



London Legacy Development Corporation Quality Review Panel

Report of Planning Application Review: 302–312 High Street, Stratford E15 1AJ

Thursday 9 June 2022

Video conference

Panel

Peter Bishop (chair)

Russel Curtis

Angie Jim Osman

Attendees

Catherine Smyth	LLDC Planning Policy and Decisions Team
Alexander Cameron	LLDC Planning Policy and Decisions Team
Pippa Henshall	London Legacy Development Corporation
Francis Madders	London Legacy Development Corporation
Sarah Akigbogun	(observer)
Adrian Harvey	Frame Projects
Adela Paparisto	Frame Projects
Kate Trant	Frame Projects

Apologies

Anthony Hollingsworth	LLDC Planning Policy and Decisions Team
James Bolt	London Borough of Newham
Ben Hull	London Borough of Newham
Deborah Denner	Frame Projects
Cindy Reriti	Frame Projects

Note on process

The Quality Review Panel comments below follow on from one pre-application review and a planning application review. Panel members who attended the previous meetings were: Peter Bishop (chair); Peter Studdert (chair); Jane Briginshaw; Michal Cohen; Russell Curtis; Mike Martin; John O'Mara; Angie Jim Osman.

1. Project name and site address

302–312 High Street, Stratford E15 1AJ

2. Presenting team

Simon Henley	Henley Halebrown Architects
Jack Hawthorne	Henley Halebrown Architects
Tom Green	Jonathan Cook Landscape Architects
Jay Ahluwalia	Dominvs Group
Ian Fergusson	Dominvs Group
Nick Tiplady	Dominvs Group
Lois Wheller	Tavernor Consultancy
Andy Ward	Royal HaskoningDHV Engineering
Chris Benham	Knight Frank
Ryan Caldon	Knight Frank

3. Planning authority briefing

The site is located on the fringe of the Stratford Metropolitan Centre, within Sub Area 3 of the Local Plan, and is identified in site allocation SA 3.4: Greater Carpenters District. It is recognised that 306–308 High Street is on the Local List and as such is a non-designated heritage asset. The site contains a public house, which is currently unoccupied, as well as the Newham Labour office and a solicitor's office.

A resolution to grant permission was previously given for a part seven-storey, part 22-storey building (81.65m) to provide a 287-room hotel with ancillary facilities as well as provision of co-working / office space and provision of public realm.

The LLDC Planning Policy and Decisions team have been in pre-application discussions with the applicant in relation to the current proposal for student housing. The Quality Review Panel previously reviewed the early stage proposals in July 2021 and follow-up proposals in November 2021. The panel was broadly supportive of the scheme but noted that for the proposal to meet Local Plan Policy BN.5, more depth of colour and contrast should be considered to bring life into the elevations and to make the scheme more joyful.

Planning officers would welcome the panel's comments on the materiality and colour of the facade treatment, the organisation and layout of the student accommodation, as well as the operational aspects of the ground floor.



4. Quality Review Panel's views

Summary

The panel thanks the applicant for the clear and thorough presentation, particularly the detail of the drawings presented. It appreciates the significant level of work done to develop the scheme since it was last reviewed.

Overall, the panel feels that the proposals have a clear rationale and have the makings of a very good scheme that will be a welcome addition to the High Street. Refinements made to the building's facade, its material detailing and colour palette, as well as how the building meets the street at ground level, are welcomed. The development of the landscape strategy, comprising the sensitively planted Channelsea Basin, the hard landscaping facing the High Street, and the shared community amenity space at floor 12 are, similarly, recognised as positively contributing to the scheme. The panel feels that the proposals now meet the requirements of Local Plan Policy BN.5, provided that the materials and detailing are secured through to completion.

The panel enjoys the active ground floor, which it feels has been created successfully in a compact space. The proposed additional access to the basement cycle store is noted by the panel, with slight reservations as to the potential for congestion in this space at busy times of day, as well for possible disruption to the shared ground-level courtyard area caused by refuse collection.

The panel is pleased with the progress made in how the cluster flats work, as well as how these are serviced by their 'serrated' corridors. The provision for flexible use in the pub / event space at ground floor level is also appreciated as another welcome refinement contributing to the successful progression of the scheme, and the panel is pleased to learn that a pub operator is already in place.

Response to context

- The panel applauds the scheme's positive contribution to Stratford High Street, and the ambition for it to make a significant architectural and landscape statement in the area.

Servicing and access

- The generous provision for and access to the basement cycle storage area is appreciated by the panel, with a slight reservation that there is potential for congestion in this area.
- Equally, the panel understands the reasoning behind the location of the refuse bins at ground floor level, but questions the servicing of these from the scheme's public courtyard, as this may lead to unwanted disruption in an otherwise pleasing community space.



- Further analysis of how these functions will operate in practice would be beneficial.

Architecture

- The panel applauds the refinement and development of the material and colour palette for the building's façade, which has resulted in a more subtle elevational treatment and significantly contributes to the success of the scheme. The use of pink terrazzo and Accoya hardwood at the building's lower storeys, along with the use of bronze-coloured steel at its upper levels, is welcomed by the panel as providing interest to the building from a distance and close-up.
- Similarly, the panel feels that the different surface treatments of the concrete panels of the building's exterior contribute to the quality of the proposals.
- The panel feels strongly that the ultimate success of the scheme is, in part, dependent on the proposed materials, detailing and colours being safeguarded as conditions.
- The panel also stresses the importance of retaining the architects to carry through the scheme as proposed.
- The panel is satisfied that the proposals meet the requirements of local Policy BN.5.

Landscape and public realm

- The panel welcomes the substantive improvements to the public realm and the generous provision for outdoor space within the scheme – for example, the hard landscaping at ground level on its High Street frontage, and the biodiverse planted area at the scheme's rear, extending to the Channelsea Basin.

Next steps

- The panel is confident that the project team will be able to address the points above in consultation with London Borough of Newham planning officers.

