

# Former Hartley Centre

London Borough of Newham

## Summary

On behalf of Populo Living, Planning Potential secured a consent for the construction of a mixed-use development comprising community use/health centre and later living accommodation being one and two bed apartments (use class C3), with associated parking and landscaping. The scheme received unanimous approval by Members of London Borough Newham Council's Planning Committee in May 2021. The scheme was then referred to the Greater London Authority for approval and has now received full planning permission.

The site comprised circa 0.29 ha of vacant brownfield land, bound by Barking Road and Harley Avenue in the London Borough of Newham, which was formerly occupied by a community centre that closed in late 2015 and was demolished during 2016. The application sought for the regeneration of the site to bring derelict, brownfield land back into use, providing 75 later living London Affordable Rent apartments and a community/health centre (Use Class E).



Planning Potential worked closely with MAE Architects and the wider project team to provide a scheme that optimised the use of the site whilst appreciating the site's local context and character, providing a unique scheme that offered a high standard of residential amenity to future occupants and the provision of a community facility. Public realm and landscaping were also fundamental in the design of the building, to provide a high-quality frontage for both Barking Road and Hartley Avenue.

The site forms part of a wider Strategic Site Allocation known as the 'East Ham Western Gateway' (ref: S03) under Newham's adopted 2018 Local Plan for *"mixed-use comprising residential and community uses making efficient use of the site. Design and public realm reflecting the town centre gateway location and Key Corridor status. Indicative height: 6 to 8 storeys"*. Given the site's designation as part of a larger Strategic Allocation, the site needed to be considered in the context of the wider masterplan. Planning Potential worked with the Design Team to coordinate a design that was reflective of the Site Allocation's objectives and would complement the rest of the wider allocation.



The planning strategy for the site included entering into a Planning Performance Agreement with Newham Borough Council; attendance at several pre-application meetings with both Newham and the Greater London Authority; a number of Design Review Panels; a comprehensive community engagement strategy and attendance at a Members Forum. Meetings were also held with other stakeholders including Newham's Waste and Recycling Team; London City Airport; the local District Heating Network provider and Secured-by-Design Officers.

The Communications strategy led by our sister company Communications Potential involved a range of activities including a ward councillor briefing and a presentation to the Development Control Members Forum, postcard mailshot, social media and print advertising, and a drop-in exhibition at a local venue. In addition, a project website was also launched.

We have a good working relationship with Newham Borough Council, which has assisted us in the progression of this strategic site. Following submission, the design was altered, and a revised submission was made. By working constructively with Newham, Planning Potential managed to overcome all concerns, securing a recommendation for approval and positive outcome at Planning Committee and the Stage II GLA referral.

Planning Potential are looking forward to continuing to progress the site and work constructively with the Council and project team through the discharge of Conditions which we have recently been instructed by Populo Living on.

### Summary of achievements

- Initial assessment of site prospects
- Clear advice on the strategy required to secure planning permission
- Project management of the process and consultant team
- Preparation of compelling evidence to support the application
- Full co-ordination and submission of the planning application
- Negotiation / Liaison with the Local Planning Authority
- Securing full planning permission