

Former Hartley Centre, Newham

Populo Living

● Planning ● Engagement



Planning Potential secured full planning permission for a mixed-use redevelopment providing later living accommodation and a new community and health facility on a vacant brownfield site in Newham.

Demonstrating our ability to deliver complex public-sector regeneration, combining strategic planning coordination, design leadership, and comprehensive stakeholder engagement to secure unanimous committee approval and GLA consent.

The Challenge

The Former Hartley Centre comprised approximately 0.29 hectares of vacant brownfield land, formerly occupied by a community centre that closed in 2015 and was demolished in 2016. The site forms part of the East Ham Western Gateway Strategic Site Allocation under Newham's adopted Local Plan.

The proposals needed to balance later living residential accommodation with the delivery of a new community and health facility, while responding to town centre gateway design expectations and integration with the wider strategic allocation.

Without a cohesive planning and engagement strategy, the scheme risked strategic policy conflict, design objection, and delay at both committee and GLA Stage II referral.

Our Approach

- Provided early planning appraisal and clear strategic advice for a strategic site allocation
- Managed Planning Performance Agreement and extensive pre-application engagement
- Coordinated design review panels and revisions with MAE Architects
- Led comprehensive community and member engagement alongside Communications Potential
- Prepared and coordinated submission of compelling evidence to support the application
- Worked constructively with Newham and the GLA to address concerns and secure approval

The Outcome

- Unanimous Planning Committee approval secured in May 2021
- Full planning permission granted following positive Stage II GLA referral
- 75 later living London Affordable Rent homes approved alongside community and health centre
- Vacant brownfield site regenerated as part of the East Ham Western Gateway