

This exhibition explains the proposed redevelopment of the former Hartley Centre site

Red Door Ventures, Newham Council's house building company, is seeking to redevelop the former Hartley Centre site on Barking Road.

With our proposals still at an early stage, we want to give the local community an opportunity to view the plans, meet members of the project team, and provide feedback.

The exhibition material on display explains the background to our current proposals, the draft plans we are developing, the key issues we are considering, and a timeline to explain what is likely to happen next.

Please take time to review the exhibition material, raise any questions you might have with the team, and provide feedback using one of the comment forms.



Delivering 1,000 genuinely affordable homes in Newham

Red Door Ventures is a housing developer wholly owned by Newham Council. Established in 2014, we are focused on delivering quality homes in Newham.

Under the administration led by the Mayor of Newham, Rokhsana Fiaz, Red Door Ventures has shifted its focus from delivering homes at market rents to ensuring 50 per cent of the homes it builds across the Borough are genuinely affordable.

The Mayor has set ambitious targets for housing delivery across Newham, including a pledge to build 1,000 genuinely affordable homes in the Borough by 2022. The majority of homes promised by the Mayor will be built by Red Door Ventures on various sites.

Work has started on 227 new genuinely affordable homes across 11 sites across Newham, doubling the Mayor's target of 100 in her first year.



Rokhsana Fiaz
Mayor of Newham

“ Red Door Ventures is one of the principal mechanisms helping me to deliver my pledge to build 1,000 genuinely affordable homes in the borough by 2022. It has an important role in my plan to step into the housing sector to fix a broken system that isn't delivering enough genuinely affordable homes for people fast enough. ”



The Mayor of Newham is joined by London's Deputy Mayor for Housing, James Murray, to celebrate the starting of 227 new genuinely affordable homes in the first year of her administration.

Why this site?



Site history

The occupier of the former Hartley Centre ended their lease in 2015. When it was returned to the Council, the building was found to be in very poor condition. The cost of repairing the building was high, and the decision was taken to demolish the building and bring forward new plans which would meet the needs of local residents.

The site is now vacant, and has become untidy and overgrown.

Planning context

All councils are required to prepare local plans to set out their vision for development in the future. This involves choosing places where development would be suitable.

The former Hartley Centre site is identified as a strategic site within the “East Ham Western Gateway”, which forms part of Newham Council’s adopted local plan. The allocation suggests that a mixed-use development would be the most appropriate type of development for this site.

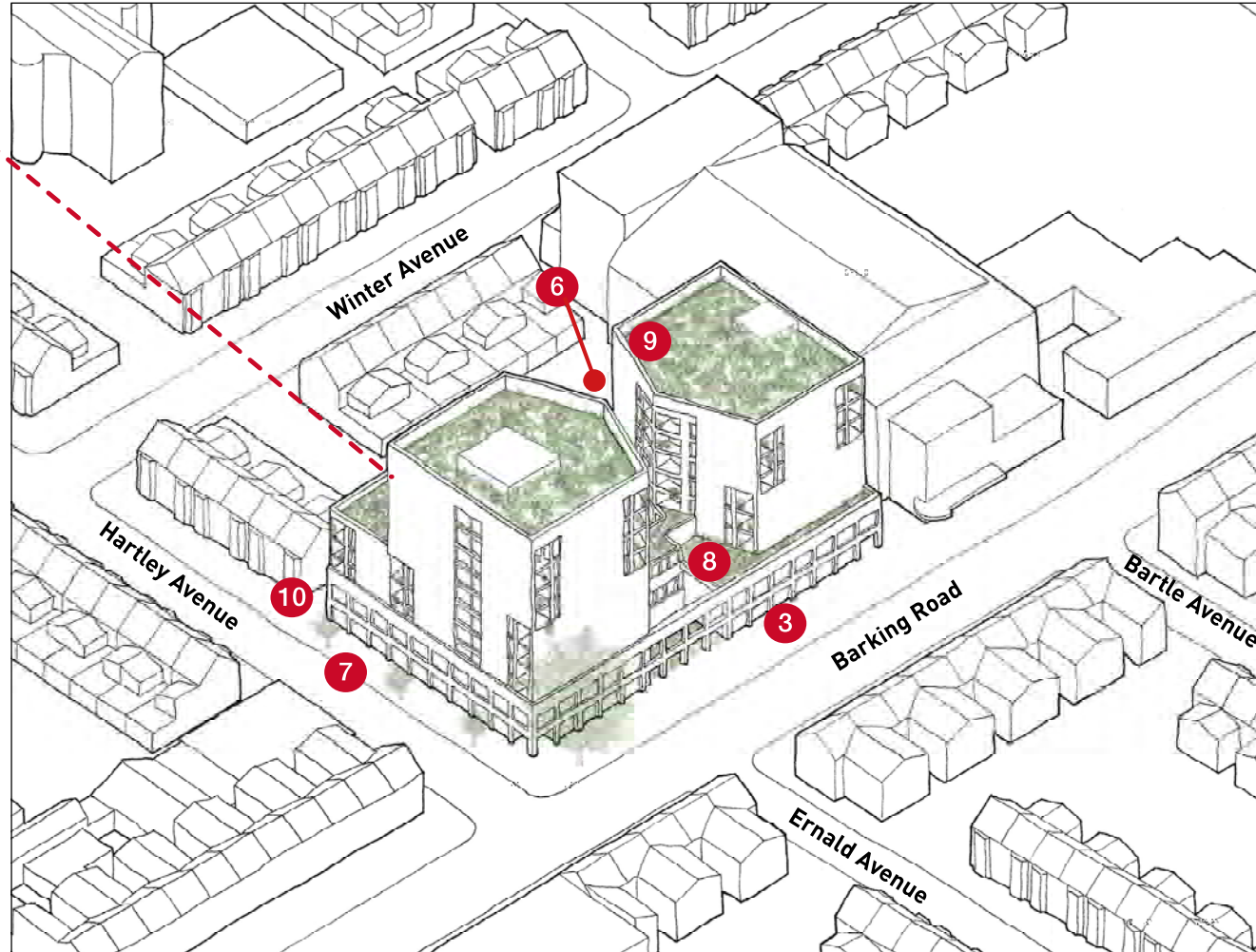
This means that the site has been selected as a good place to build new homes, combined with space for a community use.

The Council’s local plan also identifies other sites in the area which it thinks are suitable for development. Some of these are shown on the map to the left.

Whilst the site is allocated in the local plan, a planning application still has to be submitted. Therefore, we would like to give you an opportunity to have your say on the plans.

Our proposals

- 1 Approximately 90 one and two bedroom flats, all of which will be delivered at London Affordable Rent
- 2 'Later living' accommodation targeted at over-55s will encourage downsizing and free-up three bedroom homes across Newham
- 3 Provision of a new community health centre at ground and first floor
- 4 A mix of five to ten storey buildings create a strong sense of identity, whilst remaining in keeping with the adjacent trampoline centre
- 5 Design of the building allows light to pass through the development



Illustrative sketch of the proposals

- 6 A suitable level of car parking, including disabled and mobility scooter bays, will be provided to the rear of the site, taking into account close links to public transport
- 7 Additional planting along Barking Road and Hartley Avenue
- 8 Green spaces at podium level (above the health centre) provide an attractive garden space for residents
- 9 Environmentally friendly green roofs planted with various species
- 10 Access will remain at the existing point on Hartley Avenue



Need for affordable housing

Over 27,000 residents are currently on the Council's waiting list. Red Door Ventures has been tasked by the Mayor, Rokhsana Fiaz, to deliver truly affordable housing for Newham residents.



High quality design

Due to the site's prominent location on the approach to East Ham town centre, the team have sought to create a positive identity for the development by creating marker buildings.

Homes for later living

By delivering homes targeted at over 55s in the Borough, we can encourage those under occupying larger homes to downsize. This will free up existing three bedroom homes which are ideally suited to young families.



Community use

In addition to providing much-needed affordable housing, to fulfil the ambition of delivering a replacement community use on the site, a health centre is proposed.



Our proposals

Illustrations

We are still working to develop our plans, but we have prepared illustrative drawings to show how the proposals could be viewed.

The floor plans in the bottom right show the development from an aerial view.

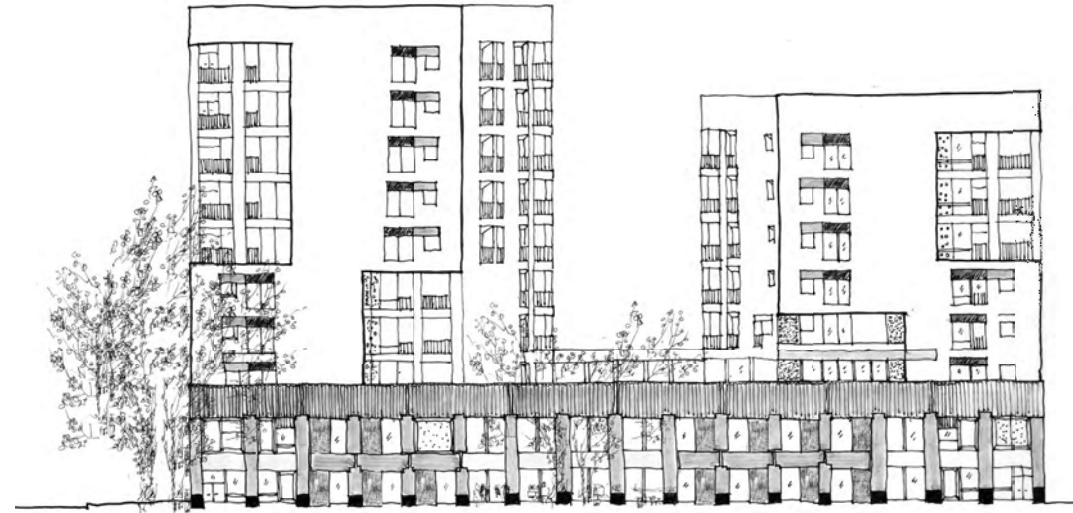
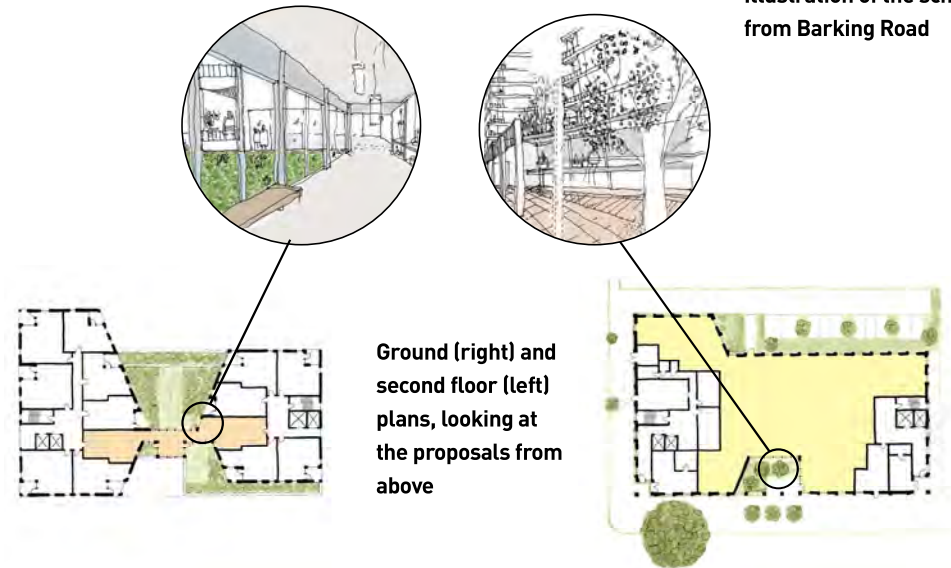


Illustration of the scheme from Barking Road



Benefits for local people



Affordable housing

90 new homes
100 per cent
London Affordable
Rent



Health centre

Community
health centre
with space for
two GPs



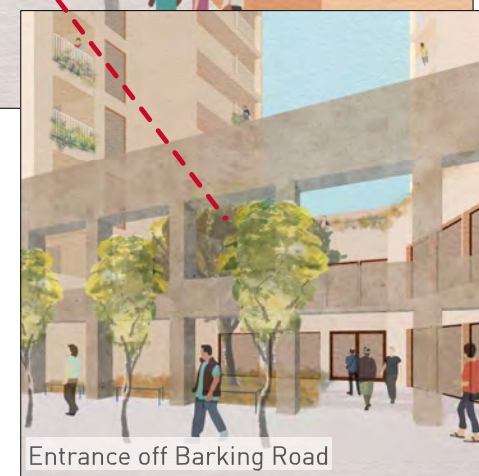
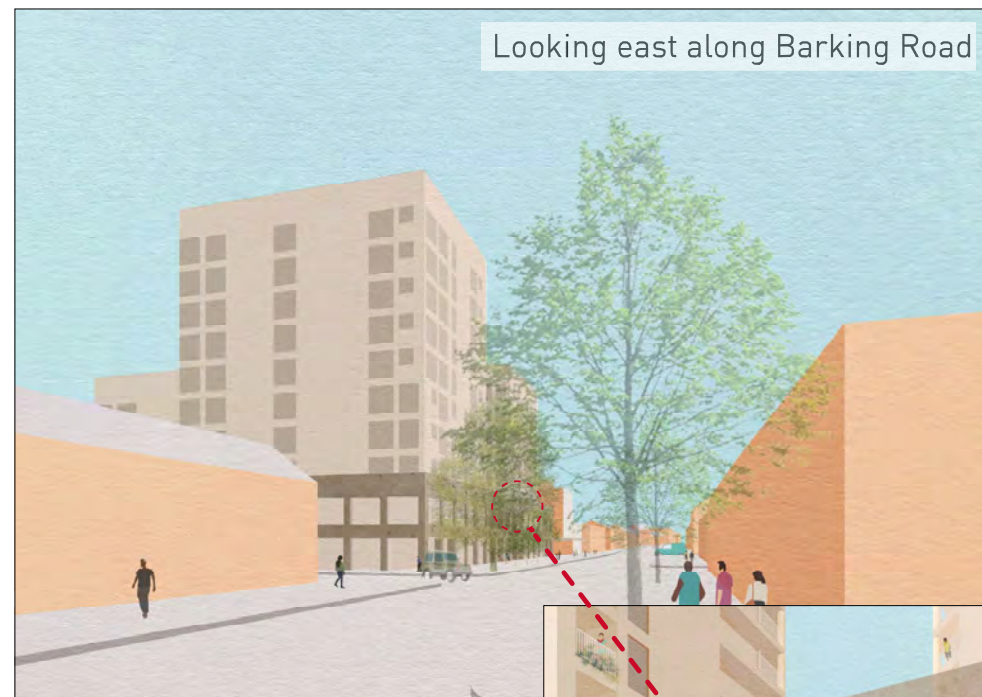
Later living

Restricting
homes to over
55s will help to
free-up larger
family homes for
other people in
the Borough

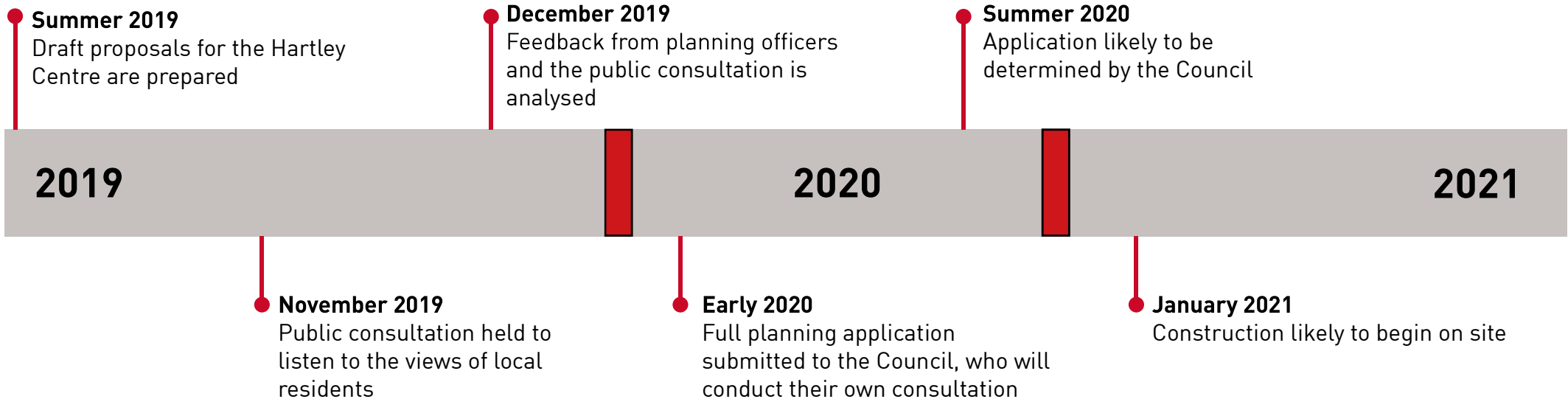


Sustainability

The site's
location close to
the town centre
and public
transport means
less reliance on
cars



What happens next?



Have your say

Red Door Ventures would like to hear your views. Any feedback you submit will be reviewed by the project team before a planning application is submitted.

Please fill in a feedback form today, or get in touch with the team using the contact details provided.



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