



Redevelopment of the southern part of the former retail park to provide 597 homes for private rent together with a resident's lounge, lobby and gym, ground floor flexible commercial uses and an exhibition space

EcoWorld
Abbey Retail Park (South), Barking

ICENI PROJECTS – CASE STUDY

On behalf of be:here Ltd (now part of a JV between EcoWorld International and Willmott Dixon Group), Iceni Planning, together with Iceni Heritage, Transport and Engagement, were instructed to prepare and submit an application for 597 new homes for private rent in April 2015. The development comprised four inter-linked buildings of between 6 and 15 stories in height, together with circa. 500 sq. m of flexible commercial floorspace.

Working closely with the appointed project team, Iceni undertook thorough pre-application discussions with the London Borough of Barking and Dagenham, the GLA, Historic England, TfL and local stakeholders, to ensure the resulting planning application (which was submitted in November 2015), was determined promptly.

During the determination period, Iceni negotiations with the Greater London Authority in respect of affordable housing, highways matters, cycle parking and the London Plan housing standards, which would otherwise have proved to be restrictive to be:here's model for build to rent accommodation. The negotiations were successfully completed well within the statutory 13-week determination period, and the application was heard by LBBB Planning Committee in April 2016.

Planning permission was approved in December 2016.

The site is now known as EcoWorld, and enabling works are well underway.

5 interesting facts about the project

1: COMMUNITY SUPPORT

As a result of engagement with local stakeholders, no objections were received from any local residents.

2: HISTORIC LINKS

By way of the scheme design, the development will re-establish historic links from the Abbey Green to the River Roding, including a new commercial boulevard and enhanced river walk.

3: TENURE

The scheme will provide 100% of the accommodation for private rent, a model which was adopted by be:here in 2012 to ensure choice and quality for London's renters.

4: COMMERCIAL USES

As the 'home' of the Suffragette movement, LBBB will utilise one of the ground floor commercial units within the development as a new feminist museum.

5: HOUSING ZONE

In recognition of the site's London Housing Zone designation, the development opportunity was maximised to allow a density of over 1,000 habitable rooms per hectare.

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