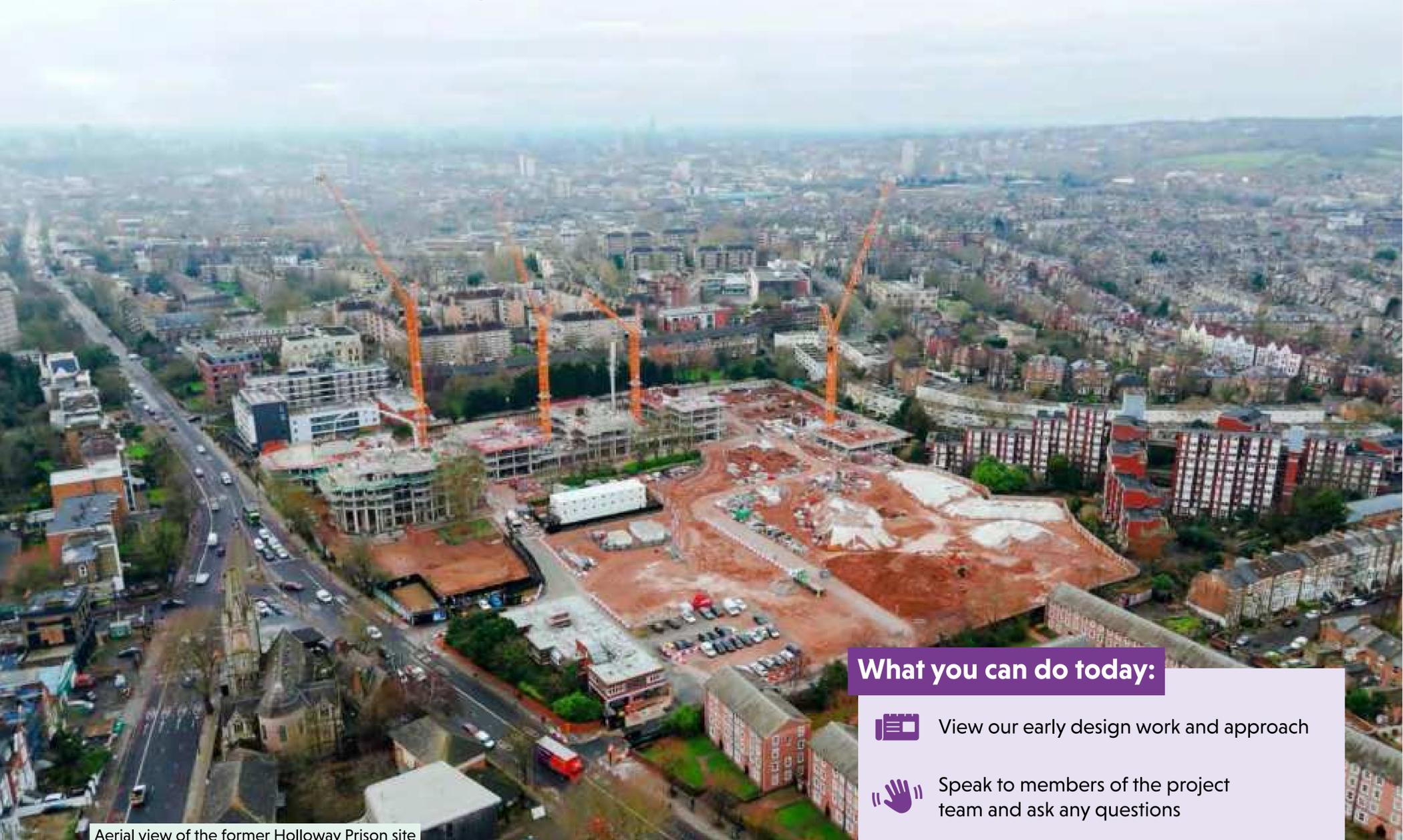


# WELCOME

We are delighted to welcome you to the public exhibition for Phases 2 and 3 of Holloway Park. Building on conversations from our 'Meet the Team' event in December 2024 and our first design workshop in March 2025, this exhibition presents our early design work and approach for the next phases of the redevelopment of Holloway Park.

This is an opportunity to learn more about our early thinking and share your thoughts to help shape the future of Holloway Park.



Aerial view of the former Holloway Prison site

## What you can do today:

-  View our early design work and approach
-  Speak to members of the project team and ask any questions
-  Share your feedback with us by filling in a feedback form or talking to a member of the team

## Who is involved?

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



Developer



Architect



Architect



Landscape Architect

# THE STORY SO FAR

In 2019, Peabody purchased the former Holloway Prison site and between 2020 and 2021, undertook extensive consultation and engagement with the local community to help inform the design of the masterplan for the site.

In April 2022, Islington Council granted planning permission for the site, to provide:



**985 homes**, 60% of which will be affordable and 60 of which will be specialist social rent homes for older people



**A unique and dedicated Women's Building** linking to the site's history and previous use



**A new 1.4-acre public park** with play spaces and a nature garden for all to visit and enjoy



**A new pedestrian route to Trecastle Way leading towards Tufnell Park** which will improve connectivity through the area



**Approximately 1,800sqm of commercial space** helping to bring new businesses and job opportunities to the area



**An on-site classroom/skills hub** for local training and further education opportunities during the construction phase



**51 construction apprenticeships**, targeting 30% of these being completed by women

Illustration of Holloway Prison c. 1896



## Timeline

**2016**

- Holloway Prison closed

**2019**

- Peabody acquired the Holloway Prison site

**2020/2021**

- Public consultation to help inform the design of the masterplan for the site
- Detailed planning application submitted

**2022**

- Holloway Park masterplan approved by Islington Council
- Demolition of old prison starts

**2023**

- Demolition completed and Phase 1 construction commences
- Non-material amendment for second staircases to Plot C submitted

**2024**

- Non-material amendment for second staircases to Plot C approved
- 'Meet the Team' event for Phases 2 and 3

**2025**

- Consultation with the community on Phases 2 and 3

# THE NEED FOR CHANGE

While we've achieved major milestones with the delivery of Phase 1, new challenges mean we've had to revisit our plans for Phases 2 and 3. This is to ensure we can still deliver a high-quality scheme, while maintaining a strong focus on affordable housing.

## What are the challenges?

### New Building Regulations

Second staircases are now required in all new residential buildings over 18 metres. Although this is not yet in force due to transitional requirements, we are proactively incorporating this into our designs, requiring us to look again at the design of buildings and layout of spaces, given the loss in floor space.

We recently tweaked the design of Plot C (which is part of Phase 1) to introduce second staircases. This resulted in the loss of some larger family homes and wheelchair homes, which we will re-provide within Phases 2 and 3.

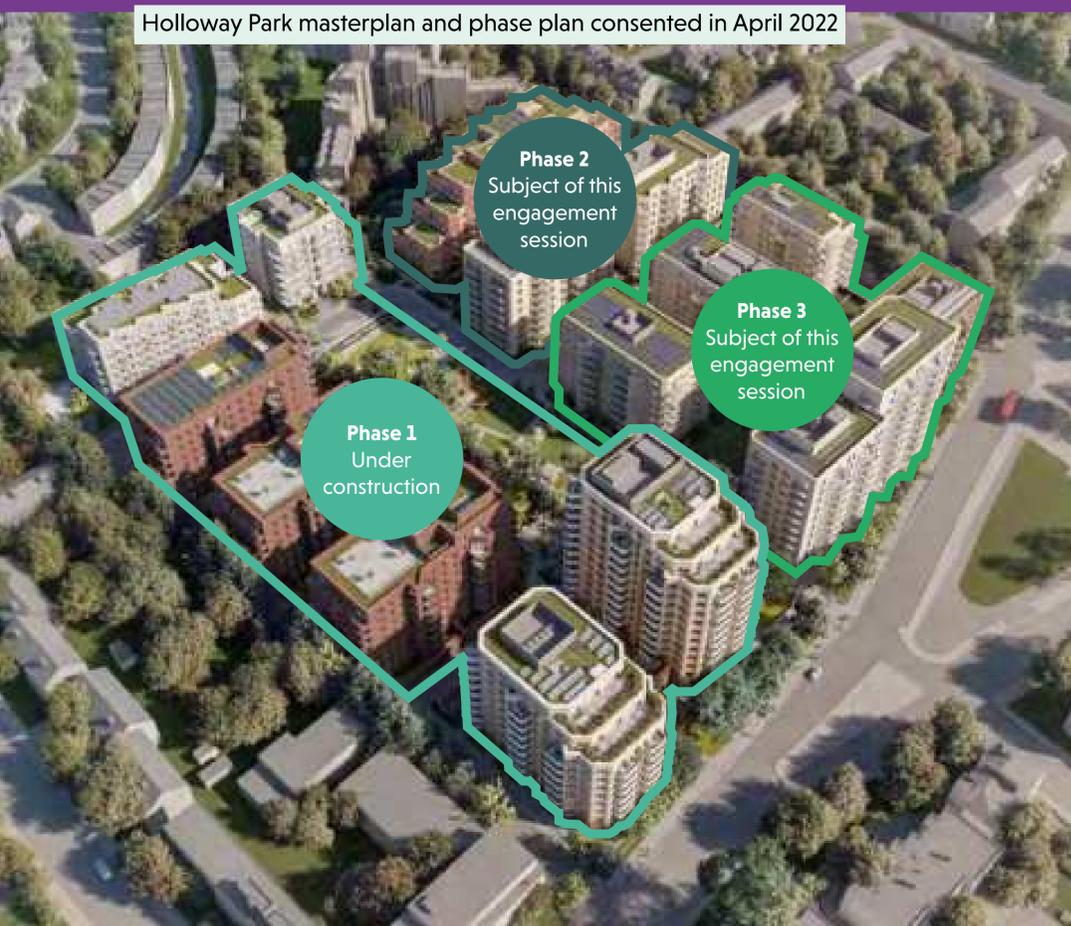
### Significant rising costs

Rising construction costs and higher interest rates have made the project more challenging.

## Moving forward

To respond to these challenges, we need to build more homes.

Holloway Park masterplan and phase plan consented in April 2022



## What stays the same?

Phase 1 remains unchanged, with the following already being built on site:



**The Women's Building**, which will provide support services to vulnerable women that were previously provided on-site when Holloway Prison was operational



**The 1.4-acre public park**, which will be open and accessible for all, providing an area for people to meet up and come together



**429 new homes**, comprising 215 social rent (including extra care), 18 shared ownership, and 196 private sale



**The new pedestrian route** to Trecastle Way leading towards Tufnell Park

## Peabody's Commitments to People and Place

### Create London

In partnership with CREATE, women with experience of the criminal justice system are paid to learn about art curation and help shape the public art brief for Holloway Park. The public art subsequently created will be integrated into the designs.

### Designing for Inclusion

Working with the charity 'Social Place', Peabody is bringing gender-aware design to Holloway Park, creating a neighbourhood that feels safer and more inclusive.

### Preserving the Past

Peabody has saved artefacts from the prison, like banisters and beds, for future art and exhibitions, ensuring the site's history is not forgotten.

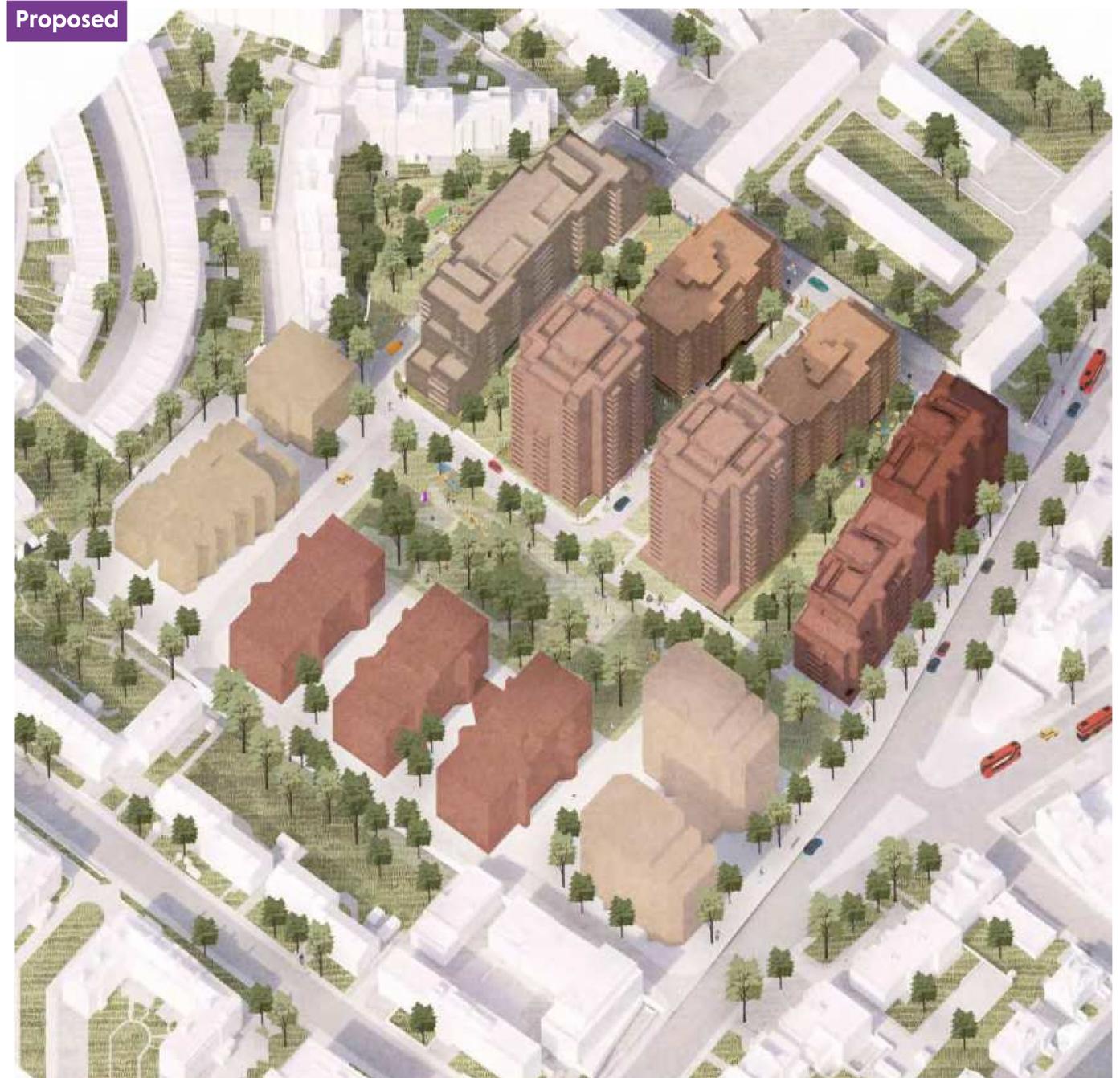
### Building Futures

A construction training hub will support local people into work, alongside Peabody's commitment to delivering 51 construction apprenticeships as part of the project.

# AN EVOLVING MASTERPLAN

Planning permission for 985 homes was granted by Islington Council in April 2022. However, in response to commercial pressures caused by changes in building regulations and market conditions, we are reconfiguring the design of buildings and layout of spaces in Phases 2 and 3 to sensitively increase the number of homes, exploring an uplift of 128 to 160 additional homes.

At the same time, we're staying focused on what matters most: delivering much-needed affordable housing. This commitment continues to shape every part of our thinking, while also continuously improving the high-quality design and maximising green spaces throughout the neighbourhood.



Consented 2022					
Tenure	Phase 1	Phase 2/3	All Phases	%	60% Affordable
Social Rent	215	200	415	42%	
Shared Ownership	18	160	178	18%	
Private Sale	196	196	392	40%	
<b>Total</b>	<b>429</b>	<b>556</b>	<b>985</b>		
<b>60% Affordable site wide</b>					

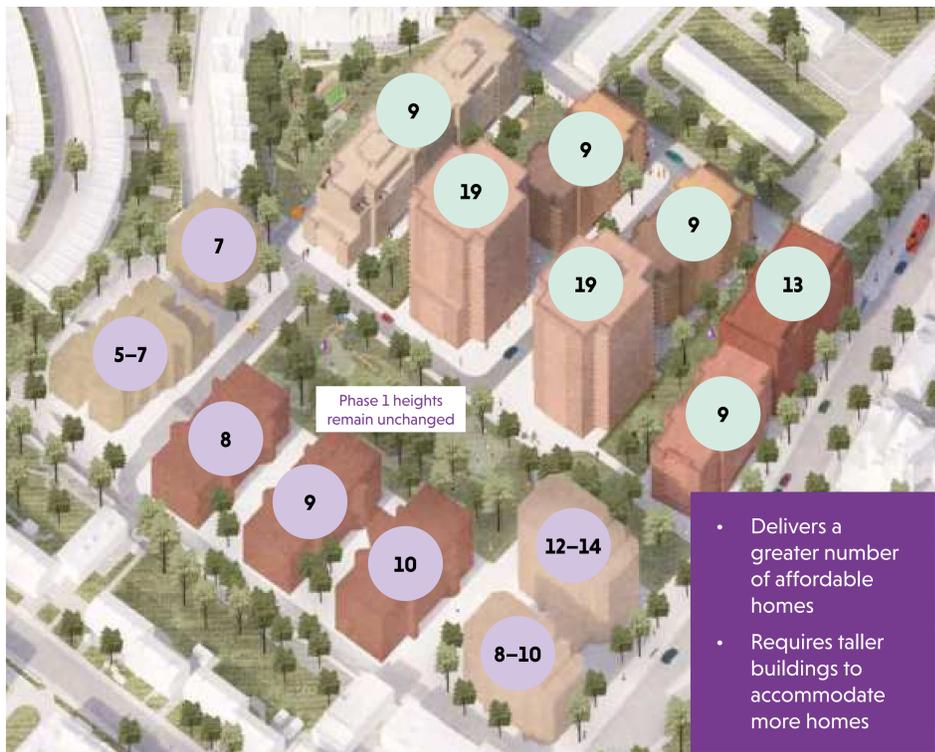
# BALANCING HOUSING DELIVERY AND HEIGHT

While the green routes and gardens shape the layout of our proposals and the broad form of buildings, we are continuing to develop their architectural character and test height and massing distributions.

A key driver in this process is the delivery of affordable housing. We know how important this is to local people, and it's just as important to us. Despite rising costs and challenges, we're working hard to ensure Holloway Park provides a high level of affordable homes. At the same time, we must ensure that the overall scheme is high-quality and thoughtfully integrated into its surroundings. As part of this design process, we are exploring different approaches to affordable housing provision, which have implications on building heights and massing. The two visuals below illustrate how these factors are interconnected.

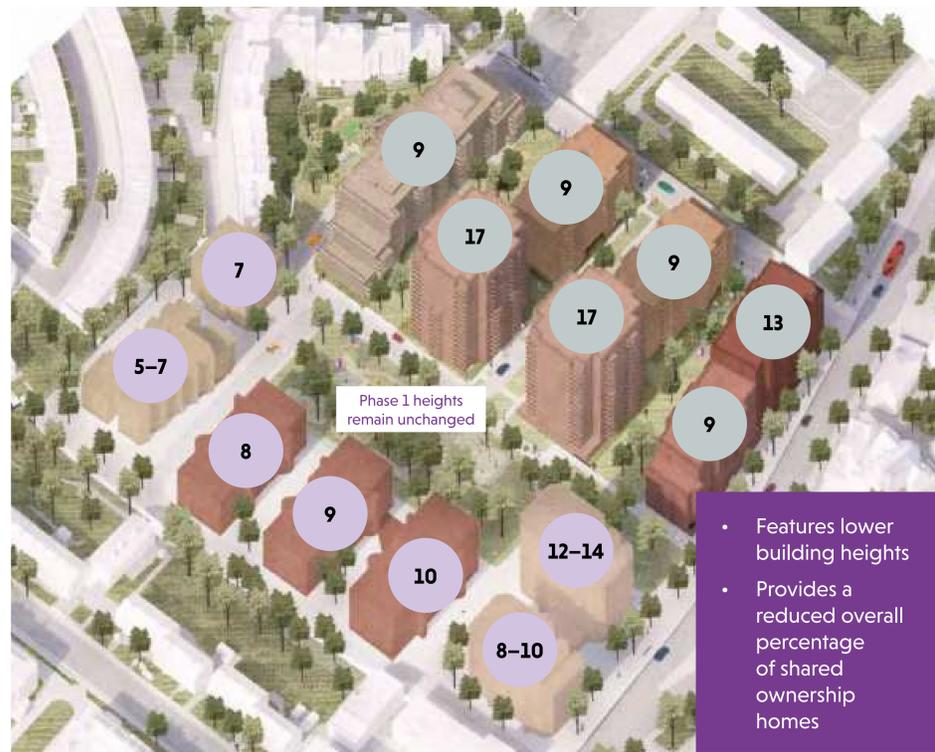
We are working hard to provide as many affordable homes as possible. What do you think of the designs?

## 1 +160 homes, 60% affordable housing site wide

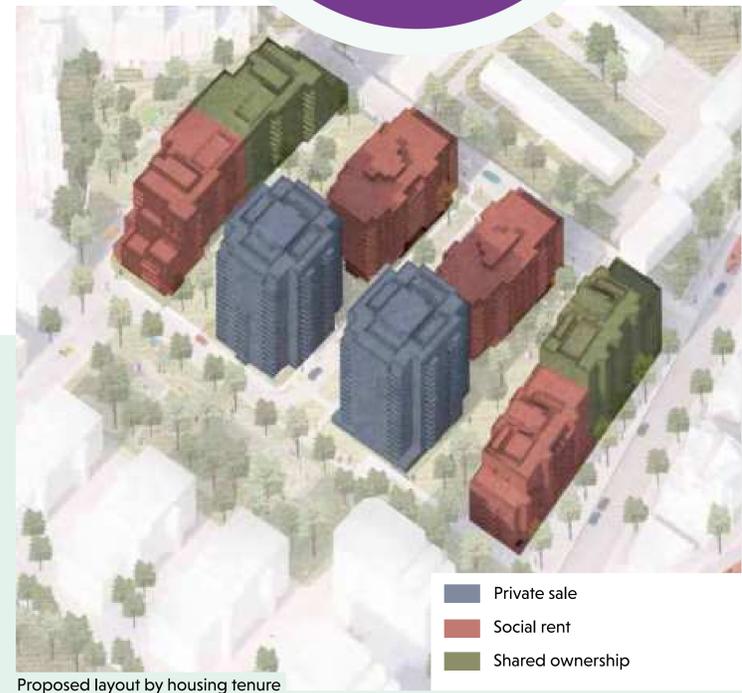


	No. Homes Phase 2+3 Consented	Proposed Uplift	Proposed Total Homes Phases 2 and 3	Proposed Total Homes Site Wide	Percentage (Site Wide)
Social Rent	200	65	265	480	42%
Shared Ownership	160	29	189	207	18%
Private Sale	196	66	262	458	40%
<b>Total</b>	<b>556</b>	<b>160</b>	<b>716</b>	<b>1,145</b>	
<b>60% Affordable</b>					

## 2 +128 homes, 58% affordable housing site wide



	No. Homes Phase 2+3 Consented	Proposed Uplift	Proposed Total Homes Phases 2 and 3	Proposed Total Homes Site Wide	Percentage (Site Wide)
Social Rent	200	53	253	468	42%
Shared Ownership	160	0	160	178	16%
Private Sale	196	75	271	467	42%
<b>Total</b>	<b>556</b>	<b>128</b>	<b>684</b>	<b>1,113</b>	
<b>58% Affordable</b>					



### You told us

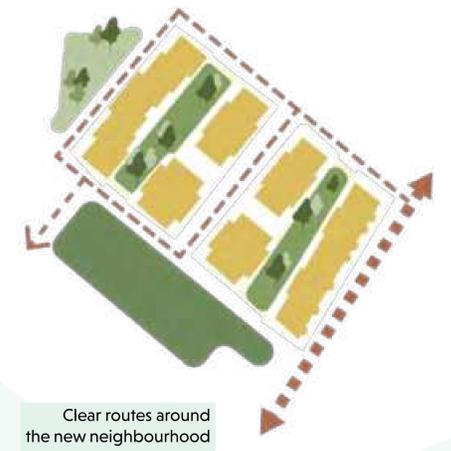
- The six 3-bedroom homes and seven accessible homes lost in Phase 1 due to the introduction of second staircases in Plot C must be replaced.
- You preferred the provision of social rent homes.

### We're listening

- We are re-providing these wheelchair-accessible flats and larger family homes in Phases 2 and 3.
- We have focused on the provision of social rent homes over shared ownership in our proposed tenure splits in scenario 2.

# A NEIGHBOURHOOD AROUND GREEN SPACES

Reorganising the masterplan gives opportunity to improve the quality of the proposals. Our early thinking is based around creating a residential neighbourhood with safe green routes leading to apartment buildings, which have gardens at their heart.



Previously consented layout of buildings and spaces



Proposed layout of buildings and spaces



### Green residential streets

- Well lit
- Planted raingardens
- Trees



### Courtyard gardens

- Green outlook
- Relaxation
- Doorstep play

# ENSURING A HIGH-QUALITY, THOUGHTFUL DESIGN

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.

Our early proposals for Phases 2 and 3 are shaped by key design principles to create a distinctive, harmonious neighbourhood. Building heights and layouts have been carefully refined to balance affordable housing delivery with daylight, density, and townscape considerations.

## You told us

- Equal standards and access for all types of housing is essential.
- There are concerns about building height, density, and daylight impact.

## We're listening

- All homes will be built to the same high quality, with access to shared spaces and amenities.
- We're carefully shaping height and layout to protect daylight, respect neighbours, and still deliver much-needed affordable homes.

## Strategic Positioning of Heights



Taller buildings are placed towards the centre of the site to minimise overshadowing on neighbouring properties.



Around the edges, lower-rise buildings create a sensitive transition to the surrounding streets.



The height variation creates a visually interesting and well-proportioned skyline, avoiding monotony and creating a distinct identity for Holloway Park.



Connecting to wider community



Safe public spaces and homes



Clear hierarchy of spaces



Peaceful inclusive community



Height at centre



Opportunities to meet

## A Collection of Calm Brick Buildings



Our approach is based around a series of thoughtfully designed homes that feel timeless, robust, and well-integrated into the surrounding area.



A palette of varied but complementary brick tones will be used to ensure each building has a strong individual character while contributing to a cohesive overall scheme.



Carefully designed façade proportions and material detailing will add richness to the streetscape, ensuring buildings feel welcoming and well-integrated.

Proposed layout by brick tones



## High-Quality Homes for Everyone

Peabody prides itself on building and managing high-quality homes for the long term, helping to build strong and cohesive communities. Irrespective of tenure, all homes will be designed to the same high standards, ensuring an inclusive and well-integrated neighbourhood:



### Dual-Aspect Homes

Where possible, homes will have windows on multiple sides, providing better daylight, ventilation, and views.



### Energy-Efficient Living

Homes will be designed to modern sustainability standards, reducing energy costs for residents.



### Private Outdoor Space

Each home will have access to shared gardens and a balcony ensuring access to fresh air and nature.

## Examples of housing being delivered by Maccreanor Lavington



South Gardens, Elephant Park



Kings Cross R5

# CONNECTED, GREEN & ACCESSIBLE SPACES

A key part of the vision for Holloway Park is to create vibrant, accessible, and well-connected public spaces that bring people together and support a strong sense of community. The landscape strategy is shaped by green routes and gardens, maximising nature, daylight and pedestrian-friendly routes.

## Phase 2 and 3 landscaping

 **Creates open, landscaped routes** that connect homes with public spaces and the central park.

 **Maximises daylight and ventilation** by allowing green spaces to act as natural breaks between buildings.

 **Encourages safe movement through the neighbourhood**, ensuring Holloway Park feels open and inviting.



Illustrative landscape masterplan

## A Sustainable Holloway Park

Sustainability is central to our approach, ensuring that green spaces, energy-efficient homes, and eco-friendly infrastructure work together to create a low-carbon neighbourhood.

 **Enhancing Green Spaces**  
Retaining existing trees where possible and introducing new planting to boost biodiversity and air quality.

 **Encouraging Sustainable Travel**  
Holloway Park will be a car-free development, prioritising walking, cycling, and public transport.

 **Managing Water Sustainably**  
Incorporating Sustainable Drainage Systems (SuDS) to naturally manage rainwater and reduce flood risk.

 **Energy-Efficient Homes**  
All homes will meet modern energy standards, with low-carbon heating from Air Source Heat Pumps (ASHPs) and solar panels where possible.

## Commercial Space

We are delivering around 870sqm of commercial space in Phases 2 and 3, located along Parkhurst Road and adjacent to the central park. This space will be available for businesses to let, helping to introduce services that may currently be lacking, enhance the vibrancy of the neighbourhood, and create new job opportunities.

**What types of shops, services, or businesses would you most like to see in the commercial spaces?**

## What's Already Being Delivered in Phase 1?

Phase 1 is already delivering a large 1.4-acre public park at the heart of the development. This multi-functional green space includes:

- A flexible central park
- Outdoor gym
- A 'Destination Play Tower'
- A mix of natural and structured play



NOTE: The destination play structure is indicative and is to be further developed in consultation with chosen equipment supplier, the community and the local authority.

# COMMUNITY-LED DESIGN: SHAPING HOLLOWAY PARK TOGETHER

As part of the design process for Holloway Park, we have been engaging with the local community to explore ideas around connectivity, public spaces, and place-making. Recently, we held a workshop on movement and landscape design, giving participants the opportunity to share their thoughts on how spaces could be designed to enhance accessibility, encourage social interaction, and foster a sense of community.

We are considering this feedback as we refine the masterplan and landscape strategy, ensuring that Holloway Park delivers high-quality spaces that work for both future residents and the wider community.

## What We've Heard So Far

### Safe & Accessible Routes

- Safer pedestrian crossings at Dalmeny Avenue and Parkhurst Road.
- Lower speed limits across the site to prioritise pedestrians.
- Better lighting to ensure public spaces feel safe at night.
- Mixed views on whether or not courtyards should be gated.



### Green & Social Spaces

- Community garden for residents to grow plants.
- More trees, with suggestions of blossoming trees.

### Places to Gather & Stay Active

- Shaded seating and picnic areas, with options for all age groups.
- Outdoor fitness space that feels safe and inclusive.
- Play areas for older children, located near homes to encourage use.



### Culture & Heritage

- Art and history trails that reflect the site's past.
- Biodiversity-friendly features, including swift boxes and wildlife planting.

### Commercial Space & Uses

- Strong support for smaller, convenience-style supermarket.
- Support for bakery/café with outdoor seating extending into the park.
- Preference for independent retailers and operators.

What would you like to see in the public and green spaces in Phases 2 and 3?



### Community researcher programme

Peabody is committed to ensuring that local and diverse voices shape the future of Holloway Park and is working with an organisation called Social Place to integrate their input into the design process.

As part of this, women, girls, and non-binary people will be taking part in a paid Community Researcher programme. This initiative focuses on gendered experiences of housing and public spaces and applying them to Holloway Park to help create a safer, inclusive neighbourhood.

To find out more about Social Place and their work, scan the QR code.



# NEXT STEPS

As we revisit our proposals for Phases 2 and 3, we want to work with the local community to improve our plans for these next Phases to ensure we deliver a high-quality scheme. This exhibition is an opportunity to share your thoughts on our early proposals.



Aerial view of the former Holloway Prison site

## What Happens Next?

### Spring 2025

Further design refinements based on community feedback



### Early Summer 2025

Additional consultation and engagement opportunities before the school holidays



### Late Summer 2025

Target submission of planning application for Phases 2 and 3

## Planning information

We will be submitting a Section 73 amendment application to the London Borough of Islington to vary the existing permission to secure the revised Phase 2 and 3 proposals. This application route is widely used across London and the rest of the country. The route can be used to make changes to an existing permission and there is no limit on the scale of changes that can be accepted under this procedure.

The Section 73 application will be accompanied by plans and a full suite of technical assessments like the original application submitted in 2021. All documents will be available for the public to view and there will be a formal 30-day statutory consultation period where residents and other stakeholders can share their feedback – the same as the original application. The Section 73 application can be heard and determined at planning committee.

Importantly, this application route will not affect the progress of Phase 1, which is already under construction and will provide much-needed homes including affordable homes, the Women's Building, and the majority of the public park.

## How to Stay Involved



### Give Feedback Today

Let us know your thoughts by filling out a feedback form or speaking to a member of the team.



### 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.