

We
Made
That

Final Report
10.04.2026

Ilford OAPF Capacity Study



Contents

1. Introduction 3

2. Opportunity sites 6

- Zone of influence 7
- Opportunity Area boundary 8
- Sites 10

3. Ilford's places 11

- Ilford Hill 12
- Ilford Approach 21
- Cranbrook Road 31
- Central High Road 38
- Clements Road 48
- Ley Street 60
- High Road East 68

4. Development capacity 79

- Phasing 80
- Development schedule 81

Appendix

- Opportunity Area
- Proposed opportunity area boundary
- Land use (existing and potential)
- Housing tenure
- Density benchmarks
- Ilford's places
- Delivery

01

Introduction

A bottom-up analysis of Ilford's capacity for growth

This capacity study provides the evidence base to shape the Ilford Opportunity Area Planning Framework, establishing realistic and deliverable development scenarios across the town centre.

Rather than applying broad assumptions, the study adopts a bottom-up, design-led approach to determine genuine capacity for homes and jobs, site by site.

The analysis informs the OAPF by defining eight distinct character areas, each with contextually-appropriate development principles. It identifies which site allocations should be carried forward, adjusted or removed based on deliverability, and establishes building height parameters that respond to local context. This guidance will enable the OAPF to direct growth that strengthens Ilford's distinctive qualities.

The study begins by establishing the zone of influence for the Opportunity Area, extending beyond the town centre core to capture important connections to the River Roding, Valentine's Park and surrounding residential neighbourhoods. It then defines seven character areas, each with distinct qualities and development potential: Ilford Hill, Ilford Approach, Cranbrook Road, Central High Road, Clements Road, Ley Street, High Road East.

For each character area, the study provides existing context analysis, development principles addressing land use, access and movement, open space and greening, and character and form. Illustrative plans demonstrate how public realm improvements and active travel networks can be delivered, alongside indicative building heights and land use distributions.

The final section presents development capacity across all site allocations, with phasing recommendations and a comprehensive schedule of homes and employment floorspace.

A bottom-up analysis of Ilford's capacity for growth

The development capacity study sits alongside a series of evidence base studies that have informed its production.

Ilford OAPF Evidence Base (GLA, 2025)

The report explores the barriers to Good Growth in Ilford. The high level guidance on building heights and key findings concerning development viability have informed the typologies and massing at a site level in this study. Sub areas defined in the Ilford OAPF Evidence Base study have been refined through analysis of a suitable Opportunity Area (OA) boundary, more rigorous testing at site level and the identification of additional sites.

Local Connections Study (TfL, Ongoing)

The study analyses movement through the Opportunity Area and wider zone of influence. Its proposed interventions to improve active travel, sustainable modes of transport and the quality of the public realm. The proposals from the Local Connections Study have been adopted in the capacity study to inform guidance for each character area and site where relevant. These proposals have been shaped through workshops with the project team for each character area within the Opportunity Area and input from LBR officers.

Economic Vision (GLA/LBR, Ongoing)

The vision defines the economic sectors that will drive growth in Ilford over the course of the next plan period. The capacity study has been informed by this work through workshops with the GLA project team to inform the broad approach to land use within the capacity studies.

Community and Business Engagement (GLA, Ongoing)

This workstrand is informing the OAPF through targeted engagement sessions on issues including housing, employment and skills and public realm. The development of the development capacity work has interfaced with this workstrand through sharing of housing typologies and initial feedback from the engagement workshops.

Land Assembly (GLA, Ongoing)

The land assembly workstrand is reviewing sites across the OA and identifying mechanisms to accelerate delivery. The capacity study has interfaced with this work through a review of existing site allocations, identification of additional sites within the revised OA boundary and an assessment of potential land uses to inform site level testing.

Opportunity Sites

- Zone of influence
- Opportunity Area boundary
- Sites

02. Opportunity Sites

Zone of influence

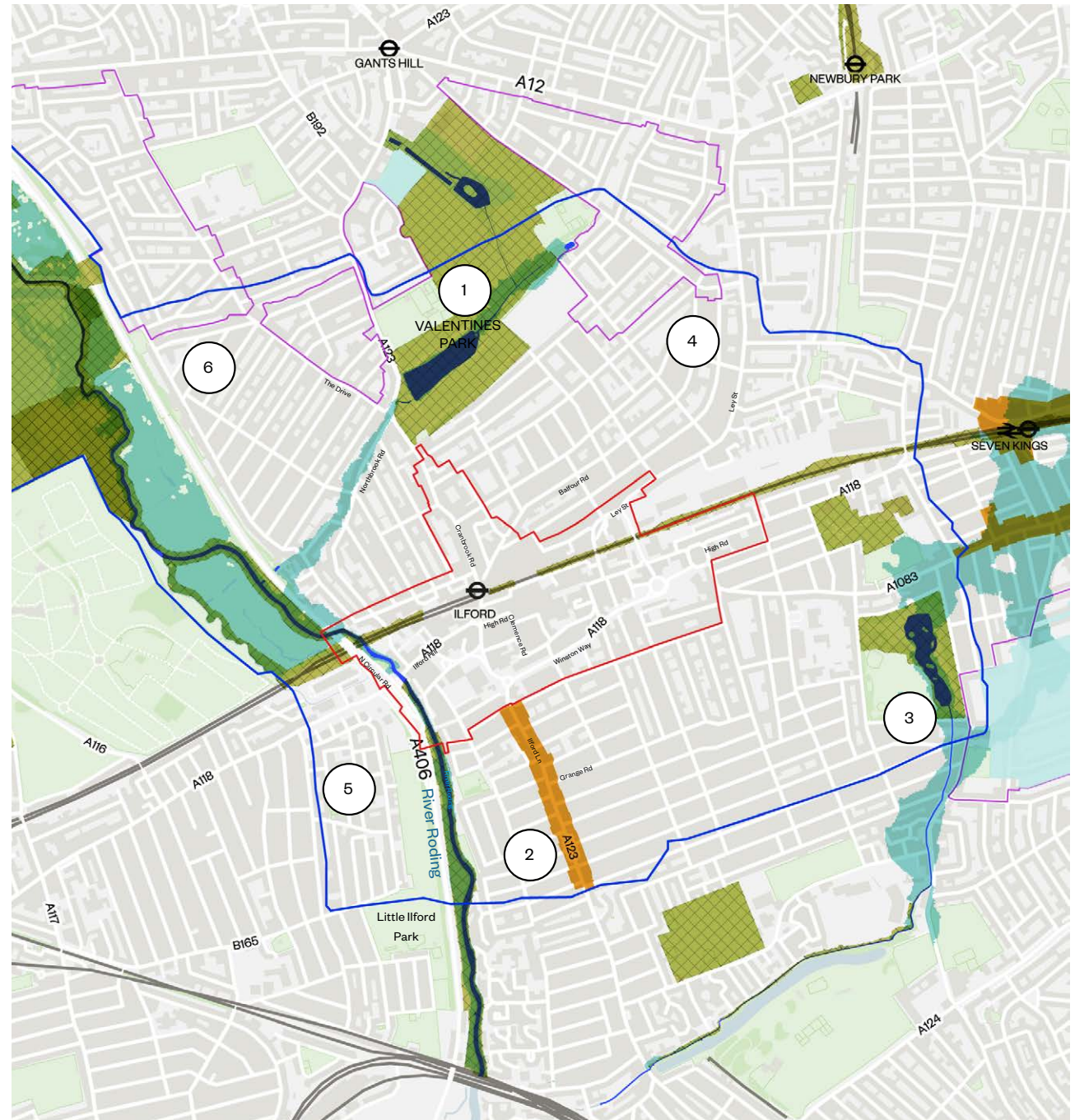
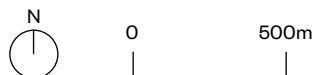
The Opportunity Area sits within a wider zone defined through the Local Connections Study. This boundary is defined by the following parameters:

1. The inclusion of SINCs, Special Areas of Conservation, and flood risk areas
2. Extends to include Ilford lane town centre
3. An eastern edge defined by the blue ribbon, aiming to improve access to walking, cycling, leisure, and recreation
4. Extended to include key residential neighbourhoods and improve access to open green spaces
5. Extend to Little Ilford Park including employment uses and site allocations within the borough of Newham
6. Improving movement and connectivity to and from the River Roding

The Opportunity Area boundary has been refined through an analysis of the emerging OAPF principles and their spatial extent, as set out in the appendix. The Opportunity Area is formed of seven character areas, described on the following pages.

Key

- Flooding High Probability
- Local Centres
- Residential Precincts
- SINC
- Zone of influence
- Proposed OA Boundary



02. Opportunity Sites

OA boundary

Character areas

Cranbrook Road

Plays an important complementary role to the High Road, with food and beverage driving local spend and linking the station to the historic Valentine's Park. Opportunities include sensitive development supported by enhanced active travel links.

Ley Street

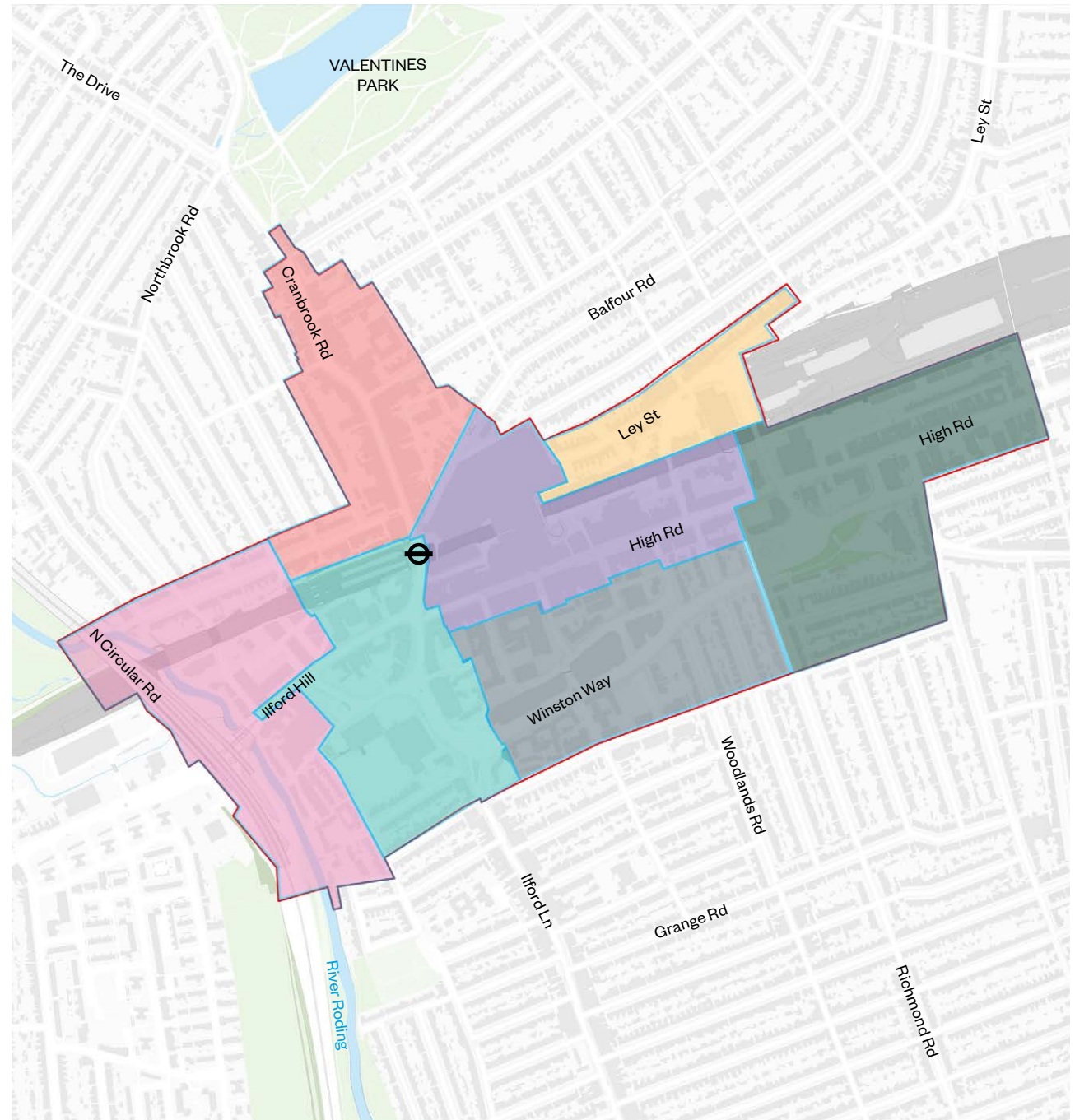
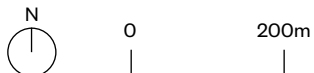
A transitional area between the suburban north and the rail corridor. Priorities include improving the public realm and pedestrian/cycle connectivity and unlocking constrained development sites.

High Road East

A mixed-use area currently defined by inconsistent building heights and a poor-quality public realm. An opportunity to intensify employment, improving open space access, and upgrading active travel routes.

Clements Road

An opportunity to strengthen a cultural cluster and provide connective public realm, overcoming severance caused by Winston Way.



02. Opportunity Sites

OA boundary

Character areas

Central High Road

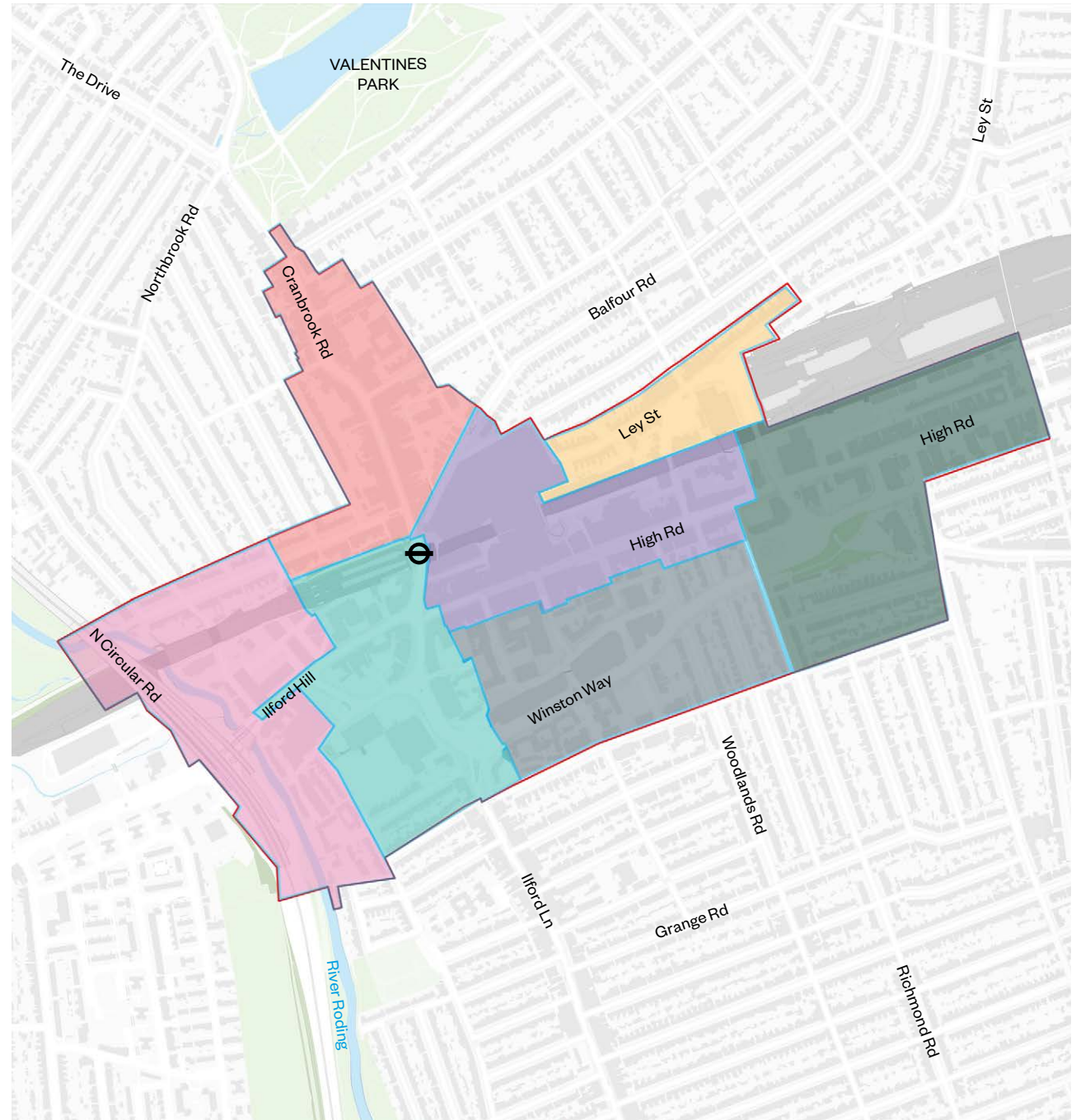
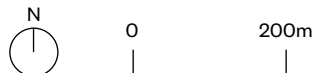
The town's civic and retail core, anchored by the Town Hall and Exchange. Opportunities focus on enhancing the high street character, improving north-south connectivity and creating new space for civic life.

Ilford Hill

A potential high-rise cluster overcoming railway severance and poor station/river access. Mixed use development incorporating employment space can create a livelier public realm.

Ilford Approach

A major opportunity to integrate the station with the wider town centre through high density development. Improvements to the gyratory can significantly improve important connections links to the south and west.



02. Opportunity Sites

Sites

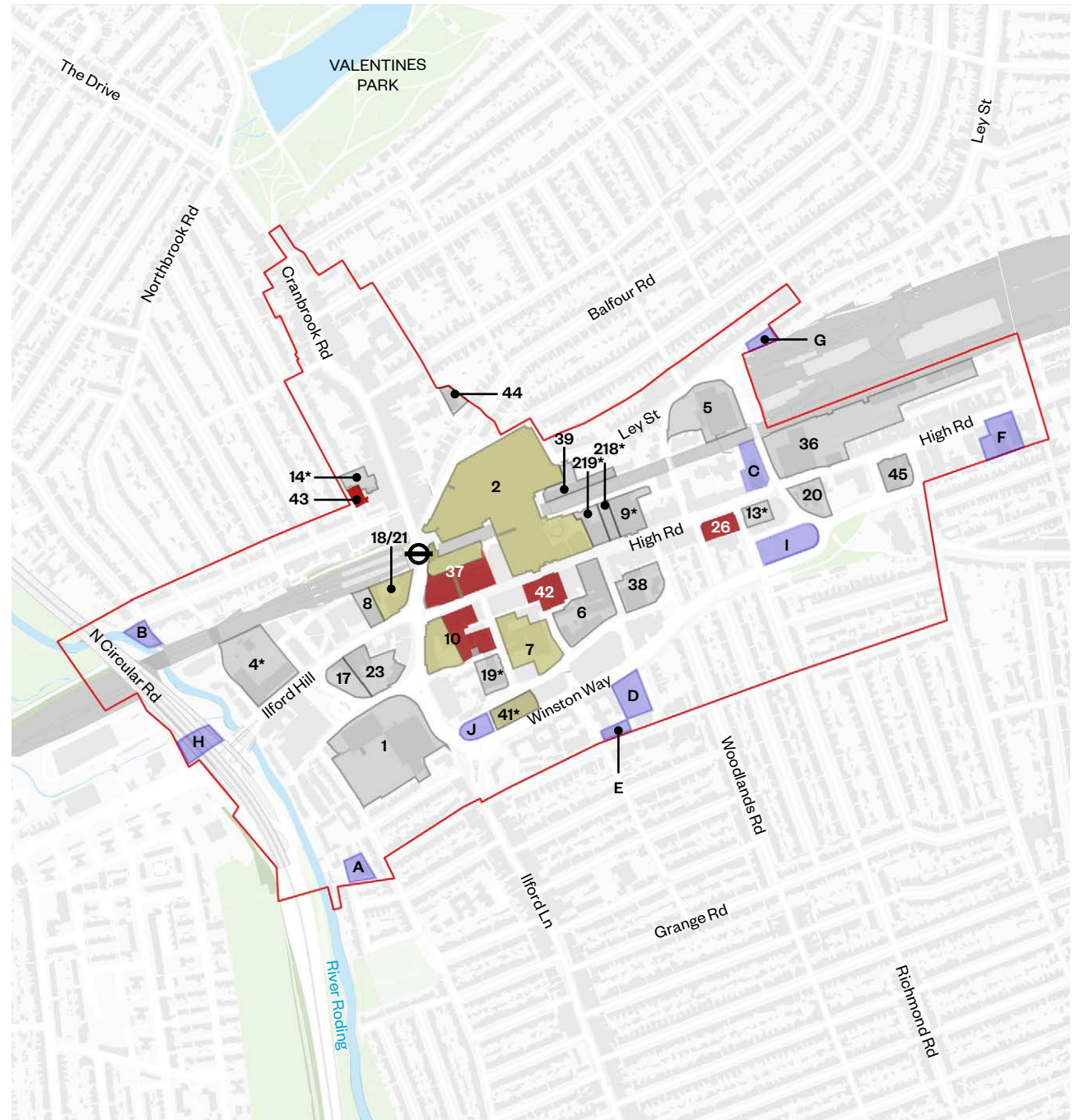
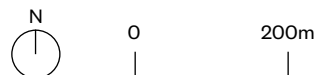
Shortlisted sites

A review of sites has led to a shortlist of sites within the Opportunity Area that have been tested for capacity to deliver new homes and other important land uses to deliver good growth in Ilford. This has built on the findings of the Ilford OAPF Evidence Base Study (2025), and has followed these principles:

- Removal of sites where multiple ownerships create a significant barrier to redevelopment
- Addition of sites where lower density typologies are more appropriate
- Adjustments to site boundaries to reduce the number of multiple ownerships. Exceptions have been made where there is a strong rationale for comprehensive development to unlock placemaking opportunities

The following section defines design guidance and site level testing at a character area level.

- Site allocations
- Site allocations with adjusted boundaries
- Removed site allocations
- Potential new sites
- * Sites tested in the 2025 study
- Study area boundary



This section describes the existing character and opportunities for each part of the OA. A series of design principles guide capacity studies for sites across the OA.

Ilford Hill

Existing context

Ilford Hill is a key arrival space to the town centre from Ilford Lane and Romford Road. It is challenged by the major barriers of the A406, railway and River Roding. Despite being underutilized, the River Roding represents a valuable asset that links the area to the railway station and the wider River Roding Valley.



Ilford Hill sub area and sites



1. Mill Road (view north)



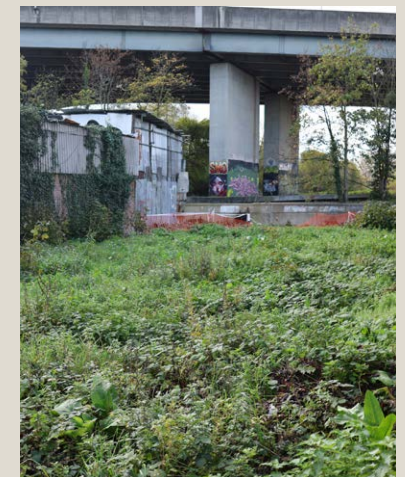
2. Ilford Hill



3. Lowbrook Road



4. Roden Street



5. York Road (view looking west beneath north circular)

Development principles

Land use

- Primarily residential with employment uses at groundfloor uses to activate key routes, ensure a balanced economy and consolidate town centre uses to the west.
- Light industrial uses in western extents of the town centre.

Open space and localised greening

- Open access to the Roding River including safeguarding a riverside route through development and existing land uses.

Access and movement

- Create inviting walking and cycling routes that draw people towards the town centre through Ilford Arrival Scheme
- Strengthen connections into the River Roding valley area.
- Provide strategic cycle routes connecting Romford Road to Riverdene Road and via Mill Road.

Character and form

- Create a coherent pattern of tall buildings along the railway corridor, decreasing in scale moving south into suburban areas.
- Ensure new developments complement the prevailing building heights in Ilford Hill, with variations in height to mark arriving into Ilford.



Precedent: Pegasus Court, Grahame Park
Peter Barber. Town ground floor uses below residential, activating the public realm.

Image credit: Peter Barber



Precedent: Woodberry Downs, London. High density living with a sensitive edge to the New River Path.

Image credit: Russell Duncan



Precedent: Expressway, Newham. Adaptation of space under flyover to provide creative workspace.

Image credit: Architecture00



Precedent: Orchard Gardens, Panter Hudspith Architects: Tall residential buildings which step down in scale.

Image credit: Panter Hudspith

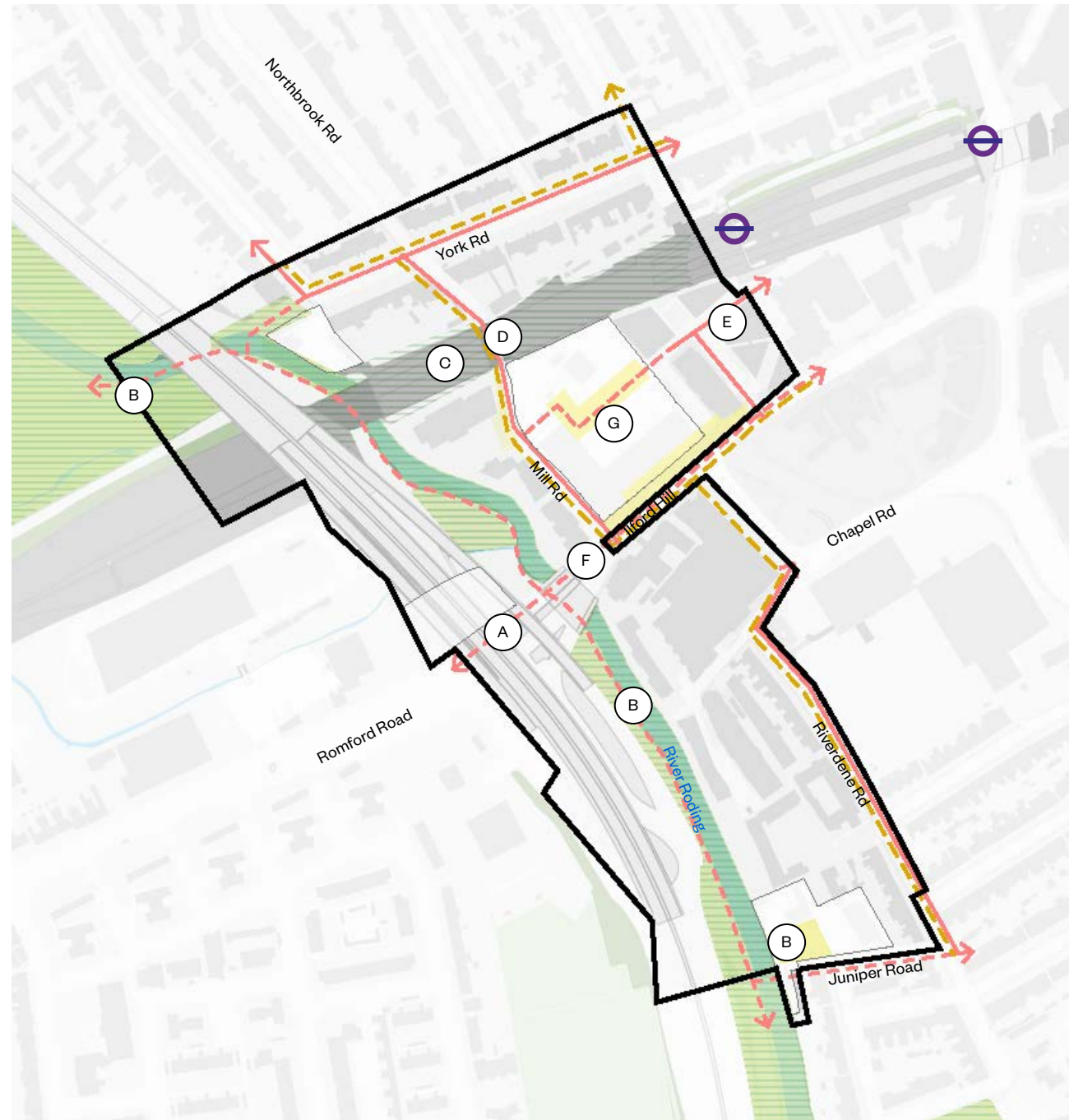
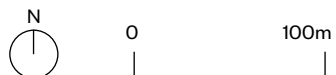
Public realm, movement and access

Key priorities:

- A. Improve arrival from Romford Road; enhance pedestrian/cycle environment under the fly-over
- B. Improved access to River Roding valley
- C. Protect and enhance SINCs
- D. Improve Mill Road active travel connections
- E. Improve legibility and quality of the public realm around the station
- F. Improve cycle connectivity in tandem with public realm improvements, linking York Road to Riverdene Road and into the Romford Road Active Travel scheme and Ilford Arrival
- G. Public space incorporating informal play, accessible/safe MUGAs, tested through meanwhile use

Key

- Improved pedestrian connections/permeability
- Improved cycle routes
- - - New pedestrian connections
- - - New cycle connections
- . . . Footway improvements
- New open space
- Public realm improvements
- Recent public realm improvements
- Character Area Boundary



03. Ilford Hill

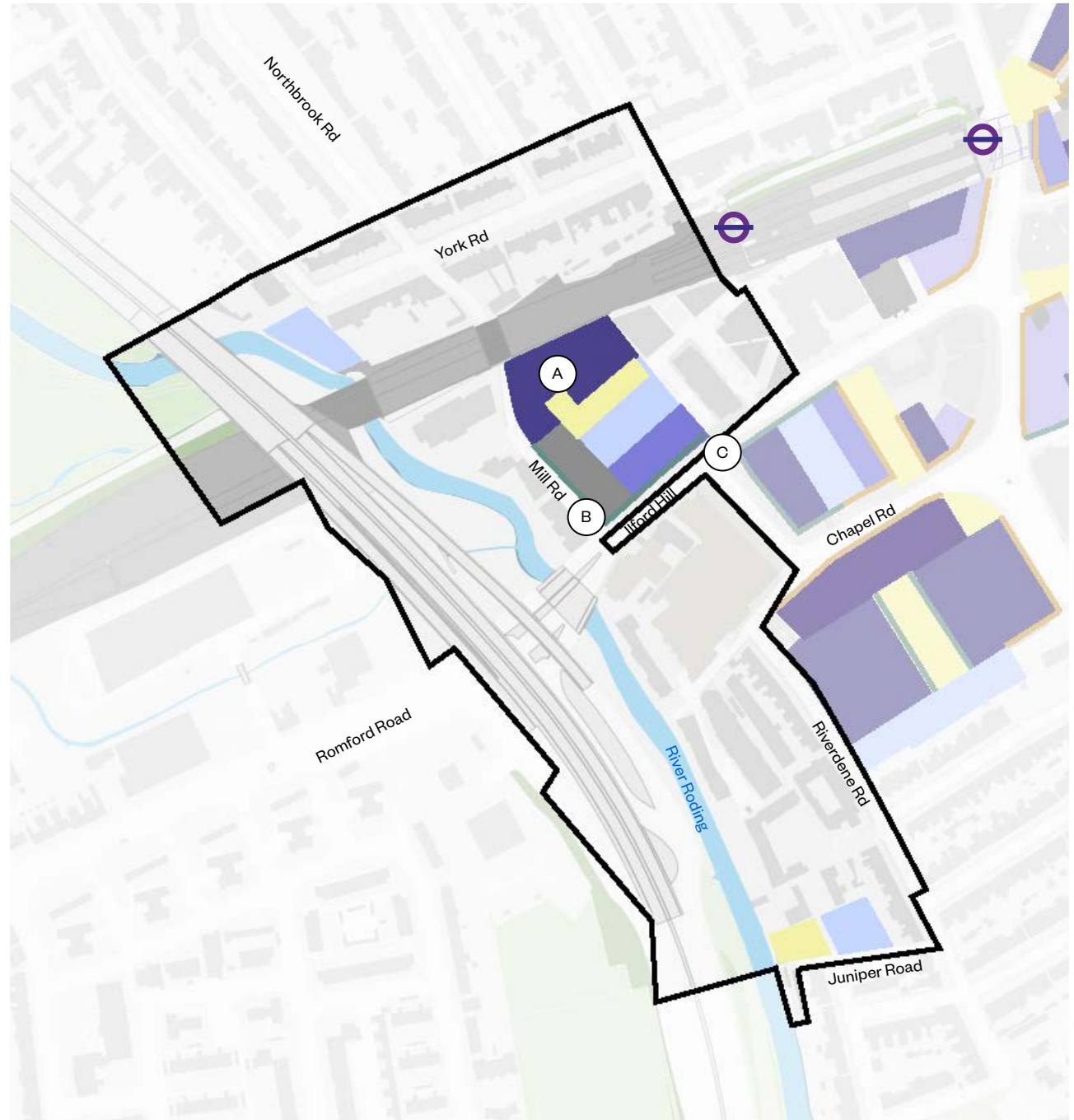
Land use and urban form

Key priorities:

- A. Add to and strengthen the cluster of tall buildings along the railway corridor
- B. Decrease building heights towards Ilford Hill
- C. Reinforce transition to town centre character with active town centre frontage on Ilford Hill

Key

- Residential (0-6 Storeys)
- Residential (6-8 Storeys)
- Residential (8-12 Storeys)
- Residential (12-16 Storeys)
- Residential (16-24 Storeys)
- Residential (24+ Storeys)
- Key public realm improvements
- New Town Centre Frontage
- Employment Frontage
- Cultural Infrastructure Frontage
- Civic and Social Infrastructure Frontage
- Retained buildings
- Character Area Boundary



Depot Mill Road/Mill House

Site information

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

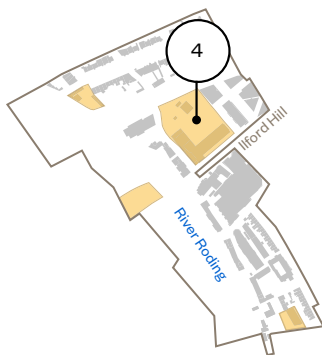
Site area: 0.91ha

Site ID: 4

Development status: No activity

Ownership: Multiple (private)

Development history: No activity since Local Plan allocation in 2018. The site is still being used primarily within its current use as offices.



Indicative capacity

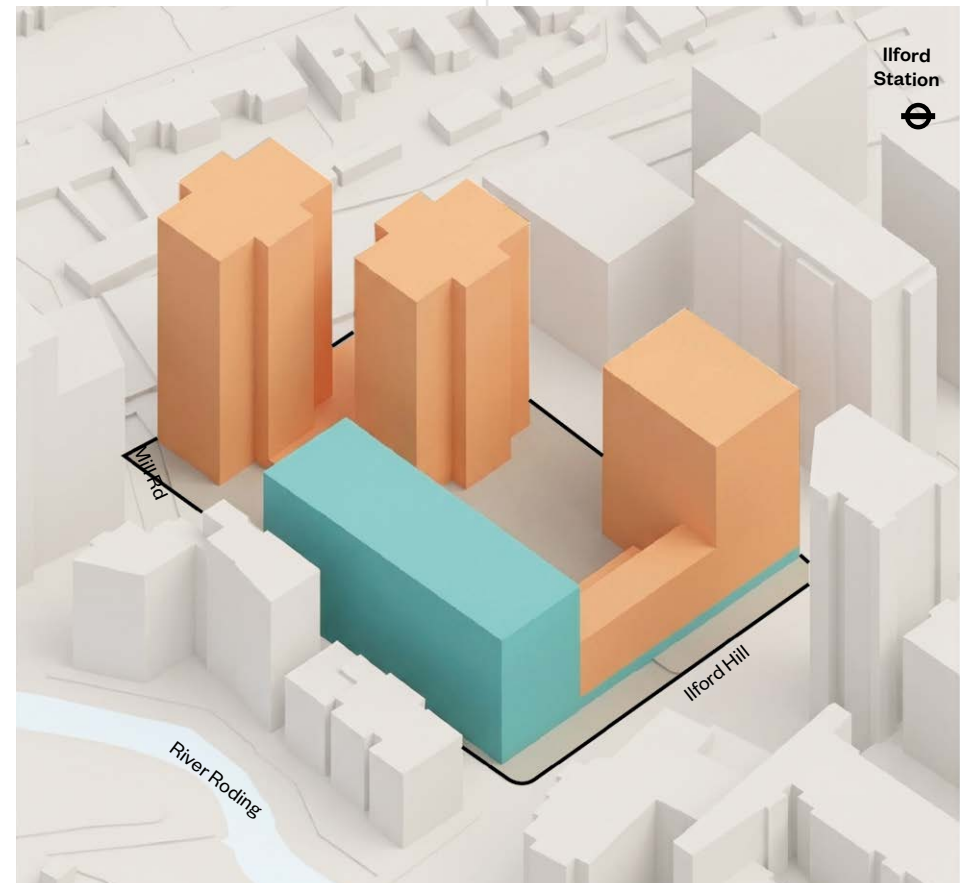
No. units: 400

Density: 440dph

Typology: High Density Mixed-Use, Co-living or Purpose-Built Student Accommodation

Land use: 1000sqm of employment uses along High Road to activate the street scape, 2000sqm communal facilities for co-living units, 10,100sqm of existing employment uses (refurbished block)

Phasing: Medium-term: 5–10 years



Key

Residential
Employment

Key open space
Site boundary

1 Juniper Rd

Site information

Site name: 1 Juniper Rd

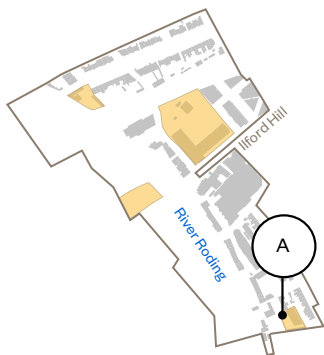
Site area: 0.1ha

Site ID: N/A. This is a proposed new site ('Site A' throughout this document)

Development status: No activity

Ownership: Single ownership (public)

Development history: No activity



Indicative capacity

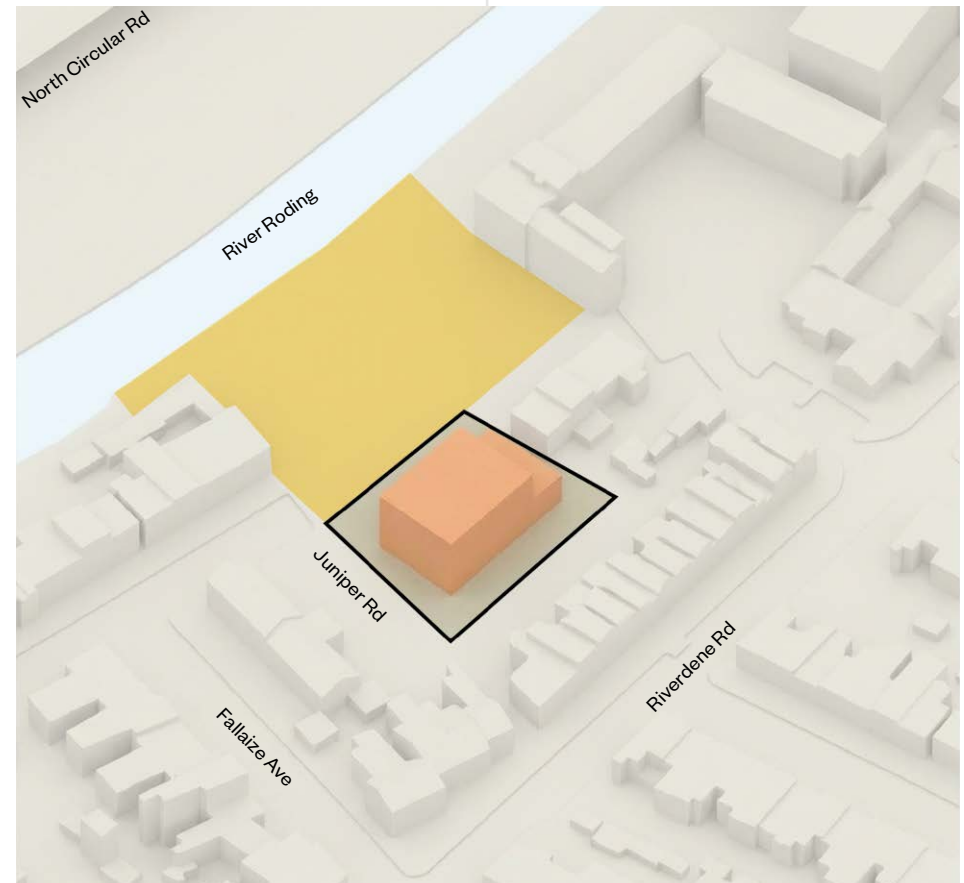
No. units: 10

Density: 100dph

Typology: Medium Density Residential, Potential for Intergenerational Living/Extra Care

Land use: Residential only

Phasing: Short-term: 0–5 years



Key

-  Residential
-  Site boundary

1A Wanstead Park Rd

Site information

Site name: 1A Wanstead Park Rd

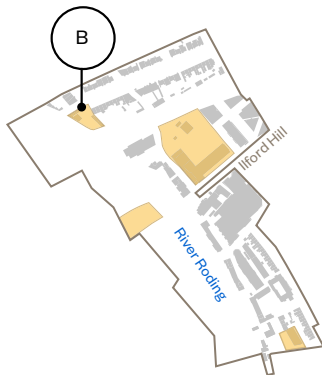
Site area: 0.12ha

Site ID: N/A. This is a proposed new site ('Site B' throughout this document)

Development status: N/A

Ownership: Single (private)

Development history: N/A



Indicative capacity

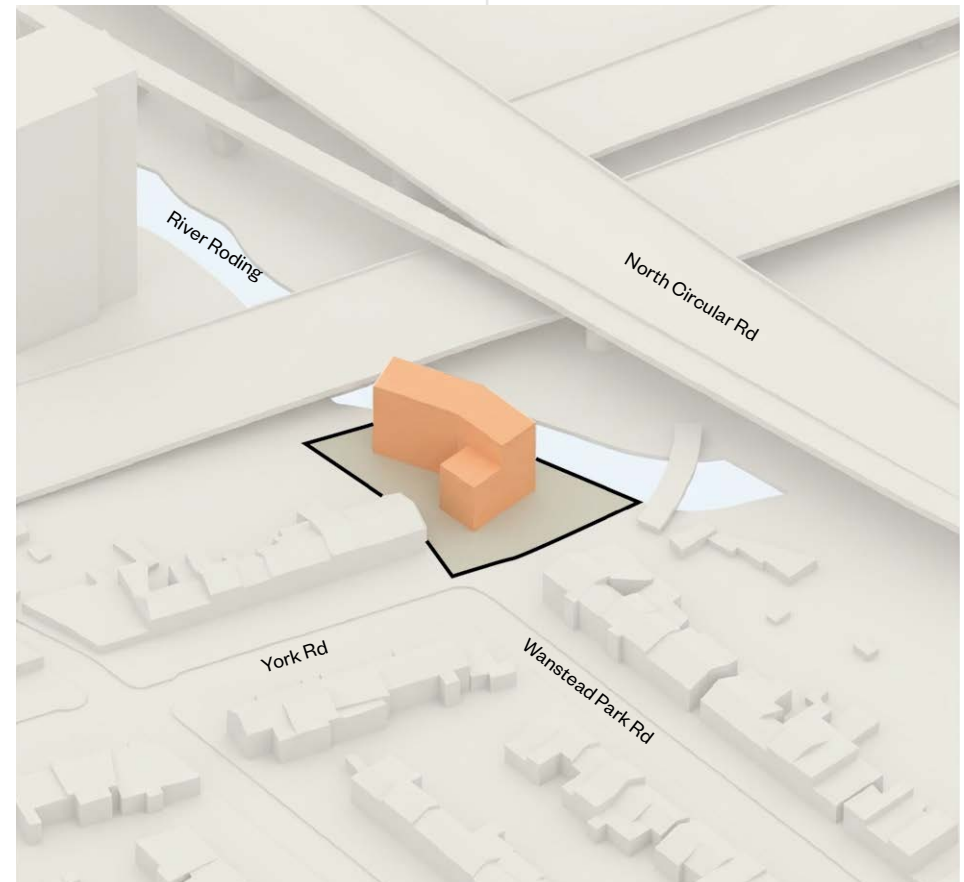
No. units: 15

Density: 170dph

Typology: Medium Density Residential, Potential for Intergenerational Living/Extra Care

Land use: Residential only

Phasing: Long-term: 10+ years →



Key

- Residential
- Site boundary

1048 Romford Rd

Site information

Site name: 1048 Romford Rd

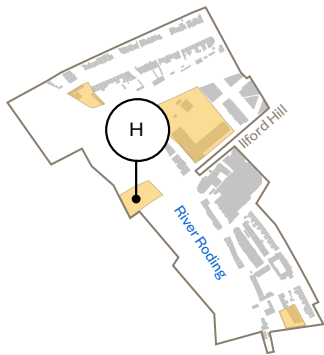
Site area: 0.3ha

Site ID: N/A. This is a proposed new site ('Site H' throughout this document)

Development status: N/A

Ownership: Single (private)

Development history: N/A



Indicative capacity

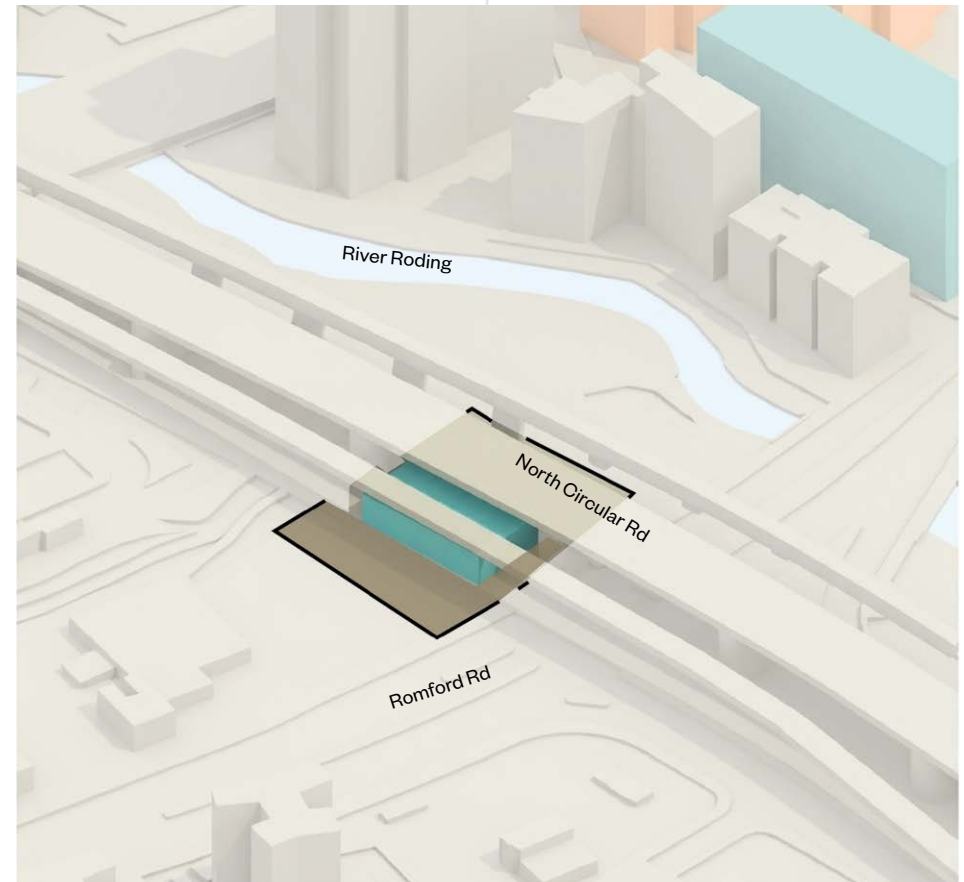
No. units: N/A.

Density: N/A

Typology: Employment

Land use: 800sqm of industrial uses

Phasing: Medium-term: 5–10 years



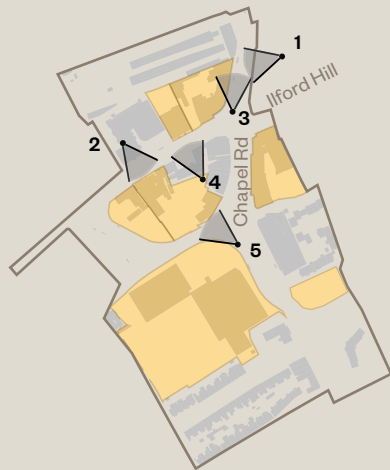
Key

- Employment
- Site boundary

Ilford Approach

Existing context

The primary point of arrival into the town centre from Ilford station and a key junction for major routes. The area is largely characterized by mid-rise buildings and offers important local views of heritage buildings, which positively contribute to the identity of the town centre.



Ilford Approach sub area and sites



1. Ilford Hill Broadway Chambers



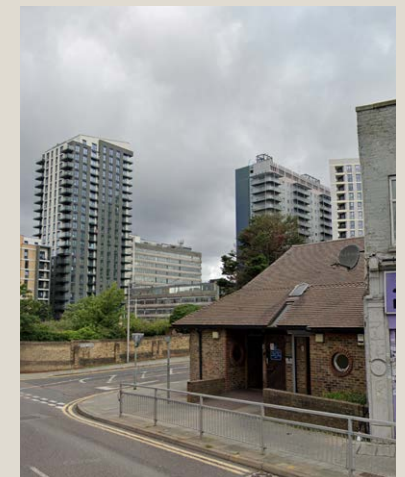
2. Ilford Hospital Chapel



3. Ilford Station & The Exchange



4. Former If Bar Building



5. Chapel Road

Development principles

Land use

- Town centre uses on key routes from the station must create a more consistent character, linking the area to High Road.
- The area should transition between high street uses in the west and employment uses to the east.

Access and movement

- Deliver new North-South and East-West connections through development sites, linking into the station
- Opportunity to create a coherent and joined-up cycle route that extends to all areas of Ilford and beyond.

Open space and localised greening

- Create new public spaces along new pedestrian only routes to support residential uses at high density
- Realign the Chapel Road to create space for tree planting to boost biodiversity and climate resilience.

Character and form

- Create a cluster of tall buildings, with a consistent shoulder height for lower elements.
- Define a tighter pattern of routes, especially north-south
- Consistent street edges should provide a sense of enclosure and overlooking on the streets.



Precedent: Two New Ludgate, Sauerbruch Hutton: Office buildings with ground floor uses that activate routes. Image credit: Sauerbruch Hutton



Precedent: Elephant Park, London. New development improves pedestrian connectivity via climate-friendly green links
Image credit: John Sturrock



Precedent: Barking Town Centre: Colonnades and trees provide shelter and shade from extreme weather.
Image credit: NLA



Precedent: Trafalgar Place, DRMM: Tall residential buildings with a consistent shoulder height. Image credit: dRMM

03. Ilford Approach

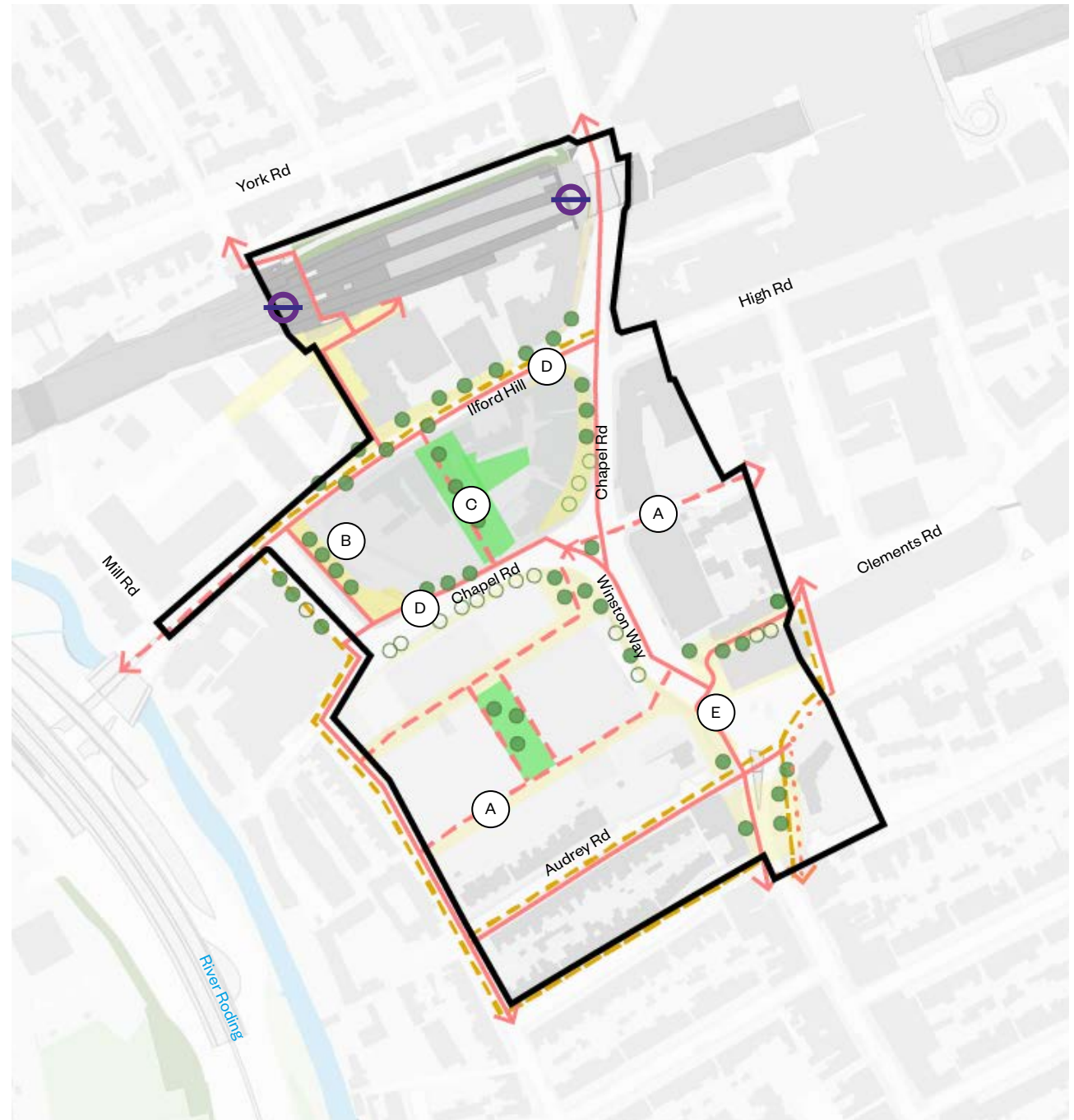
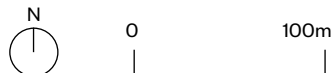
Public realm, movement and access

Key priorities:

- A. New east-west pedestrian connections through the Sainsbury's site extending routes to the cultural quarter
- B. New tree planting along Chapel Road, Ilford Hill and Winston Way
- C. New open space connection through Western Gateway providing a direct connection from Ilford Hill to Chapel Road
- D. Enhanced walking and new cycling routes along Ilford Hill and Chapel Road through partial implementation of Western Gyratory Scheme, including meanwhile use, wayfinding, signage and graphic identity
- E. Improved pedestrian crossings at Winston Way to connect the town centre to Ilford Lane.

Key

- Improved pedestrian connections/permeability
- Improved cycle routes
- - - New pedestrian connections
- - - New cycle connections
- ... Footway improvements
- New open space
- Existing trees
- Proposed trees
- Public realm improvements
- Recent public realm improvements
- Character Area Boundary



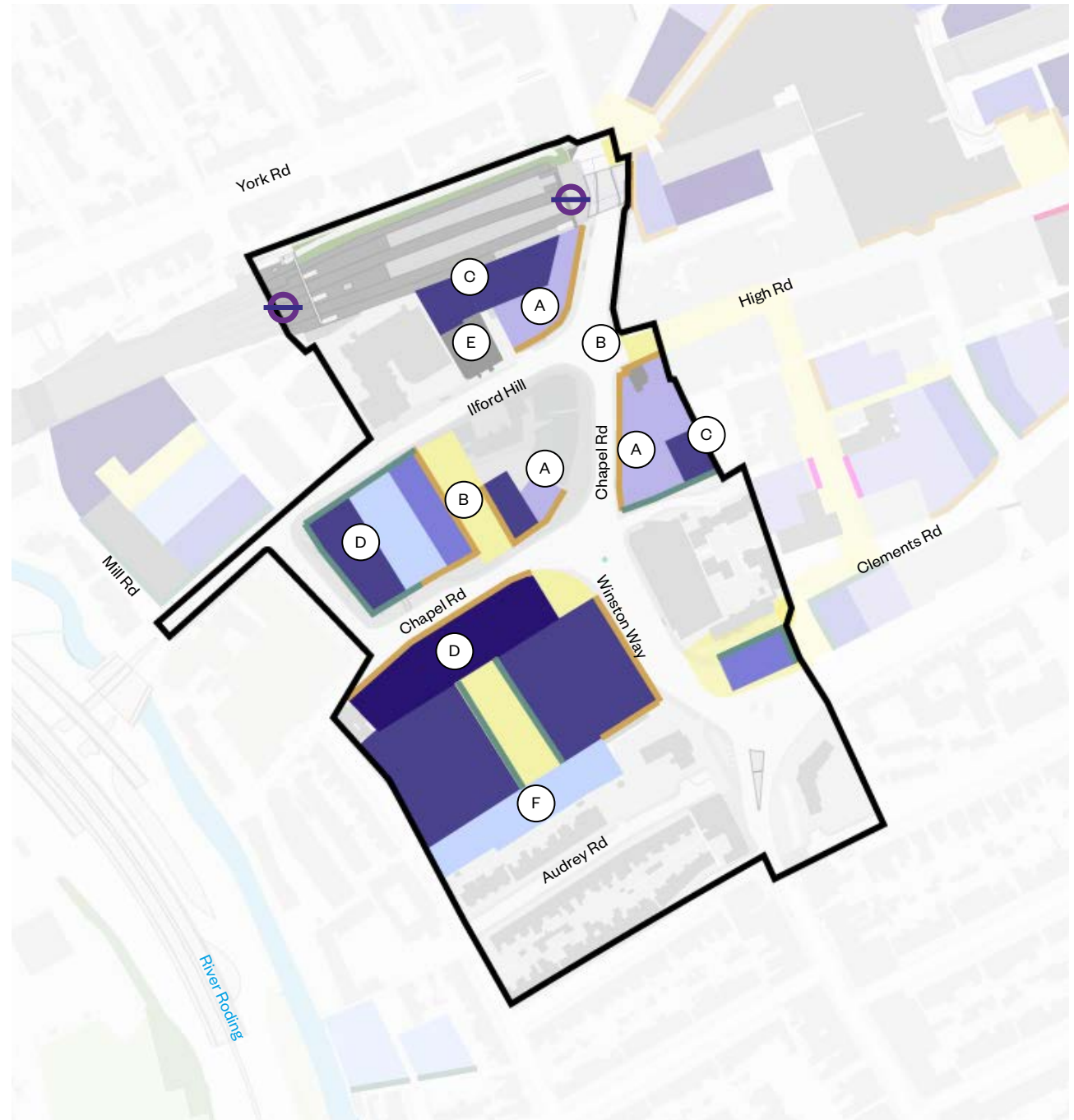
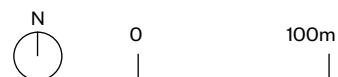
Land use and urban form

Key priorities:

- A. Create a consistent height of buildings along Chapel Road to create a more coherent character
- B. New town centre uses along key routes to and from the station
- C. Taller buildings stepping back from Chapel Road and Ilford Hill
- D. Tallest buildings along Chapel Road to enable a transition in heights across larger sites
- E. Retain buildings with high retrofit potential and heritage value on Ilford Hill and Chapel Road
- F. Transition to low rise housing across the Sainsbury's site

Key

- Residential (0-6 Storeys)
- Residential (6-8 Storeys)
- Residential (8-12 Storeys)
- Residential (12-16 Storeys)
- Residential (16-24 Storeys)
- Residential (24+ Storeys)
- Key public realm improvements
- New Town Centre Frontage
- Employment Frontage
- Cultural Infrastructure Frontage
- Civic and Social Infrastructure Frontage
- Retained buildings
- Character Area Boundary



Sainsbury's, Roden Street

Site information

Site name: Sainsbury's, Roden Street

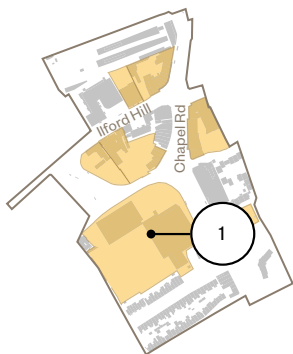
Site area: 1.96ha

Site ID: 1

Development status: Permissions: Full, Outline & Ready to Go

Ownership: Single (private)

Development history: Permission granted in 2024 but the site is stalled (Planning Ref: 2327/22). No activity during the last year.



Indicative capacity

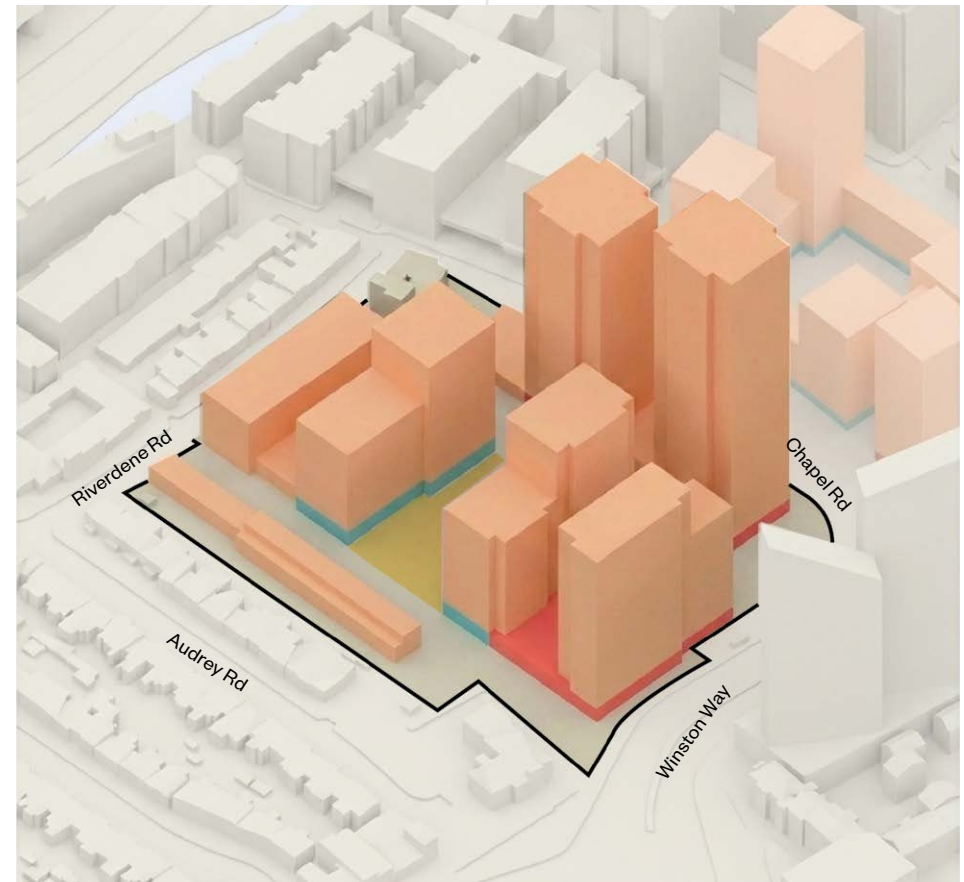
No. units: 1025

Density: 530dph

Typology: High Density Mixed-Use, Co-living or Purpose-Built Student Accommodation

Land use: 2900sqm of retail and town centre uses, 1,600sqm of employment uses

Phasing: Short-term: 0–5 years



Key

- Residential
- Town centre uses
- Employment

- Key open space
- Site boundary

40 Ilford Hill and 22-32 Chapel Rd

Site information

Site name: 40 Ilford Hill and 22-32 Chapel Rd

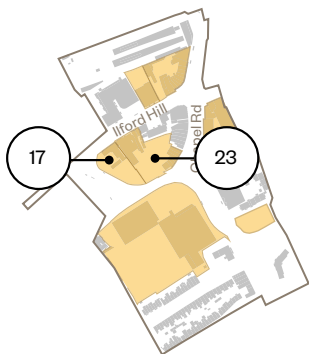
Site area: 0.6ha (both sites)

Site ID: 17, 23

Development status: Pre-app stage

Ownership: Multiple ownership (part private, part public)

Development history: Submitted pre-app for 42 Ilford Hill



Indicative capacity

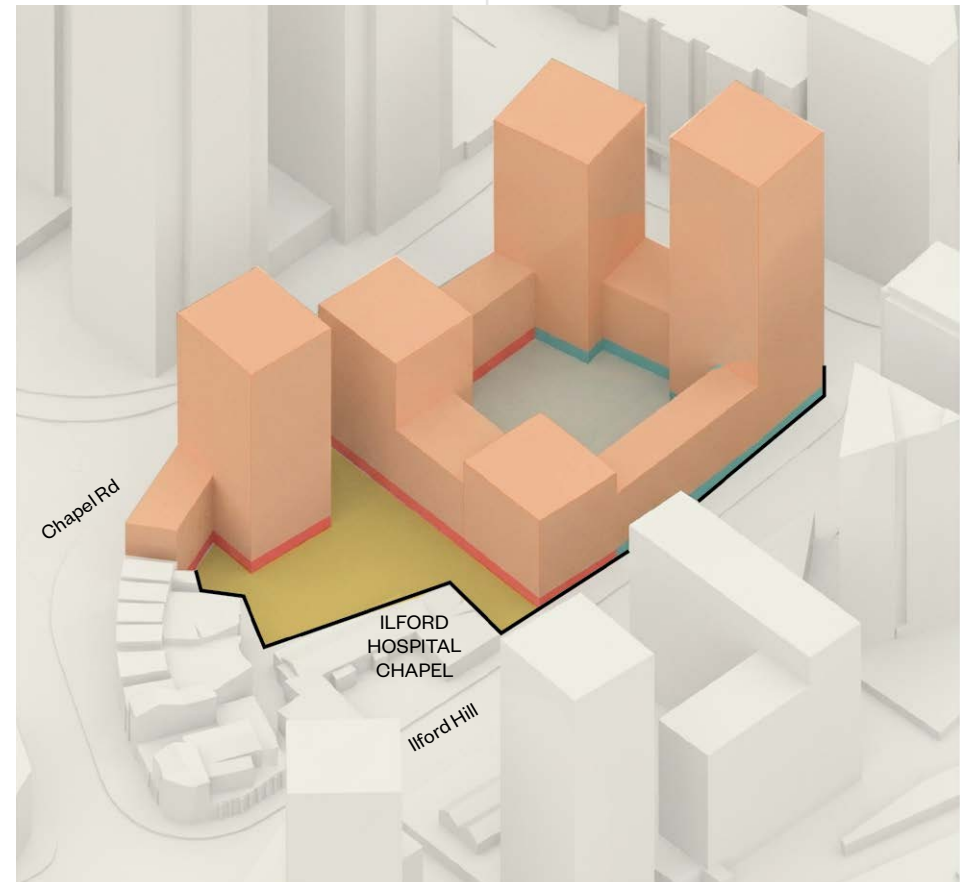
No. units: 395

Density: 665dph

Typology: High Density Mixed-Use

Land use: 1000sqm of employment and 1000sqmk of retail uses along Chapel Road, Ilford Hill and the new north-south connection to activate the street scape

Phasing: Long-term: 10+ years



Key

- Residential
- Town centre uses
- Employment

- Key open space
- Site boundary

Site bounded by Chapel Road, High Road and Clements Lane

Site information

Site name: Site bounded by Chapel Road, High Road and Clements Lane

Site area: 0.35ha*

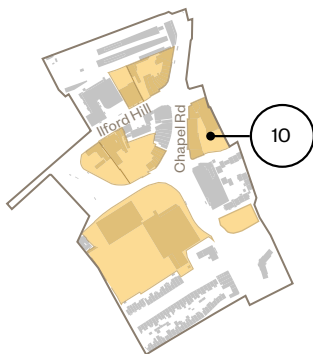
*Site allocation boundary has been amended to exclude private ownership

Site ID: 10

Development status: No activity

Ownership: Single ownership (public)

Development history: No development history on the publicly owned site.



Indicative capacity

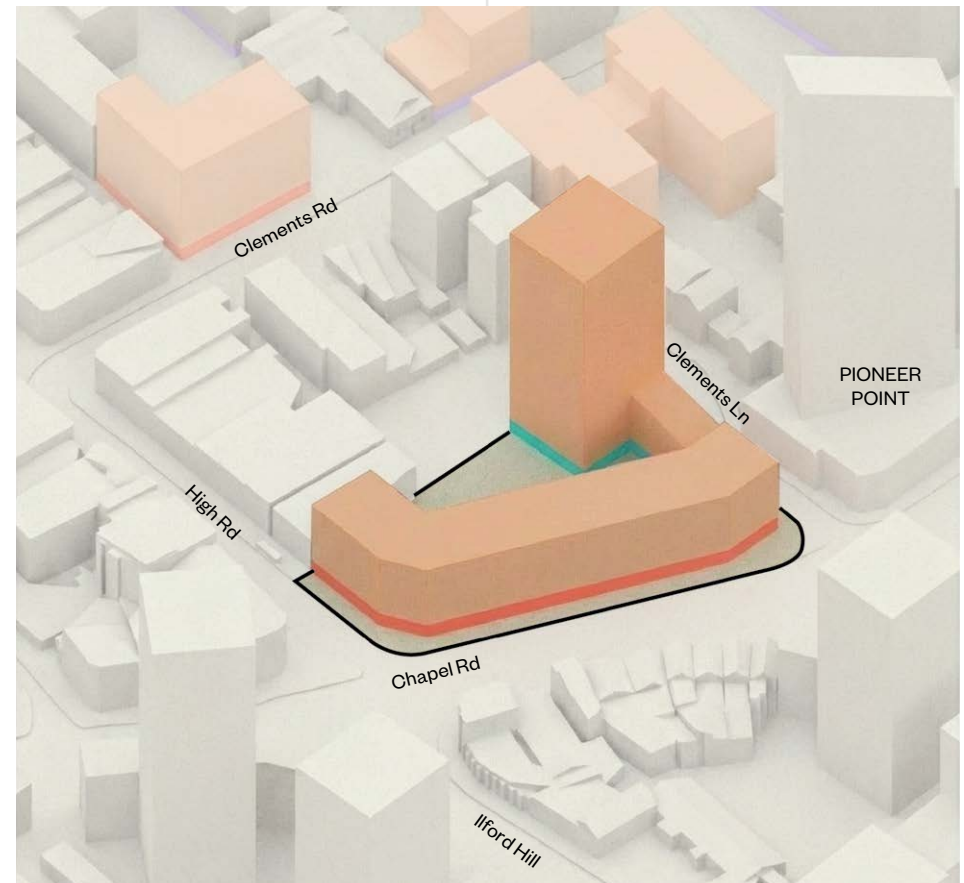
No. units: 175

Density: 500dph

Typology: High Density Mixed-Use

Land use: 1300sqm of retail and town centre uses along Chapel Road, 600sqm of employment uses along Clements Lane

Phasing: Long-term: 10+ years



Key

Residential
Town centre uses

Employment
Site boundary

City House 9 -17 Cranbrook Rd & 73-85 Ilford Hill, 1-7 Cranbrook Road and If Bar 71 Ilford Hill

Site information

Site name: City House 9 -17
Cranbrook Rd & 73-85 Ilford Hill, 1-7
Cranbrook Road, If Bar 71 Ilford Hill

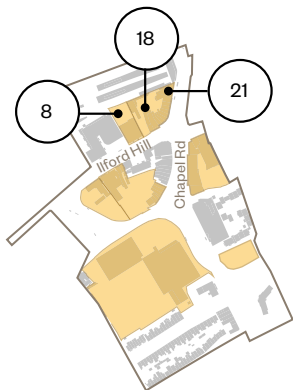
Site area: 0.46ha (all sites)

Site ID: 8, 18, 21

Development status: No activity

Ownership: Multiple ownerships
(part private, part public)

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



Indicative capacity

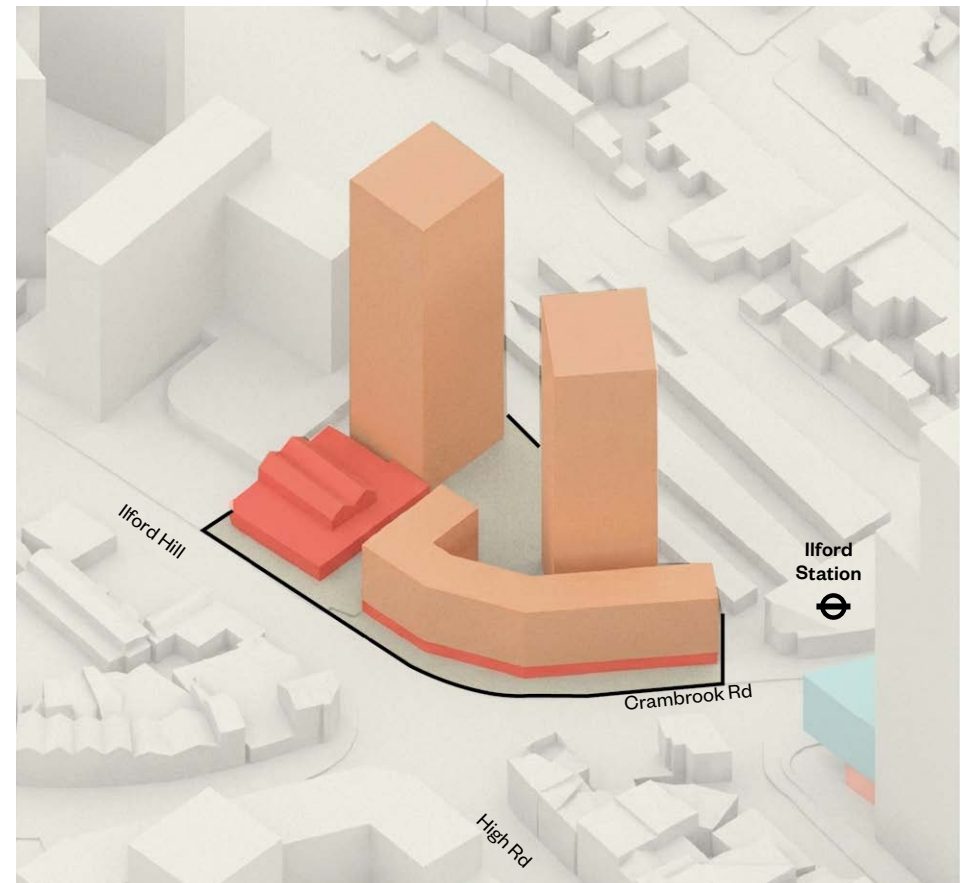
No. units: 240

Density: 520dph

Typology: High Density Mixed-Use

Land use: 1600sqm of retail and
town centre uses along Ilford Hill and
Cranbrook Road

Phasing: Long-term: 10+ years



Key

Residential
Town centre uses

Employment
Site boundary

Land South of Clements Court

Site information

Site name: Land South of Clements Court

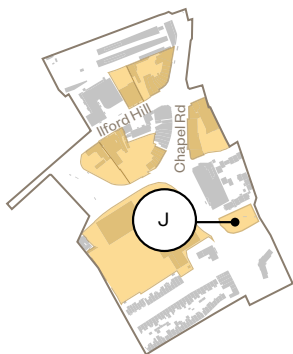
Site area: 0.2ha

Site ID: N/A. This is a proposed new site ('Site J' throughout this document)

Development status: No activity

Ownership: Single ownership (public)

Development history: No activity



Indicative capacity

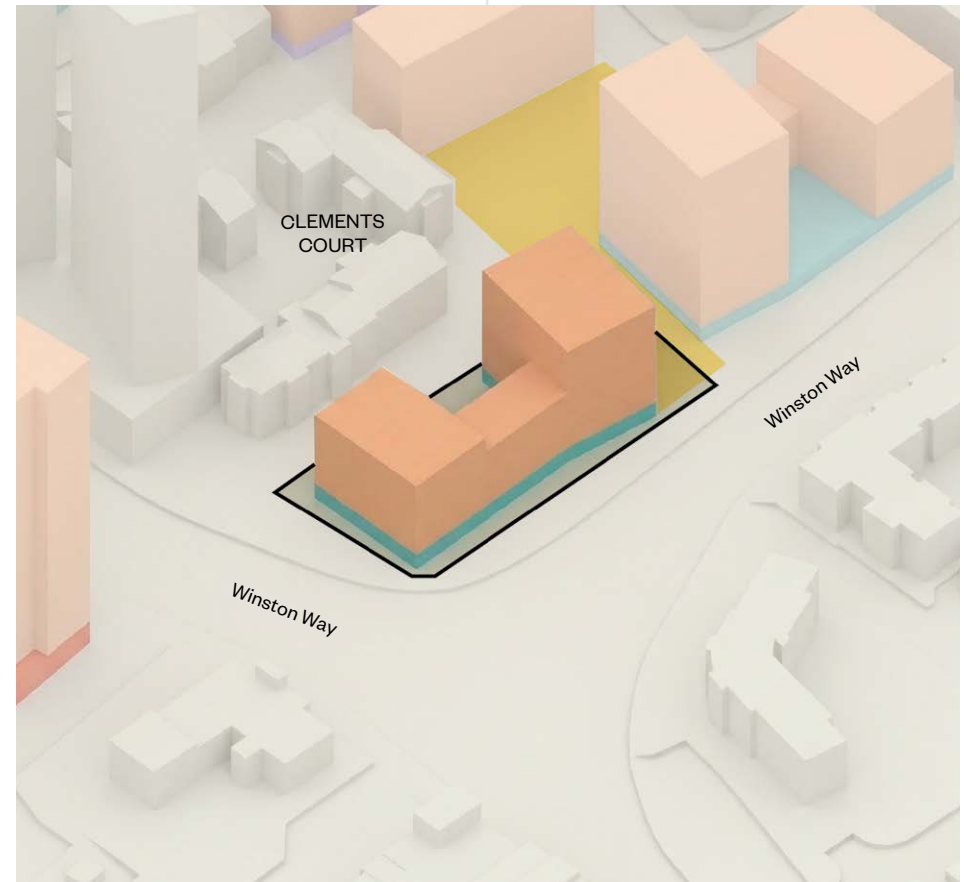
No. units: 50

Density: 250dph

Typology: High Density Mixed-Use

Land use: 580sqm of employment uses along Winston Way to create a cluster with adjacent employment uses

Phasing: Long-term: 10+ years



Key

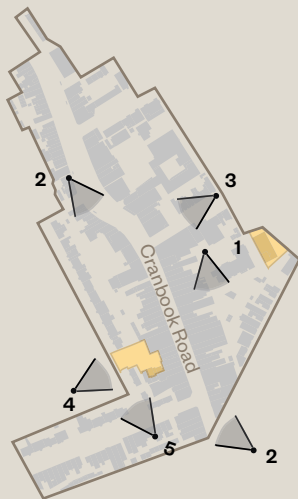
- Residential
- Town centre uses
- Employment

- Key open space
- Site boundary

Cranbrook Road

Existing context

This area functions as a local high street 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. The surrounding area is characterised by low rise residential fabric.



Cranbrook Road sub area and sites



1. Heron Mews



2. Cranbrook Road high street (looking north)



3. Site 44: 7 Morland Road



4. Site 14: 51-71 Cranbrook Road



5. Site 43: Between Mansfield House & 2 Mansfield Road

Development principles

Land use

- Infill development is appropriate in this area, with predominantly residential uses to align with the area's prevailing land use.
- Development along Cranbrook Road should provide town centre uses.

Open space and localised greening

- Opportunities for new open space are limited, however connections to the River Roding and Valentines Park should be prioritised.
- Incidental open spaces and localised greening should be provided in tandem with public realm enhancements to mews streets.

Access and movement

- Improve mews streets to create a safer pedestrian movement and play.
- Footway improvements to create a welcoming pedestrian experience and to support access to town centre uses.
- Potential for improved cycle connections, enabling safe east/west connections.

Character and form

- Mid-rise residential typologies should be consistent and responsive to the scale of Cranbrook Road and the adjacent residential streets.
- Where appropriate, future development should contribute to the town centre edge character along Cranbrook Road.



Precedent: Taylor Court & Chatto Court, Henley Halebrown Architects: Residential infill sites on the edge of a post-war estate.

Image credit: Henley Halebrown Architects



Precedent: Osborne Close, animating quieter residential streets with localised greening and SuDS.

Image credit: Helen Spring, London Wildlife Trust



Precedent: Francis Road, London. Creating a more enjoyable and safer pedestrian environment through greening and prioritising walking and wheeling.



Precedent: Great Eastern Buildings, Karakusevic Carson Architects: Residential infill responding to surrounding building heights.

Image credit: Karakusevic Carson Architects

03. Cranbrook Road

Public realm, movement and access

Key priorities:

- A. New east/west cycle connection from Coventry Rd to Beal Rd to improve the cycle network
- B. New east/west cycle connection from Balfour Rd to York Rd to improve the cycle network
- C. Enhanced pedestrian connection and road safety improvements for Heron Mews

Key

— Improved pedestrian connections/permeability

— Improved cycle routes

- - - New pedestrian connections

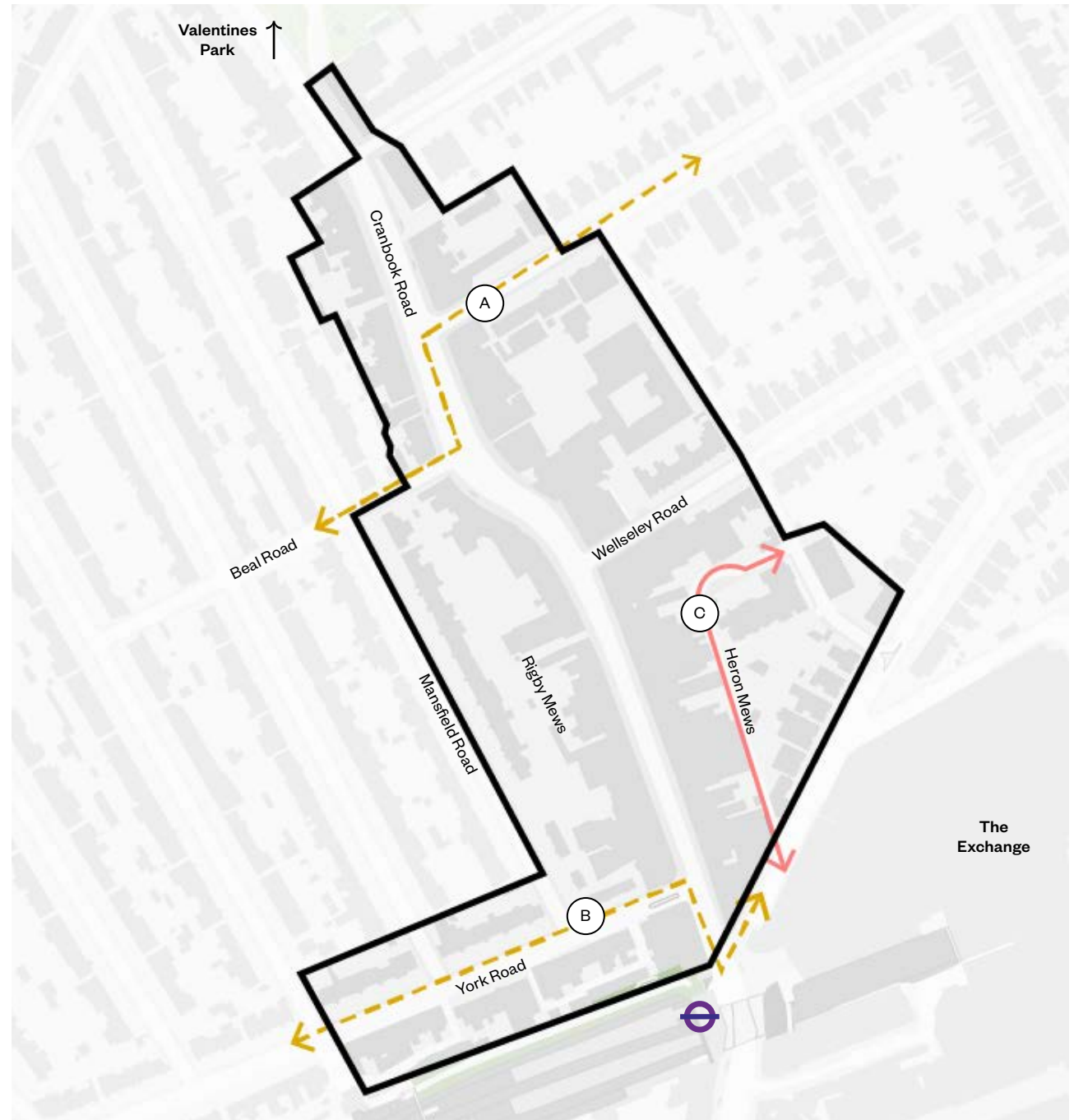
- - - New cycle connections

... Footway improvements

□ Character Area Boundary



We Made That



03. Cranbrook Road

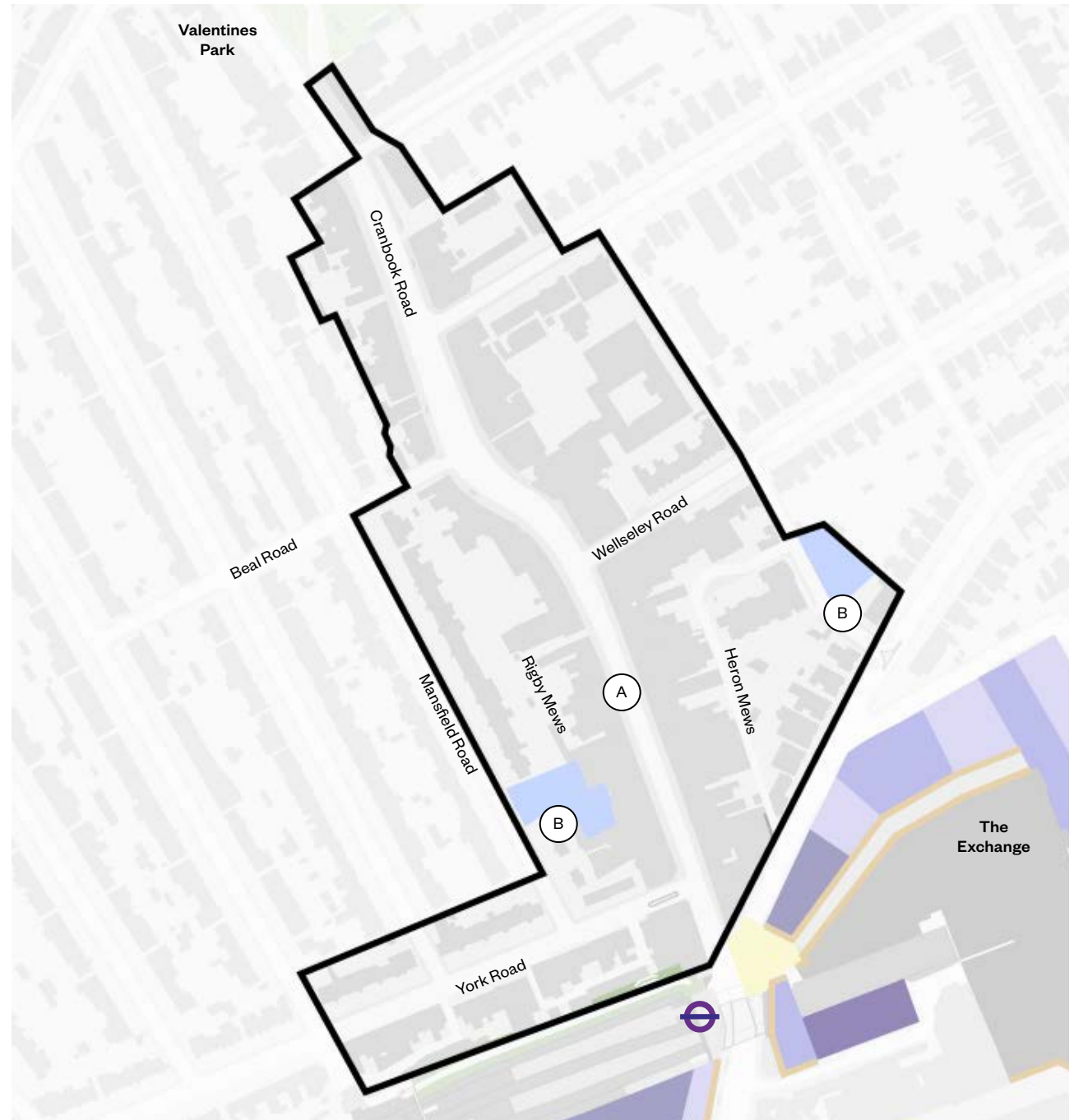
Land use and urban form

Key priorities:

- A. Development should be consistent with existing building heights on and adjacent to Cranbrook Road.
- B. Residential use should be provided on infill sites, with larger homes intergenerational typologies prioritised reflecting proximity to social infrastructure and open spaces in this part of the town centre

Key

-  Residential (0-6 Storeys)
-  Character Area Boundary



51-71 Cranbrook Road

Site information

Site name: 51-71 Cranbrook Road

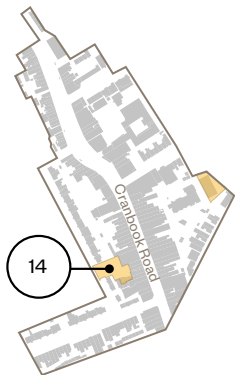
Site area: 0.1ha

Site ID: 14

Development status: No activity

Ownership: Single (private)

Development history: Site allocation in the Local Plan



Indicative capacity

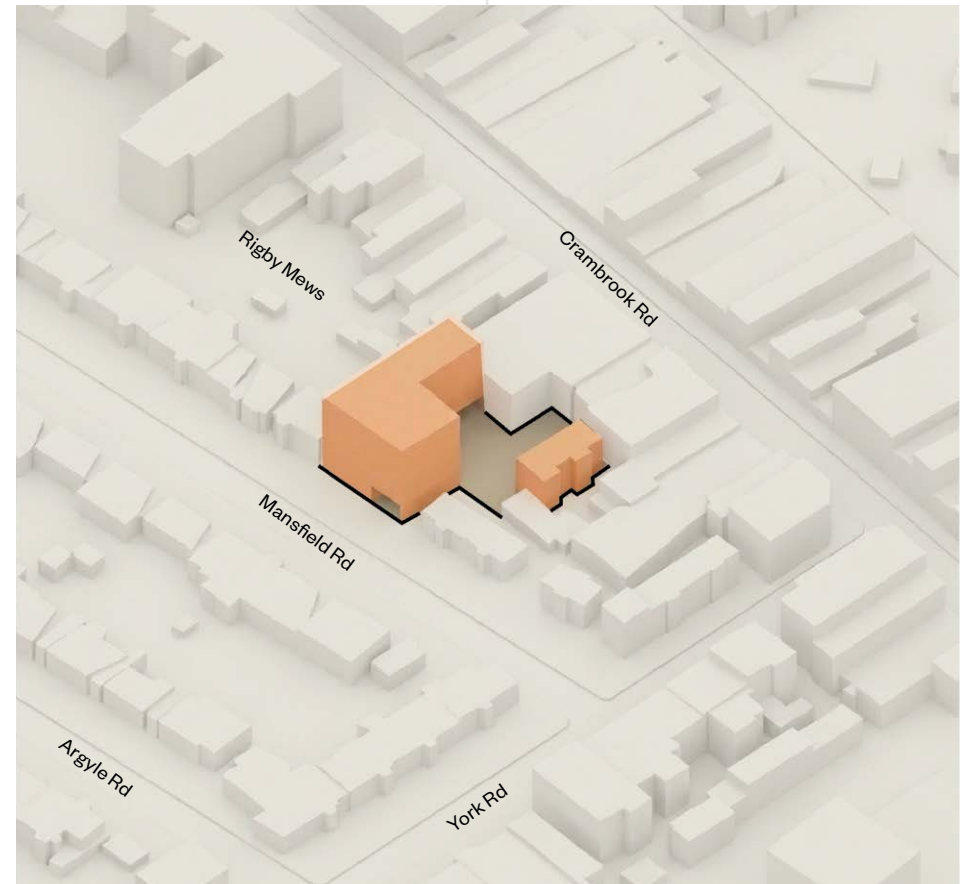
No. units: 30

Density: 300dph

Typology: Medium Density Residential, Potential for Intergenerational Living/Extra Care

Land use: Residential-only

Phasing: Medium-term: 5–10 years



Key

- Residential
- Site boundary

7 Morland Road

Site information

Site name: 7 Morland Road

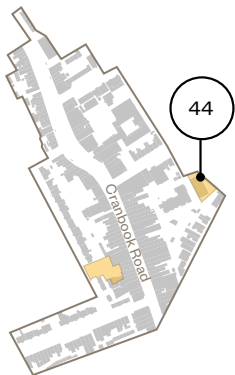
Site area: 0.1ha

Site ID: 44

Development status: Permissions:
Full, Outline & Ready to Go

Ownership: Single ownership
(private)

Development history: Permission
granted in 2022 but the site is stalled
(Planning Ref: 3407/18)



Indicative capacity

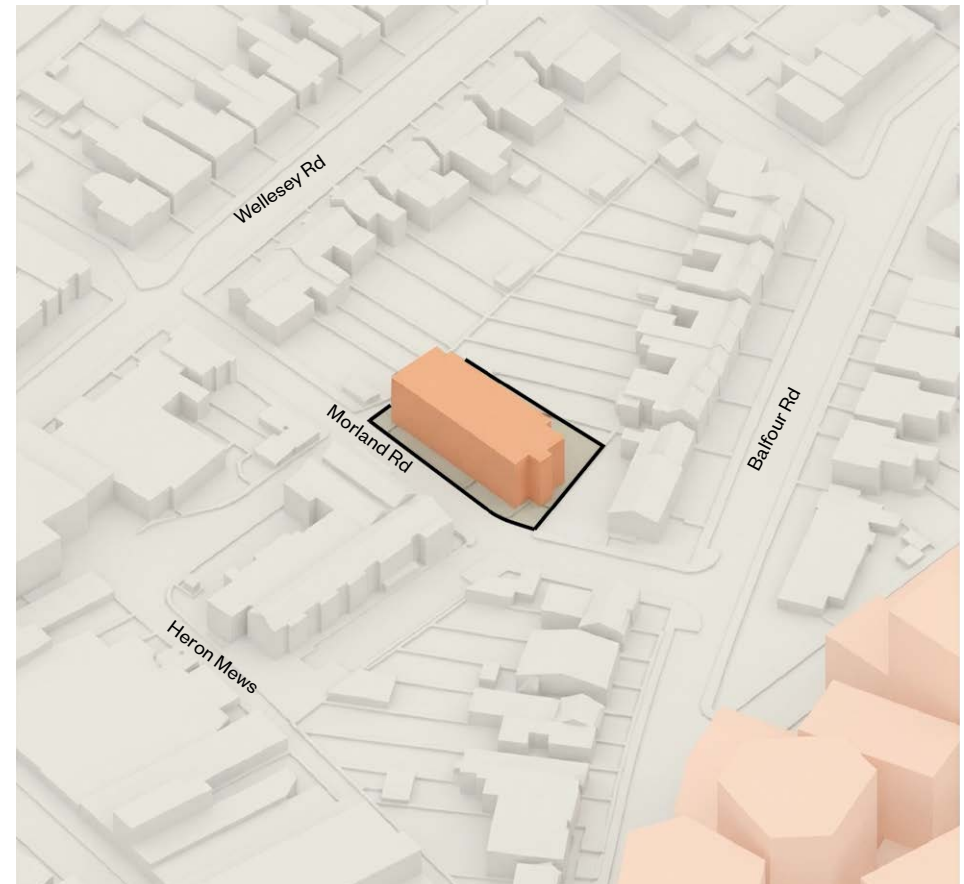
No. units: 20

Density: 200dph

Typology: Medium Density
Residential, Potential for
Intergenerational Living/Extra Care

Land use: Residential-only

Phasing: Short-term: 0–5 years



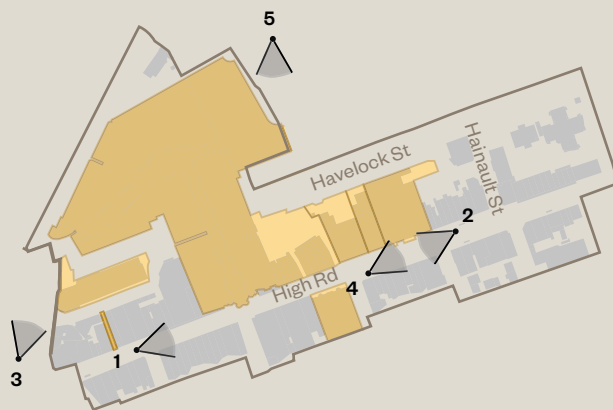
Key

- Residential
- Site boundary

Central High Road

Existing context

This area forms the core of the town centre, featuring predominantly retail uses. The High Road is the town centre's main public space. Buildings range from 3 to 4 storeys, increasing toward the east. Heritage buildings including the Town Hall enrich its character.



Central High Road sub area and sites



1.High Road looking east



2.High Road looking west



3.Bodgers site on Station Road



4. High Road looking east at the Harrison and Gibson site



5. Exchange Ilford car park on Myrtle Road (looking south)

Development principles

Land use

- Core town centre uses at the Western end of the High Road, with increased night-time uses to link between the cultural quarter and station.
- Mix of commercial and retail uses in the west of the High Road, with residential uses above the groundfloor.

Open space and localised greening

- Deliver a major new public open space on the High Road, improving the setting of the Town Hall.
- Link new and existing public spaces via north-south active travel corridors, providing localised greening to provide shade and cooling.

Access and movement

- Unlock new, safe and fun walking and cycling routes that improve north-south permeability.
- Deliver consistent cycle connections through the town centre, linking into longer distance routes beyond.

Character and form

- Create a coherent character of the High Road through consistent shoulder heights, with taller elements along the rail corridor.
- Create a new network of streets north of the railway that link into the existing pattern of streets.



Precedent: BDP, The Harris Partnership: Exciting and playful walking and wheeling routes that connect key transport facilities with town centre spaces in Stockport. Image credit: Harris Partnership



Precedent: Musiikkitalo, LPR Architects: High quality public realm helps to create a civic sense of place adjacent to Helsinki's concert hall. Image credit: LPR Architects



Precedent: Silvertown Quay, London (planning approved). Retail and local centre uses overlooking focal community public spaces. Image credit: Gort Scott



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

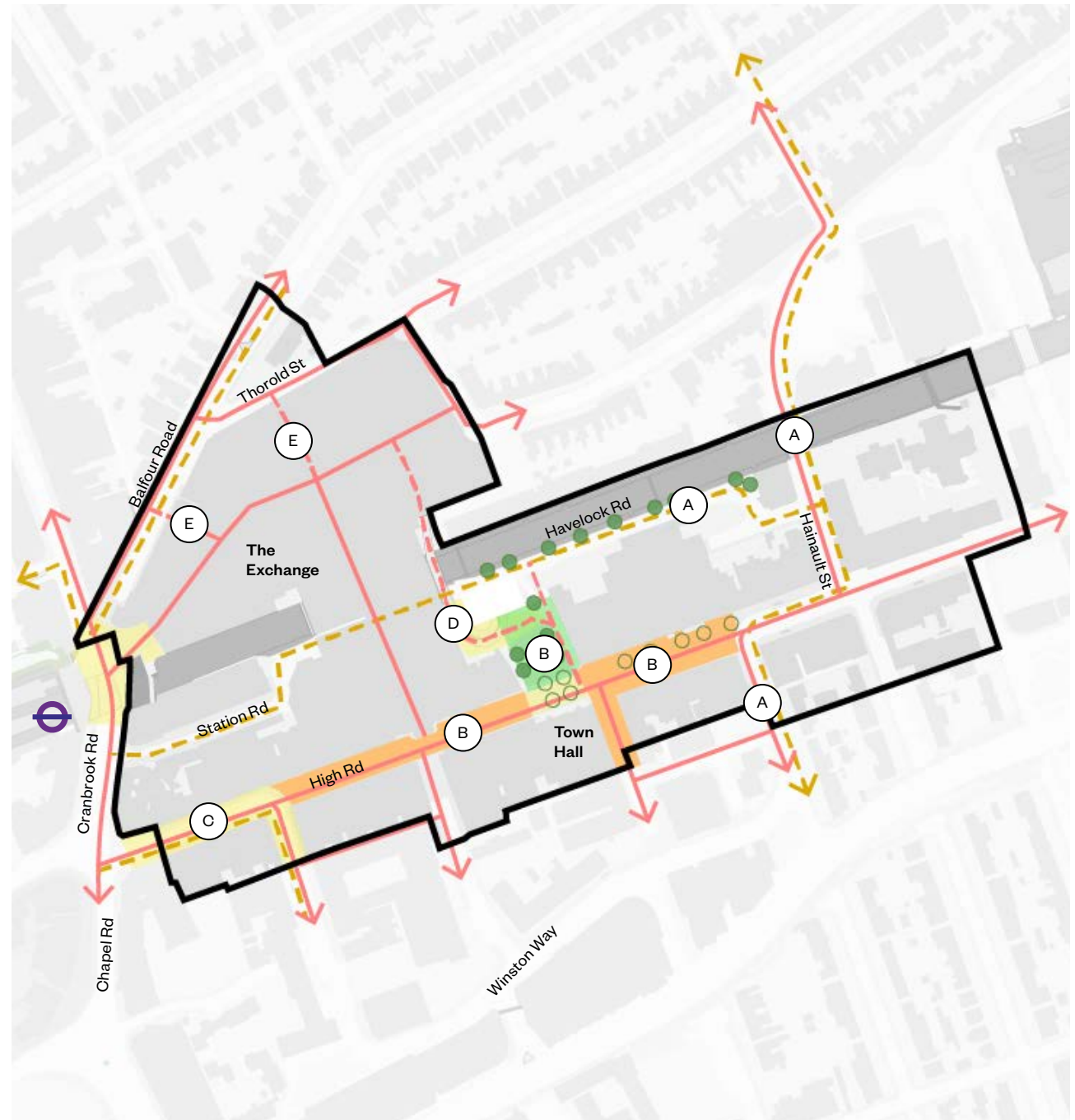
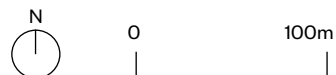
Public realm, movement and access

Key priorities:

- A. New cycle routes along Hainault Street and improved Havelock Street
- B. New public space opposite the Town Hall and enhanced public realm along High Road (see options overleaf)
- C. Provide public realm enhancements for pedestrian access and movement on the High Road's bus and cycle only route
- D. New north-south pedestrian connection through repurposed ramp landing in the new public square
- E. New connections through partially redeveloped Exchange site to improve permeability and connections into surrounding residential streets

Key

- Improved pedestrian connections/permeability
- Improved cycle routes
- - - New pedestrian connections
- - - New cycle connections
- ... Footway improvements
- New open space
- Existing trees
- Proposed trees
- Public realm improvements
- Recent public realm improvements
- Character Area Boundary

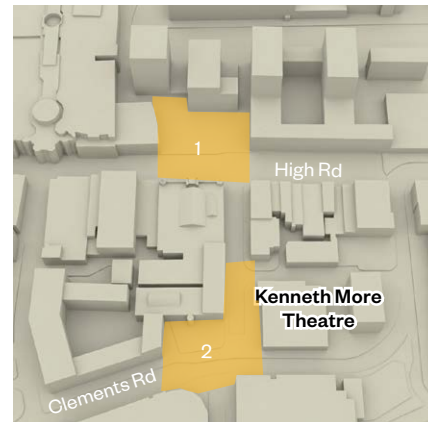


Public realm, movement and access

Option A

Retained Kenneth More Theatre

Creation of a main public square (1) for the town on High Road (approx 50m x 46m) with a similar scale to Hackney Town Hall Square and a smaller linear public space (2) similar in scale to Cannon Wharf, Southwark



Hackney Town Hall Square, Hackney



Cannon Wharf, Southwark

Option B

Redeveloped Kenneth More Theatre

Creation of a smaller public square (3) on High Road (approx 50m x 25m) with a similar scale to Barking Town Hall Square and a larger public space (4) fronted by a redeveloped theatre similar in scale to Canada Water Theatre Square, Southwark



Barking Town Hall Square, Barking



Canada Water Theatre, Southwark

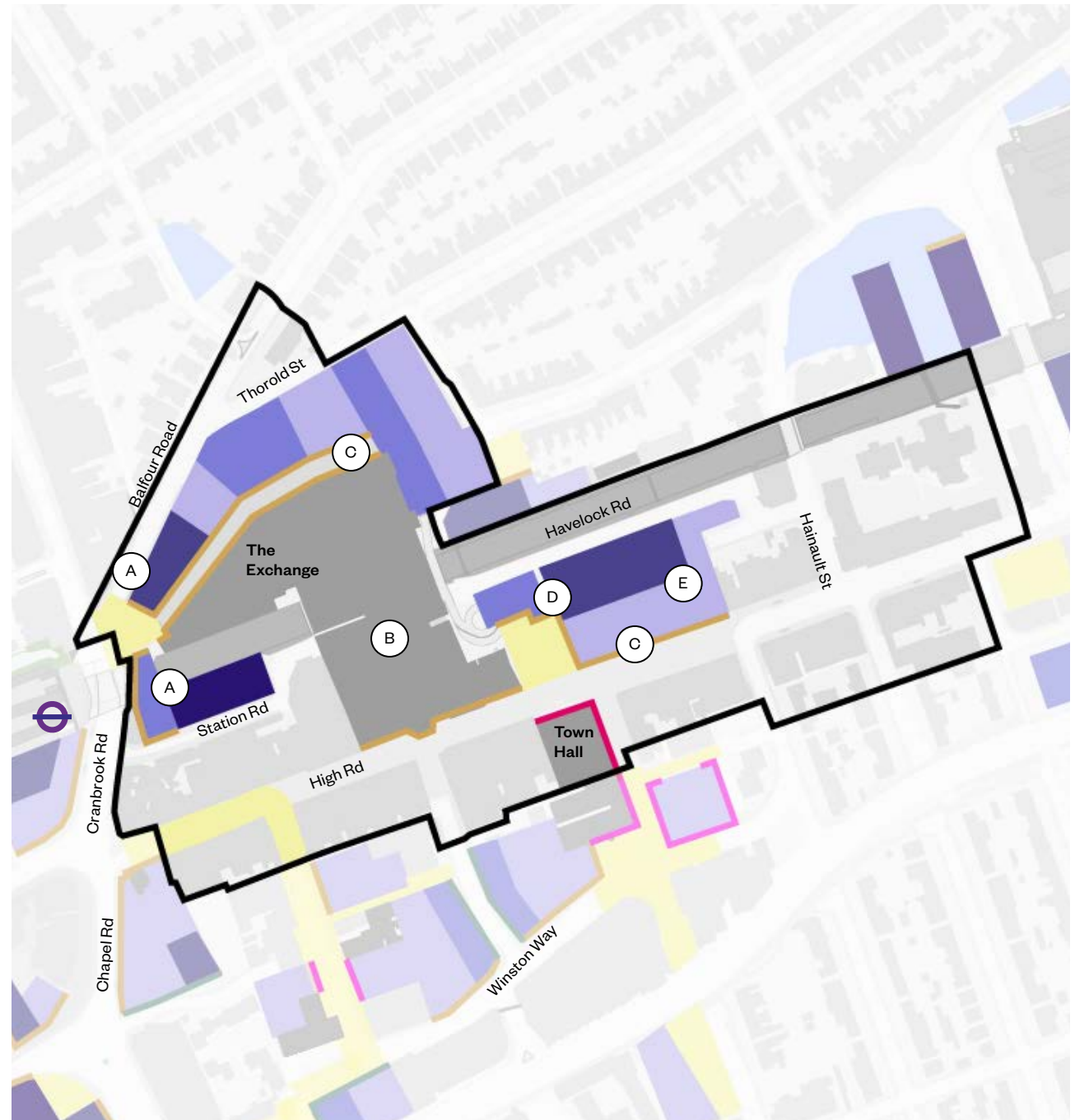
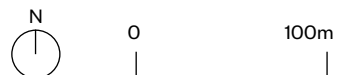
Land use and urban form

Key priorities:

- A. Opportunity for taller buildings clustered around station arrival spaces
- B. Adaptive reuse of part of the The Exchange and Redbridge Town Hall, as buildings with high retrofit potential
- C. Provide new town centre frontage on the High Road, Cranbrook Road, and The Exchange
- D. Consistent building heights along street edge with taller elements adjacent to the railway line
- E. Consistent shoulder height along Thorold Road with taller elements set back from street edge

Key

- Residential (0-6 Storeys)
- Residential (6-8 Storeys)
- Residential (8-12 Storeys)
- Residential (12-16 Storeys)
- Residential (16-24 Storeys)
- Residential (24+ Storeys)
- Key public realm improvements
- New Town Centre Frontage
- Employment Frontage
- Cultural Infrastructure Frontage
- Civic and Social Infrastructure Frontage
- Retained buildings
- Character Area Boundary



The Exchange Shopping Centre and 171-175 High Road

Site information

Site name: The Exchange Shopping Centre and 171-175 High Road

Site area: 2.8ha*

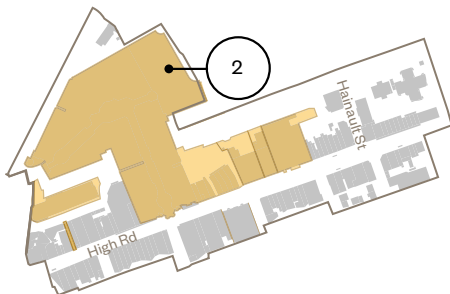
*Site allocation boundary has been amended to include 171-175 High Road site

Site ID: 2

Development status: No activity

Ownership: Multiple ownerships (private)

Development history: Lapsed planning application for part of the site (Planning Ref: 4265/15)



Indicative capacity

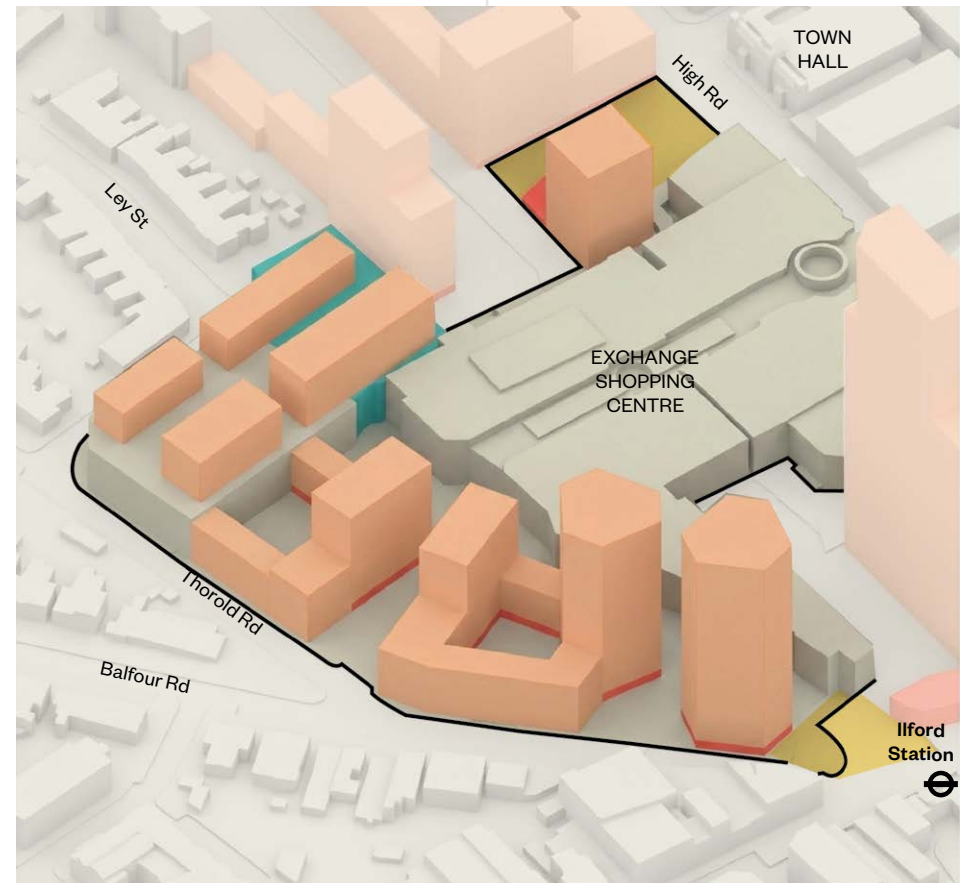
No. units: 565

Density: 205dph

Typology: High Density Mixed-Use

Land use: 2000sqm of retail and town centre uses to activate new open space opposite Ilford station and new connections to remaining shopping centre, 8000sqm of new employment uses (part of multistorey car-park), partial retention of Exchange Shopping Centre

Phasing: Long-term: 10+ years



Key

- Residential
- Town centre uses
- Employment

- Key open space
- Site boundary

Land adjacent to Cranbrook Rd, High Rd and the railway, incorporating Station Road (Includes Bodgers)

Site information

Site name: Land adjacent to Cranbrook Rd, High Rd and the railway, incorporating Station Road

Site area: 0.29ha*

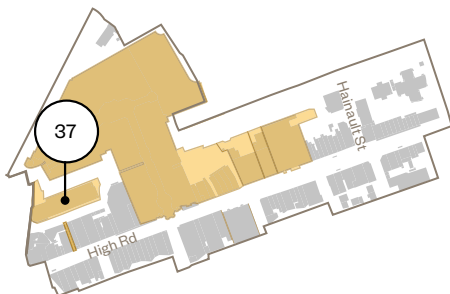
*Site allocation boundary has been amended to exclude retail uses along High road

Site ID: 37

Development status: Pre-app

Ownership: Single (private)

Development history: Permission Granted but stalled (Ref: 4557/18), Pre-app (Sept 2025)



Indicative capacity

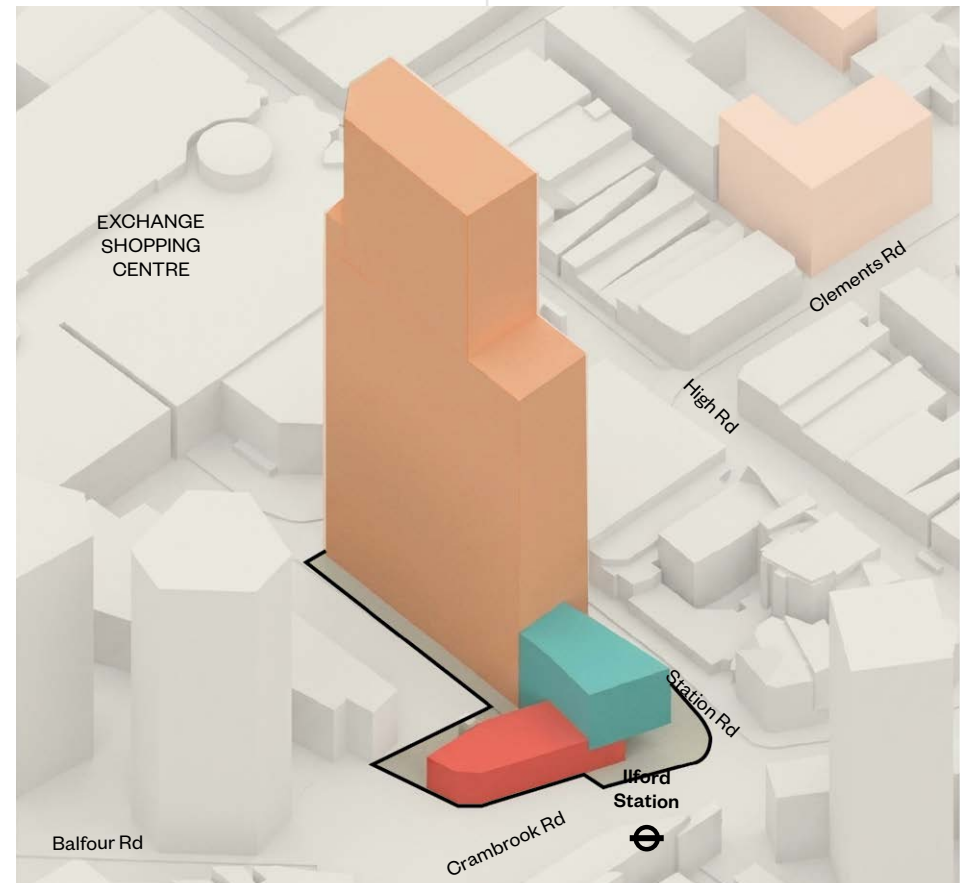
No. units: 380

Density: 1325dph

Typology: High Density Mixed-Use, Co-living or Purpose-Built Student Accommodation

Land use: 1200sqm of retail and town centre uses along Cranbrook Rd to activate the street scape, 3000sqm communal facilities for co-living units, 1000sqm of employment space

Phasing: Medium-term: 5–10 years



Key

Residential
Town centre uses

Employment
Site boundary

187-191 High Road (Argos) and 177-185 High Road (JD Sports/Boots)

Site information

Site name: 187-191 High Road and
177-185 High Road

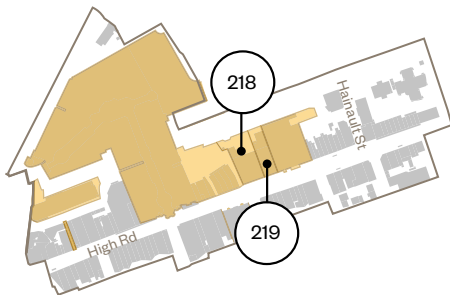
Site area: 0.29ha (both sites)

Site ID: 218, 219

Development status: Part lapsed,
part pre-app

Ownership: Multiple (private)

Development history: Lapsed
planning app for 187-191 High Road
(Ref: 4407/17), Pre-app for 177-185
High Road (June 2022)



Indicative capacity

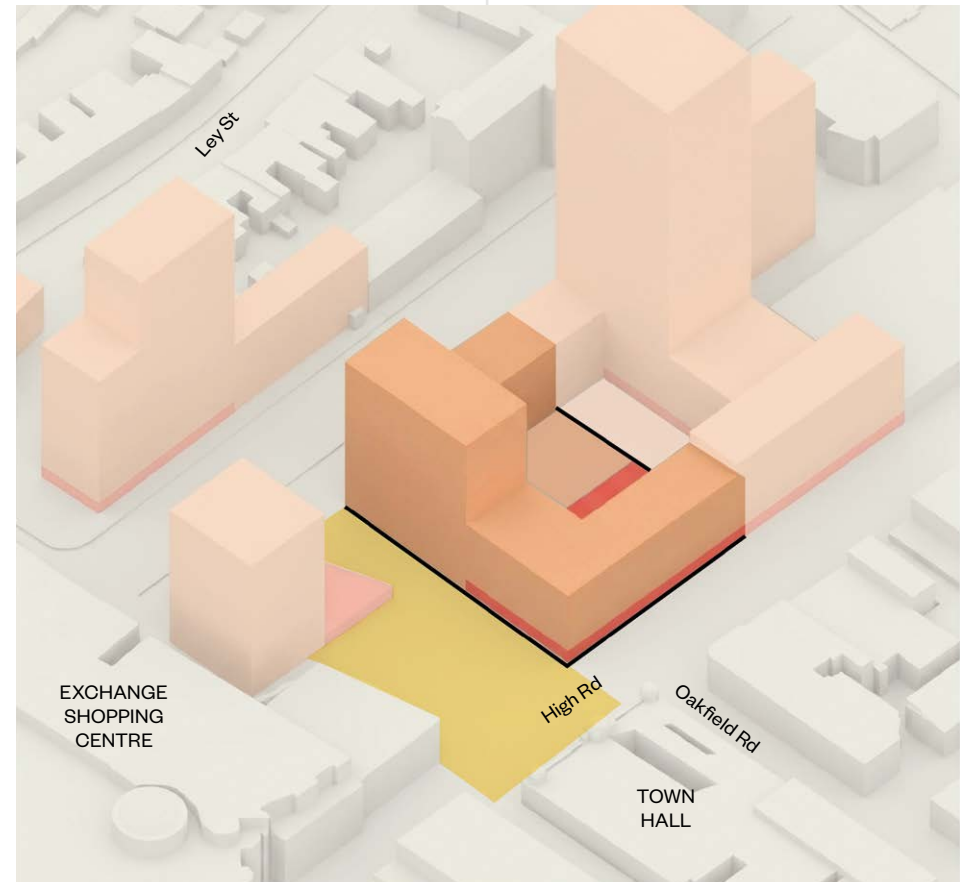
No. units: 120

Density: 410dph

Typology: High Density Mixed-Use

Land use: 800sqm of retail and
town centre uses to activate new civic
square

Phasing: Long-term: 10+ years



Key

- Residential
- Town centre uses

- Key open space
- Site boundary

193-207 High Road, Ilford (Harrison and Gibson)

Site information

Site name: 193-207 High Road, Ilford
(Harrison and Gibson)

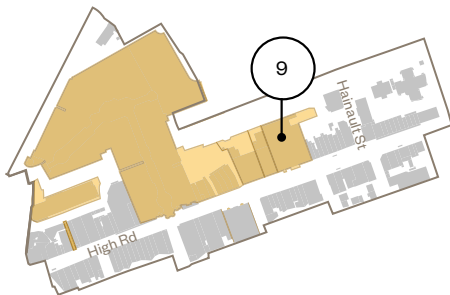
Site area: 0.31ha

Site ID: 9

Development status: Live application. Variation of approved scheme (Ref: 1106/20)

Ownership: Single (private)

Development history: Approved planning application (Ref: 1106/20)



Indicative capacity

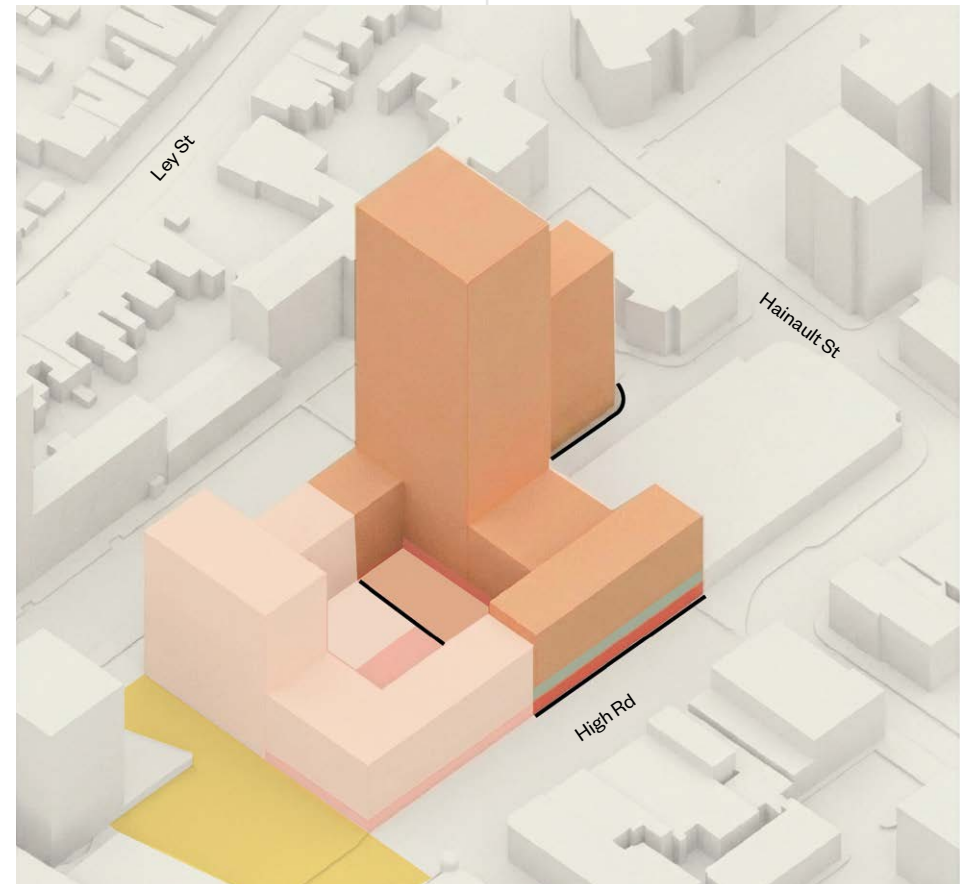
No. units: 290

Density: 950dph

Typology: High Density Mixed-Use

Land use: 1300sqm of retail and community uses along High Road, 300sqm of employment space

Phasing: Short-term: 0–5 years



Key

Residential
Town centre uses

Employment
Key open space
Site boundary

Clements Road

Existing context

This area provides much of Ilford's community and culture uses and has varied character. Winston Way defines a change in character between the town centre and residential neighbourhoods. It provides an important arrival space into the town, particularly from Mildmay Road.



Clements Road sub area and sites



1. Clements Road (looking south)



2. Oakfield Road (looking north)



3. Clements Road (looking north)



4. Clements Road (looking east)



5. Winston Way (looking east)

Development principles

Land use

- Consolidate a civic and cultural cluster, providing spaces of both cultural production and consumption.
- Cluster more active uses along key north-south routes.
- Increase residential population through new homes.

Open space and localised greening

- Provide a generous green space anchoring new development, and to soften the impact of primary vehicle routes.
- Extend recent public realm upgrades to connecting routes north and south, to create a coherent pedestrian experience.

Access and movement

- Create new east-west walking and wheeling connectivity through development sites.
- Improve crossings of Winston Way.
- Enhance the quality of the pedestrian environment along key north-south routes.

Character and form

- Building heights should be consistent and responsive to the existing context with minor uplifts along key routes.
- Coherence between form and scale will establish visual continuity and strengthens the character of Clements Road and its sense of place.



Precedent: Silver building, Newham. A vibrant community events venue with over 40 businesses supported; 250 tenants in the building. Image credit: The Silver Building



Precedent: Hudson Street Park, Sidney. Accessible green spaces, rain gardens, play areas make the focal point of this residential neighbourhood

Image credit: BrettBoardman



Precedent: Orford Road, Waltham Forest. New sustainable travel infrastructure, prioritising walking and cycling and making safer streets for residents



Precedent: Zodiac Court, Shed KM: Scheme for new residential and civic uses that help to strengthen community character.

Image credit: ShedKM

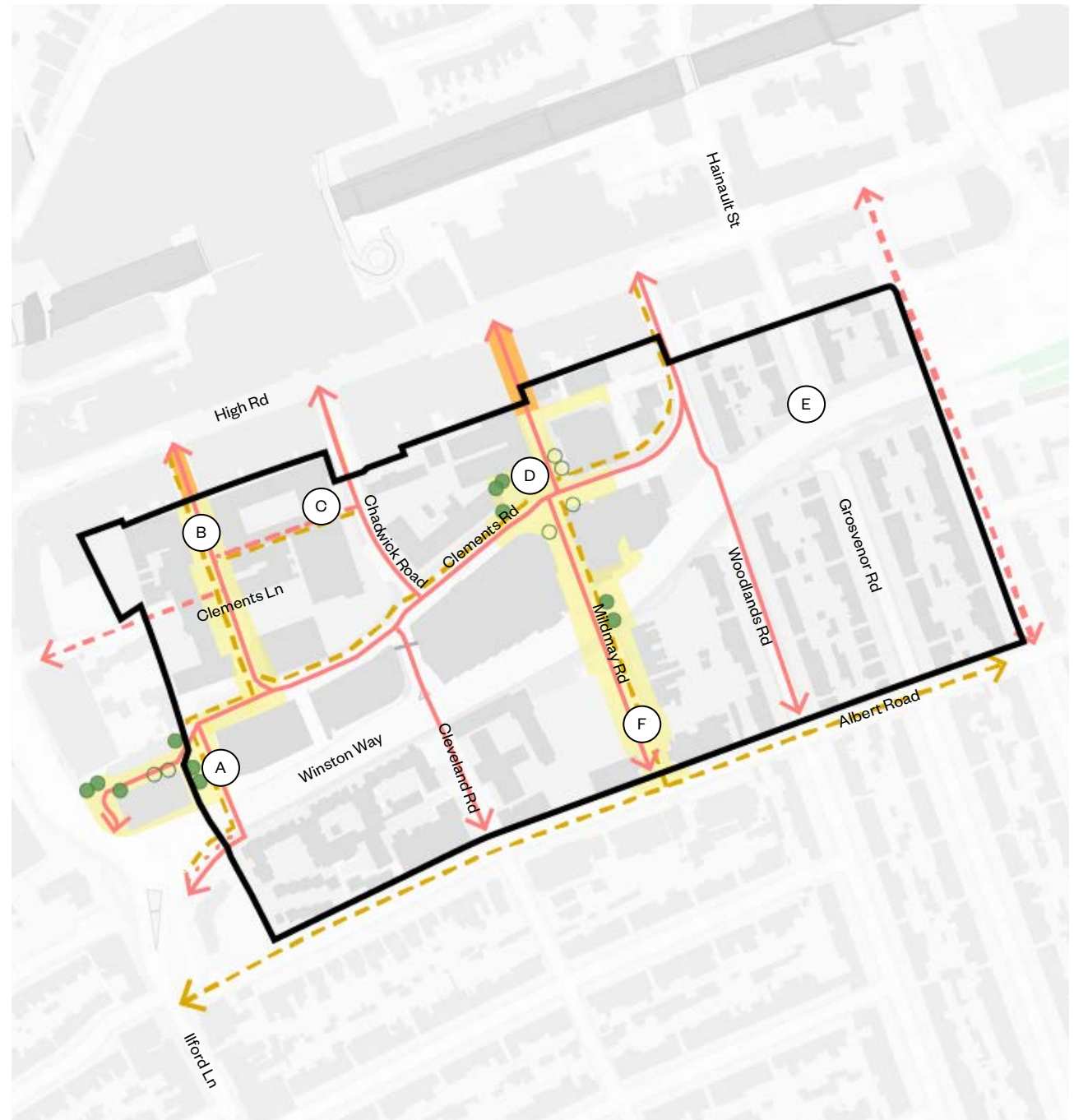
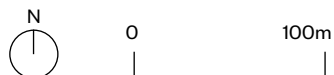
Public realm, movement and access

Key priorities:

- A. New green public space between Clements Road and the roundabout on Winston Way to provide cool amenity space
- B. Improvements to the public realm on Clements Road connecting into the High Road
- C. New east-west active travel connection along Clements Lane linking with Chadwick Road
- D. Enhancements to the public realm on Oakfield Road, connecting with enlarged public space south of the Town Hall
- E. Footway improvements along Winston Way
- F. New and improved north-south cycle routes along Oakfield Road connecting into the wider network

Key

- Improved pedestrian connections/permeability
- Improved cycle routes
- - - New pedestrian connections
- - - New cycle connections
- . . . Footway improvements
- New open space
- Existing trees
- Proposed trees
- Public realm improvements
- Recent public realm improvements
- Character Area Boundary



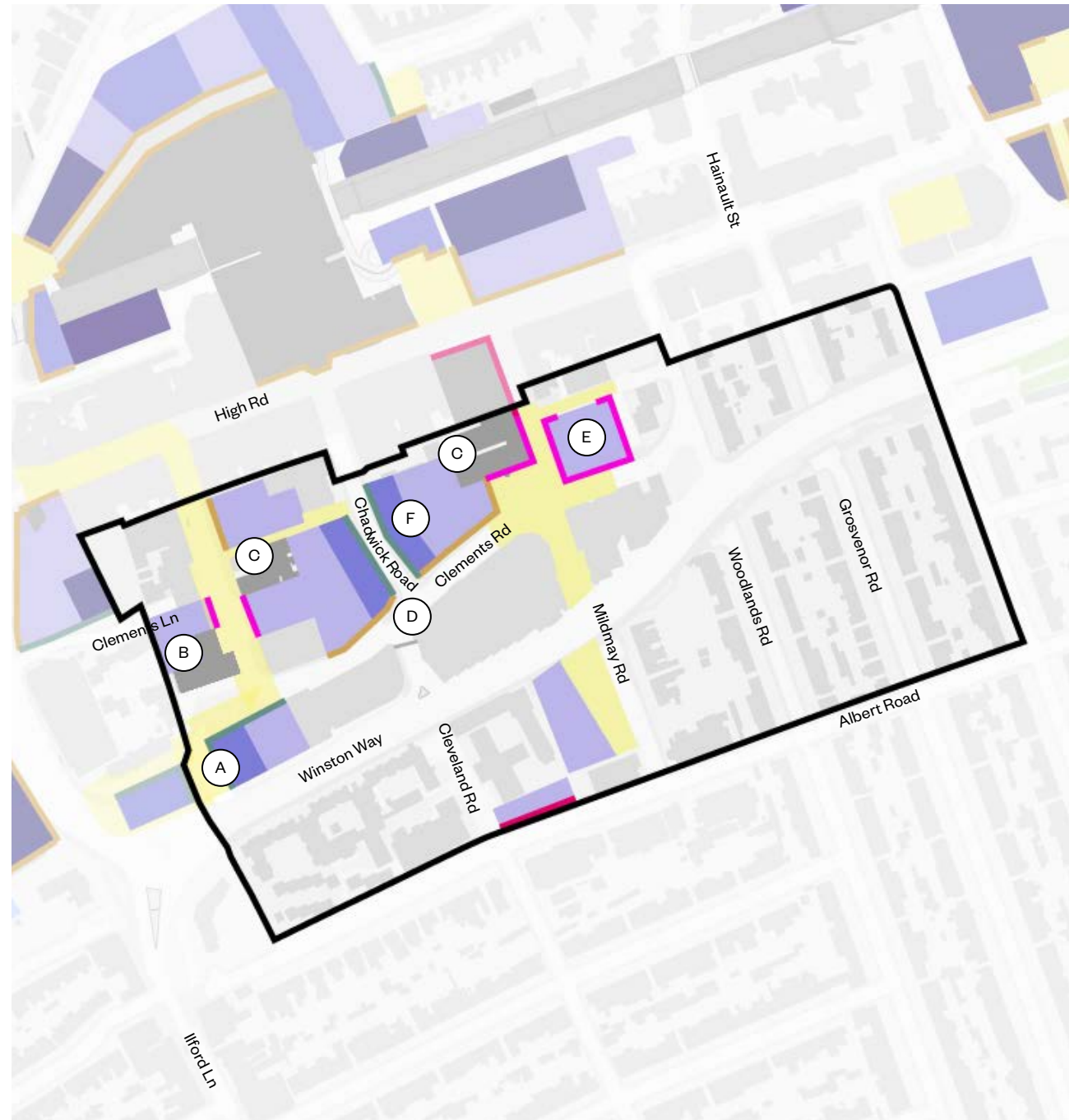
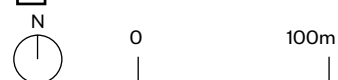
Land use and urban form

Key priorities:

- A. Taller residential buildings located adjacent to Winston Way and anchoring the public space
- B. Adaptive reuse of Olympic House
- C. Important placemaking opportunity for buildings with strong townscape and/or heritage value - The Salvation Army and the Town Hall
- D. Provide town centre uses at the groundfloor along Clements Road with residential above
- E. Support Clements Road cultural offering with accompanying public realm improvements
- F. Creative workspace at ground floors to complement cultural cluster

Key

- Residential (0-6 Storeys)
- Residential (6-8 Storeys)
- Residential (8-12 Storeys)
- Residential (12-16 Storeys)
- Residential (16-24 Storeys)
- Residential (24+ Storeys)
- Key public realm improvements
- New Town Centre Frontage
- Employment Frontage
- Cultural Infrastructure Frontage
- Civic and Social Infrastructure Frontage
- Retained buildings
- Character Area Boundary



Land adjacent to Clements Lane and Clements Road

Site information

Site name: Land adjacent to Clements Lane and Clements Road

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

Site ID: 19

Development 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.

Ownership: Multiple ownership (part private, part public)

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

Indicative capacity

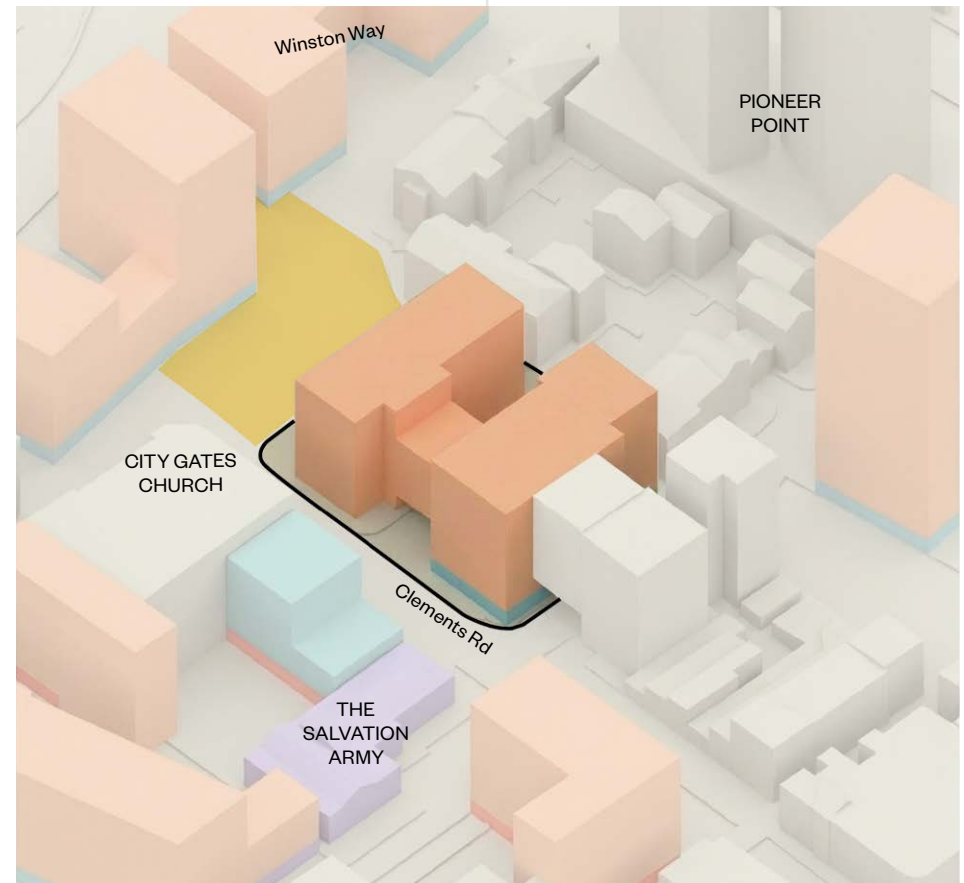
No. units: 75

Density: 310dph

Typology: Medium Density Mixed-Use, Office to Residential conversion

Land use: 400sqm of cultural uses as a continuation of the local parade along Clements Rd

Phasing: Medium-term: 5–10 years



Key

- Residential
- Town centre uses
- Employment

- Cultural
- Key open space
- Site boundary

Land Bounded by Clements Road, Chadwick Road and Postway Mews

Site information

Site name: Land Bounded by Clements Road, Chadwick Road and Postway Mews

Site area: 0.57ha

Site ID: 7

Development status: No activity

Ownership: Multiple ownership (part public, part private)

Development history: Site allocation in the Local Plan, no progress beyond this. Part of the site is council-owned and cleared.



Indicative capacity

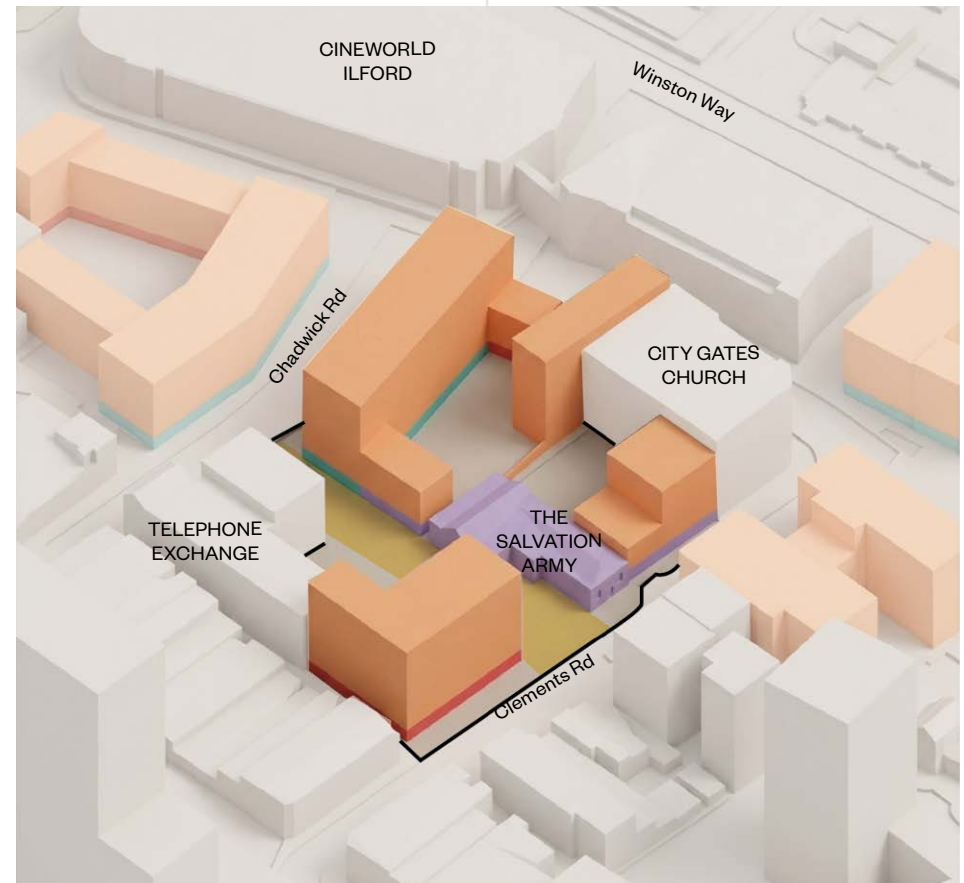
No. units: 140

Density: 245dph

Typology: Medium Density Mixed-Use

Land use: 550sqm of town centre uses at Clements Rd opposite to existing retail uses, 550sqm of employment uses along Chadwick Rd and 350sqm of cultural uses along Clements Rd and new east-west connection to create a cluster with adjacent community uses

Phasing: Long-term: 10+ years



Key

- Residential
- Town centre uses
- Employment
- Cultural
- Key open space
- Site boundary

Britannia Car Park

Site information

Site name: Britannia Car Park

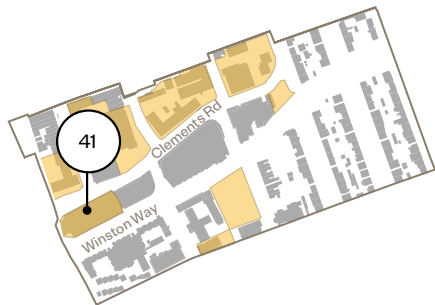
Site area: 0.23ha

Site ID: 41

Development status: No activity

Ownership: Single ownership (public)

Development history: Britannia Car Park is a site allocation in the Local Plan, no progress beyond this. Site is still within its current use as a multistorey car park.



Indicative capacity

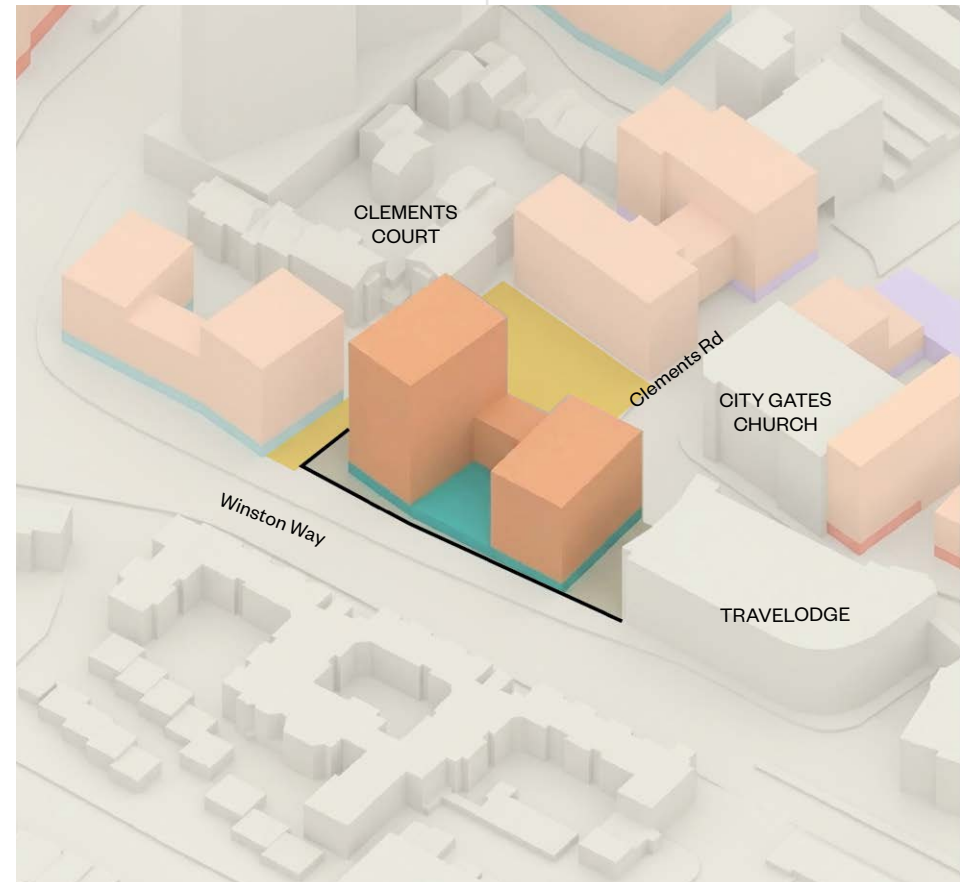
No. units: 75

Density: 325dph

Typology: High Density Mixed-Use

Land use: 890sqm of employment uses along Clements Rd to activate potential new open space north of the site and create a cluster with adjacent community/cultural uses

Phasing: Long-term: 10+ years



Key

- Residential
- Town centre uses
- Employment

- Cultural
- Key open space
- Site boundary

Town Hall Car Park

Site information

Site name: Land Bounded by Clements Road, Chadwick Road and Postway Mews

Site area: 0.7ha

Site ID: 6

Development status: No activity

Ownership: Single ownership (public)

Development history: Temporary planning consent, meanwhile use



Indicative capacity

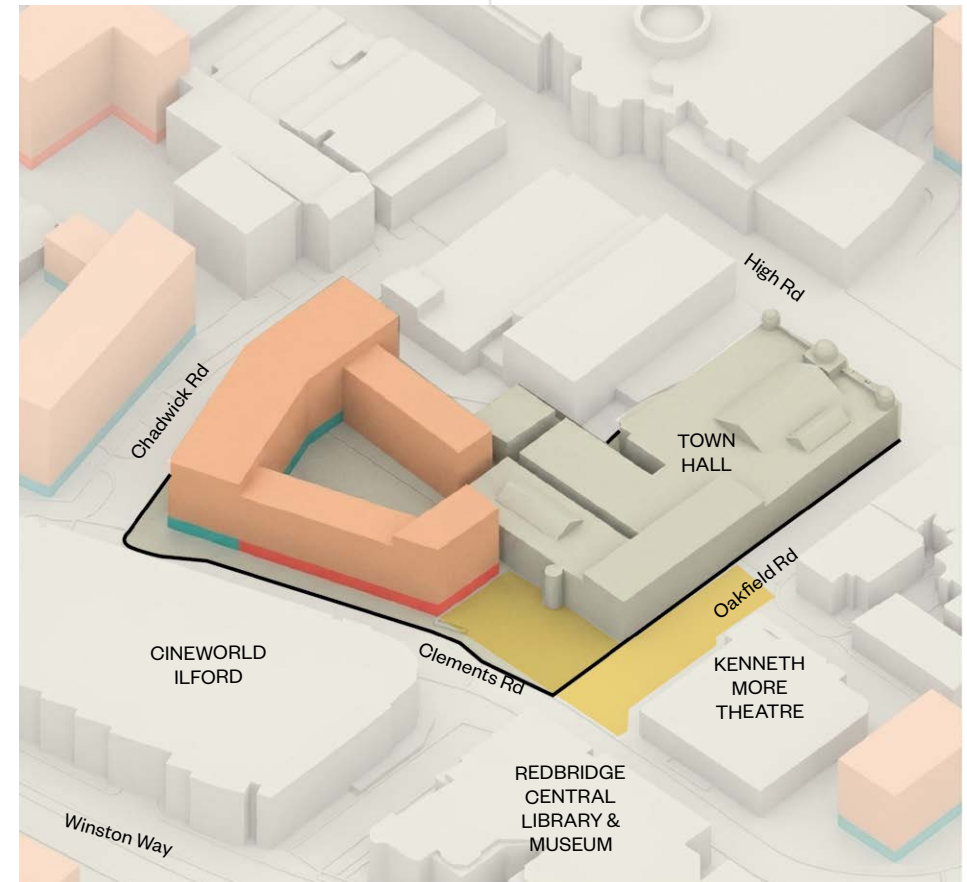
No. units: 80

Density: 120dph

Typology: Medium Density Mixed-Use

Land use: 300sqm of town centre uses at Clements Rd opposite to existing retail uses, 600sqm of employment uses along Chadwick Rd, relocation of accommodation from Project Malachi.

Phasing: Short-term: 0–5 years



Key

- Residential
- Town centre uses
- Employment
- Cultural
- Key open space
- Site boundary

Kenneth More Theatre and Janice Mews

Site information

Site name: Kenneth More Theatre and Janice Mews

Site area: 0.7ha

Site ID: 38

Development status: No activity

Ownership: Single ownership (public)

Development history: Site allocation in the Local Plan, no progress beyond this. Partial restoration of Kenneth More Theatre



Indicative capacity

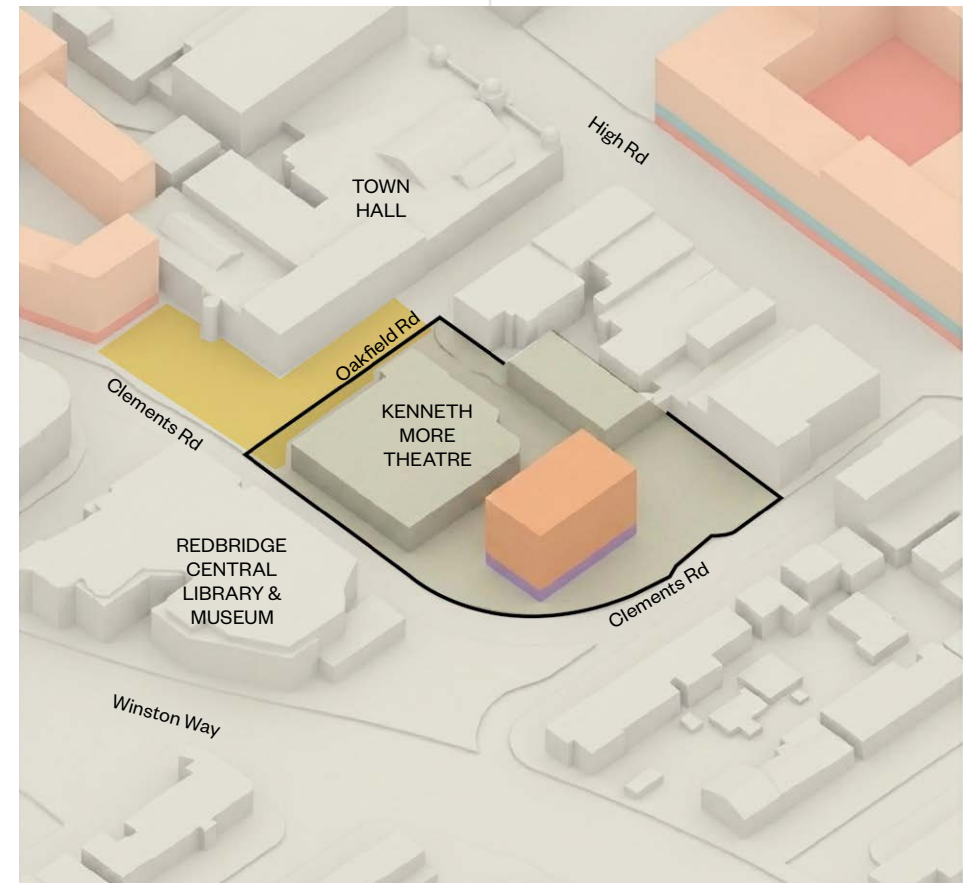
No. units: 20

Density: 50dph

Typology: Medium Density Mixed-Use

Land use: 260sqm of cultural ancillary uses to Kenneth More Theatre, ensuring theatre operations are maintained throughout redevelopment

Phasing: Short-term: 0–5 years



Key

- Residential
- Town centre uses
- Employment
- Cultural
- Key open space
- Site boundary

Mildmay Road Car Park

Site information

Site name: Mildmay Road Car Park

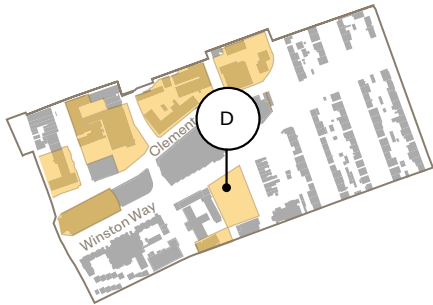
Site area: 0.17ha

Site ID: N/A. This is a proposed new site ('Site D' throughout this document)

Development status: No activity

Ownership: Single ownership (public)

Development history: No activity



Indicative capacity

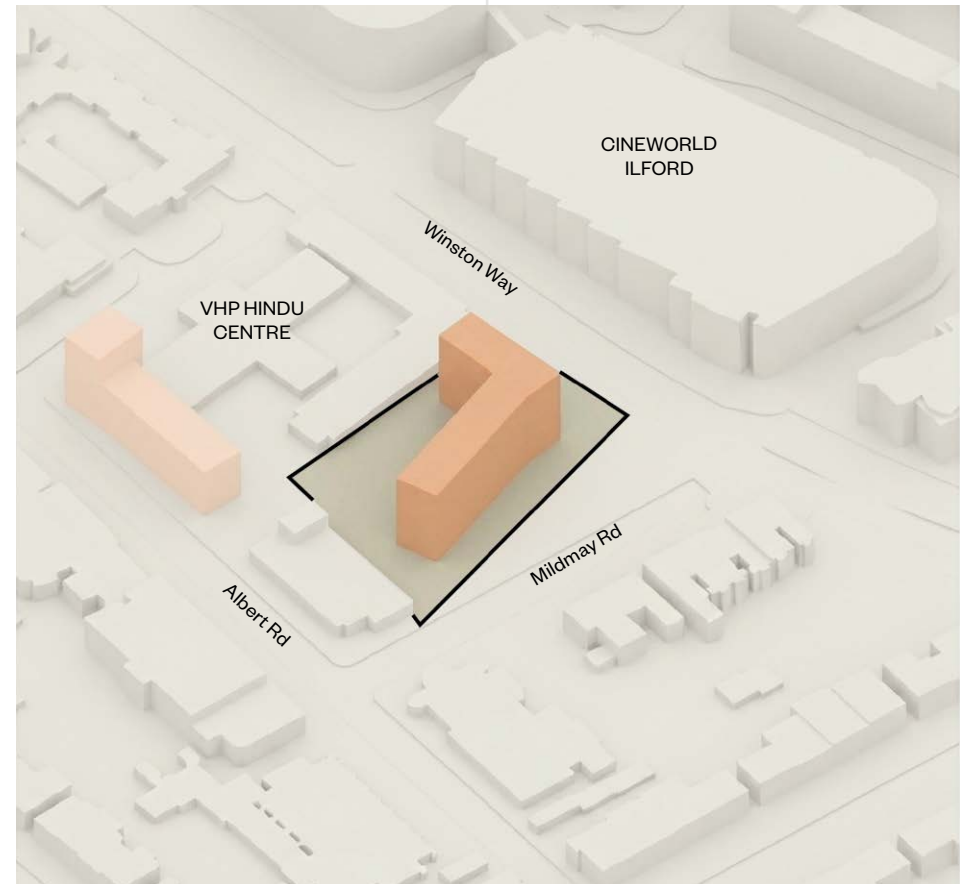
No. units: 30

Density: 175dph

Typology: Medium Density Residential, Potential for Intergenerational Living/Extra Care

Land use: Residential-only

Phasing: Short-term: 0-5 years



Key

- Residential
- Site boundary

Medical Centre, 61 Cleveland Rd

Site information

Site name: Mildmay Road Car Park

Site area: 0.07ha

Site ID: N/A. This is a proposed new site ('Site E' throughout this document)

Development status: No activity

Ownership: Single ownership (private)

Development history: No activity



Indicative capacity

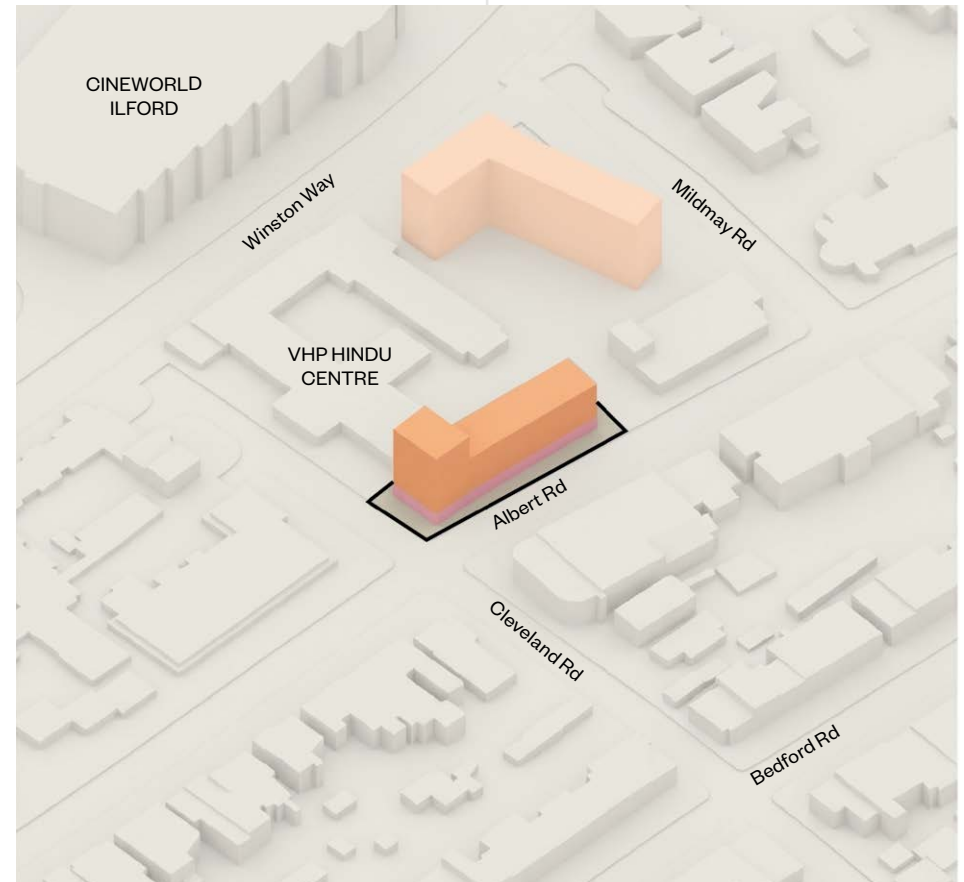
No. units: 15

Density: 215dph

Typology: Medium Density Residential

Land use: Reprovision of 270sqm of healthcare uses

Phasing: Medium-term: 5–10 years



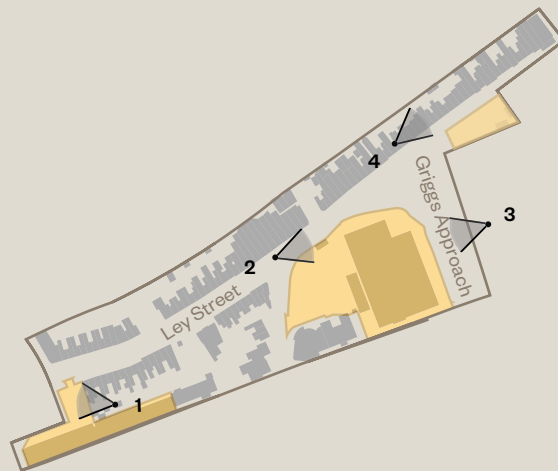
Key

- Residential
- Health
- Site boundary

Ley Street

Existing context

This area runs along the railway line and includes the bus depot site and bus stands, along with warehouse buildings that line the tracks. It marks the transition between the low rise residential area to the north and the railway corridor.



Ley Street sub area and sites



1. Opal Mews



2. High street uses along Ley Street



3. Ley Street car park and bus depot,



4. Looking east on Ley Street

Development principles

Land use

- Primarily residential uses along the railway corridor with opportunities for co-living and ancillary commercial uses at ground (retail and commercial).
- Where possible active ground floors should be provided to overlook Ley Street.

Open space and localised greening

- Activate semi-public/'leftover' open space, including new public realm at Opal Mews, along development sites and primary town routes.
- Improve wide inactive pavements for a more climate-friendly, enjoyable pedestrian environment.

Access and movement

- Improve north-south cycle connectivity, unlocking new edge of town centre connections.
- Improve north-south pedestrian connectivity along Hainult Street and Griggs Approach to provide choices for pedestrians

Character and form

- Provide tall buildings along the railway corridor, where transport links and town centre uses justify uplifts in scale and mass.
- Reduce building heights northward, with decreasing scale to reflect the transition to residential character.



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

Image credit: AHMM

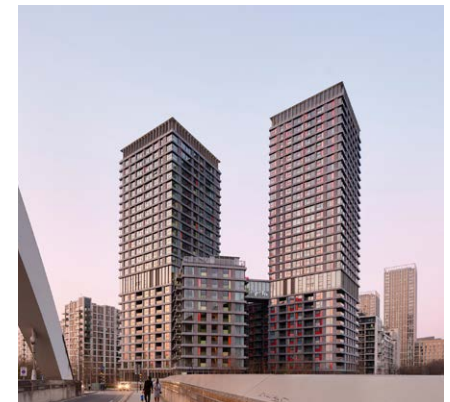


Precedent: Improve pedestrian experience while boosting biodiversity and climate resilience in Sheffield.

Image credit: SQCI



Precedent: Altrincham town centre. Priority shifted from vehicles to a pedestrian and cyclist friendly town centre that encourages safe movement. Image credit: Trafford Council



Precedent: Portlands Place, Stratford. Hawkins Brown. Providing height along the railway corridor in Stratford, with good connectivity to transport facilities. Image credit: Hawkins Brown

03. Ley Street

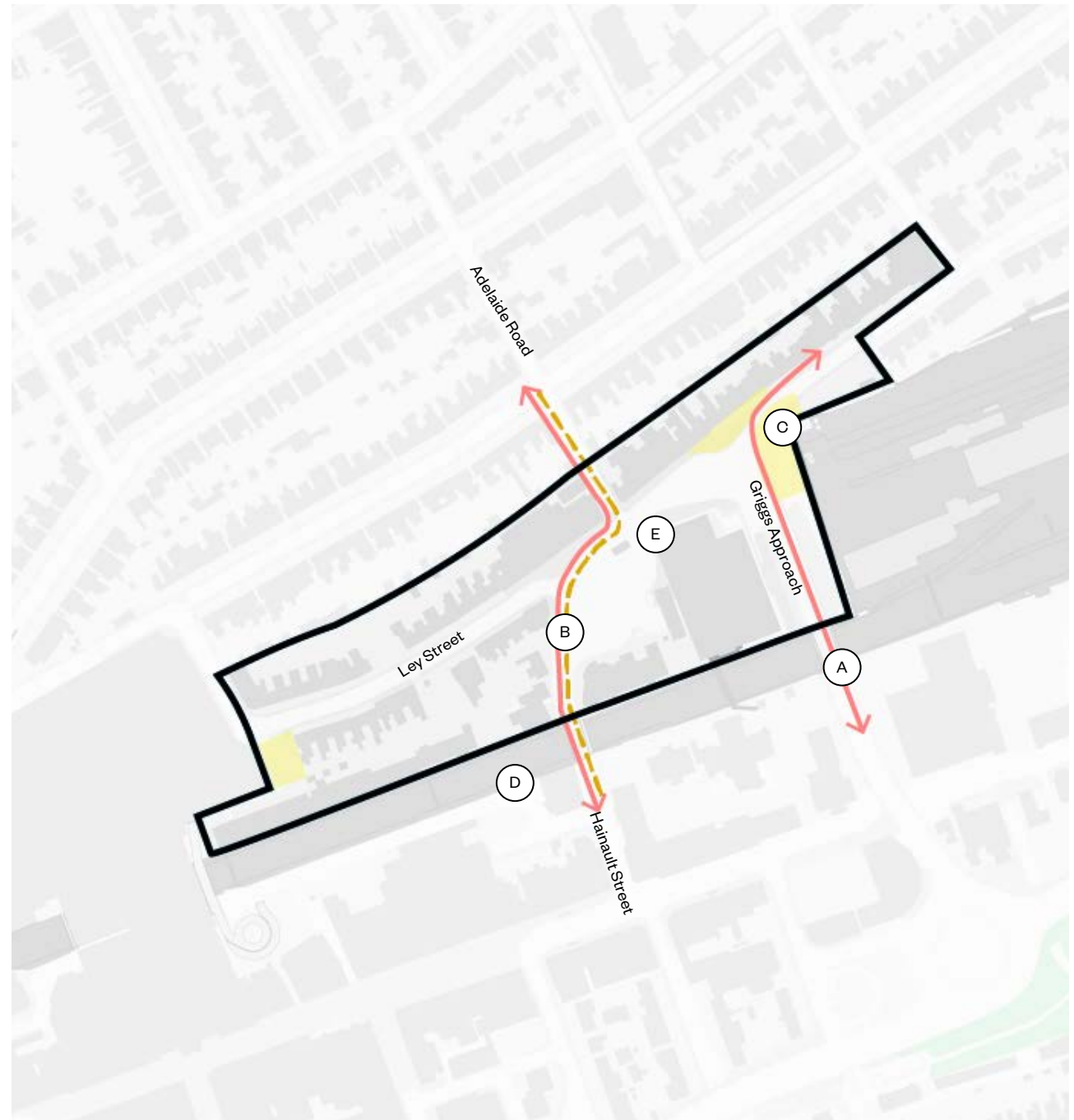
Public realm, movement and access

Key priorities:

- A. Provide a pedestrian connection along the eastern side of Griggs Approach
- B. Improve the pedestrian environment and create a cycle-friendly connection from Hainault Street to Adelaide Road
- C. Greening and open space improvements from Ley Street leading into Griggs Approach
- D. Restoration of green corridor along the railway
- E. Consider the need to provide facilities for infrastructure to support the bus network

Key

- Improved pedestrian connections/permeability
- Improved cycle routes
- - - New pedestrian connections
- - - New cycle connections
- ... Footway improvements
- New open space
- Public realm improvements
- Recent public realm improvements
- Character Area Boundary



03. Ley Street

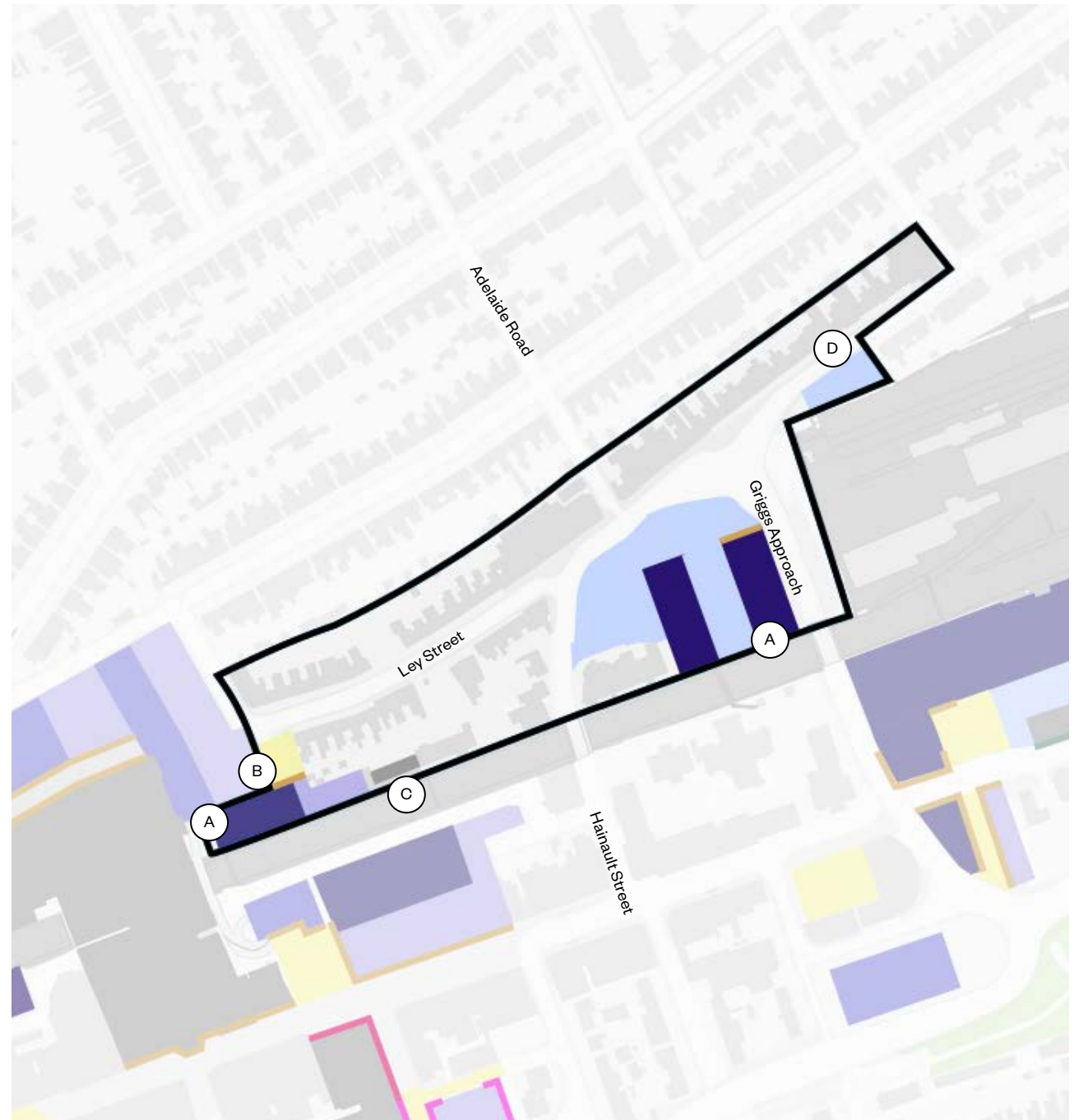
Land use and urban form

Key priorities:

- A. Opportunity for tall buildings and increased density along the railway corridor, complementing the existing height and scale of The Exchange and buildings on the southern side of the railway
- B. Town centre frontage to accompany co-living uses and proximity to The Exchange
- C. Retain eastern warehouse building for retrofit purposes
- D. Potential to improve street definition on Ley Street corner with residential building

Key

- Residential (0-6 Storeys)
- Residential (6-8 Storeys)
- Residential (8-12 Storeys)
- Residential (12-16 Storeys)
- Residential (16-24 Storeys)
- Residential (24+ Storeys)
- Key public realm improvements
- New Town Centre Frontage
- Employment Frontage
- Cultural Infrastructure Frontage
- Civic and Social Infrastructure Frontage
- Retained buildings
- Character Area Boundary



Ley Street Car Park and Bus Depot

Site information

Site name: Ley Street Car Park and Bus Depot

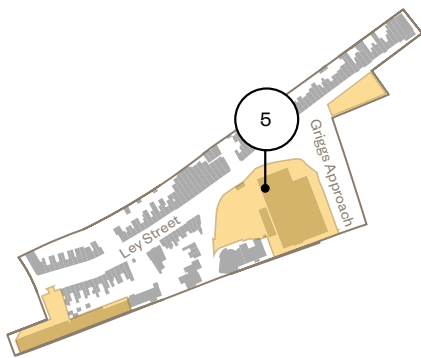
Site area: 0.5ha

Site ID: 5

Development status: Live planning application under assessment

Ownership: Single ownership (private)

Development history: Planning application (Ref: 2723/25)



Indicative capacity

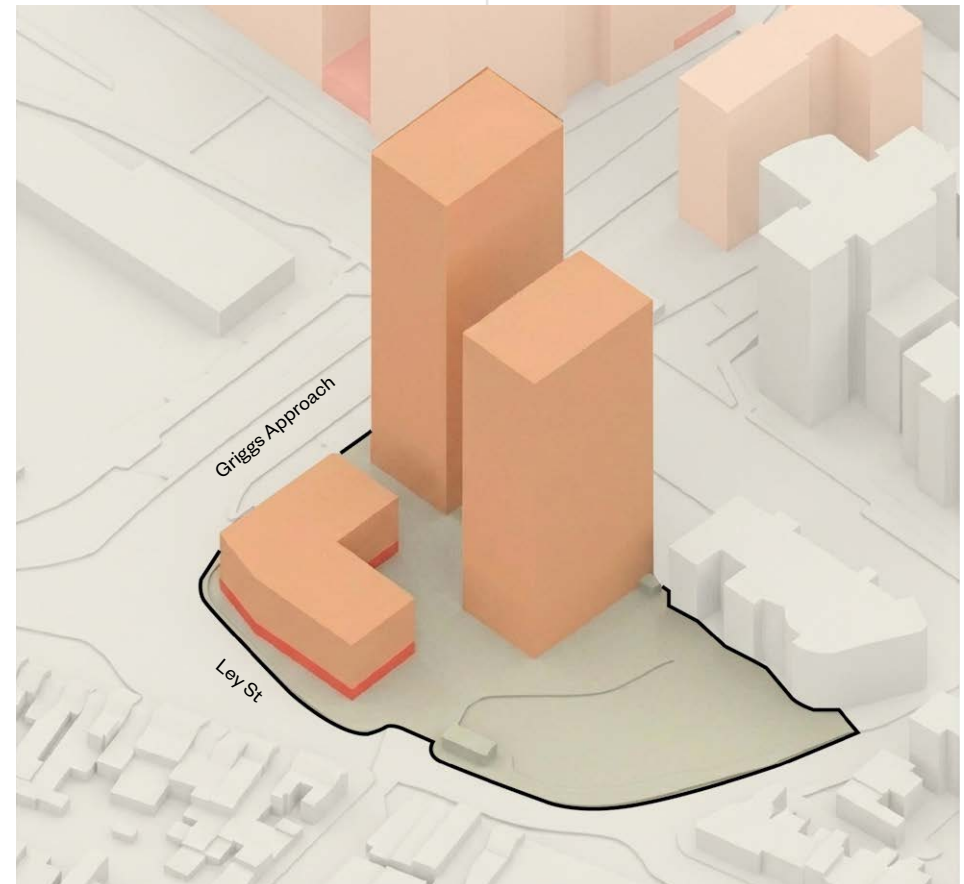
No. units: 430

Density: 860dph

Typology: High Density Mixed-Use, Co-living or Purpose-Built Student Accommodation

Land use: 320sqm of retail uses along Ley Street opposite to existing local parade; maintaining existing bus stand provision

Phasing: Short-term: 0–5 years



Key

- Residential
- Town centre uses
- Site boundary

Opal Mews rear of 68-126 Ley Street

Site information

Site name: Opal Mews rear of 68-126 Ley Street

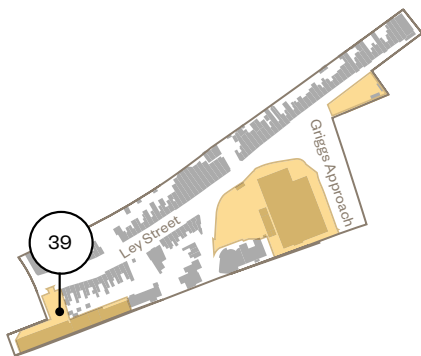
Site area: 0.32ha

Site ID: 39

Development status: No activity

Ownership: Single ownership (private)

Development history: Planning application (Ref: 2723/25)



Indicative capacity

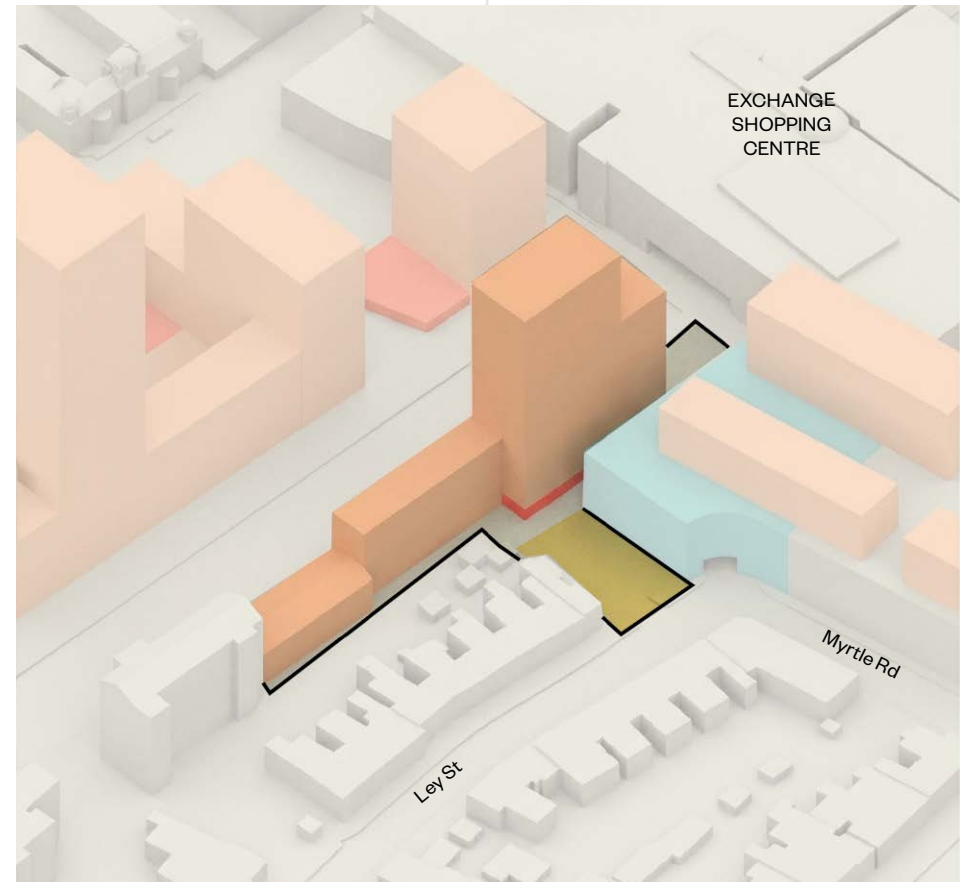
No. units: 120

Density: 375dph

Typology: High Density Mixed-Use, Co-living or Purpose-Built Student Accommodation

Land use: 150sqm of retail uses or town centre uses to animate key open space

Phasing: Long-term: 10+ years



Key

- Residential
- Town centre uses →
- Employment

- Key open space
- Site boundary

180 Ley Street

Site information

Site name: 180 Ley Street

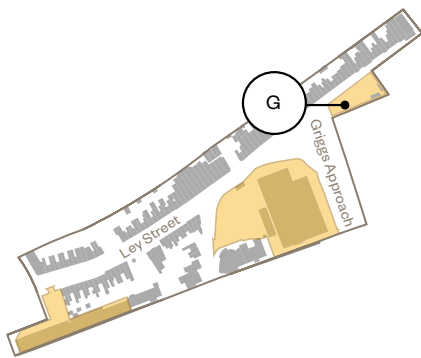
Site area: 0.1ha

Site ID: N/A. This is a proposed new site ('Site G' throughout this document)

Development status: No activity

Ownership: Single ownership (private)

Development history: No activity



Indicative capacity

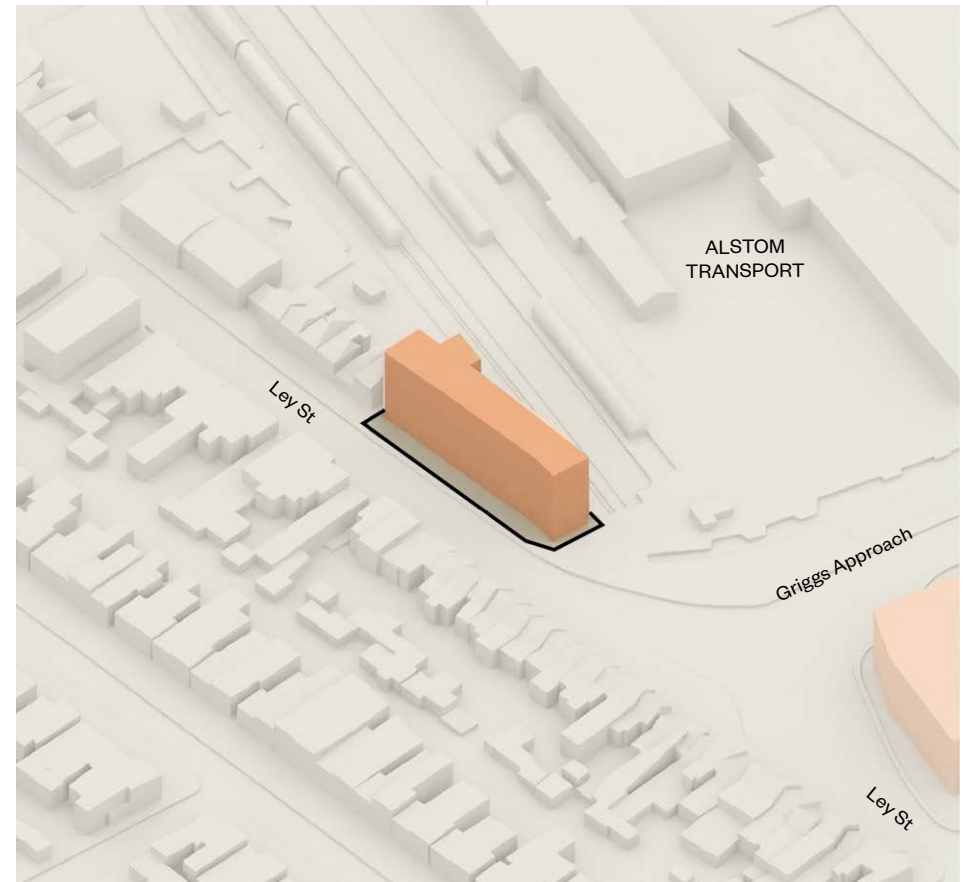
No. units: 25

Density: 250dph

Typology: Medium Density Residential, Potential for Intergenerational Living/Extra Care

Land use: Residential-only

Phasing: Medium-term: 5–10 years



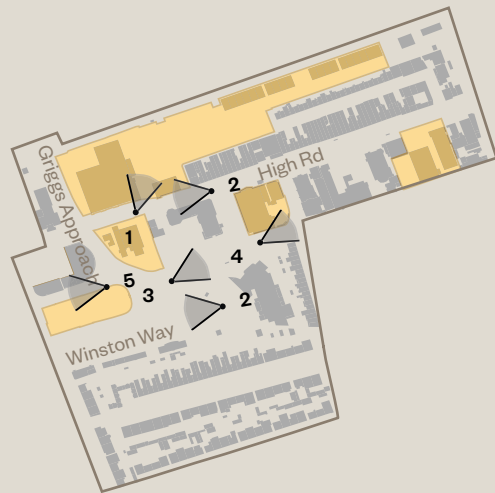
Key

- Residential
- Site boundary

High Road East

Existing context

The area provides a mix of uses including employment and community facilities. The public realm and pedestrian environment are poor, with Winston Way and the gyratory limiting north-south connectivity.



High Road East sub area and sites



1. Ilford Retail along High Road



2. High Road (looking west)



3. High road East (looking south)



4. Eastern junction along Winston Way



5. Winston Way (looking west)

Development principles

Land use

- Provide predominantly residential uses with retail, employment and commercial uses at the ground floors of new development to bring activity to High Road east.
- Intensify industrial uses along the railway corridor.

Open space and localised greening

- Connect existing piecemeal open spaces to create a significant green space within walking distance of the town centre.
- Ensure new development provides opportunities for secondary amenity spaces, localised greening, and tree planting.

Access and movement

- Improve the quality and safety of east-west pedestrian routes for accessibility and increased footfall to the town centre.
- Create a coherent and legible network of walking and wheeling routes that address the severance caused by nearby primary vehicle routes.

Character and form

- Concentrate taller buildings along the railway corridor at the back of plots and gradually step down toward the suburban edge, creating a consistent building pattern.
- Establish a unified character through consistent scale that replaces the current fragmented appearance.



Precedent: Brewhouse Yard, Hamilton Associates: Residential development with workspace at ground floor.

Image credit: Curralls



Precedent: Tower Court, Hackney. Courtyards animated by play to create intergeneration spaces between buildings. Image credit: Adam Khan Architects

Architects



Precedent: Parade and Canal Square, Kilkenny. Mature trees create shading for street furniture, whilst contributing to an inviting street scene.

Image credit: GKMP Architects



Precedent: South Gardens, Elephant Park Maccreeanor Lavington. Taller buildings are provided at the back of plots, stepping down to reach a consistent building height.

Image credit: Maccreanor Lavington

03. High Road East

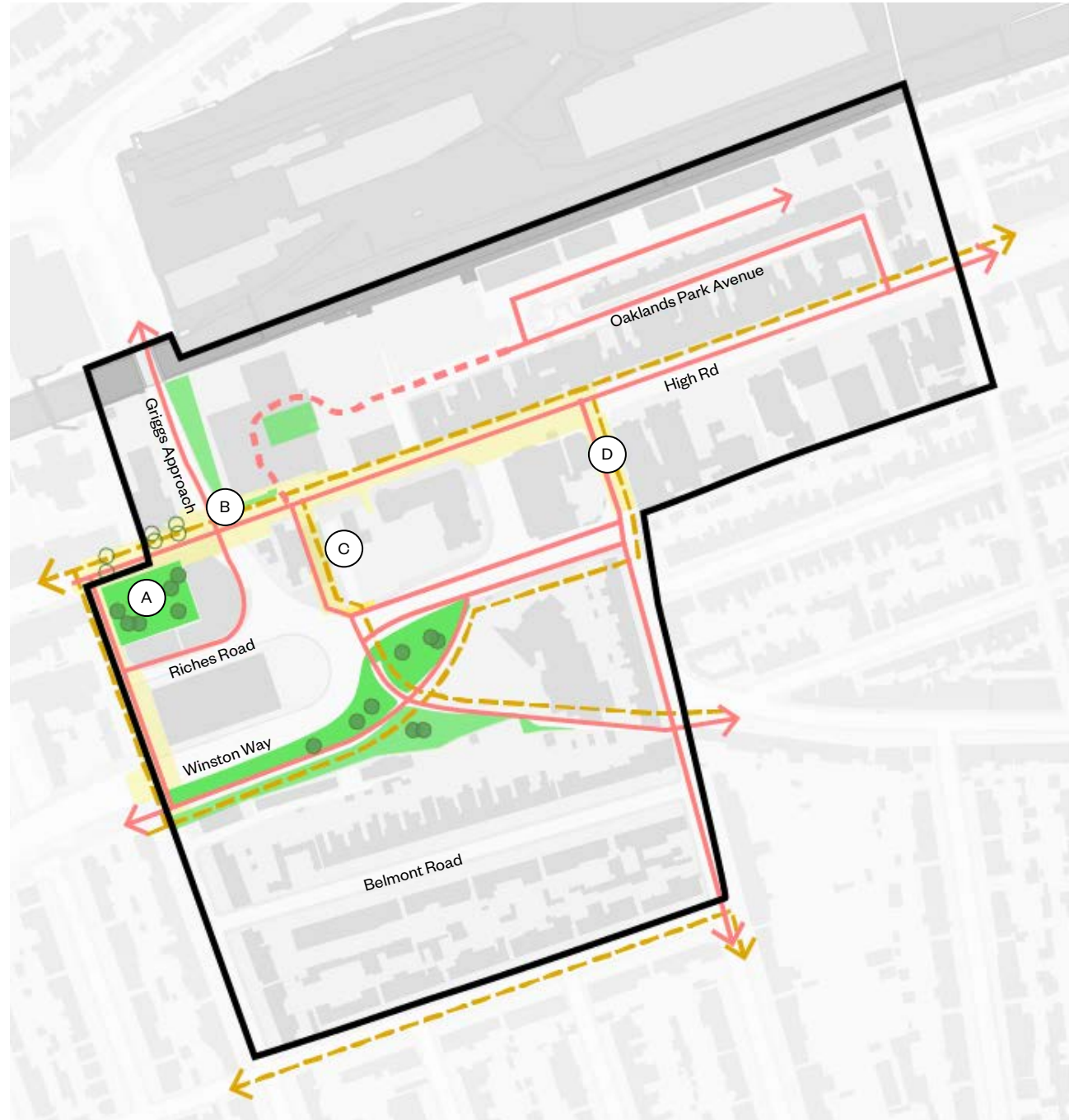
Public realm, movement and access

Key priorities:

- A. Opportunity for new park for the east of the town centre by unlocked through land swap with development parcel created through peninsularising the existing roundabout
- B. High Road public realm enhancements to improve pedestrian movement and safety, complemented by a new east-west cycle route linking to the west of Ilford
- C. Removal of underpass with a new surface level crossings for pedestrians and cyclists across Winston Way linked to High Road through development site and greening
- D. Removal of the gyratory can create a new public space and enhance the setting of Ilford High Road Baptists church

Key

- Improved pedestrian connections/permeability
- Improved cycle routes
- - - New pedestrian connections
- - - New cycle connections
- ... Footway improvements
- New open space
- Public realm improvements
- Recent public realm improvements
- Character Area Boundary



03. High Road East

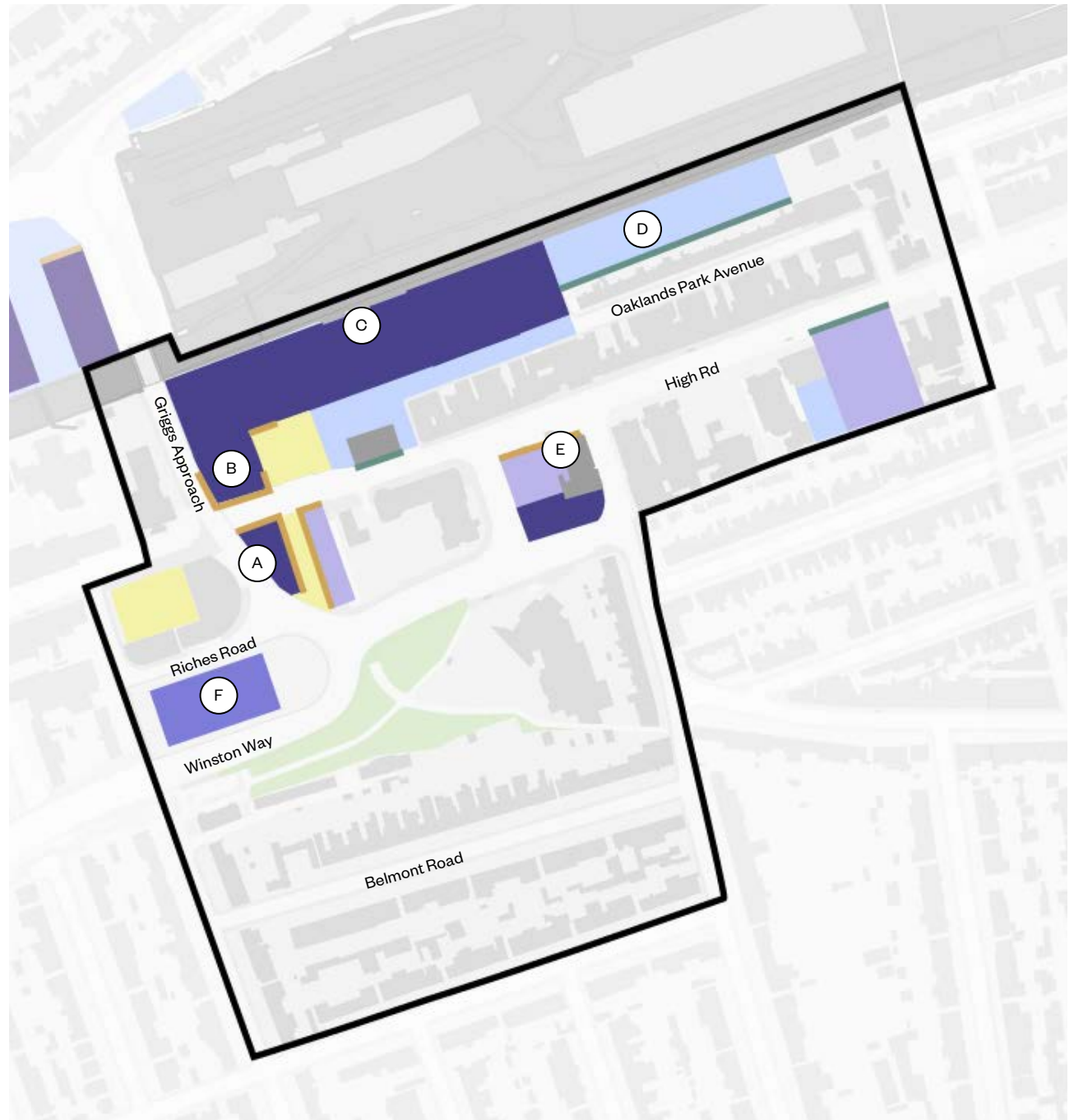
Land use and urban form

Key priorities:

- A. Provide tall buildings and increased density along Griggs Approach and fronting onto the High Road
- B. Mix of uses within High Road East with town centre frontage at key sections of the High Road
- C. Continue the pattern of tall buildings along the railway corridor, gradually decreasing moving east.
- D. Reprovide employment uses to the north of Oakfield Park Avenue
- E. Retain and repurpose Capstone Church and integrate it as part of the future development site
- F. Create consistent datum along Riches Road through new development on Winston Way site

Key

- Residential (0-6 Storeys)
- Residential (6-8 Storeys)
- Residential (8-12 Storeys)
- Residential (12-16 Storeys)
- Residential (16-24 Storeys)
- Residential (24+ Storeys)
- Employment (0-6 storeys)
- Key public realm improvements
- New Town Centre Frontage
- Employment Frontage
- Cultural Infrastructure Frontage
- Civic and Social Infrastructure Frontage
- Retained buildings
- Character Area Boundary



Lynton House, 255-259 High Rd

Site information

Site name: Lynton House, 255-259 High Rd

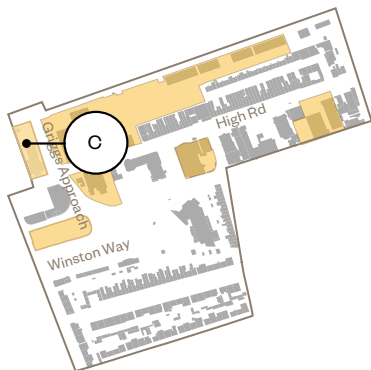
Site area: 0.2ha

Site ID: N/A. This is a proposed new site ('Site C' throughout this document)

Development status: No activity

Ownership: Single ownership (public)

Development history: No activity



Indicative capacity

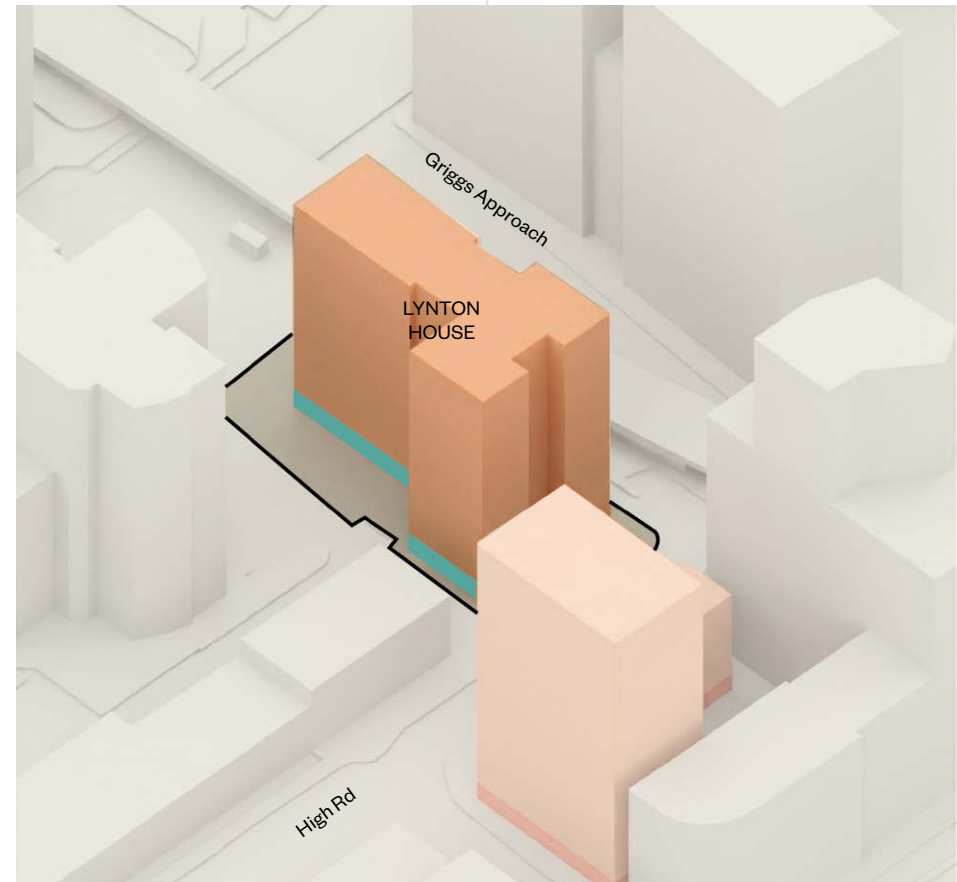
No. units: 70

Density: 350dph

Typology: Office to Residential Conversion

Land use: 500sqm of ground floor employment uses

Phasing: Medium-term: 5–10 years



Key

Residential
Town centre uses

Employment
Site boundary

262-268 High Road

Site information

Site name: 262-268 High Road

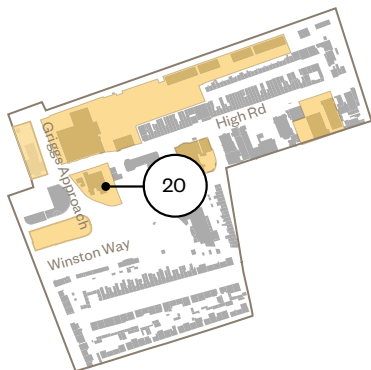
Site area: 0.20ha

Site ID: 20

Development status: No activity

Ownership: Single ownership (private)

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



Indicative capacity

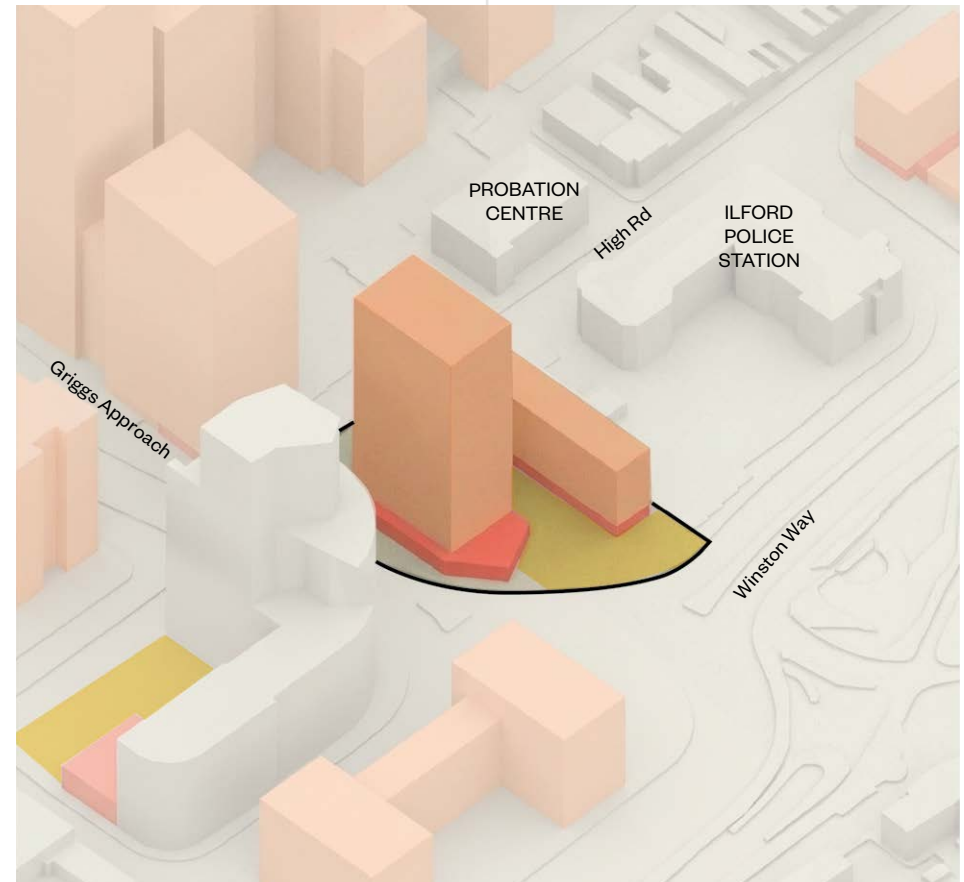
No. units: 95

Density: 730dph

Typology: High Density Mixed-Use

Land use: 700sqm of retail and town centre uses to activate new surface-level crossing across Winston Way

Phasing: Long-term: 10+ years



Key

- Residential
- Town centre uses

- Key open space
- Site boundary

Land Bounded by Riches Road and Winston Way

Site information

Site name: Land Bounded by Riches Road and Winston Way

Site area: 0.41ha

Site ID: N/A. This is a proposed new site ('Site I' throughout this document)

Development status: No activity

Ownership: Multiple ownership (public)

Development history: No activity



Indicative capacity

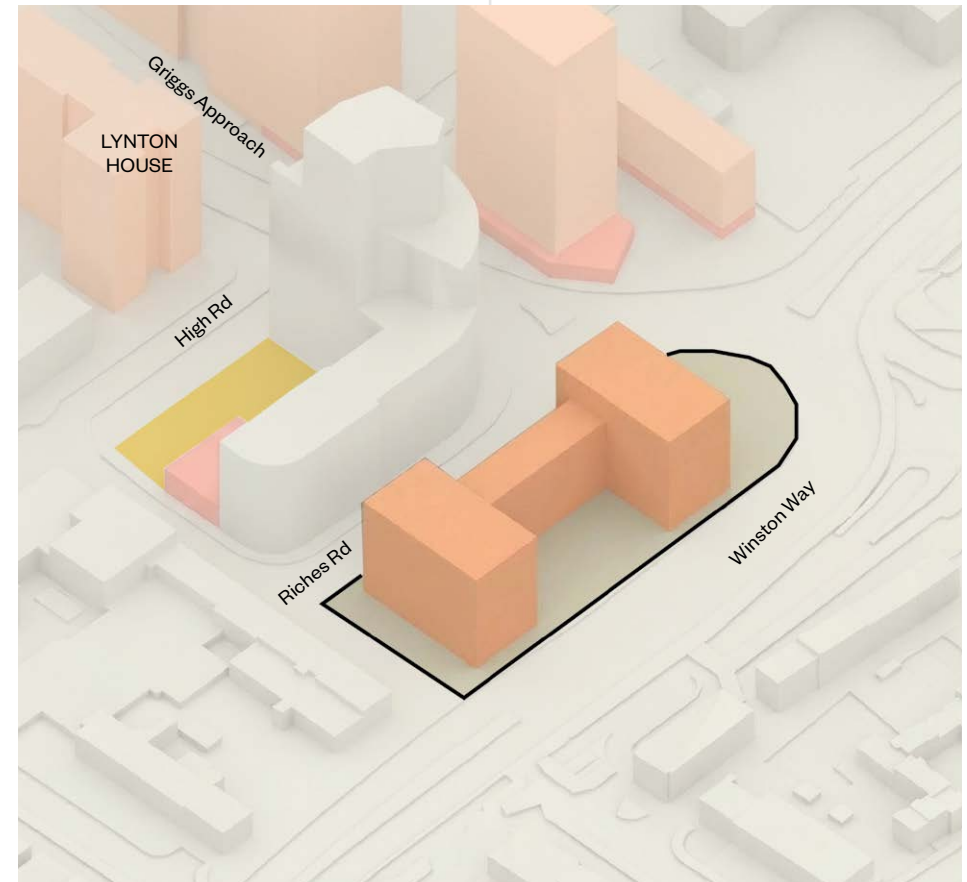
No. units: 100

Density: 245dph

Typology: Medium Density Residential

Land use: Residential-only

Phasing: Long-term: 10+ years



Key

- Residential
- Town centre uses
- Site boundary

Redbridge Enterprise and Ilford Retail Park

Site information

Site name: Redbridge Enterprise and Ilford Retail Park

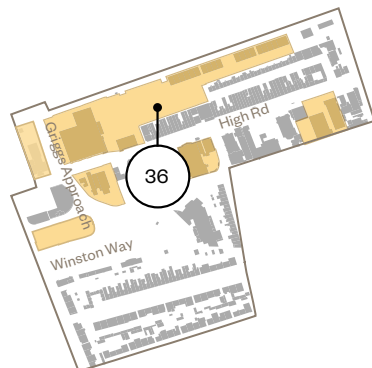
Site area: 1.53ha

Site ID: 36

Development status: Live case seeking to vary approved planning permission

Ownership: Multiple ownership (private)

Development history: Planning permission (Ref: 0140/20) but stalled



Indicative capacity

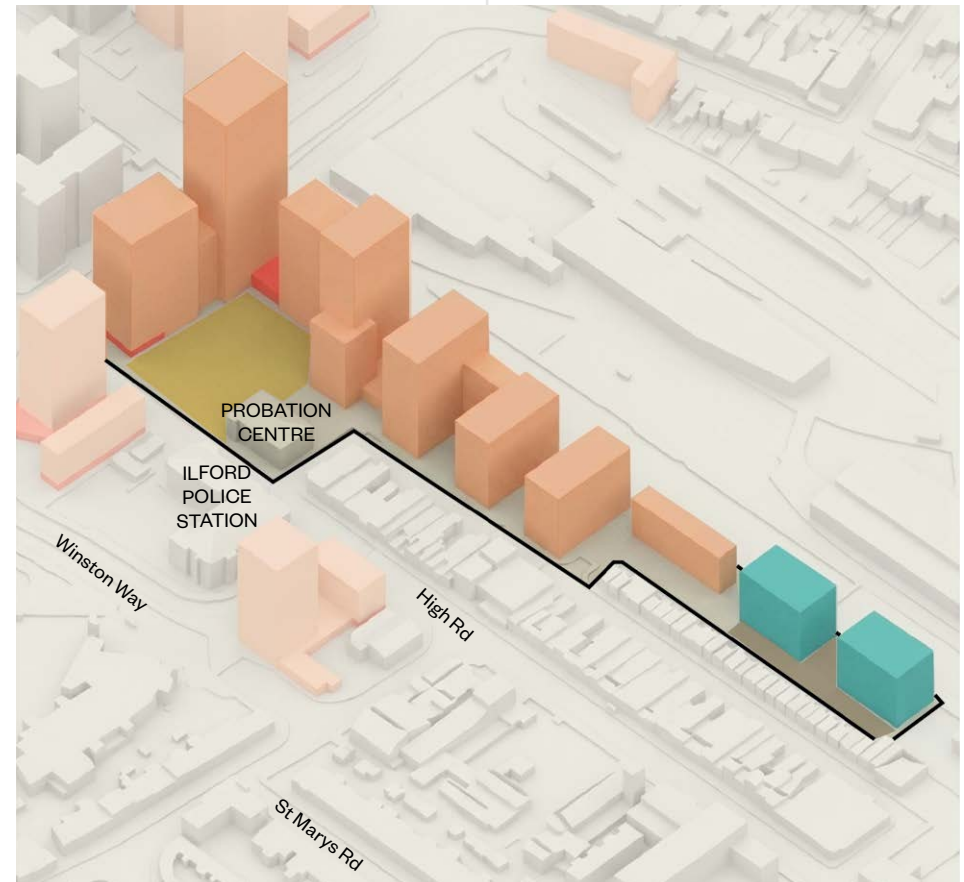
No. units: 785

Density: 510dph

Typology: High Density Mixed-Use, Co-living or Purpose-Built Student Accommodation

Land use: 500sqm of retail and town centre uses along High Road, potential for intensified employment uses of 3000sqm

Phasing: Short-term: 0–5 years



Key

- Residential
- Town centre uses
- Employment

- Key open space
- Operational yard space
- Site boundary

300 – 318 High Road

Site information

Site name: 300 – 318 High Road

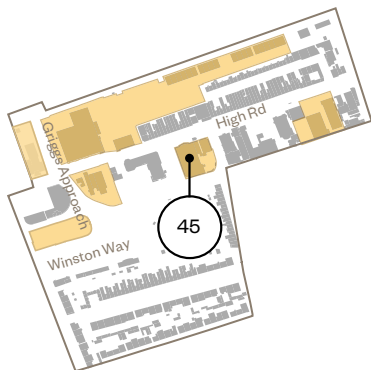
Site area: 0.27ha

Site ID: 45

Development status: Pre-app

Ownership: Single ownership (private)

Development history: Submitted pre-app (Apr 2023) for 300 High Road excluding Capstone Church



Indicative capacity

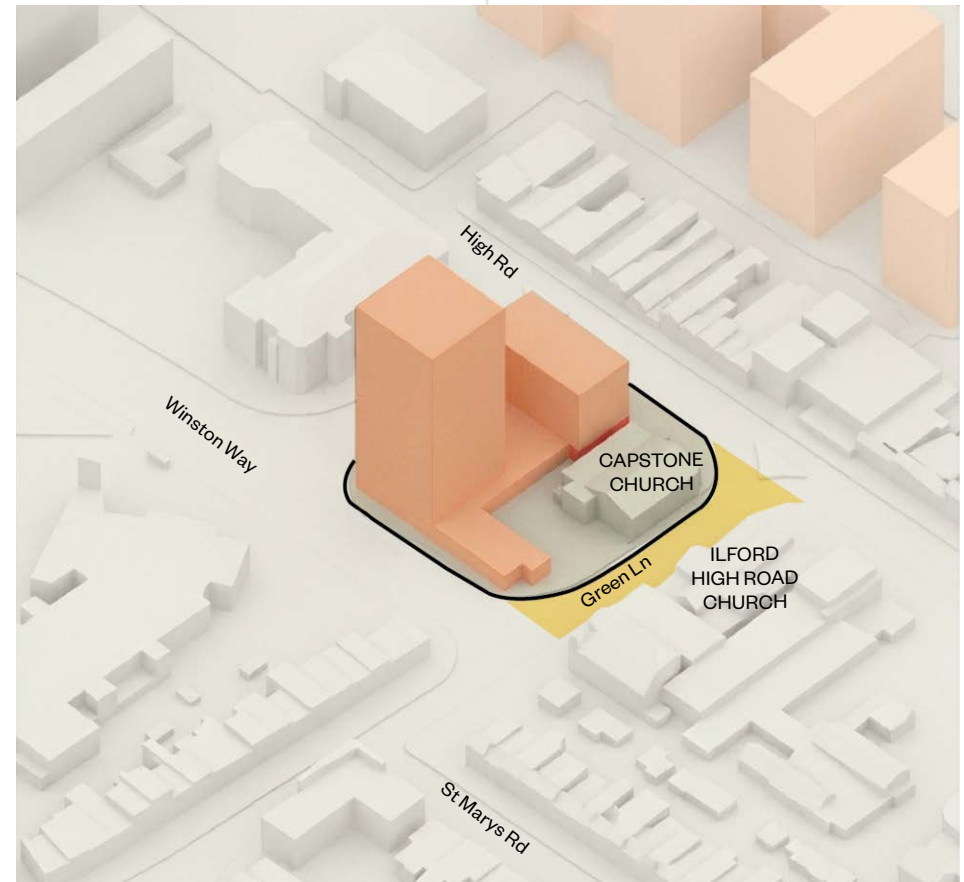
No. units: 80

Density: 300dph

Typology: High Density Mixed-Use

Land use: 400sqm of retail and town centre uses along High Road providing a continuation of the high street

Phasing: Medium-term: 5–10 years



Key

- Residential
- Town centre uses

- Key open space
- Site boundary

03. High Road East

344,350,362,364-368 High Road

Site information

Site name: 344,350,362,364-368 High Road

Site area: 0.33ha

Site ID: N/A. This is a proposed new site ('Site F' throughout this document)

Development status: No activity

Ownership: Multiple ownership (private)

Development history: No activity



Indicative capacity

No. units: 55

Density: 165dph

Typology: Medium Density Mixed-Use

Land use: 850sqm of ground floor employment uses

Phasing: Long-term: 10+ years



Key

Residential
Employment

Operational yard space
Site boundary

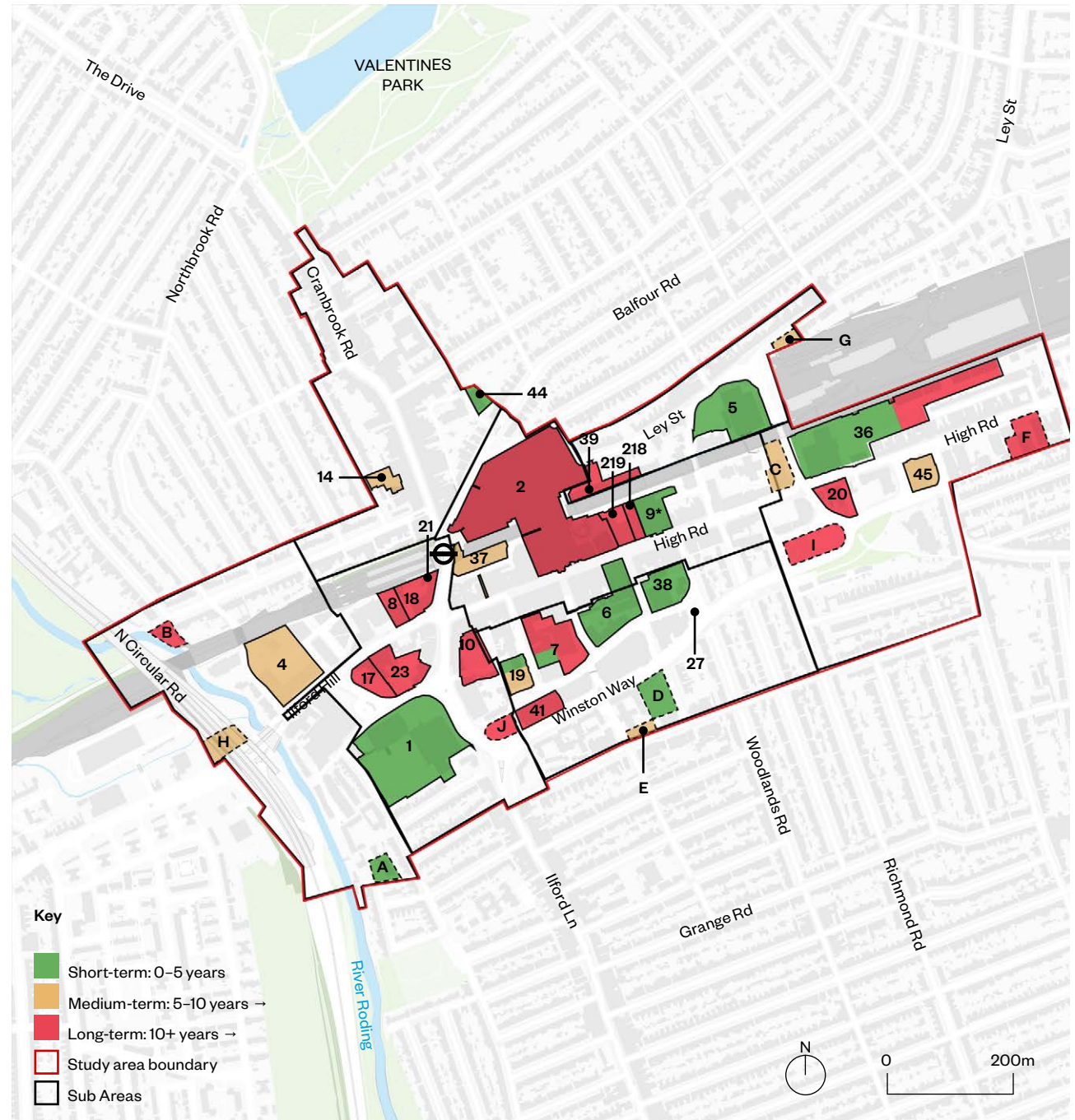
Development Capacity

- Phasing
- Development schedule

04. Development capacity

Phasing

	Short	Mid.	Long	Total
Ilford Hill		400	25	425
Ilford Approach	1025		860	1885
Cranbrook Rd	20	30		50
Central High Road	290	380	685	1355
Clements Road	130	90	215	435
Ley Street	430	25	120	575
High Road East	785	150	250	1185
Total Homes	2680	1075	2155	5910



Schedule

	Site Ref.	Site name	Short-term: 0–5 years	Medium-term: 5–10 years	Long-term: 10+ years
Ilford Hill	4	Depot Mill Road/Mill House, Ilford Hill		400	
	A	1 Juniper Rd			10
	B	1A Wanstead Park Rd			15
	H	1048 Romford Rd		Employment-led	
Ilford Approach	1	Sainsbury's, Roden Street, Ilford	1025		
	8	If Bar, 71 Ilford Hill			100
	10	Site bounded by Chapel Rd, High Rd & Clements Lane			175
	17	40 Ilford Hill, Ilford			395
	23	22-32 Chapel Road, Ilford			
	21	City House 9 -17 Cranbrook Rd			140
	18	73-85 Ilford Hill and 1-7 Cranbrook Road			
	J	Land South of Clements Court			50

04. Development capacity

	Site Ref.	Site name	Short-term: 0–5 years	Medium-term: 5–10 years	Long-term: 10+ years
Cranbrook Rd	14	51-71 Cranbrook Rd		30	
	44	7 Morland Road	20		
Central High Road	2	The Exchange Shopping Centre and 171-175 High Road			565
	9	193-207 High Road, Ilford (Harrison and Gibson)	290		
	37	Land adjacent to Cranbrook Road, High Road and the railway, incorporating Station Road (Includes Bodgers)		380	
	218	187-191 High Road (Argos), ILFORD, IG1 1DG			120
	219	177-185 High Road (JJB, Boots)			
Clements Road	6	Town Hall Car Park Ilford	80		
	7	Land Bounded by Clements Road, Chadwick Road and Postway Mews	15		125
	19	Land adjacent to Clements Land and Clements Road	75		
	38	Kenneth More and Janice Mews	20		
	41	Britannia Car Park			75
	D	Mildmay Road Car Park	30		
	E	Medical Centre 61 Cleveland Rd		15	

Schedule

	Site Ref.	Site name	Short-term: 0–5 years	Medium-term: 5–10 years →	Long-term: 10+ years →
Ley Street	5	Ley Street Car Park and Bus Depot	430		
	39	Opal Mews rear of 68-126 Ley Street			120
	G	180 Ley Street		25	
High Road East	I	Land Bounded by Riches Road and Winston Way			100
	20	260 – 268 High Road			95
	36	Redbridge Enterprise and Ilford Retail Park	720		65
	45	300 – 318 High Road		80	
	C	Lynton House, 255-259 High Rd		70	
	F	344,350,362,364-368 High Road			55

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Appendices
18.04.26

Ilford OAPF Capacity Study



Contents

This appendix provides supporting evidence for the design led capacity study. At the scale of the opportunity area it sets out overarching approaches to land use and housing. It also includes analysis supporting the strategies for each of Ilford Places.

1. Opportunity area	3
2. Site definition	7
3. Land use	12
4. Typologies	16
– Housing tenure	17
– Density benchmarks	18
5. Ilford's Places	28
5. Delivery	57

01

Opportunity Area

DRAFT

01. Opportunity area

Defining boundaries

OA and Zone of influence

Key considerations in defining boundaries

OA

- Limit to main area of growth linked to Elizabeth Line

Zone of Influence

- Wider infrastructure and connections that are important to delivering Good Growth

	Emerging Principles	Opportunity area	Zone of influence
Defining an OA	A safe and welcoming town centre (including after dark)	– Key civic spaces – Reported crime and anti-social behaviour	– Connections to wider open green spaces and blue infrastructure
	Identity and civic pride	– Non-residential uses, social and cultural infrastructure – Listed buildings	– Open spaces – Places of significant heritage and conservation
	A place to grow	– Development sites – Business and retail parks – Cultural hubs/quarters	– Surrounding residential precincts and new neighbourhoods
	Contributing to a vibrant town centre and diverse economy	– Employment sites – Local business areas – Vibrant town centres	– Wider employment areas – Retail parades
	Greener and healthier	– Active travel routes and green open spaces – Retention and retrofit opportunities	– Climate risk analysis (social and environmental risk factors), Flood risks
	Making things happen	– Publicly owned land – Mixed-use development sites	– Small sites

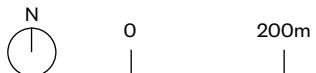
01. Opportunity area

OA Boundary Town Centre

1. Includes key infrastructure providing access to River Roding Valley
2. Include publicly owned land and potential development sites on Juniper Road
3. Extend to Albert Road to include social infrastructure and publicly owned land
4. Extend to include publicly owned land to the east and potential development sites south of High Road

Key

- Proposed OA extension
- Site Allocations
- Metropolitan Town Centre
- Proposed OA Boundary

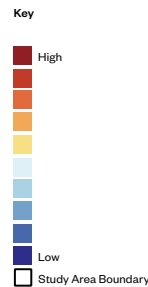
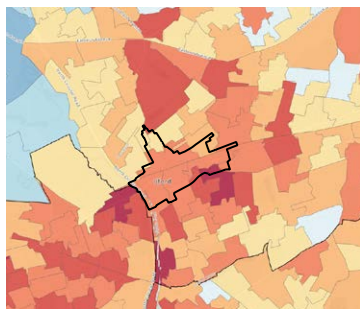


01. Opportunity area

Zone of influence

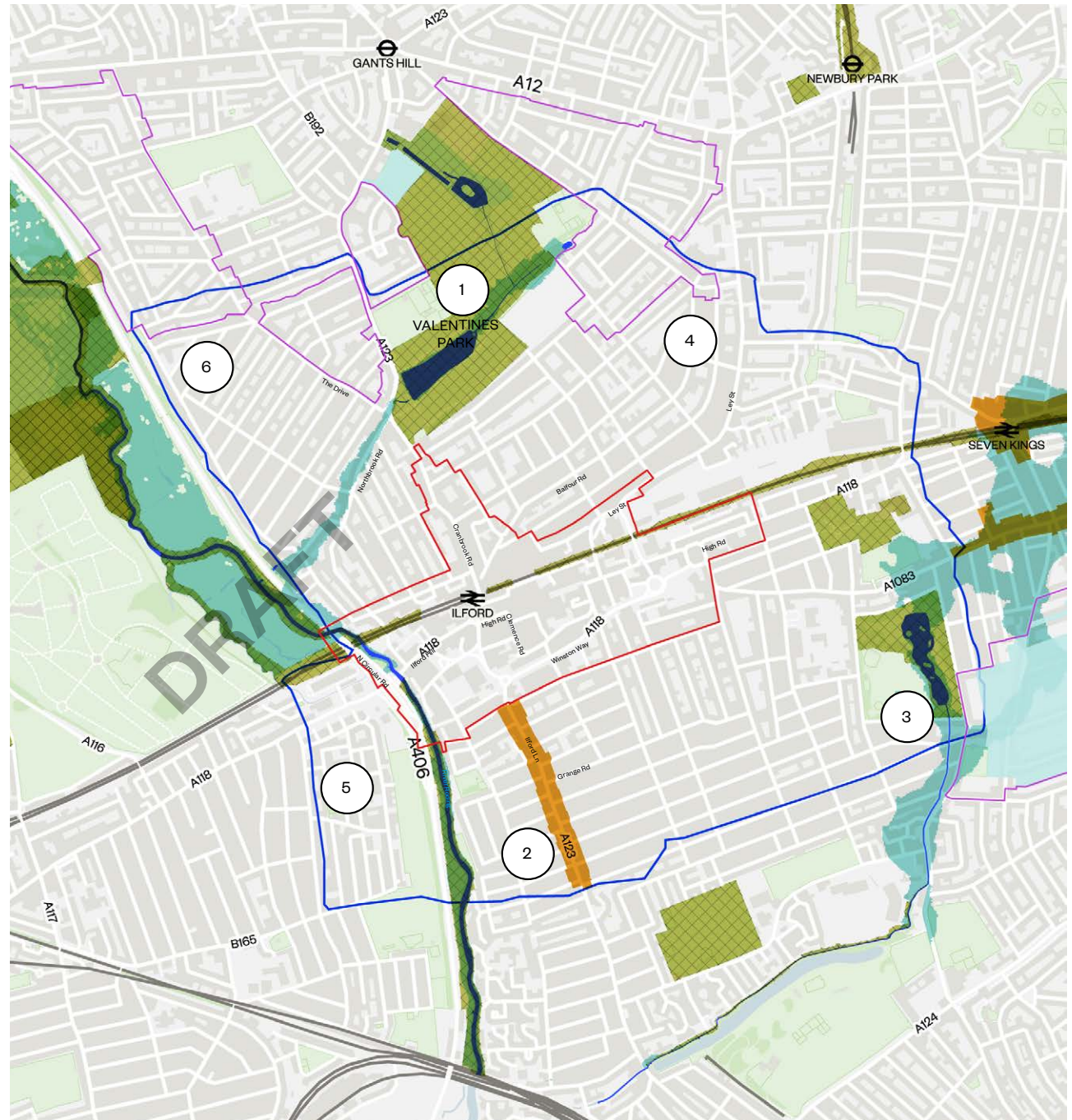
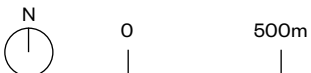
1. The inclusion of SINCs, Special Areas of Conservation, and flood risk areas
2. Extends to include Ilford lane town centre
3. An eastern edge defined by the blue ribbon, aiming to improve access to walking, cycling, leisure, and recreation
4. Extended to include key residential neighbourhoods and improve access to open green spaces
5. Extend to Little Ilford Park including employment uses and site allocations within the borough of Newham
6. Improving movement and connectivity to and from the River Roding

Heat Risk



Key

- Flooding High Probability
- Local Centres
- Residential Precincts
- SINC
- Zone of influence
- Proposed OA Boundary



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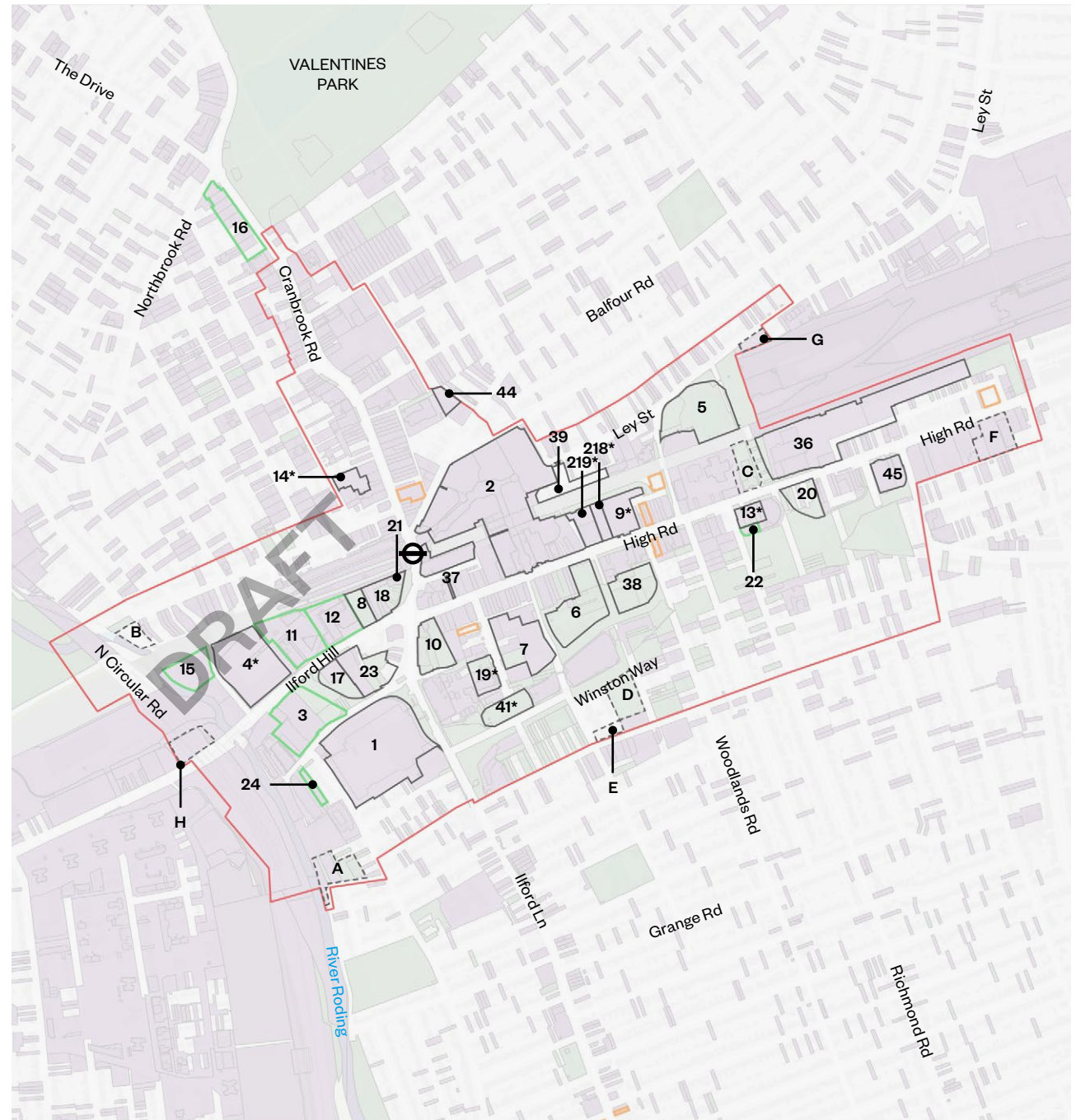
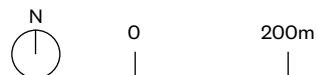
02. Site definition

Development sites Land Ownership

Key

- Revised site allocations
- Site allocations (completed)
- Additional new sites
- Small sites
- Public Ownership
- Private Ownership
- * Sites tested at the previous study
- New Opportunity Area

Note: Site allocations for the sub areas Ilford Arrival, Ilford Hill, and Ilford Lane are to be reviewed



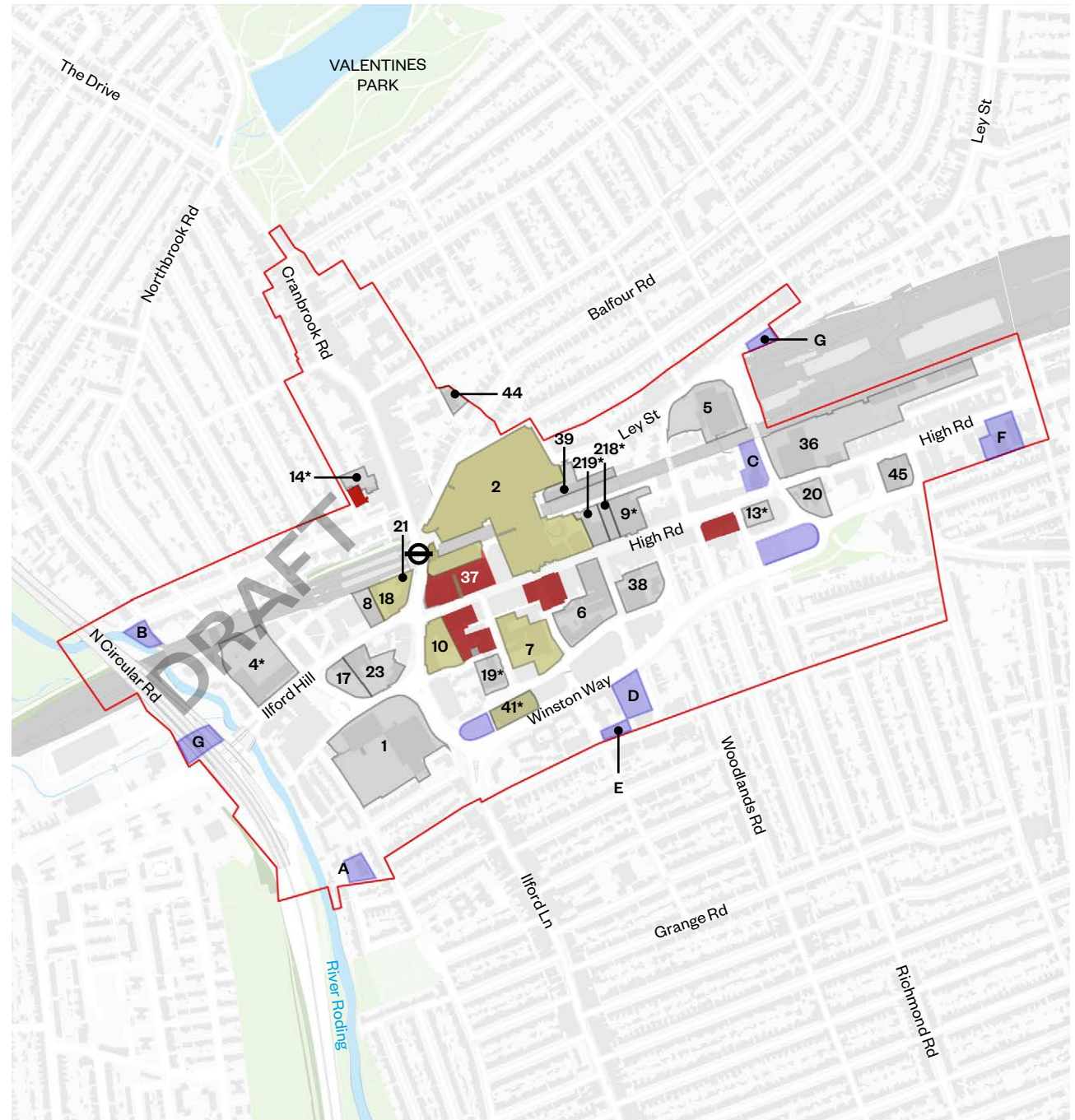
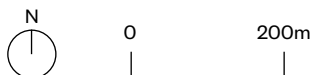
02. Site definition

Site allocations

Shortlisted sites

Key

-  Site allocations
-  Site allocations with adjusted boundaries
-  Removed site allocations
-  Potential new sites
-  * Sites tested at the previous study
-  Study area boundary



02. Site definition

Development sites

Land ownership

	Site Ref.	Site name	Ownership	Notes
Public	8	If Bar 71 Ilford Hill	Single	
	41	Britannia Car Park, Clements Road/Albert Road	Single	
	6	Town Hall	Multiple(2)	
	38	Kenneth More Theatre, and 10-11 Janice Mews	Multiple(2)	
	27	Central Library Service Yard	Single	
	5	Ley Street car park and bus depot, Ilford	Single	Pre-app
Private	4	Depot Mill Road/Mill House, Ilford Hill	Multiple(2)	
	1	Sainsbury's, Roden Street, Ilford	Single	Stalled
	14	51-71 Cranbrook Road, Ilford	Single	
	43	Between Mansfield House & 2 Mansfield Road, Ilford	Multiple(2)	
	21	City House 9-17 Cranbrook Road	Single	
	45	300 – 318 High Road, Ilford	Multiple(3)	
	2	The Exchange Shopping Centre, High Road, Ilford	Multiple(3)	Part lapsed
	37	Land adjacent to Cranbrook Road, High Road and the railway, incorporating Station Road (Includes Bodgers)	Multiple(11)	Part stalled
	44	7 Morland Road, Ilford IG1 4JU	Single	

02. Site definition

Development sites

Land ownership

	Site Ref.	Site name	Ownership	Notes
Private	219	177-185 HIGH ROAD (JJB, Boots), ILFORD, IG1 1DG	Single	Pre-app
	218	187-191 HIGH ROAD (Argos), ILFORD, IG1 1DG	Single	Refused
	9	193-207 High Road, Ilford (Harrison and Gibson)	Single	Stalled
	26	202-224 High Road Ilford	Multiple(2)	Stalled
	39	Opal Mews, Ilford/Rear of 68/ 126 Ley Street	Single	Pre-app
	36	Redbridge Enterprise and Ilford Retail Park (Phase 1/2)	Multiple(4)	St/Pre-app
Partially private, partially public	17	40 Ilford Hill, Ilford	Multiple(2)	
	23	22-32 Chapel Road, Ilford	Multiple(3)	Pre-app
	18	73-85 Ilford Hill and 1-7 Cranbrook Road	Multiple(3)	
	10	Site bounded by Chapel Rd, High Rd & Clements Lane	Multiple(6)	Part lapsed
	19	Land adjacent to Clements Lane and Clements Road	Multiple(2)	Refused
	7	Land bounded by Clements Road, Chadwick Road and Postway Mews	Multiple(4)	
	42	108 – 116 High Road, 18-20 Postway Mews, Ilford	Multiple(5)	
	13	226-244 High Road, Ilford	Multiple(2)	Lapsed
	20	260 – 268 High Road, Ilford	Multiple(2)	

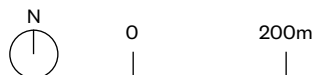
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03. Land use

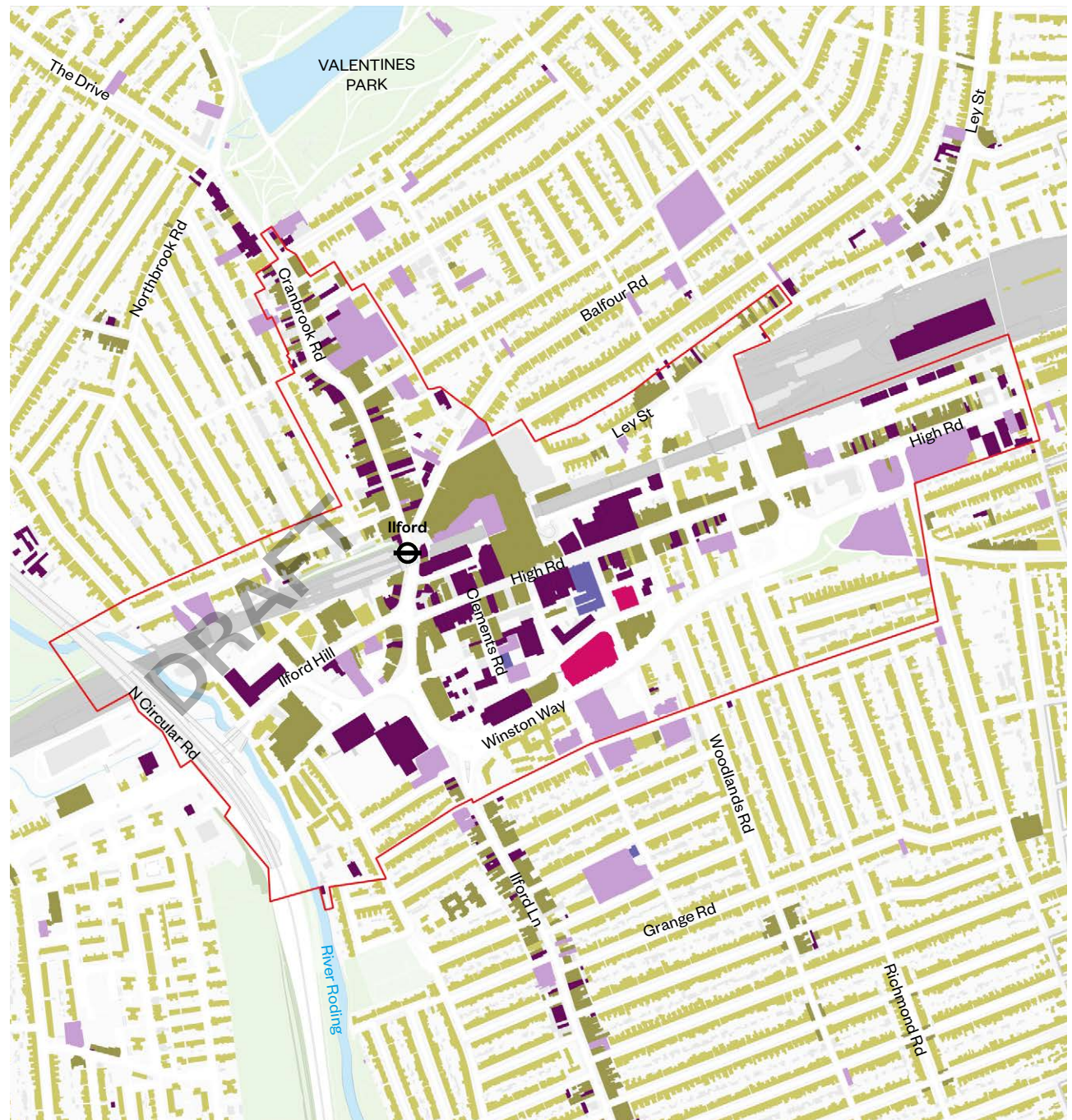
Uses Existing

Key

- Residential
- Mixed-use
- Temporary/Holiday Accommodation
- Commercial
- Cultural
- Social Infrastructure
- Civic
- Multi-storey Car Park
- Study Area Boundary



We Made That

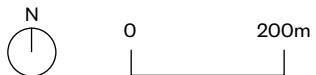


03. Land use

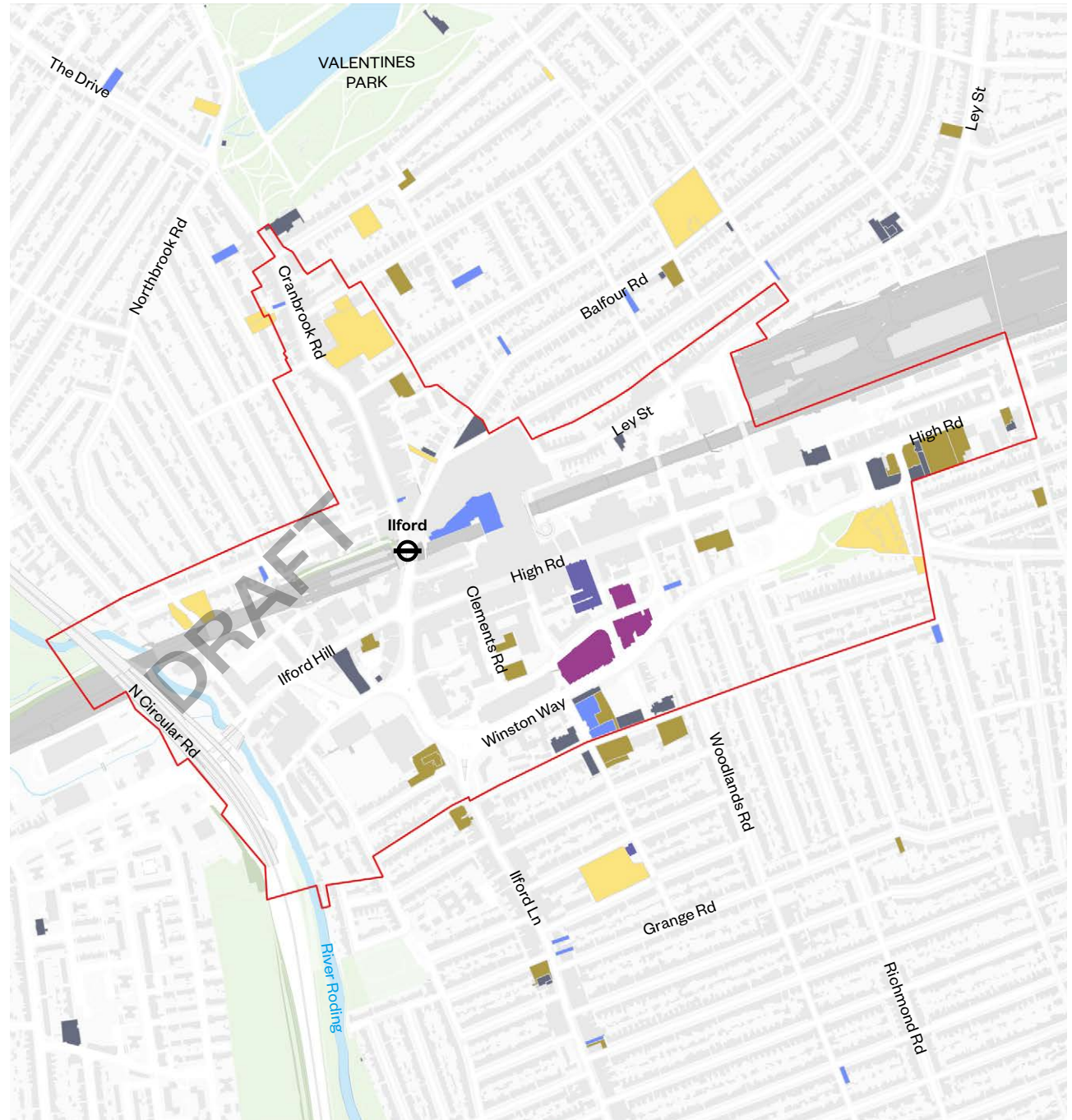
Social Infrastructure Existing

Key

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



We Made That



Ilford OAPF Design-led Capacity Study

Appendix

14

03. Land use

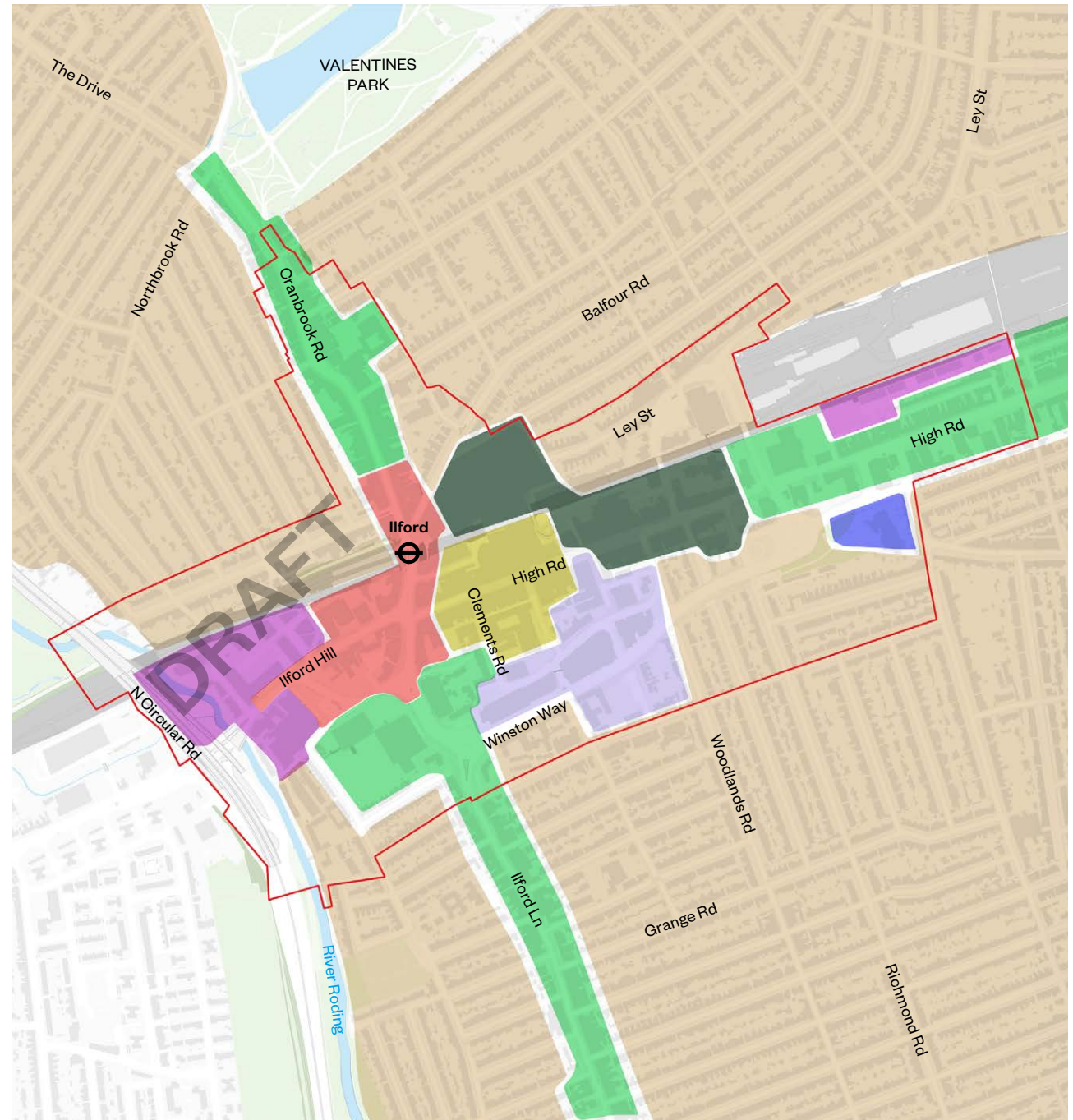
Land use Potential

Key

- Predominantly residential
- Town centre core uses to create a sense of arrival
- Potential for more night-time/F&B uses to support the cultural quarter
- Predominantly commercial uses. Residential uses may be acceptable above ground floor.
- Predominantly residential with town centre uses at ground floor
- Predominantly residential with workspace at ground floor/intensified employment space related to cultural production
- Civic and cultural
- Educational
- Study Area Boundary



0 200m



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04. Typologies

	Purpose-Built Student Accommodation	Co-living	Intergenerational housing
	 Image credit: Apex Drone Photography, Simon Toplis; Taran Wilkhu, Richard Downer	 Image credit: xx	 Image credit: xx
Placemaking opportunities	Publicly accessible town-centre uses: shops, cafés, community facilities, gyms or health uses could reinforce the “arrival” experience High footfall patterns can support active travel routes, evening economy and local retail	Active ground floors (co-working open to local freelancers, café, shared lobby) can help animate secondary high streets Activation of employment hubs	Community-facing uses (shared halls, day-rooms, small cafés, community gardens, extra-care facilities) could allow access to local groups Buffer between intensive commercial streets and surrounding suburban housing
Site size & constraints	Medium-large schemes (100–500+ beds) Need for large, deep footprints to stack many beds efficiently High percentage of net internal area dedicated to communal spaces	Medium schemes (50–250 units) Small or irregular infill plots, if vertical (10–20+ storeys) Lower percentage of net internal area dedicated to communal spaces	Small-medium schemes (30–150 homes) Small or irregular infill plots more appropriate Focus is on integration into existing communities, not on maximising bed/unit count
Preferred location	Highest PTAL and direct Elizabeth Line access Fronting key streets and new public spaces Proximity to night-time economy or rail lines can be acceptable	Sites with higher PTAL Mixed commercial-residential environments (Secondary frontage or back-of-high-street plots within the tall-building zone) Plots where new co-living can cross-subsidise active cultural/commercial ground floors and evening economy uses	Edge-of-town centre sites with lower densities and quiet residential character Easy access to public transport, town-centre services, healthcare and open spaces Intergenerational elements where quieter river-facing courtyards can be achieved

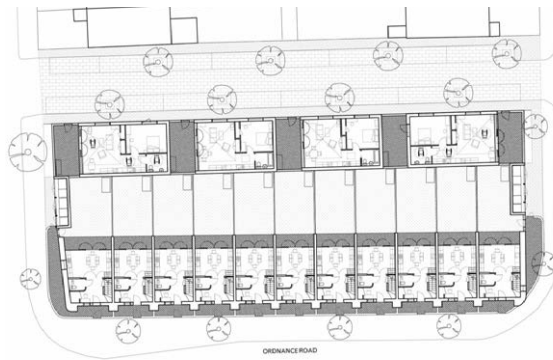
04. Typologies

Residential Benchmarks

Medium Density Residential



Image credit: Morley von Sternberg



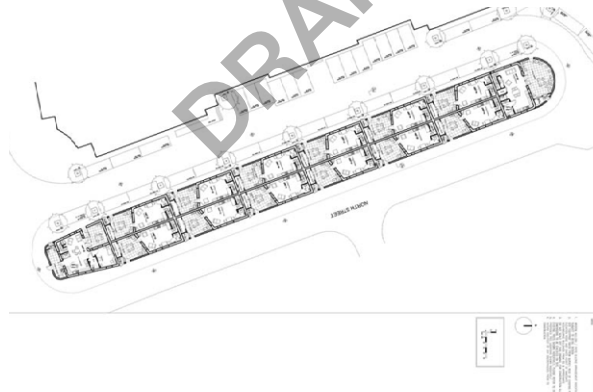
Ordnance Road, Enfield Peter Barber

Net Density	79dph
Parking Ratio	1.06
Housing Mix	73%3b 27%4b

We Made That



Image credit: Morley von Sternberg



North Street, Barking Peter Barber

Net Density	88dph
Parking Ratio	1.36
Housing Mix	14%1b 86%2b

Ilford OAPF Evidence Base



Image credit: Paul Riddle



Knights Park, Eddington, Cambridge Maccleanor Lavington

Density	93dph
Parking Ratio	1.34
Housing Mix	27%1b 34%2b 19%3b 20%4b

Appendix

04. Typologies

Residential Benchmarks

High Density - Up to 6 storeys



Image credit: Killian O'Sullivan



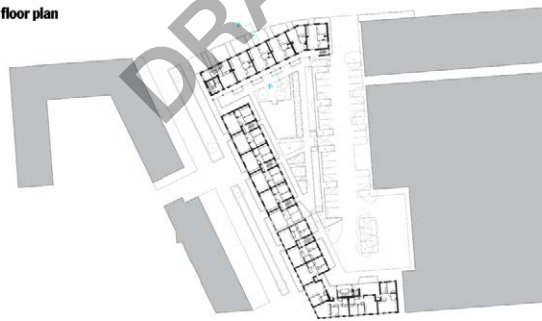
The Echoes, Thurrock Bell Phillips Architects

Density	136dph
Parking Ratio	1.04
Housing Mix	25%1b 62%2b 13%3b



Image credit: David Grandorge

First floor plan



Ryle Yard, Cambridge Maccleanor Lavington

Density	143dph
Parking Ratio	N/A
Housing Mix	27%1b 73%2b



Image credit: Tim Crocker



Sutherland Road, Hackney Levitt Bernstein

Density	137dph
Parking Ratio	0.36
Housing Mix	20%1b 68%2b 12%3b

04. Typologies

Residential Benchmarks

High Density



Image credit: Tim Crocker



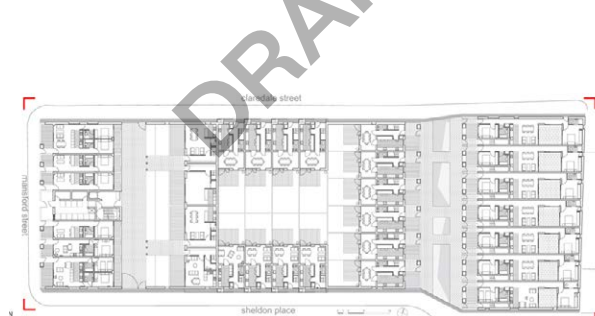
Bacton Estate, Camden Karakusevic Carson Architects

Density	155dph
Parking Ratio	N/A
Housing Mix	27%1b 42%2b 25%3b 3%4b 2%5b 1%5b

We Made That



Image credit: Tim Crocker



Claredale Street, Tower Hamlets Karakusevic Carson Architects

Density	135dph
Parking Ratio	Car free
Housing Mix	32%1b 33%2b 10%3b 5%4b

Ilford OAPF Evidence Base



Ioana Marinescu, Tim Crocker



Brentford Lock West, Hounslow Mae Architects

Density	160dph
Parking Ratio	0.75
Housing Mix	35%1b 44%2b 17%3b 4%4b

Appendix

04. Typologies

Mixed Use Benchmarks

Medium Density - Up to 6 storeys



Image credit: Tim Crooker



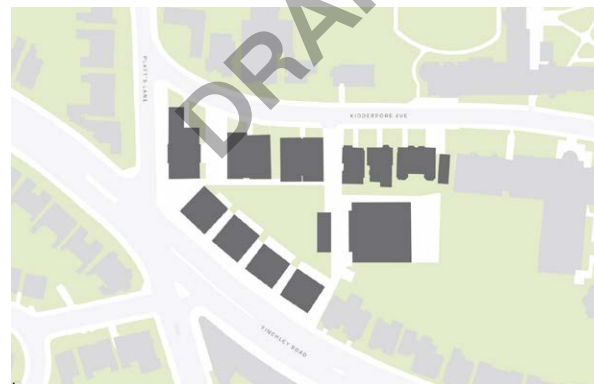
Chobham Manor, Phase 1 Various

Density	100dph
Parking Ratio	N/A
Housing Mix	10%1b 13%2b 56%3b 16%4b 4%5b

We Made That



Image credit: Allies and Morrison



Kidderpore Green, Hampstead Heath Allies and Morrison

Density	106dph
Parking Ratio	N/A
Housing Mix	N/A

Ilford OAPF Evidence Base



Image credit: Proctor and Matthews



Redwood Park, Southwark Proctor & Matthews

Density	110dph
Parking Ratio	0.63
Housing Mix	40%1b 50%2b 5%3b 5%4b

Appendix

04. Typologies

Mixed Use Benchmarks High Density



Image credit: Philip Vile



Silchester Estate, London Haworth Tompkins

Density	122dph
Parking Ratio	0.22
Housing Mix	39%1b 30%2b 20%3b 11%4b



Image credit: Morley Von Sternberg

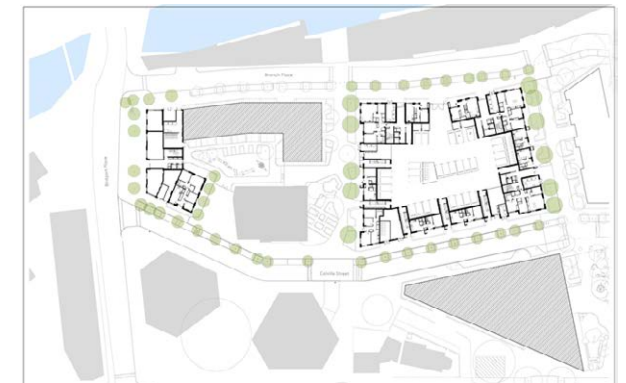


Pegasus Court, Grahame Park Peter Barber

Density	160dph
Parking Ratio	0.22
Housing Mix	43%1b 35%2b 22%3b



Image credit: Morley Von Sternberg



Branch Place, Colville Estate Karakusevic Carson Architects

Density	177dph 1.53ha
Parking Ratio	Car free
Housing Mix	31%1b 39%2b 26%3b 4%4b

04. Typologies

Mixed Use Benchmarks High Density



Image credit: Panter Hudspith



South Gardens, Elephant Park Maccreevor Lavington

Density	180dph
Parking Ratio	0.19
Housing Mix	41%1b 13%2b 17%3b



Image credit: Alex de Rijke

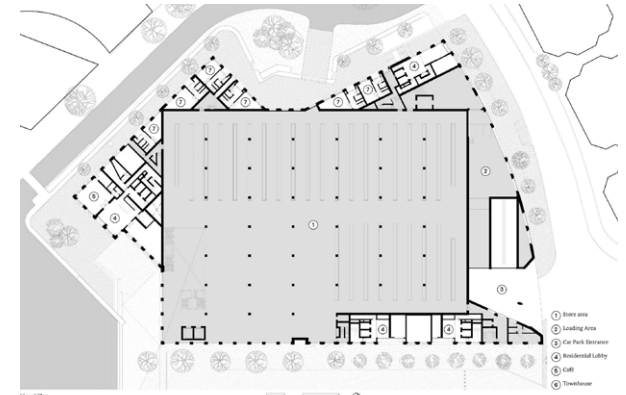


Trafalgar Place, Elephant and Castle dRMM

Density	177dph
Parking Ratio	0.2
Housing Mix	40%1b 49%2b 10%3b 1%4b



Image credit: Tim Crocker



Porters Edge, Southwark Maccreevor Lavington

Density	153dph
Parking Ratio	0.63
Housing Mix	28%1b 45%2b 18%3b 3%4b 7%st

04. Typologies

Benchmarks

Intergenerational Living/Extra Care



Image credit: Jack Hobhouse



Charlie Ratchford Court, Camden PRP

Density 238dph
Parking Ratio N/A - One minibus space
Housing Mix 84%1b 16%2b



Image credit: Diane Auckland



Beachcroft House, Westminster PRP

Density 164dph
Parking Ratio 0.3
Housing Mix 17%1b 3%2b 7%3b 73%care units

04. Typologies

Benchmarks

Co-housing



Image credit: Tim Crocker



New Ground Cohousing, Barnet Pollard Thomas Edwards

Density	83dph
Parking Ratio	0.36
Housing Mix	44%1b 44%2b 12%3b



Image credit: David Butler



Marmalade Lane, Cambridge Mole Architects

Density	48 dph
Parking Ratio	1.20
Housing Mix	21% 1b 36% 2b 17% 3b 24% 4b 2% care units



Image credit: Johan Dehlin



A house for Artists, Barking and Dagenham Apparata Architects

Density	120dph
Parking Ratio	Car free
Housing Mix	8%1b 84%2b 8%3b

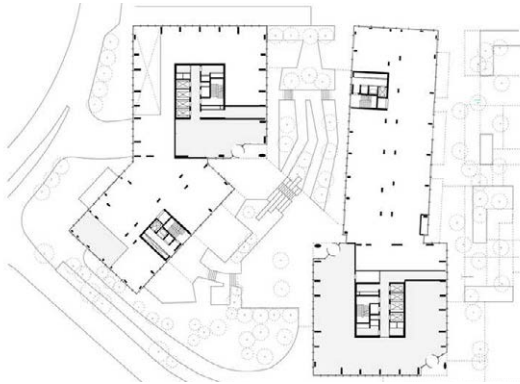
04. Typologies

Benchmarks

Student Housing



Image credit: Simon Kennedy



Portlands Place, Stratford Hawkins\Brown

Density	N/A (524 units)
Parking Ratio	Car free
Housing Mix	N/A



Image credit: Timothy Soar



Camley Street, Camden Allford Hall Monaghan Morris

Density	329dph
Parking Ratio	Car free
Housing Mix	13%2b 21%3b 73%student housing

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Ilford Hill

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Ilford Hill

Existing Context

Policy and heritage:

A. Local business area

Key Ownerships:

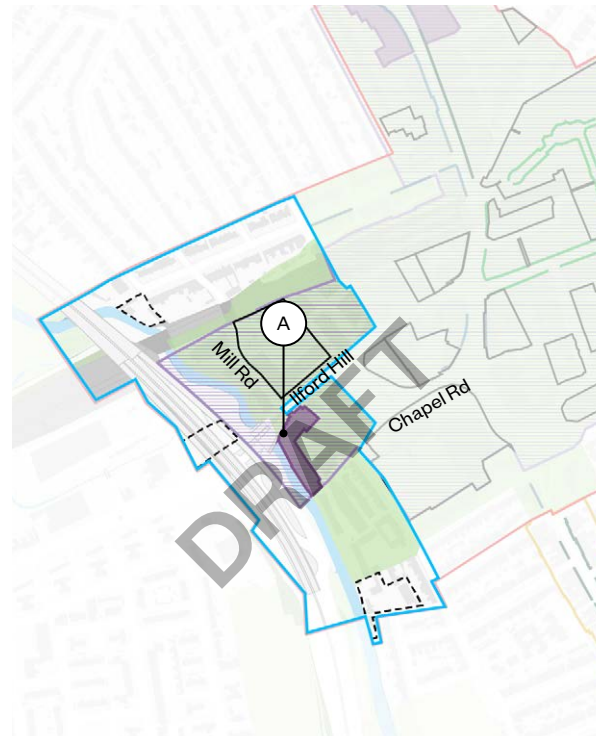
Site 1: Sainsbury's, Roden Street, Ilford, Single ownership

Site 4: Depot Mill Road/Mill House, Ilford Hill. Single ownership

Site A: Storage unit site, 2, 3, 4 and 6 Juniper Road, Ilford (IG1 2EG) Multiple (4)

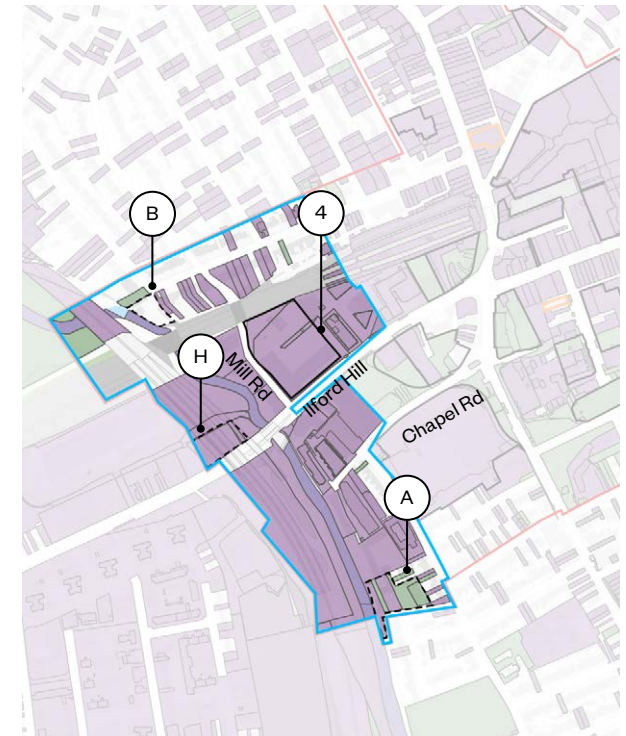
Site B: Potential new site, Unknown ownership

Site H: Potential new site, Multiple (2) (addition)



Key

- Primary Frontages
- Secondary Frontages
- Residential Precincts
- Local Business Areas
- Retail parades
- Waste safeguarded facilities
- Tall Building Zones
- Metropolitan Centres
- Character area boundaries
- Study Area Boundary



Key

- Public Ownership
- Private Ownership
- Character area boundaries
- Site allocations
- Study Area Boundary

Ilford Hill

Shortlisted sites

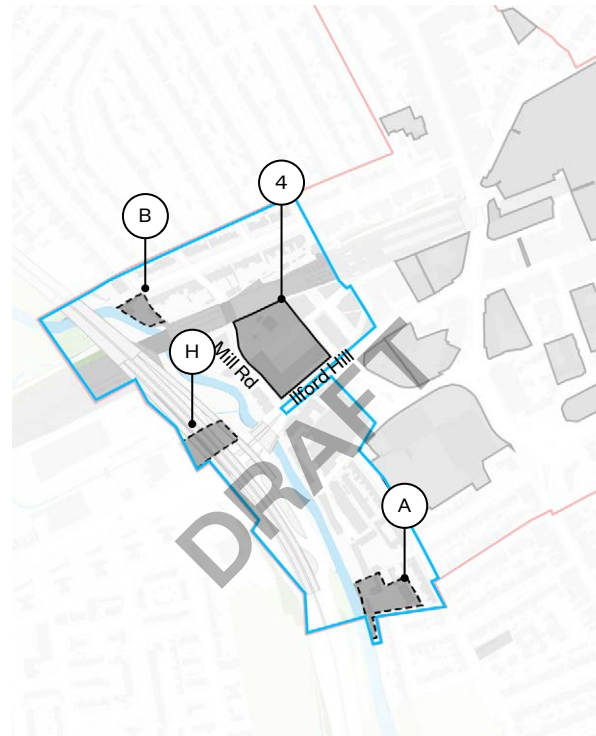
Potential development opportunities:

Site 4: Underutilised BT building, No activity

Site A: Storage unit site, 2, 3, 4 and 6 Juniper Road, Ilford (IG1 2EG)

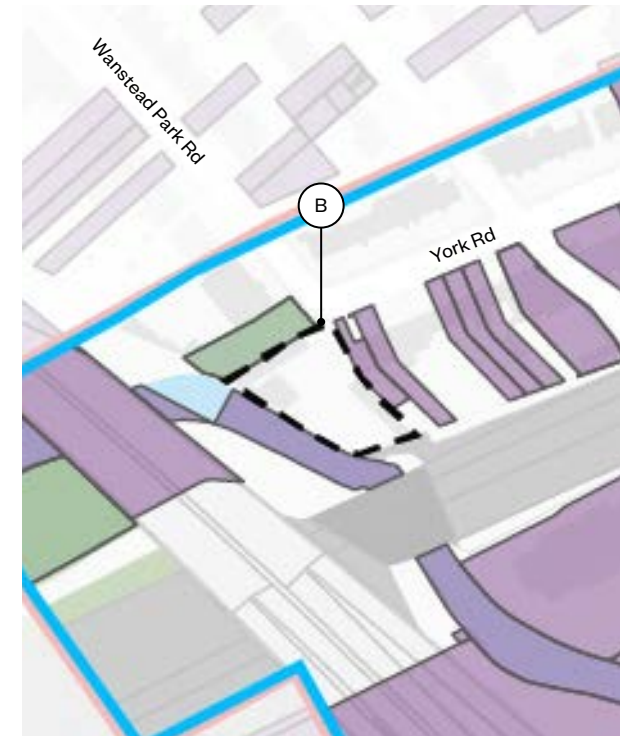
Site B: Potential new site

Site H: Potential new site



Key

- Character area boundaries
- Shortlisted sites for capacity testing
- Study Area Boundary



Key

- Public Ownership
- Private Ownership
- Ownership unclear
- Character area boundaries
- Sites removed from allocation
- Allocated sites

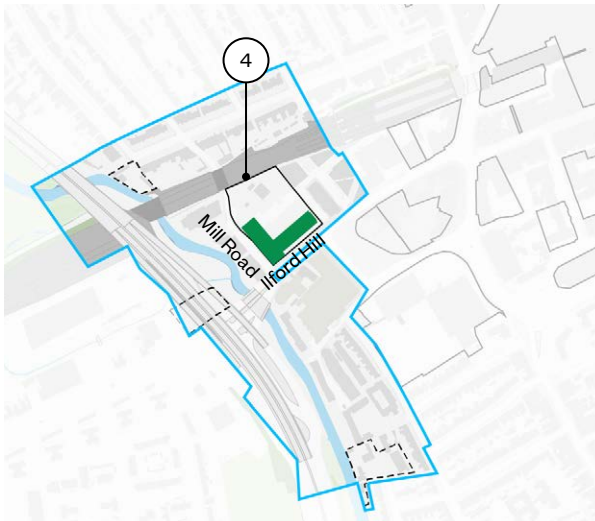
Ilford Hill

Retrofit Potential

Retrofit potential:

Within site 4:

BT Office Building - High retrofit potential, high embodied carbon, low townscape value, low activity, flexible structure



BT Building

Ilford Approach

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Ilford Approach

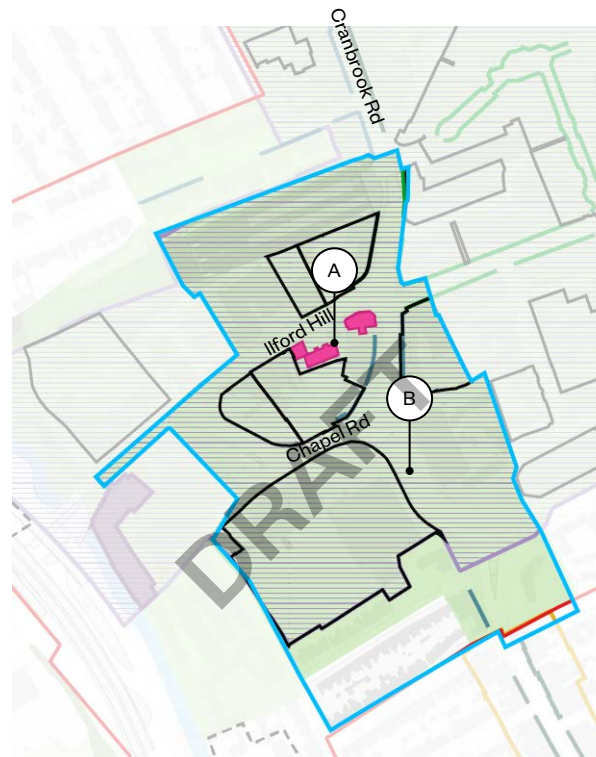
Shortlisted sites

Policy and heritage:

- A. Locally listed buildings
- B. Character area is part of the Metropolitan Centre

Potential development opportunities:

- Site 1: Sainsbury's, Roden Street, Ilford, Unexpired consented application
- Site 8: Red Lion, 71 Ilford Hill, Ilford (IG1 2DG), No Activity
- Site 18: 73-85 Ilford Hill and 1-7 Cranbrook Road, No Activity
- Site 21: City House, 9 to 17 Cranbrook Road, Ilford, London, No activity
- Site 10: Site bounded by Chapel Rd, High Rd & Clements Lane, Part-lapsed
- Site 23: 22-32 Chapel Road, Ilford, Partial Pre-app
- Site 17: 40 Ilford Hill, Ilford, No Activity



Key

- Character area boundaries
- Shortlisted sites for capacity testing
- Listed buildings
- Study Area Boundary



Key

- Public Ownership
- Private Ownership
- Ownership unclear
- Character area boundaries
- Sites removed from allocation
- Allocated sites

Ilford Approach

Retrofit Potential

Retrofit potential:

Within site 8:

■ **Former Red Lion** - High retrofit potential: Low embodied carbon, high townscape value, flexible low rise

Within site 17:

■ **Ilford Hill Police Station** - High retrofit potential: High townscape value classified as an early 1900s locally listed heritage asset, low adaptability, currently vacant

Within site 23:

■ **32 Chapel Rd** - Low retrofit potential: Low embodied carbon, low townscape value, low flexibility, requires appropriate retrofit typology

■ **Ilford Conservative Club** - Medium retrofit potential: High townscape value classified as locally listed, Low embodied carbon, semi-flexible, requires a suitable typology

■ **Aubrey's Hair Studio, Ilford (IG1 2AT)** - Low retrofit potential: Low townscape value, low embodied carbon, flexible low rise, requires suitable typology

■ **Buildings 22-30 Chapel Rd, Ilford IG1 2AG** - Low retrofit potential: Low townscape value, masonry construction, low adaptability

Within site 18 :

■ **73-77 Ilford Hill, Ilford IG1 2DG** - Medium retrofit potential: Lightweight modern material construction, low townscape value, flexible low-rise

■ **Broadway Chambers** - Medium retrofit potential: Low embodied carbon, curved modernist block, flexible low rise

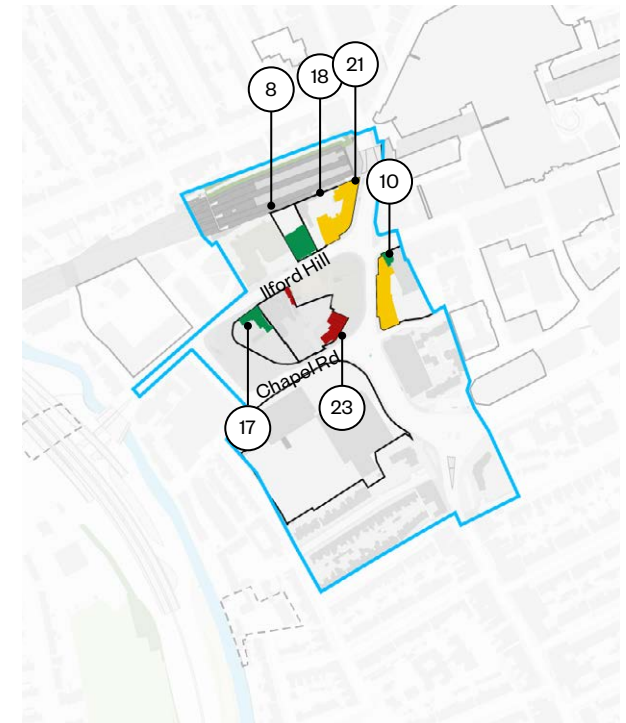
Within site 21:

■ **15 Cranbrook Rd, Ilford IG1 4DU** - Medium retrofit potential: Low embodied carbon, low townscape value, flexible low rise

Within site 10:

■ **Admiral Casino Ilford** - High retrofit potential: Low embodied carbon, high townscape value characterised by a prominent art deco facade, inflexible low rise

■ **3-17 Chapel Road, Ilford (IG1 2DR)** - Medium retrofit potential: Mix of modern glazed/panelled brick facade construction, flexible mid rise for office use



Cranbrook Road

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Cranbrook Road

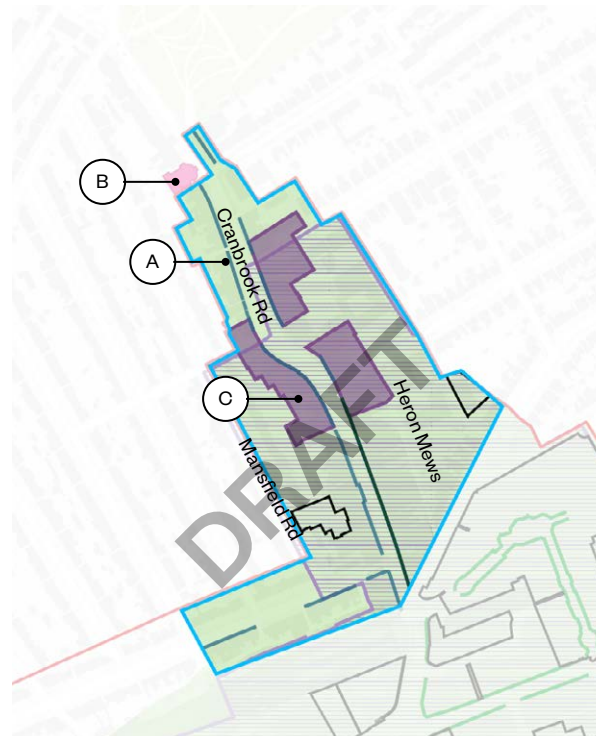
Existing context

Policy and heritage:

- A. High street frontages along Cranbrook Road
- B. Wycliffe Congregational Church, Listed building
- C. Local Business Areas

Key Ownerships:

- 4. Site 14: 51-71 Cranbrook Road, Ilford - Single ownership, Private
- 5. Site 44: 7 Morland Road, Ilford, IG1 4JU - Single ownership, Private



Key

- Primary Frontages
- Secondary Frontages
- Residential Precincts
- Tall Building Zones
- Metropolitan Centres
- Listed buildings
- Character area boundaries
- Study Area Boundary



Key

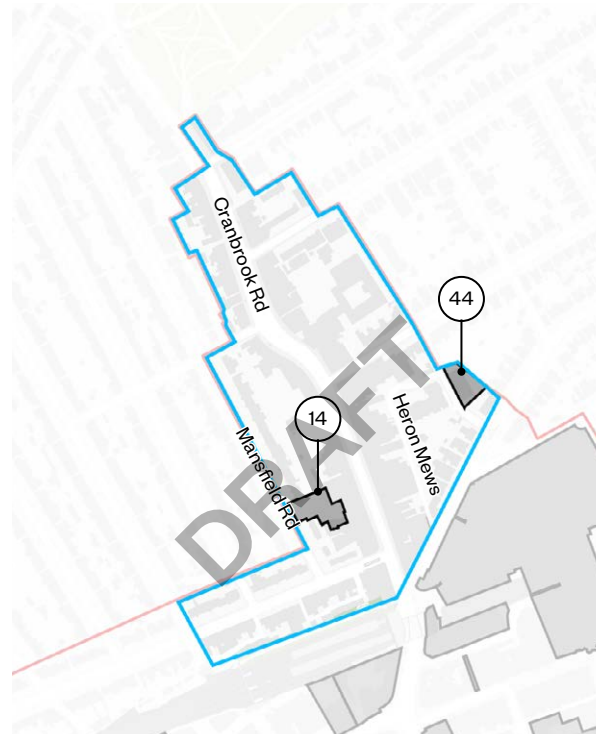
- Public Ownership
- Private Ownership
- Character area boundaries
- Site allocations
- Study Area Boundary

Cranbrook Road

Strategic opportunities

Shortlisted sites:

1. Site 14: 51-71 Cranbrook Road, Ilford - No Activity
2. Site 44: 7 Morland Road, Ilford, IG1 4JU - Planning application, Commenced/Stalled -TBC



Key

1. Site 14: 51-71 Cranbrook Road, Ilford
 2. Site 43: Between Mansfield House & 2 Mansfield Road, Ilford
 2. Site 44: 7 Morland Road, Ilford, IG1 4JU
-  Character area boundaries
 -  Shortlisted sites for capacity testing
 -  Study Area Boundary

Central High Road

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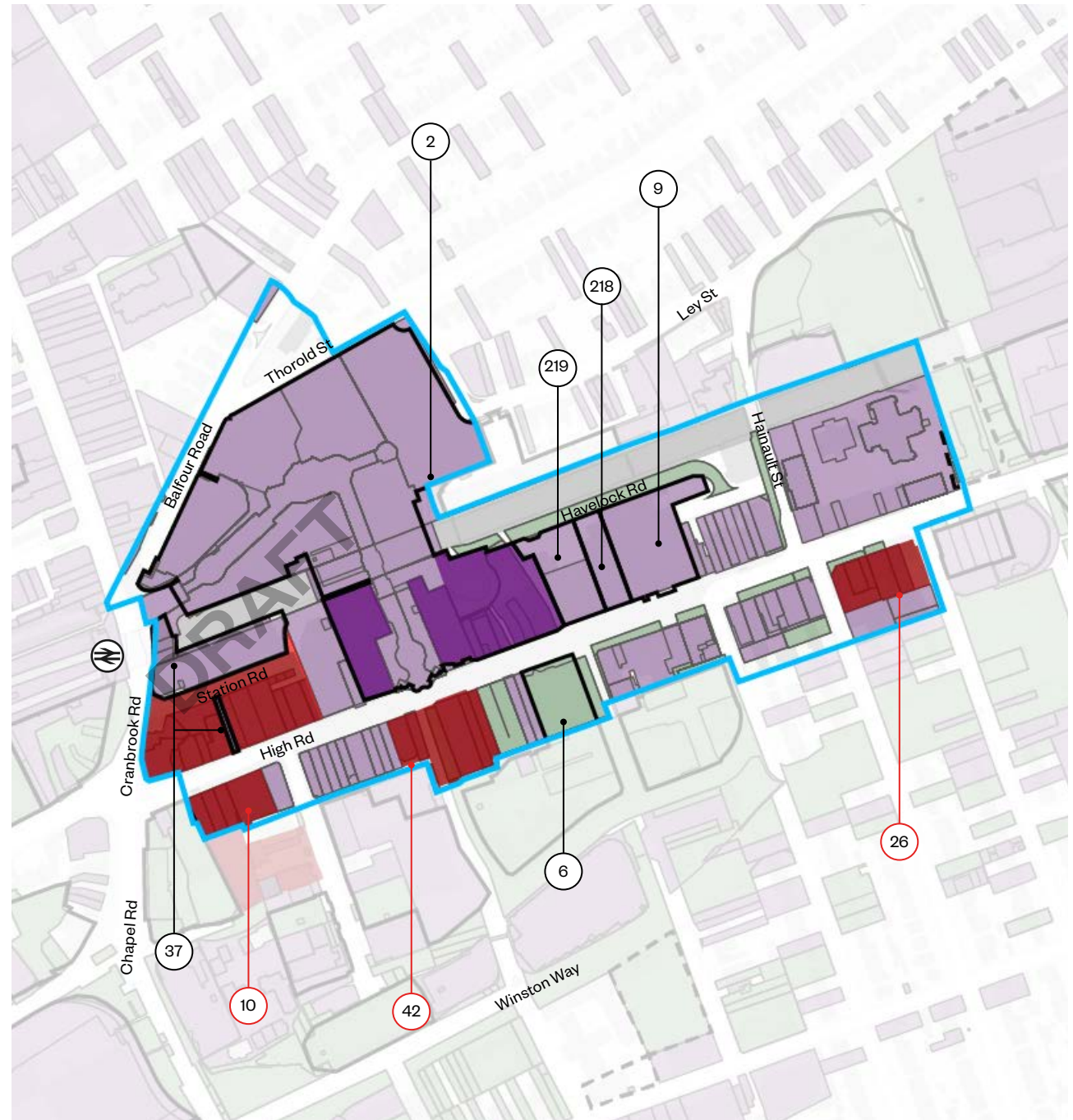
Central High Road Site allocations

Proposed allocations

- Exclude site 42 and site 26
- Excluding a portion of site 37 and site 10
- Challenge of multiple private ownerships
- The potential of fragmented piecemeal development
- Retained the 'One Station Road' portion of the site 37 allocation (including Bodgers Arcade) considering existing planning context
- Expanded the Exchange Ilford site allocation (number 2) to include the ramp and 129-175 High Road, retaining Wilco (under separate ownership) within the allocation

Key

- Public Ownership
- Private Ownership
- Areas added to existing allocation
- Excluded sites/areas from allocation
- Proposed allocated sites
- Character area boundaries



Central High Road

Existing context

Policy and heritage:

- A. Sites sit within the Tall Building Zone
- B. Character area is part of the Metropolitan Centre
- C. Primary frontages with occasional secondary frontage along High Road
- D. Other primary frontages located within Exchange Ilford

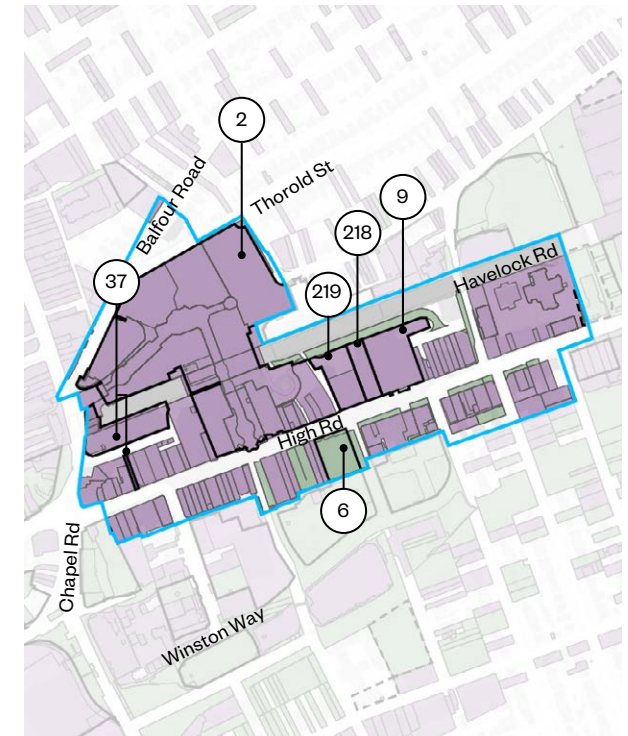
Key Ownerships:

- Site 37: Land adjacent to Cranbrook Road, High Road and the railway, incorporating Station Road (Includes Bodgers) - Multiple ownerships, Private
- Site 2: The Exchange Shopping Centre, High Road, Ilford - Multiple ownerships (3), Private
- Site 219: 177-185 High Road (JD, Boots) - Single ownership, Private
- Site 218: 187-191 High Road (Argos) - Single ownership, Private
- Site 9: 193-207 High Road, Ilford (Harrison and Gibson) - Single ownership, Private
- Site 6: Town Hall Car Park Ilford - Multiple ownerships (2), Public



Key

- Primary Frontages
- Secondary Frontages
- Tall Building Zones
- Metropolitan Centres
- Character area boundaries
- Proposed site allocations
- Listed buildings
- Study Area Boundary



Key

- Public Ownership
- Private Ownership
- Character area boundaries
- Proposed site allocations
- Study Area Boundary

Central High Road

Retrofit triage

Retrofit potential:

Within site 6:

- **Redbridge Town Hall** - High retrofit potential: Significant heritage and townscape value with robust pre 1960's structure.

Within site 37:

- **1-12 Station Road** - Low retrofit potential: Unoccupied building in poor condition.
- **16 Cranbrook Road** - Low retrofit potential: Unoccupied building in poor condition, made with lightweight modern materials.
- **24-26 Cranbrook Road** - Low retrofit potential: Poor townscape value, made with lightweight modern materials.

Within site 2:

- **Exchange Ilford and adjacent ramp** - High retrofit potential: High embodied carbon, robust structure and well occupied. Strong opportunity for partial reuse.
- **Exchange Ilford Car Park** - Robust brick and steel structure. Open floor plate with characterful brickwork.

Within site 219:

- **177-185 High Road** - Low retrofit potential: Lightweight modern structure with no townscape value and multiple partitions.

Within site 218:

- **187-191 High Road** - Medium retrofit potential: Open floor plate with a mix of materials - brick and concrete.

Within site 9

- **193-207 High Road (Harrison and Gibson)** - Medium retrofit potential: High embodied carbon frame and flexible floorplate, however poor condition with no townscape value.



Key

- High retrofit potential
- Medium retrofit potential
- Low retrofit potential
- Retrofit potential not applicable
- Character Area Boundary

Central High Road Retrofit Potential

Retrofit Potential:

- Site 2: Exchange Ilford - high retrofit potential
- Site 6: Redbridge Town Hall - high retrofit potential



Site 2: Exchange Ilford - high retrofit potential



Site 6: Redbridge Town Hall - high retrofit potential

08. Central High Road

Central High Road

Shortlisted sites

Potential development opportunities:

- Site 37: Land adjacent to Cranbrook Road, High Road and the railway, incorporating Station Road (Includes Bodgers) - Stalled
- Site 2: The Exchange Shopping Centre, High Road, Ilford - Part lapsed
- Site 219: 177-185 High Road (JD, Boots) - Pre-app
- Site 218: 187-191 High Road (Argos) - Withdrawn
- Site 9: 193-207 High Road, Ilford (Harrison and Gibson) - Live application
- Site 6: Town Hall Car Park Ilford - No activity

Key

-  Character area boundaries
-  Shortlisted sites for capacity testing
-  Study Area Boundary



Clements Road

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Clements Road

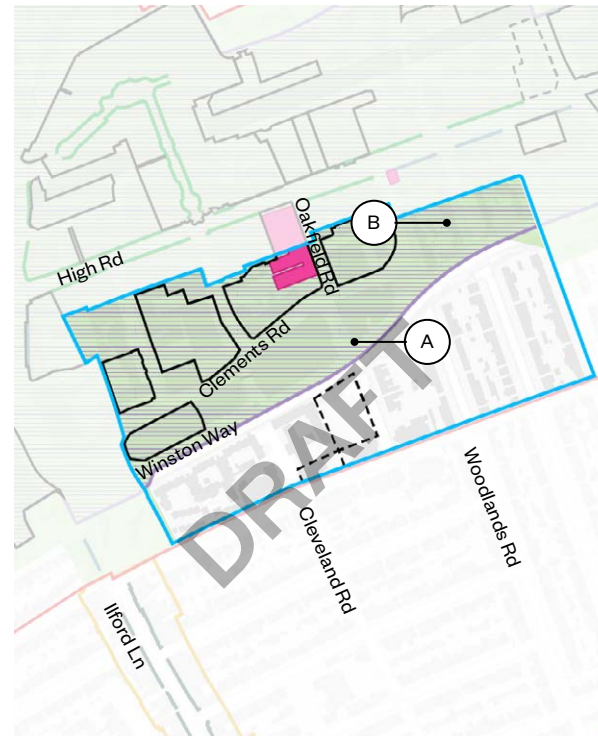
Existing context

Policy and heritage:

- A. Sites sit within the Tall Building Zone
- B. Character area is part of the Metropolitan Centre

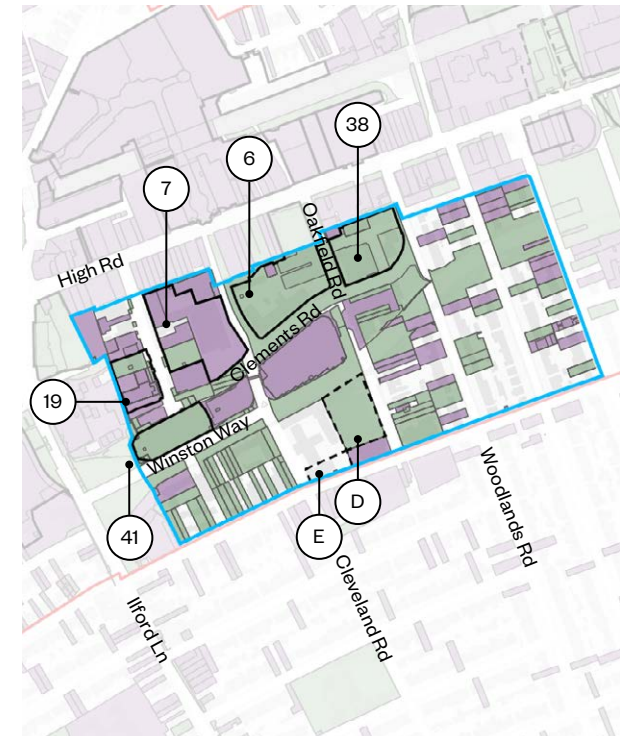
Key Ownerships:

- Potential new site C, Mildmay Car Park, Public ownership
- Potential new site E, Ilford Medical Centre, Private ownership
- Site 41: Britannia Car Park - Single ownership, Public
- Site 19: Land adjacent to Clements Land and Clements Road - Multiple ownerships (2), Private and Public
- Site 7: Land Bounded by Clements Road, Chadwick Road and Postway Mews, Ilford - Multiple ownerships (4), Private and Public
- Site 6: Town Hall Car Park Ilford - Multiple ownership (2), Public
- Site 38: Kenneth More Theatre - Multiple ownerships (2), Public
- Site 27: Central Library Service Yard, Ilford - Single ownership, Public



Key

- Tall Building Zones
- Metropolitan Centres
- Listed buildings
- Site allocations
- Potential new site allocations
- Character area boundaries
- Study Area Boundary



Key

- Public Ownership
- Private Ownership
- Character area boundaries
- Site allocations
- Potential new allocations
- Study Area Boundary

Clements Road

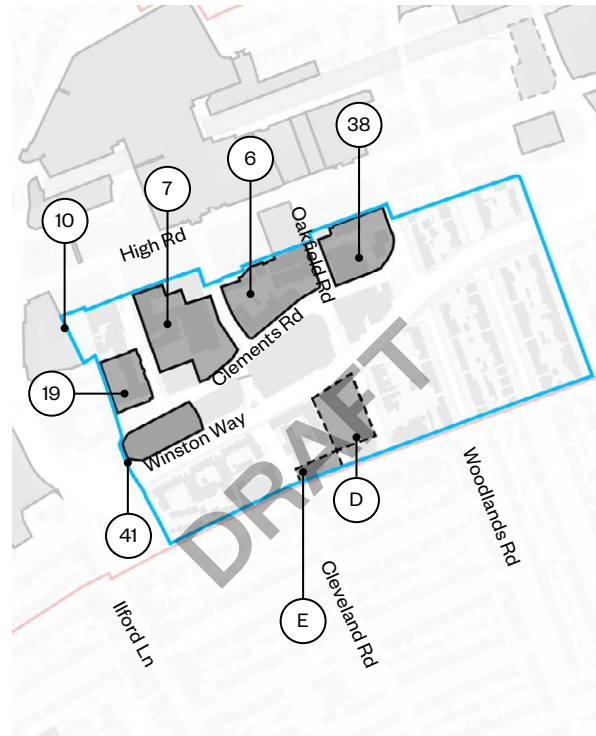
Shortlisted sites

Potential development opportunities:

- Potential new site D, Mildmay Road Car Park
- Potential new site E, Ilford Medical Centre
- Site 41: Britannia Car Park - No activity
- Site 19: Land adjacent to Clements Land and Clements Road - Withdrawn
- Site 7: Land Bounded by Clements Road, Chadwick Road and Postway Mews, Ilford - No activity
- Site 6: Town Hall Car Park Ilford - No activity
- Site 38: Kenneth More Theatre - No activity
- Site 27: Central Library Service Yard, Ilford - No activity

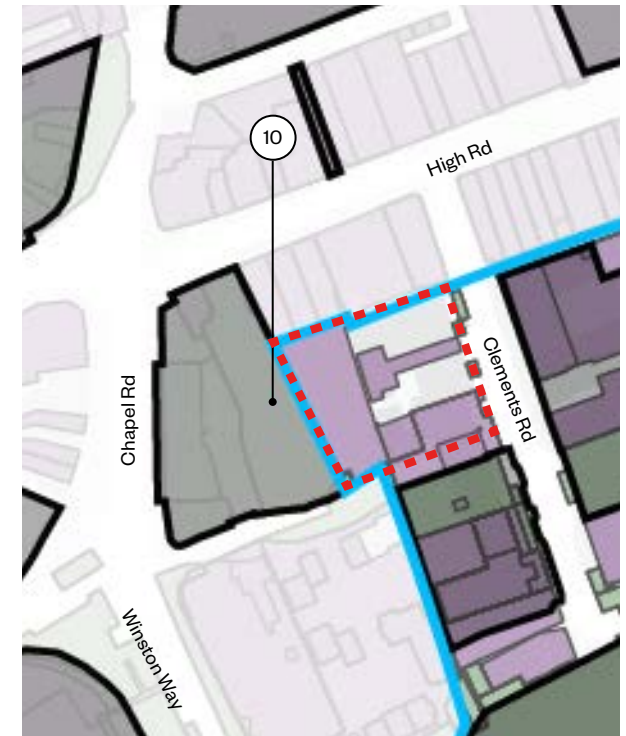
Removing a part of the site 10 allocation from Clements Road

- Challenge of multiple private ownerships within site 10
- The potential of fragmented piecemeal development
- Western portion of site 10 (in public ownership) will be included in the Ilford Approach sub area



Key

- Character area boundaries
- Shortlisted sites for capacity testing
- Study Area Boundary



Key

- Public Ownership
- Private Ownership
- Ownership unclear
- Character area boundaries
- Sites removed from allocation
- Allocated sites

Clements Road

Retrofit triage

Retrofit potential:

Within site D:

- **Mildmay Car Park** - Retrofit potential not applicable.

Within site E:

- **Ilford Medical Centre** - Medium retrofit potential: Partial reuse potential, however blank frontage and neutral townscape value.

Within site 41:

- **Britannia Car Park** - Low retrofit potential: poor heritage value, townscape contribution.

Within site 19:

- **Olympic House** - High retrofit potential: Good condition and adaptable space. Mix of traditional and modern materials, medium townscape value

Within site 7:

- **15 Clements Road** - High retrofit potential: High townscape value, good condition, open plan, high ceilings with robust reusable structure.
- **11-13 Clements Road** - Medium retrofit potential: Mix of open/partitioned space with moderate ceiling heights and a mix of traditional and modern materials. Medium townscape value.
- **Royal Mail Ilford** - Medium retrofit potential: Adaptable floorplate with mix of traditional and modern materials. Low townscape value with some signs of neglect.

- **Building at Postway Mews and Clements Road junction** - Low retrofit potential: Poor townscape value. Fair condition, but predominantly cellular layout.

Within site 6:

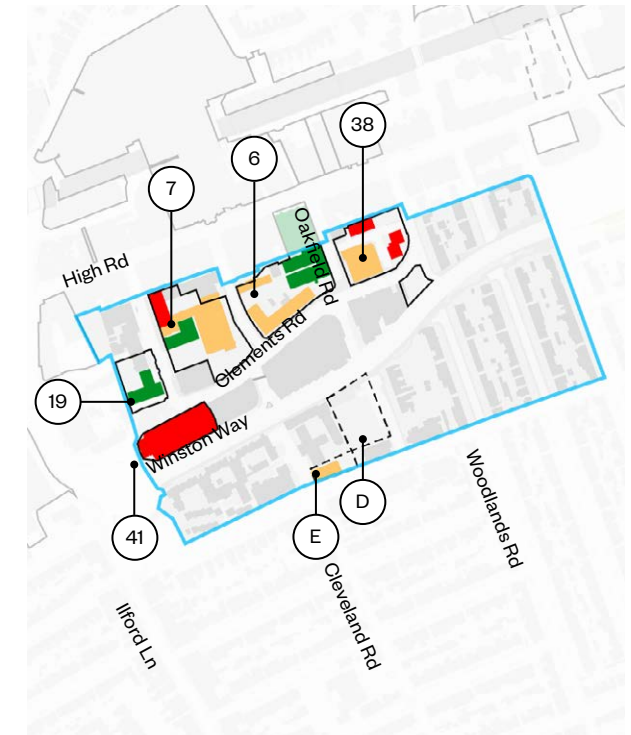
- **Redbridge Town Hall** - High retrofit potential: Significant heritage and townscape value with robust pre 1960's structure.
- **3 Chadwick Road** - Medium retrofit potential: Recently completed building with open floorplate, however blank frontages and lightweight modern structure.
- **Malachi Place** - Medium retrofit potential: Low embodied carbon with multiple partition, however adds townscape value and currently occupied and well-used.

Within site 38:

- **Kenneth More Theatre** - Medium retrofit potential: Poor condition, but mixed floorplate, high embodied carbon and townscape value.
- **Kenneth More Theatre storage buildings** - Low retrofit potential: Blank frontage with no townscape value

Within site 27:

- **Redbridge Library Car Park** - Retrofit potential not applicable.



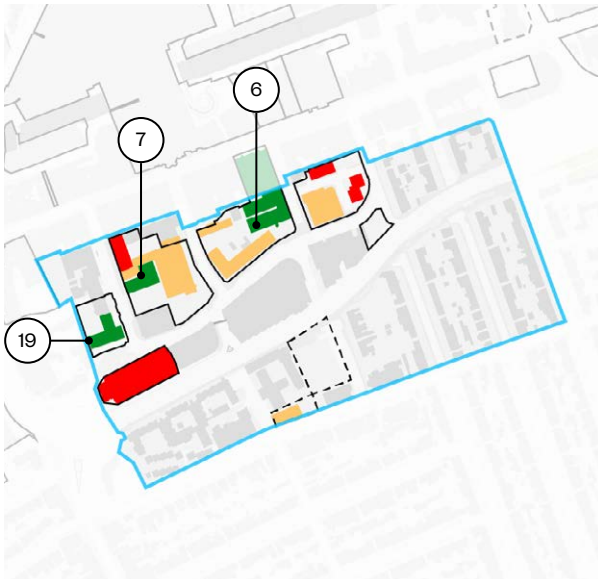
Key

- High retrofit potential
- Medium retrofit potential
- Low retrofit potential
- Retrofit potential not applicable
- Character Area Boundary

Clements Road Retrofit Potential

Retrofit Potential:

- Site 19: Olympic House - high retrofit potential
- Site 7: The Salvation Army - high retrofit potential
- Site 6: Redbridge Town Hall - high retrofit potential



Site 19: Olympic House - high retrofit potential



Site 6: Redbridge Town Hall - high retrofit potential



Site 7: The Salvation Army - high retrofit potential

Ley Street

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10. Ley Street

Ley Street

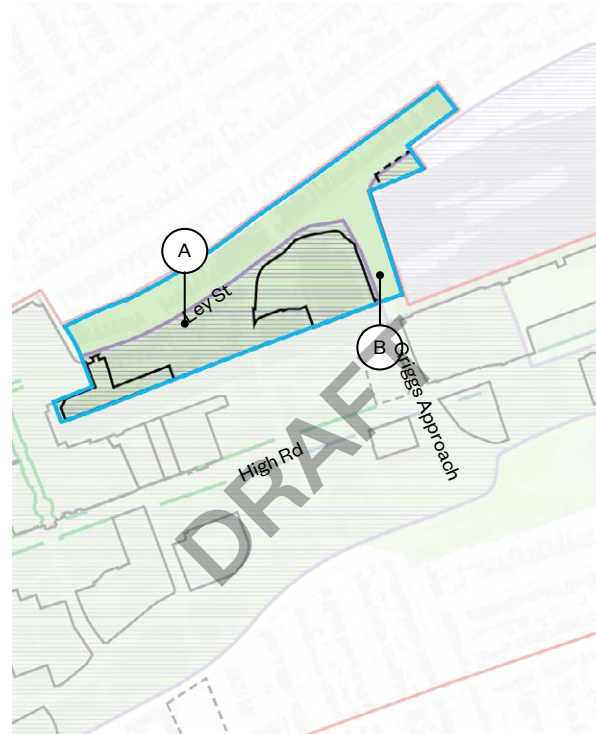
Existing context

Policy and heritage:

- A. Sites sit within the Tall Building Zone
- B. Character area is part of the Metropolitan Centre

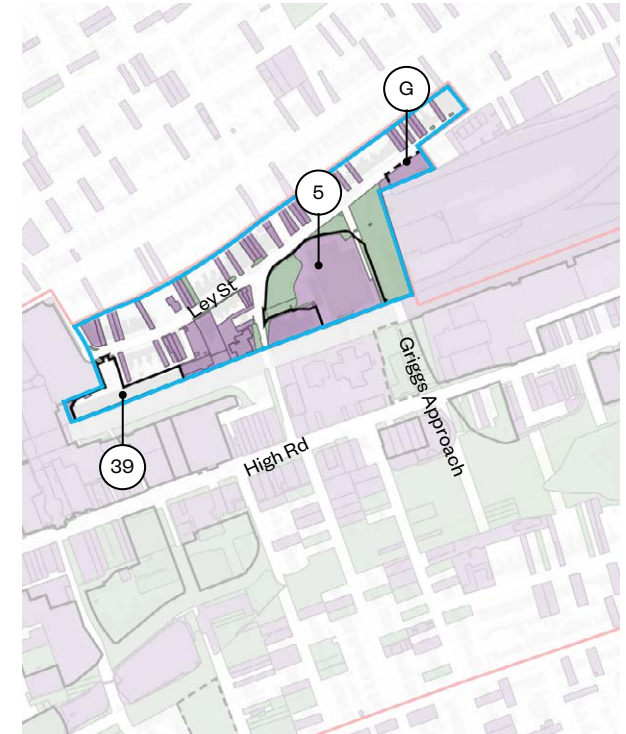
Key Ownerships:

- 3. Site 39: Opal Mews, Ilford/Rear of 68/ 126 Ley Street - Single ownership, Private - TBC
- 4. Site 5: Ley Street car park - public ownership. Bus Depot - private ownership
- 5. Site G, 180 Ley Street - Single ownership, Private



Key

- Tall Building Zones
- Metropolitan Centres
- Site allocations
- Potential new site allocations
- Character area boundaries
- Study Area Boundary



Key

- Public Ownership
- Private Ownership
- Site allocations
- Potential new site allocations
- Character area boundaries
- Study Area Boundary

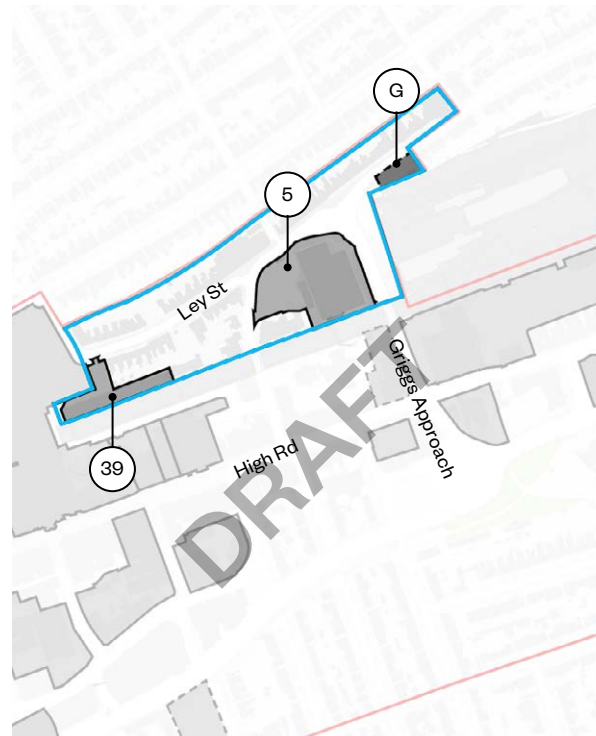
10. Ley Street

Ley Street

Shortlisted sites

Shortlisted sites:

1. Site39: Opal Mews, Ilford/Rear of 68/ 126 Ley Street (Submitted application)
2. Site 5: Ley Street car park and bus depot, Ilford (Pre-app)
3. Site G, 180 Ley Street



Key

-  Character area boundaries
-  Shortlisted sites for capacity testing
-  Study Area Boundary

High Road East

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11. High Road East

High Road East

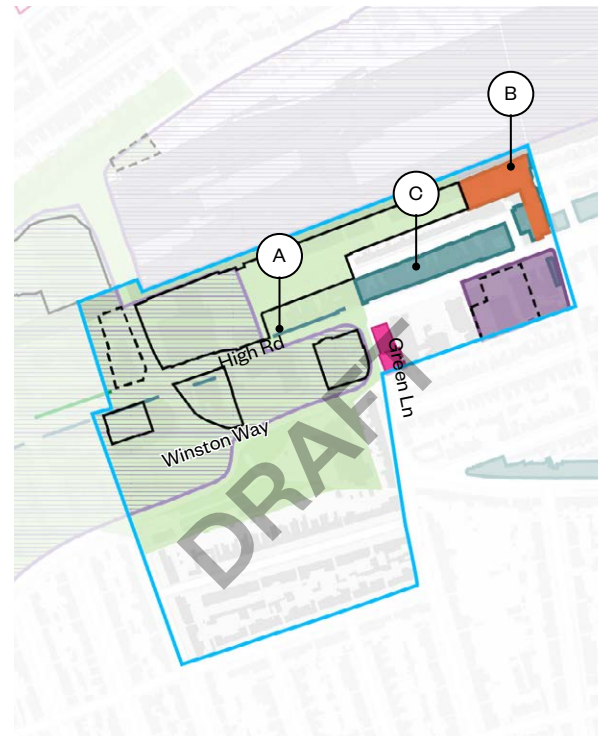
Existing context

Policy and heritage:

- A. High street frontages along High Road
- B. Waste safeguarded facility
- C. Retail parades

Potential development sites:

- 4. Site 36: Redbridge Enterprise and Ilford Retail Park (Phase 1/2 - Multiple(4), Private ownership
- 5. Site 45: 300 – 318 High Road, Ilford - Multiple(3), Private ownership
- 6. Site 20: 260 – 268 High Road, Ilford - Multiple(2), Private ownership
- 7. 226-244 High Road, Ilford - Multiple(2), lapsed
- 8. Site C: 255-259 High Rd, Ilford IG1 1NY- Single, Public ownership
- 9. Site F: 350, 362 High Rd, Ilford IG1 1Q- Multiple, Private Ownership



Key

- Primary Frontages
- Secondary Frontages
- Residential Precincts
- Retail parades
- Waste safeguarded facilities
- Tall Building Zones
- Metropolitan Centres
- Character area boundaries
- Listed buildings
- Study Area Boundary



Key

- Public Ownership
- Private Ownership
- Character area boundaries
- Site allocations
- Study Area Boundary

11. High Road East

High Road East Retrofit Potential

Retrofit Potential:

1. Site 36:
Mixed employment uses - Low retrofit potential:
adaptable low rise, modern construction materials
2. Site 45:
Coliseum Suite - Medium retrofit potential:
requires an appropriate retrofit typology due to scale.
Capstone Church London - Medium retrofit potential:
positive townscape value, low adaptability, traditional masonry construction
3. Site 20:
Mixed employment uses - Low retrofit potential:
Low rise masonry construction, low adaptability,
positive character and street frontage



Site 36: Mixed employment uses



Site 45: Coliseum Suite & Capstone Church London



Site 20: Mixed employment uses

11. High Road East

High Road East

Shortlisted sites

Potential development sites:

Site 36: Redbridge Enterprise and Ilford Retail Park
(Phase 1/2 - St/Pre-app)

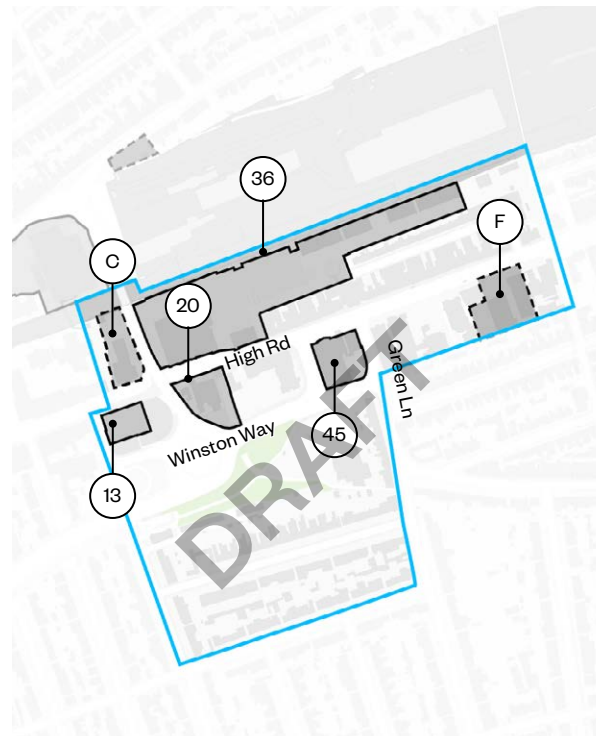
Site 45: 300 – 318 High Road, Ilford - No Activity
Potential to remove church from allocation

Site 20: 260 – 268 High Road, Ilford - No Activity
Fragmented land ownership, recommend removal

Site 13: 226-244 High Road, Ilford - Lapsed

Site C: 255-259 High Rd, Ilford IG1 1NY- No Activity

Site F: 350, 362 High Rd, Ilford IG1 1Q-No activity



Key

-  Character area boundaries
-  Shortlisted sites for capacity testing
-  Study Area Boundary

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ILFORD OAPF

VIABILITY & DELIVERY APPENDIX

SEPTEMBER 2026



Purpose

This Appendix summarises considerations regarding scheme viability and delivery in relation to the Ilford OAPF.

Delivery challenges in the Ilford OA

Ilford has significant potential for growth that also achieves wider socio-economic regeneration benefits. With excellent transport connectivity via the Elizabeth Line, the London Plan identifies the opportunity to deliver 6,000 homes and 700 jobs by 2041.

However, the Ilford OAPF Evidence Base (2025) identifies that delivering this potential is proving challenging. As of the date of that report in 2025, pipeline data showed that only 784 homes had been delivered since the designation of their sites in the Local Plan in 2018.

Key barriers to growth in the Evidence Base report were identified as:

- A lack of consistent quality of place.
- 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. Additionally, fragmented land ownership and small sites constrain the ability to phase developments to overcome these barriers.
- Inadequate infrastructure for a diverse and dense population.
- Lack of a cohesive planning framework.

Viability

There are several themes in relation to the financial viability of schemes in Ilford that help to shape thinking on delivery:

- Achieving viable development under current market conditions in Ilford is difficult, particularly since construction costs are high and achievable values for residential and commercial development are low and sales rates for private residential are slow – this disproportionately impacts on the viability of larger residential schemes.
- Taller building heights in particular carry elevated construction costs which disproportionately affects viability
- Smaller schemes with lower building heights are less challenging in terms of viability in general
- Larger sites that require clearance of existing buildings carry significant up-front demolition costs which adversely impacts cash flow and viability
- Delivering the proposed schemes across sites with multiple freehold and leasehold interests will also need to consider costs and timescales for land assembly in order to enable development.
- Balancing planning policy requirements carefully against viability will be important on a case-by-case basis.
- Costs to schemes of policy requirements such as SANG and CIL also adversely affect viability with the additional challenge that existing CIL income is unable to fund the full cost of OA infrastructure requirements (Ilford OAPF Evidence Base Report, 2025)
- Financial support (for example by applying GLA Affordable Housing Grant to schemes) can improve viability on eligible sites delivering more than 20% affordable housing
- The Ilford market for employment use/office space is relatively weak at present and providing a large amount of office space as part of schemes generates relatively low values due to the likely low rental levels that could be achieved at present. Coupled with high construction costs this adversely affects viability.
- Future comprehensive placemaking in Ilford (public realm enhancement, accessibility and infrastructure improvements. etc as identified in the OAPF) has potential to achieve uplifts to property values in the longer term that can help address viability challenges.

These considerations around viability and deliverability challenges have fed into the OAPF Capacity Study, for example by:

- Providing viability and feasibility input into the assessment of site phasing. For example, sites with fewer viability challenges and less complex land ownership patterns are more likely to be delivered in the shorter term, as opposed to longer term sites with significant current viability challenges and complex land ownerships to be resolved before development can start
- Informing opportunity site boundaries, for example taking into account land ownership boundaries to reduce the potential complexity, cost and timescales for land assembly where possible.

Delivery objectives for the Ilford OA

To address these challenges and achieve the level of ambition of the OA for Ilford requires the following objectives to be met:

1. Ability to deliver development at scale and pace in a challenging market context
2. Addressing financial viability gaps
3. Achieving a compelling, deliverable vision and supporting planning mechanisms
4. Delivering infrastructure (transport, public realm, community facilities, etc.) to support development and benefit local communities
5. Enabling effective land assembly
6. Proportionate use of public sector resources (setup costs and timescales, running costs)

Delivery mechanisms

To achieve the delivery objectives, a reconsideration of delivery mechanisms is required. In general, delivery in recent years has focussed on:

- Public sector investment in infrastructure (such as the Elizabeth Line) and setting the policy/regulatory parameters for development (Local Plan, London Plan)
- Private sector (landowners, developers, investors) bringing forward sites for development

As set out above, this approach has failed to deliver a trajectory of development that matches what is needed to achieve the ambition for the area.

Future considerations in terms of delivery mechanisms to support the achievement of the OAPF objectives could include:

- Funding opportunities - the GLA and LBR should work together to develop a strategic case for funding to deliver the overall proposition for Ilford – this should consider funding from all potential sources including any future City Hall Developer Investment Fund, affordable housing grant, One Public Estate and so on. The funding “ask” should prioritise development solutions on public sector-owned land in the OA since there is significant public sector land in the town centre to deliver meaningful change and generate momentum and give confidence to the market, but also because public sector sites are often capable of coming forward in the shorter term due to lower land assembly challenges relative to many sites under third party ownerships.
- The use of land assembly powers including CPO as a last resort by project partners to enable development
- Town planning tools such as Mayoral Development Orders which could be used to provide additional planning certainty and support land assembly from a planning perspective
- Identification and implementation of the optimal delivery mechanism to take forward development on each site – this could be, for example, through the procurement of a development partner to work with the public sector to deliver development or considering joint venture and investment partnership approaches or public sector direct delivery.

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