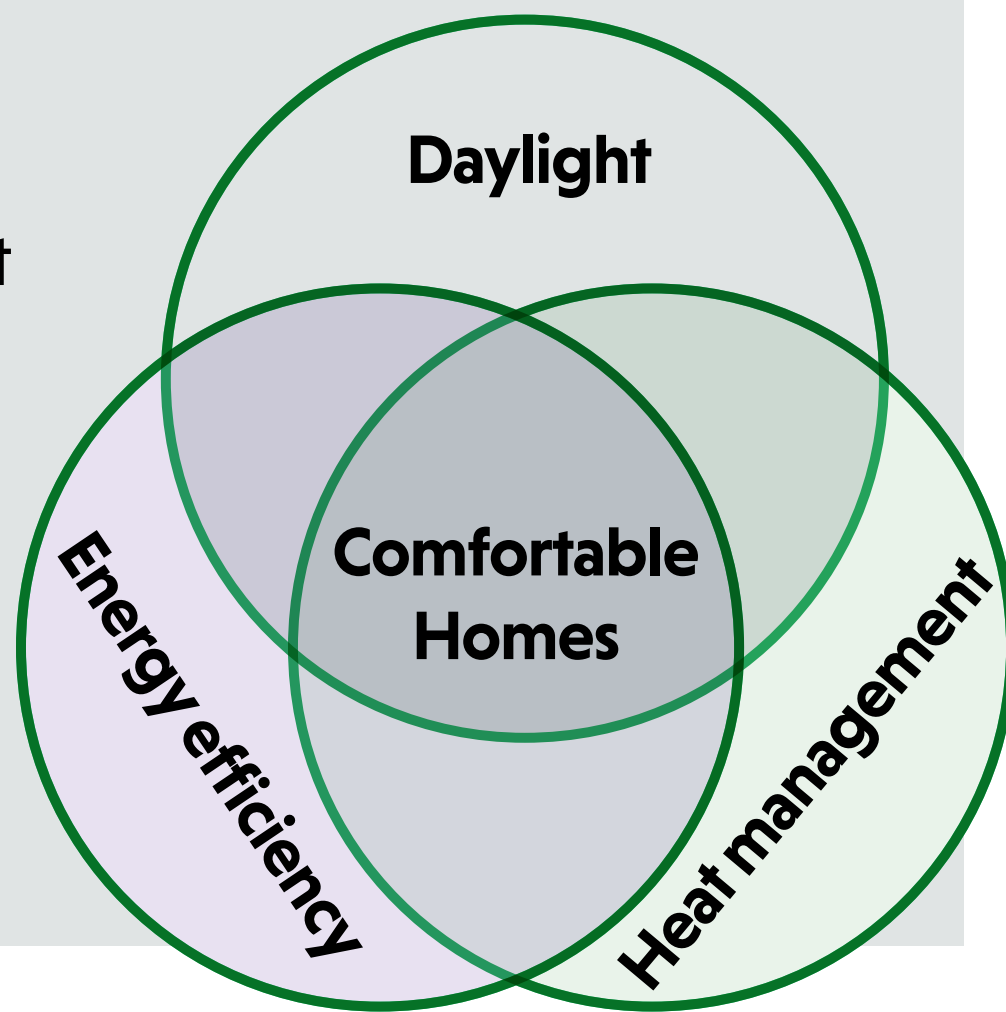
## Ensuring comfort all year round

Designing comfortable, efficient homes means balancing several important factors - daylight, energy performance, and heat management.

These priorities sometimes compete: for example, large windows improve natural light but can also increase heat gain in summer, while smaller windows reduce overheating but limit daylight.

### What we've learned:

- **Daylight:** most homes receive good levels of natural light, particularly in living areas. Some single-aspect homes are designed carefully to optimise light through window placement and room layout
- **Heat management:** nearly all homes meet or exceed current guidance using passive design measures, such as window shading, ventilation, and layout orientation, to maintain comfortable temperatures
- **Energy efficiency:** well-insulated walls, high-performance glazing, and low-carbon heating systems help reduce running costs and carbon emissions



## Who will these homes be for?

Holloway Park will provide a mix of homes for people at different stages of life, helping to meet Islington's housing needs while creating a balanced and inclusive community.

**Over 42% of all homes will be for social rent - making it the largest tenure across the whole development** - offering secure, genuinely affordable housing for local families, older residents and key workers.

### Alongside these:

- Shared ownership homes will help residents take their first step onto the property ladder.
- Private sale homes will help fund the wider delivery of affordable housing and community benefits.

All homes will be built to the same high design and sustainability standards, with shared entrances and access to green spaces designed to encourage interaction and inclusion.

Peabody also designs buildings and communal areas to be robust and low-maintenance, helping to **keep service charges as low as possible** so homes remain affordable to live in as well as to rent.



# DESIGNING FOR QUALITY AND IDENTITY

Since the spring, the architecture of Phases 2 and 3 has been refined and developed to strengthen the identity of Holloway Park while ensuring quality and longevity.

**Listening to the community**

You told us the buildings should feel high-quality, welcoming, and rooted in the area. Each building now has its own character but forms part of a coherent architectural family.

## A1 & A2 – Homes along Bakersfield Estate



Stepped and set-back façades create a softer, more open edge to Bakersfield Estate, while helping to protect daylight and sunlight for neighbouring homes



Larger windows and lighter façades bring more daylight into homes and courtyards



The brick colour has been carefully chosen to blend with Bakersfield Estate, helping the new and existing buildings sit comfortably together



## A3 & B1 – Mansion blocks in the middle



Well-proportioned, durable buildings with façades that pick up cues from surrounding mansion blocks



Varied but complementary brick tones give each building its own identity while ensuring they feel part of the same family of buildings at Holloway Park



Refined detailing and metal balconies add depth and craftsmanship, bringing texture and visual interest to the courtyard edges



## A4 & B2 – The park buildings



Two slender towers – 17 and 19 storeys – form the centre of Holloway Park



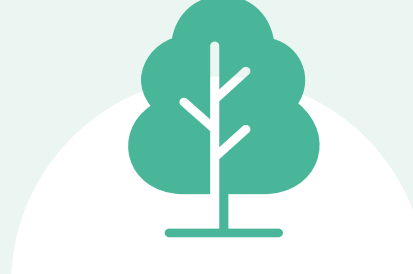
Stepped forms and varied brick tones help reduce the visual bulk and create a lighter skyline




Surrounded by planting and open space, the towers are designed to sit naturally within the park and wider landscape




## B3 & B4 - The Parkhurst Road buildings




Re-aligned with the street to create a wider, greener pavement



Ground-floor shops, cafés, and community uses will bring new life and activity to Parkhurst Road, helping to make the street feel safer and more inviting



Brick tones and proportions have been chosen to complement the neighbouring Women's Building, creating a sense of visual harmony along the street





# A WELCOMING AND CONNECTED NEIGHBOURHOOD

## Listening to the community

Through our engagement, residents told us that safety, visibility, and activity are key to making Holloway Park feel welcoming. People wanted well-lit streets, clear entrances, and spaces that feel lived-in and used throughout the day – not closed or cut off. This feedback has informed the ground-floor design – from lighting and entrances to the types of spaces at street level.

## Creating a vibrant neighbourhood

New commercial space along Parkhurst Road and near the central park will help make Holloway Park a vibrant and welcoming part of the neighbourhood. Around **800 sqm of space** (roughly the size of 3.3 tennis courts in total) will be provided for shops, cafés, and community uses.

### This space is designed to:

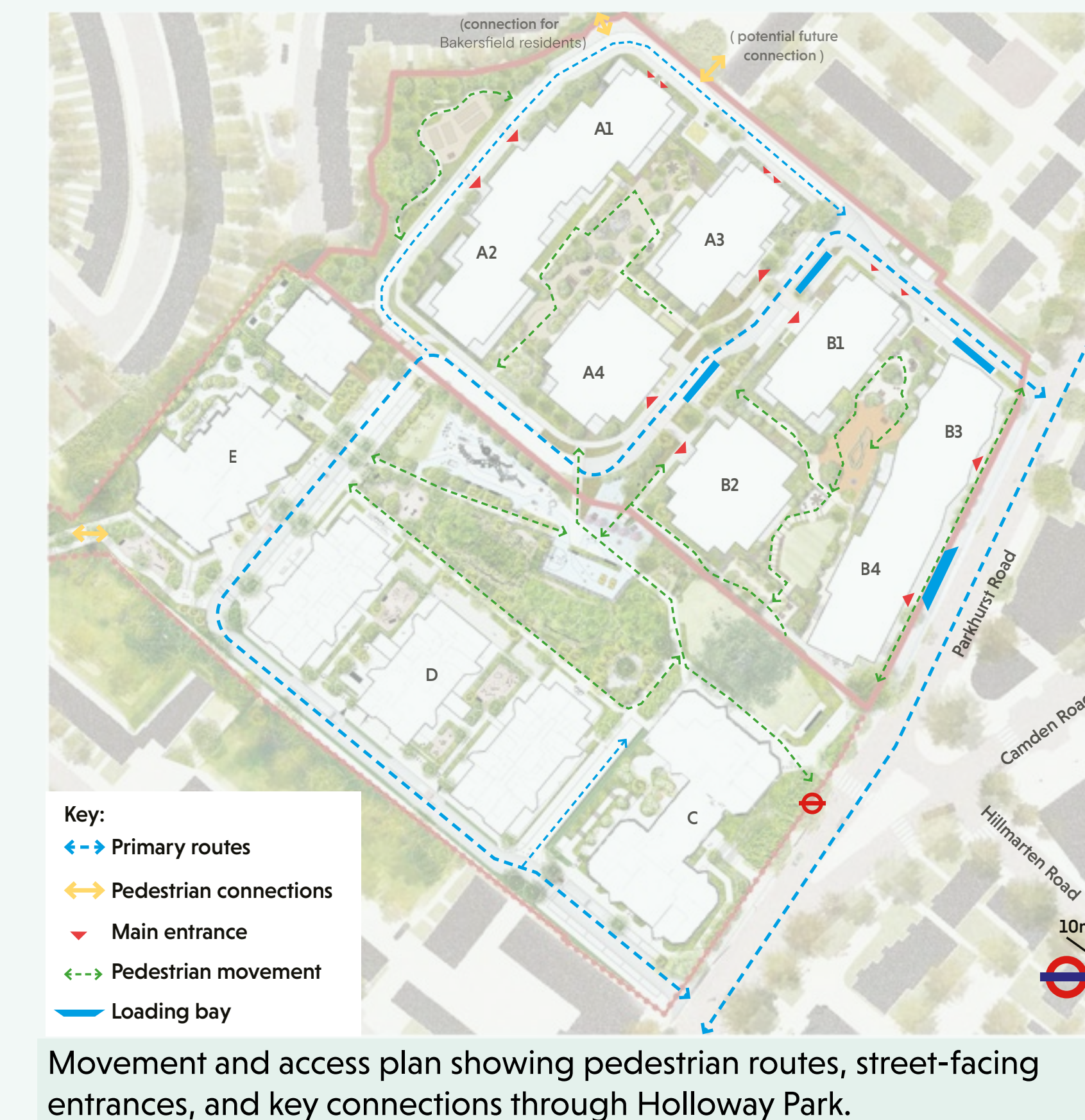
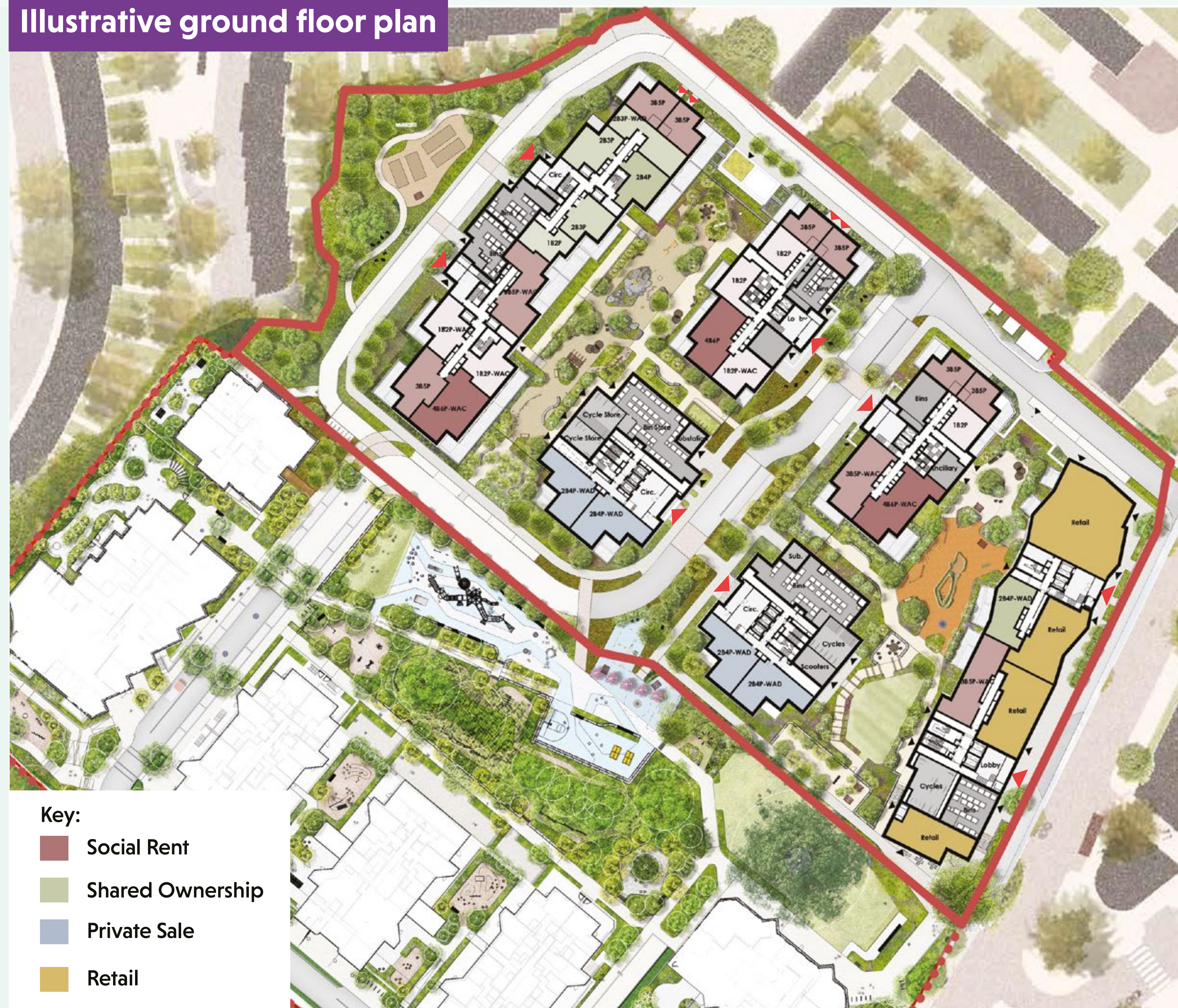
- Introduce everyday amenities that local people told us are missing, including a small supermarket on the park corner
- Provide smaller units suitable for community organisations, independent cafés, social enterprises, or wellbeing uses that people told us they wanted to see
- Bring life and activity to the street and public spaces throughout the day
- Create new job opportunities for local people
- Support meanwhile uses, allowing temporary community or creative activities to take place before long-term tenants move in
- Build on existing meanwhile uses already happening on site, helping keep Holloway Park active and welcoming as the development progresses

## Fostering a safe, inclusive community

Our design workshops, wider work with **Social Place** and **Light Follows Behaviour**, and insights from the **CP4H Youth Research Project** showed that people feel most comfortable when spaces are **visible, active, and familiar**, with clear sightlines and opportunities to see and be seen. With this in mind:

-  **Entrances and lobbies** are well-lit, clearly marked, and easy to find
-  **Balconies and homes** overlook courtyards and play areas, creating natural visibility and a sense of belonging
-  **Lighting design** creates a warm, even glow along paths and entrances without glare or shadow
-  **Courtyards and green spaces** are open and sociable but also feel safe and comfortable
-  **Cycle and bin stores** are placed along natural routes home, making them easy to reach and encouraging everyday use. Bin stores also avoid secluded areas so they feel more visible, safe, and integrated into the resident experience.

## Illustrative ground floor plan

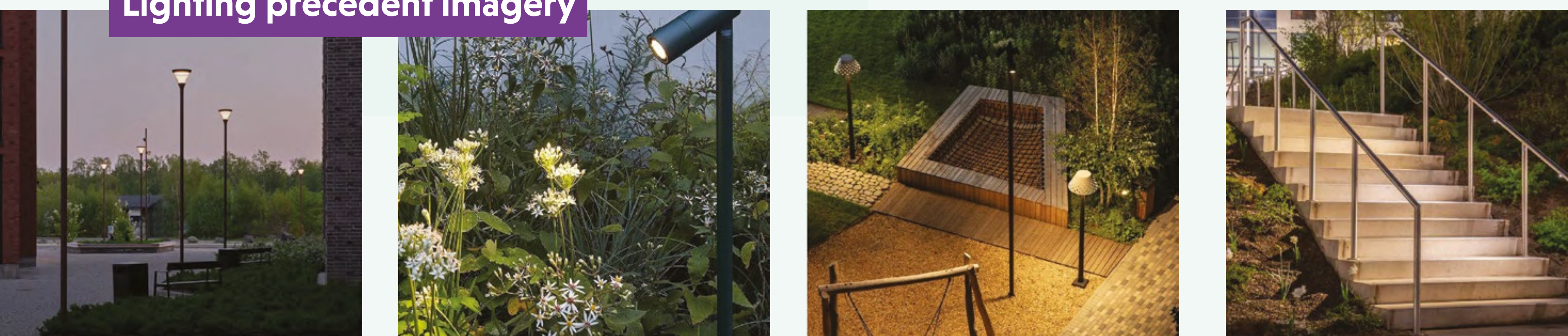


## Bringing it all together

The ground-floor design creates a clear and comfortable “journey home” – from lively, tree-lined streets and shop fronts, through well-lit entrances, to peaceful courtyards at the heart of each building.

Together, these spaces will make Holloway Park feel open, friendly, and familiar.

## Lighting precedent imagery



Warm, well-placed lighting will make routes, entrances and shared spaces feel safe, comfortable and easy to navigate after dark



# CREATING WELCOMING, GREEN SPACES FOR EVERYONE

The new neighbourhood will be defined by its green spaces and tree-lined routes, linking Holloway Park to surrounding streets and the wider area. The design creates a sequence of welcoming public spaces – from lively streets and pocket gardens to quieter corners for nature and reflection.

Through our engagement with residents, community groups, and young people over the past year, we heard a clear desire for outdoor spaces that feel **green, sociable, and safe**, with places to play, rest, and spend time throughout the seasons. Our landscaping is shaped by these principles.

## A sustainable landscape

The landscape is designed to be climate-resilient, low-carbon, and easy to maintain:

- Rain gardens and surfaces that let rainwater soak through help manage rainfall naturally and reduce surface flooding
- Shade-giving trees and light-coloured paving help keep outdoor spaces cooler in summer
- Low-energy, warm lighting improves visibility while reducing light spill and environmental impact
- Long-term care and maintenance by Peabody will keep green spaces welcoming and well looked after

## Nature Garden



**You told us planting should be colourful, seasonal, and engaging** – with expert input from Kew Gardens, the landscape includes a rich mix of native and pollinator-friendly species, edible trees, and seasonal sensory planting. The Nature Garden offers a quieter space with herb beds, natural materials, and opportunities for interactive planting



**You told us you wanted seating that works for everyone** – we've included a mix of sociable spots and quieter areas, with circular seating that supports conversation. Seating is designed to be comfortable and easy to use for all, and is placed away from entrances to help discourage anti-social behaviour



**You told us clear and simple routes were important** – we've created tree-lined paths linking Trecastle Way, Parkhurst Road, and the Women's Building, using planting as natural wayfinding to reduce the need for signage

## Central Street



**You told us that safety around cars and prioritising pedestrian movement were important** – we've designed key routes with gentle curves, low planting, and clear sightlines to slow traffic and create safer, more welcoming streets



# CREATING WELCOMING, GREEN SPACES FOR EVERYONE

## Courtyard A



**You told us outdoor spaces should offer something for all ages** – we've included features such as pétanque courts and chess tables to provide activities for older residents, alongside places for younger people to meet and spend time

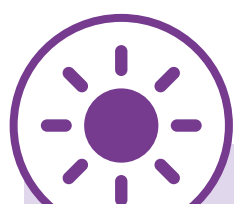
## Courtyard B



**You told us spaces should feel welcoming during the day but secure at night** – the central park and courtyards will be open during the day for play, relaxation, and community use. Dusk-to-dawn gates will close entrances at night, ensuring safety while keeping the park publicly accessible during the day



**You told us play spaces should feel safe, visible, and close to home** – we've included natural play spaces using timber elements, planting, and simple climbing features, positioned where they can be easily overlooked from nearby homes. We also worked with the local Brownies, who shared what types of play they enjoy and helped inform the design



**You told us sunny, usable outdoor spaces were important** – testing shows that sun-on-ground levels remain consistent with the consented scheme, and we have also reviewed the daylight and sunlight effects on neighbouring homes.



## Celebrating heritage and co-curating the landscape

Holloway Park's design recognises the history of the former Holloway Prison and the women connected to it. We are working with **Create London** and the **EDIT Collective** to embed this heritage meaningfully within the public realm.

A paid co-curation programme, now completed, brought together women with lived experience of the justice system and local community members. Participants shared their stories and insight and helped develop the brief for a new sculpture to be installed in the Women's Building gardens.

This artwork will commemorate the women who lived, worked, or were affected by HMP Holloway, ensuring their histories are reflected in meaningful, everyday ways within the new landscape.



# YOUR QUESTIONS

Throughout this project, we've listened closely to the community, and your feedback has been central to shaping the masterplan and the designs for Phases 2 and 3.

To continue the conversation, please take a sticky note, write any questions or comments you have, and place it on the space below.

If you see a question or comment that you find particularly important, you can add a sticky dot to reinforce it.

This board will remain in the Cat and Mouse Library for the duration of this consultation (finishing Monday 5 January) and will be regularly reviewed by Peabody who will be taking on board all questions raised and updating the online FAQs to answer them.





# THANK YOU

Thank you for coming to our exhibition today – as a reminder, our updated proposals for Holloway Park will deliver:



**1,101 new homes** in total, with a mix of sizes to suit families, older residents, and key workers



**643 affordable homes (58%),** including **468 for social rent.** Overall, more than 42% of all homes will be at genuinely affordable rents



**Flexible space for shops, cafés, and community uses,** creating new jobs and activity along Parkhurst Road and the park edge



**A 1.4-acre central park plus new tree-lined streets, play spaces, and a nature garden,** creating green routes through the site and places to spend time all year round



**Wider pavements, greener streets, and brighter courtyards,** together with well-lit entrances and homes overlooking streets and play areas, all help create a safer, more welcoming journey home



**Your questions and feedback have helped guide the design so far. We'd now like your views on these updated proposals before we submit them to the Council.**

Please do give us your feedback in the following ways:



Fill out a feedback form here today



Speak to a member of the team, who will note down your comments



Add a sticky note to our questions board (which will remain up in the library for the duration of December)



Complete our online survey which will run until **Monday 5 January**

## What happens next?

We'll review all the feedback from this consultation as we move towards finalising the proposals for submission to Islington Council in early 2026.

We will also update our online FAQs to respond to common questions that aren't yet covered.

A full summary of all feedback received will be included within the Statement of Community Involvement, submitted as part of the planning application.

After submission, the Council will carry out its own statutory consultation, offering another opportunity for residents to comment.

## How to Stay Involved



**Visit Our Website**  
Stay updated on the latest developments and future engagement opportunities.



**Join Our Mailing List**  
Be the first to hear about project updates and invitations to future events.