



Client
Poplar HARCA

Site
Tower Hamlets

Role
Architect, Masterplanner,
Employers Agent,
Cost Consultant

Value
£45m

Project
New Build and Refurbishment, Options Appraisal

OVERVIEW

Pellings were selected to work in partnership with Poplar HARCA as materplanners for the redevelopment of social housing within the London Borough of Tower Hamlets as part of their 'Housing Choice' stock transfer.

We were subsequently appointed as masterplanner consultants on an estate comprising a total of 300 existing units.

The preferred option supported by residents includes demolition of 100 low density units and vandalised shops and replacement with 350 new high density units and a new retail centre and community facilities to create a balanced sustainable community.

The estate is close to London's 2012 Olympic site and our plans link in with those for the wider Leaside area.

Core to the process was the establishment of an effective system of communication to offer options, discuss, and receive feedback from residents. This was achieved by the formation of a residents' steering group and a series of workshops and open days, all culminating in a transfer ballot.

Redevelopment of Bow Bridge Estate has investigated options ranging from a comprehensive package of refurbishment to meet the Decent Homes Standard through to demolition, remodelling and new development.

MASTERPLANNING - POPLAR HARCA

