

Holloway Park Phases 2 and 3

Feedback from our first phase of consultation (March-May 2025)



Introduction

Over the past few months, Peabody has been working with a new architectural team to revisit its plans for Phases 2 and 3 of Holloway Park in response to changing building regulations and market conditions.

We would like to thank everyone who took part in our recent consultation on the early proposals. As part of this, we welcomed over 60 people to two drop-in exhibitions at the Cat and Mouse Library on 3 and 5 April 2025, and held a design workshop earlier in March, which explored ideas around connectivity, public spaces, and place-making at Holloway Park.

We publicised the consultation widely – you may have received one of the 10,000 flyers distributed locally, read about it in the press, or seen one of our social media adverts.

We also received over 100 completed surveys, both online and in-person, during the four-week consultation period (3-30 April). We are grateful to everyone who took the time to share their views.

In this report, you can find a summary of what we heard and what we're doing in response.



What did we hear?

We received a lot of useful feedback. The key themes that emerged from this feedback have been summarised below.



Affordable homes are a clear priority for the community



There are concerns about the height and scale of the proposed buildings



New green and public spaces are welcomed – but must be usable and inviting



Safe, easy movement in and around the site matters



Shops and services that support day-to-day community needs are welcomed

Affordable homes are a clear priority for the community

What we heard

- Many welcomed the focus on affordable housing and want to see homes that meet the needs of local families, key workers, and people on average incomes.
- There were questions around what affordable really means in practice, and how pricing and tenure will be managed.
- People also emphasised the importance of creating mixed communities, where everyone feels part of the neighbourhood, regardless of whether they rent or own.

What we're doing

- We're committed to delivering a significant proportion of affordable homes at Holloway Park.
- All homes, regardless of tenure, will be built to the same high-quality design standards, with all benefitting from access to shared spaces and amenities designed to create a well-integrated and inclusive neighbourhood. Peabody is committed to a tenure-blind approach, ensuring there is no difference between homes for private sale, shared ownership, or social rent. This reflects Peabody's long-standing track record of delivering inclusive communities and high-quality affordable homes across London.
- We'll provide clearer information on what affordable means, including tenure types and eligibility, at the next round of consultation.

There are concerns about the height and scale of the proposed buildings

What we heard

- Some shared concerns about the proposed building heights, particularly how they may affect local character, sunlight and privacy.
- Others recognised the need for extra homes and supported taller elements if well-designed and located sensitively.
- Requests were also made for more information and visuals to better understand how building heights have changed and what they will look like in context.

What we're doing

- Our approach is based around thoughtfully designed homes that are timeless, robust, and well-integrated into the surrounding area. Our proposals aim to minimise the impact of taller buildings by placing them towards the centre of the site, where they are furthest from neighbouring homes. Lower-rise buildings will be situated around the edges to create a more sensitive transition to the surrounding streets and help protect neighbouring properties from overshadowing and overlooking.
- A full Daylight and Sunlight Assessment is being carried out to understand any potential impact and will be submitted with the planning application. Wind and privacy impacts are also being carefully considered as part of the updated design work.
- Future materials will also include clearer visuals showing the scale and positioning of buildings.

New green and public spaces are welcomed – but must be usable and inviting

What we heard

- New green and public spaces were widely supported.
- Many asked for these spaces to be welcoming, accessible to all ages, and well-integrated into the neighbourhood.
- Some highlighted the importance of ensuring green areas are usable year-round, with access to sunlight, shade, and places to sit or play.

What we're doing

- The updated layout for Phases 2 and 3 has been carefully planned to ensure appropriate spacing between buildings, helping to protect privacy, allow for natural light, and provide access to green spaces.
- We are continuing to develop our proposals for the landscape design in collaboration with the community. This was the focus of our first design workshop in March, and will be explored further in our next session in June.

Safe, easy movement in and around the site matters

What we heard

- People want Holloway Park to be a place that is easy to move through.
- There was support for well-lit walking routes, safe pedestrian crossings, and thoughtful delivery access that doesn't disrupt everyday movement.
- A few people were keen to understand proposed integration with the local transport network and asked for more detail on how vehicles, cyclists, and pedestrians will share space.

What we're doing

- Holloway Park is being designed as a car-free development, with priority given to pedestrians, cyclists and people with access needs. This includes clear walking and cycling routes, designated delivery and servicing areas, and thoughtful site layout to minimise vehicle movements through residential areas. Only wheelchair parking bays will be provided.
- The layout of buildings, streets and green spaces has been carefully planned to encourage passive surveillance, with active frontages, overlooked pedestrian routes, and clear sightlines throughout the development.
- We understand that connections between Holloway Park and neighbouring estates are important to get right, and that residents have a range of views on access and security. Peabody is engaging directly with local estate communities, including the Bakersfield Estate to discuss potential connections and ensure that all perspectives are taken into account.

Shops and services that support day-to-day community needs are welcomed

What we heard

- Many people would like to see useful local services in the new neighbourhood, like grocery shops, pharmacies, cafés, and community spaces.
- There was a strong preference for independent and local businesses rather than high-street chains.
- A few respondents raised the need to avoid too many commercial units or uses that might duplicate what exists nearby already.

What we're doing

- We will continue to consult with the community on the types of shops, services and spaces they would most like to see, to ensure that what is delivered is relevant, accessible, and well-used from the outset.
- We will explore how to support independent and local businesses within the commercial offer.

What's next?

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.

We are continuing to review all the feedback we have received to inform the next stage of design. A second design workshop will take place in June, and we'll be holding further public exhibition events later this year to share updated proposals, including how your input has influenced the plans.

We hope to see as many of you as possible at these upcoming events.

To stay up to date on the latest developments and future engagement opportunities, please sign up to our [mailing list](#). If you have any questions, feel free to contact us at info@hollowayparkconsultation.co.uk

