

# regenerating Ilford

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## delivery prospectus draft



## Our vision

Ilford's time has come and we will all harness Crossrail to ensure an attractive, liveable and convenient town centre with a decent range of homes for our growing community.

Ilford will have great schools, shops for local people and flexible, creative workspace for enterprise. The much enhanced cultural and leisure offer, anchored with Council's investment in modern civic facilities and a new college or university, will attract Londoners and visitors from elsewhere, underpinned with the Council's investment in modern civic facilities.

The River Roding, Valentine's Park and South Park will be celebrated natural spaces that are easily accessible, and our beautiful historic and contemporary buildings will frame busy streets and public spaces for events and activities.

***Ilford will be the place to live;  
a gem in east London.***

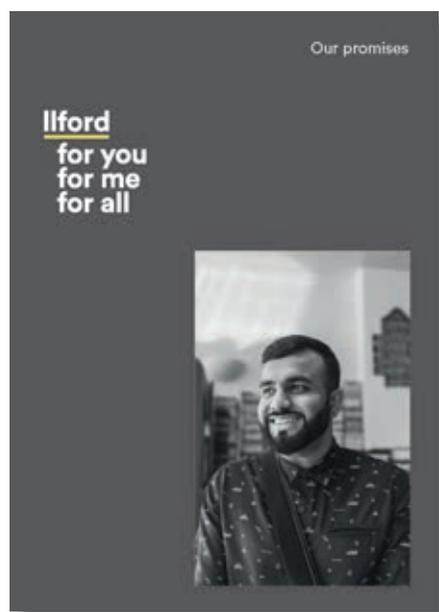
The delivery prospectus is an invitation to work with the London Borough of Redbridge and its partners, to realise this vision - Ilford is open for business and we must all take a flexible approach to secure positive change.

# Introduction

Ilford is changing. Ilford is transforming. London is shifting East and this is an exciting time for the town. Now is the time to invest to be part of the renewal of the town, to create a high quality place, a liveable town centre and create value.

The Elizabeth Line will open in December 2019, bringing Ilford even closer to central London and central London closer to Ilford with all that this has to offer. The Council is making significant investment in the town's streets, spaces and civic facilities and the town's Housing Zone status will bring new residents and workers to support shops and services and attract further inward investment. Small and Medium Enterprises (SMEs) will make Ilford their home, invigorating the local economy.

In 2017 the London Borough of Redbridge published its Manifesto for creating an Ilford for all. The Delivery Prospectus sets out how these promises can be achieved and how they might translate on the ground.



This investment prospectus is a spatial representation of the principles set out in the Manifesto for the town centre

# Prospectus in brief

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## Harnessing Crossrail

we will create a new station building and a southern entrance; invest £23 million in the public realm; and build 6,000 high quality new homes across a range of tenures. Elizabeth Line trains will connect to central London in 15 minutes, every 5 minutes.



## Ilford Circus: a new arrival to Ilford

we will establish new homes and commercial space, a new road layout, strong links to the High Road and a better setting for the Grade I Listed chapel.



## Ilford Eastside - creating a boulevard

we will establish an accessible, tree-lined urban street, with good pedestrian links to the town centre and safer access to the primary school.



## Adapting Ilford's heritage

Ilford's historic buildings will be the cue for new development, with underused buildings brought back into active use, providing work space and homes.



## High Road Central - maximising opportunity

new, modern retail units on the High Road and workspace on realigned Havelock Street, with homes above and potential for taller buildings.



## The cultural quarter

a new library, theatre, leisure centre and college with restaurants and outdoor seating, making better use of the beautiful Town Hall, all underpinned by Council investment in modern civic facilities.



## Embracing the temporary

we will begin the change now, with events to transform forgotten spaces and support for meanwhile uses to activate new buildings before permanent tenants arrive.



## Delivering change

the Council will take a lead role in delivering change, shaping actions that include enabling and influencing the activities of stakeholders and developers working with land owners, collaborating with residents and using our resources creatively.



PLACEMAKING  
VIABILITY  
DELIVERABILITY  
REGENERATION

# **Ilford today - strong foundations**

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## **Location, Location, Location**

Ilford is already strategically located for people commuting into and home from the City and Canary Wharf, only 16 minutes away. Stansted Airport and City Airport are in close proximity and easily accessible. Whilst the amenities of the Queen Elizabeth Olympic Park and Westfield Stratford City in Stratford are but a short 7 minutes train ride away.

## **Great Amenities**

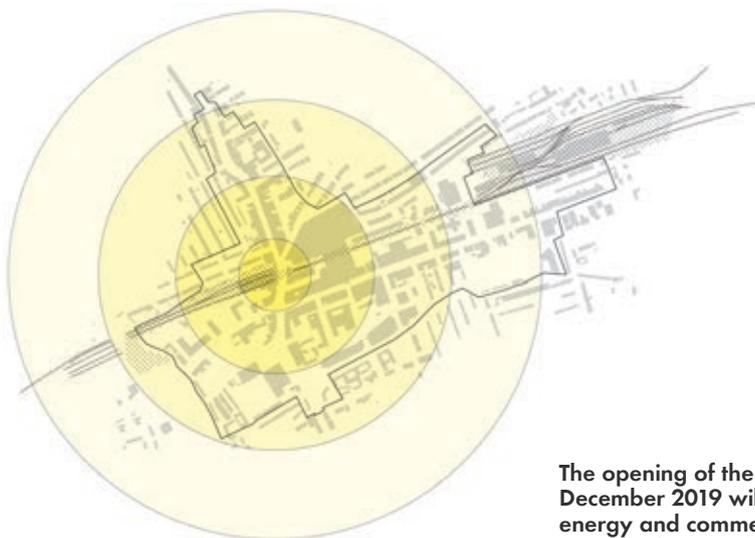
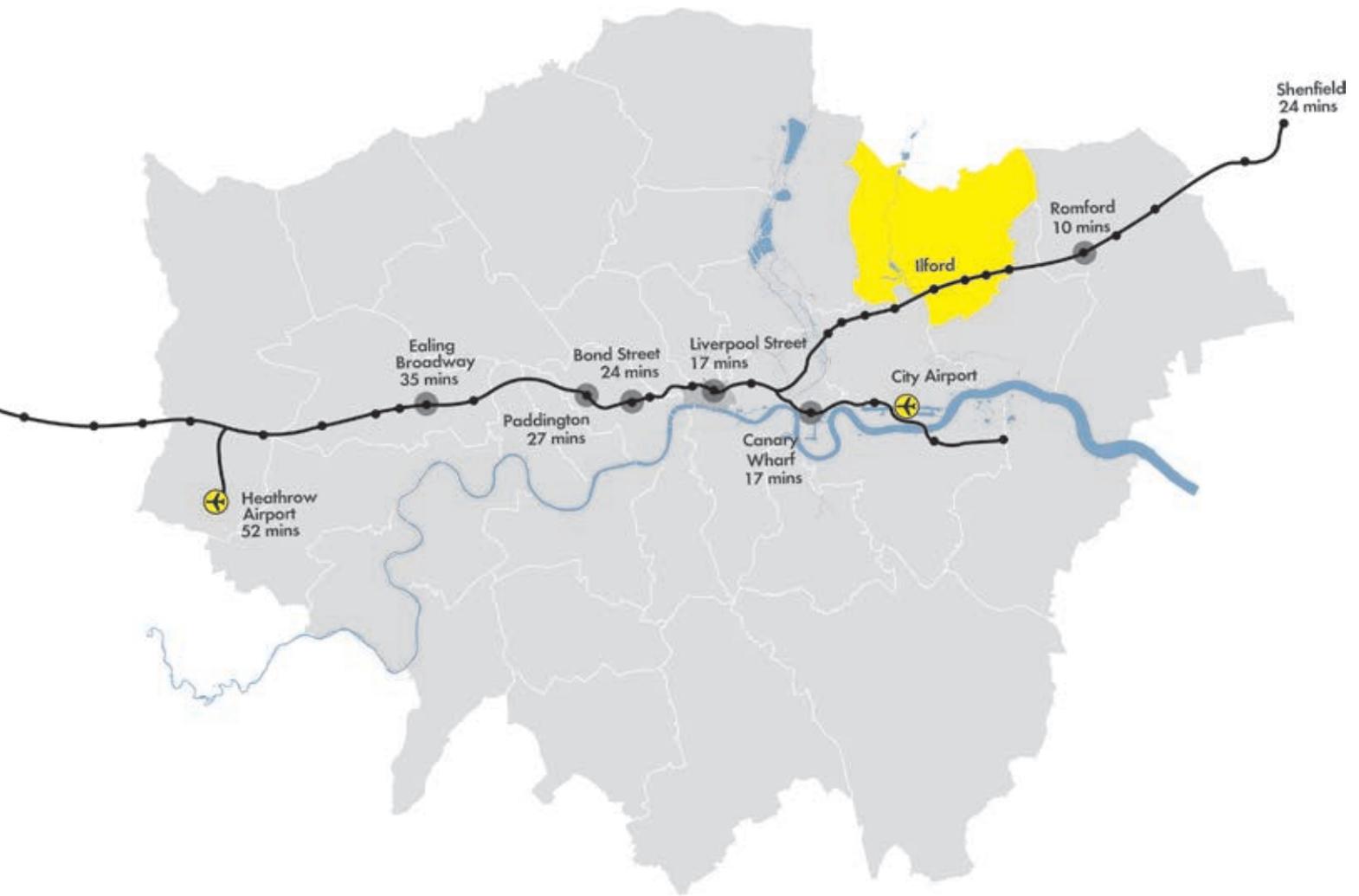
With a varied residential mix and development pipeline, top performing schools, good local town centre amenities as well as ample parks and green spaces including Valentines Park and South Park, Ilford provides an appealing place for families to live and people to work.

## **Rich Character**

Ilford has a distinct character and identity shared by London's historic high streets and will be a London town again. Its buildings reflect the town's role as a bustling centre in the 20s and 30s. The handsome Town Hall and former department stores on Cranbrook Road are now adaptable and engaging buildings for the 21st Century. Attractive places improve residents' quality of life, attract entrepreneurs, create value and form the necessary ingredients to support placemaking-led regeneration.

## **Diverse Communities**

Ilford has a wonderful mix of people and a young and growing population. Many speak more than one language and there is a varied food offer and cultural programme. Ilford's diverse community also brings an entrepreneurial zeal, which is evidenced with a large number of micro and small businesses, providing an economic base for the future.



The opening of the Elizabeth Line in December 2019 will create a new centre of energy and commercial activity immediately around Ilford Station, with this activity expanding across the town centre

# Ilford tomorrow – a prosperous town

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## Harnessing Crossrail

The Elizabeth Line will bring Central London closer, dramatically decreasing journey times to/from the City, West End and Heathrow Airport. We will harness this opportunity. Workers, residents and visitors will benefit from a fully accessible, multi-million pound rebuild of Ilford station with a new southern entrance supplementing those at Cranbrook Road and York Road. Opportunity surrounds the station and development of these sites will combine to create a dramatic arrival in Ilford. Crossrail will help enable Ilford to be a convenient and accessible town centre with new workspace, education and leisure facilities supporting a larger residential population.

## Spaces primed for redevelopment

Ilford offers a significant number of development sites which are primed to be developed to support the growth of the town. With 6,000 new homes planned by 2030, Ilford is playing a vital role in meeting London's housing needs. Public investment in infrastructure, streets, spaces, civic facilities and amenities is central to supporting this growth and Ilford will benefit from:

- 12 trains an hour with brand new rolling stock
- New station and southern entrance
- £7 million investment in the public realm surrounding Ilford Station
- £15 million transforming the High Road area with trees, paving and water features

- Ilford Garden Junction
- Ilford Hill gyratory
- High Road Transformation
- Ilford station area improvements



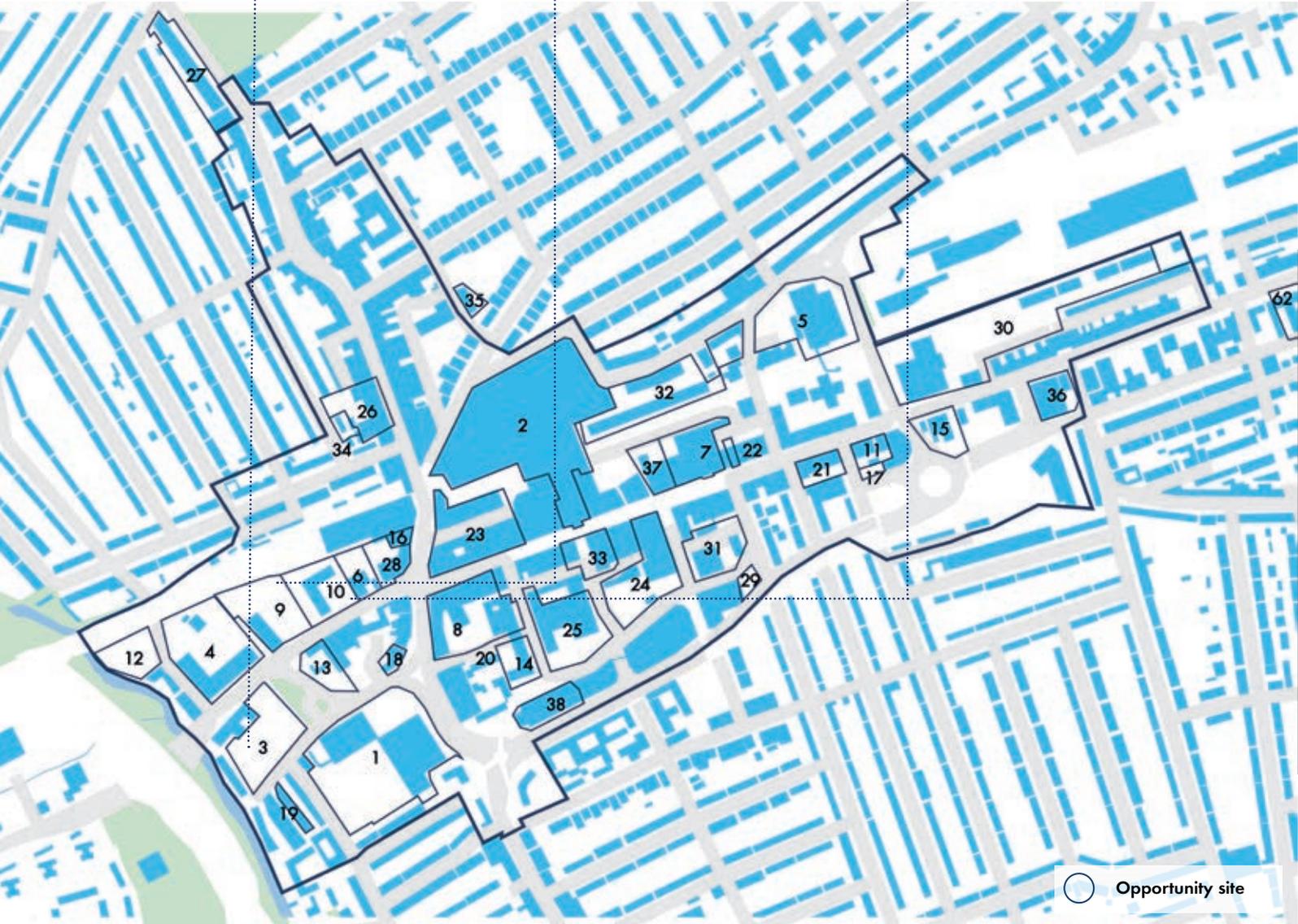
BRITANNIA MUSIC SITE



PARAGON HEIGHTS



VALENTINES HOUSE



## Ripe with Opportunity

Opportunity sites that have the potential to come forward for mixed use development during the Local Plan period, up to 2030. The draft local plan has been submitted and is currently subject to examination in public. This Local Plan provides the policy context which new development in the town centre must adhere to.

1. Sainsbury's, Roden Street, Ilford
2. The Exchange Shopping Centre, High Road, Ilford
3. Britannia Music - 60-70, Roden Street and land between Chapel Road and Roden Street, Ilford
4. Depot Mill Road/Mill House, Ilford Hill
5. Ley Street car park and bus depot, Ilford
6. If Bar 71 Ilford Hill
7. 193-207 High Road, Ilford (Harrison and Gibson)
8. Site bounded by Chapel Road, High Road and Clements Lane
9. Peachy House, 39 Ilford Hill, Ilford
10. 51-69 Ilford Hill (Valentines House)
11. 226-244 High Road, Ilford
12. Land between Mill Road & the Railway Line, Ilford
13. 40 Ilford Hill, Ilford
14. Land adjacent to Clements Lane and Clements Road
15. 260 -268 High Road
16. City House, 9-17 Cranbrook Road
17. 1 Riches Road, Ilford
18. 22-32 Chapel Road, Ilford
19. Rear of 2-34 Riverdene Road
20. 20 Clements Lane Ilford
21. 202-224 High Road, Ilford
22. 187-191 High Road (Argos), Ilford
23. Land adjacent to Cranbrook Road, High Road and the railway, incorporating Station Road (Includes Bodgers)24.26. Rear of 2-4 Clements Road
24. Town Hall Car Park
25. Land bounded by Clements Road, Chadwick Road and Postway Mews
26. 51-71 Cranbrook Road, Ilford
27. 245-275 Cranbrook Road, Ilford
28. 73-85 Ilford Hill and 1-7 Cranbrook Road
29. Central Library Service Yard
30. Redbridge Enterprise and Ilford Retail Park
31. Kenneth More Theatre
32. 68 - 126 Ley Street and Opal Mews
33. 112-114 High Road, Ilford, 18-20 Postway Mews, Ilford
34. Between Mansfield House & 2 Mansfield Road, Ilford
35. 7 Morland Road, Ilford IG1 4JU
36. 300 - 318 High Road, Ilford
37. 177 - 185 High Road (JJB/Boots), Ilford
38. Britannia Car Park, Clements Road/Albert Road

- £1 million committed to Ilford Garden Junction improvements
- Investment in a cultural quarter and new civic offer with new leisure and education facilities in a dynamic and inspirational setting
- Road improvements to enhance connections and pedestrian access from surrounding neighbourhoods, helping the town better perform
- Investment committed to new schools to meet the demand for more spaces
- Thriving business community built around high quality, flexible work space as part of a mixed used Town Centre

### A Compelling Opportunity

With attractively priced housing compared to other well-connected London boroughs, Ilford currently offers better value for prospective buyers and investors. This is an opportune time for landowners, developers and investors to capitalise on a favourable development market for residential and other uses.

Demand exists for business space by SMEs interested in affordable existing stock, refurbished to meet modern requirements. Opportunity may also exist to work in partnership to provide Grade A accommodation for local authority and other public sector occupiers.

New residents living in the town centre, SMEs locating in Ilford, investment in the public realm and wider rejuvenation of the town will all support quality restaurants and cafés, supporting an evening economy and extended use of the town centre.

£ 537m  
total investment

55.8m  
GLA Housing  
Zone Allocation



12  
trains an  
hour

10,880  
morning  
passengers



16,000+  
new residents



6,000  
new  
homes



1,800+  
affordable  
homes



4,400 construction  
jobs

150 apprenticeships

2,000  
NEW JOBS



35,000 sqm  
of new commercial  
floorspace

£100m+  
increase in disposable  
income by 2030

## A Favourable Development Environment

Ilford town centre is a designated Housing Zone with all of the associated funding benefits that this status provides. The London Borough of Redbridge will continue to work in partnership with investors, developers and the public to facilitate public sector funding and act as a catalyst for change to deliver growth, create value and certainty to those looking to invest in Ilford town centre.

As an investor, the Council is committed to using its land and property as the drivers for development and rejuvenation. The London Borough of Redbridge is launching a Development Company as a vehicle to accelerate development either on an individual basis or in partnership with other investors and landowners.

These initiatives will serve to enhance the attractiveness of Ilford as a place to invest and realise the vision for Ilford. Through this prospectus the Council invite all parties; developers, investors and landowners, to work in partnership to maximise the opportunities and secure the delivery of the vision for Ilford Town Centre.



The town centre has a variety of national multiples, independent and boutique fashion shops as well as the vibrant market on the High Road. Many of the shops are within attractive historic buildings adding to the character of the town centre

# Iford Placemaking: The big Ideas

Iford tomorrow will be an attractive, prosperous and well-designed place with a good quality of life for all. The following pages set out a series of agreed principles that will help focus investment in the town centre and build consensus about positive change. The principles in this document show how the Manifesto promises below can be delivered spatially within Iford.

- We will be a London town again.
- We will draw inspiration from our diversity.
- We will harness Crossrail.
- We will make room for enterprise.
- We will spark an evening economy.
- We will invest in culture.
- We will pave the way.
- We will all write our story.





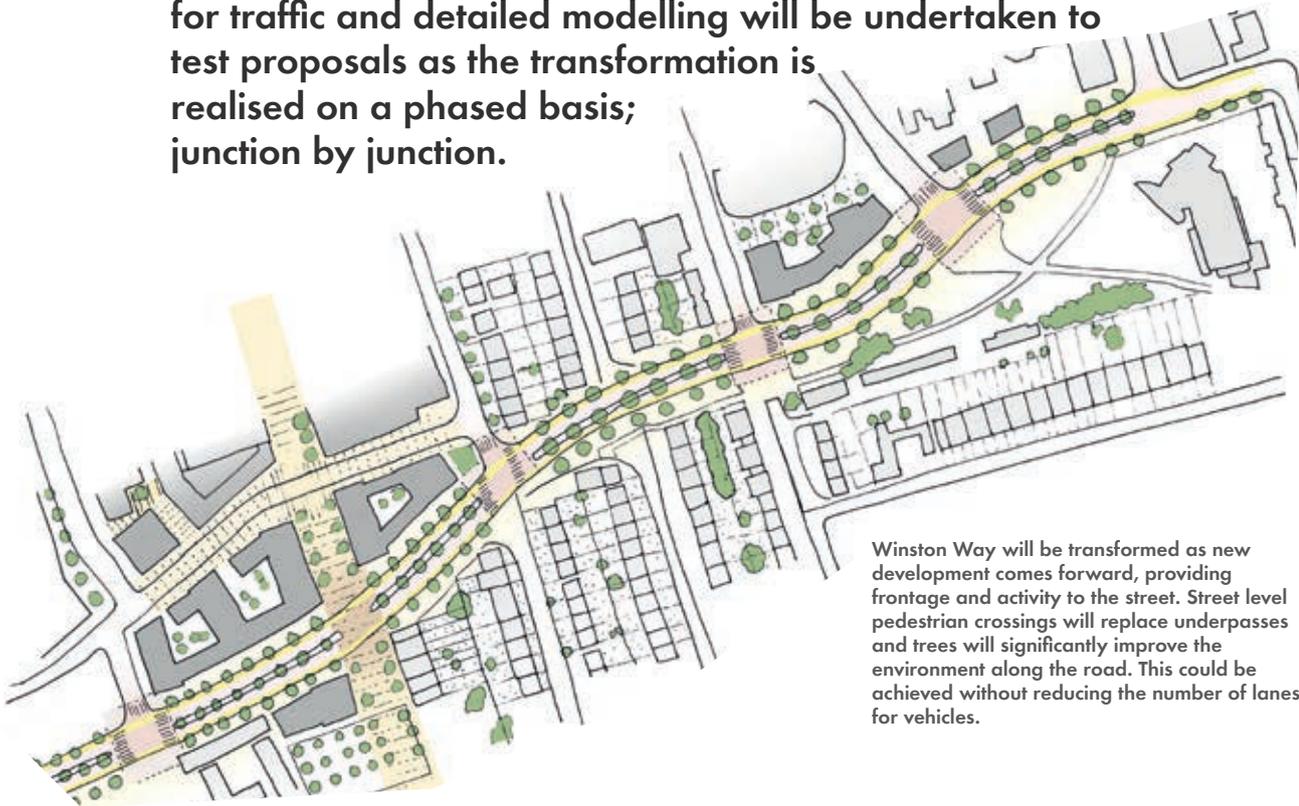
An artist's impression illustrating the vision for Winston Way

# 1 Turning Ilford's highways into streets

Reducing the impact of vehicles and better connecting surrounding neighbourhoods for pedestrians will be vital for transforming the physical environment in Ilford. Winston Way will no longer form a concrete collar to the town and will instead be an attractive street fronted by new buildings on plots created by simplified junctions and crossings. Adopting a 'Healthy Streets' approach, the street will be accessible for all with comfortable pedestrian routes, cycle lanes and greening. This need not decrease the number of lanes for traffic and detailed modelling will be undertaken to test proposals as the transformation is realised on a phased basis; junction by junction.

improving public space for pedestrians and delivering healthy streets:

- supports businesses
- cuts health costs
- cuts environmental costs
- encourages cultural activity
- increases property values (pps.org)



Winston Way will be transformed as new development comes forward, providing frontage and activity to the street. Street level pedestrian crossings will replace underpasses and trees will significantly improve the environment along the road. This could be achieved without reducing the number of lanes for vehicles.



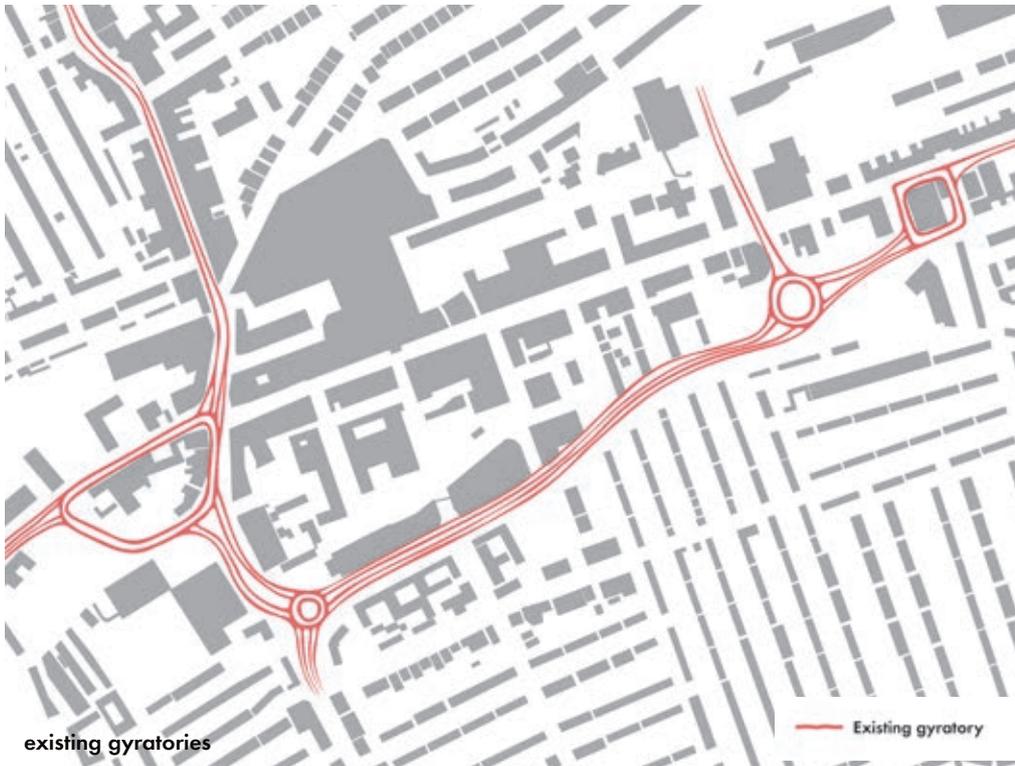
Tree planting and shared surface  
*Ashford Ring Road*



Wide pavements, tree planting and cycle parking in a central reservation  
*Hereford livestock market*

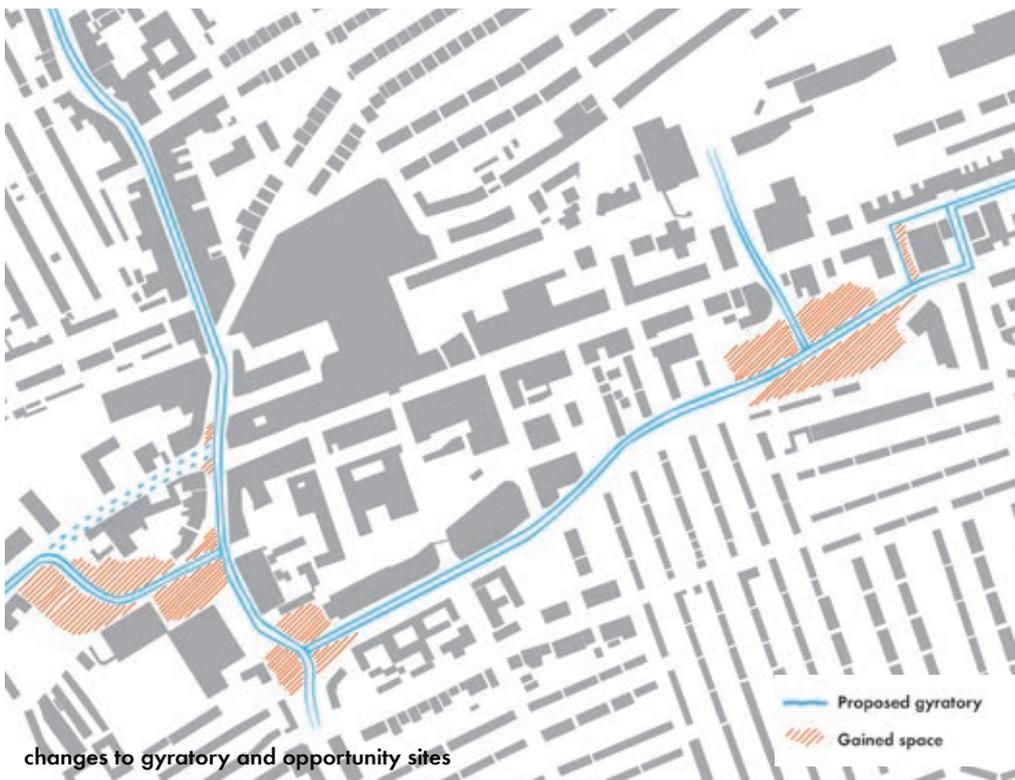


A new type of street environment  
*Passeig De St Joan Boulevard, Barcelona*  
image copyright: Adrià Goula



existing gyratories

Ilford's highway network forms a collar around the town centre and is constrained by a gyratory at both ends of the High Road. These create fast flowing one-way traffic that has a negative effect on the town centre, isolating sites and reducing connectivity. Large roundabouts have a similar effect and cause difficult pedestrian environments.



changes to gyratory and opportunity sites

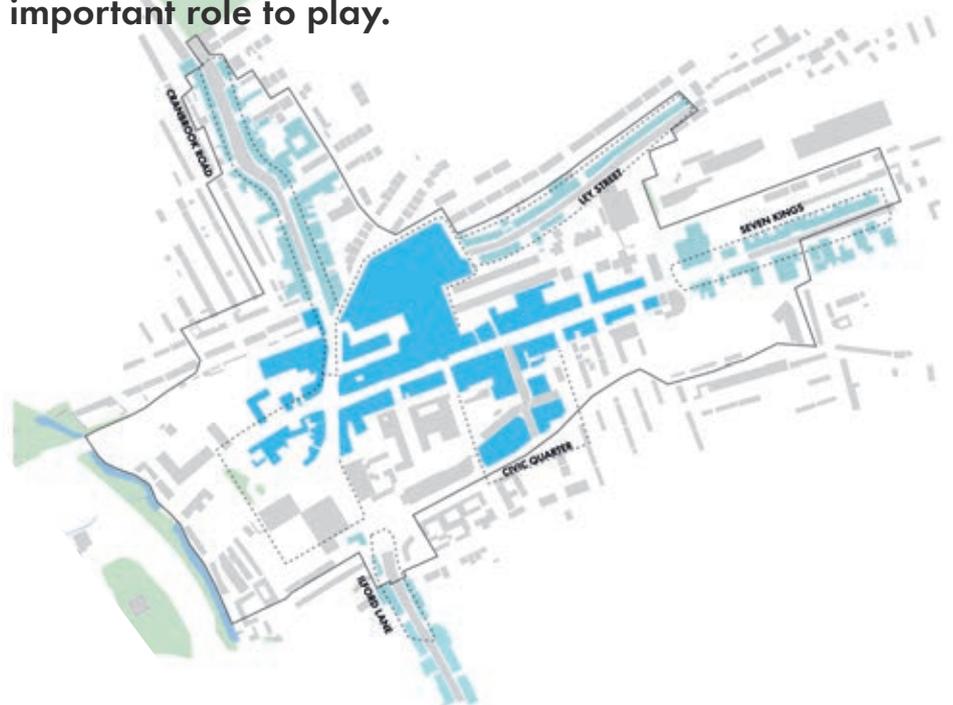
The highway network could be transformed, removing the gyratories, and turning the large roundabouts back into simple T-junctions. This would release a significant amount of development space, which could be used for new buildings.



## 2 Diversifying uses and focusing retail

Iford town centre's core retail area is currently over-extended and the Council will support proposals to consolidate this. Recent investment by Capital and Regional in the Iford Exchange is welcomed as the Exchange evolves to better serve Iford's needs. In the town's secondary high streets, there may be appropriate opportunities to return buildings to residential, community or employment use. New developments will need to provide active uses at ground floor, but this could accommodate leisure, evening uses, business or community space as well as retail. We know that ground floor spaces are often not let immediately and meanwhile uses will have an important role to play.

The High Road and Exchange shopping centre retail core should be supported by secondary retail elsewhere. Potential to enhance the distinct roles of other areas of Iford with clusters of restaurants, evening uses, leisure, civic and community uses will be encouraged, particularly at Cranbrook Road and Iford Lane. Public realm improvements and improvements to the road environment to reduce congestion will be supported to help enhance these secondary retail areas.



A cluster of civic uses and space  
*Barking Town Hall*



Independent and unique shops in the town  
centre *Zoo Fashion, Iford*

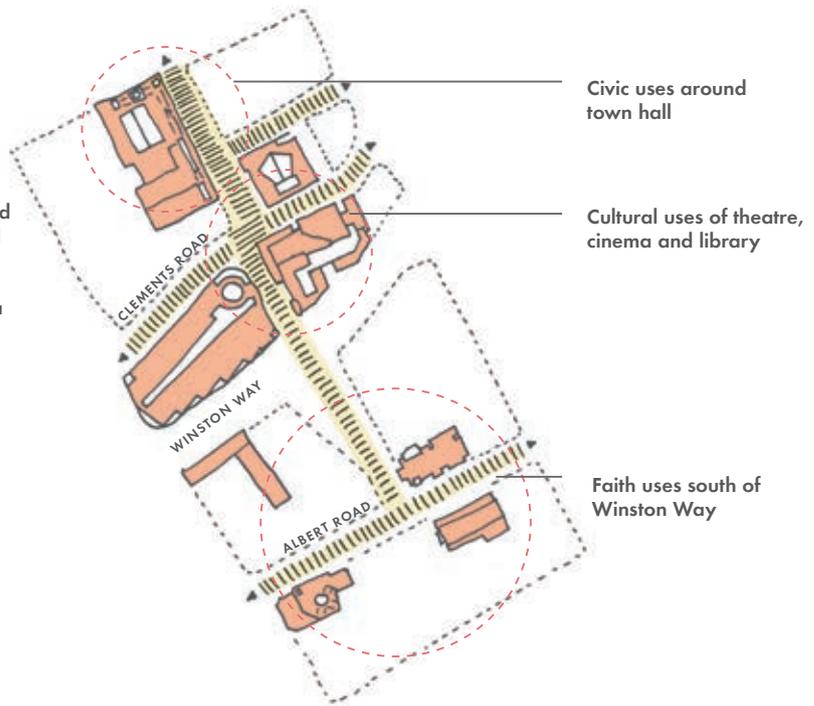


Reactivating in between spaces  
for retail *RopeWalk, Bermondsey*

# 3 A strong cultural core

Iford already has a strong cultural and civic cluster, but many of the facilities are dated and disconnected. Through redevelopment, re-provision and re-purposing, there is a wonderful opportunity to significantly enhance Iford's cultural offer. Library, theatre, museum, faith and leisure uses, including a pool, coupled with a college or university and further invigorated with direct Council investment in modern civic facilities will create a cultural quarter that will be the envy of any town in London. A linear public space will support these uses with an evening economy and an exciting programme of events creating the perfect urban setting for the grand Town Hall whilst removing the severance of Winston Way.

Redevelopment of sites around the Town Hall provides the opportunity to create a stronger civic and cultural heart for Iford. A cluster of uses including civic/council services alongside a range of community and cultural/leisure uses should support a network of renewed streets and public spaces. Residential and business developments above these uses will ensure there are lots of visitors to the area throughout the day and into the evening. Iford's new cultural quarter will form a prominent element in L B Redbridge's aspiration to become a future Borough of Culture.



**Community and Civic venues**  
Camden Council - offices, library and sports facilities  
image copyright: Kings Cross BID



**New spaces for events and community activity** Bankside, London

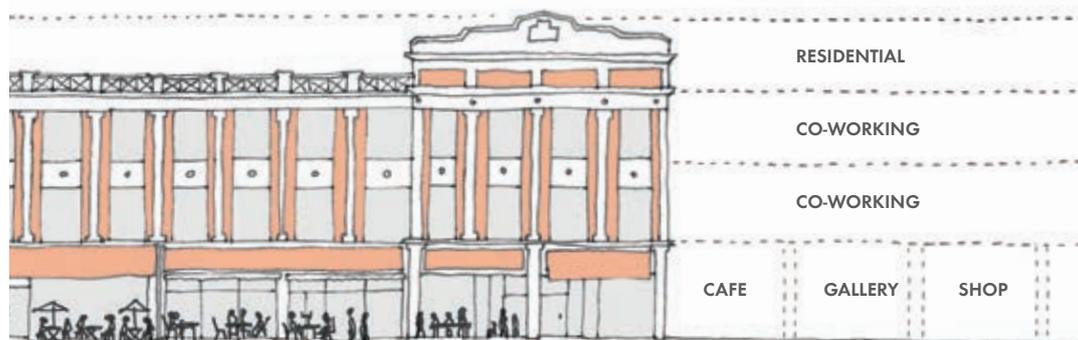


**Cultural and Civic venues**  
RichMix, Shoreditch  
image copyright: RichMix

# 4 Making room for enterprise

Ilford has a good number of SMEs and a relatively high rate of new business creation; further room for enterprise must be made available. Existing buildings can be adapted and new flexible business and studio space created to ensure a thriving commercial centre in Ilford that is not retail dependent. LB Redbridge will support enterprise through business engagement, focussed support and town centre management; giving opportunities for aspiring firms to trial new ideas and concepts in pop up and temporary trading environments.

Workspace can be located where housing may not be appropriate, or as a complement to residential schemes, replacing 'To Let' signs with the Meanwhile where necessary. Ilford will become an incubator for growing a variety of spaces for businesses and the Council will provide support to temporary/meantime uses. We will support growth of new workspace and champion Ilford as a town that provides flexible and modern work environments.



New locations in the town centre should be identified as opportunities for business, SME space and artists' studios. This will be on secondary routes within the town centre where retail or housing may not be appropriate. Business spaces created above shop units and in historic buildings should also be encouraged, such as at Cranbrook Road, shown here.



Studios, gallery and meeting spaces  
Old Manor Park Library,  
Image: Create London



Co-working space and cafe  
Walthamstow Central Parade  
Meanwhile Space



Gallery and co-working space  
Elephant and Castle

## 5 Supporting development with social infrastructure

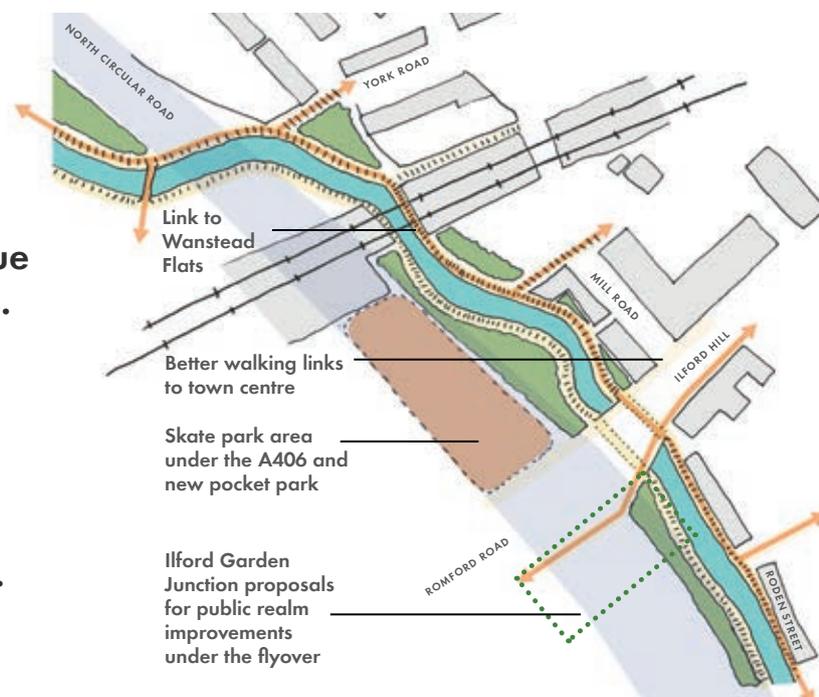
The planned 6,000 new homes in the town centre must be supported by a range of new community uses for our existing and expanding community. Connections within the town centre to existing community uses such as Valentines and South Park must also be enhanced. Two new schools are being considered and innovative models for combining social infrastructure with other uses in an urban context must be explored. Health, nursery, places of worship and other facilities should be included in the in the town centre through mixed use schemes to ensure development meets local needs and draws on our diversity.



Isaac Newton Academy - a new school delivered on an urban site  
Image c.: Pollard Thomas Edwards

## 6 Revealing the River Roding

The River Roding runs very close to Ilford town centre but currently has a low profile and is relatively inaccessible. Making the most of natural assets such as water adds value and improves the public realm. New development along Roden Street and Mill Road should respond to the river and provide access to it and, by working closely with the Council, deliver improvements. A new route could also open up connections to Wanstead Flats and the park beyond, complementing the public realm proposals for Ilford Garden Junction under the flyover.



Alongside proposals for Ilford Garden Junction, new public space could also be provided under the flyover and along the river to the north of Ilford Hill / Romford Road. This could create a skatepark under the flyover with new green spaces along the riverside. A new pedestrian route could be opened up on the western bank of the river, connecting via a footbridge over the river and along its banks to Wanstead Flats.

# 7 Building upon character through good design

Iford is a London town with historic London architecture. This heritage is central to Iford's character and provides an engaging setting for new buildings. These assets are valuable and we support their retention/enhancement through sensitive conversion and refurbishment. Should a building of historic merit be lost, the new architecture and build quality must be sufficient to ensure permanence, meaning that the replacement building will form the beginnings of tomorrow's historic fabric.

New developments adjacent to these assets will need to carefully respond to their context. Good quality and well managed high-density development and tall buildings proposed as part of the growth of the town centre should have a comfortable relationship with existing buildings and surrounding residential neighbourhoods. These buildings should work well together reaffirming and enhancing the character and quality of architecture within the town centre.

We welcome schemes that demonstrate how they respond to their site and have been designed to accommodate affordable housing. Development should deliver a range of housing types in the town centre that complements our much-loved Edwardian terraces and meets the needs of the private for sale and rented sector.

**9%**  
uplift in value of houses  
in areas with historic  
character (HE)

for every  
**£1**  
public sector  
investment  
**£1.60**  
additional economic  
activity over 10 years  
(HE)



Iford's historic architecture reflects the period in which the town grew rapidly in the Victorian period. The town also has a unique collection of former department stores which should be restored to their former glory.

Well-designed places provide a better quality of life and help create value. We must all work to enhance Ilford's character to support growth. The London Borough of Redbridge will work with Design Council CABI and others to ensure a robust design review process for planning applications. New public realm must be carefully managed and maintained to enhance the setting of heritage assets within the town centre and we will seek heritage and public funding to support this. With substantial development likely to transform Ilford in the near future, it is important that we can work together and think strategically to get it right, protecting and enhancing today's foundations whilst creating the foundations for the future.



**Kentish Town**  
*Building prior to refurbishment*



**Kentish Town**  
*Building following refurbishment*



**Bush Theatre**  
*In the former Shepherds Bush Library building  
Image: London Theatre Direct*



**Forest Gate**  
*Historic facade and shop front improvements HERS scheme*

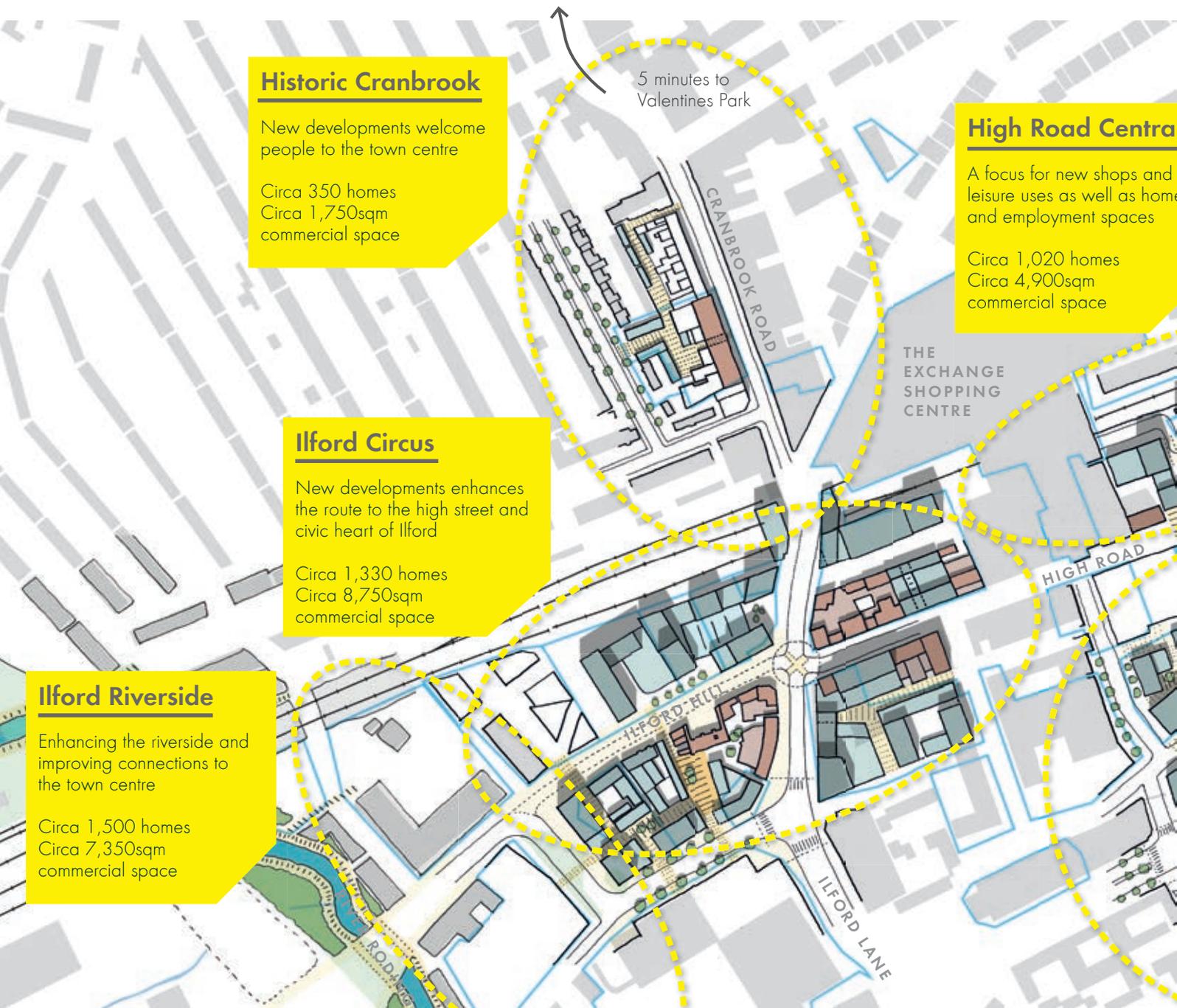
Ilford's historic character should be protected. New development on the edge of the town centre will need to help mediate in scale and character and respond sensitively to the surrounding lower-rise residential context. Similarly, where buildings are identified as having heritage value, new development must respond sensitively to this character.

- Listed building
- Locally listed building
- Buildings of historic merit
- Transition zone for taller buildings



# Placemaking propositions

Drawing upon the 7 big ideas, placemaking propositions have been developed that illustrate the Council's aspiration for the quality of placemaking through new development in Ilford. These placemaking propositions are designed to realise the value of sites and resolve conflicts in delivering the best outcomes for the town centre but also acknowledge that this can only be achieved if parties work constructively together.





## Overview

A transformation of Ilford town centre, which can provide

Circa 6,000 homes  
Circa 35,000sqm commercial space

## Ilford Eastside

Enhancing the eastern end of the High Road with new homes, community uses including a new school and employment spaces

Circa 960 homes  
Circa 6,300sqm commercial space

## Cultural Quarter

A new cultural and civic quarter for Ilford enhancing the setting of the town hall and creating new public spaces in the town centre

Circa 840 homes  
Circa 5,950sqm commercial space

5 minutes to South Park

# Ilford Circus – A new arrival to Ilford

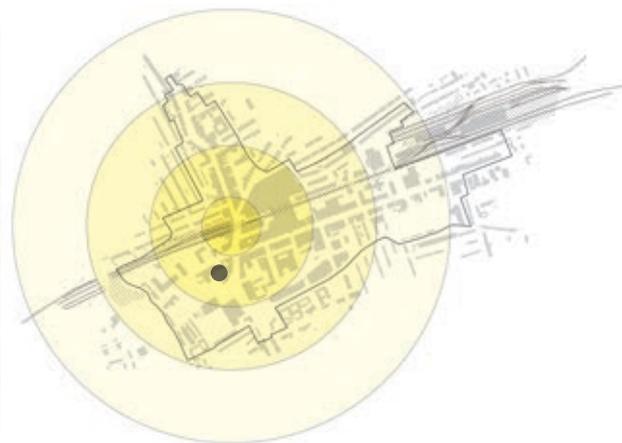
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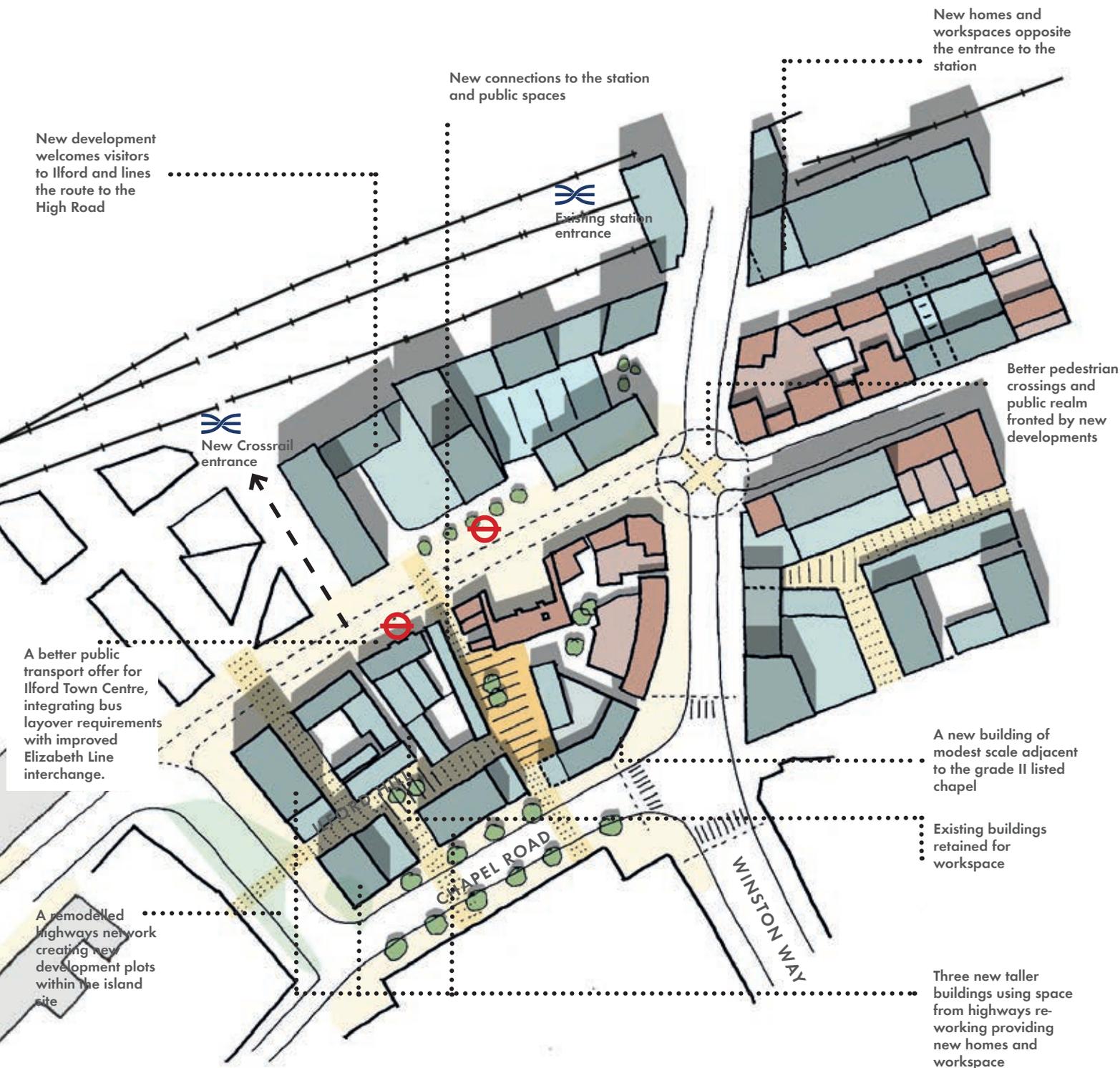
The island site is one of a number of strategically situated opportunities around the station that together will transform the arrival experience into Ilford from Crossrail and integrate this fragmented part of the town centre. Through remodelling the road network, significant land can be released that delivers new homes, a network of new routes and public spaces including new desirable business space next to Ilford Station and an accessible transport interchange accommodating bus layover requirements. This area will be a focus for high density development while retaining historic buildings around Ilford Circus.

A significant new public space for Ilford is shown next to the listed Saint Mary's Chapel, opening up views to this historic facade. A new direct pedestrian route is created through the centre of the site, providing an alternative route to the station. Other historic buildings are retained and taller elements could come forward on the western side of the island. The Council will release highways land to facilitate better placemaking and support the proper integration of public transport including the relocation of bus stops and bus parking facilities.



The existing island site





A series of public spaces in Southwark opening up pockets of public realm for activities such as pop-up cinemas, green spaces for relaxing and new routes lined with trees and benches between new buildings



A new public square framed by St Mary's Chapel and with active uses fronting the space

The existing view into the island site, with the public conveniences on the right and St Mary's chapel visible in the distance.



A new north-south link to the Crossrail Station entrance and bus interchange, with tree planting to bring greenery to central Ilford

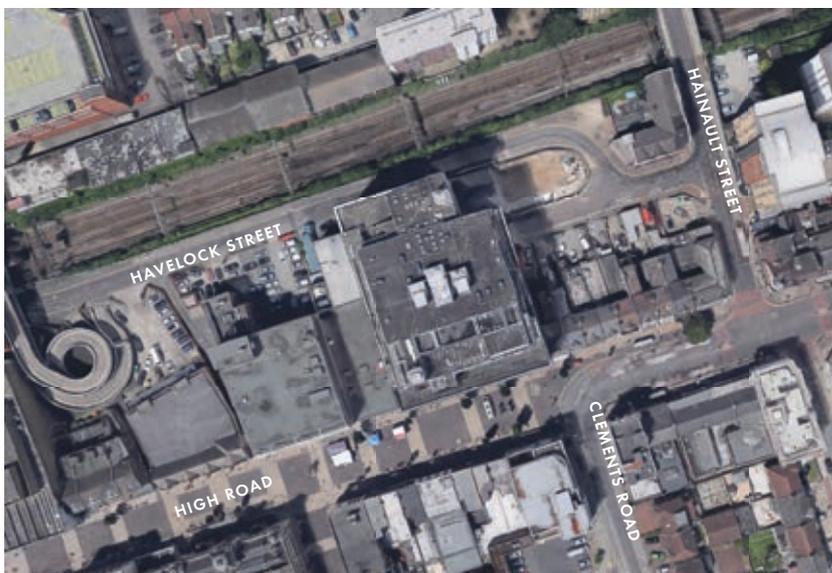
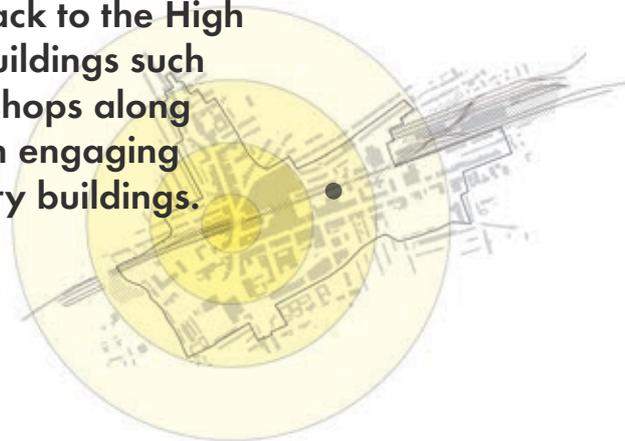
New residential buildings. The eastern side of the site should be lower scale, the western side can be taller



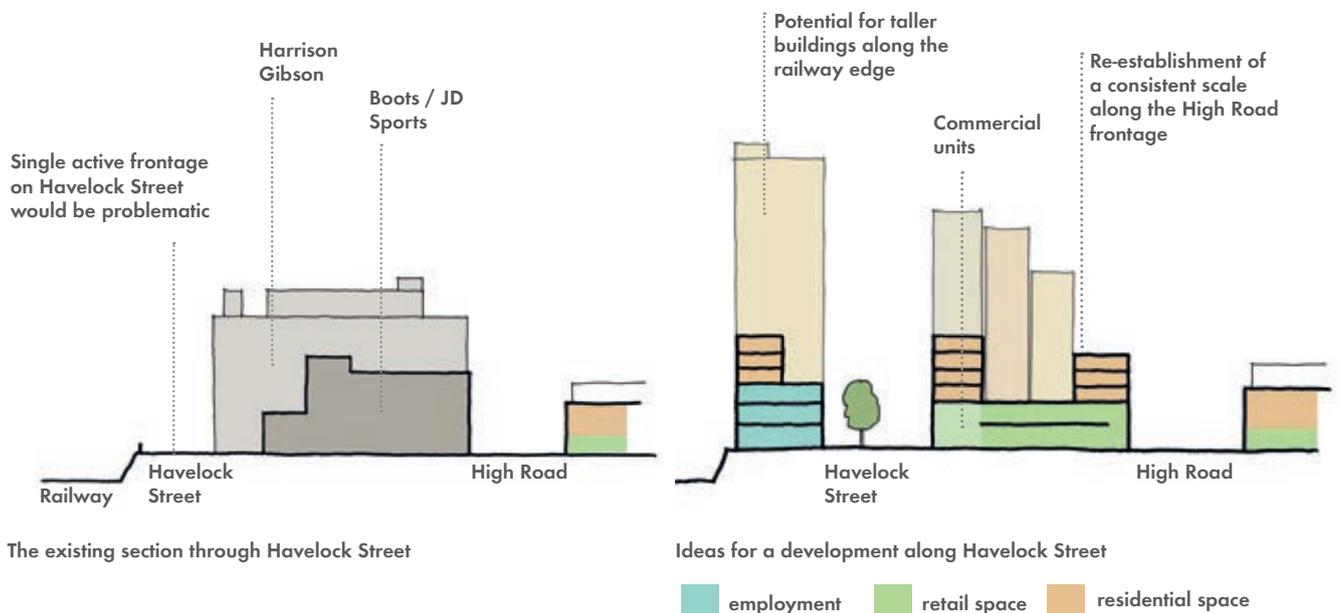
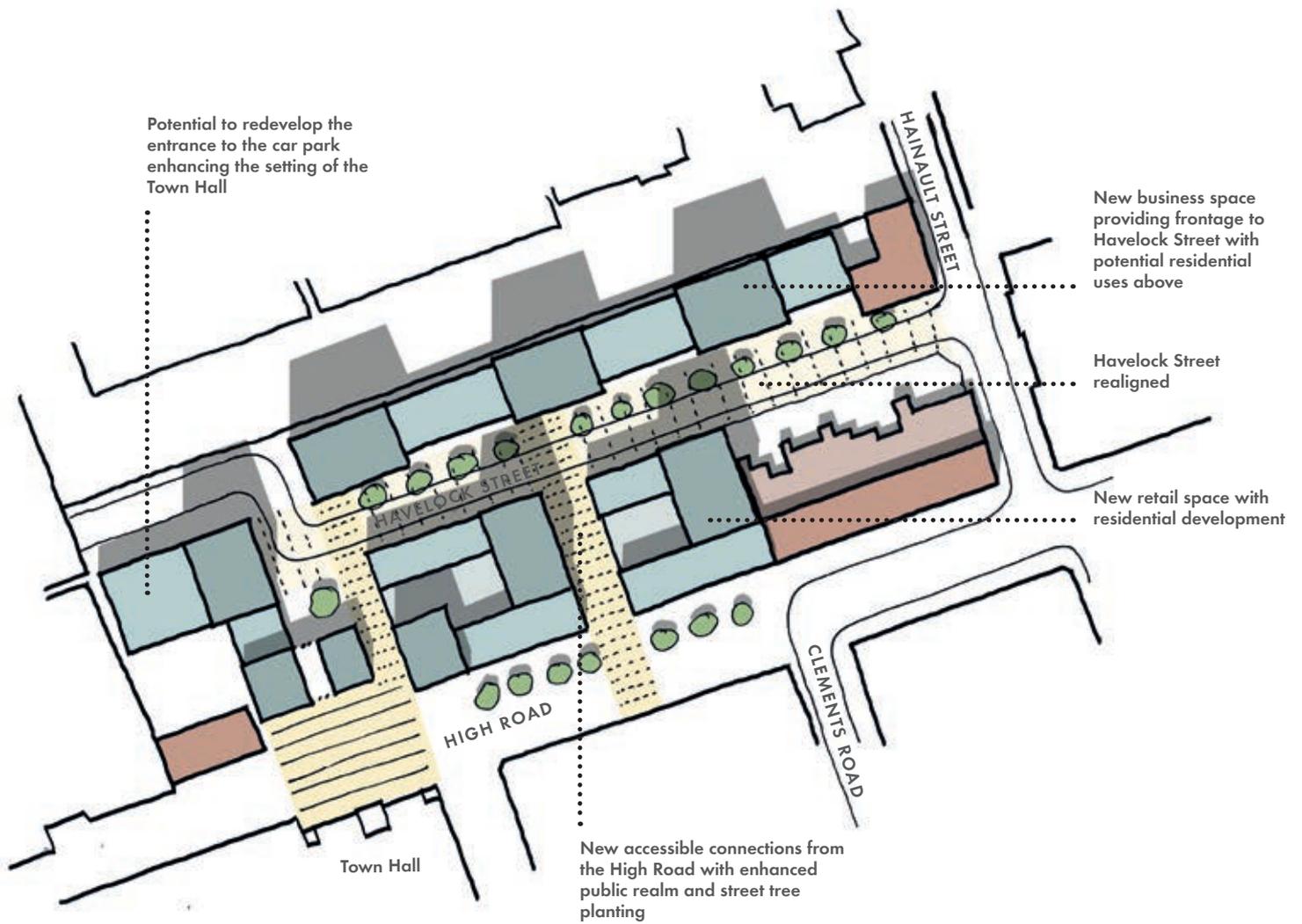
# High Road Central - maximising opportunity

These key sites in the town centre provide the opportunity to deliver a mixed use scheme with significant new purpose built retail space on the High Road, new workspace in the heart of the town centre and taller buildings delivering new homes above. The development of these sites will signal the shift in focus with more residential led development continuing up the High Road to the east.

Havelock Street is realigned to create a new street in central Ilford. New business space at ground floor provides activity to the street while new public spaces are created via enhanced connections back to the High Road. The setting of important historic buildings such as the Town Hall and original Victorian shops along the High Road are improved, creating an engaging environment of historic and contemporary buildings.



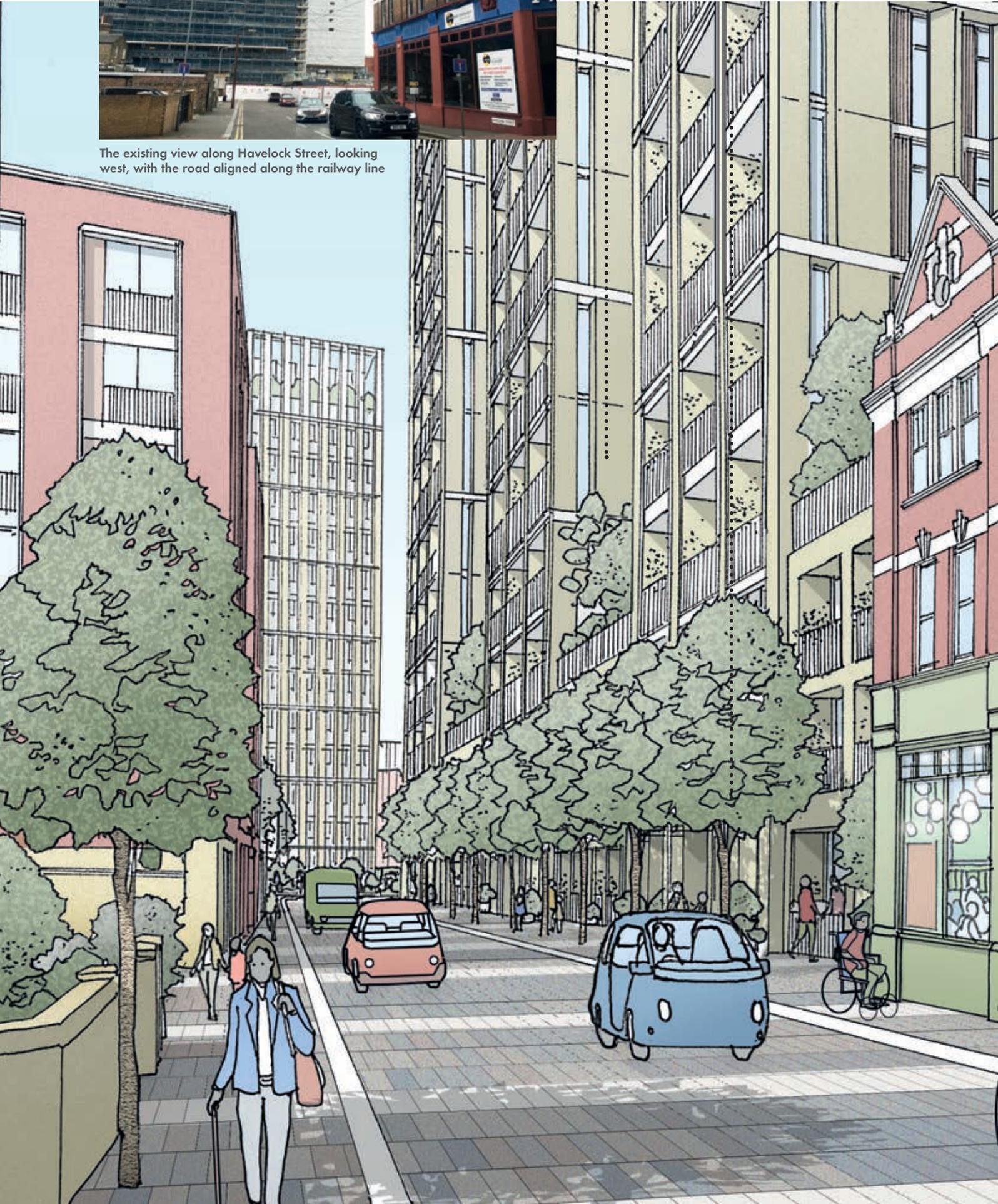
The existing site at Havelock Street





The existing view along Havelock Street, looking west, with the road aligned along the railway line

New residential development with commercial/community space at the ground floor



Havelock Street adjusted to its original alignment, with development on both sides of the street to create a normal urban environment. The Council is committed to using its highways land to support the ultimate development.

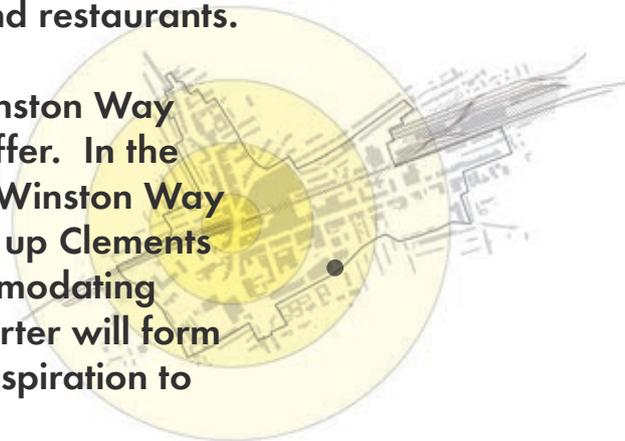
Historic building refurbished as its original pub use or adapted for a new use



# The cultural quarter

A new cultural quarter focused around the reuse of the existing Town Hall and Council investment in new civic facilities will cluster uses including a library, theatre, leisure centre with a swimming pool, education institution and new homes generating activity throughout the day and into the evening in the heart of the High Street. A linear public space forms the focus of the area for workers, students and new and existing residents. An enhanced Town Hall with the potential for new further and/or higher education institutions will continue to play an important role in Ilford town centre. The new cultural uses bring activity throughout the day and into the evening supporting cafés and restaurants.

The cluster of faith buildings south of Winston Way will be better connected to the cultural offer. In the longer term new development will front Winston Way and buses can be rerouted here, freeing up Clements Road as shared and public space accommodating outdoor events. Ilford's new cultural quarter will form a prominent element in LB Redbridge's aspiration to become a future Borough of Culture.



The existing area around the Town Hall

Animated public realm creating new public spaces to play and meet with pop-up activity and open-air theatre

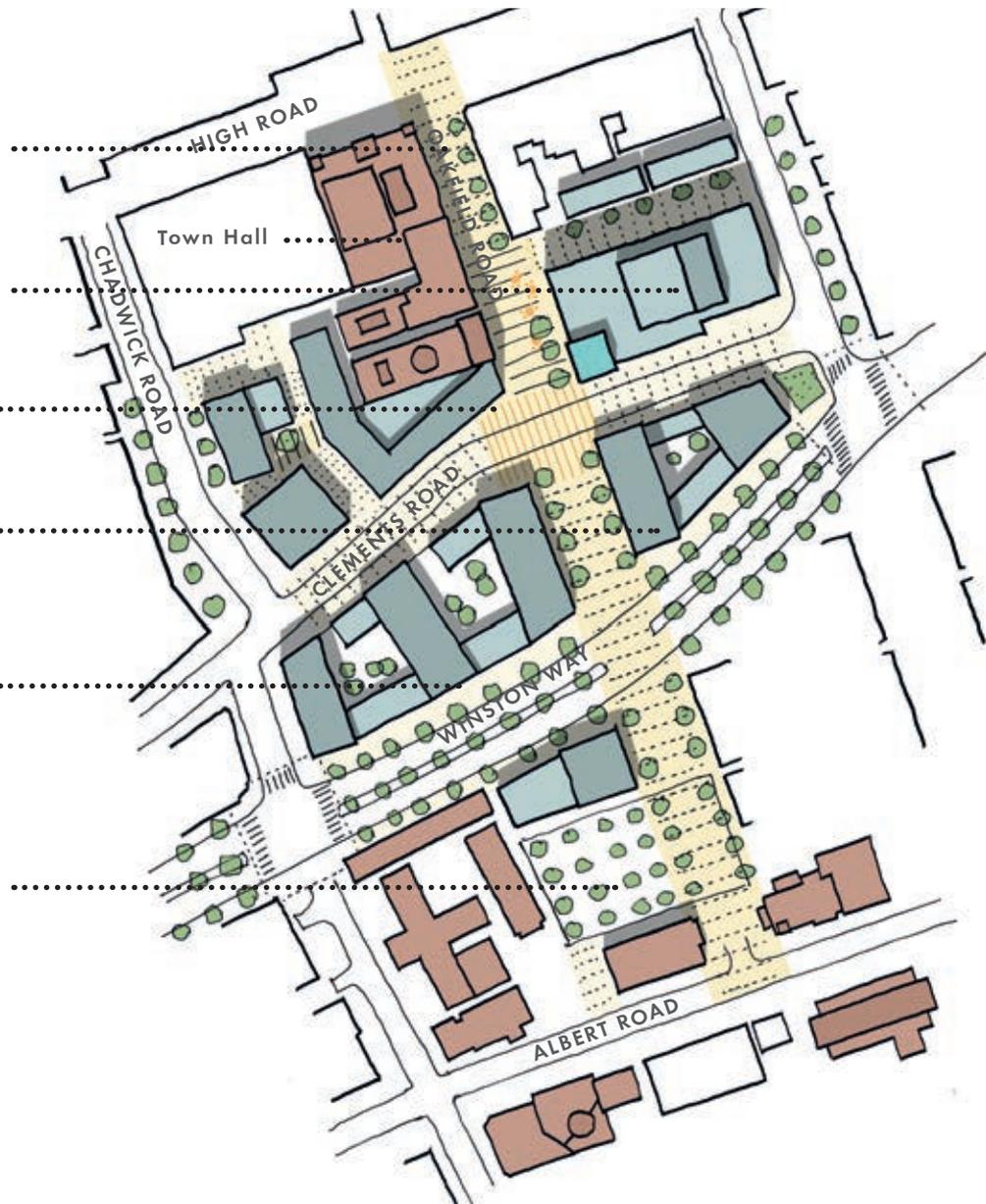
A modern performance venue in the town centre

An enhanced Town Hall with potential for new further and/or higher education institution and modern civic offices through direct Council investment

New buildings providing frontage to Clements Road and Winston Way

Redeveloped cinema providing frontage to Winston Way and Clements Road. The existing cinema could be relocated into the Exchange to support development

Better connection to cluster of faith buildings south of Winston Way



Public realm proposals are underway for the town centre which will begin on site in the summer of 2017. The visualisations show the new proposals for public realm along Oakfield Road and the High Road. Images by Burns and Nice

The existing view along Oakfield Road with the council car park to the left and Kenneth More Theatre to the right



A new public space which connects the library, theatre and town hall and supports an evening economy



Removal of buses from the eastern part of Clements Road and creation of a shared surface

Reprovided cultural uses which can be brought forward in conjunction with new homes

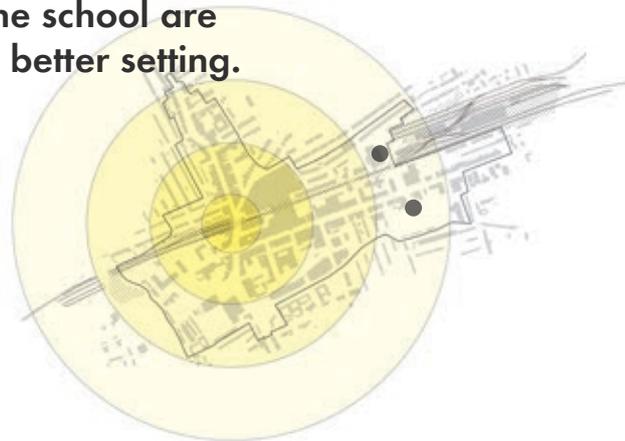
Taller buildings in the town centre which have breathing space between them



# Ilford Eastside - creating a boulevard

Within the Ilford Eastside area, Winston Way is one of the largest pieces of the puzzle to unlock in improving the town centre environment. Remodelling large junctions and roundabouts and replacing these with simple T-junctions, pavements and tree planting will transform the street from a vehicle dominated environment to a new town centre street. A number of development sites are created by remodelling the highway which can deliver new homes, community and faith buildings and workspace fronting the street. A significant green space can be created next to Winston Way Primary school and by removing one arm of the eastern gyratory, walking links to the school are improved and historic buildings given a better setting.

Redeveloping the multi-storey car park and bus stand on Ley Street offers the opportunity to deliver important social infrastructure in the town centre, including new schools to serve existing and new residents.



The existing area around the Winston Way roundabout

New schools accommodated with sports pitches above alongside new residential development

Taller element fronting the High Road

New development providing frontage to Winston Way affording opportunities for workspace, community and faith buildings

The redevelopment of Ilford Retail Park provides new homes, retail spaces and work space along the High Road

Removal of the gyratory creating a pedestrian route with opportunities for new development, retaining a route along the High Road towards Seven Kings



New green space created by the removal of the roundabout which could be used by the school and the public

An at grade crossing replaces the underpass connecting south to Richmond Road



The existing view along Winston Way showing the traffic and highways dominated environment

A flat green space created by the removal of the underpass



Removal of the roundabout, but retention of two lanes in each direction for traffic. Better pedestrian connections to the school and to South Park

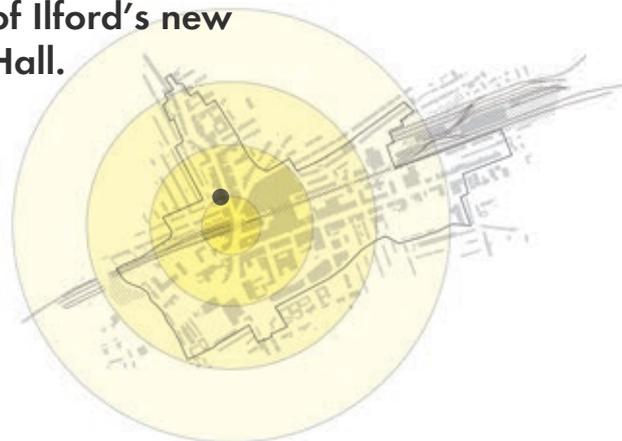
Residential development on a new site created by removal of the roundabout, providing frontage to Winston Way



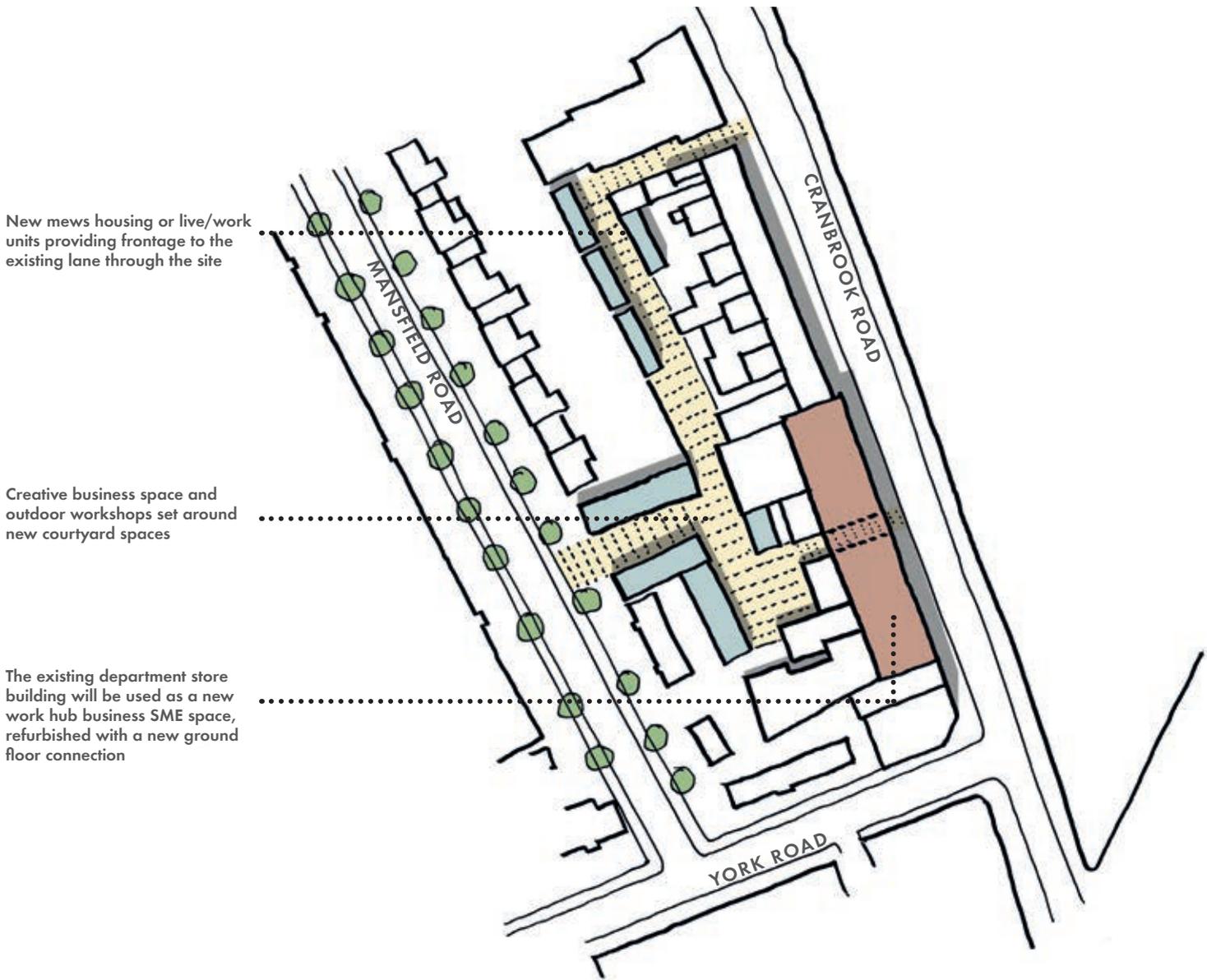
# Historic Cranbrook - adapting Ilford's heritage

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The former department store on Cranbrook Road offers the opportunity, through refurbishment, to give a new lease of life to an attractive relic of Ilford's past and create a sense of arrival into the town centre from the North. The former department store could create a new business address on Cranbrook Road, used as a new work hub with SME and business space provided above ground floor. Residential units could be built on top of the department store, whilst a new connection through the building at ground floor could lead to a series of new courtyard spaces for workshops and live/work units fronting a mews between Cranbrook Road and Mansfield Road. This could be the centre of Ilford's new creative workspace along with the Town Hall.



The existing site between Cranbrook Road and Mansfield Road



Mews style housing *Highbury Square*



Cranbrook Road's attractive former department store building

# Delivery and implementation

Many of us want to see the transformation and rejuvenation of Ilford Town Centre. To achieve successful change, multiple factors and stakeholder priorities need to be considered and carefully balanced.

Collaborative working between landowners, developers, investors, the public sector and wider consultees is vital.

## Proactive collaboration

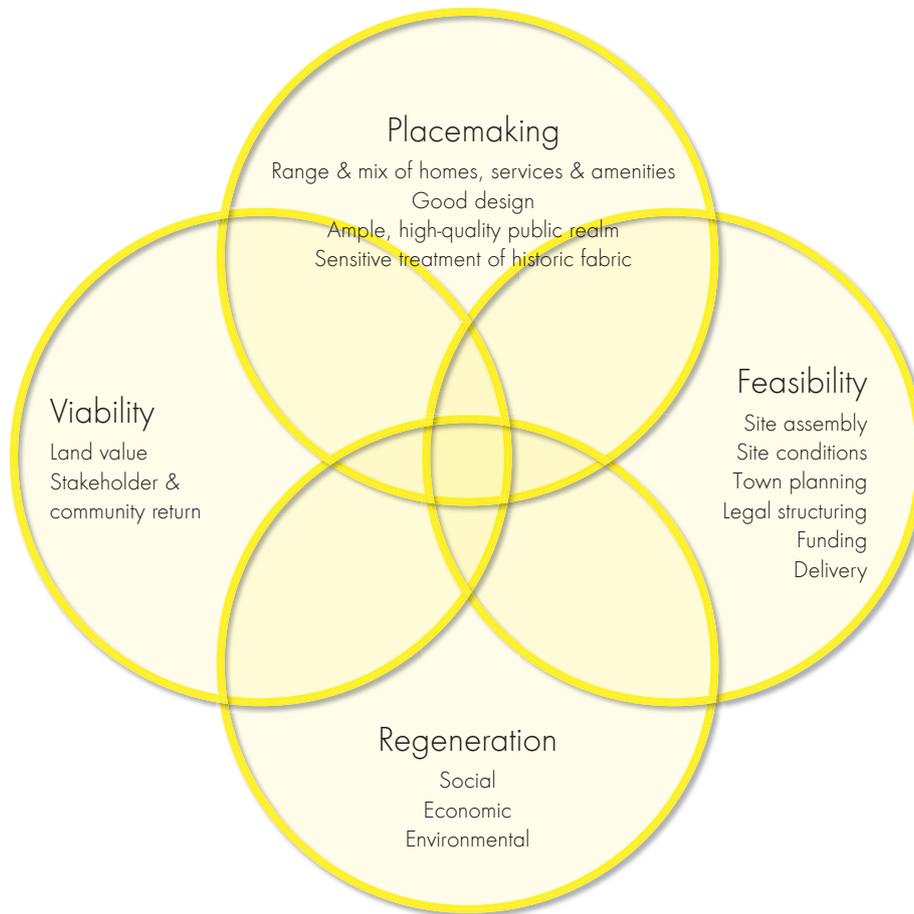
The Council will be a proactive partner and provide leadership in its roles as planning authority, highways authority, licensing authority landowner, developer and investor, to facilitate transformation and remove barriers to development. The Council will:

- Consult and engage with all stakeholders to co-ordinate, facilitate and monitor delivery in order to maximise placemaking and regeneration outcomes
- Liaise closely in particular with TfL, given the importance of the town centre as a subregional as well as local transport hub, and TfL's interests in traffic along strategic corridors
- Provide Town Centre Management
- Focus the Council's business support offer and engagement to not only see businesses establish in Ilford, but to help them grow and prosper
- Promote and deliver an efficient customer-friendly town planning service with placemaking and the community at its core
- Invest in the public realm and in remodelling the highway to release land

for development and repair connections with Ilford's neighbourhoods

- Deploy its resource and capital to bring forward schemes and enter into joint ventures to make development happen
- De-risk sites through securing planning permissions and undertaking land assembly, including the use of Compulsory Purchase Powers where necessary

The Council aim to provide high quality advice through the planning process to bring development forward and encourage pre-application discussions to evolve scheme design. The London Borough of Redbridge will provide clear, transparent guidance and design principles to the development community. The Council will support high quality development schemes and challenge those bringing forward proposals to maximise the benefits and opportunities to rejuvenate Ilford town centre. As a Local Planning Authority the Council is prepared to use the full extent of its powers, including Compulsory Purchase to achieve its regeneration objectives and bring forward investment in high quality development.



The Council is, and will continue to be, the Catalyst for Change. However, the Council cannot do it alone and private sector investment is essential for the full potential of Ilford to be realised.

**Flexibility is key**

Successful transformation cannot be prescribed. It requires a flexible framework, setting out key principles that need to be considered and carefully balanced for all development activity. These have been illustrated throughout the prospectus and can be summed up as:

- Placemaking
- Feasibility
- Viability
- Regeneration

First and foremost placemaking and regeneration are the bookends of transformation and are essential to achieving value and evolving and delivering the vision for Ilford. The creation of high quality spaces and maximising the impact of investment throughout the local economy are high priorities, informing decisions.

Yet sites, or a cluster of related sites, also need to be feasible and deliverable, having regard to existing landownership, planning, site specific characteristics and feasibility. Lastly, it is fully understood that developments need to be viable – but viability is far more than a simple return on capital. Viability must be holistic and long-term offering appropriate benefits and returns for all parties investing and contributing to the transformation of Ilford.

Through a considered assessment of each of the opportunities a programme of development may be envisioned, but should not be imposed, because placemaking is vital and what may not be viable today, may become viable tomorrow.

The Council is already investing in the public realm, the Elizabeth Line is coming and opportunities around the rebuilt Crossrail Station will create a well-connected gateway to Ilford Town which in-turn will catalyse further value creation and rejuvenation. Opportunities to remodel the highway and release land for development will be pursued by the Council along with a revitalised Civic and Cultural offer, in the short to medium term.

Ley Street may be advanced early on to provide school places for the growing population. And there are already a number of sites that are in the planning system. Delivery and value creation is underway.

### Join Together to Deliver the Vision

This prospectus sets out important placemaking ideas for Ilford to stimulate imagination and debate, through carefully considered placemaking propositions, putting the transformational ideas into action.

The propositions are intended to challenge and encourage developers, investors and landowners, to respond and help deliver a collective vision for Ilford. The Council will welcome proposals that:

- Build on and reflect the principals set out in the Ilford Manifesto
- Deliver high quality development based on a shared vision, sound placemaking principles and local planning policy
- Demonstrate how a minimum of 35% affordable housing can be designed and accommodated within the scheme
- Have regard to the Meanwhile so that no building in Ilford Town Centre is blighted by 'to let' signs
- Respect, retain, enhance and celebrate, Ilford's rich historic fabric within new development proposals
- Consider how each proposition enhances the economic well-being of Ilford; and
- Commit to collaborative working with adjacent landowners, investors, operators and the Council.

This prospectus invites all parties to come together with the community to jointly develop the opportunity that is Ilford Town and deliver the aspirations set out in the Ilford Manifesto to truly create *Ilford, for you, for me, for all.*

Placemaking proposition	Placemaking impact
Ilford Circus - A new arrival to Ilford	
High Road Central - maximising opportunity	
The cultural quarter	
Ilford Eastside - Creating a boulevard	
Historic Cranbrook - Adapting Ilford's heritage	

Time Horizon (short, medium, long)	Delivery considerations	The Council will	Developers and investors should	Return on investment
	Land assembly Neighbouring landowners Planning Viability Infrastructure Phasing	Work with adjoining landowners Prepare detailed study on road changes Prepare development brief Seek heritage funding Consider land assembly Liaise with TfL regarding buses and traffic flows	Engage with LB Redbridge before pre-app Retain historic buildings Create public spaces Coordinate with adjacent sites Create pedestrian routes	Transform perceptions New activity Better movement New homes Affordable homes Value creation Profit
	Neighbouring landowners Planning Viability De-risking Phasing	Facilitate adjacent landowner liaison Prepare detailed study on road realignment Facilitate land swaps Agree principles through pre-app	Engage with LB Redbridge before pre app Engage with land swap process Create new pedestrian links to high street Coordinate with adjacent sites	New homes Affordable homes Modern retail SME space/jobs New urban street Value creation Profit
	Joint venture Planning Viability De-risking Infrastructure Enabling	Develop detailed masterplan Identify public sector needs Engage stakeholders Directly invest in civic facilities Seek heritage and public realm funding Liaise with TfL regarding buses and traffic flows	Engage with LB Redbridge early through masterplan Consider parking Respond to JV process Detailed stakeholder engagement	New cultural uses Better Town Hall setting Public spaces New homes Affordable homes Accessibility Value creation Improved Civic offer
 incremental	Planning Viability Infrastructure Enabling Procurement Phased Delivered as separate projects	Develop detailed road designs & modelling Commission landscape architecture scheme Produce devt brief Establish school brief Seek capital funding Prepare parking strategy Liaise with TfL regarding buses and traffic flows	Engage with LB Redbridge before pre app Respond to strategic approach Consider heights of adjacent sites Consider innovative models for schools	Better movement Lower emissions New schools New homes Affordable homes Green spaces Public spaces Value creation Profit
	Neighbouring landowners Delivered as separate sites	Set out objectives for building refurbishment Seek heritage funding Work with landowners De-risk planning	Engage with LB Redbridge before pre-app Engage with leaseholders Refurbish department store with more intensive uses Deliver new homes	SME space/jobs New homes Value creation Transform perceptions Value creation Higher yields

# Notes

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## **Contact**

To discuss the prospectus or a particular site in Ilford, please get in touch. Email [ilfordforall@redbridge.gov.uk](mailto:ilfordforall@redbridge.gov.uk)

