

We
Made
That

Final Report
17.04.2025

Ilford OAPF Evidence Base

Working with



Lucia
Cerrada
Morato



Contents

1. Executive summary 3

2. Introduction 7

- Examining barriers to growth and delivery in Ilford 8

3. Ilford in context 9

- Socio-demographic context 10
- Property 11

4. Development audit 13

- Development pipeline 14
- Investors and developers feedback 16

5. Testing the barriers to good growth 18

- Barriers to good growth 19
- Quality of place 20
- Type of development 24
- Infrastructure provision 31

6. Enablers for good growth 34

- Enablers for good growth 35
- Strengthen sense of place 36
- Optimise site capacity 41
- Tailor infrastructure 46
- Co-develop a coherent planning framework 47

7. Next steps 49

8. Appendix

- A: Development audit and viability study
- A.1: Site appraisals
- B: Urban analysis and character study
- C: Tall buildings study
- D: Supporting infrastructure
- E: Property market assessment

Unlocking good growth in Ilford

Ilford has significant potential for growth. With excellent transport connectivity via the Elizabeth Line, the London Plan identifies the opportunity to unlock 6,000 homes and 700 jobs by 2041.

However, delivering on this potential has proven challenging. The current pipeline data shows that only 784 homes have been delivered since their designation in the Local Plan 2018, and approximately 15% homes within the pipeline are located on allocated sites with no planning activity since their designation. Additionally, 31% of developments that have started planning or construction are now stalled.

This study provides insight into these challenges, identifying the key barriers to housing delivery in Ilford. It makes recommendations for how this should be addressed through

an Opportunity Area Planning Framework for Ilford.

Key Barriers to Growth

- 1. Lack of consistent quality of place** – The character and quality of Ilford Town Centre varies significantly, and recent developments have failed to enhance the public realm and the townscape. Engagement with developers indicates that poor quality of place is a major deterrent to investment.
- 2. Challenging market conditions which constrain high density schemes** – The delivery of high-density, tall schemes is difficult due to low capital values and rental levels in Ilford. Buildings over six storeys struggle to achieve viability, given rising construction costs and new approval procedures for High Risk Buildings under the Building Safety Act. Despite this, the pipeline is dominated by buildings over 20 storeys. Additionally, fragmented land ownership and small sites constrain the ability to phase developments to overcome these barriers. The cost to schemes of policy requirements such as SANG and CIL payments also adversely impact viability,

with an added challenge being that existing CIL income is unable to fund the full cost of infrastructure requirements across the OA.

- 3. Inadequate infrastructure for a diverse and dense population** – Benchmarking against other town centres reveals Ilford has limited spaces for young people, despite its youthful demographic. High levels of deprivation and household overcrowding further underscore the need for accessible community hubs, green spaces, and third spaces to improve quality of life, strengthen local identity, and attract investment.
- 4. Lack of a cohesive planning framework** – The absence of a clear vision for the town centre and of a structured approach to development has led to uncertainty, reducing market confidence and investment appetite.

Key Enablers for Growth

To overcome these challenges, the study identifies four key 'enablers':

- 1. Strengthening sense of place** – Targeted investment in public realm and urban design to create a

high-quality and safe environment that enhances liveability and attracts investment.

- 2. Optimising site capacity** – Taking an incremental approach to development by prioritising lower-rise, more deliverable typologies in the short term to unlock higher-density sites over time. Where appropriate, this could include retrofit and conversion to improve viability through lower construction costs while supporting sustainable and climate-resilient growth.
- 3. Tailoring infrastructure to a young and diverse population** – Expanding opportunities for greening in the town centre, safe public realm, access to community facilities, and informal infrastructure to meet the needs of Ilford's growing population.
- 4. Developing a deliverable and coherent planning framework with local stakeholders** – Establishing a clear, long-term vision for Ilford to build market confidence. This should explore land assembly powers to reduce risk, create a more diverse range of development opportunities, and leverage publicly owned land to generate momentum.

01. Executive summary

To address the challenges set out and move towards the development of a long-term, cohesive planning framework, the following next steps are recommended:

	Next steps	Who?
Development	Reconsider site allocations and overall OA capacity from a “bottom up” design-led perspective, taking into account viability and feasibility of delivery and testing/refining the initial buildings height strategy	GLA to lead through the OAPF process, in collaboration with LBR and engaging with landowners/ developers
	Develop a clear approach to retrofit across the OA, taking account of embodied carbon and the high level viability findings in this report, as well as the high level methodology to identify retrofit opportunities established in Appendix B of this report. Retrofit should be pursued where suitable quality can be achieved whilst ensuring sites are suitably optimised	GLA to lead through the OAPF process, in collaboration with LBR and engaging with landowners/ developers
	Investigate adaptive re-use of key sites including the BT site (or an alternative office building) to test how they feed into a wider approach to retrofit in the OA, and develop a business model/spatial testing of the Mercato Metropolitano building to unlock public sector land opportunities in the short term	GLA, LBR
	Develop an economic vision for the OA to meet the jobs need as defined in the London Employment Sites Database, taking account of the retrofit and viability evidence around retrofit/conversion set out in this report	GLA to lead through the OAPF process, in collaboration with LBR and engaging with landowners/ developers
	Develop a targeted approach to the delivery of new community / commercial space, so that they are not required on sites where they would make housing-led schemes unviable	GLA to lead through the OAPF process, in collaboration with LBR and engaging with landowners/ developers

01. Executive summary

	Next steps	Who?
Movement	Develop an approach to new local connections and public realm that is informed by an OA wide “bottom up” assessment of housing capacity	GLA, TfL
	Identify areas where infrastructure and public realm improvements in the short term can improve sense of place and unlock development	GLA, TfL
Infrastructure	Test the findings from the infrastructure benchmarking with local communities and VCSE organisations to establish needs within Ilford	LBR, in coordination with GLA
	Explore a wider zone of influence beyond the town centre boundary (and potentially a wider OA boundary) to ensure the OAPF addresses Ilford Lane, Albert Road, access to surrounding green and addressing climate risk in adjacent neighbourhoods. For example, RB Kingston has suggested, through their Local Plan, to amend the town centre boundary to include outer areas which offer masterplan opportunities.	GLA
Engagement	Undertake further 1:1 engagement with landowners of key sites to test the proposed approach to tall buildings, explore the viability and deliverability challenges further and establish the appetite for more joined up, collaborative working	GLA to lead through OAPF process, with support from LBR / Town architect
	Undertake focussed engagement with young people to develop an approach to infrastructure provision, in coordination with parallel engagement work and workstreams such as the Ilford Arrival CCP project, to avoid consultation fatigue	LBR, in coordination with GLA and parallel engagement
	Undertake focussed engagement with residents south of Romford Road and South of Winston Way to establish how the OAPF can address high climate risk and improve public green spaces in these areas. Recent notable examples include engagement as part of the open spaces for Tower Court in Clapton Common (LB Hackney), designed for the local Haredi community	LBR, in coordination with GLA and parallel engagement
	Undertake further engagement with local communities with a particular focus on “levels of change”, land uses and the proposed approach to tall buildings	LBR, GLA

Examining barriers to growth and housing delivery in Ilford

Scope of the study

Ilford Town Centre was designated as an Opportunity Area (OA) in 2004, with the opportunity of delivering 6,000 homes and 700 jobs* by 2041.

Ilford is also central in delivering against LB Redbridge overall housing target, with the housing pipeline for this area making up almost 37% of the overall borough-wide pipeline (as defined in the 2018 Local Plan). The pressure on housing delivery is even more urgent when considering the proportion of households in temporary accommodation (TA): Redbridge is the third London borough for proportion of households in TA, with a rate of almost 26.79 household in TA every 1,000 households (Trust for London, 2024).

Nonetheless, Ilford remains far from meeting its current potential, with only 10% of the pipeline homes delivered to date since their allocation in 2018.

This study, commissioned by the The Greater London Authority (GLA) in partnership with London Borough Redbridge (LB Redbridge), seeks to develop an evidence base to support the development of a

*Note: 700 jobs figure identified within the London Employment Sites Database (LESDB) 2021. The LESDB 2025 is currently underway.

wider Opportunity Area Planning Framework (OAPF), building a robust understanding of the barriers and current challenges to the delivery of development in Ilford.

The study, led by We Made That with support from Cushman & Wakefield (property and viability) and Lucia Cerrada Morato (tall buildings study) examines the interrelationship between quality of life, placemaking and housing delivery in Ilford. The evidence base has been built through:

- An understanding of Ilford's socio-economic context and housing market
- A review of the current status of development sites in Ilford, identifying common challenges and barriers to viability
- Engagement with a number of housebuilders and developers to gauge perceptions on opportunities and challenges of delivering schemes in Ilford. Discussions focussed on organisations not currently present in Ilford, to determine perceptions that led to them investing elsewhere
- Further testing of six selected areas to test their capacity for change through a designed approach; providing a more in-depth understanding of viability challenges relative to different building typologies and tenures
- A high-level analysis of character, land uses, and urban form to inform an understanding of Ilford's character areas. This has informed the definition of high level design principles which draw on the viability learnings and can inform the OAPF

A granular focus on tall buildings, identifying appropriate and sensitive locations and setting out principles for a high level height strategy
A high level review of supporting infrastructure through benchmarking with comparator town centres, identifying potential gaps in provision and whether lack of infrastructure is holding back development

In conclusion of the evidence base, the study offers a comprehensive set of recommendations that can help to accelerate housing delivery in the short term but also guide long term good growth. It also suggest next steps for GLA and LBR across planning, viability, delivery. Specific recommendations are also set out for the production of the OAPF.



Ilford Opportunity Area

Ilford in context

This section places Ilford in context through its *socio-economic profile* and *property market*, with an overview of key findings.

Socio-demographic profile

Key findings

Comparisons with other town centres reveal that Ilford has a particularly young and diverse population, with significant challenges in providing suitable housing for its residents.

Six comparator locations have been identified due to their similar socio-demographic profile, their position as Opportunity Areas in outer London and/or their proximity to Elizabeth Line Stations:

- Croydon - Outer London Opportunity Area
- Ealing - sitting along the Elizabeth Line
- Hayes - sitting along the Elizabeth Line, Opportunity Area boundary to be defined
- Romford - sitting along the Elizabeth Line
- Southall - Opportunity Area and sitting along the Elizabeth Line
- Wood Green - emerging Opportunity Area

In addition to the key findings set out opposite, this benchmarking has also been used to compare the provision of social infrastructure in Ilford, and identify high-level gaps and needs (chapter 5 “Testing the barriers to good growth”).

Ilford has a young and ethnically diverse population, suggesting the need for varied and culturally appropriate community infrastructure.

Age: 37% of Ilford residents are aged under 24 years old, and 24% are students or schoolchildren, the highest proportion across all town centres, similar to Southall and Hayes.

Ethnicity: 63% of Ilford's population identify as Asian / Asian British. Southall and Hayes are the closest comparators.

Religion: Ilford residents hold diverse religious beliefs, with the highest proportion of Muslims (40%) and Hindus (22%) compared to other town centres.

Deprivation: 61% of Ilford residents are deprived in one or more dimensions, a lower proportion than Southall, Wood Green and Hayes.

—> Please refer to Appendix D: Supporting infrastructure - for additional background information including data sources.

Population density and levels of household overcrowding are high, suggesting a need for expanded social infrastructure and appropriate housing mix to support quality of life.

Population density: Population density is relatively high, at 7,400/km², behind Croydon but well ahead of other town centres.

Household size and overcrowding: Average household size is relatively high, as are levels of overcrowding, comparable to Hayes and Southall.

Tenure: 56% of households are privately rented, a higher rate than all town centres but Croydon. Only 22% own their homes.

Fuel poverty: this stands at 15.5%, above the London average of 10.4%. This may indicate poor energy performance in existing housing and lower income levels.

Property

Ilford's sub-markets

Private sale

Sales values in Ilford are low compared to similar locations. Given that both Ilford and comparator locations have similar general construction costs, achieving viable schemes in Ilford is more challenging.

In particular, flatted schemes have recently seen increased build costs due to additional building safety standards. With relatively affordable suburban housing in the town centre's hinterland, there is less incentive to purchase a flat in the town centre.

- Ealing: £850 (GDV £pfs)
- Wood Green: £700 (GDV £pfs)
- Croydon: £600 (GDV £pfs)
- Southall: £600 (GDV £pfs)
- Hayes: £600 (GDV £pfs)
- **Ilford: £550** (GDV £pfs)
- Romford: £525 (GDV £pfs)

Co-Living

Despite growing interest in co-living across London, Ilford is yet to see this due to factors such as higher rents relative to other rental stock.

In the Ilford area, the stock of housing to rent including lower density, larger units is still affordable enough for tenants without the need to offer a different, more expensive product such as co-living.

To date, co-living delivery focussed on London hotspots (Canary Wharf, Shoreditch, Southwark) with relatively affluent young professionals looking for amenities and community living. Operational schemes exist in outer London, for example in Croydon, where a larger economic base helped to attract the target market for Co-living. Furthermore, the presence of a large stock of offices convertible to residential at cheaper costs than new build has helped to boost the private rent market.

—→ Please refer to Appendix E: Property market assessment - for the full market review report.

Build to rent

Ilford has experienced 21% rental growth in the past four years, but rents remain lower than locations such as Stratford, accompanied by weak demand for purpose-built stock compared to lower priced secondary stock.

This hinders appetite from developers and funders, as price point and profit margins are key drivers behind demand for development opportunities.

Property

Ilford's sub-markets

Purpose Built Student Accommodation (PBSA)

An increasing number of parties are considering Ilford to deliver PBSA at more affordable rents than other London locations, targeting domestic students in a market where cost of living concerns are high.

However, translating this opportunity into viable scheme delivery faces challenges. The current lack of higher educational institutions or other PBSA buildings in Ilford could mean schemes struggle to attract a nominations agreement from a University and impact potential rents that could be achieved, creating viability pressures.

Senior Living

Operators and investors in the sector see locations such as Ilford as a medium term opportunity to deliver an affordable, mid-market senior living product, as long as the wider amenity and care offering is available.

Current hurdles to delivery in Ilford are:

- Insufficient supply of care-related amenities, including proximity to hospitals
- A relatively low wealth and home-ownership profile necessary to support demand for senior living schemes.
- Few sites suitable for lower rise typologies more suited to senior living operators, wanting to provide amenity offerings including landscaped gardens.

Multi-generational living

New builds in this typology face similar challenges as the private for-sale and built-to-rent markets in Ilford, where achieving the rents and values needed for a viable scheme is difficult.

This sector, where multiple adult generations live together, is driven by factors such as the need to support young adult children or elderly relatives amid shortages of affordable housing. The market is still emerging in the UK and includes:

- Existing units adaptable to changing family needs.
- Purpose-built multi-generational housing with shared spaces, similar to the co-living market, where management and facilities like extra care or sheltered housing for both younger and older residents are key.

Development audit

The audit examines the status of the *development pipeline* in Ilford, identifying common issues that impact development viability. It also explores market perceptions of potential barriers to delivery, drawing on market engagement to provide insights into the challenges faced in bringing schemes forward.

Development pipeline Status

The current pipeline suggests that the OA has a capacity of nearly 8,000 homes over 54 allocated sites, which is 33% higher than the indicative capacity identified within the London Plan.

The site allocations have been assessed with the aim of identifying where sites are stalled, the capacity of sites coming through the planning system and how this may impact on overall housing delivery in Ilford.

The assessment also highlights site types where delivery is challenging, which has informed more detailed analysis of the barriers to good growth in Ilford.

The allocated sites were reviewed using data from the London Borough of Redbridge and the GLA.

* Note: % figures to the right of the bar chart don't sum to 100% - this is because circa 2.3% of units have temporary planning consent

Current status

Only 784 homes have been delivered, indicating deliverability and viability challenges

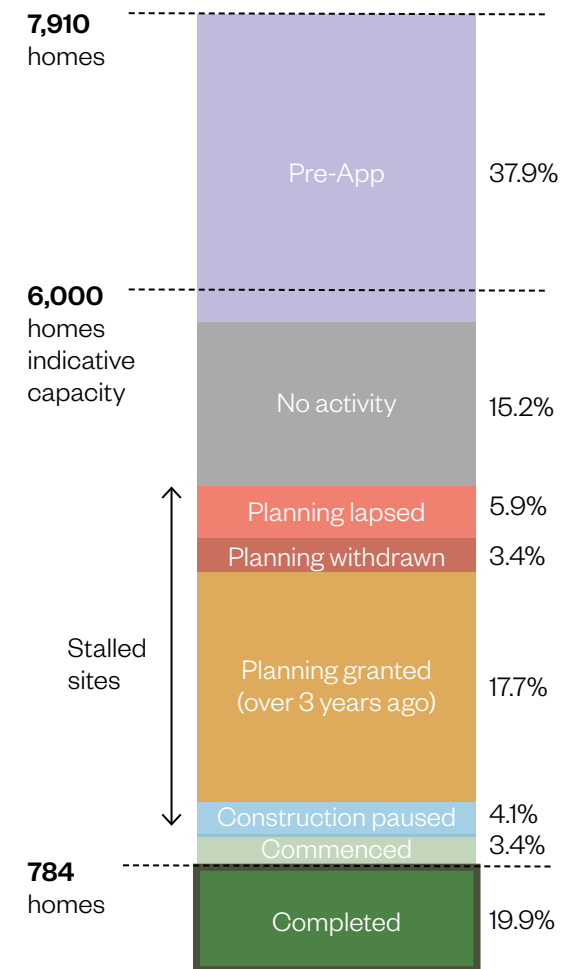
Many pipeline units are either within sites that didn't show any planning activity since being allocated (15.2%), or part of a "stalled" development (31.2%).

"Stalled" are developments where:

- Planning consents have lapsed, been withdrawn or refused
- Planning was granted but over 3 years ago and no activity has been progressed since
- Construction has commenced but paused for an extended period of time.

37.9% are at pre-app stage, and only 7.5% have been commenced on site.

—> Please refer to the Appendix A - Development audit and viability study - for further information and mapping on the status of the development pipeline.



Status of the site allocations*

Development pipeline

Status

Delivery trajectory

The majority of the proposed units will be delivered after 2030

Whilst the proposed trajectory of development delivery is not available for every site, even the information available shows a heavily back-ended trajectory for the period 2020/21-2040/41. A trajectory that is not spread more evenly and requires a significant uplift in delivery rates from 2030 is likely to require significant public sector intervention in order to be achieved, rather than relying solely on the market to deliver. The level of delivery projected for 2030-40 compares to GLA data on completions since 2019 in Croydon (2,583 units) but is significantly higher than completions since 2019 in Ilford (376 units), Romford (505 units) and Southall (706 units).



Emerging building heights

None of the developments over 6 storeys in the current pipeline data have been completed

Emerging developments rely on buildings of 20+ storeys. Of the 17 sites proposed for developments over 6 storeys part of the current pipeline data, 6 are at pre-app, 9 have stalled, and none have been completed.

Rising construction costs in recent years have made the development market more cautious, especially for taller, high-density flat-led schemes. This is driven by two key factors: the increased build costs for buildings over 6 storeys, and the new procedures for approvals of High Risk Buildings under the Building Safety Act, requiring two stair cores for buildings over 18 metres.

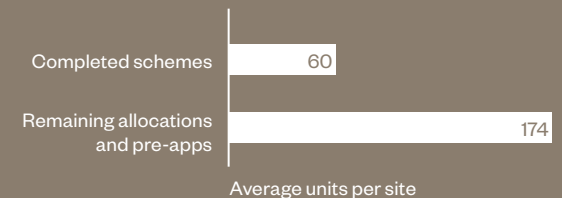
Previously completed taller buildings in Ilford were most likely developed in a pre-Covid period, before the construction cost inflation and the new building safety standards.

Site size and density

Schemes that have been delivered have 65% fewer homes on average than those that are stalled

Allocations that have not yet been brought forward average 174 units per site, whilst schemes completed to date average 60. This suggests that smaller schemes are generally more deliverable.

High-density, tall schemes on smaller sites struggle with viability due to higher build costs and limited value increases. These schemes incur high financing costs, as significant funds are tied up before units can be sold or let, unlike phased projects that spread risk across multiple plots and housing types.



Investors and developers feedback

Challenges

Many of the sites in Ilford do not appear to be owned or be promoted by housebuilders/ developers with funding, expertise and track record needed to deliver large-scale, high quality and fast-paced town centre regeneration.

To understand why this may be the case, a number of housebuilders have been engaged to gauge perceptions on opportunities and challenges of delivering schemes in Ilford. Discussions focussed on organisations not currently present in Ilford to determine their perceptions that have led to them investing elsewhere. Engagement took place on a confidential basis across the volume housebuilder, housing association, build-to-rent and student accommodation developer sub-sectors.

- Many of the issues affecting delivery in Ilford are macro-economic, including construction cost inflation, mortgages and affordability. More specific Ilford-related factors are set out below.
- Sales values in the region of £550psf that are low relative to many competitor locations and do not support a viable scheme, particularly when building above 5/6 storeys.
- Pipeline opportunities commonly consist of high-rise towers, limiting the ability for developers to deliver a more viable mixture of flatted blocks and lower rise schemes with varied housing tenure alongside amenity. High rise towers on a small footprint leads to inflated levels of capital lock-up.
- Delivery across the town centre overall is reliant on a wide mix of landowners with varying aspirations, a higher number of interested parties involved when compared with a more straight forward developer-led masterplan.

- Funders are difficult to attract to schemes in Ilford, reflecting a recent flight to quality for institutional money which has focussed on lower risk and higher value schemes in prime locations.

Investors and developers feedback Opportunities

- To address macro-economic headwinds, a combination of lower interest rates, lower build costs, and greater degree of relaxation of regulation are key to increasing delivery. Whilst many of these factors are not under the control of the GLA and LB Redbridge, if the other recommendations and opportunities in this report are grasped this would help put Ilford in a stronger position to take advantage of future macroeconomic tailwinds relative to competitor locations.
- Infrastructure improvements: the town centre green space, public realm and amenities could boost private sales values and funder interest, making Ilford a more attractive destination. Some of these interventions could potentially be made relatively quickly and at relatively low cost.
- Low to medium-rise residential with “lower than policy” levels of affordable housing is likely the most deliverable product, as schemes under 6 storeys avoid regulatory and cost pressures like Gateway 2 and dual stair cores.
- Grant funding can help the value of affordable housing components, and

increase the overall development value.

- With build costs unlikely to decrease, reductions could be considered in other areas of the appraisal, such as S106 or CIL relief or lowering affordable housing requirements. Additionally, reducing design and sustainability requirements could help lower costs. Clearly, reducing s106 and CIL cuts funding for infrastructure improvements. However, this funding is not currently being achieved to the required extent in any case since housing delivery is low. As such, reduced s106 and CIL could be considered as the first part of a phased strategy to help attain momentum in housing delivery. CIL and s106 could then be increased if viability improves. In the meantime, alternative sources of funding would be required to deliver infrastructure enhancements.
- There is an opportunity to consider the most appropriate intermediate housing types. For example, introducing Discounted Market Sale instead of Shared Ownership would improve intermediate tenure products by allowing direct sales. For

affordable housing, Discount Market Rent is preferred, as it can be pepper-potted throughout a scheme.

- Public sector led land assembly can help to deliver larger sites by grouping land parcels. Note that the GLA's preference is for Social Rent where possible.

Testing the barriers to good growth

This chapter examines three key barriers to achieving good growth in Ilford, identified through a review of the development pipeline and engagement with the market and stakeholders. It explores these challenges drawing on key findings from *financial modelling of six selected sites*, an *analysis of urban form and character*, and a *review of Ilford's infrastructure provision*.

Barriers to good growth

Based on the audit of the current development pipeline and feedback from developers and stakeholders, three potential barriers to 'good growth' have been identified for further exploration:

Quality of place

Is Ilford a desirable place to live in, and to invest in? Are emerging developments contributing to its quality?

A high-level assessment of urban form and character has been carried out to test the key gaps and areas for improvement that should support life in Ilford and attract funders' interest.

→ For further detail refer to **Appendix B: Urban analysis and character study**

Type of development

How are built form and tenure impacting on the viability of developments?

Tall buildings and high density schemes on small sites are challenging to deliver in Ilford. Sample sites have been modelled to test these parameters and if policy-compliant schemes on allocated sites are viable (in financial terms) and feasible (for example for land assembly). The objective is not necessarily to optimise the viability of the schemes but to isolate factors that are influencing it, and to inform actions to support delivery.

→ For further detail refer to **Appendix A: Development audit and viability study**

Infrastructure provision

Does existing infrastructure meet the local need? How is it funded, if development viability is adversely affected by costs such as CIL and SANG contributions?

Ilford's infrastructure provision has been compared with similar town centres to identify potential gaps to be explored further with the OAPF. Perceptions from developers have also been explored.

→ For further detail refer to **Appendix D: Supporting infrastructure**

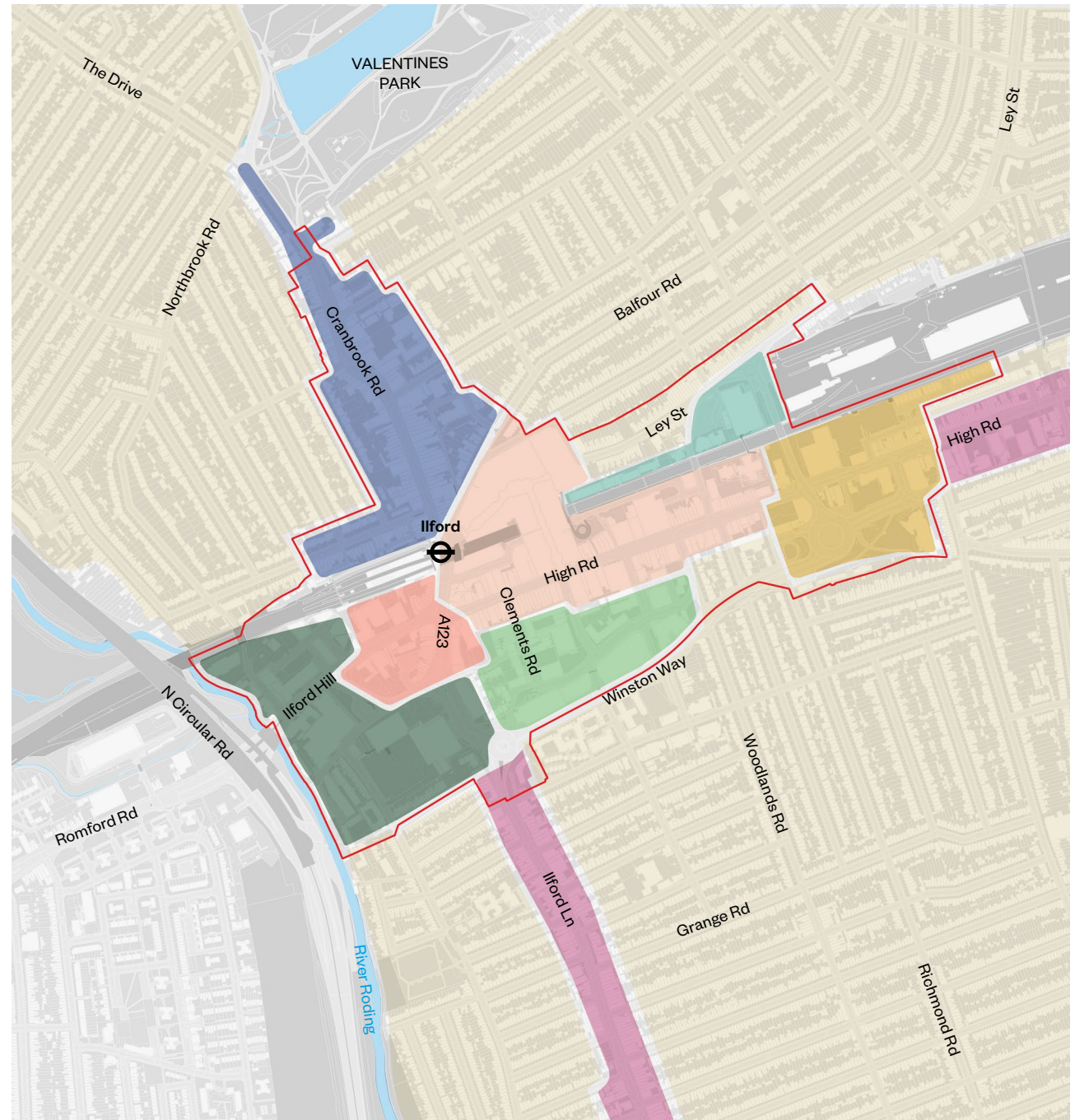
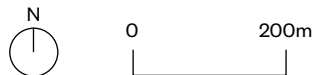
Quality of place

Character areas

Character and quality vary significantly across Ilford Town Centre. The OAPF can build on this initial categorization to better define the strategic role and design principles for each area.

Key

- Ilford Hill
- Ilford Arrival
- Cranbrook Road
- Central High Road
- Clements Road
- Ley Street
- High Road East
- Other High Streets (incl. Ilford Lane and High Road East)
- Study Area boundary



Quality of place

Character areas



1. Ilford Hill

This area features a cluster of tall buildings of varying quality. The station entrance is disconnected from surrounding public realm and uses. The area is dominated by traffic and high degrees of severance. Access to the River Roding is limited, and the railway is a barrier to pedestrian connectivity. The area is a key gateway to the town centre from Ilford Lane.

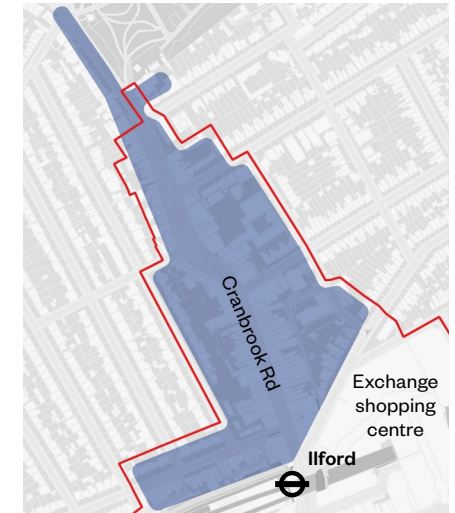
Ilford OAPF Evidence Base



2. Ilford Arrival

Primary point of arrival into the town centre from Ilford Station, characterized by mid-rise buildings and by key local views to High Road and heritage buildings positively contributing to the townscape. The ongoing Ilford Gyratory project suggests improvements to vehicular movement around Ilford Hill, to tackle segregation created by major roads and improve pedestrian environment.

Final Report



3. Cranbrook Road

This area functions as a local centre with well-defined active frontages along Cranbrook Road, which also serves as a key link between the station and Valentine's Park to the north. Together with the Exchange Shopping Centre, Cranbrook Road sees the highest levels of retail spend. The surrounding area is characterised by suburban residential fabric.

03. Testing the barriers to good growth



4. Central High Road

This area forms the core of the town centre, featuring a mix of uses with a strong retail presence. It includes the town's central public space, serving as a focal point for activity. Buildings generally range from 3 to 4 storeys, with heights increasing toward the eastern part of the area. A number of heritage buildings including the Town Hall further enrich its character and historical identity.

We Made That



5. Clements Road

This area is a mixed-use cluster with buildings ranging from 3 to 6 storeys. There is a strong presence of community and culture uses, including affordable workspace within the Town Hall, the Library and Kenneth More Theatre (currently closed). Winston Way creates a strong separation from the residential neighbourhoods to the south, affecting the accessibility of the area.

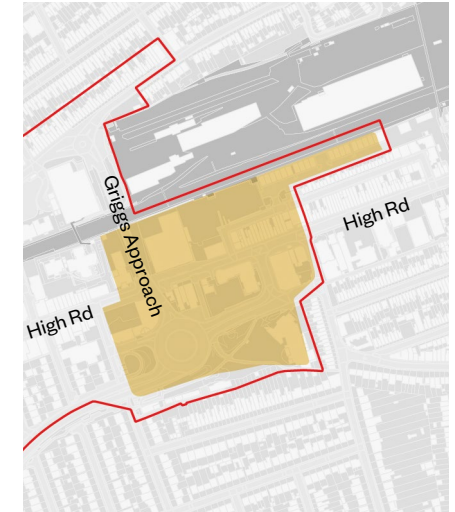
Ilford OAPF Evidence Base



6. Ley Street

This area runs along the railway line and includes the bus depot site, along with warehouse buildings that line the tracks. It plays a key role in marking the transition between the suburban area to the north and the railway corridor.

Final Report



7. High Road East

This mixed-use area is defined by inconsistent building heights and poorly designed tall buildings facing the major road corridor along Griggs Approach. The public realm and pedestrian environment are of low quality, impacting the area's overall accessibility and appeal.

Quality of place

Lessons learnt

Ilford is lacking consistent good quality and easily accessible public and green space

- High Road is the only public, pedestrianised space within the town centre boundary.
- The quality of public space at the western and eastern ends of the town centre are compromised by inconsistent and inactive frontages and poor quality design
- Green space provision is poor, and emerging schemes are not addressing this deficiency
- Recent improvements to Oakfield Road have been positive, and could be extended to other areas of the town centre

Despite good public transport, pedestrian movement is compromised by poor quality of routes

- The town centre has high public transport accessibility, with the Elizabeth Line at Ilford Station and bus routes connecting Ilford locally and with other parts of London
- Wayfinding to/from the station and across the town centre is difficult, with poor legibility of routes and severance caused by the A123, Chapel Road, Griggs Approach and Winston Way
- Good quality cycling infrastructure to green spaces such as Valentines Park, the River Roding, Little Ilford Park is lacking

Ilford has a mixed offer of retail and cultural uses. Vacancy rates are low but the quality of the retail offer could be improved

- High Road has seen a reduction in the quality of the retail offer. It gives access to the Exchange Shopping Centre, which has the largest concentration of spend in the town centre
- Cranbrook Road and Ilford Lane offer further leisure/F&B spaces, whose quality could be enhanced by better public realm
- Social infrastructure and cultural uses sit on the fringes of the metropolitan centre, with main clusters along Winston Way

Local heritage brings quality to the townscape, but the overall town centre lacks a cohesive sense of place

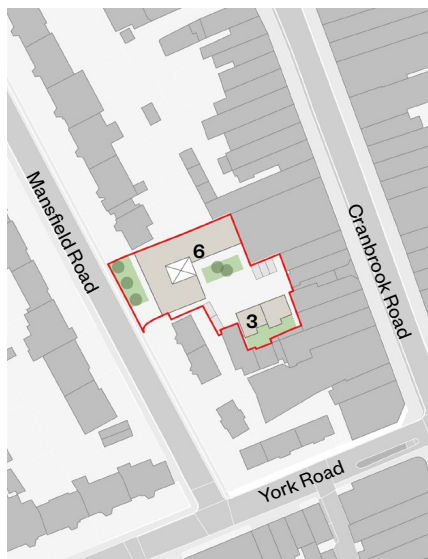
- Ilford's townscape is varied, and recent developments haven't contributed to building a cohesive sense of place.
- Local heritage assets such as the Town Hall provide quality and legibility to the town centre townscape. Their setting should be enhanced and remain undiminished
- Local views should be protected to enhance the setting of local heritage and support wayfinding across the town centre

Type of development

Site modelling

Small scale residential development

Option 1



Site no. 4: 51-71 Cranbrook Road

Site brief: Small to medium-scale residential development. SME developer led regeneration, no impact of second stair. Private sale.

Building typology: L-shaped block, mews

The proposed scheme achieves a marginally negative Residual Land Value (RLV) of -£90,408. Key contributory factors include:

- The scheme is low height, meaning lower £psf construction costs relative to taller schemes.
- Finance costs are relatively low. The small size of the scheme meaning less money needs to be borrowed and can be paid off quicker due to shorter development and sales periods.
- The existing site is largely cleared, meaning demolition costs are relatively low.
- SANGS & SAMMS contributions have been added for a total of £74,481, based on £281/unit (SANGS) and £1,936/unit (SAMMS) plus an admin charge of 5% (*subject to unit type).

Key

■ New build - up to 6 storeys

1-20 Number of storeys

□ Site allocation(s) boundary

→ Please refer to Appendix A for fuller detail and commentary on the viability appraisals and outputs, including sensitivity analysis.

Small scale residential development

Option 2



Site no. 4: 51-71 Cranbrook Road

Site brief: The scheme design for Option 2 remains unchanged, but the units have been appraised as Build to Rent units.

Building typology: L-shaped block, mews

The proposed scheme achieves a negative Residual Land Value (RLV) of -£628,524. Key contributory factors include:

- The GDV psf is reduced on this option as the BTR units have much lower capital values, reflecting relatively low rental levels achievable in the area.
- Profit is significantly lower due to the BTR schemes operating on lower profit margins.

Type of development

Site modelling

Medium scale mixed use development

Option 1



Site no. 3 - Britannia Car Park

Site brief: Council-led regeneration, medium rise, inclusion of public realm and community use at ground floor. Demolition of existing multi-storey car park. Private sale and 50% affordable.

Building typology: Interlinked blocks/towers

The proposed scheme achieves a negative RLV of -£8.94m. Key contributory factors include:

- Development value is reduced due to the site's Council ownership and increased affordable housing (50%) relative to private sites.
- Development costs are significantly higher on a £psf basis than Site 4 due to the increased cost of higher buildings and higher demolition costs (c.£900,000).
- One block contains some large units, reflecting a potential mix suitable for Ilford's profile (family homes) which would limit the overall values achievable.
- The community use is a cost to the scheme of £1.06 million, and has no income attributed to it.
- The demolition of the existing car park will also result in a loss of income to the Council, which is not captured within this appraisal.
- SANGS & SAMMS contributions have been added for a total of £263,013, based on £281/unit (SANGS) and £1,936/unit (SAMMS) plus an admin charge of 5% (*subject to unit type).

Key

- Active frontage
- New build - up to 6 storeys
- New build - above 6 storeys

1-20 Number of storeys

Site allocation(s) boundary

Medium scale mixed use development

Option 1



Site no. 3 - Britannia Car Park

Site brief: This option shows a lower residential scheme with blocks up to 6 storeys. It also excludes any community facilities or other uses.

Building typology: Interlinked blocks/towers

The proposed scheme achieves a negative RLV of -£2.6m. Key contributory factors include:

- Build rates have been reduced to £192 sqft in comparison to an overall blended construction rate of £216 psf in Option 1.
- Other cost components directly or indirectly tied to build costs have been reduced in line with this reduction.
- SANGS, SAMMS and CIL contributions are lower than in Option 1 due to a drop in unit numbers
- Reduction in car parking spaces from 11 to 2
- The community use has been removed, which was a cost to the scheme of £1.06 million and had no income attributed to it.

Type of development

Site modelling

Large scale mixed use development

Option 1



Site no. 5: High Road

Site brief: Land assembly scenario on otherwise constrained sites, large scale development. Private sale including 35% affordable, build-to-rent, inclusion of town centre uses

Building typology: Perimeter block with towers

The proposed scheme achieves a negative RLV of -£54m. Key contributory factors include:

- Higher construction costs £psf due to the taller buildings (20 and 18 storeys vs. 12 storeys in Site 3)
- As with Site 3, the three lower blocks within this design contain some large units.
- Finance costs are high because the scheme requires significantly higher expenditure due to its size which extends the build/ sales periods meaning it takes longer for the loan to be paid off.
- The commercial aspect of this scheme does not “break even”, with costs of £3.8 million and a capital value of £2.39 million.
- As this site comprises three separate land ownerships there will be additional risk, cost and time to achieve vacant possession before development can take place.
- SANGS & SAMMS contributions have been added for a total of £769,021, based on £281/unit (SANGS) and £1,936/unit (SAMMS) plus an admin charge of 5% (*subject to unit type).

Key

- Active frontage
- New build - up to 6 storeys
- New build - above 6 storeys

1-20 Number of storeys

Site allocation(s) boundary

Large scale mixed use development

Option 2



Site no. 5: High Road

Site brief: This option shows a phased approach excluding the Harrison & Gibson site. Taller tower has been reduced to 12 storeys.

Building typology: Perimeter block with towers

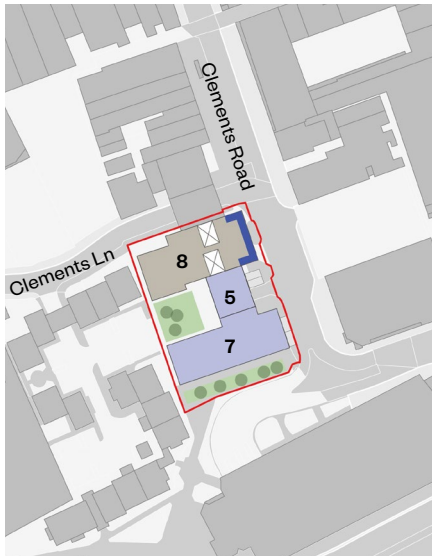
The proposed scheme achieves a negative RLV of -£9,4m. Key contributory factors include:

- Construction costs on a £psf have been reduced due to the reduction of building heights.
- Finance costs are lower because the scheme is smaller.
- The size of the commercial component has been reduced in Option 2, but still costs £648,787 to build whilst only producing a capital value of £385,372.
- Exclusion of the Harrison and Gibson site has meant demolition has been reduced to 7,335 m3 from 31,905 m3 leading to a saving in cost.
- Parking reduced from 44 spaces to 33 spaces, saving costs.
- Whilst still showing a negative RLV, the scheme has shifted significantly in value due to the above factors.

Type of development

Site modelling

Office to residential retrofit and med-rise development Option 1



Site no. 2: Clements Lane and Clements Road

Site brief: Office conversion to residential and new medium scale residential development. Private sale, private rental, 50% affordable on Council-owned plot

Building typology: Linear block (new build), L-shaped block (retrofit)

The proposed scheme achieves a negative RLV of -£1.56m. Contributory factors include:

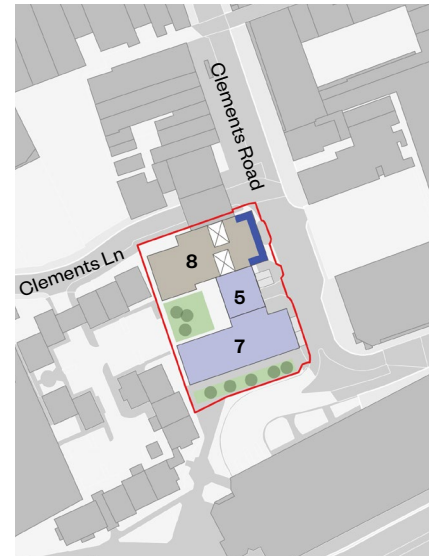
- Relatively strong £psf rate through the combination of 50% market housing and private rental flats
- Construction costs are low as a significant proportion is an office to residential refurbishment, which has low construction costs relative to all other residential use types.
- Finance costs are controlled as the private rental element is assumed to sell at completion.
- Assumed profit rate of 15% on GDV
- The amount of commercial does not generate enough capital value to cover the development costs
- This scheme comes close to generating a neutral/ positive RLV through a combination of its low relative costs, strong revenue generation, lower risk, and high density-to-cost ratio.
- SANGS & SAMMS contributions have been added for a total of £202,496, based on £281/unit (SANGS) and £1,936/unit (SAMMS) plus an admin charge of 5% (*subject to unit type).

Key

- Active frontage
- New build - up to 6 storeys
- New build - above 6 storeys

- Retrofit
- 1-20 Number of storeys
- Site allocation(s) boundary

Office to residential retrofit and med-rise development Option 2



Site no. 2: Clements Lane and Clements Road

Site brief: Option 2 has no design changes. The only change in Option 2 is the addition of GLA Grant Funding to the new build on the Council-owned plot

Building typology: Linear block (new build), L-shaped block (retrofit)

The proposed scheme achieves a marginally negative RLV of -£37,533. Contributory factors include:

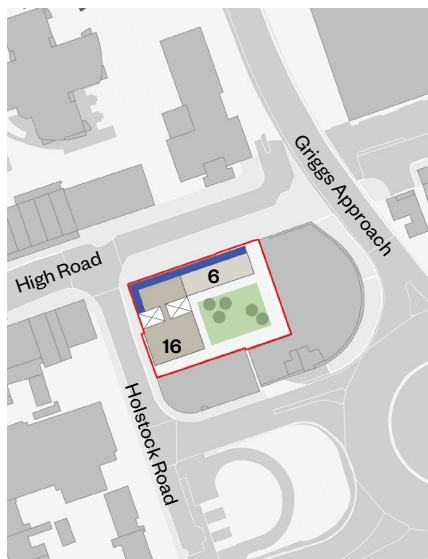
- Addition of GLA Grant Funding to the new build on the Council-owned plot (50% affordable), as the funding will only be available for schemes providing 40% or more affordable housing by habitable room.
- With the additional grant funding, the scheme comes very close to generating a neutral/ positive RLV, which already benefited from low relative costs, strong revenue generation, lower risk, and high density-to-cost ratio.
- The funding will only be available for schemes providing 40% or more affordable housing by habitable room.
- The first 20% of affordable homes are required to be delivered without a grant.

Type of development

Site modelling

Medium scale mixed use development

Option 1



Site no. 6 - 226-244 High Road

Site brief: Medium-scale residential development. Developer-led regeneration with impact of second stair. Private sale, 35% affordable

Building typology: Linear block, tower

The proposed scheme achieves a negative RLV of -£4.16m. Contributory factors include:

- Relatively high construction costs on a £psf rate result from the development predominantly comprising a 16 storey tower, with a smaller low rise building contributing only a small proportion of the overall Gross Internal Area (GIA).
- The higher profit rate results from the high proportion of private sale housing, which has been attributed a profit rate of 20% of GDV to reflect the higher risk of this typology.
- The relatively high development costs are such that the GDV is not high enough to generate a positive land value for this site.
- SANGS & SAMMS contributions have been added for a total of £769,021, based on £281/unit (SANGS) and £1,936/unit (SAMMS) plus an admin charge of 5% (*subject to unit type).

Key

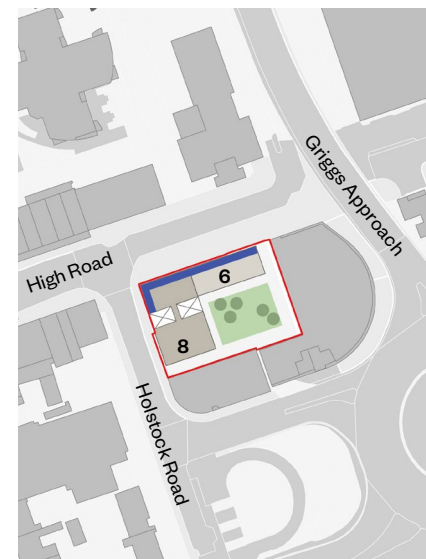
- Active frontage
- New build - up to 6 storeys
- New build - above 6 storeys

1-20 Number of storeys

Site allocation(s) boundary

Medium scale mixed use development

Option 2



Site no. 6 - 226-244 High Road

Site brief: Reducing height of the west block from 16 to 8 storeys.

Building typology: Linear block, tower

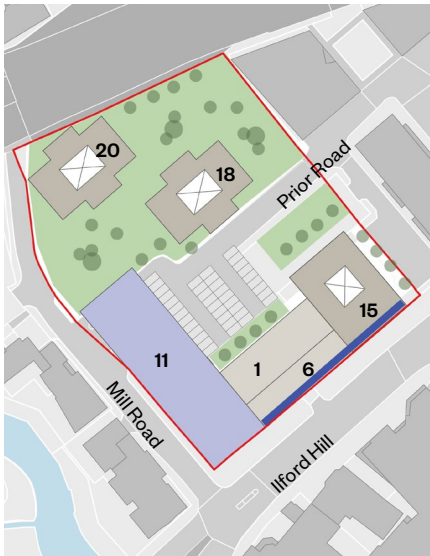
The proposed scheme achieves a negative RLV of -£2.37m. Contributory factors include:

- GDV psf remains high as affordable housing remains at 35%.
- The height of Block 1 has been reduced from 16 to 8 storeys, allowing the £psf build costs to reduce.
- Profit rates remained high, due to the tenure mix remaining.
- GDV £psf reduced slightly as commercial becomes a larger % of total GDV.
- SANGS, SAMMS and OIL payment reduced due to the reduction in units

Type of development

Site modelling

Office to residential retrofit, refurbished office and high-rise co-living development Option 1



Site no. 8- Depot Mill Road/Mill House

Site brief: Commercial retrofit of existing office building and new large scale residential development including co-living units. Private sale, 35% affordable; Co-Living

Building typology: Linear block, tower, standalone tower

The proposed scheme achieves a negative RLV of -£64.8m. Contributory factors include:

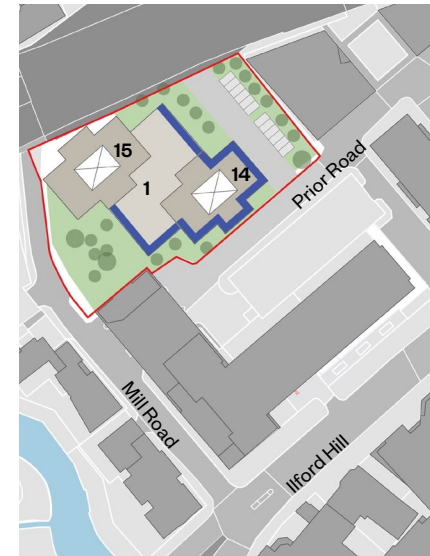
- This scheme has the highest GDV £psf rate of those assessed due to the inclusion of Co-Living, which has higher capital values than private sale and does not include affordable housing (instead including a payment in lieu).
- The net: gross of the co-living is significantly lower than regular residential, so whilst the GDV per sqft is higher than other residential products, this is from a smaller Net Internal Area (NIA), and with a larger relative GIA, which also has higher costs per sqft (£360 psf) than conventional residential.
- The c. 130k sqft refurbished office building adversely affects viability, as it costs c. £28.7 million to construct, whilst only generating a capital value of c. £17.2 million.
- SANGS & SAMMS contributions have been added for a total of £880,017, based on £281/unit (SANGS) and £1,936/unit (SAMMS) plus an admin charge of 5% (*subject to unit type).

Key

- Active frontage
- New build - up to 6 storeys
- New build - above 6 storeys

- Retrofit
- 1-20 Number of storeys
- Site allocation(s) boundary

High-rise co-living development Option 2



Site no. 8- Depot Mill Road/Mill House

Site brief: Standalone co-living towers with podium related to communal facilities. This option includes only the north part of the site while excluding the existing commercial building.

Building typology: Linear block, tower, standalone tower

The proposed scheme achieves a negative RLV of -£30.7m. Contributory factors include:

- The scheme is now fully Co-Living, which inherently has higher capital values than a private sale, and has increased the GDV £psf to the highest of all options and iterations.
- The scheme's value has shifted considerably, with a £34m increase. Despite that, the scheme remains heavily negative in terms of RLV.
- Removing office retrofit has considerably benefited the RLV.
- The net gross inefficiency of the co-living units relative to regular residential in Option 1 persists, albeit more significantly due to Option 2 being wholly co-living. Despite the high GDV, the units are being built at higher costs per sqft
- Due to all the affordable options being delivered now via a payment in lieu, the profit rate combines only the co-living and commercial elements and therefore has increased to the highest of any option.

Type of development

Lessons learnt

Capital values

Levels of capital values and rents achievable in Ilford create a significant challenge to achieving viable schemes.

Building form and site size

Schemes of 6 storeys or less perform better in terms of viability. Smaller schemes perform better than larger schemes in general.

Affordable housing

Policy compliant levels of affordable housing create challenges for viability, particularly on public sector land. Higher grant rates for affordable housing would help to address this.

Charges on development

Current levels of CIL, SANG, SAMMs charges significantly impact viability. As part of the Local Plan Review, these could be reconsidered within the OA to reduce the cost burden on schemes. A careful balance needs to be struck to promote viability whilst also securing funding for infrastructure. Should viability conditions improve in the future, changing levels could be reconsidered to secure additional infrastructure funding from new development.

EUVs vs RLVs

For schemes to be deliverable, they will in theory need to generate a Residual Land Value (RLV) that is greater than the Existing Use Value (EUV) of the site. On sites with high EUVs there are likely to be further barriers to development beyond the initial challenge of achieving a positive RLV.

Retrofit

Lower construction costs for conversion of suitable office space to residential would support viability, though the level of these costs will be highly property-specific. Retrofit of aged offices for new office accommodation will remain challenging due to the low tenant demand and office rents achievable in Ilford.

Vacant possession

Additional costs will be incurred securing vacant possession on the more complex sites which will further impact viability. These have not been accounted for in the appraisals.

Demolition costs

Demolition costs have a significant impact on viability due to the high number of sites with large existing buildings.

Infrastructure provision

Social infrastructure

Compared to other outer London town centres, Ilford is well-positioned in terms of social infrastructure provision. However, notable gaps remain in youth spaces and community centres.

To assess Ilford's performance in social infrastructure provision, the town centre has been compared with six other town centres: Croydon, Ealing, Hayes, Romford, Southall, and Wood Green.

The analysis found that Ilford has an average provision of facilities such as GP services, cinemas, and libraries. It performs well in areas such as artist workspaces and cultural venues.

However, gaps exist in youth spaces and community centres, where Ilford lags behind its counterparts.

This is notable considering that LB Redbridge is in the final stages of achieving UNICEF accreditation as a "Child-friendly borough". Addressing a lack of youth infrastructure should therefore come as a corporate priority for the council to push forward.

Community and worship

2nd highest population density and household size

25% of households are overcrowded, double Croydon or Romford

6th of 7 for community centre provision per capita

4th of 7 for places of worship per capita

Young people and skills

24% of residents are students, higher than all town centres

1 out of 5 town centres to have a library

0 dedicated youth facilities, as in 3 other town centres, although other 'informal' facilities such as Box Up represent gathering points for young people

—> Please refer to the Appendix D - Supporting infrastructure - for data sources.

Health and wellbeing

61% of households are deprived in more than 1 dimension

4.6% of Redbridge residents cycle once a week, compared to 14.3% in Newham

54% of Ilford adults aged 16+ are physically active, compared to 57% borough-wide 67% in Hackney (defined as 150+ minutes per week on walking, cycling, fitness and sports)

Culture

1 of 4 town centres to have a museum

1 of 4 town centres to have a cinema

1 of 3 town centres to provide artist workspace

0 music venues

Infrastructure provision

Wider infrastructure

A high level review of wider infrastructure, explored through engagement with the GLA, LB Redbridge and developers, highlights additional requirements that should be explored further through the OAPF.

The emerging IDP covers the assessment of utilities, digital connectivity, and other hard infrastructure requirements. As part of the Redbridge Capital Projects programme, planned investments include upgrades to fibre infrastructure, CCTV, and security.

Neighbourhoods directly adjacent to the OA south of Romford Road and south of Winston Way are areas of high climate risk. In particular, they feature poor air quality, lack of access to public open space, mean air temperature, lack of areas under tree cover, as well as broader socio-economic factors contributing to overall climate risk.

The OAPF define further infrastructure needs that deliver net zero and mitigate specific local climate risks. A high proportion of buildings on allocated sites are large and with high levels of embodied carbon. An ambitious and creative approach to development across the town centre must seek to re-use these buildings as much as possible.

Climate, energy and retrofit

Ongoing initiatives include:

- Trialling solar-powered council fleets, expanding EV infrastructure, and providing energy efficiency grants (LBR)
- Improving energy efficiency and reducing carbon emissions through a “Retrofit London” housing action plan, aiming to make homes an average of EPC B or equivalent by 2030 (LBR)
- Developing a subregional Local Area Energy Plan for Redbridge (GLA) which can inform the development of the OAPF
- Identifying Ilford as a prime location for decentralised and renewable energy under the GLA’s emerging Decentralised Energy Master Planning programme.

Further analysis on heat risk in public realm and on urban heating is required to identify types of climate resilient infrastructure to be delivered to mitigate risks (such as for example SuDS, increased tree cover, covered areas for shading, etc)

—→ Please refer to the Appendix B - Urban Analysis and Character Study - for data sources on climate risk.

Major infrastructure provision

Considerations for future infrastructure provision to enhance funders’ appetite have been raised by developers through engagement during this study:

- Provision of green space and attractive, convenient cycle and pedestrian links to existing green spaces, as well as enhanced public realm across the town centre
- Reducing the segregation effect of major roads such as through the delivery of the Ilford Gyratory project
- Enhancement of the cultural / leisure offer
- Social infrastructure, including health care facilities to support an ageing population

However, viability and feasibility challenges mean that current development levels are not sufficient to fund infrastructure improvements on their own. As a result, additional short- to medium-term funding will be necessary to ease the cost burden on development and enhance long-term value, and to enable development to contribute more significantly to infrastructure needs in the future.

Infrastructure provision

Lessons learnt

With high levels of household overcrowding and a dense, mixed population, Ilford's community and places of worship could perform better.

Comparison identifies that population density is high in Ilford, with significant levels of household overcrowding.

Community centres and places of worship are vital third spaces for people living in cramped conditions and without outdoor space.

Despite this, provision of these facilities is relatively low, which indicates a potential gap.

Across the 7 town centres, Ilford has the highest proportion of students, but no dedicated youth facilities, indicating a clear shortfall.

Ilford's Redbridge Central Library is an important asset.

The offer could be further strengthened through indoor and outdoor spaces for younger and more diverse audiences, for example in connection with the Cultural Quarter.

Engagement with the local community should be carried out to assess need.

With 6 out of 10 Ilford residents deprived in one or more dimension, supporting a healthy lifestyle should be a priority.

Low walking and cycling rates indicate a need for better access to outdoor and open spaces, as well as adequate walking and cycling infrastructure.

The development of a new Lido in Valentines Park will be a valuable new leisure facility, which should be connected by appropriate active travel routes into Ilford Town Centre.

Further action is needed to support climate adaptation and improve quality of life in areas with high climate risk within the OA and adjacent neighbourhoods.

The town centre should develop an approach to delivering climate resilient infrastructure, as well as to ensure that development optimises opportunities for retrofit of building stock and for re-use of materials, in support climate change mitigation and adaptation.

Enablers for good growth

Building on the understanding of the key barriers to development and growth in Ilford, this study identifies four key ‘enablers’ to support good growth. It sets out *high-level principles and recommendations on design*, appropriate *levels of change*, the *distribution of tall buildings*, and *priorities for infrastructure and delivery*.

Enablers for good growth

We identified four key 'enablers' to support good growth and attract investment in Ilford:

Strengthen sense of place

Focus investment to strengthen sense of place in key areas, and deliver a high quality and safe environment and urban realm that supports good quality of life and attracts investment



Optimise site capacity

Take an incremental approach to optimising capacity across the OA, starting with more deliverable, lower rise typologies to unlock higher density sites in the longer term



Tailor infrastructure

Ensure Ilford can adapt to a young and mixed population through appropriate facilities and 'soft' and informal infrastructure, as well as boosting green infrastructure provision



Co-develop a coherent planning framework with local stakeholders

A clear framework will give the market confidence in future direction. It should consider the use of land assembly powers to reduce delivery risk and provide a better range of opportunity site sizes, and leverage the potential of publicly owned land to establish momentum and confidence

Strengthen sense of place

Levels of change

The 'levels of change' identify the potential for each character area to support different degree of change.

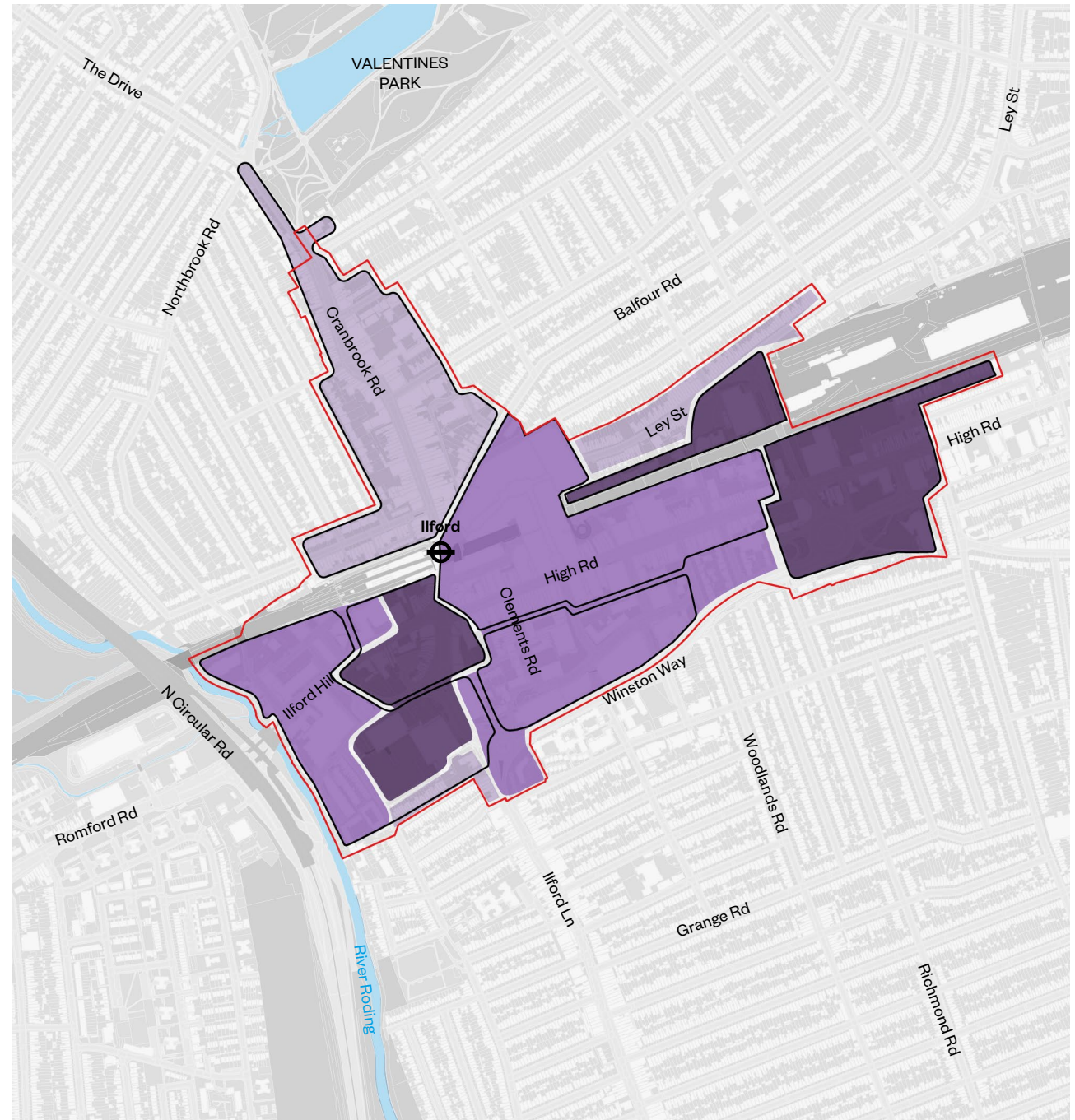
Each area has been assessed for their potential for change based on the number of site allocations and on the nature of the existing context and urban fabric.

Areas with the highest capacity for change ('transform') are Ilford Hill, Ilford Arrival, Ley Street and High Road East, where the number of site allocations and inconsistent nature of the existing context suggests that these areas have most potential for transformation and to accommodate growth.

The next steps for the OAPF should be to test and define development capacity for these areas considering deliverable and viable targets.

Key

-  Conserve
-  Enhance
-  Transform
-  Character Area Boundary
-  Study Area Boundary



Strengthen sense of place

Area-wide design principles

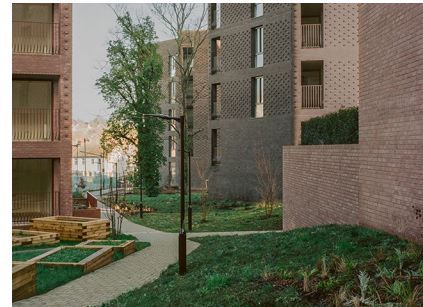
The degree of change expected for the OA must be supported by a high quality urban environment which supports growth and attracts investment.



Precedent: Ijsselkade, Zutphen. Example of sensitive lighting along natural river route with enhanced lighting at crossings

Green space

- Greening maximised through new development, with opportunity to provide more generous spaces through land assembly
- The River Roding is easily accessible and the quality of its green environment expanded along the Ilford Hill area
- Areas for nature conservation (SINCS) are protected and enhanced
- Greening is delivered through SUDs



Precedent: Lion Green Road, Croydon. A new residential development designed in a manner which is sensitive to its surrounding landscape

Public realm

- Public realm should be of high quality and overlooked
- Exploit opportunities to enhance quality of leftover spaces through 'pocket' public realm interventions
- Opportunity for high quality public realm maximised through new development
- Public realm should feel inclusive and safe for all including women and girls, during the day and at night-time



Precedent: The Strand, Liverpool, BCA Architects. An example of high quality public realm and lighting in a key heritage area

Unique qualities of place

- Local heritage assets are enhanced and celebrated through high quality public realm, lighting and appropriate heights and massing of new developments
- Support existing cultural uses through high quality urban realm and improved accessibility and wayfinding
- Maximise opportunities for retrofit and conversion of existing buildings

Strengthen sense of place

Area-wide design principles



Precedent: Orchard Gardens, Panter Hudspeth Architects: Example of tall residential buildings which step down in scale

Built form

- Heights to respond to be appropriate to the townscape and local streetscape, and to maintain consistent datum along streets
- Consistent street edges to provide a sense of enclosure and overlook on the streets



Precedent: Barking Central, Barking. A mixed-use development that includes different tenures and commercial or civic uses.

Land use

- Station environment should be enhanced through active ground floors and overlooking, contributing to activation and safety of public space
- Where possible and not in competition with High Street retail, future development should provide active and overlooked ground floors



Precedent: Grey to green, Sheffield. Improved pedestrian experience and connectivity while boosting biodiversity and climate resilience.

Connectivity and pedestrian environment

- High levels of accessibility should be supported by quality of routes to and from and from the station
- Access into the town centre and particularly from the south is improved through high quality public realm and safe pedestrian connections
- Access to local green space such as Valentines Park and Little Ilford Park is maximised through well defined and clear routes

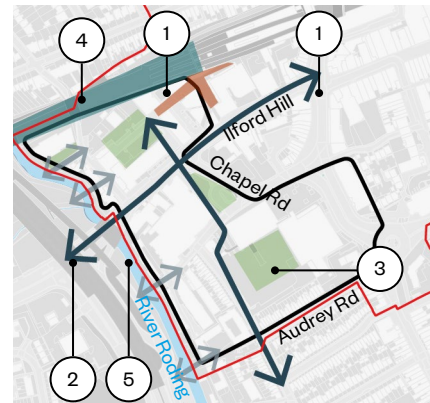
Strengthen sense of place

'Must get right' principles

For each character area, 'must get right' principles have been identified to be further explored through the next stages of the OAPF.

Key

-  Improved access
-  Improved connections/permeability
-  Primary Frontages
-  Secondary Frontages
-  Open space improvements
-  Improved arrival/sense of a place
-  High street improvements
-  Local Business Areas
-  Improved heritage assets
-  Business retention/co-location
-  Taller blocks opportunities
-  Character Area Boundary
-  Study Area Boundary



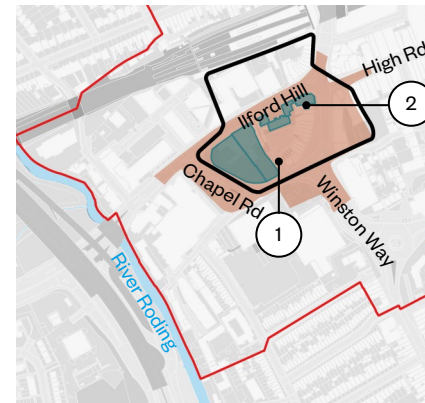
1. Ilford Hill

Short term priorities:

1. Improve legibility/quality of the public realm outside the station and of pedestrian routes to/from High Rd
2. Improve arrival from Newham, particularly the pedestrian environment under the fly-over

Longer term priorities:

3. Future schemes to improve permeability and contribute to high quality public realm and greening
4. Protect and enhance SINCS
5. Improve access to River Roding



2. Ilford Arrival

Short term priorities:

1. Continue to develop project plans like Ilford Gyratory and Ilford Arrival to deliver high quality public realm and pedestrian connectivity
2. Protect and enhance heritage buildings through public realm improvements and careful consideration of massing of tall buildings



3. Cranbrook Road

Short term priorities:

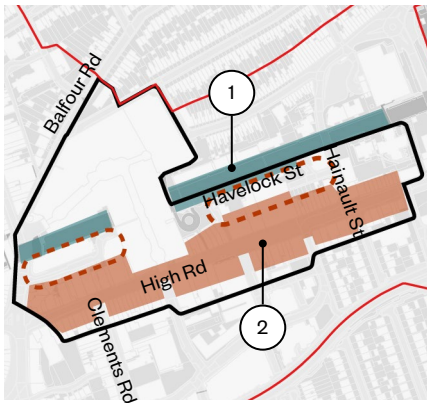
1. Careful consideration of heights for future developments (up to 6 storeys)
2. Explore opportunities for shopfront improvements for enhanced high street experience

Longer term priorities:

3. Public realm improvements to support amenity uses and spill out for businesses
4. Protect and enhance Local Business Areas

Strengthen sense of place

'Must get right' principles



4. Central High Road

Short term priorities:

1. Improve quality of Havelock Street along with exploration of opportunities to restore green corridor along railway (SINO)

Longer term priorities:

2. Future development should enhance character of High Road through consistent building heights along the street edge, with opportunity for taller blocks along the rail corridor



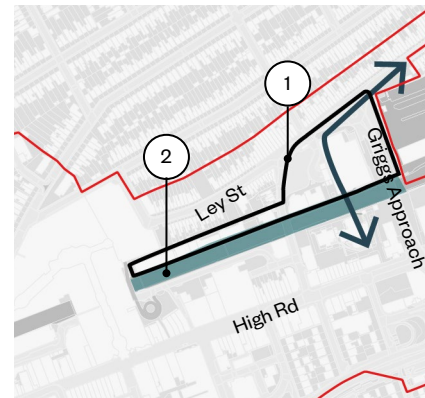
5. Clements Road

Short term priorities::

1. Explore opportunity for more granular public realm interventions supporting the Cultural Quarter, with pocket green / public spaces
2. Enhance quality of pedestrian secondary routes to improve overall permeability and walkability

Longer term priorities:

3. Improve edge along Winston Way and connectivity towards south of the area and Ilford Lane



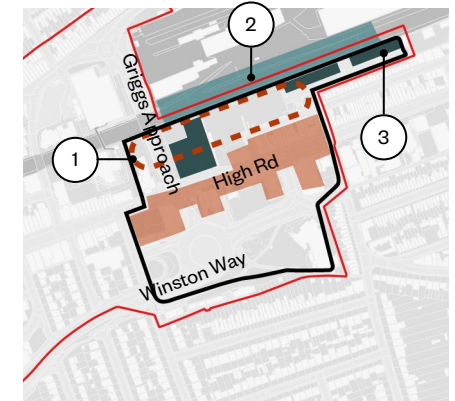
6. Ley Street

Short term priorities:

1. Improve pedestrian access and movement along Ley Street bus depot for better pedestrian environment and transition into suburban fabric, with coordination with TfL on requirements for bus movements

Longer term priorities:

2. Restore green corridor along railway (SINO)



7. High Road East

Short term priorities:

1. Future developments to keep consistency of building height along High Rd, with taller elements to the back of the plots

Longer term priorities:

2. Restore green corridor along railway (SINO)
3. Explore retention or co-location of employment space through future development

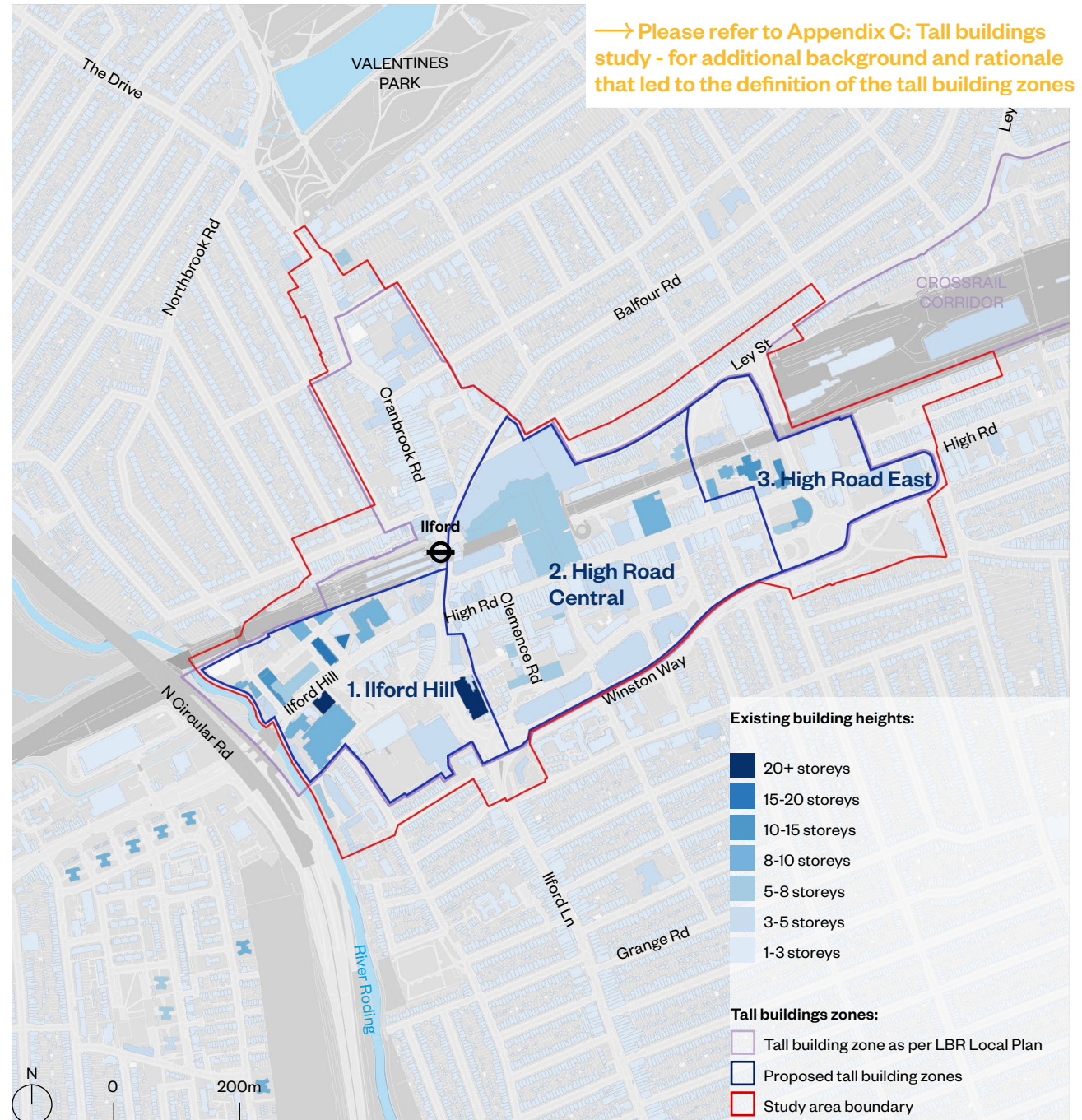
Optimise site capacity

Zones for tall buildings

The Redbridge Local Plan establishes ‘tall building zones’ where tall buildings are generally supported. A finer approach to height in Ilford can provide a more granular response to existing townscape, heritage, and viability considerations.

It is recommended that the OAPF:

- Establishes the appropriate scale of tall buildings in these areas in relation to their relevance to the borough and London-wide.
- Considers two tall building zones (Ilford Hill and High Road East), where new developments consolidate the emerging tall buildings cluster, for improved legibility and coherence.
- Identifies an intermediate zone (Central) where height must be managed to protect the High Rd and civic buildings.
- Establishes building typology principles to create a fairly consistent datum, ensuring a cohesive streetscape and smooth transition to the edges.
- Considers removal of the tall building zone around Cranbrook Road, where heights above 6 storeys are considered inappropriate, to preserve the high street’s character with a consistent height datum.



Optimise site capacity

Tall building zones principles

1. Ilford Hill

Zone suitable for **Metropolitan Scale Tall Buildings*** given the high accessibility (proximity to the train station) and the existing heights, which are varied and reach up to 23 storeys, with the exception of Pioneer Point (36 storeys). Consented schemes, currently stalled, propose heights of up to 29 storeys (Sainsbury's site).

The context height in this area is of 6 storeys - therefore heights of up to 24 storeys for future developments are considered appropriate.

The massing of new developments should provide a fairly consistent height along the street fronts, in line with prevailing existing heights of 5-6 storeys, particularly along Ilford Hill, providing coherence to the area as well as supporting the transition towards the edges of the OA where building heights decrease. Taller elements should step back to not undermine the coherence of the streetscape and to avoid overshadowing.

Attention should be paid to key heritage assets and views identified **Appendix C**. Tall buildings should be arranged to have minimal impact on these heritage assets and on the routes from Ilford Station towards High Road.

2. High Road Central

Zone suitable for **Local Scale Tall Buildings*** given the existing high street character and prevailing existing heights, which range between 3 and 5 storeys with the exception of the Harrison Gibson building (8 storeys). Consented heights reach up to 30 storeys with the proposal on the Harrison Gibson site, which is currently stalled.

In this area, the context height has been established at 4 storeys, therefore heights up to 8-12 storeys* for future development are considered appropriate. Along High Road, a fairly consistent height along the street front, in line with prevailing existing heights should be maintained and range between 5-6 storeys, with taller elements adjacent to the railway corridor. The environment around key heritage assets such as the Redbridge Town Hall should be conserved and enhanced.

Within the southern part of this zone and along Clements Road, future building heights between 6-8 storeys (depending on height of adjacent buildings) are considered appropriate, to maintain a consistent streetscape. Tall buildings could be located to the southwest, adjacent to Winston Way, Pioneer Point or when next to an open space.

—> * Please refer to **Appendix C: Tall buildings study** - for the definition of 'tall buildings' for Ilford, the identification of significant local views and the establishment of appropriate building heights based on the Context Height Ratio methodology

3. High Road East

Zone suitable for **District Scale Tall Buildings*** given its location away from the train station and predominantly domestic architecture and uses. Existing maximum heights are of 21 storeys (Raphael house), whereas one consented scheme ("Metro Tower", stalled) proposes heights of 24 storeys.

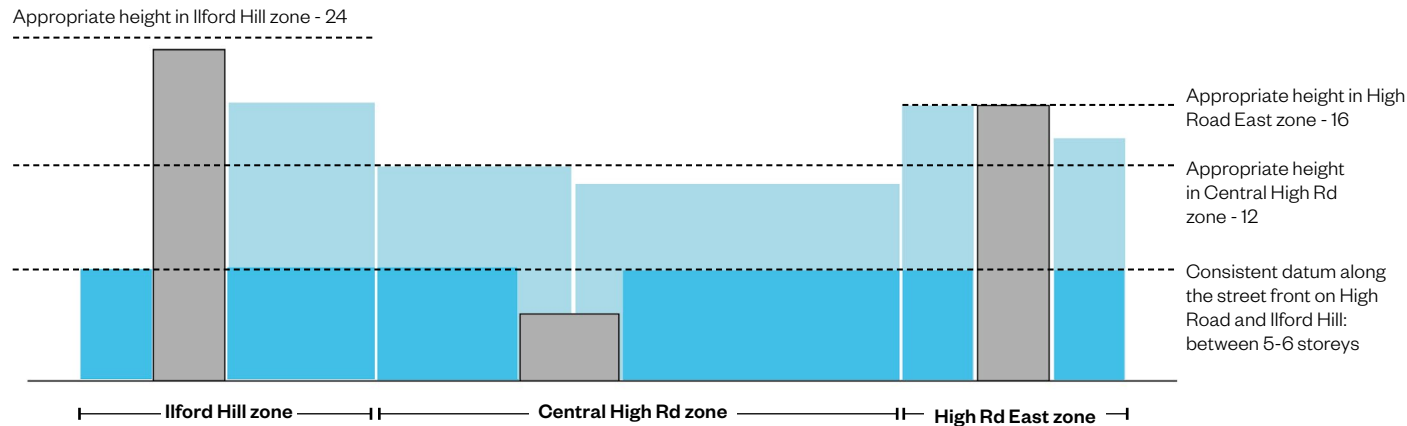
The average existing context height of this area is of 5 storeys, therefore heights up to 15-16 storeys for future development are considered appropriate.

Building massing should provide a common height datum along High Rd and Ley Street through a perimeter block (5-6 storeys) to provide coherence to the area and support the transition towards the edges of the OA and the high street. Taller elements should step back not to undermine the character area and be located to avoid the overshadowing of open spaces and other buildings.

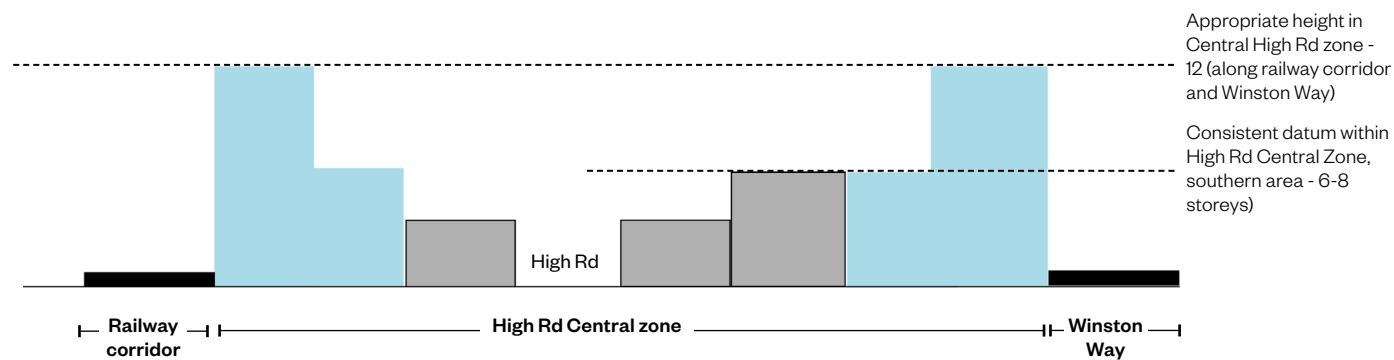
Attention to be paid to key heritage assets and views identified **Appendix C**, particularly the view east along High Road.

Optimise site capacity

Tall building zones principles

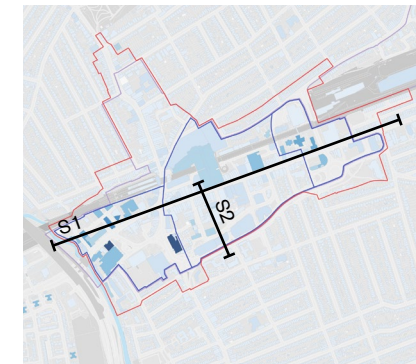


Indicative diagram, section 1: west-east From Ilford Hill to High Rd East



Indicative diagram, section 2: north-south from railway corridor to Winston Way

Key



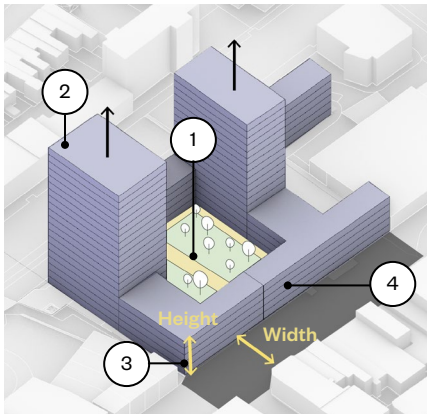
Key

- Buildings to the back, facing onto rail/major road
- Buildings facing onto the main road
- Existing buildings

Optimise site capacity

Principles for tall building typologies

Perimeter block



Design principles

1. Continuous built form that encloses a central communal courtyard
2. Block can include one or more towers positioned around the perimeter
3. Height to be proportionate to the width of streets and to maintain the height datum defined in the 'tall building zones' principles;
4. Massing to clearly and consistently define street edges, corners, and public open spaces

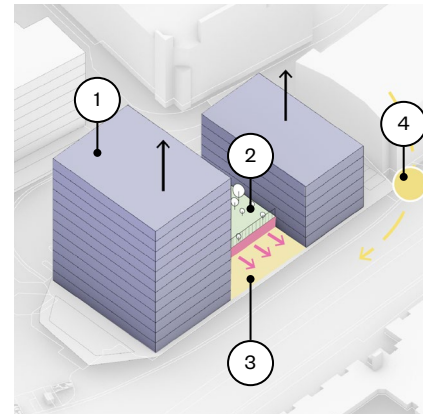
Quality of life principles

- **Children and young people:** A well-overlooked central communal space to enable safe play for children. Family homes can open out onto communal spaces, with a private terrace as a buffer, providing safer private amenity.
- **Social cohesion:** The communal courtyard should be accessible to all tenures, fostering interaction. Smaller communal spaces on the top of the perimeter block can provide additional opportunities for community cohesion.
- **Everyday life:** There can be privacy issues, where people can be seen in their homes, particularly those at the inner corners. Careful consideration of unit orientation, landscape buffers, and building setbacks ensures privacy while still allowing for social interaction.

Viability considerations

- Tall towers may result in less viable schemes due to high construction costs and low sales values
- For large sites, consideration of phasing may help to spread the risk across multiple plots or housing types

Interlinked blocks



Design principles

1. A minimum of two tall blocks connected by a podium.
2. Outdoor amenity space and/or play space on top of the podium.
3. Podium to establish a positive relationship with the street for example through active ground-floor uses or residential entrances.
4. Taller blocks must be positioned to avoid excessive overshadowing and to maximize access to daylight, both within the development and for surrounding buildings, and mitigate impact of wind on outdoor spaces

Quality of life considerations

- **Children and young people:** Family homes to be located in easy reach and overlooking the podium to allow for unsupervised play.
- **Social cohesion:** Tenures are often segregated by tower, making separation more visible. The shared podium should serve as a central communal space, fostering interaction and improving social integration through well-designed access and shared amenities.
- **Everyday life:** Privacy is usually compromised by the close proximity of the taller elements. The provision of dual aspect homes is key to make sure adequate levels of privacy are achieved in key areas of the home.

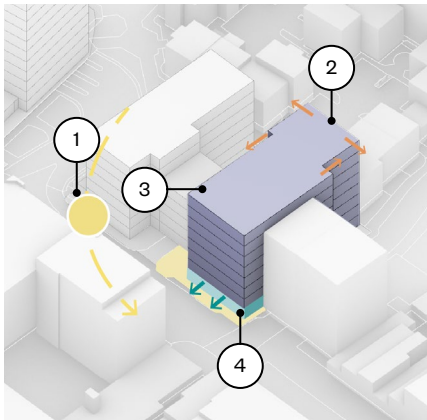
Viability considerations

- Designing interlinked but independent tower blocks can potentially phase the development and improve viability
- Tall towers may result in less viable schemes due to high construction costs and low sales values
- Community uses within podium can be a cost to the scheme and affect viability

Optimise site capacity

Principles for tall building typologies

Linear block



Design principles

1. Mitigate privacy concerns, overshadowing, and reductions in daylight for both the development and surrounding areas.
2. Setbacks, stepped façades, and carefully positioned openings can help minimize overlooking while allowing sufficient light to reach the public realm and neighbouring properties.
3. Scale and proportion should respond to the surroundings
4. Incorporate active frontages, well-defined entrances, and high-quality landscaping

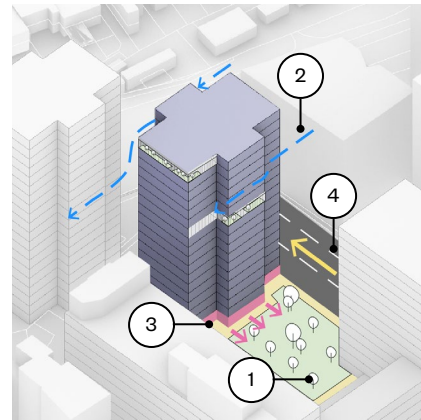
Quality of life principles

- **Children and young people:** Communal amenity spaces should provide easily accessible and well-overlooked areas, including safe play spaces.
- **Everyday life:** The number of homes per core should be carefully considered, and spacious, personalized entrances should be incorporated to foster a sense of belonging. Additionally, privacy concerns may arise due to the close proximity of private amenity spaces; thoughtful block orientation, particularly for corner units, can help minimize overlooking and optimize views.

Viability considerations

- Tall blocks may result in less viable schemes due to high construction costs and low sales values
- Single-phased development with associated higher risks

Standalone tower



Design principles

1. Clearly define public and private spaces while integrating high-quality landscaping
2. Mitigate wind tunnel effects
3. Enhance street engagement through active frontages and well-defined entrances
4. Position entrances along key routes to enhance accessibility and permeability, avoiding isolated or disconnected access points.
5. Minimize the visual/functional impact of service areas by concealing parking, loading bays, and back-of-house functions.

Quality of life principles

- **Children and young people:** Public realm spaces should be designed to provide enclosure and a sense of belonging while minimizing overshadowing by the tower.
- **Social cohesion:** Enhance social cohesion through shared spaces, connected circulation routes, and inclusive access to amenities.
- **Everyday life:** Carefully consider how servicing and deliveries are designed and managed, potentially through shared infrastructure with nearby buildings and/or internalized solutions within the building envelope to minimize nuisance and avoid excessive street-level obstructions.

Viability considerations

- Tall towers may result in less viable schemes due to high construction costs and low sales values
- Single-phased development with associated higher risks
- Provision of shared amenity areas within the building is key to improve quality of life in a tower block but may affect viability

Tailor infrastructure Recommendations

Comparing Ilford's social infrastructure provision against other town centres, indicates key avenues to explore to support Ilford's existing communities to thrive, and make it attractive to newcomers.

As highlighted in the GLA's Connective Social Infrastructure Report (2020) it's vital to consider buildings and spaces as part of a wider social ecosystem, that together create good places to live.

Young people

Explore how new development can support dedicated facilities for young people

- Engage with local young people to understand what existing youth provision is available, and establish which models and locations in the town centre would meet local need.
- Explore viable models for new youth provision from outer London, for example Wood Green's Rising Sun.
- Consider exploring revenue contributions to playspace requirements and potential hire of play workers to support independent mobility for young people.

Community

Understand what specifically is needed, to strengthen provision of community space

- Engage with VCSE groups, including places of worship, to understand strength of existing assets, including accessibility, utilisation, viability of operating model, security of tenure, and capital investment needs.
- Test the findings set out in this report through focused engagement and in coordination with the emerging IDP, to identify what provision could be put in place to meet locally and culturally specific needs.

Quality of life

Enable access to buildings and spaces to support stronger relationships

- Ensure access to diverse social spaces, from formal community centres to informal space like markets and barbershops, meeting various needs.
- Test how social infrastructure provision can address specific health and climate risks in the town centre and local neighbourhoods.
- Consider non-capital investments like community development and space management support.

Co-develop a coherent planning framework

Interventions ‘tool-kit’

The analysis in this report highlights a wide range of interventions that will be required in order to promote the scale, pace and quality of delivery that is aspired to in Ilford. Because the challenges are multi-faceted, a comprehensive and long term, consistent strategy will be required.

Set out here are a range of recommendations that could be worked up in further detail with partners and costed into a programme of work.

	What?	When?	Who?
Planning	Develop a clear, long term planning framework for the Opportunity Area	Short term	LBR, GLA, broader stakeholders
	Reconsider site allocations and capacity from a “bottom up” perspective, taking into account viability and feasibility of delivery including opportunities for retrofit where suitable quality can be achieved and where site capacity can be optimised	Short term	LBR, GLA, landowners/ developers/ promoters
	Use the forthcoming planned CIL review to assess levels of CIL that can be applied to different types of development in the OA whilst maintaining scheme viability. Continue to review s106 requirements on a case by case basis	Short term	LBR, GLA, landowners/ developers/ promoters
	Targeted approach to the delivery of new community / commercial space, so that they are not required on sites where they would make housing-led schemes unviable	Short term	LBR, GLA
	Encourage a greater diversity of housing typologies	Short term	LBR, GLA
Engagement	Engage with landowners and developers to identify site by site delivery challenges and potential solutions, firstly on a 1:1 basis with the potential to develop into a Landowner/Developer Forum	Short term	LBR, landowners, developers
	Leverage town architect role to engage with developers and raise Ilford's profile	Short term	LBR, landowners, developers, town architect
Land	Make greater use of public sector land assembly powers to address delivery challenges and enable feasible and viable schemes reducing reliance on smaller sites with high densities. This could include exploring Land Assembly Zones as a potential intervention.	Medium term	LBR, GLA

06. Enablers for good growth

Co-develop a coherent planning framework Interventions ‘tool-kit’

	What?	When?	Who?
Land	Take a “One Public Estate”-type approach to delivery, considering public sector assets holistically and create synergies where possible. These sites should be brought forward as priorities to establish momentum and demonstrate to the market what is achievable	Medium term	LBR, GLA, MHOLG, public sector landowners
Funding	Enhance the cultural and amenity offer in the town centre	Medium term	LBR
	Develop business cases for public sector funding to support development and investment	Medium term	LBR, GLA, Homes England
	Build on recent enhancements to public transport accessibility (Elizabeth Line) by investing in the public realm, green space and reducing the severance effects of road infrastructure	Medium - long term	LBR, GLA, Homes England, TfL
	Work across the public sector to improve the provision of social and community infrastructure in the area, including health facilities	Medium - long term	LBR, GLA, NHS Property Services
Delivery mechanisms	Redouble efforts to identify a viable and feasible way forward for the Council's Western Gateway initiative	Medium - long term	LBR, Countryside
	Take a place-based approach to the delivery of public sector services and broader town centre management initiatives, to address public realm maintenance, safety and security concerns. This should run alongside the promotion of the town centre, of cultural events and of ‘soft’ infrastructure opportunities	Long term	LBR, GLA, Ilford BID, landowners, developers, town centre businesses, public sector stakeholders

07. Next steps

Priorities for the OAPF

Proposed next steps and priorities for the development of the OAPF are:

	Next steps	Who?
Development	Reconsider site allocations and overall OA capacity from a “bottom up” design-led perspective, taking into account viability and feasibility of delivery and testing/refining the initial buildings height strategy	GLA to lead through the OAPF process, in collaboration with LBR and engaging with landowners/ developers
	Develop a clear approach to retrofit across the OA, taking account of embodied carbon and the high level viability findings in this report, as well as the high level methodology to identify retrofit opportunities established in Appendix B of this report. Retrofit should be pursued where suitable quality can be achieved whilst ensuring sites are suitably optimised	GLA to lead through the OAPF process, in collaboration with LBR and engaging with landowners/ developers
	Investigate adaptive re-use of key sites including the BT site (or an alternative office building) to test how they feed into a wider approach to retrofit in the OA, and develop a business model/spatial testing of the Mercato Metropolitano building to unlock public sector land opportunities in the short term	GLA, LBR
	Develop an economic vision for the OA to meet the jobs need as defined in the London Employment Sites Database, taking account of the retrofit and viability evidence around retrofit/conversion set out in this report	GLA to lead through the OAPF process, in collaboration with LBR and engaging with landowners/ developers
	Develop a targeted approach to the delivery of new community / commercial space, so that they are not required on sites where they would make housing-led schemes unviable	GLA to lead through the OAPF process, in collaboration with LBR and engaging with landowners/ developers

07. Next steps

Priorities for the OAPF

	Next steps	Who?
Movement	Develop an approach to new local connections and public realm that is informed by an OA wide “bottom up” assessment of housing capacity	GLA, TfL
	Identify areas where infrastructure and public realm improvements in the short term can improve sense of place and unlock development	GLA, TfL
Infrastructure	Test the findings from the infrastructure benchmarking with local communities and VCSE organisations to establish needs within Ilford	LBR, in coordination with GLA
	Explore a wider zone of influence beyond the town centre boundary (and potentially a wider OA boundary) to ensure the OAPF addresses Ilford Lane, Albert Road, access to surrounding green and addressing climate risk in adjacent neighbourhoods. For example, RB Kingston has suggested, through their Local Plan, to amend the town centre boundary to include outer areas which offer masterplan opportunities.	GLA
Engagement	Undertake further 1:1 engagement with landowners of key sites to test the proposed approach to tall buildings, explore the viability and deliverability challenges further and establish the appetite for more joined up, collaborative working	GLA to lead through OAPF process, with support from LBR / Town architect
	Undertake focussed engagement with young people to develop an approach to infrastructure provision, in coordination with parallel engagement work and workstreams such as the Ilford Arrival CCP project, to avoid consultation fatigue	LBR, in coordination with GLA and parallel engagement
	Undertake focussed engagement with residents south of Romford Road and South of Winston Way to establish how the OAPF can address high climate risk and improve public green spaces in these areas. Recent notable examples include engagement as part of the open spaces for Tower Court in Clapton Common (LB Hackney), designed for the local Haredi community	LBR, in coordination with GLA and parallel engagement
	Undertake further engagement with local communities with a particular focus on “levels of change”, land uses and the proposed approach to tall buildings	LBR, GLA

London

Unit 21 Tower Workshops
58 Riley Road
London SE1 3DG

+44 (0)20 7252 3400

Manchester

Jactin House
24 Hood Street
Ancoats
Manchester M4 6WX

+44 (0)161 9743206

studio@wemadethat.co.uk
wemadethat.co.uk

**We
Made
That**

We Made That LLP is registered
in England and Wales.
Reg no. OC367789

We
Made
That

Appendix A:
Development audit
and viability study

Ilford OAPF Evidence Base

Working with



Lucia
Cerrada
Morato



Contents

This appendix provides background mapping of the site allocations and their planning status in support to the Development Audit presented in the main report. It also provides further detail on the capacity testing and high-level viability assessment of the six modelled sites. It is intended to be read in conjunction with the main report.

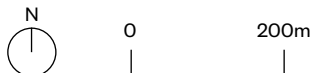
01 Development audit

02 Capacity study and viability

Site allocations

Key

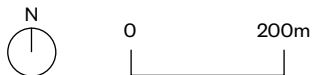
- Small Sites (LB Redbridge)
- Site Allocations (LB Redbridge)
- Site Allocations (LB Newham)
- Study Area Boundary



Status of the key site allocations

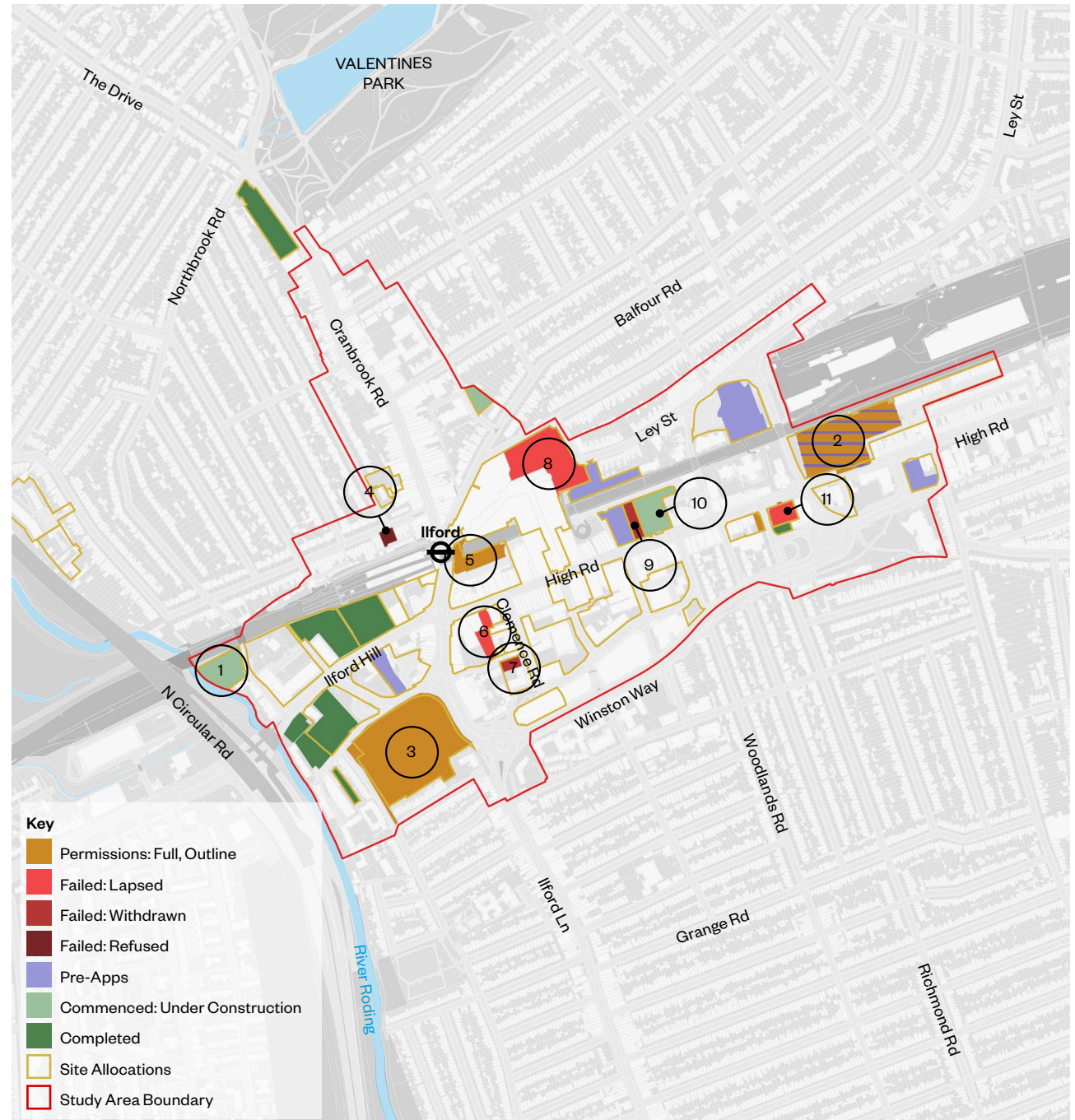
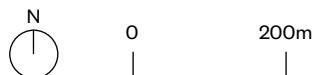
Key

- Stalled sites
- Permissions: Full, Outline & Ready to Go
- Failed: Lapsed
- Failed: Withdrawn
- Failed: Refused
- Pre-Apps
- Commenced: Under Construction
- Completed
- Site Allocations
- Study Area Boundary

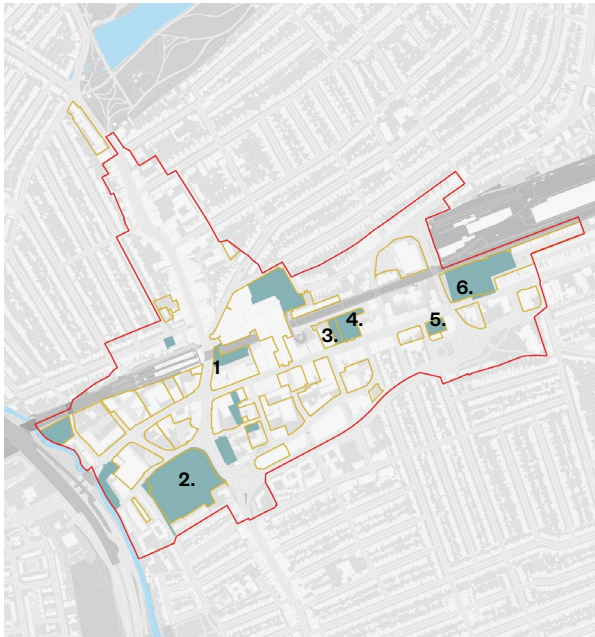


Referable schemes

1. Site: 15 - Car Park North Of Roding Court, Mill Road (1843/21)
2. Site: 36 (Part) - Ilford Retail Park 261 To 275 And Probation Office 277 To 289, High Road, Ilford Ilford Eastside (0140/20)
3. Site 1: Sainsburys, 55 Roden Street 55 Roden Street (Chapel Place) (2327/22)
4. 9-15 York Road (1699/19)
5. Site: 37 (Part) - Bodgers, Station Road (4557/18)
6. Site 10 [Part] - 74-76 High Road (0337/19)
7. 17 To 23 And 22 To 26, Clements Road (4124/19)
8. Site: 2(Part) - The Exchange And Car Park, High Road (4265/15)
9. Site: 218- 187-191 High Road (4407/17)
10. Site: 9 - 193-207 High Road (Harrison and Gibson) (1106/20, 3160/24)
11. Site 13: 226-244 High Road (2151/18)



Referable schemes



1. Bodgers, Station Road- permission in 2020, not started
370 units, 1400dph, Up to 42 storeys



2. Sainsburys, 55 Roden Street - permission in 2024, not started
838 units, 447 student rooms, 500dph, Up to 36 storeys



3. 187-191 High Road (4407/17)
320 co-living units, 400dph, Up to 26 storeys



4. 193-207 High Road, Ilford (Harrison and Gibson) -
permission in 2020, not started
326 units, 1000dph, Up to 30 storeys



5. 226-244 High Road, Ilford "Metro Tower" -
permission in 2018, not started
124 units, 900dph, Up to 25 storeys



6. Ilford Retail Park 261 To 275 And Probation Office 277 To
289, High Road, Ilford - permission in 2022, not started
672 units, 600dph, Up to 29 storeys

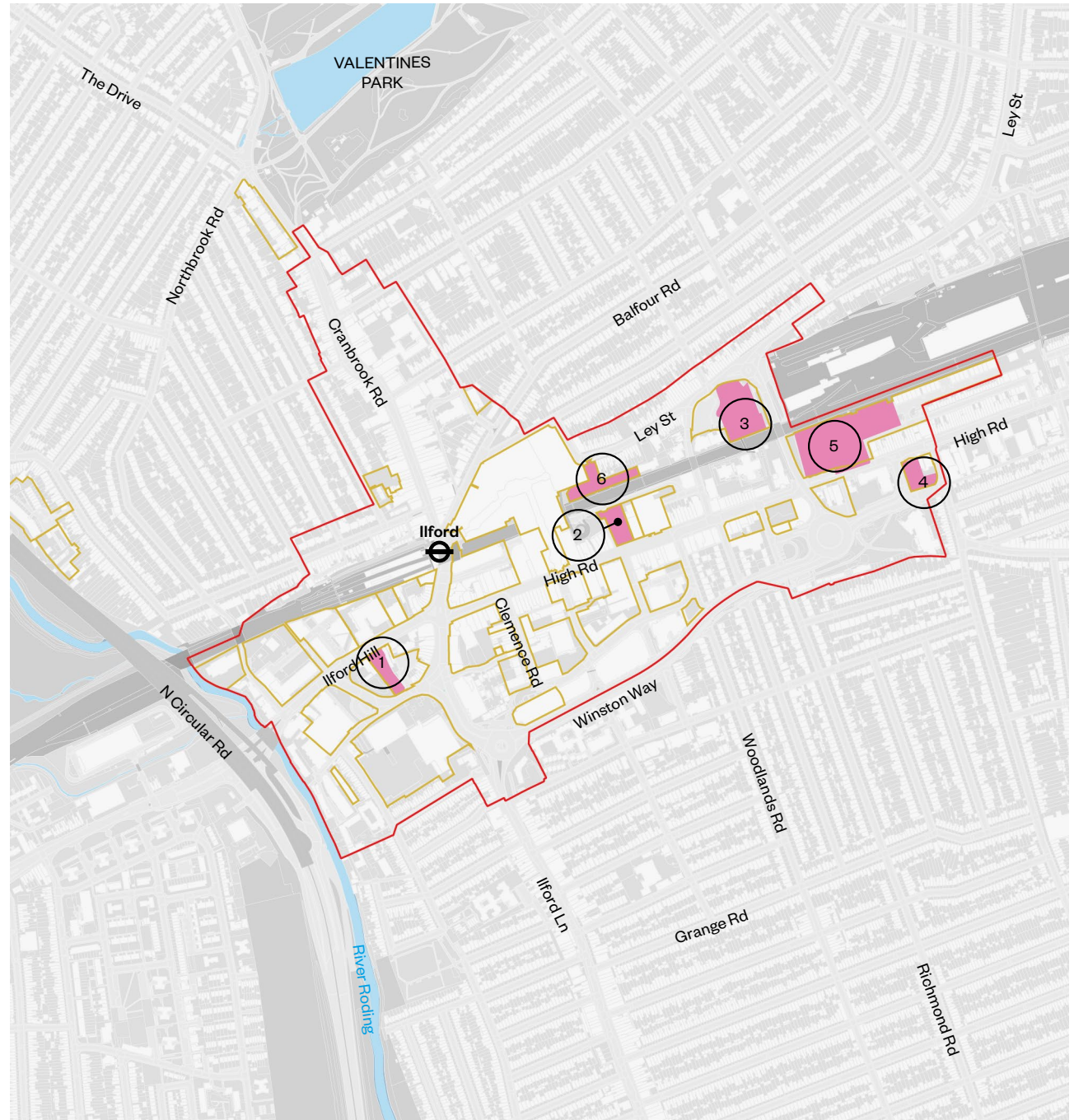
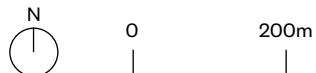
01. Development audit

Key Pre-Apps

1. 42 Ilford Hill
2. Site: 219 - 177-185 High Road
3. Site 5: Ley Street Multistorey Car Park Ilford Bus Station And Redbridge Foyer, Sylvan Road, Ilford
4. Site: 45 - 300 To 310, High Road
5. Site: 36 (Part) - Ilford Retail Park 261 To 275 And Probation Office 277 To 289, High Road, Ilford Ilford Eastside
6. Site 39: 69-126 Ley Street and Opal Mews, Ilford

Key

- Pre-Apps
- Site Allocations
- Study Area Boundary



Capacity testing and viability

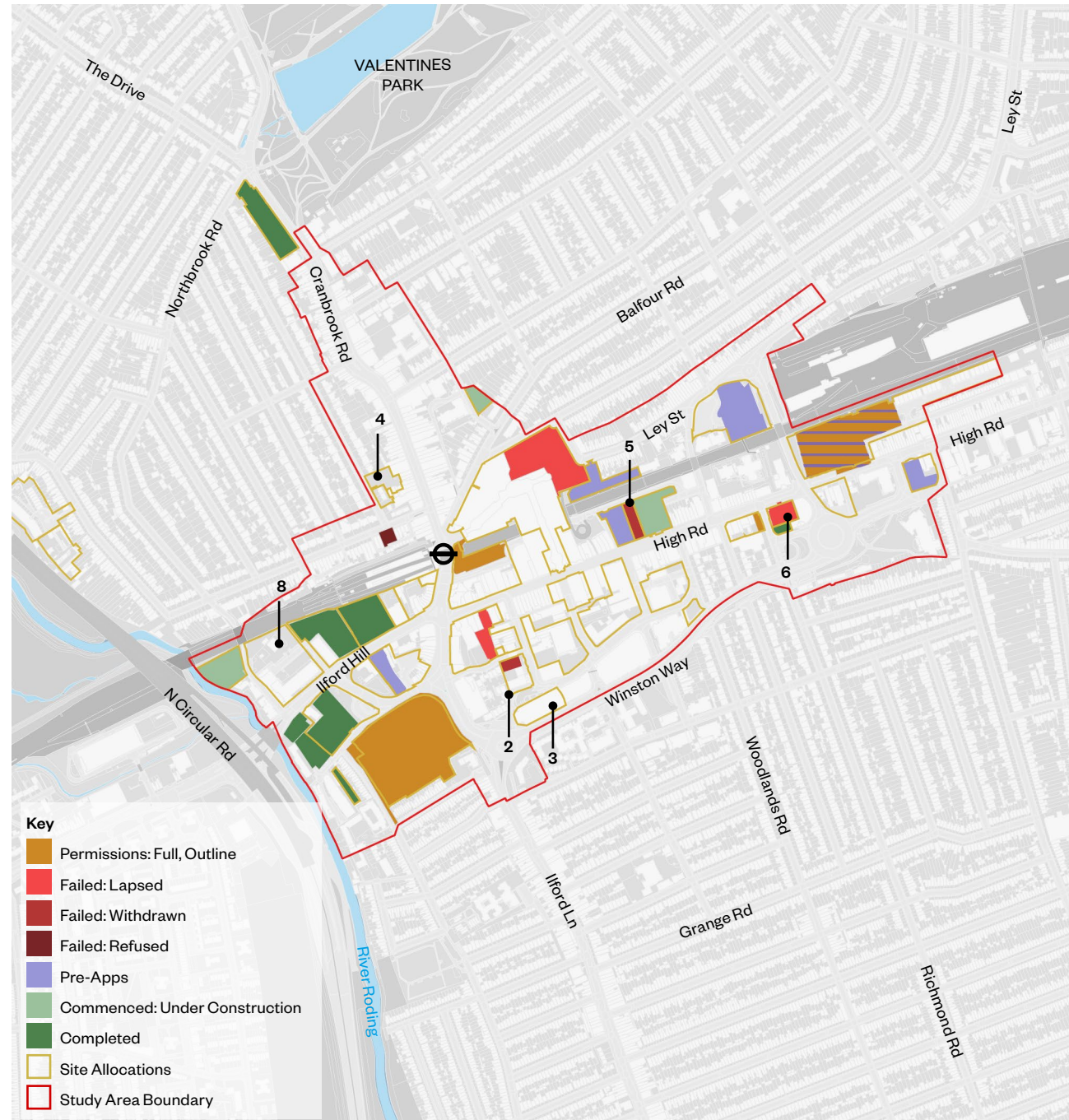
Selected sites

To better understand the impact of building heights, site size and tenure on the viability of future development, different parameters were tested on six selected sites, to assess how these impact on the delivery of the schemes.

The following pages include a high-level design-led exercise (rather than a complete capacity testing study) that assists in generating findings that are applicable across multiple sites in Ilford.

Financial appraisals have been carried out on these sites to identify factors affecting the ability of schemes to achieve a positive Residual Land Value. The objective of the testing is not necessarily to optimise the viability of the schemes but to isolate factors that are influencing viability to inform future actions to support delivery. In this context, different typologies of development and sites were tested, including different residential products, building heights and retrofit opportunities.

The test sites have been chosen in agreement with the GLA and LBR to capture different land ownership patterns, site sizes and housing typologies. Sites with planning permission or on pre-app discussions as well as sites where delivery is reliant on transport improvements have been deliberately excluded.



02. Capacity testing and viability

Selected sites

Land ownership

Site 2 Multiple ownerships, including public land

Site 3

- Single ownership (public land)

Site 4

- Single ownership (private)

Site 5

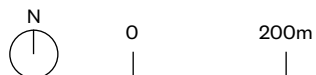
- Multiple ownership (private)

Site 6

- Single ownership (private)

Site 8

- Single ownership (private)



Briefs for Capacity Testing

Small scale residential development



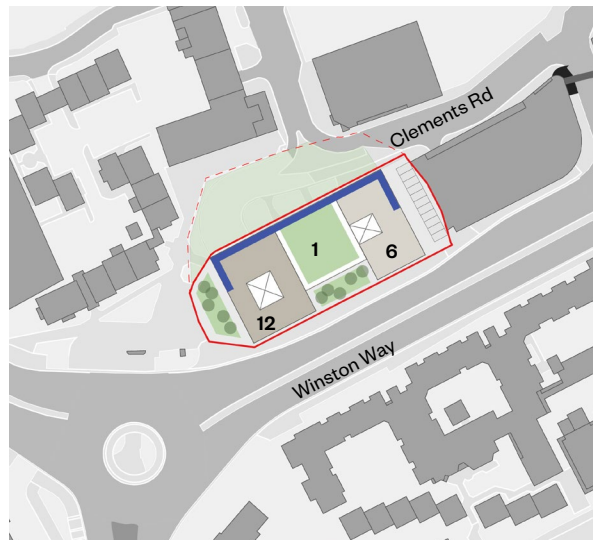
Site no. 4: 51-71 Cranbrook Road

Site brief: Small to medium-scale residential development. SME developer led regeneration, no impact of second stair

Option 1: Private sale

Option 2: Build to rent. No design changes

Medium scale mixed use development



Site no. 3 - Britannia Car Park

Site brief: Council-led regeneration, and 'middle ground' height between 6 storeys and high rise, inclusion of public realm and community use

Option 1: Private sale and 50% affordable. Inclusion of community facility

Option 2: No community facility. Both blocks up to 6 storeys. More compact built form - linked block with higher plot coverage

Note: site diagrams on this page refer to Option 1 of each study

Large scale mixed use development



Site no. 5: High Road

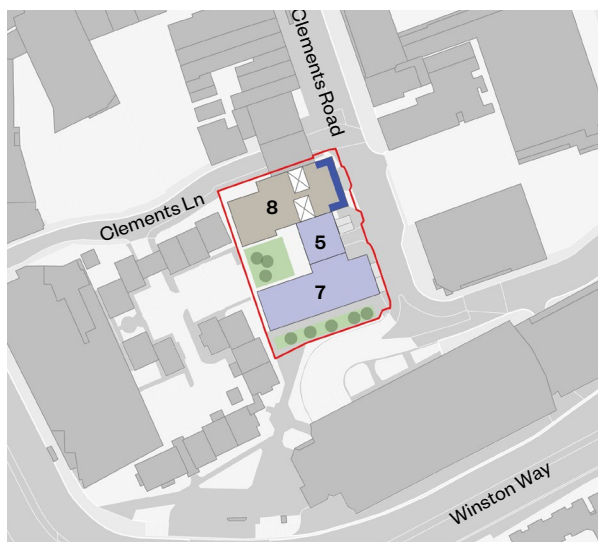
Site brief: Land assembly scenario on otherwise constrained sites, large scale development

Option 1: Private sale including 35% affordable, build-to-rent, inclusion of town centre uses

Option 2: Lower scheme up to 12 storeys. Phased approach including 2 out of 3 sites (without demolition of Harrison Gibson building)

Briefs for Capacity Testing

Office to residential retrofit and mid-rise development



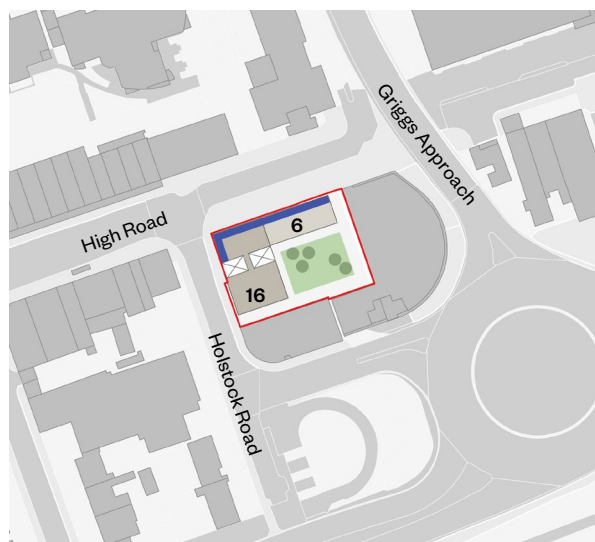
Site no. 2: Clements Lane and Clements Road

Site brief: Office conversion to residential and new medium scale residential development

Option 1: Private sale, private rental, 50% affordable on Council-owned plot

Option 2: Grant funding on new building. No design changes.

Medium scale mixed use development



Site no. 6 - 226-244 High Road

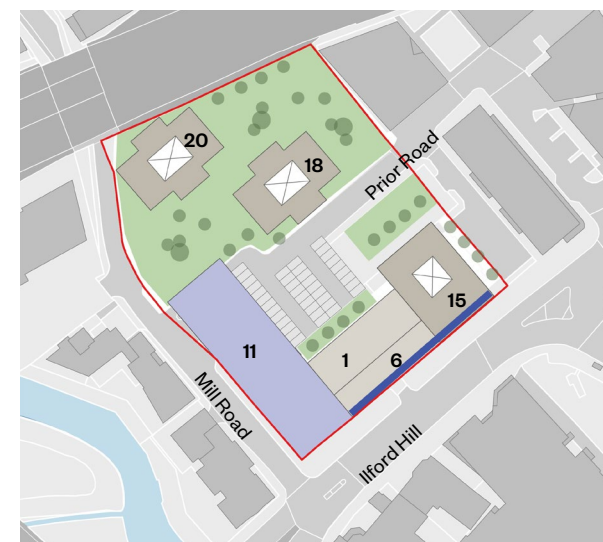
Site brief: Medium-scale residential development. Developer-led regeneration with impact of second stair

Option 1: Private sale, 35% affordable

Option 2: Heights brought down to 6-8 storeys

Note: site diagrams on this page refer to Option 1 of each study

Office retrofit and high-rise development



Site no. 8- Depot Mill Road/Mill House

Site brief: Commercial retrofit of existing office building and new large scale residential development including co-living units

Option 1: Private sale including 35% affordable; Co-living

Option 2: Heights brought down to 15 storeys. Isolate co-living component at the north part of the site. No intervention on the existing building.

Small scale residential development

Site no. 4: 51-71 Cranbrook Road_Options 1 & 2

Site information

Local plan ID: 14

Site name: 51-71 Cranbrook Road

Site size: 0.1ha

Site capacity (Local Plan): 41 homes

Development status: No activity

Owner/developer information: Single ownership (private), Key move Estates / Cranbrook House Properties

Development history: Site allocation in the Local Plan, no progress beyond this.

Brief for capacity testing

What are we testing?

Options 1 & 2 : Small to medium-scale residential development. SME developer led regeneration, no impact of second stair. A different tenure has been tested in Option 2. There are no design changes to this option.

Tenure (Option 1): Private for sale and affordable

Tenure (Option 2): Build to Rent units

Other uses incl. green space: Private communal amenity/green space

Indicative capacity

No. units: 32

Building height: 6 storeys

Density: 320dph

Other uses: N/A

Open space: 226sqm of new open space



Existing context



Typical floor plan

02. Capacity testing and viability

Small scale residential development

Site no. 4: 51-71 Cranbrook Road_Options 1 & 2

Viability outputs_Option 1

- This is the site with a low height, which is reflected in its lower £psf construction rates compared with the other sites being studied.
- Finance costs are significantly lower on this site as a result of the small size of the scheme, as a lower amount of money needs to be borrowed and can be paid off more quickly due to speed of development and short sales period post-completion.
- Largely cleared site, demolition costs are relatively low.
- SANGS & SAMMS contributions have been added for a total of £74,481, based on £281/unit (SANGS) and £1,936/unit (SAMMS) plus an admin charge of 5% (*subject to unit type).

Viability outputs_Option 2

- The scheme design for Iteration 2 remains unchanged, but the units have been appraised as Build to Rent units.
- The GDV psf is reduced on this option as the BTR units have much lower capital values, reflecting relatively low rental levels achievable in the area.
- Profit is significantly lower due to the BTR schemes operating on lower profit margins.

Site 04	Total		
GDV	£11,208,642	£451	psf
Construction Costs	£6,361,088	£192	psf
\$106, CIL, MCIL & SANGS/SAMMS	£673,806	£20	psf
Total Costs (Exc. Finance)	£8,797,887	£266	psf
Finance Costs	£266,482		
Total Costs	£9,064,369	£274	psf
Profit	£1,969,249	17.58%	of GDV
RLV	-£90,408		/ ha

Viability Outputs – Option 1

Site 04	Total		
GDV	£9,875,482	£397	psf
Construction Costs	£6,361,088	£192	psf
\$106, CIL, MCIL & SANGS/SAMMS	£671,855	£20	psf
Total Costs (Exc. Finance)	£8,354,244	£252	psf
Finance Costs	£189,753		
Total Costs	£8,517,940	£257	psf
Profit	£1,326,277	13.87%	of GDV
RLV	-£628,524	-£6,285,240	/ ha

Viability Outputs – Option 2

Contribution		100%	55.60%		100%	£281	£1,936	£2,217p/unit	5%			
Site	Apartments	Units	Co-Living	Units	Conversion	Units	SANGS	SAMMS	Subtotal (SANGS and SAMMS)	Admin Fee	Total	£/Unit
4	Y	32	N		N		£8,994	£61,940	£70,935	£3,547	£74,481	£2,328

Summary Table (table applies to both options)

Medium scale mixed use development

Site no. 3: Britannia Car Park_Option 1

Site information

Local plan ID: 41

Site name: Britannia Car Park, Clements/Albert Road

Site size: 0.25ha

Site capacity (Local Plan): 81 homes

Development status: Site allocation in the Local Plan, no progress beyond this..

Owner/developer information: Single ownership (Council-owned, leased to a car park operator - listed as "Town Centre Car Parks")

Development history: Site is still within its current use as a multistorey car park.

Brief for capacity testing

What are we testing? Council-led regeneration, and 'middle ground' height between 6 storeys and high rise, inclusion of public realm and community use

Tenure: Private for sale and Affordable rent

Other uses incl green space: Cultural/community uses, Private communal amenity/green space

Indicative capacity

No. units: 113

Building height: Part 12 and 6 storeys

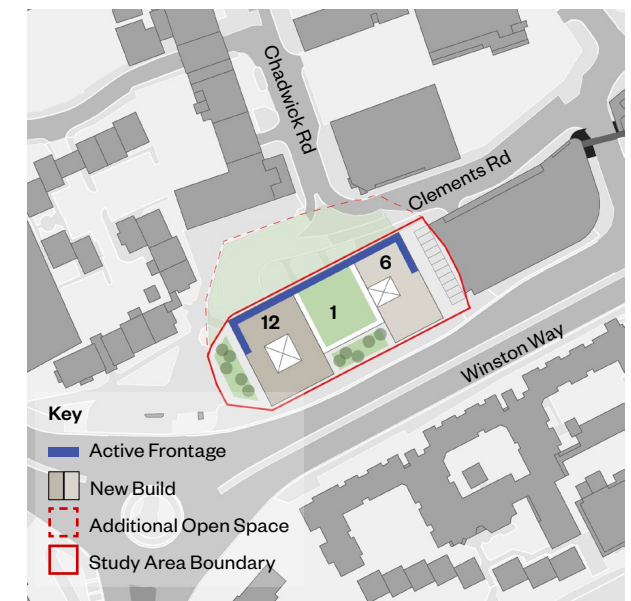
Density: 450dph

Other uses: 500sqm of community and cultural uses along Clements and Chadwick Rd to activate potential new open space north of the site and create a cluster with adjacent community/cultural uses

Open space: 880sqm of new open space, potential for additional 1000sqm of open space north of the site (see typical floor plan) currently used as a servicing area for the multi-storey car parking



Existing context



Typical floor plan

Medium scale residential development

Site no. 3: Britannia Car Park_Option 2

Site information

Local plan ID: 41

Site name: Britannia Car Park, Clements/Albert Road

Site size: 0.25ha

Site capacity (Local Plan): 81 homes

Development status: Site allocation in the Local Plan, no progress beyond this.

Owner/developer information: Single ownership (Council-owned, leased to a car park operator - listed as "Town Centre Car Parks")

Development history: Site is still within its current use as a multistorey car park.

Brief for capacity testing

What are we testing? Council-led regeneration, and 'middle ground' height up to 6 storeys with inclusion of public realm. This option shows a lower residential scheme with no community facilities or other uses.

Tenure: Private for sale and Affordable rent

Other uses incl green space: Private communal amenity/green space

Indicative capacity

No. units: 55

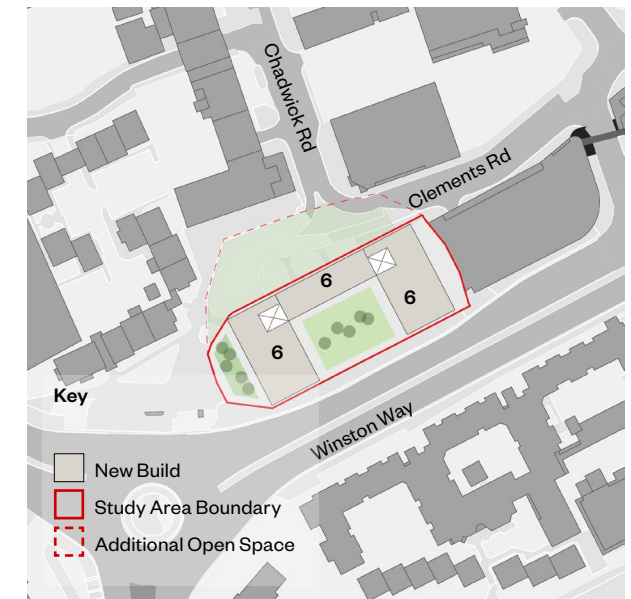
Building height: Up to 6 storeys

Density: 220dph

Other uses/open space: 850sqm of open space



Existing context



Typical floor plan

Medium scale mixed use development

Site no. 3: Britannia Car Park_Options 1 & 2

Viability outputs_Option 1

- The GDV psf is reduced on this site given its public sector ownership because of the increased affordable housing (50%) relative to non-public sector owned sites, which aligns with Policy H5 of the London Plan and Affordable Housing and Viability SPG.
- For the same reason, the blended profit rate has reduced (for example, relative to Site 04) as Affordable Housing has a lower profit rate attributed to it.
- The costs, both construction and all-in (excluding finance) are significantly higher on a £psf basis than Site 04 – this is in part due to the increased cost of higher buildings, but also results from fees increasing in line with costs, and higher demolition costs (high level demolition costs of c£900,000).
- Block 2 on this site contains some very large units. In practice, this would likely suppress the overall values achievable, but with our current approach, where we have applied a blanket £psf rate, this has not had an impact.

- The community use is a cost to the scheme of £1.06 million, and has no income attributed to it, which harms viability.
- We expect that demolition of the car parking site will also result in a loss of car parking income to the Council, which is not captured within this appraisal, but the Council would seek to recoup through any future site development.
- SANGS & SAMMS contributions have been added for a total of £263,013, based on £281/unit (SANGS) and £1,936/unit (SAMMS) plus an admin charge of 5% (*subject to unit type).

Viability outputs_Option 2

- In Option 1, Block 1 stood at 14 storeys, with all blocks in Option 2 dropped to 6 storeys. As a result, build rates have been reduced to £192 sqft in comparison to an overall blended construction rate of £216 psf in Option 1.
- Other cost components directly or indirectly tied to build costs have been reduced in line with this reduction.

	Contribution	100%	55.60%	100%	£281	£1,936	£2,217p/unit	5%			
Site	Apartments	Units	Co-Living	Units	Conversion	Units	SANGS	SAMMS	Subtotal (SAMMS and SANGS)	Admin Fee	Total
3 (Option 1)	Y	113	N	0	N	0	£31,761	£218,727	£250,488	£12,524	£263,013
3 (Option 2)	Y	78	N	0	N	0	£21,923	£150,980	£172,903	£8,645	£181,549
											£/Unit
											£2,328

Summary Table

- SANGS, SAMMS and CIL contributions are lower than in Option 1 due to a drop in unit numbers
- Reduction in car parking spaces from 11 to 2
- The community use has been removed, which was a cost to the scheme of £1.06 million and had no income attributed to it.

Site 03			
GDV	£33,250,919	£404	psf
Construction Costs	£24,996,804	£216	psf
\$106, CIL, MCIL & SANGS/SAMMS	£2,359,015	£20	psf
Total Costs (Exc. Finance)	£26,201,748	£226	psf
Finance Costs	£1,369,915		
Total Costs	£27,571,663	£238	psf
Profit	£5,180,493	15.58%	of GDV
RLV	-£8,943,445		/ha

Viability Outputs – Option 1

Site 03			
GDV	£23,519,698	£397	psf
Construction Costs	£15,177,705	£192	psf
\$106, CIL, MCIL & SANGS/SAMMS	£1,609,475	£20	psf
Total Costs (Exc. Finance)	£18,632,904	£236	psf
Finance Costs	£908,311	-	
Total Costs	£19,541,215	£247	psf
Profit	£3,704,352	15.75%	of GDV
RLV	-£2,609,017		/ha

Viability Outputs – Option 2

Large scale mixed use development

Site no. 5: High Road_Option 1

Site information

Site ID: 9, 128, 219

Site name: 77-185, 187-191 and 193-207 High Road

Site size: 0.62ha (including all 3 sites)

Site capacity (Local Plan): 456 homes

Development status: Partly commenced/failed/
pre-app

Owner/developer information: Aurora Real Estate
(218) Big1 (219)

Development history:

- Site 9: Amendment to planning permission / proposed development now 100% affordable (Nov 2024). Site is currently a large vacant office block. Partial demolition of the building, with little progress since 2017.
- Site 218: Withdrawn planning app, which also has office/ co-working space in addition to proposed residential. Site is currently an operational Argos.
- Site 219: Still within current use (retail/ leisure), and no planning application has been submitted.

Brief for capacity testing

What are we testing? Land assembly scenario on otherwise constrained sites, large scale development

Tenure: Private sale, Build-to-Rent, 35% Affordable

Other uses incl green space: Town centre uses, private communal amenity, shared amenities

Indicative capacity

No. units: 342

Building height: Part 5, 6, 18 and 20

Density: 550dph

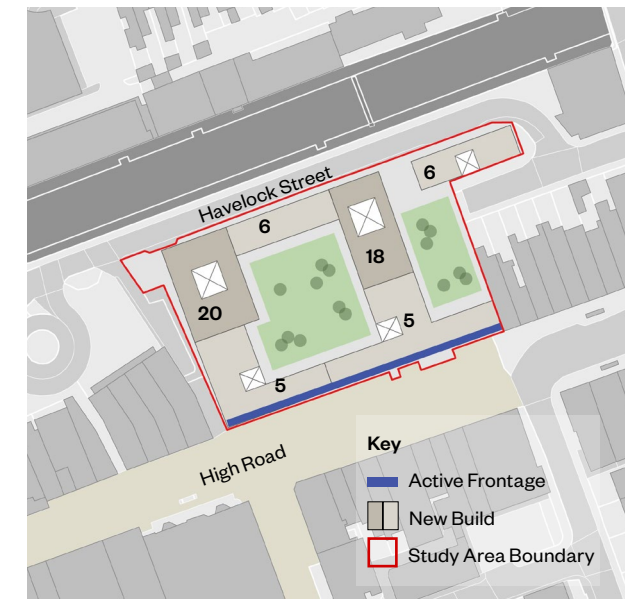
Other uses/open space: ,

Other uses: 1,795sqm of retail and town centre uses along High Road providing a continuous active frontage along the high street

Open space: 2200sqm of new open and private amenity space



Existing context



Typical floor plan

Medium scale mixed use development

Site no. 5: High Road_Option 2

Site information

Site ID: 128, 219

Site name: 187-191 and 193-207 High Road

Site size: 0.3ha (including 2 sites)

Site capacity (Local Plan): 171 homes

Development status: Failed

Owner/developer information: Meadow Residential (9), Aurora Real Estate (218) Big1 (219)

Development history:

- Site 218: Withdrawn planning application, which also has office/ co-working space in addition to proposed residential. Site is currently an operational Argos.
- Site 219: Still within current use (retail/ leisure), and no planning application has been submitted.

Brief for capacity testing

What are we testing? Land assembly scenario on otherwise constrained sites excluding the Harrison & Gibson site. This option shows a phased approach and a lower mixed-use scheme up to 12 storeys.

Tenure: Private sale, Build-to-Rent, 35% Affordable

Other uses incl green space: Town centre uses, private communal amenity, shared amenities

Indicative capacity

No. units: 148

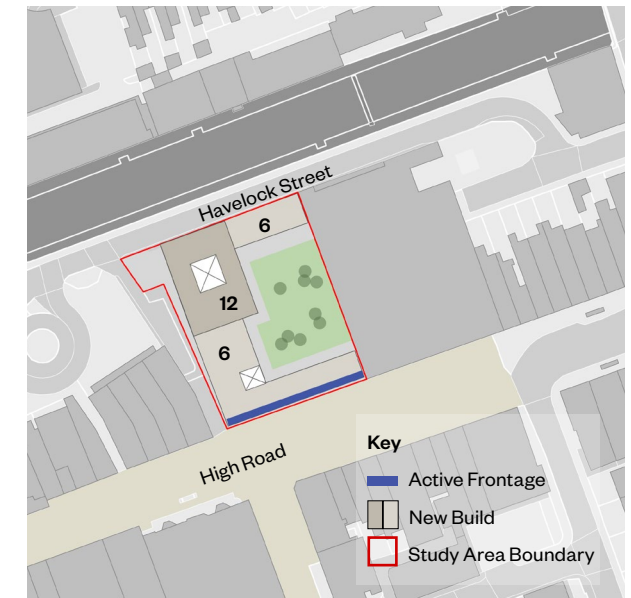
Building height: Part 6 and 12

Density: 490dph

Other uses/open space: 1180sqm of retail and town centre uses, 1110sqm of open space



Existing context



Typical floor plan

Large scale mixed use development

Site no. 5: High Road_Options 1 & 2

Viability outputs_Option 1

- As with Site 04 & in contrast to Site 03, the GDV psf is higher on these sites because affordable housing is 35%.
- Higher construction costs on a £psf are as a result of the taller building. The increased height of the higher blocks in this particular design (at 20 and 18 storeys vs. 12 storeys in Site 03) has an outsized impact on the costs of development, with construction costs on a £psf basis increasing by 39% between the two schemes.
- As with Site 03, the three lower blocks within this design contain some very large units.
- Finance costs are particularly high here because the scheme requires significantly higher expenditure due to its size. Furthermore, this scale extends the build/ sales periods, meaning it takes longer for the loan to be paid off.
- The commercial aspect of this scheme does not “break even”, with costs of £3.8 million and a capital value of £2.39 million.
- The high-level estimate of demolition costs on this

site is £1,914,300.

- As this site comprises three separate land holdings, there will be additional complexity, cost and time required for land assembly to achieve vacant possession before development can take place. This will make an already unviable scheme even more challenging to deliver.
- SANGS & SAMMS contributions have been added for a total of £769,021, based on £281/unit (SANGS) and £1,936/unit (SAMMS) plus an admin charge of 5% (*subject to unit type).

Viability outputs_Option 2

- Construction costs on a £psf have been reduced due to the reduction of building heights, reducing build costs from £296psf to £211psf
- Finance costs are lower because the scheme is smaller than Option 1.
- In Option 1, it was highlighted that the commercial aspect of this scheme does not “break even”, with costs of £3.8 million and a capital value of £2.39 million. The size of the commercial component has

been reduced in Option 2, but still costs £648,787 to build whilst only producing a capital value of £385,372.

- Exclusion of the Harrison and Gibson site has meant demolition has been reduced to 7,335 m3 from 31,905 m3 leading to a saving in cost.
- Parking reduced from 44 spaces to 33 spaces, saving costs.
- Whilst still showing a negative RLV, the scheme has shifted significantly in value due to the above factors.

Site 05			
GDV	£105,348,549	£419	psf
Construction Costs	£98,206,292	£296	psf
\$106, CIL, MCIL & SANGS/SAMMS	£6,800,535	£20	psf
Total Costs (Exc. Finance)	£79,000,767	£238	psf
Finance Costs	£8,106,907		
Total Costs	£87,107,674	£263	psf
Profit	£18,695,436	17.41%	of GDV
RLV	-£54,672,375		/ha

Viability Outputs – Option 1

Site 05			
GDV	£48,384,431	£434	psf
Construction Costs	£30,893,961	£211	psf
\$106, CIL, MCIL & SANGS/SAMMS	£2,994,610	£20	psf
Total Costs (Exc. Finance)	£33,705,418	£230	psf
Finance Costs	£3,964,891		
Total Costs	£37,670,309	£257	psf
Profit	£8,038,421	17.38%	of GDV
RLV	-£9,474,462		/ha

Viability Outputs – Option 2

	Contribution	100%	55.60%	100%	£281	£1,936	£2,217p/unit	5%			
Site	Apartments	Units	Co-Living	Units	Conversion	Units	SANGS	SAMMS	Subtotal (SAMMS and SANGS)	Admin Fee	£/Unit
5 (Option 1)	Y	342	N	0	N	0	£96,126	£661,989	£758,115	£37,906	£796,021
5 (Option 2)	Y	138	N	0	N	0	£41,598	£286,475	£328,073	£16,404	£344,477

Summary Table

Residential retrofit and mid-rise development

Site no. 2: Clements Road_Options 1 & 2

Site information

Local plan ID: 19

Site name: Land adjacent to Clements Lane and Clements Road

Site size: 0.24ha (0.07ha public-owned)

Site allocation capacity (Local Plan): 73 homes

Planning status: Stalled - Part of the site has been cleared since c. 2015, current application (3767/23 - May 24) seeks to develop a hotel and serviced apartment blocks.

Land ownership: The Council owns the cleared northern portion of the site, with the southern portion (currently Olympic House offices) owned by the Mastcraft Group.

Development history: Withdrawn planning application for part of the site 17-23 and 22-26 Clements Road, Part of the site is council-owned and cleared. Part of the site is currently Olympic House

Brief for capacity testing

What are we testing? Opportunity to test office conversion to residential and new medium scale residential development. Option 2 has no design changes. The only change in Option 2 is the addition of GLA Grant Funding (see page 24)

Tenure: Private sale, Build-to-Rent, 50% Affordable

Other uses incl green space: Town centre uses and private communal amenity

Indicative capacity

No. units: 44 (new build block)

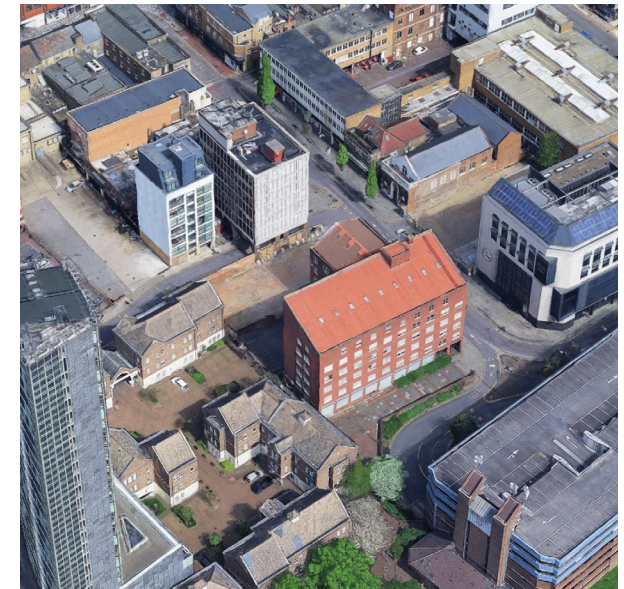
Building height: Up to 8 storeys

Density: 630dph (new build block)

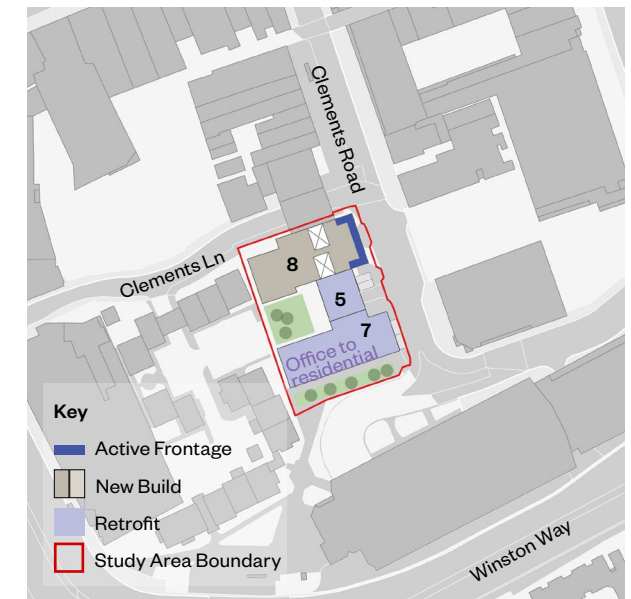
Other uses/open space: ,

Other uses: 140sqm of retail and town centre uses along Clements Road providing a continuation of the high street

Open space: 300sqm of new open space



Existing context



Typical floor plan

Residential retrofit and mid-rise development

Site no. 2: Clements Road_Option 1

Viability outputs_Option 1

- This site generates a relatively strong £psf rate through the combination of 50% market housing and private rental flats. The private rental flats in particular appear to benefit the scheme as the affordable rental flats generate a higher capitalised £psf rate than their equivalent affordable housing associated with private sale.
- Construction costs are very low in spite of the height of the buildings (and therefore the density of development) as a significant proportion is office-to-residential refurbishment, which has very low construction costs relative to all other residential use types.
- This flows through to the RLV as the density of revenue-generating uses is increased, for a lower all-in cost than would be possible with a completely new development.
- Finance costs are controlled as the private rental portion of the scheme is assumed to be sold at completion.
- Lower profit rate than many of the other proposals, as private rental, which comprises the majority of the scheme, has an assumed profit rate of 15% on

GDV, compared with the 20% assumed for the equivalent private for sale units.

- The small amount of commercial does not generate a high enough capital value to cover the costs of development.
- This scheme comes close to generating a neutral/positive RLV through a combination of its low relative costs, strong revenue generation, lower risk, and high density-to-cost ratio.
- SANGS & SAMMS contributions have been added for a total of £202,496, based on £281/unit (SANGS) and £1,936/unit (SAMMS) plus an admin charge of 5% (*subject to unit type).

Site 02			
GDV	£25,459,144	£392	psf
Construction Costs	£17,511,959	£203	psf
\$106, CIL, MCIL & SANGS/SAMMS	£1,762,098	£20	psf
Total Costs (Exc. Finance)	£20,384,274	£236	psf
Finance Costs	£1,222,662		
Total Costs	£21,608,545	£250	psf
Profit	£3,658,479	14.37%	of GDV
RLV	-£1,562,093		/ha

Viability Outputs – Option 1

Contribution		100%	55.60%		100%	£281	£1,936	£2,217p/unit	5%			
Site	Apartments	Units	Co-Living	Units	Conversion	Units	SANGS	SAMMS	Subtotal (SAMMS and SANGS)	Admin Fee	Total	£/Unit
2	Y	44	N		Y	43	£24,453	£168,401	£192,854	£9,643	£202,496	£2,328

Summary Table (table applies to both options)

Residential retrofit and mid-rise development

Site no. 2: Clements Road_Option 2

Viability outputs_Option 2

- No design changes were made to the scheme, so the construction costs and GDV remain as per Option 1.
- The only change in Option 2 is the addition of GLA Grant Funding to the new build on the Council-owned plot (50% affordable), as the funding will only be available for schemes providing 40% or more affordable housing by habitable room.
- The rates used were set out in the GLA Accelerating Housing Delivery Practice Note (Dec 2024):
 - Social Rent unit: £170,000
 - Intermediate: There are two benchmark grant rates for two types of intermediate rent:
 - 1) £110,000 per home – homes for rent in perpetuity where rents and service charges do not exceed LLR benchmark rents;
 - 2) £90,000 per home – homes for rent in perpetuity where initial rents and service charges exceed LLR benchmark rents but that meet the criteria for intermediate rent housing as set out above.
- As per guidance, the first 20% of affordable homes are required to be delivered without a grant.
 - Of the 22 affordable units on the scheme, 9 units will be delivered without a grant on this basis.
 - The remaining 13 units (comprising 8 x social rent and 5 x intermediate) provide grant funding of £1.91m (this assumes the higher grant rate of £110k, the lower £90,000 reduces the grant by £100,000)
 - The £1.91m grant funding has been included in the appraisal as a 50% payment on start on site, and 50% at practical completion.
- With the additional grant funding, the scheme comes very close to generating a neutral/ positive RLV, which already benefited from low relative costs, strong revenue generation, lower risk, and high density-to-cost ratio.

Site 02			
GDV	£25,459,144	£392	psf
Construction Costs	£17,511,959	£203	psf
S106, CIL, MCIL & SANGS/SAMMS	£1,762,098		
Total Costs (Exc. Finance)	£21,909,444	£254	psf
Finance Costs	£1,311,230	-	
Total Costs	£23,220,674	£269	Psf
Profit	£3,956,351	15.54%	of GDV
RLV	-£37,533		/ha

Viability Outputs – Option 2

Contribution		100%	55.60%		100%	£281	£1,936	£2,217p/unit	5%			
Site	Apartments	Units	Co-Living	Units	Conversion	Units	SANGS	SAMMS	Subtotal (SAMMS and SANGS)	Admin Fee	Total	£/Unit
2	Y	44	N		Y	43	£24,453	£168,401	£192,854	£9,643	£202,496	£2,328

Summary Table (table applies to both options)

Medium scale residential development

Site no. 6: 226-244 High Road_Option 1

Site information

Local plan ID: 13

Site name: 226-244 High Road

Site size: 0.14ha

Site allocation capacity (Local Plan): 124 homes

Planning status: Failed: Lapsed

Owner/developer information: Single ownership (private), Premium Quality Foods

Development history: Stalled - Site has been cleared since c. 2015, current application (3767/23 - May 24) seeks to develop a hotel and serviced apartment blocks.

Brief for capacity testing

What are we testing? Medium-scale residential development. Developer-led regeneration with impact of second stair

Tenure: Private sale, Build-to-Rent, 35% Affordable

Other uses incl green space: Town centre uses and private communal amenity

Indicative capacity

No. units: 96

Building height: Part 6 and 16

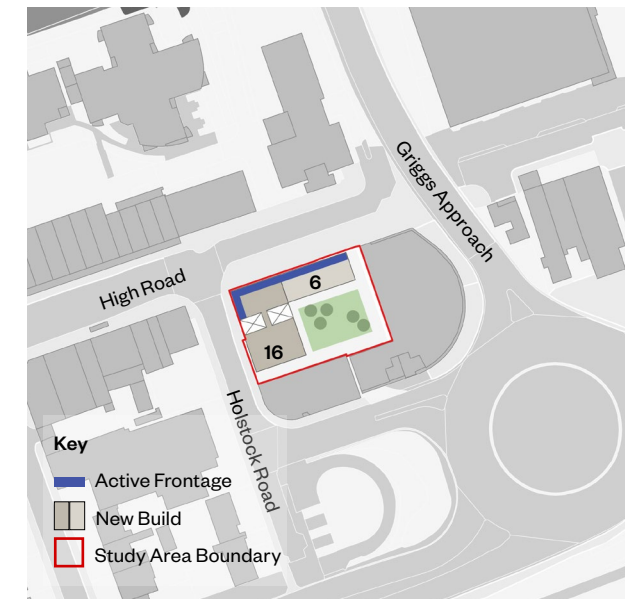
Density: 685dph

Other uses: 340sqm of retail and town centre uses along High Road providing a continuation of the high street

Open space: 280sqm of new open space



Existing context



Typical floor plan

Medium scale residential development

Site no. 6: 226-244 High Road_Option 2

Site information

Local plan ID: 13

Site name: 226-244 High Road

Site size: 0.14ha

Site allocation capacity (Local Plan): 124 homes

Planning status: Failed: Lapsed

Owner/developer information: Single ownership (private), Premium Quality Foods

Development history: Stalled - Site has been cleared since c. 2015, current application (3767/23 - May 24) seeks to develop a hotel and serviced apartment blocks.

Brief for capacity testing

What are we testing? Medium-scale residential development. Developer-led regeneration with impact of second stair. The only design change between Options 1 and 2 is that the height of the west block has been reduced from 16 to 8 storeys.

Tenure: Private sale, Build-to-Rent, 35% Affordable

Other uses incl green space: Town centre uses and private communal amenity

Indicative capacity

No. units: 58

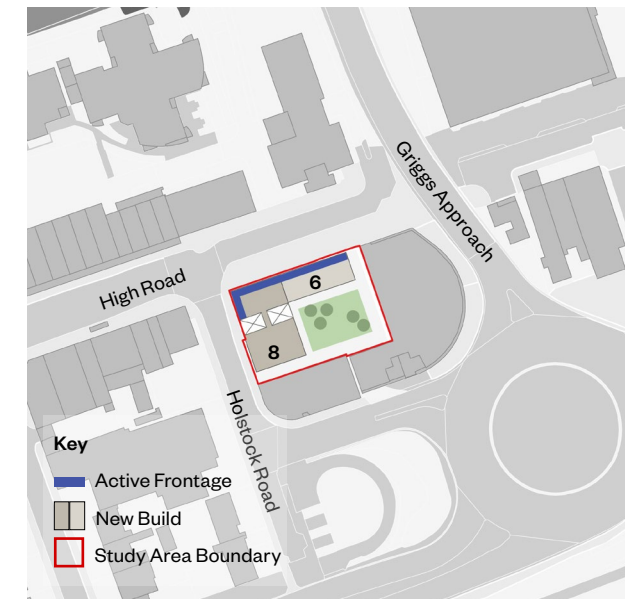
Building height: Part 6 and 8

Density: 415dph

Other uses/open space: 340sqm of retail and town centre uses, 280sqm of open space



Existing context



Typical floor plan

Medium scale residential development

Site no. 6: 226-244 High Road_Options 1 & 2

Viability outputs_Option 1

- As with Site 04 & in contrast to Site 03, the GDV psf is higher on these sites because affordable housing is 35%.
- Relatively high construction costs on a £psf rate result from the development predominantly comprising a 16-storey tower, with a smaller low-rise building contributing only a small proportion of the overall GIA.
- The higher profit rate results from the high proportion of private sale housing, which has been attributed a profit rate of 20% of GDV to reflect the higher risk of this typology.
- The relatively high development costs are such that the GDV is not high enough to generate a positive land value for this site.
- SANGS & SAMMS contributions have been added for a total of £223,444, based on £281/unit (SANGS) and £1,936/unit (SAMMS) plus an admin charge of 5% (*subject to unit type).

Viability outputs_Option 2

- GDV psf remains high as affordable housing remains at 35%.
- The height of Block 1 has been reduced from 16 to 8 storeys, allowing the £psf build costs to reduce.
- Profit rates remained high, due to the tenure mix remaining.
- GDV £psf reduced slightly as commercial becomes a larger % of total GDV.
- SANGS, SAMMS and CIL payment reduced to £134,998 due to the reduction in units

	Contribution	100%	55.60%		100%		£281	£1,936	£2,217p/unit	5%		
Site	Apartments	Units	Co-Living	Units	Conversion	Units	SANGS	SAMMS	Subtotal (SAMMS and SANGS)	Admin Fee	Total	£/Unit
6(Option 1)	Y	96	N	0	N	0	£26,983	£185,821	£212,804	£10,640	£223,444	£2,328
6(Option 2)	Y	58	N	0	N	0	£16,302	£112,267	£128,569	£6,428	£134,998	£2,328

Summary Table

Site 06			
GDV	£26,589,954	£433	psf
Construction Costs	£25,359,649	£312	psf
\$106, CIL, MCIL & SANGS/SAMMS	£1,701,349	£21	psf
Total Costs (Exc. Finance)	£20,361,364	£251	psf
Finance Costs	£1,192,917		
Total Costs	£21,554,281	£265	psf
Profit	£4,642,606	17.46%	of GDV
RLV	-£4,141,086		/ha

Viability Outputs – Option 1

Site 06			
GDV	£15,110,586	£421	psf
Construction Costs	£10,129,829	£215	psf
\$106, CIL, MCIL & SANGS/SAMMS	£992,704	£21	psf
Total Costs (Exc. Finance)	£11,581,616	£245	psf
Finance Costs	£675,828		
Total Costs	£12,257,444	£260	psf
Profit	£2,632,264	17.42%	of GDV
RLV	-£2,370,724		/ha

Viability Outputs – Option 2

Office retrofit and large-scale residential

Site no. 8: Depot Mill Road/Mill House_Option 1

Site information

Local plan ID: 4

Site name: Depot Mill Road/Mill House, Ilford Hill

Site size: 0.91ha

Site allocation capacity (Local Plan): 343 homes

Planning status: No activity

Owner/developer information: Single ownership (private), BT Group / EE / British Telecom

Development history: No activity since Local Plan allocation in 2018. The site is still being used primarily within its current use as offices, and we understand this will remain until 2031, when the site is expected to become surplus to BT's requirements.

Brief for capacity testing

What are we testing? Opportunity to test commercial retrofit of existing office building and new large scale residential development including co-living units

Tenure: Private sale, Co-living, 35% Affordable

Other uses incl green space: Town centre uses, communal uses for co-living units and private communal amenity

Indicative capacity

No. units: 513

Building height: Part 6, 15, 18 and 20

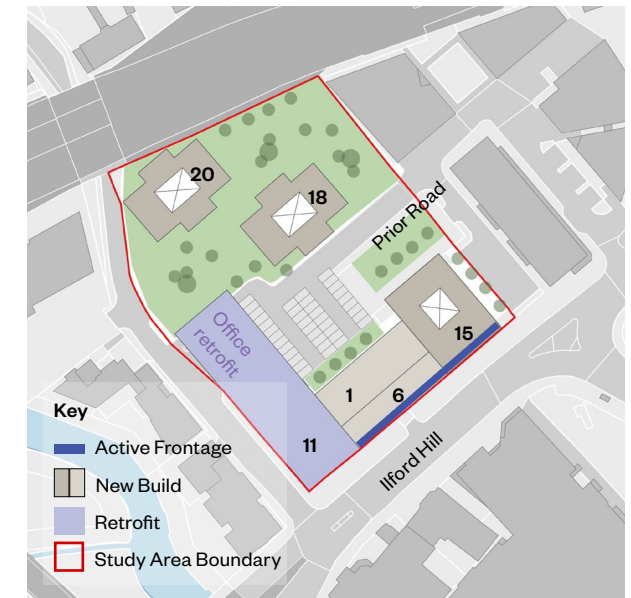
Density: 560dph

Other uses/open space: 595sqm of retail and town centre uses along High Road to activate the street scape, 2700sqm communal facilities for co-living units

Open space: 2900sqm of new open space



Existing context



Typical floor plan

Office retrofit and large-scale residential

Site no. 8: Depot Mill Road/Mill House_Option 1

Viability Outputs_Option 1

- This option has, by a significant margin, the highest GDV £psf rate of those assessed. This is a function of the inclusion of Co-Living, which:
 - Has inherently higher capital values than a private sale,
 - Comprises a significant proportion of the overall scheme, and
 - Does not include affordable housing, which in the other options suppresses the GDV. In this scenario, the affordable housing is included as a payment in lieu.
- The aforementioned payment in lieu has a significant impact on the “total costs (exc Finance)”, which increases by 37%.
- Furthermore, the net: gross of the co-living is significantly lower than regular residential, so whilst the GDV per sqft is higher than other residential products, this is from a smaller NIA, and with a larger relative GIA, which also has higher costs per sqft (£360 psf) than conventional residential.
- One of the primary challenges with comparing

this scheme with the other proposals here is the inclusion of a c. 130k sqft refurbished office building, which distorts a number of the cost and profitability measures, as it costs c. £28.7 million to construct, whilst only generating a capital value of c. £17.2 million.

- Profit is significantly higher in this option as the private residential typologies & commercial space comprise a significantly greater proportion of the overall scheme relative to affordable than in other options.
- These factors all add up to a scheme that generates a significantly negative RLV; however, the impact of Co-Living here relative to other uses has been significantly masked by the inclusion of an office block that significantly impacts upon viability and that would never be deliverable in practice.
- SANGS & SAMMS contributions have been added for a total of £880,017, based on £281/unit (SANGS) and £1,936/unit (SAMMS) plus an admin charge of 5% (*subject to unit type).

Contribution		100%	55.60%		100%	£281	£1,936	£2,217p/unit	5%			
Site	Apartments	Units	Co-Living	Units	Conversion	Units	SANGS	SAMMS	Subtotal (SAMMS and SANGS)	Admin Fee	Total	£/Unit
8(Option 1)	Y	129	Y	448	N		£106,269	£731,842	£838,111	£41,906	£880,017	£1,525

Summary Table

Site 08			
GDV	£170,020,251	£459	psf
Construction Costs	£134,712,735	£275	psf
\$106, CIL, MCIL & SANGS/SAMMS	£16,512,043	£34	psf
Total Costs (Exc. Finance)	£122,903,418	£251	psf
Finance Costs	£12,717,950		
Total Costs	£135,621,368	£277	psf
Profit	£32,116,816	18.89%	of GDV
RLV	-£64,738,569		/ha

Viability Outputs – Option 1

High-rise development

Site no. 8: Depot Mill Road/Mill House_Option 2

Site information

Local plan ID: 4

Site name: Depot Mill Road/Mill House, Ilford Hill

Site size: 0.41ha (part)

Site allocation capacity (Local Plan): 343 homes
(this refers to the whole site with area 0.91ha)

Planning status: No activity

Owner/developer information: Single ownership
(private), BT Group / EE / British Telecom

Development history: No activity since Local Plan allocation in 2018. The site is still being used primarily within its current use as offices, and we understand this will remain until 2031, when the site is expected to become surplus to BT's requirements.

Brief for capacity testing

What are we testing? Opportunity to test standalone co-living towers with podium related to communal facilities. This option focuses on the co-living element, includes only the north part of the site while excluding the existing commercial building.

Tenure: Co-living

Other uses incl green space: Communal uses for co-living units and private communal amenity

Indicative capacity

No. units: 378

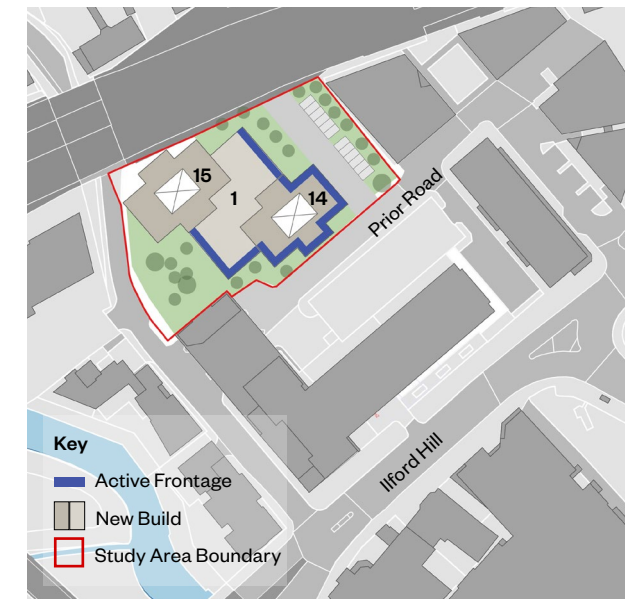
Building height: Part 14 and 15

Density: 920dph

Other uses/open space: 1160sqm communal facilities for co-living units and 1530sqm of open space



Existing context



Typical floor plan

Office retrofit and large-scale residential

Site no. 8: Depot Mill Road/Mill House_Option 2

Viability Outputs_Option 2

- The scheme is now fully Co-Living, which inherently has higher capital values than a private sale, and has increased the GDV £psf to the highest of all options and iterations.
- The scheme's value has shifted considerably, with a £34m increase. Despite that, the scheme remains heavily negative in terms of RLV.
- One of the primary challenges of Option 1 was the 130 sq ft refurbished office building, which had an overall cost of c. £28.7 million to construct, whilst only generating a capital value of c. £17.2 million. This building has been removed from Option 2 and has considerably benefited the RLV.
- The net gross inefficiency of the co-living units relative to regular residential in Option 1 persists, albeit more significantly due to Option 2 being wholly co-living. Despite the high GDV, the units are being built at higher costs per sqft (£360 psf).
- Due to all the affordable options being delivered now via a payment in lieu, the profit rate combines only the co-living and commercial elements and therefore has increased to the highest of any option.

Site 08			
GDV	£97,453,252	£705	psf
Construction Costs	£68,371,468	£346	psf
S106, CIL, MCIL & SANGS/SAMMS	£3,890,995	£20	psf
Total Costs (Exc. Finance)	£68,407,091	£346	psf
Finance Costs	£8,221,008		
Total Costs	£76,628,099	£388	psf
Profit	£19,393,195	19.90%	of GDV
RLV	-£30,744,855		/ha

Viability Outputs – Option 2

	Contribution	100%		55.60%		100%	£281	£1,936	£2,217p/unit	5%		
Site	Apartments	Units	Co-Living	Units	Conversion	Units	SANGS	SAMMS	Subtotal (SAMMS and SANGS)	Admin Fee	Total	£/Unit
8 (Option 2)	Y	0	Y	378	N	0	£59,072	£406,810	£465,882	£23,294	£489,176	£1,294

Summary Table

Sensitivity Analysis

The table below shows the results of the sensitivity analysis carried out on the Option 2 schemes for each site. We have run two hypothetical sensitivities to assess the impact on RLVs – a 10% increase in sales values and a 10% reduction in construction costs. For avoidance of doubt these sensitivities are purely illustrative and not forecasts of what may occur.

These sensitivities show:

- One scheme (Site 02) has the opportunity to provide positive land values if either sales values increase or construction prices drop
- Site 04 has the opportunity to provide a viable scheme if construction costs decrease by 10%.
- Sites 08 and 05 still struggle even with good prevailing market conditions.
- Sites 03 and 06 move towards a viable scheme and are in the area that alongside good market conditions, additional grant or some minor scheme re-designs could bring about positive land values.
- The fact that viability challenges remain for many sites under these sensitivities indicates the scale of the challenge facing the delivery of schemes in the town centre and reinforces conclusions in the report that a comprehensive and sustained programme of public sector intervention is likely to be required.

Site	RLV (Option 2)	RLV (+10% sales values)	RLV (-10% construction cost sensitivity)
04	-£628,524	-£164,843	£157,652
03	-£2,609,017	-£931,874	-£944,420
05	-£9,474,462	-£6,559,043	-£5,889,975
06	-£2,370,724	-£1,344,332	-£1,181,364
08	-£30,744,855	-£24,999,452	-£22,998,619
02	-£37,533	£545,218	£1,755,690

Appraisal Assumptions

Key assumptions used in the appraisals are set out in the table below. Other assumptions (SANG and SAMMs and grant funding) are set out earlier in this section where they apply.

Use	Construction Rate/ Cost (£psf)	Sales Value/ Rent (£psf)	Investment Yield (%)	Notes
Residential Private Sale (3-6 Storeys)	£192	£550	N/A	
Residential Private Sale (6+ Storeys)	£226	£550	N/A	
Residential Private Sale (18+ Storeys)		£550	N/A	
Residential Affordable	As per private sale above	£252	N/A	35% on private and 50% on public sector land. 60% Social & 40% Intermediate. Social at £200 psf, Intermediate at 60% of OMV (Blended)
Residential - PRS		£470	N/A	
Residential - Co-Living		£777	N/A	Capital value, based on: £325/ unit per week, 30% for operational costs & yield of 5%. Costs @ £20 psf above private sale rates.
Residential - Student		N/A	N/A	
Residential - Office -> Resi Conversion	£180	£436	N/A	Will be delivered for BTR: Blended 700 sqft unit size, 5.5% cap rate on £32/psf.
Residential - Office -> Resi Conversion (Affordable)	£180	£314	N/A	Calculated below - 5.75% yield on mix of LLR (30%) & DMR (70%)
Retail (Below Residential)	£197	£15 - £25 psf	10.00%	Mean £/sqft "Shops, Generally" Assumes standard (non-supermarket) retail – C&W Yield Schedule
Retail Supermarket	£199	£25 psf	5.25%	Mean £/sqft "Supermarkets: 1,000 - 7,000 sqm" Assumes 1-2 storey offices, C&W Yield Schedule.
Office	£195	£15 - £20 psf	10%+	Used this figure for conversion too. C&W office fitout guide lists £208 psf for London but this is a sub-prime outer London location, so slight reduction for that
Industrial	£155	£8 - £12 psf	5.00 - 5.25%	Rent will depend on final configuration/ sizes of units & therefore occupier types. Costs from C&W Industrial Team.
Other Appraisal Assumptions				
Demolition	£55 - £60/ m3	N/A	N/A	Note demolition is £/m3 not £psf
Car Parking (Multi-Storey)	£69	N/A	N/A	
Car Parking (Basement)	£123	N/A	N/A	
Car Parking (Surface)	£16.72	N/A	N/A	
Landscaping	£10.22	N/A	N/A	Per sqft - sourced by cost consultants, includes costs for grass & pathways only
School	£309	N/A	N/A	Mean £/sqft "Public School" BCIS
GP Surgery	£378	N/A	N/A	Mean Public Health Centre BCIS
Other Appraisal Inputs				
CIL	£11.40	N/A	N/A	Calculated against net increase in GIA. The same rate applies to all types of development.
MCIL	£6.60	N/A	N/A	MCIL2 charging rates for all development in London. Net additional sqft GIA.

London

Unit 21 Tower Workshops
58 Riley Road
London SE1 3DG

+44 (0)20 7252 3400

Manchester

Jactin House
24 Hood Street
Ancoats
Manchester M4 6WX

+44 (0)161 9743206

studio@wemadethat.co.uk
wemadethat.co.uk

**We
Made
That**

We Made That LLP is registered
in England and Wales.
Reg no. OC367789

We
Made
That

Appendix B
Urban analysis and
character study

Ilford OAPF Evidence Base

Working with



Lucia
Cerrada
Morato



Contents

This appendix contains the baseline analysis of the study area including the following themes: land use, social infrastructure, cultural infrastructure, open space, active frontages, planning policy, ownership and retrofit opportunities. It is intended to be read in conjunction with the main report, offering supplementary material to enhance the understanding of the main content.

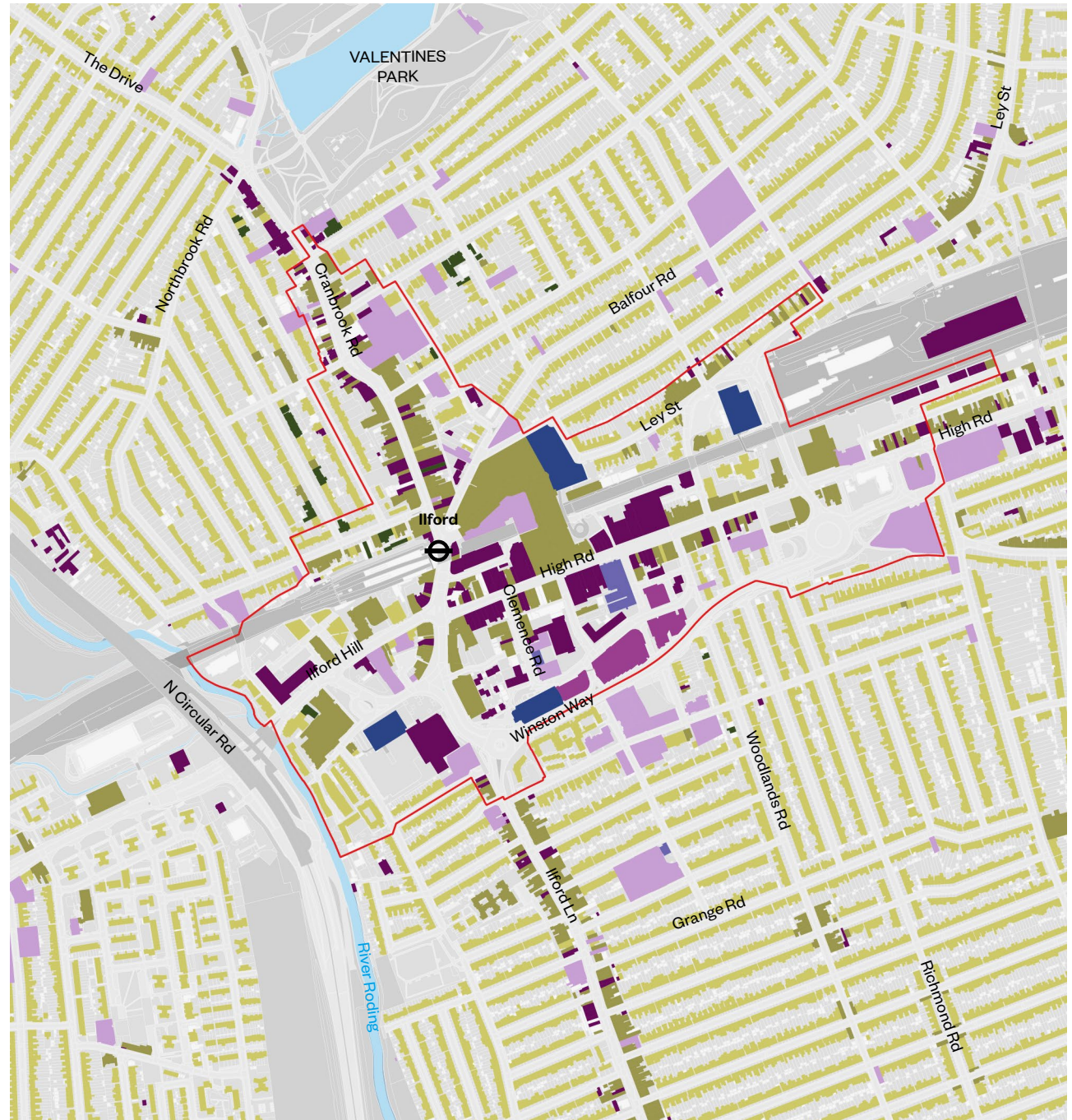
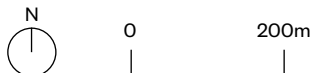
01 Context Mapping

02 Opportunities for Retrofit

01. Context Mapping

Land use

The Metropolitan Centre has a diverse mix of uses where most of the commercial and retail uses are concentrated along High Road, Cranbrook Road and Ilford Lane.



01. Context Mapping

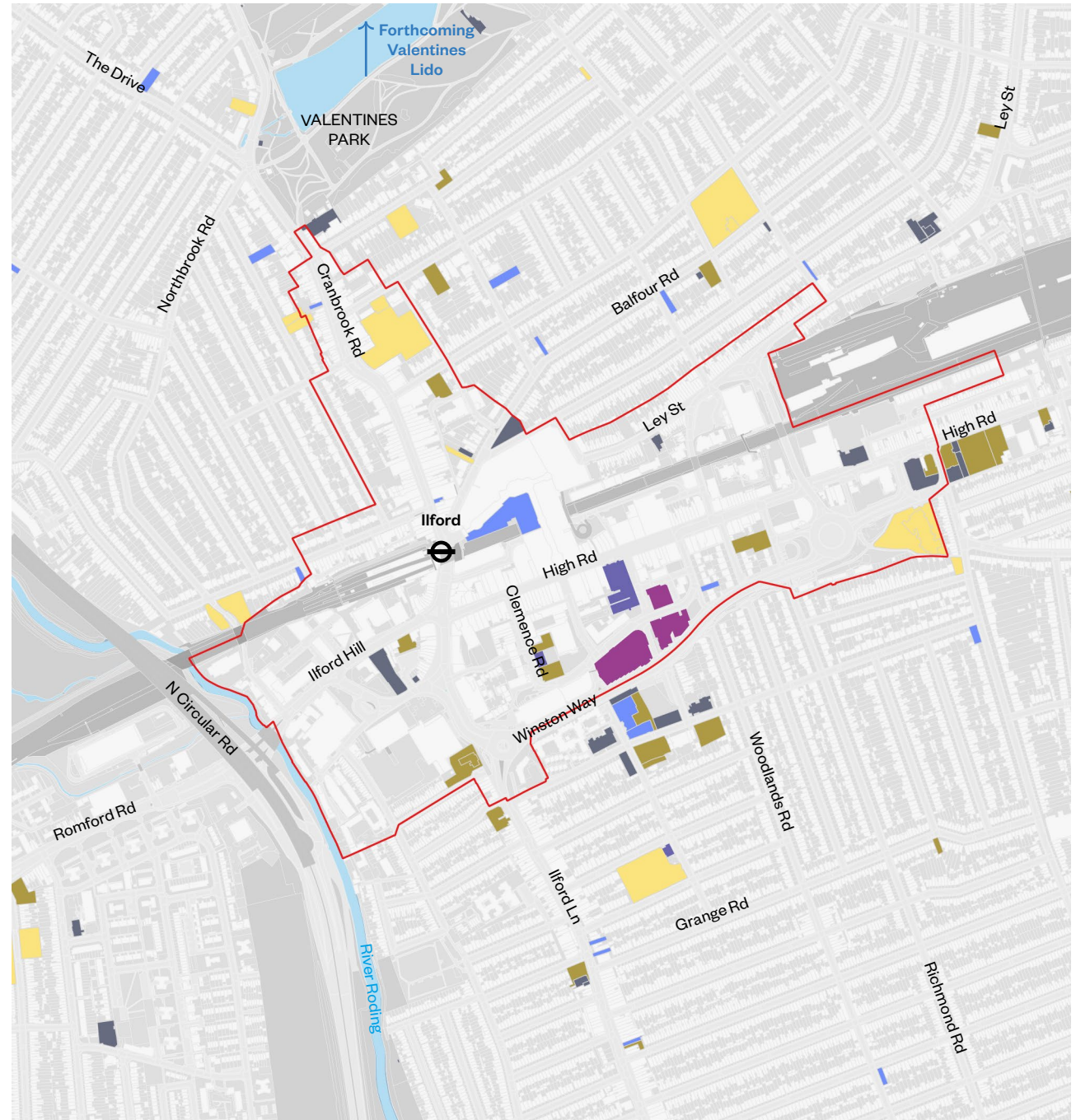
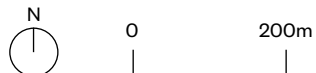
Social infrastructure, cultural and civic uses

Social infrastructure and cultural uses sit on the fringes of the metropolitan centre, with main clusters along Winston Way and the eastern end of High Road.

Forthcoming Lido in Valentines Park will provide families and individuals with a new leisure facility.

Key

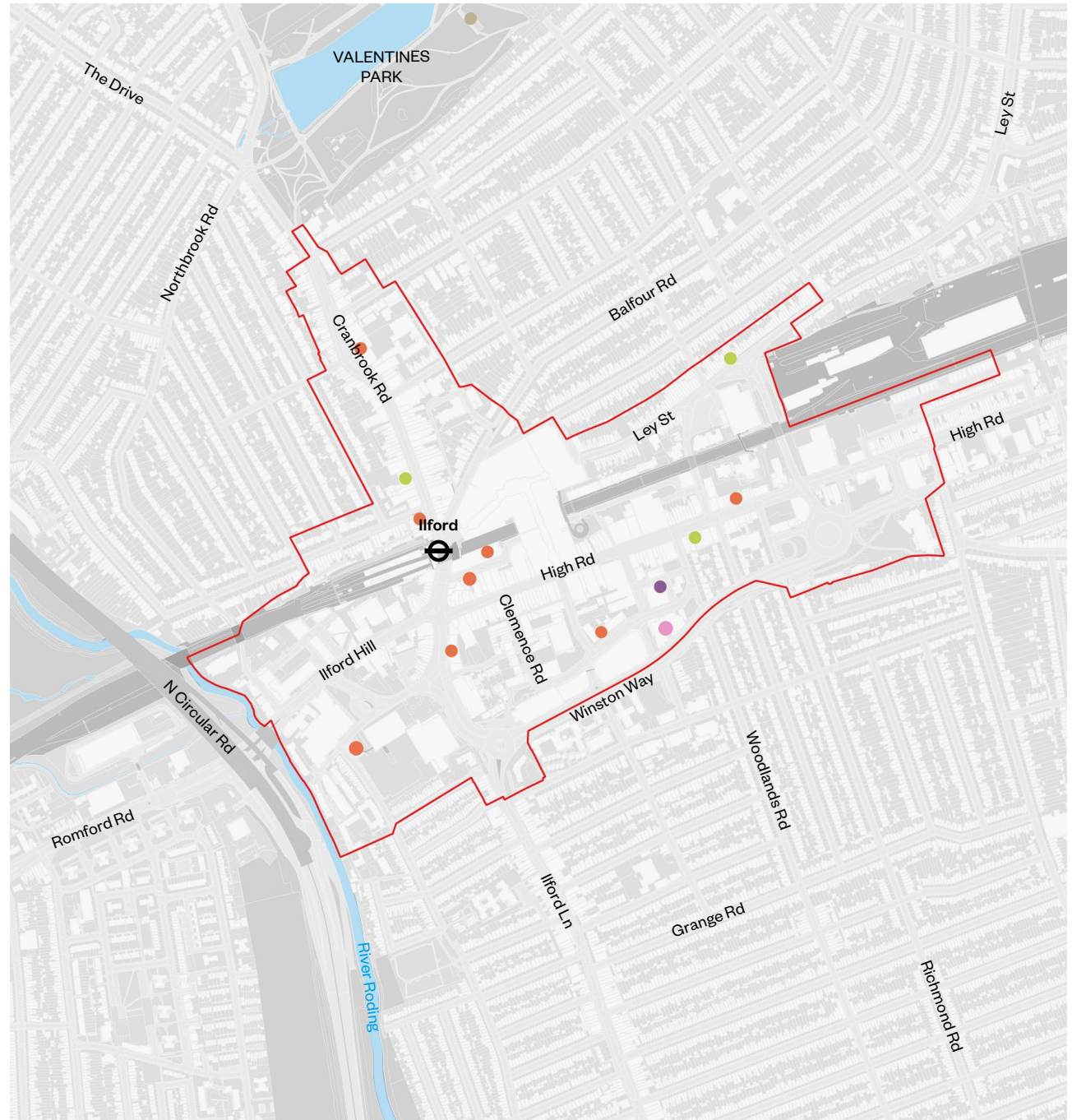
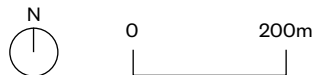
- Community
- Civic
- Education
- Worship
- Health
- Cultural/leisure
- Study Area Boundary



Cultural Infrastructure

Key

-  Theatre/Dance Performance or Rehearsal Space
-  Jewellery Design
-  Museum
-  Pubs
-  Study Area Boundary



01. Context Mapping

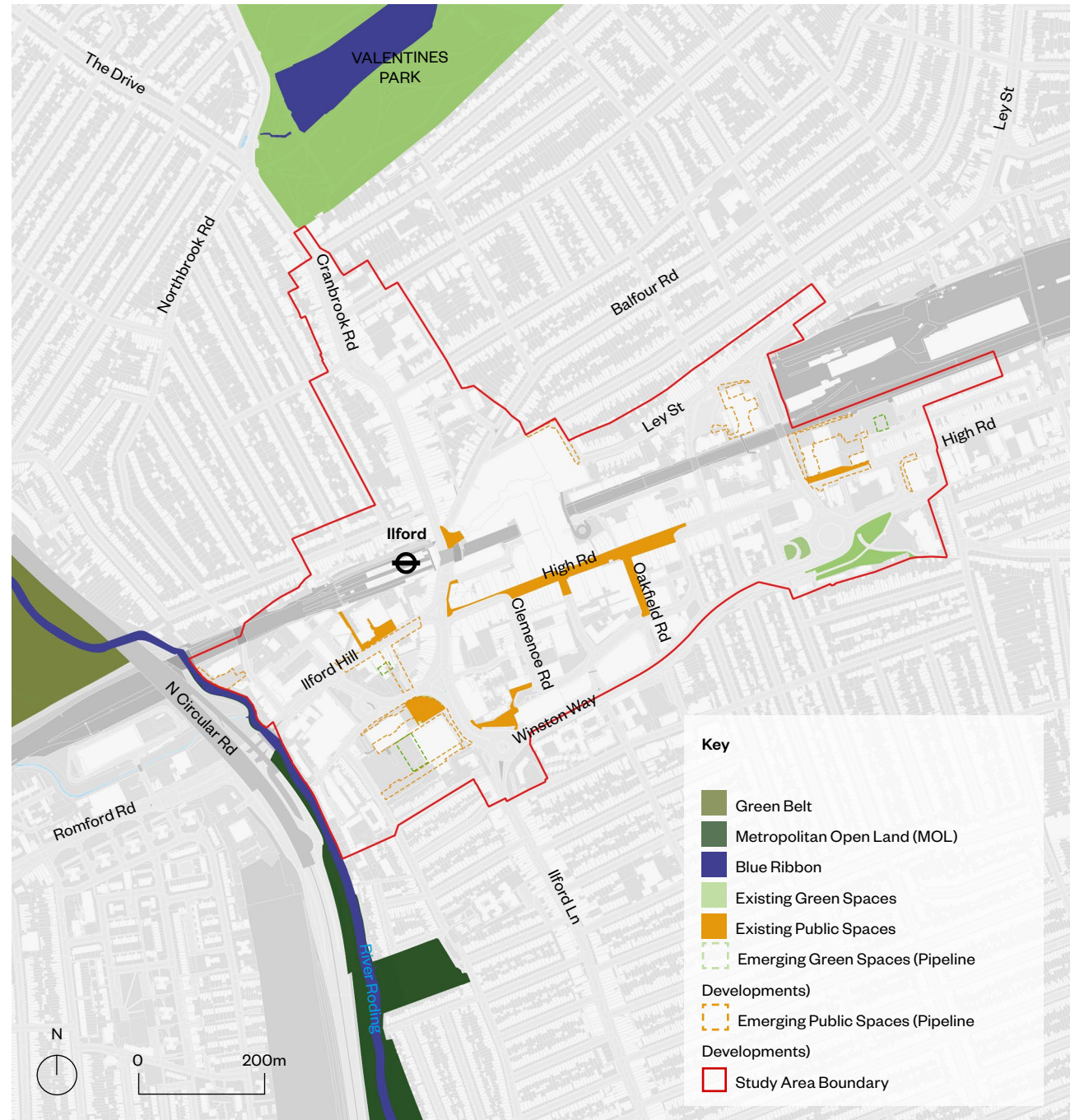
Public Space and Green and Blue Infrastructure

Green space provision is poor, and emerging schemes are not proposing significant addition to green space.

There is a low level of tree cover in the town centre, with mature trees large trees generally limited to Winston Way.

Links to River Roding should be enhanced as it provides a highly important green and blue corridor.

Forthcoming Lido in Valentines Park will provide a new leisure facility.



Active frontages

Western area lacks activation at ground floor, even along recent developments.

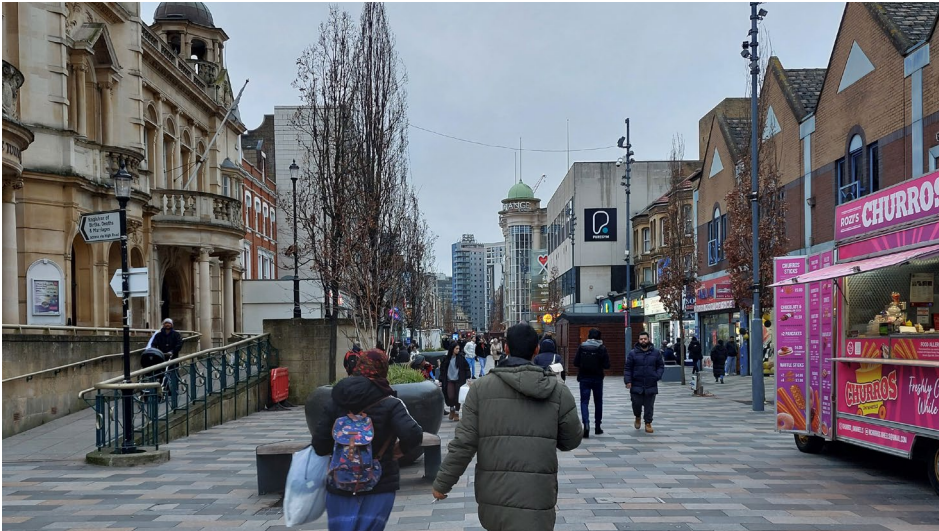
Unintuitive wayfinding and poor sense of arrival around York Rd and Ilford Hill station entrances due to lack of ground floor activation and poor quality public realm.

Inconsistent nature of frontages when approaching the town centre from Ilford Ln (south) and lack of activation.

Greater levels of passive surveillance can be achieved by promoting active frontages along Ilford Ln, Ilford Hill, Clements Rd, Chadwick Rd, and Oakfield Rd.



01. Context Mapping



High Road



Peachey House, Ilford Hill



The Exchange Car Park



Mercato Metropolitano and Town Hall car par



Kenneth More Theatre

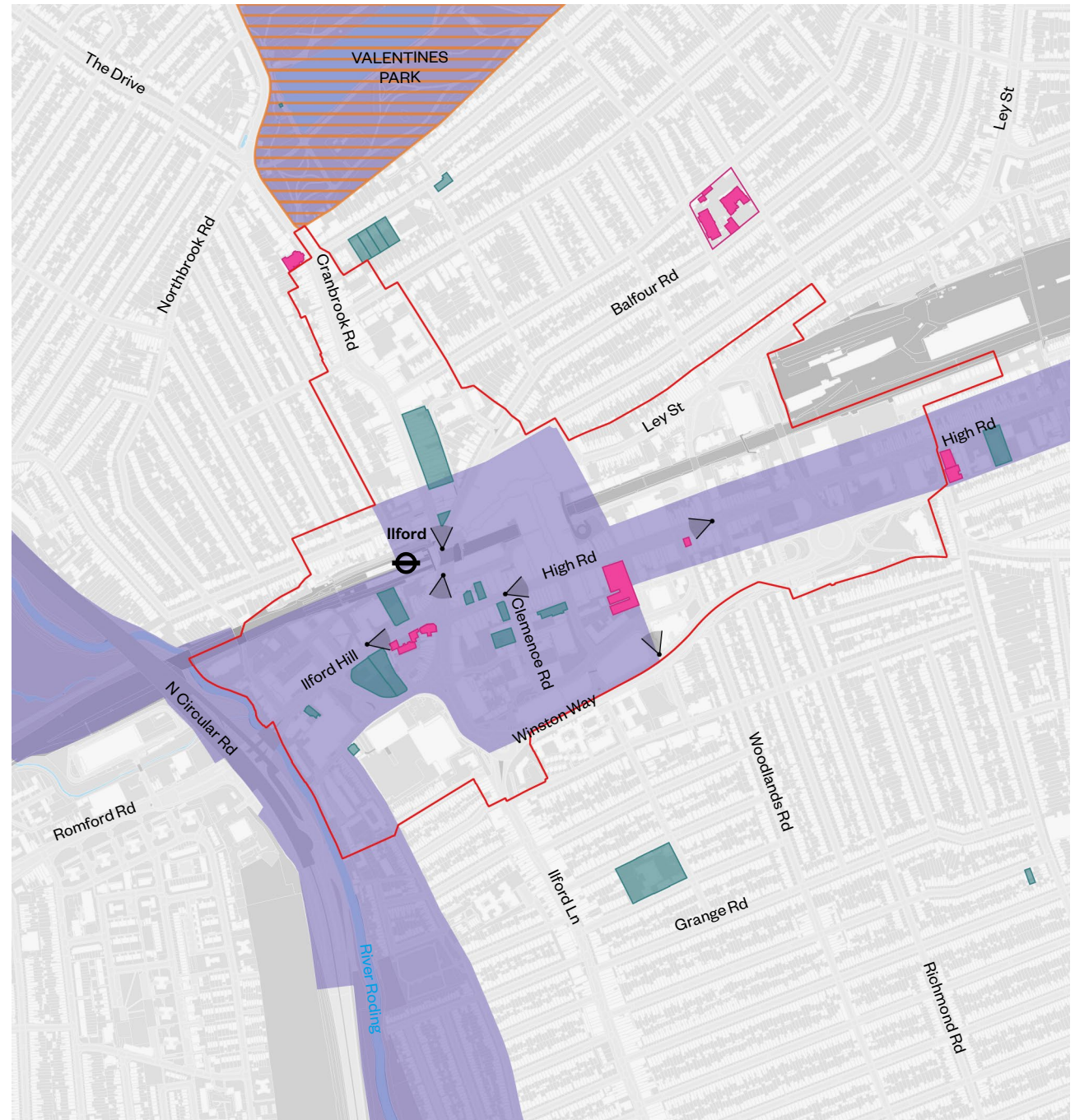
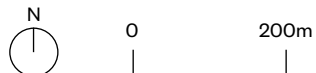
Heritage

Three clusters of heritage assets along Cranbrook Rd, Ilford Hill and High Rd west contribute to the legibility of the town centre. Their setting should be enhanced and remain undiminished.

Local views should be protected to enhance the setting of local heritage and support wayfinding.

Key

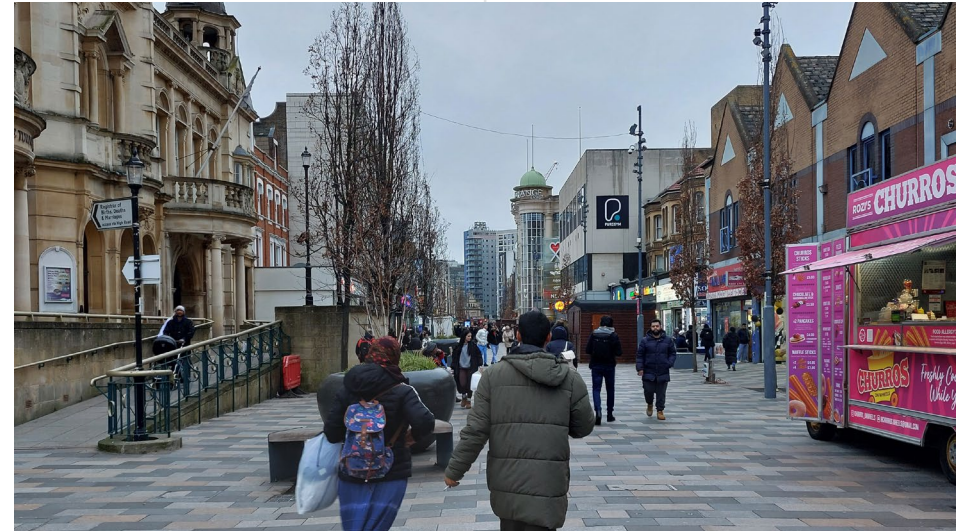
- Locally Listed Buildings
- Listed Buildings
- Archaeological Priority Areas
- Historic Parks and Gardens
- Local Views of Importance
- Study Area Boundary



01. Context Mapping



View north from train station towards Cranbrook Road heritage assets



View west along High Road from Redbridge Town Hall to Natwest Bank



View east from Ilford Station second exit along Ilford Hill assets towards High Road



View east along High Road



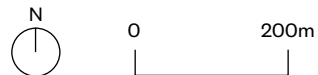
View south from train station to heritage assets at Ilford Hill

Ownership

Land ownership is quite fragmented with most of the public-owned land concentrated south of High Road.

Key

- Public Ownership
- Private Ownership
- Study Area Boundary

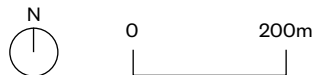


Policy Context

The following map summarises the key policy designations shown in the Redbridge Local Plan 2015-2030.

Key

- Primary Frontages
- Secondary Frontages
- Residential Precincts
- Waste Safeguarded Facilities
- Local Business Areas
- Key Retail Parades
- Local Centres
- Tall Building Zones
- Metropolitan Centres
- Study Area Boundary



Climate Risk

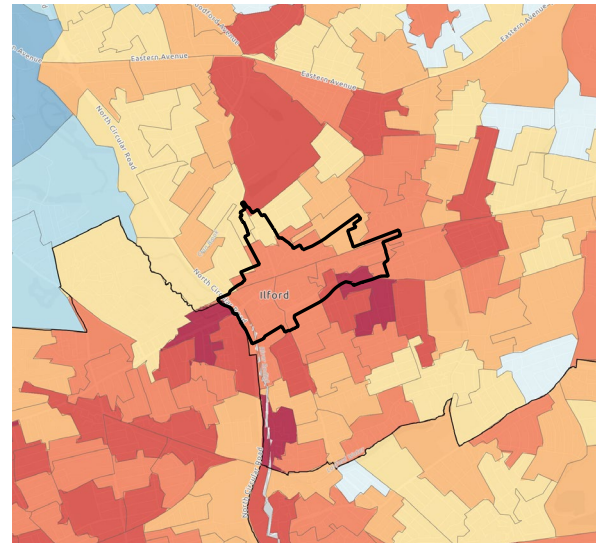
The following climate risk maps analyse climate exposure and vulnerability across the wider area.

The maps were produced by Bloomberg Associates in collaboration with the Greater London Authority to support the GLA and other London-based organisations in delivering equitable responses to the impacts of climate change and target resources to support communities at highest risk.

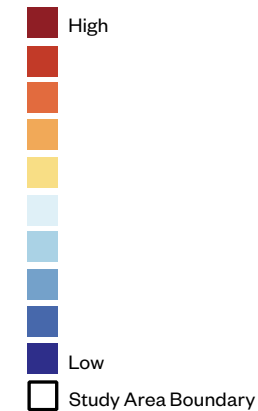
Neighbourhoods directly adjacent to the OA south of Romford Road and south of Winston Way are areas of high overall climate risk. As displayed through the publicly available GLA climate risk data*, these areas feature poor air quality, lack of access to public open space, mean air temperature, lack of areas under tree cover, as well as broader socio-economic factors contributing to high climate risk such as the % of people under the age of 5, % of people identifying as BAME, % people considered income deprived, % of people not proficient in english.

*London Climate Risk Mapping, Interactive Map 2024

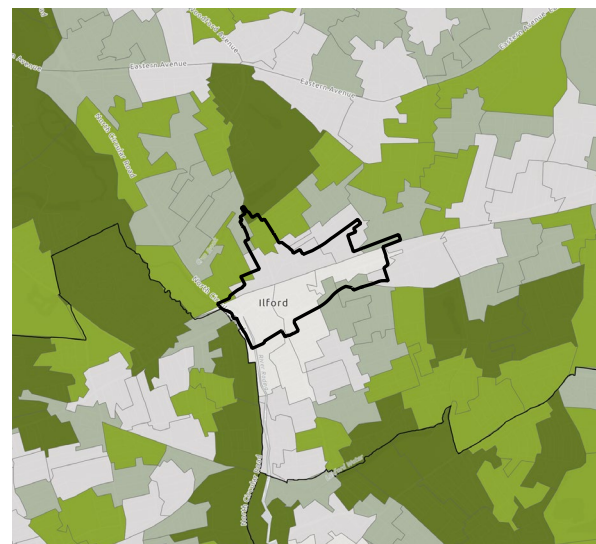
Heat Risk



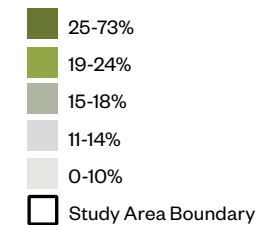
Key



% of Area Under Tree Canopy Cover



Key



Opportunities for Retrofit

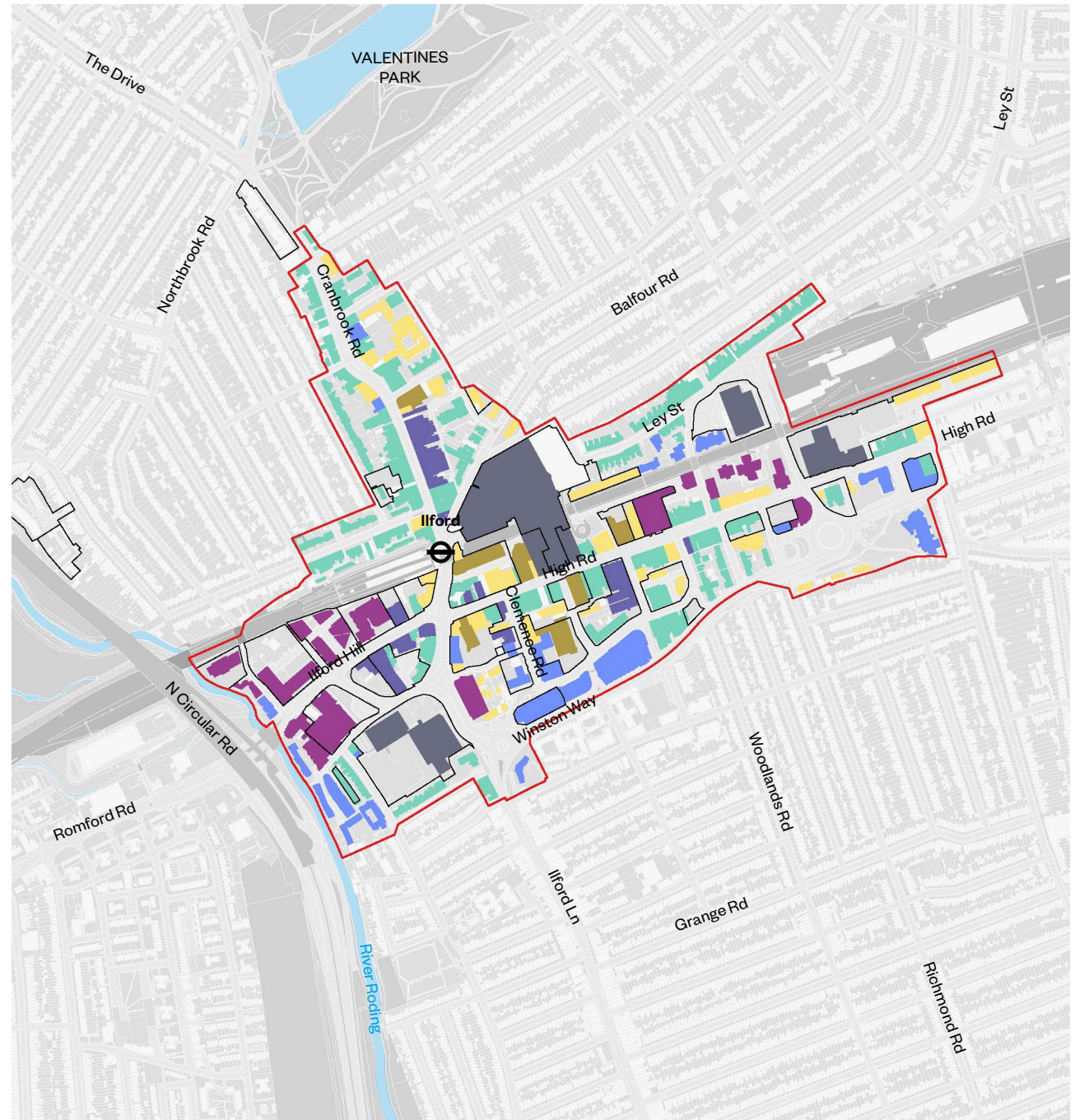
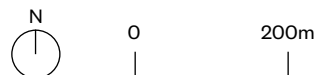
02. Opportunities for Retrofit

Retrofit triage

- A high-level assessment of retrofit opportunities within the town centre has been carried out.
- Buildings within the town centre have varying degrees of suitability for retrofit and repurposing, and very large buildings may require public sector intervention to be retained. A categorization of the suitability for retrofit is explored within the following pages.
- Opportunities for retrofit include adaptive reuse of existing buildings and ground floor units, retention of superstructures and foundations, vertical extension of existing buildings.

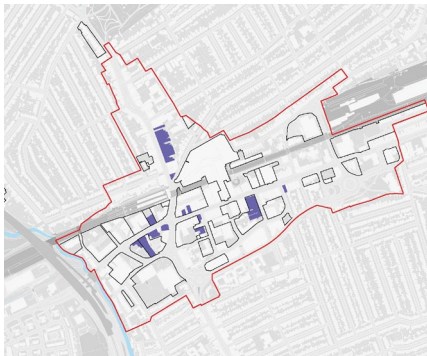
Key

- Positive low rise
- Historic high streets
- Flexible low rise
- Inflexible low rise
- Big block
- Mid rise
- Tall building
- Study Area Boundary

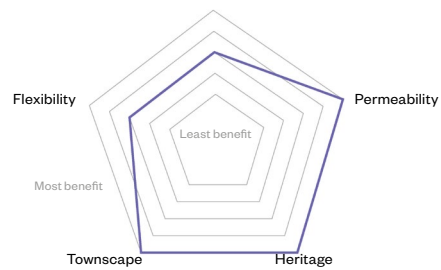


Retrofit triage

Historic high streets



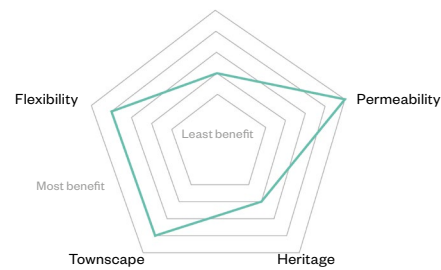
Embodied Carbon



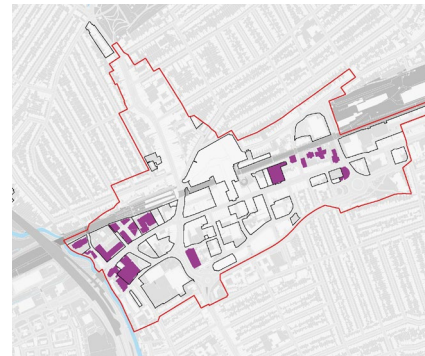
Positive low rise



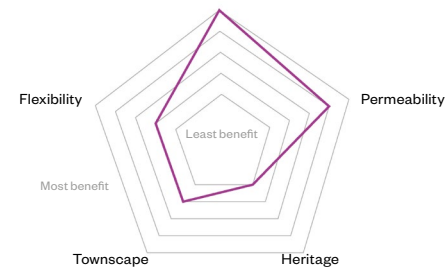
Embodied Carbon



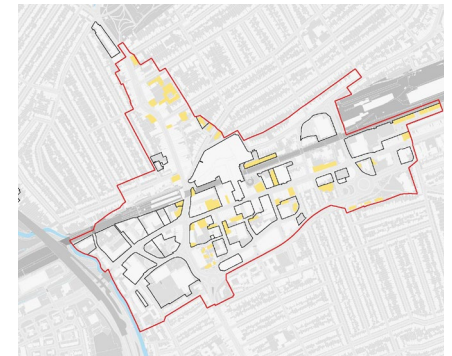
Big building



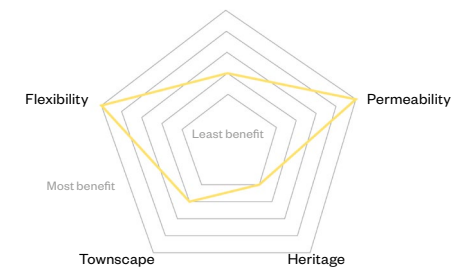
Embodied Carbon



Flexible low rise



Embodied Carbon

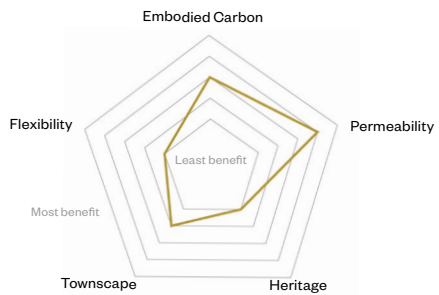


**Most benefit from
retrofit** ←

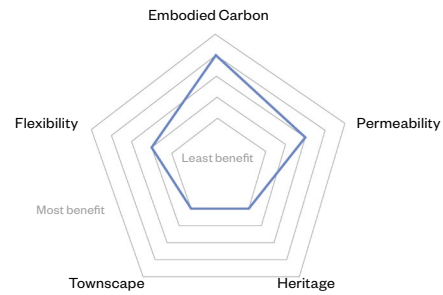
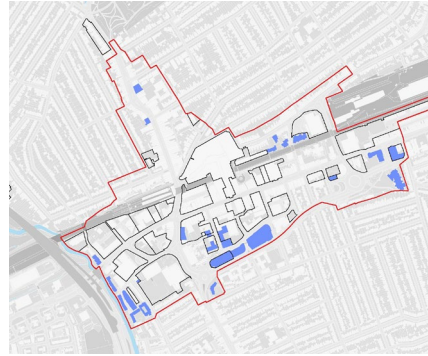
**Least benefit from
retrofit** →

Retrofit triage

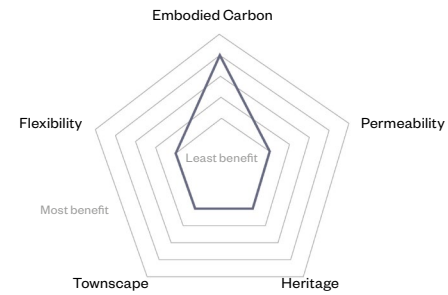
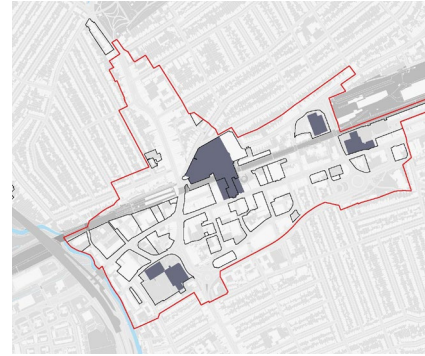
Inflexible low rise



Mid rise



Big block



**Most benefit from
retrofit**



**Least benefit from
retrofit**

London

Unit 21 Tower Workshops
58 Riley Road
London SE1 3DG

+44 (0)20 7252 3400

Manchester

Jactin House
24 Hood Street
Ancoats
Manchester M4 6WX

+44 (0)161 9743206

studio@wemadethat.co.uk
wemadethat.co.uk

**We
Made
That**

We Made That LLP is registered
in England and Wales.
Reg no. OC367789

We
Made
That

Appendix C
Tall buildings study

Ilford OAPF Evidence Base

Working with



Lucia
Cerrada
Morato



Contents

This appendix contains baseline analysis that led to the emerging tall buildings strategy presented in the main report. It is intended to be read in conjunction with the main report, offering supplementary material to enhance the understanding of the main content.

01 Strategic Views and Local Viewpoints

02 Tall Buildings Study

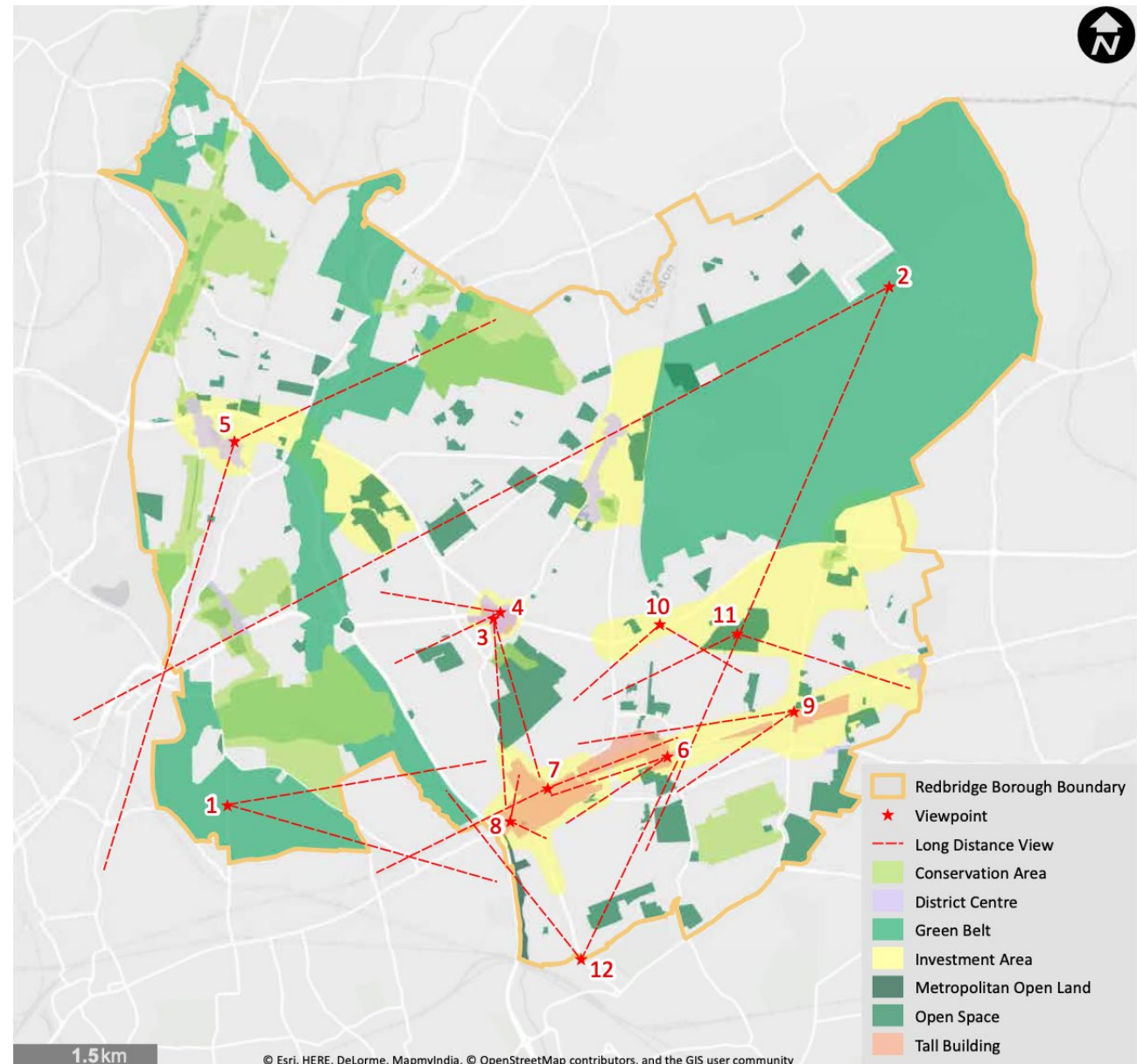
Strategic Views and Local Viewpoints

Established Strategic Viewpoints within the OA

The 2017 Tall Buildings Study establishes a number of Strategic Viewpoints across the borough. Two of these, views 7 and 8, are located within the OA.

The views have been established with consideration of:

- Elevated viewpoints with open vistas to locations outside of the borough boundary, created by the current low density and height of development within Redbridge;
- Specific views of existing taller buildings within the borough, in particular the Pioneer Point building in Ilford, which is visible on the skyline from many locations within Redbridge and beyond;
- Specific views of existing interesting / historically interesting buildings and scenic / picturesque vantages.



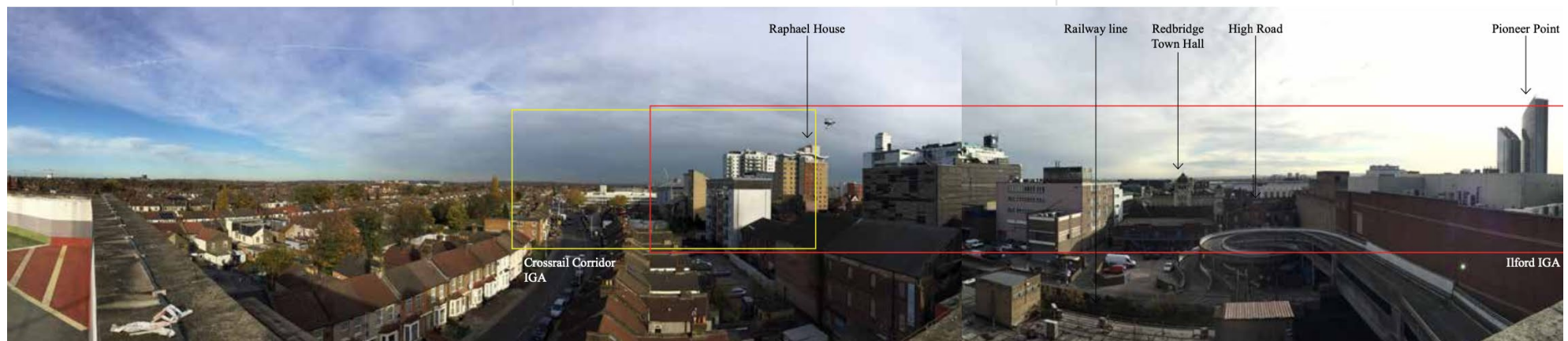
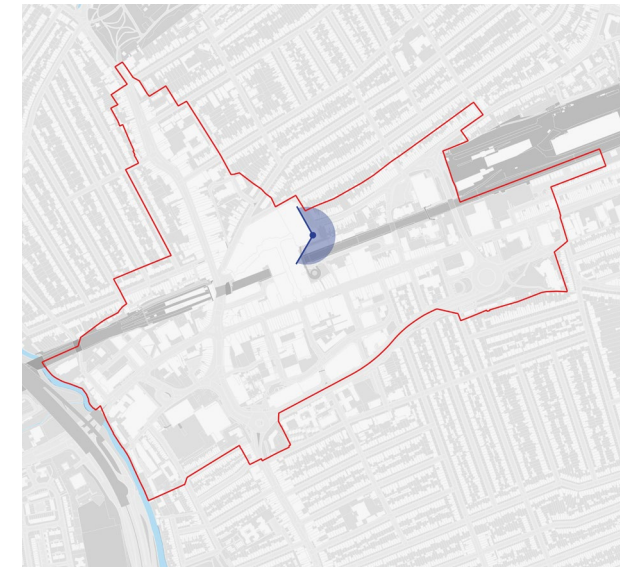
Established Strategic Viewpoints

View 7: Panoramic view east to west from The Exchange Shopping Centre car park roof

This viewpoint represents a panoramic scene from the elevated point at the top of the local shopping centre car park.

Pioneer Point (in the right of the view) is a dominant feature on the skyline, with no other development particularly visible beyond the foreground development in this location. The High Road is a clear feature in the middle ground of the view, with the distinctive Town Hall representing a key heritage asset in the view. Relatively tall buildings are interspersed along the High Road, and also beyond to Winston Way where the relatively modern Raphael House residential tower is located.

To the left of the view, the vista down Thorold Road is a characteristic of the rest of the residential neighbourhood stretching for the remainder of the distant view - two storey terraced and semi-detached low density housing stock.



Established Strategic Viewpoints

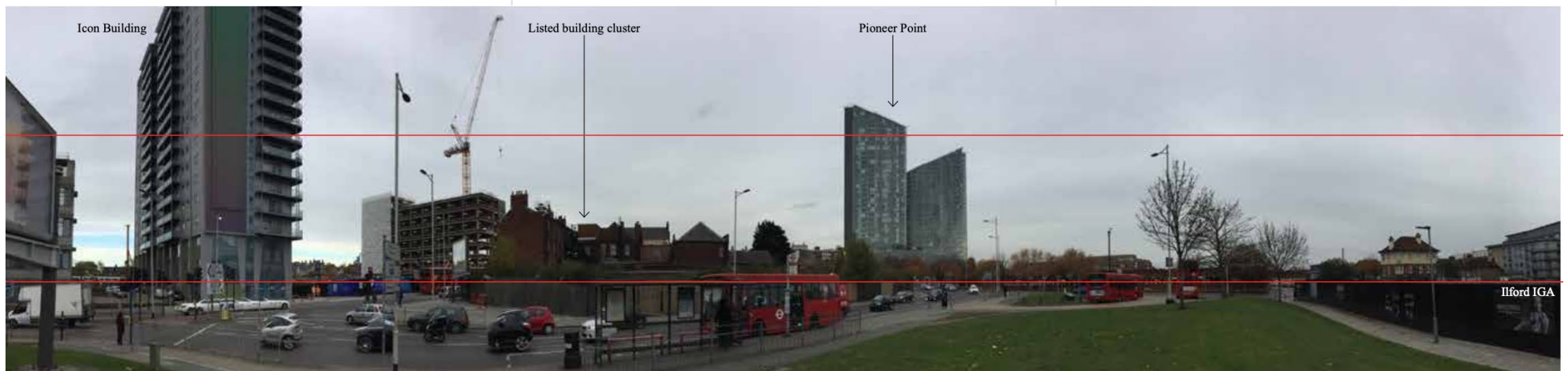
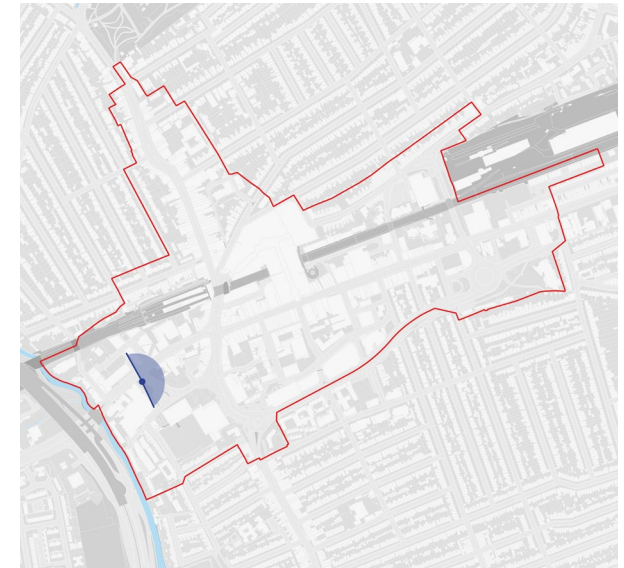
View 8: View east from Ilford Hill

This viewpoint captures the primary existing cluster of tall buildings within Ilford Metropolitan Centre, focused around Pioneer Point.

The 18 storey Icon Building to the left of the view is supported by further tall buildings behind the view, including Mill House at eleven storeys and other buildings either under construction or refurbishment.

Between the landmark tall buildings, most development remains low, and in particular the historic listed and locally listed buildings on Ilford Island are under threat from being encircled by dense, tall development.

The right of the view indicates how localised the tall building cluster is, with the urban grain rapidly returning to the typical character of Redbridge, generally dominated by two to three storey residential properties.



Potential local viewpoints

In addition, four potential local viewpoints of importance were identified through this study, which aim to:

- Increase town centre legibility. North-south along Cranbrook Road/Chapel Road. East-west along Ilford Hill and High Road
- Protect and enhance heritage assets.
- Protect long views/existing streetscape through the town centre

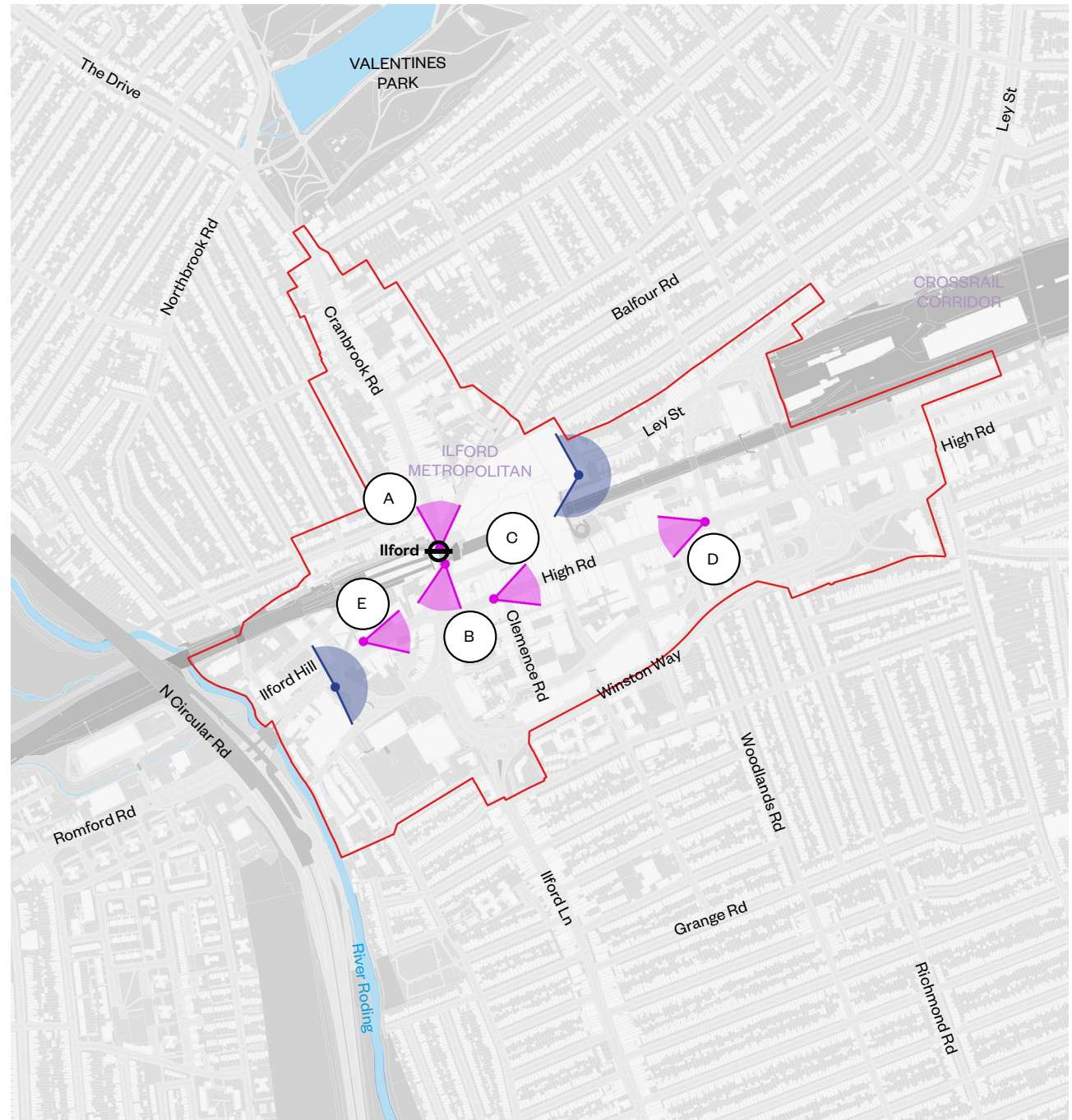
A. View north from train station towards Cranbrook Road heritage assets

B. View south from train station to heritage assets on corner and on Ilford Hill

C. View east along High Road

D. View west along High Road from Redbridge Town Hall

E. View east from Ilford Station second exit past Ilford Hill heritage assets towards High Road



A. View north from train station towards Cranbrook Road heritage assets

There are significant Locally Listed buildings on Cranbrook Road which should be considered.

In particular the prominence of the corner building and long view toward the high street should be conserved and enhanced.

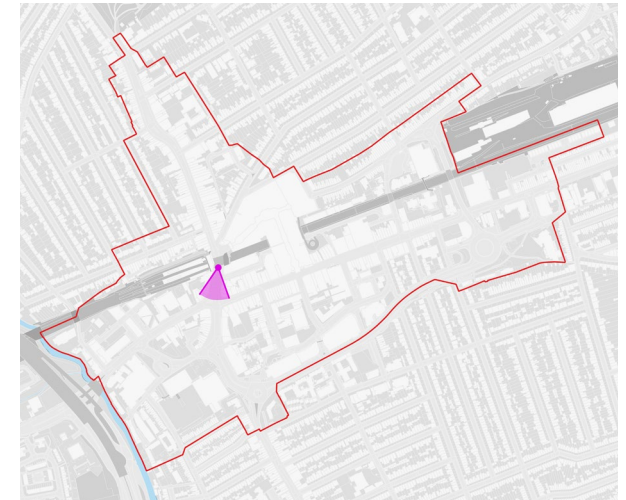


B. View south from train station to heritage assets at Ilford Hill

The view south from the train station to the Grade II listed Natwest Bank and Grade II listed Ilford Hospital of St Mary and St Thomas of Canterbury should be retained and enhanced.

This view is essential for town centre legibility, highlighting the entry to Ilford Hill to the west and High Road to the east.

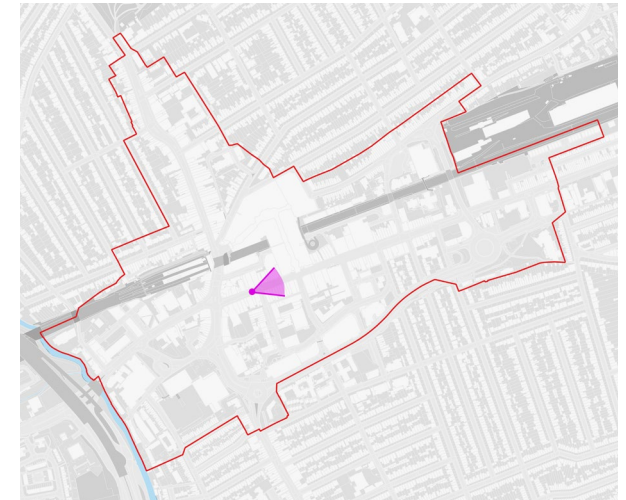
The setting of heritage assets is also important, and should be enhanced.



C. View east along High Road

The long view east along the High Road should be maintained. Development should be sympathetic to the scale of the high street.

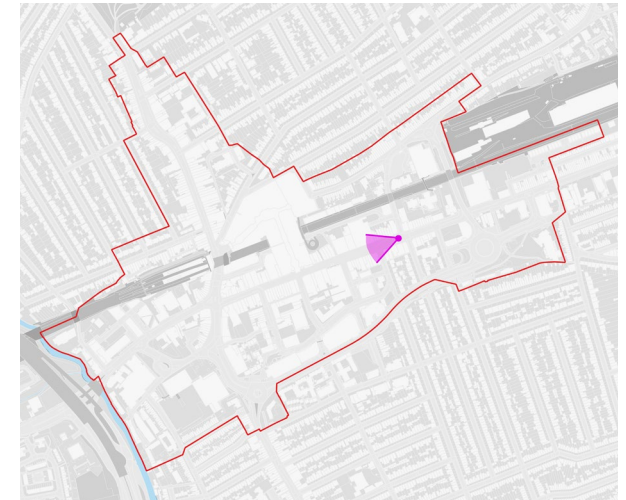
Tall buildings would be best placed to the periphery of sites located along High Road.



D. View west along High Road from Redbridge Town Hall to Natwest Bank

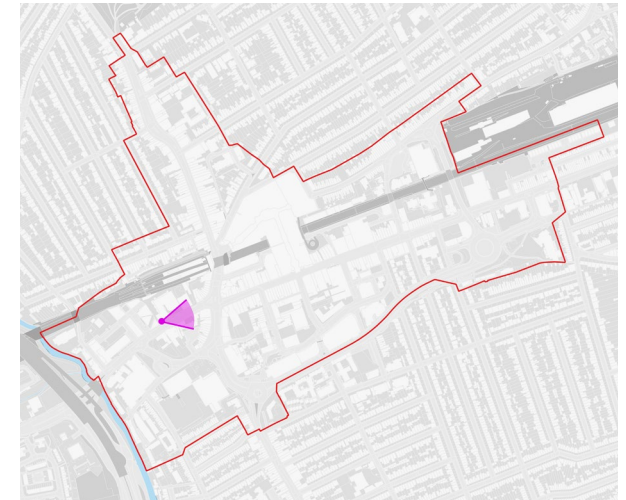
View west along High Road connecting two Grade II listed heritage assets, the scale of the streetscape should be maintained.

Potential tall buildings on at 187-191 High Road (4407/17) and 193-207 High Road (Harrison and Gibson) would have a high impact.



E. View east from Ilford Station second exit along Ilford Hill assets towards High Road

The route from Ilford Hill to High Road is highly legible at present with direct sight lines from the Ilford Station second to the High Road, with significant heritage assets bordering Ilford Hill to the south.



02. Tall Buildings Study

Existing Building Heights in Ilford

The locations for tall buildings in Redbridge (and Ilford) are categorised in the Redbridge Local Plan through the designation of 'Tall Building Zones' at appropriate locations in the borough:

"Ilford Metropolitan Town Centre Investment and Growth Area is one of the two 'Tall Building Zones' where tall buildings will be generally supported" p. 116

The Tall Building Zone does not define height limits. As such, a more granular approach is recommended to establish appropriate heights in response to character across the town centre and to respond to viability challenges in delivering tall buildings in Ilford.

Definition of a tall building

The definition of a tall building is established in Policy D9 Tall Buildings of the London Plan (2021):

"Tall buildings are generally those that are substantially taller than their surroundings and cause a significant change to the skyline"

"Based on local context, Development Plans should define what is considered a tall building for specific localities, the height of which will vary between and within different parts of London but should not be less than 6 storeys or 18 metres measured from ground to the floor level of the uppermost storey"

Understanding the local context and in particular the typical or defining height of an area (the "*context height*") is therefore required to determine the appropriate location and scale for tall buildings.

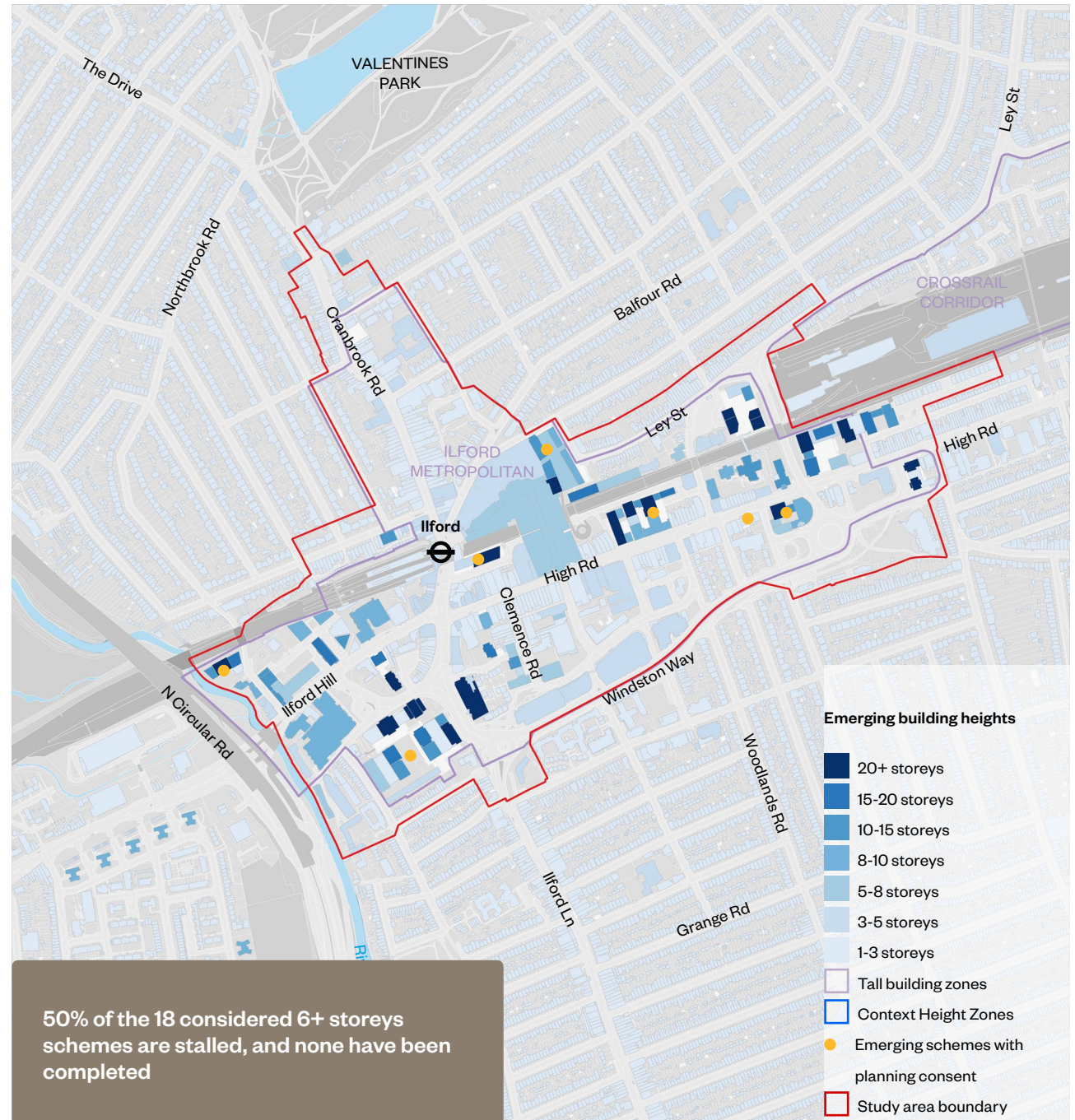
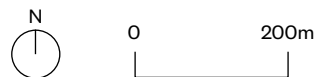


Emerging Building Heights in Ilford

Emerging schemes suggest heights which are significantly taller than the local context and the local context heights. Of the emerging schemes suggesting buildings above 6 storeys since 2018, none have been completed.

Emerging tall buildings in Ilford are facing some key viability and deliverability challenges:

- Reinforcement has to be included within a building for it to get taller – this is generally required to increase significantly at c. 6 storeys, and significantly increases costs.
- Safety requirements for two stair cores. From September 2026 an additional stair core will be required in residential buildings of 18 metres and above, increasing overall build costs.
- Six-plus storeys is therefore widely considered to be the current “tipping point” for viability in a lot of outer London areas.



Context Height in Ilford

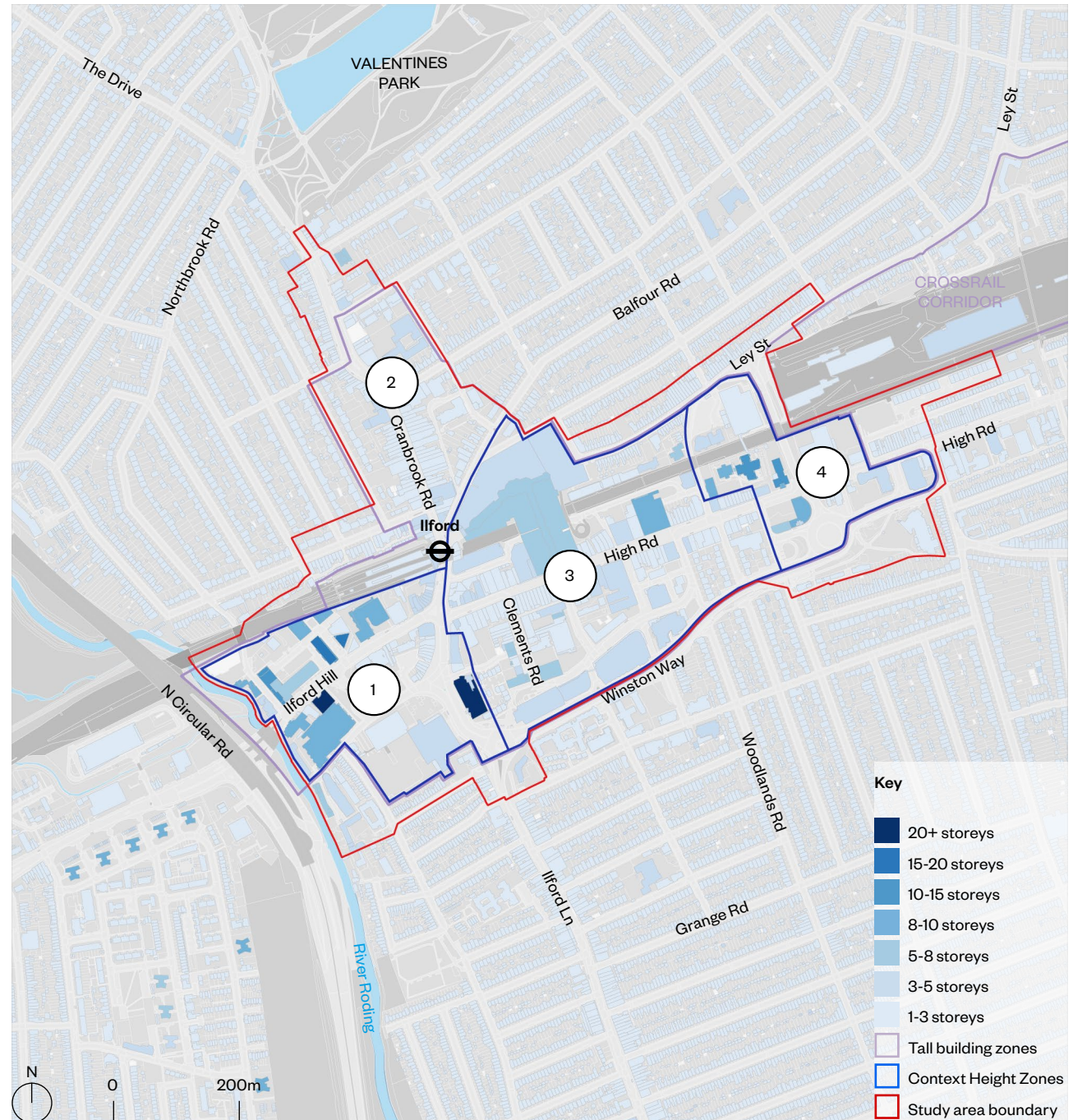
The “context height” of an area is the height that an observer would read as the typical or defining height of a particular area.

In places where buildings are of consistent height, the context height may be the most commonly occurring building height. In places where building height is more varied the context height may be a middle point that buildings fluctuate around.

Four areas with differing context height have been identified for Ilford, based on the mapping of existing heights and site observation. **The context heights have been used to establish appropriate heights for future development within each area, based on the “context height ration” (CHR) methodology.**

Context heights for Ilford are identified below:

1. **Ilford Hill:**
Context Height of 6
2. **Cranbrook Road:**
Context Height of 3
3. **High Road Central:**
Context Height of 4
4. **High Road East:**
Context Height of 5



Classification of Tall Buildings for Ilford

The height relationship of a tall building with its context can be expressed as a factor of the prevailing contextual height or as the 'context height ratio' (CHR). The CHR indicates the degree of 'tallness' of a building in relation to its context. It also provides a measure of the extent to which a building is 'outstanding' on the skyline considering the prevailing height and scale of development of a place.

The CHR provides a means to discuss the relative relationship of a building's height within its immediate context, as well as to discuss this within the wider place setting. It also enables the simple categorisation of tall buildings.

The prominence of a tall building in the wider townscape will normally increase as its scale, height and massing increases although it is recognised that topography, the variation in context height, the form, scale and roofscape of surrounding buildings, other tall buildings in the vicinity and the location within a street block will also play a role in determining a tall buildings prominence.

Tall buildings are classified as either 'Local scale tall buildings', 'District scale tall buildings' or 'Metropolitan scale tall buildings'. This classification is based on the height of a tall building relative to its context expressed as a multiplier of the context height (Context Height Ratio). As the CHR increases the prominence of the tall building is also likely to increase. In areas with varied context height the CHR can be a little higher reflecting the potential for these areas to accommodate greater variation in building height.

The table overleaf demonstrates this.

Classification of Tall Buildings for Ilford

Building height classification	Ratio to Context Height (CH) consistent context	Perception in Relation to its Context	Visual Impact on the Skyline	Potential location	Proposed appropriate height based on CHR
Local Scale Tall Building Tall building of local significance	2x CH to 2.5 CH (CHR 2-2.5)	Tall building establishes a prominent exception within its context, yet may be perceived as constituent part of the context.	Tall building stands out from its context, yet its impact on the skyline is mainly local.	To mark special locations in the townscape, such as a strategic street corner, a public space or a particular function, such as a station. In Ilford, suitable for the High Road Central Zone.	12 storeys
District Scale Tall Building Tall building of district wide significance	2x CH to 2.5 CH (CHR 2.5-3)	Tall building stands out markedly from its context and establishes a pronounced contrast with its context.	Tall building is highly visible and notably affects the skyline on a district wide scale.	Limited to locations that are high density areas at the edge of the town centre. In Ilford, suitable for the High Road East Zone.	16 storeys
Metropolitan Scale Tall Building Tall building of metropolitan significance	4x CH (CHR 4)	Tall building establishes a jarring contrast with its context, unless a locally increased building height and/or cluster of other tall buildings help to mediate and visually build up to and integrate its height.	Tall building is highly visible and significantly affects the skyline on a borough wide scale	Confined only to areas that have a borough wide strategic importance and form part of a high intensity cluster. In Ilford, suitable for the Ilford Hill Zone.	24 storeys

London

Unit 21 Tower Workshops
58 Riley Road
London SE1 3DG

+44 (0)20 7252 3400

Manchester

Jactin House
24 Hood Street
Ancoats
Manchester M4 6WX

+44 (0)161 9743206

@wemadethat.co.uk
wemadethat.co.uk

**We
Made
That**

We Made That LLP is registered
in England and Wales.
Reg no. OC367789

We
Made
That

Appendix D
Supporting
infrastructure

Ilford OAPF Evidence Base

Working with



Lucia
Cerrada
Morato



Contents

This appendix contains information on the socio-demographic context of Ilford Metropolitan Centre as well as key data used for the social infrastructure benchmarking. It is intended to be read in conjunction with the main report, offering supplementary material to enhance the understanding of the main content.

01 Socio-Demographic Context

02 Social Infrastructure Benchmarking

Socio-Demographic Context

Socio-Demographic Context

Data Sources

Methodology

To compare the profiles of town centres, data was accessed at LSOA (Lower Super Output Area) level. Data from LSOAs which intersect the town centres was multiplied by the proportion of the LSOA area which lies within the town centre boundary, to better approximate population data within the town centres. The town centre boundaries used were those adopted by local boroughs, aggregated by the GLA in 2019.

Sources

Age: Persons aged 5 years and over, who are schoolchildren and full-time students, Census 2021, ONS

Ethnicity: Persons who identify with ethnic group, Census 2021, ONS

Religion: Persons who identify with religion, Census 2021, ONS

Deprivation: Households deprived in one more dimension, Census 2021, ONS

Population density: Usual residents per square kilometre, Census 2021, ONS

Household size: Population total, divided by number of households, Census 2021, ONS

Overcrowding: Combined proportion of households which have an occupancy rating of -1, or -2 or less bedrooms, Occupancy rating, Census 2021, ONS

Tenure: Households by Tenure, Census 2021, ONS

Fuel poverty: Households in Fuel poverty, Census 2021, ONS

Cycling levels: The Active Lives Survey, Sport England, 2022

Sports and physical activity: The Active Lives Survey, Sport England, 2022

Town centre boundaries: https://data.london.gov.uk/dataset/town_centre_boundaries

Socio-Demographic Context

Comparator Locations

This map shows the location of the town centres selected as comparators to undertake the socio-economic benchmarking.

Comparator locations have been identified due to their similar socio-demographic profile, their position as Opportunity Areas in outer London and/or their proximity to Elizabeth Line Stations:

1. Ilford - Opportunity Area sitting along the Elizabeth Line
2. Romford - sitting along the Elizabeth Line
3. Croydon - Outer London Opportunity Area
4. Wood Green - emerging Opportunity Area
5. Ealing - sitting along the Elizabeth Line
6. Southall - Opportunity Area and sitting along the Elizabeth Line
7. Hayes - sitting along the Elizabeth Line, Opportunity Area boundary to be defined

Key

-  Comparator town centres
-  Other town centres
-  Tube stations
-  Elizabeth Line
-  London Boroughs boundaries



Socio-Demographic Context

Housing

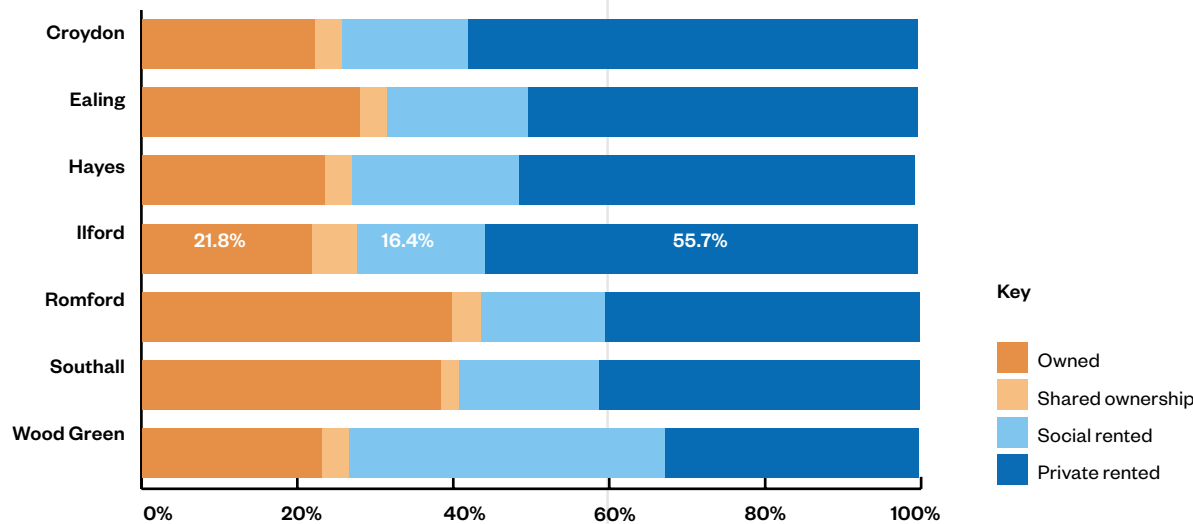
Housing and population density

Levels of private renting are high, with 56% of households renting privately, compared to 22% owning their homes. This is most comparable to Croydon. Population density is relatively high, at 7,400/km², behind Croydon but well ahead of other town centres.

Household size

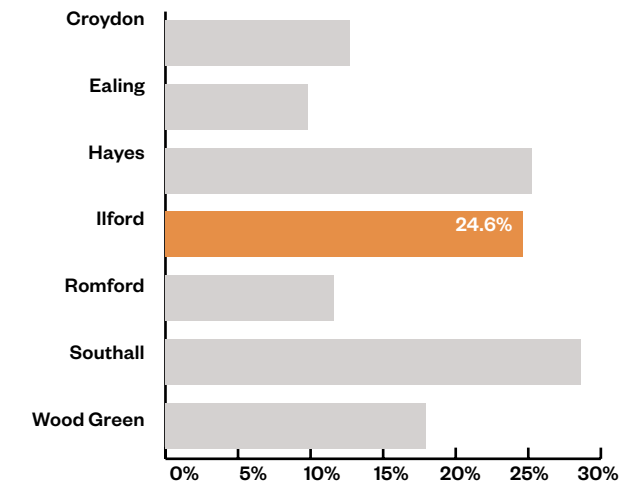
Average household size (2.9) is relatively high, as are levels of overcrowding (25%), comparable to Hayes.

Housing tenure



Source: 2021 Census, ONS

Overcrowded households



Source: Occupancy rating -1 or -2 or less, 2021 Census, ONS

Socio-Demographic Context

Key Demographics

Ethnicity

A majority of Ilford's population identify as Asian / Asian British. Southall and Hayes are the closest comparators.

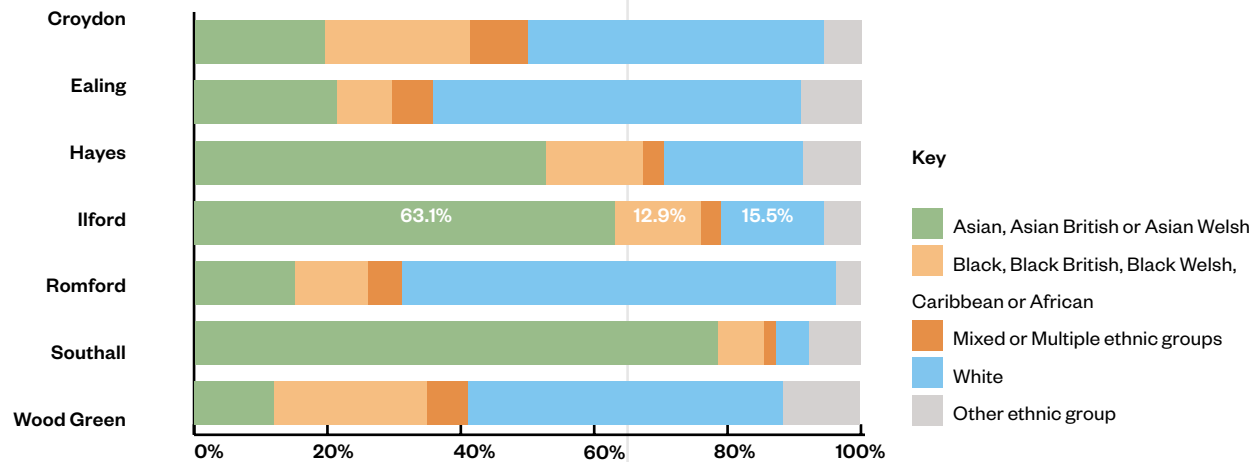
Religion

Ilford also holds a diversity of religious beliefs, with the highest proportion of Muslims (40%) and Hindus (22%) compared to other town centres.

Age

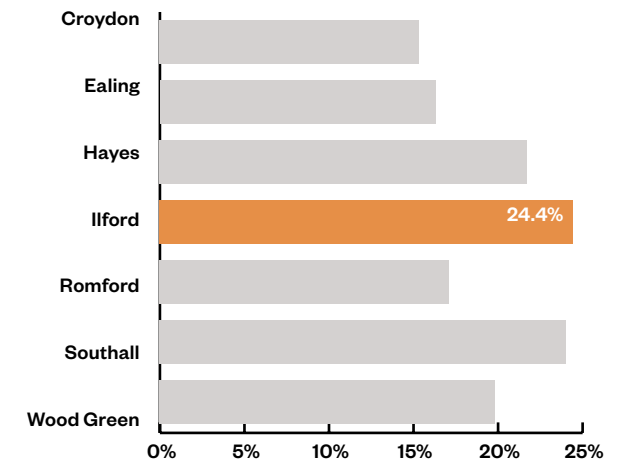
Reflecting its young population, Ilford has the highest proportion of students across town centres, with Southall and Hayes following closely.

Ethnic group



Source: 2021 Census, ONS

Schoolchildren and full-time students 5+



Source: 2021 Census, ONS

Socio-Demographic Context

Key findings

Poverty

Fuel poverty in Ilford stands at 15.5%, above the London average of 10.4%. This may indicate low incomes and poor environmental performance.

Disability

One in ten (10.4%) Ilford residents identify as Disabled according to the Equality Act, this is among the lowest level across town centres, similar to Hayes.

Key Findings: Comparator Locations

- Ilford's demographic profile is most similar to Hayes and Southall, with young, diverse and predominantly Asian heritage populations, and a tendency for larger households
- Regarding housing tenure mix, Ilford is most similar to Croydon and Hayes, and population density is relatively high, and far denser than Hayes and Southall

Key Findings: Supporting Infrastructure and Quality of Life

- There is a need to identify what further youth facilities are needed
- A requirement for diverse and culturally appropriate community infrastructure
- Given overcrowding, a need for expanded indoor and outdoor infrastructure, and potentially larger family size units
- A need to assess environmental performance of new and existing housing stock

Social Infrastructure Benchmarking

Social Infrastructure Data Sources

Social Infrastructure

A web-scraping application (Apify), was used to download location data from Google Maps, which was then isolated to the town centre boundaries, and cleaned to identify the numbers of each type of the following infrastructure within the 7 town centre boundaries:

- Community centres
- Leisure centres
- Dedicated youth centres
- Worship facilities (search terms: Church, Gurudwara, Mosque, Temple, Synagogue)

Cultural Infrastructure

The GLA's London Culture Infrastructure Map, compiled by We Made That, was used to identify provision of the following cultural infrastructure across the 7 town centre boundaries:

- Artist workspace
- Cinemas
- Creative workspace
- Libraries
- Museums
- Music venues
- Theatres

Other Sources

In addition, GP Practice data was accessed from NHS England, in January 2025.

Audience Spectrum data from the Audience Agency, was used to contextualise provision of cultural infrastructure in Ilford.

01. Social Infrastructure Benchmarking

Social Infrastructure Benchmarking Data

Cinemas					
	Town Centre	Population	Total	Per Capita	Per 100,000
1	Wood Green	2813	2	0.000711068	71
2	Romford	4829	1	0.000207095	21
3	Croydon	11896	2	0.000168128	17
4	Ilford	7375	1	0.000135596	14
5	Ealing	7433	1	0.000134535	13
6	Hayes	1984	0	0	0
7	Southall	3569	0	0	0

Libraries					
	Town Centre	Population	Total	Per Capita	Per 100,000
1	Hayes	1984	1	0.000504139	50
2	Wood Green	2813	1	0.000355534	36
3	Romford	4829	1	0.000207095	21
4	Ilford	7375	1	0.000135596	14
5	Croydon	11896	1	8.40641E-05	8
6	Ealing	7433	0	0	0
7	Southall	3569	0	0	0

Community Centres					
	Town Centre	Population	Total	Per Capita	Per 100,000
1	Southall	3569	7	0.00196124	196
2	Hayes	1984	3	0.001512417	151
3	Croydon	11896	13	0.001092834	109
4	Romford	4829	5	0.001035475	104
5	Ealing	7433	3	0.000403606	40
6	Ilford	7375	2	0.000271193	27
7	Wood Green	2813	0	0	0

Museums					
	Town Centre	Population	Total	Per Capita	Per 100,000
1	Romford	4829	1	0.000207095	21
2	Ilford	7375	1	0.000135596	14
3	Ealing	7433	1	0.000134535	13
4	Croydon	11896	1	8.40641E-05	8
5	Hayes	1984	0	0	0
6	Southall	3569	0	0	0
7	Wood Green	2813	0	0	0

Theatres					
	Town Centre	Population	Total	Per Capita	Per 100,000
1	Romford	4829	1	0.000207095	21
2	Croydon	11896	2	0.000168128	17
3	Ilford	7375	1	0.000135596	14
4	Ealing	7433	1	0.000134535	13
5	Hayes	1984	0	0	0
6	Southall	3569	0	0	0
7	Wood Green	2813	0	0	0

01. Social Infrastructure Benchmarking

Social Infrastructure Benchmarking Data

Leisure and Sports Centres					
	Town Centre	Population	Total	Per Capita	Per 100,000
1	Hayes	1984	1	0.000504139	50
2	Romford	4829	1	0.000207095	21
3	Ilford	7375	0	0	0
4	Croydon	11896	0	0	0
5	Ealing	7433	0	0	0
6	Southall	3569	0	0	0
7	Wood Green	2813	0	0	0

Creative workspace					
	Town Centre	Population	Total	Per Capita	Per 100,000
1	Wood Green	2813	1	0.000355534	36
2	Croydon	11896	0	0	0
3	Ealing	7433	0	0	0
4	Hayes	1984	0	0	0
5	Ilford	7375	0	0	0
6	Romford	4829	0	0	0
7	Southall	3569	0	0	0

Youth centre					
	Town Centre	Population	Total	Per Capita	Per 100,000
1	Wood Green	2813	2	0.000710985	71
2	Romford	4829	1	0.000207082	21
3	Croydon	11896	2	0.000168124	17
4	Ealing	7433	0	0	0
5	Hayes	1984	0	0	0
6	Ilford	7375	0	0	0
7	Southall	3569	0	0	0

Worship facilities					
	Town Centre	Population	Total	Per Capita	Per 100,000
1	Romford	4829	15	0.003106426	311
2	Ealing	7433	18	0.002421633	242
3	Croydon	11896	26	0.002185667	219
4	Ilford	7375	15	0.002033945	203
5	Hayes	1984	4	0.002016556	202
6	Southall	3569	7	0.00196124	196
7	Wood Green	2813	4	0.001422136	142

Music venues					
	Town Centre	Population	Total	Per Capita	Per 100,000
1	Croydon	11896	3	0.000252186	25
2	Ealing	7433	1	0.000134535	13
3	Hayes	1984	0	0	0
4	Ilford	7375	0	0	0
5	Romford	4829	0	0	0
6	Southall	3569	0	0	0
7	Wood Green	2813	0	0	0

Artist workspace					
	Town Centre	Population	Total	Per Capita	Per 100,000
1	Wood Green	2813	2	0.000710985	71
2	Croydon	11896	2	0.000168124	17
3	Ilford	7375	1	0.000135593	14
4	Ealing	7433	0	0	0
5	Hayes	1984	0	0	0
6	Romford	4829	0	0	0
7	Southall	3569	0	0	0

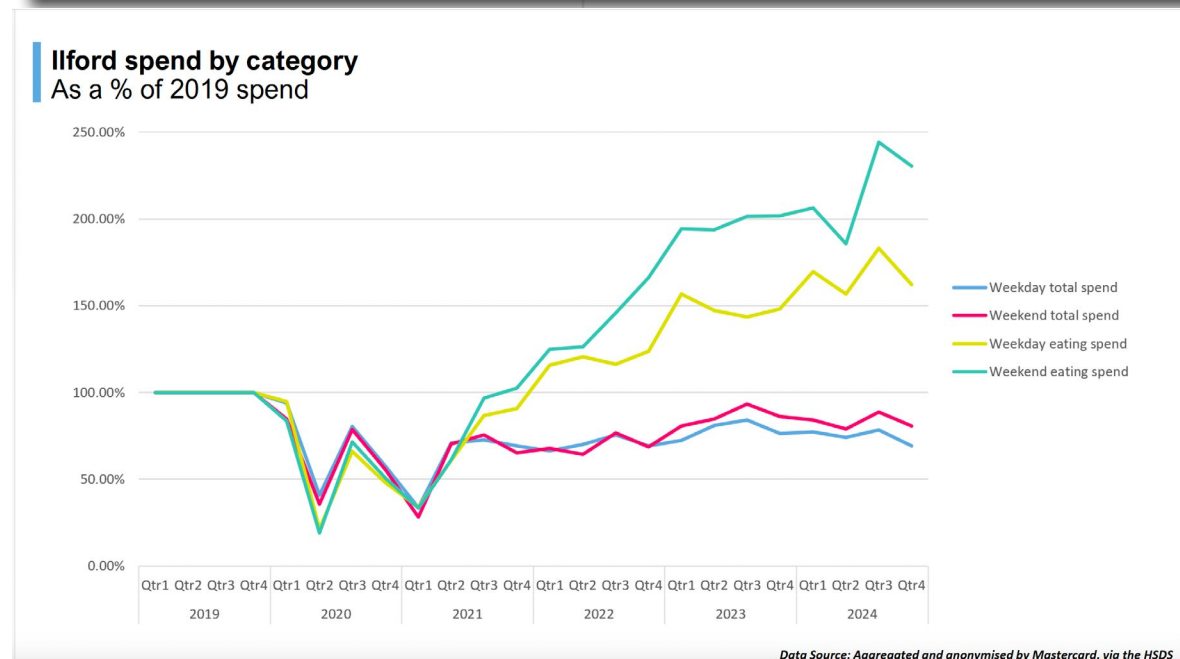
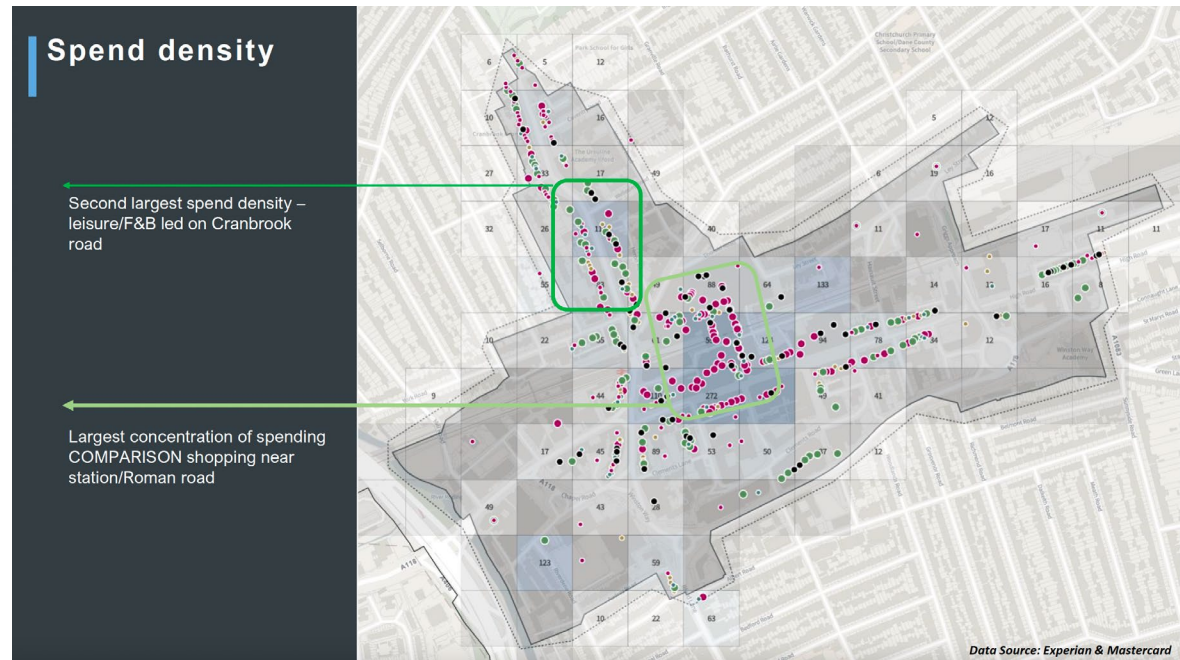
High Streets Context

Spend density

Footfall fairly stable through week. Spend density is concentrated near Station/Roman Road (shopping centre) and Cranbrook Road.

Spend levels

Improving but not yet recovered to pre-pandemic levels. Rise in weekend/ weekday eating, Cranbrook Road is focus for F&B.



High Streets context

Key findings

Businesses

High proportion of independent businesses, at 78%.

Vacancy

Low vacancy rates, at 7%.

Key Findings

- Low vacancy rates suggest a successful high street, however the quality of retail has seen a decrease in recent years
- Rise in weekday / weekend spend may indicate increased affluence among some residents or Ilford as an eating destination (or simply rising costs)
- Low spend density in the East of the town centre reflects lack of activation, and potential opportunities

London

Unit 21 Tower Workshops
58 Riley Road
London SE1 3DG

+44 (0)20 7252 3400

Manchester

Jactin House
24 Hood Street
Ancoats
Manchester M4 6WX

+44 (0)161 9743206

studio@wemadethat.co.uk
wemadethat.co.uk

**We
Made
That**

We Made That LLP is registered
in England and Wales.
Reg no. OC367789