

Imperial, Bromley-by-Bow



Residential-led, mixed-use development comprising new homes and flexible retail, commercial and community floorspace

CLIENT

Guinness Developments Ltd /
Danescroft Land Ltd

LPA

London Legacy Development
Corporation (LLDC)

STATUS

Various planning phases

SERVICES

Planning, Strategic
Communications

Our role

- We are advising Guinness Developments Ltd in relation to their residential-led, mixed-use development scheme at Bromley-by-Bow, London. The site is of strategic importance, being a key gateway to the wider masterplan area known as 'Bromley-by-Bow South' which seeks to create a new District Centre in close proximity to the Queen Elizabeth Olympic Park.
- With the principle of redevelopment being set out in a formal site allocation in the LLDC Local Plan, and forming part of an illustrative masterplan of the Bromley-by-Bow SPD (which was prepared by the landowners and LPA, and adopted in April 2017), our team focused on the preparation of a robust design and planning application submission to push the parameters set within the SPD.
- Careful negotiation and justification was required to allow key stakeholders, including the LLDC, its Quality Review Panel, LB Tower Hamlets, the Mayor and Transport for London, to support the proposed design exceeding the heights and density envisaged in the SPD.

Results

- Historically, our project team has been advising Danescroft on the wider site (Imperial Phase 1) since 2016, securing full planning permission for 500 Build-to-Rent homes and approximately 3,500 sq m of non-residential floorspace in buildings of up to 28 storeys in height, in September 2018.
- We were retained as planning advisors following Guinness' acquisition of Phase 1 and the neighbouring site (Phases 2 and 3) in late 2018. We have recently secured resolution to grant an application for non-material amendments to Phase 2, including changes to the internal layouts and unit mix in March 2020 and for a new full planning application for Phase 3 comprising 321 residential units in June 2020, ancillary commercial uses and a new public park, representing an uplift of 66 units compared to a previously permitted scheme.
- We are also advising Guinness Developments Ltd on all post-submission matters and their comprehensive affordable housing strategy across Imperial, which targets an increase from the previously consented 25% and 30% affordable housing to almost 50% across all phases.

Turley