

regenerating Ilford

delivery prospectus

Ilford is changing

Ilford is transforming. London is shifting East and it is an exciting time for the town. The new Elizabeth Line, significant Council investment in streets and spaces, and the town's Housing Zone will bring new residents and workers, supporting shops and services and attracting investment.

Redbridge Council has published its Manifesto for creating an Ilford for all. The delivery prospectus sets out how these promises can be achieved and how they can translate on the ground.



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.

£ 537m total investment
55.8m GLA Housing Zone Allocation

12 trains an hour
10,880 morning passengers

35,000 sqm of new commercial floorspace

16,000+ new residents

2,000 NEW JOBS

6,000 new homes

1,800+ affordable homes

4,400 construction jobs
150 apprenticeships

Ilford placemaking: the big Ideas

Ilford tomorrow will be an attractive, prosperous and well-designed place with a good quality of life for all. Agreed principles will help focus investment in the town centre and build consensus about positive change. The big ideas, set out on the following three banners, illustrate how the manifesto promises can be delivered spatially.

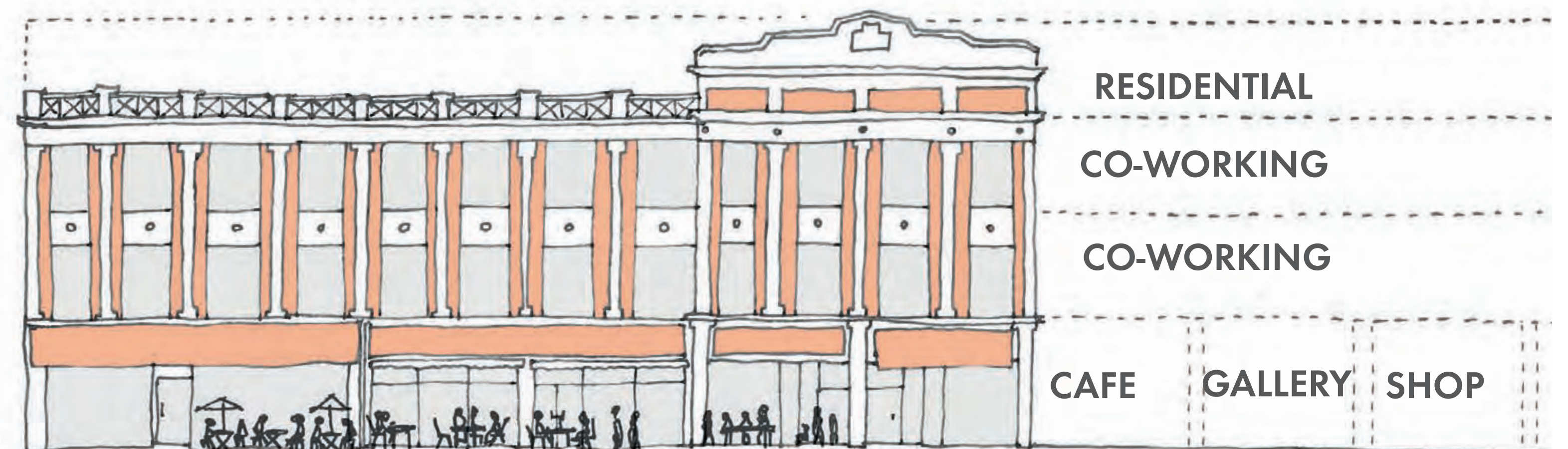
Manifesto promises:

- 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.



making room for enterprise

Ilford has lots of small and medium size enterprises (SMEs) and a high business creation rate - room for enterprise must be made available. Existing buildings can be adapted and new flexible business space established to ensure a thriving commercial centre that is not retail dependent. Work space can be located where housing is not appropriate, and to complement residential schemes.

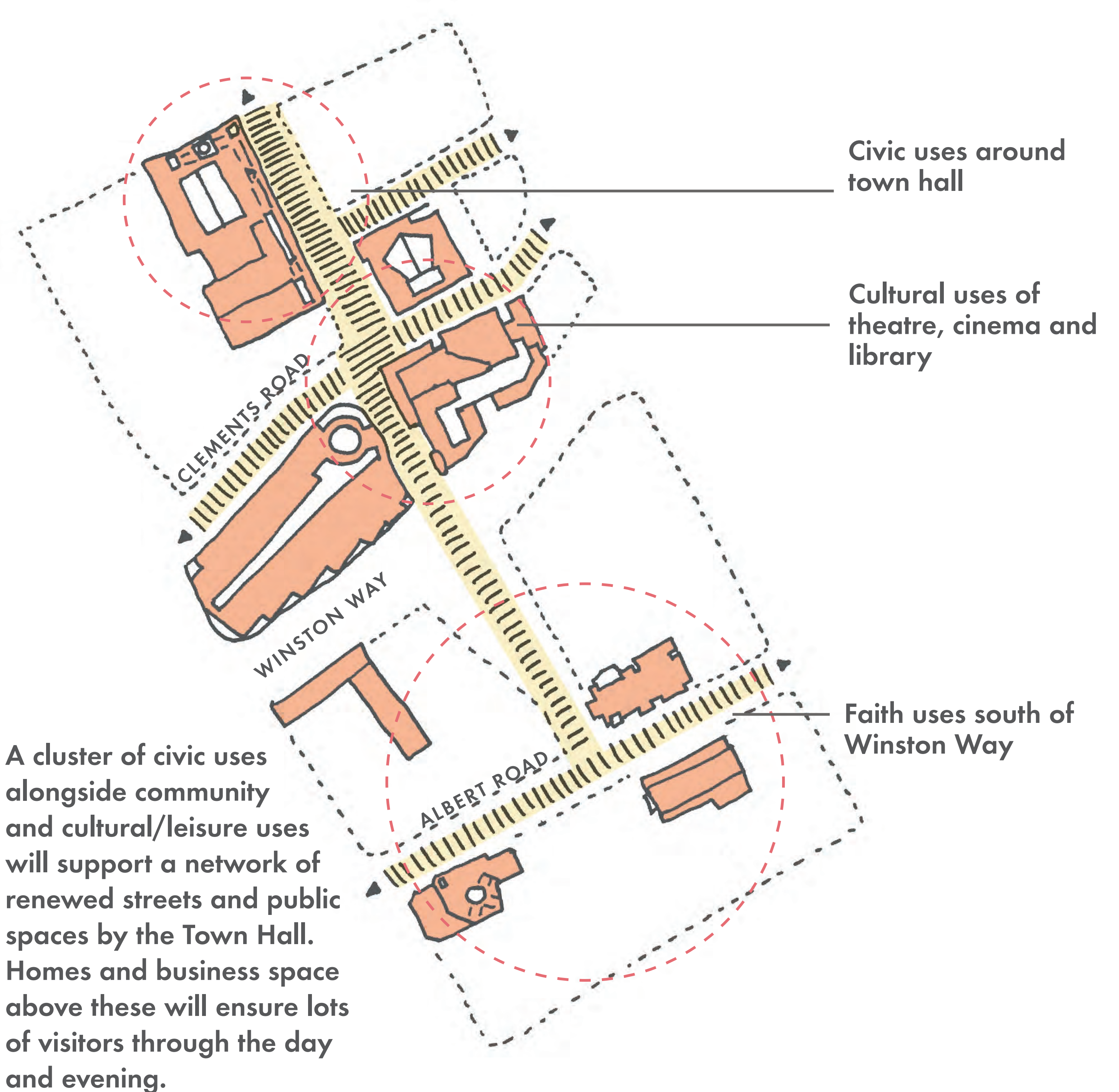


Business spaces created above shop units should also be encouraged, such as at Cranbrook Road, shown here.

Replacing early 'To Let' signs with meanwhile uses is a priority and the Council will provide support for temporary uses.

a strong cultural core

Ilford has a strong cultural and civic cluster but the setting does not do the activities justice. Investing in culture through a newly configured offer at Oakfield Road will establish a 'civic heart' with community and leisure uses as well as a potential higher education institution.



Landscaping and public spaces to support these uses and a suitable setting for the Town Hall. A programme of events in the town centre will bring activity to these spaces and help spark the evening economy.

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

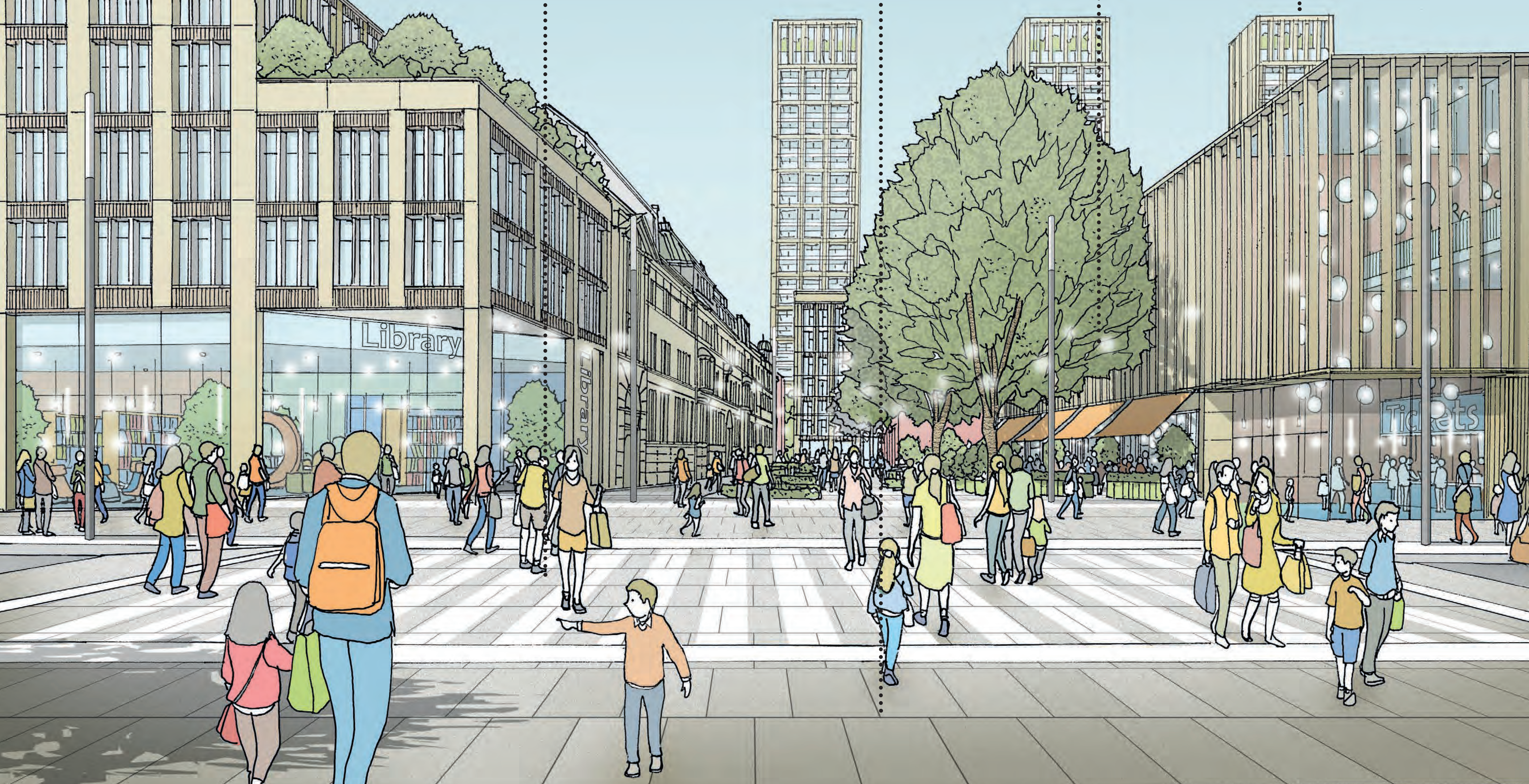


A new public space which connects education, civic and cultural life and supports an evening economy

Removal of buses from Clements Road and creation of a shared surface

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

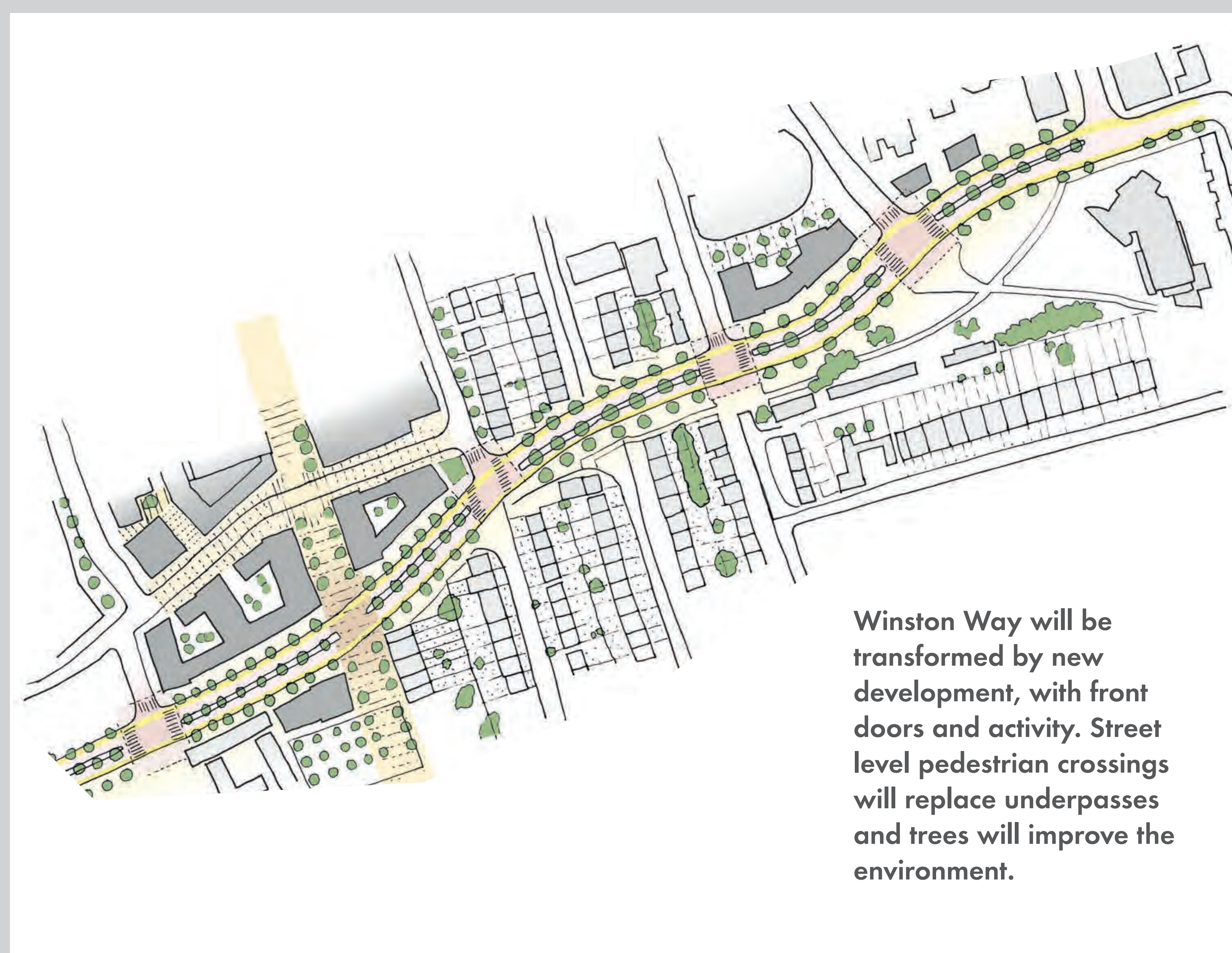
Taller buildings in the town centre which have breathing space between them



turning Ilford's highways into streets

Reducing the impact of cars and better connecting surrounding neighbourhoods for pedestrians is vital for transforming the physical environment in Ilford.

Winston Way will no longer form a concrete collar to the town. It will be an attractive street fronted by new buildings with simple junctions and crossings. The street will have pavements, cycle lanes and trees. This need not lower traffic capacity. Detailed modelling will test proposals and delivery will be phased, junction by junction.

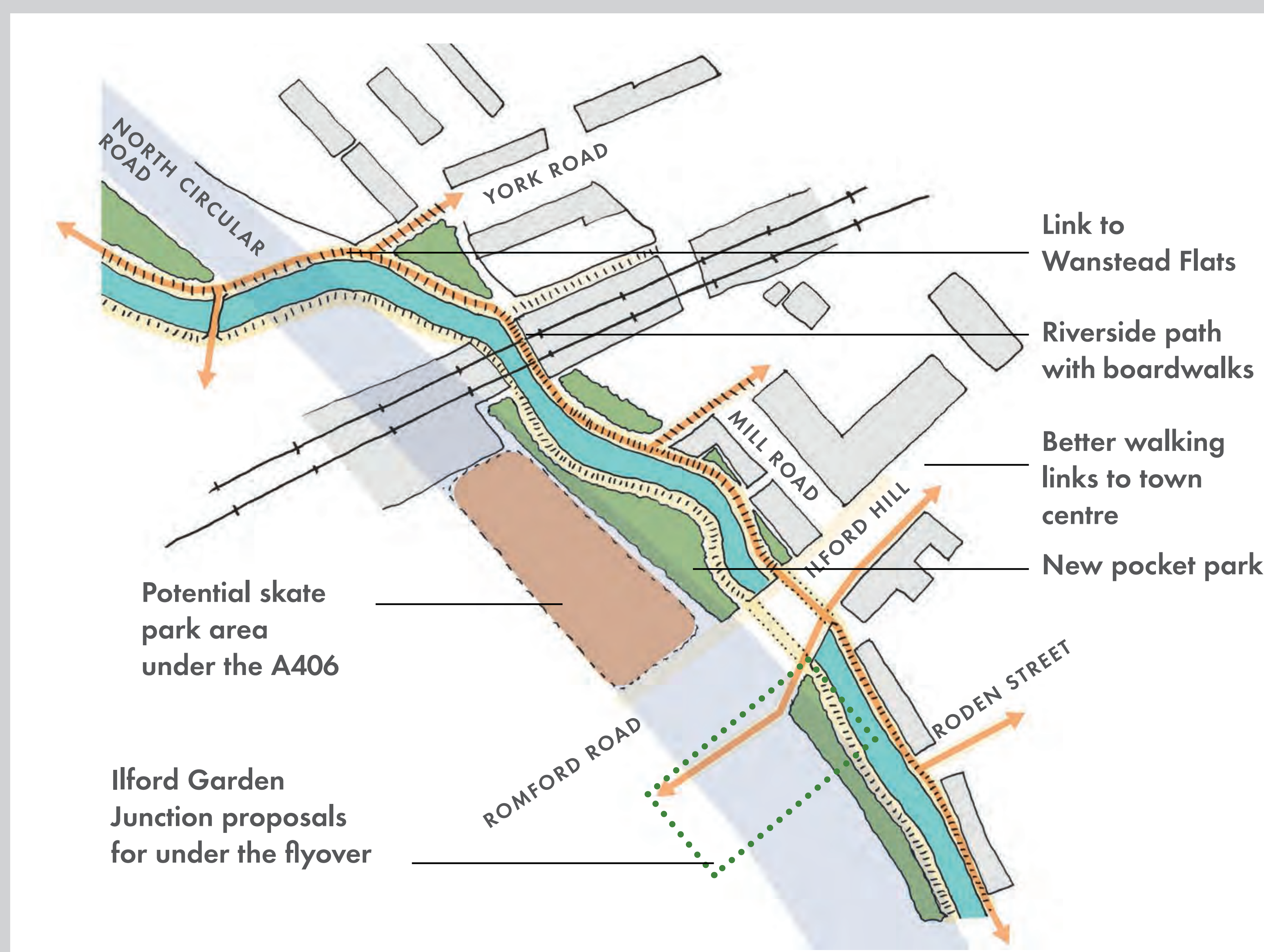


Winston Way will be transformed by new development, with front doors and activity. Street level pedestrian crossings will replace underpasses and trees will improve the environment.

revealing the River Roding

The River Roding runs very close to Ilford centre, but has a low profile and is inaccessible. New riverside routes and pocket public spaces are possible, and good examples exist in London. Making the most of natural assets such as water adds value and improves the public realm.

New development on Roden Street and Mill Road should respond to the river, provide access to it and deliver environmental improvements. A new route along the river could connect to Wanstead Flats and the park beyond, complementing proposals for Ilford Garden Junction under the flyover.



New public space or a skatepark could be provided under the flyover with green spaces along the riverside. A new pedestrian route could open up the western river bank, connecting by footbridge over the river to Wanstead Flats.

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

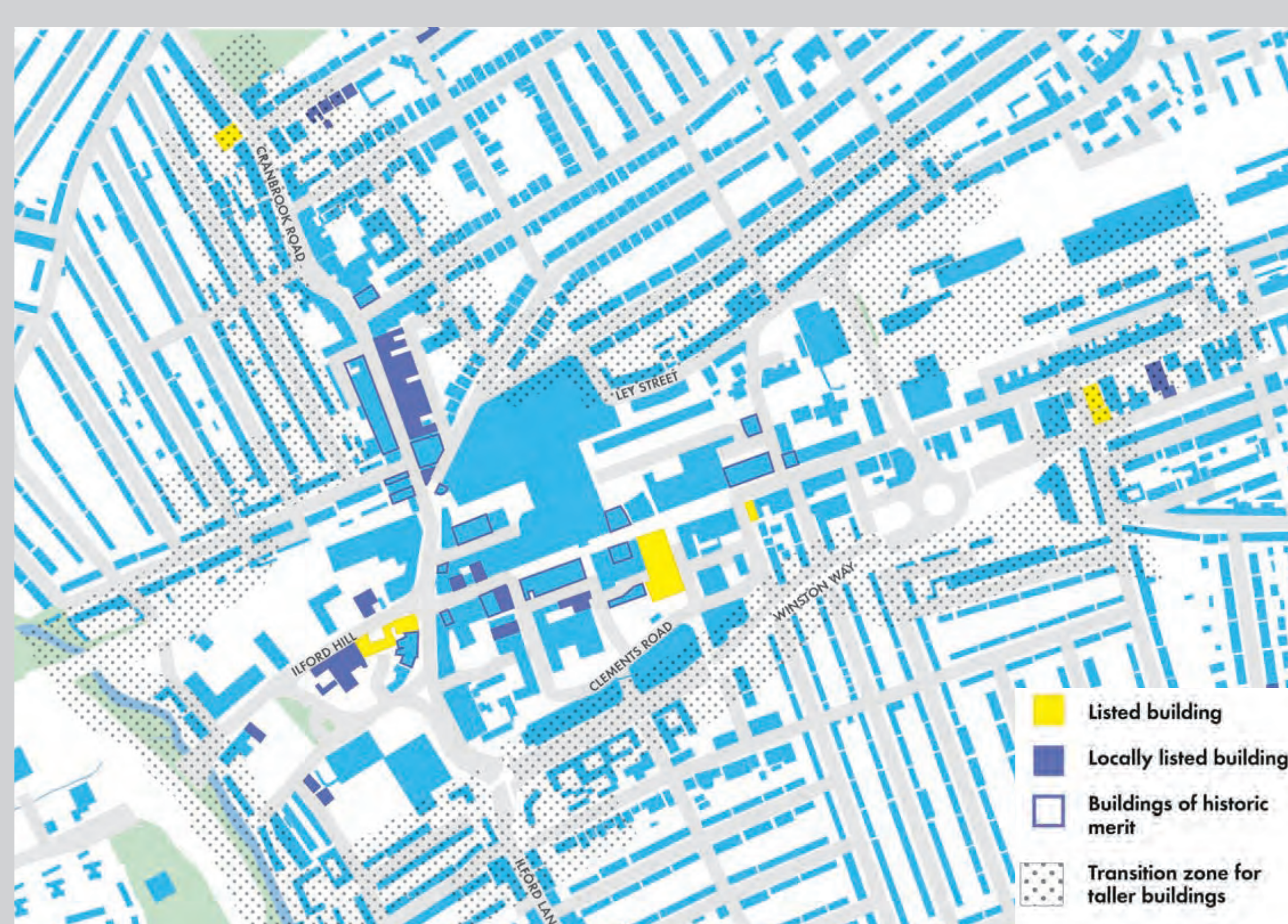
Residential development on a new site created by removal of the roundabout, providing frontage to Winston Way



delivery prospectus

building upon character through good design

Ilford is a London town with historic London architecture. This is central to Ilford's character and provides an engaging setting for new buildings. These buildings are valuable and the Council support their retention through sensitive adaptation. New developments should respond carefully to them. Whilst Ilford is growing, development also needs to have a comfortable relationship with the surrounding residential neighbourhoods.



This plan shows Ilford's historic character and buildings that are protected by their listed status. New development on the edge of the town centre will need to mediate scale and character and respond to the surrounding residential context.

diversifying uses and focusing retail

Ilford's core shopping area can be consolidated. In the town's local high streets, there may be opportunities to return buildings to residential, education, health, community or employment use. New developments will need to provide active uses at ground floor, but this could be leisure, evening uses, business or community space, as well as retail.



The High Road and Exchange Centre retail core will be supported by secondary shops. The distinct roles of local high streets can be enhanced with restaurants, evening uses, leisure and community uses, particularly at Cranbrook Road, the eastern end of the High Road and Ilford Lane.

supporting development with social infrastructure

The 6,000 new homes in the town centre must be supported by new community uses for our existing and new residents. Two new schools are planned and innovative models for combining social infrastructure with other uses in an urban context must be explored. Health, nursery and other facilities must be included in future town centre developments.



Ilford has community use clusters to the south and east of the town centre. Walking links to these will be enhanced by improving connections across Winston Way. A site on Ley Street has been identified for new primary and secondary schools.

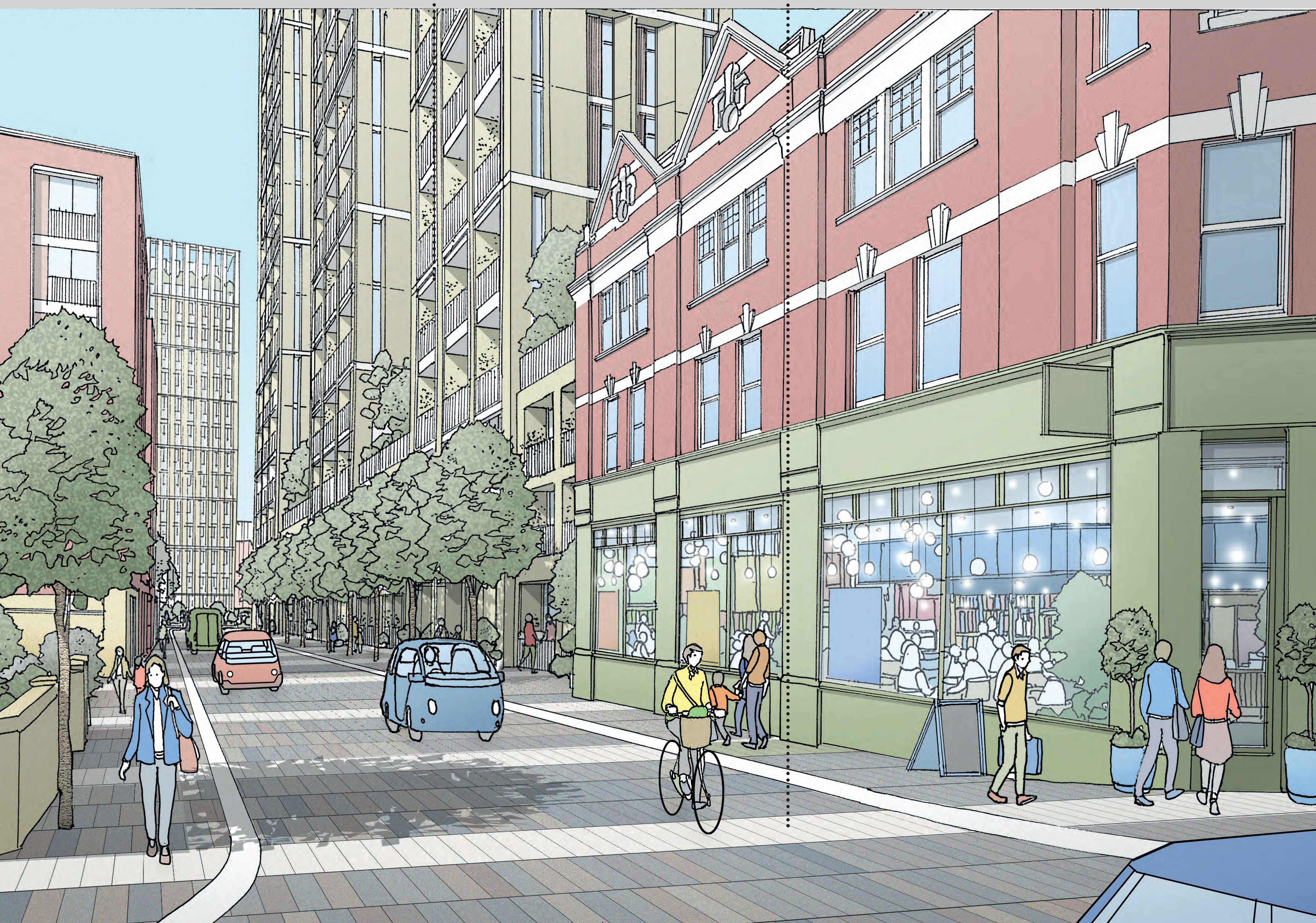
The existing view along Havelock Street, looking west, with the road aligned along the railway line



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 happy to put its highways land in to the development pot

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



placemaking propositions

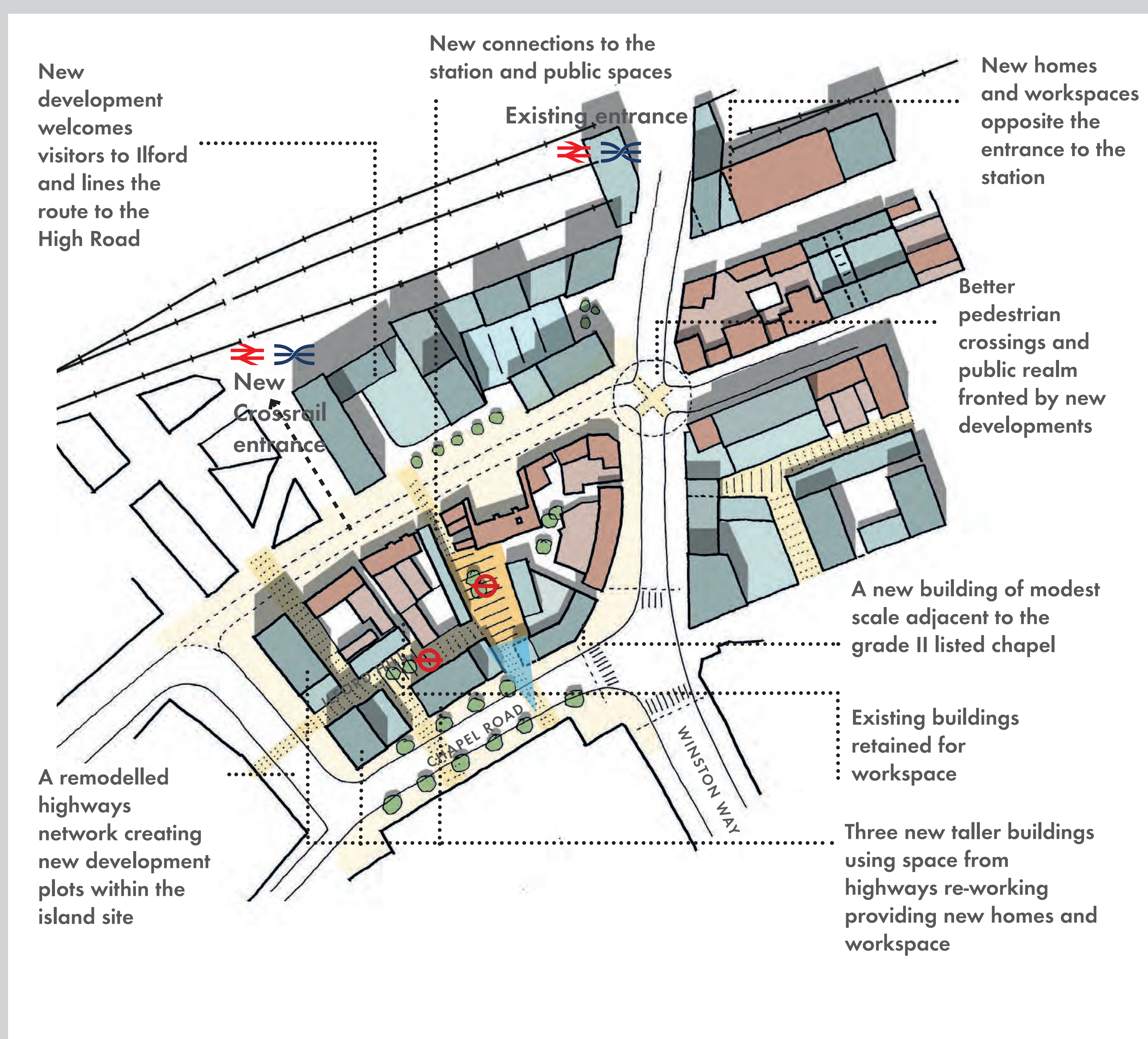
The plan below shows propositions in the prospectus and the Council's aspirations for quality and placemaking in new development. The ideas are explained on the following exhibition panels.



Ilford Circus - a new arrival to Ilford

Sites around Ilford Circus will together transform the arrival experience to Ilford from the new Crossrail station. It will:

- Improve pedestrian links, create new sites and enhance the environment through road layout changes
- Deliver new homes and business space next to Ilford Station enhancing the arrival to Ilford
- Create a new route and new public space next to St Mary's chapel, opening up views to the historic building
- Deliver a new direct pedestrian route through the centre of the site, providing an alternative access to the station
- A focus for higher density development while retaining historic buildings around Ilford Circus



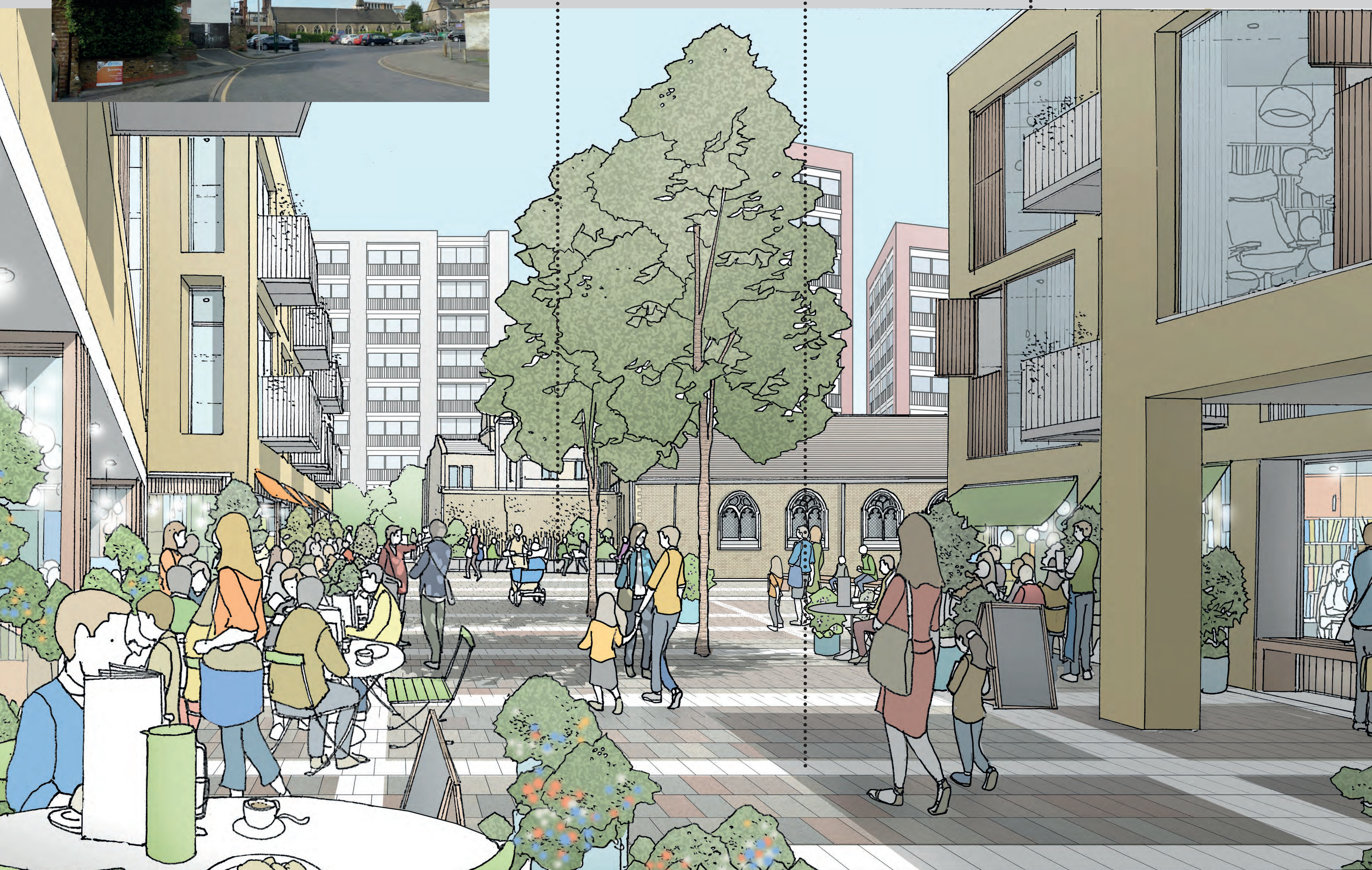
The existing view into the island site, with the public conveniences on the right and St Mary's chapel visible in the distance.



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

A new north-south link to the Crossrail station entrance, with tree planting to bring greenery to central Ilford

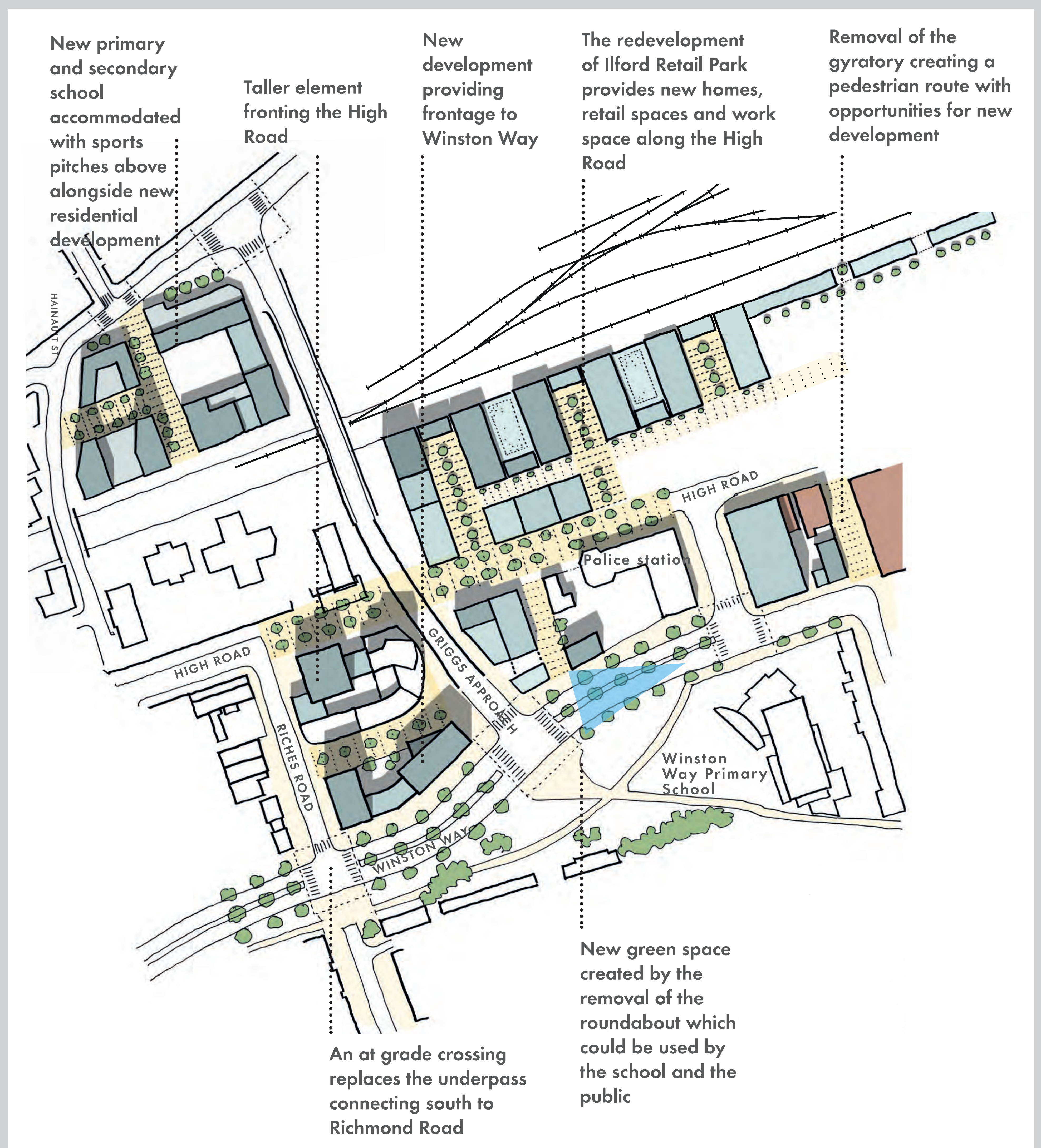
New residential buildings. The eastern side of the site should be lower scale, the western side can be taller



Ilford Eastside - creating a boulevard

Within the Ilford Eastside area, Winston Way is a key piece of the puzzle in improving the town centre. A new neighbourhood can be delivered in this area by:

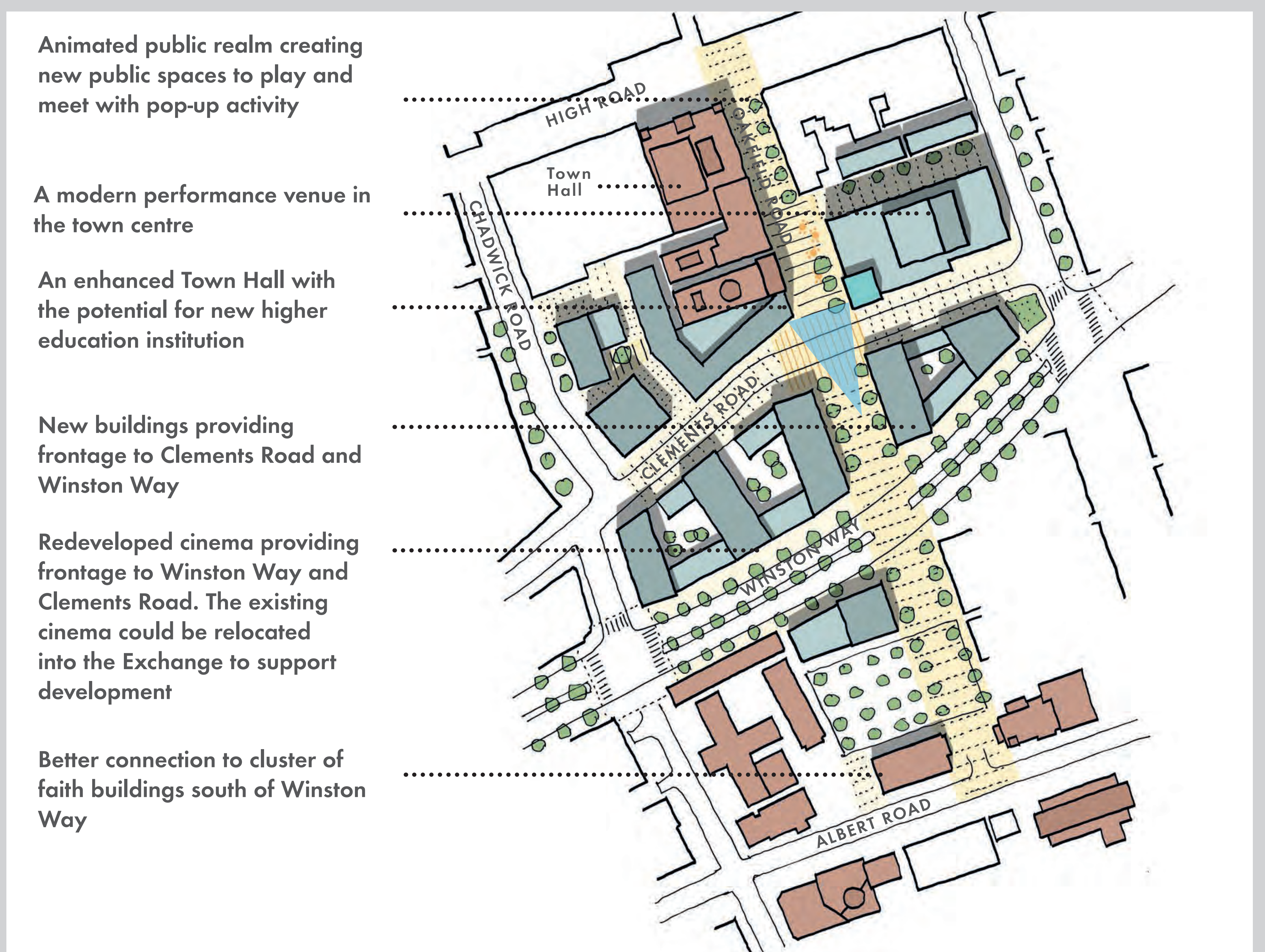
- Removing large junctions and roundabouts and replacing these with simple T-junctions
- Developing sites created by road changes with new homes and employment spaces fronting the street
- Improved links to Winston Way school with wider pavements and new cycle routes
- Tree planting and new green spaces next to the school improving air quality
- Enhancing the setting of historic buildings
- Delivering new schools by redeveloping the multi-storey car park and bus garage on Ley Street



The cultural quarter

A new cultural and civic quarter around the Town Hall can achieve:

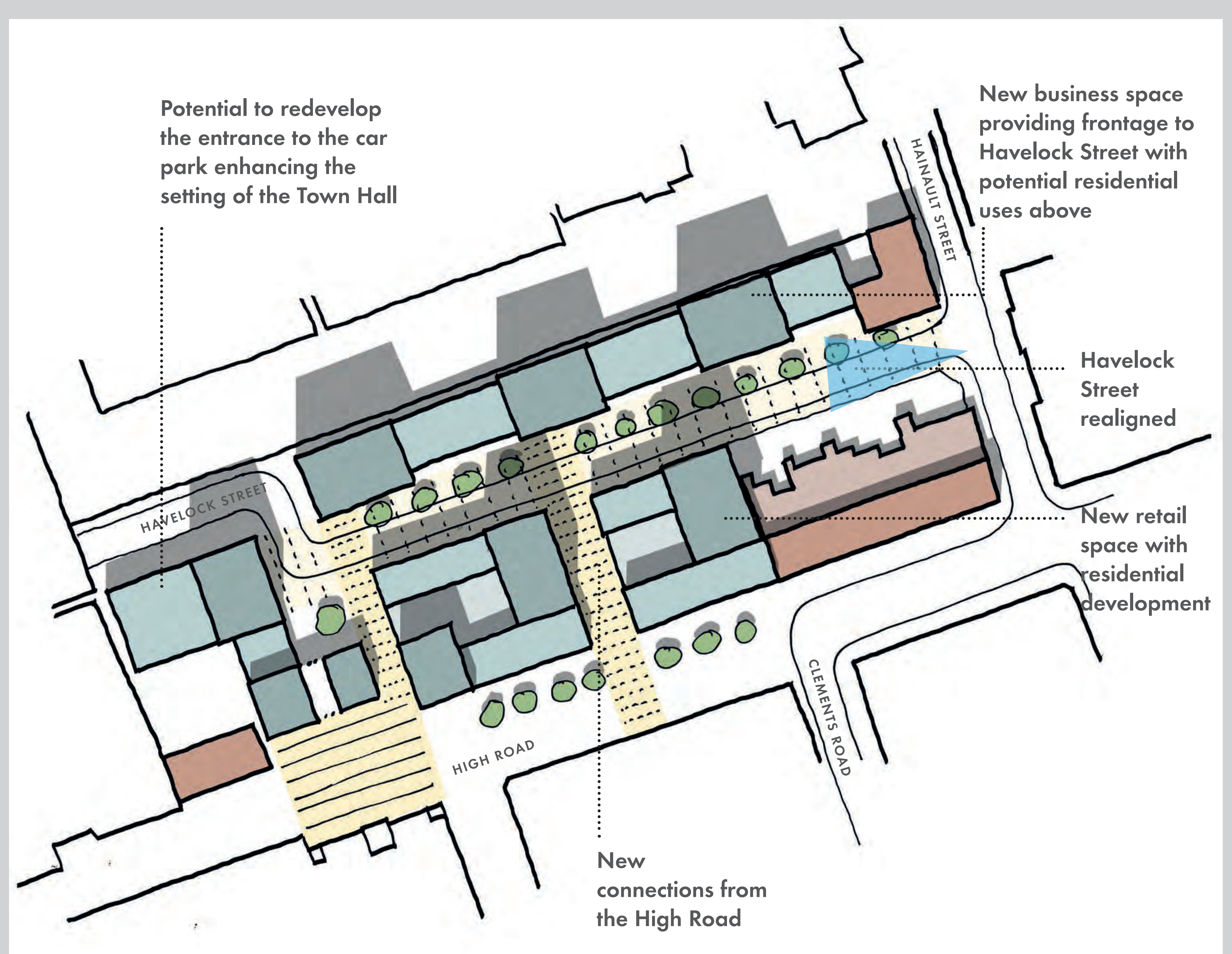
- A linear public space at Oakfield Road, fronted by activity
- A new Town Hall with the potential for a new higher education institution located in the town centre
- New civic and cultural offer including a theatre and library with business space, restaurants and homes providing daytime and evening activity
- Better connection to the cluster of faith buildings south of Winston Way
- Development can front Winston Way and buses be rerouted here, freeing up Clements Road as public space



High Road Central - maximising opportunity

These key sites on the High Road could deliver:

- New retail space on the High Road with large floor plates
- New workspace in the heart of the town centre with taller buildings allowing new homes above
- A realigned Havelock Street to create a new street with front doors on both sides and new links to the High Road
- Improved setting of historic buildings such as the Town Hall and Victorian shops along the High Road



Station Approach - adapting Ilford's heritage

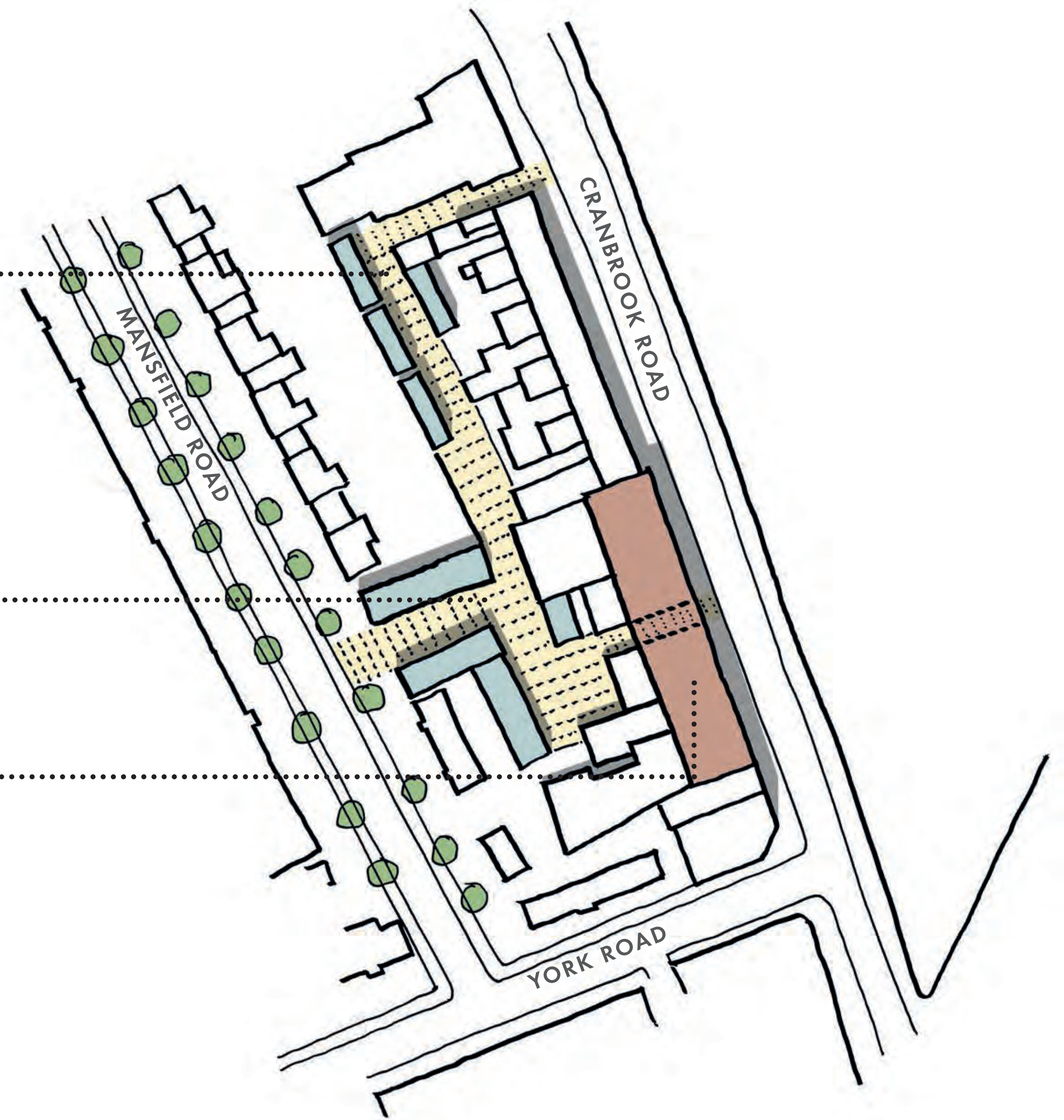
A former department store on Cranbrook Road offers the opportunity to refurbish and give a new lease of life to this attractive relic of Ilford's past. This could be an opportunity to:

- Create a new business address on Cranbrook Road, used as a new work hub with SME and business space provided above ground floor
- Deliver residential units above the department store
- Create a new connection through the building at ground floor to a series of new courtyard spaces for workshops and live/work units in a mews behind Cranbrook Road

New mews housing or live/work units providing frontage to the existing lane through the site

Creative business space and outdoor workshops set around new courtyard spaces

The existing department store building will be used as a new work hub business SME space, refurbished with a new ground floor connection



have your say

We want your views on the emerging prospectus for Ilford Town Centre. Have your say by visiting www.redbridge.gov.uk and search for Ilford Prospectus. The Consultation will close on **Tuesday 27th June**.

After the consultation period closes, comments will be reviewed and inform the prospectus. The document - Regenerating Ilford: Delivery Prospectus, will then be referred to Cabinet in July 2017.

