

MAYOR^{OF} LONDON

ILFORD

OPPORTUNITY AREA PLANNING FRAMEWORK

ACTION PLAN





This Action Plan summarises the OAPF's key priorities, projects and delivery actions. For the full evidence base, analysis, engagement findings, spatial strategy and detailed recommendations, please refer to the OAPF document.



Scan the QR code to stay updated on the project and have your say

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Why Ilford matters

A diverse, well-connected place

Ilford will make a significant contribution to addressing London’s housing shortage through the delivery of approximately 6,000 homes, alongside new employment floorspace, infrastructure and public realm investment.

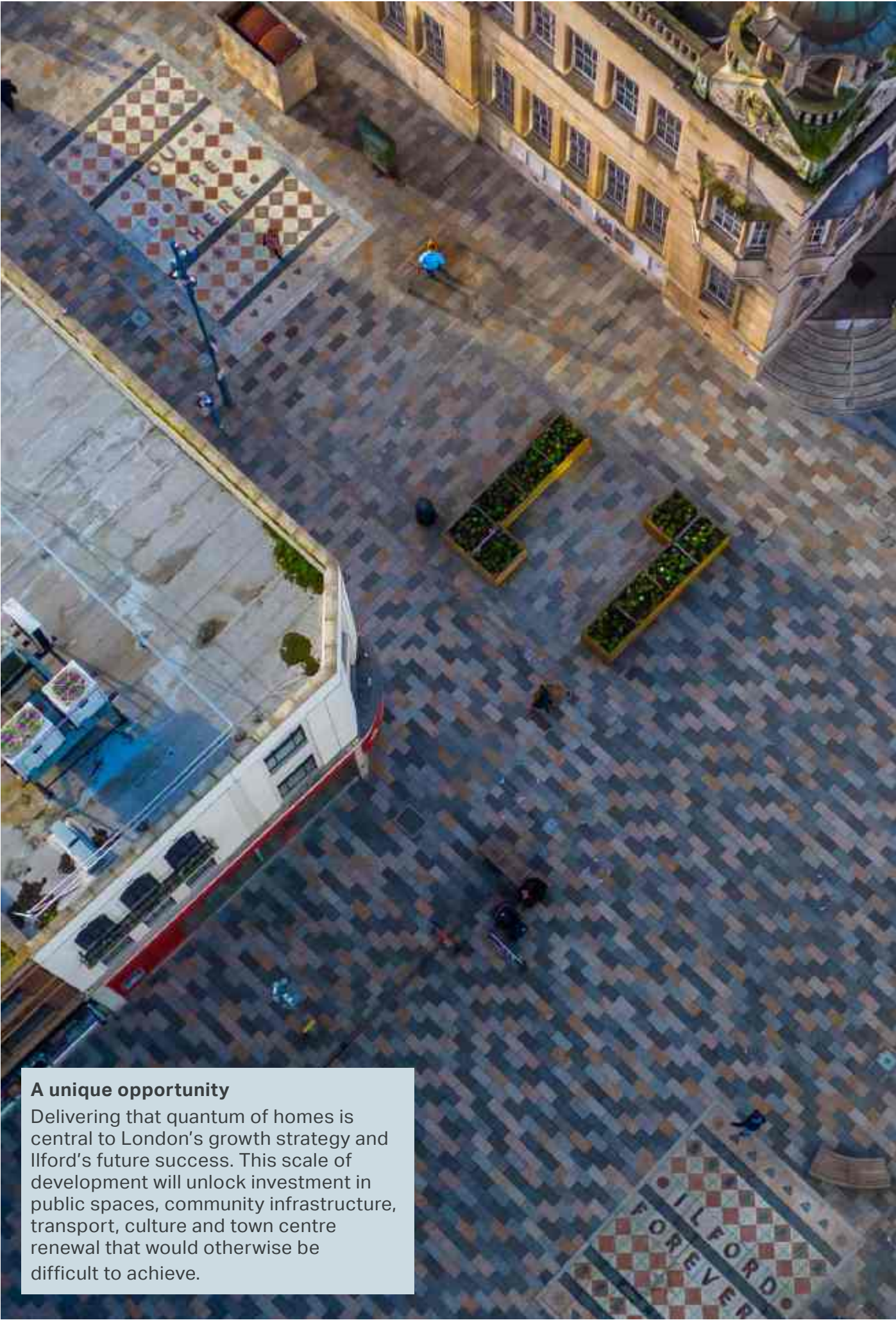
Ilford is one of London’s best connected and most diverse metropolitan centres. Designated as an Opportunity Area (OA) in the London Plan, it is expected to play a significant role in delivering new homes, jobs and infrastructure to support London’s continued growth.



The Ilford Opportunity Area Planning Framework (OAPF) provides a **strategic, design-led framework** to guide this transformation and coordinate investment, development and regeneration across the town centre, helping to improve the quality of life for both existing and future residents.

The OA is strategically located to and from the City and Canary Wharf, with the **Elizabeth line** providing fast connections; just under 10 minutes to Stratford and around 30 minutes to Paddington.

The area benefits from significant green and blue assets, including Valentines Park and South Park, and sits alongside the **River Roding** as part of the wider Roding Valley landscape.



A unique opportunity
Delivering that quantum of homes is central to London’s growth strategy and Ilford’s future success. This scale of development will unlock investment in public spaces, community infrastructure, transport, culture and town centre renewal that would otherwise be difficult to achieve.

Why we need a framework

Addressing barriers to Good Growth

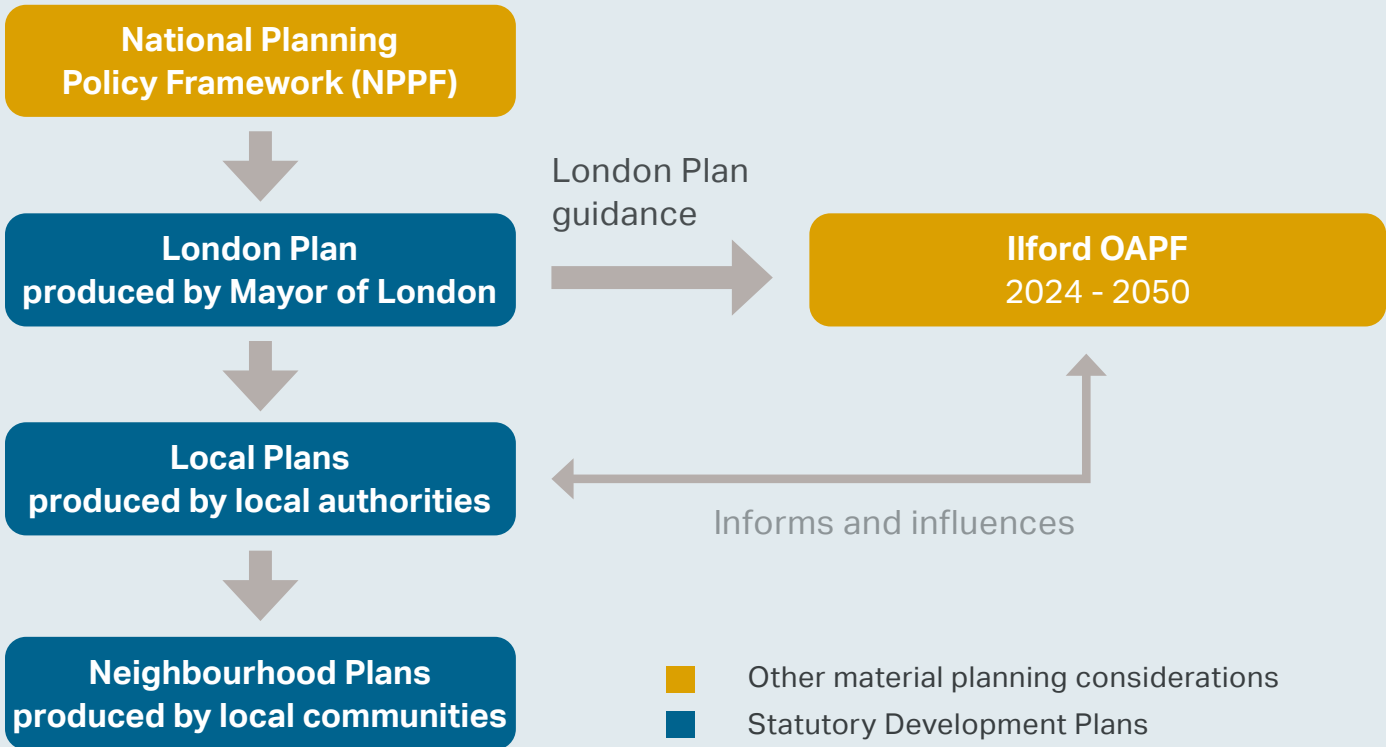
Despite Ilford’s designation as an OA and its excellent Elizabeth line connectivity, **growth has not matched expectations**.

Since its allocation in the 2018 Local Plan, only 784 homes have been delivered, around 15% of allocated sites have seen no planning activity, and 31% of schemes that have entered planning or construction have subsequently stalled. Progress has been constrained by viability challenges, fragmented land ownership, stalled development sites, and a public realm that does not fully reflect Ilford’s strategic importance.

The OAPF sets out **a vision for Ilford as a thriving, inclusive and distinctive place**; a place where people can live, work, learn, create and put down roots. It is underpinned by a strong civic and cultural identity, vibrant high streets, accessible green spaces and renewed connections to the River Roding.

The framework:

- identifies priority sites
- establishes height parameters
- provides clear land use guidance
- coordinates infrastructure investment
- aligns public sector objectives
- simplifies planning processes



KEY BARRIERS TO GOOD GROWTH

1



Viability and deliverability challenges
Growth in Ilford is constrained by fragmented land ownership, a limited supply of development-ready sites, and challenging viability conditions. Low residential values relative to development costs, alongside regulatory and infrastructure requirements, make many schemes difficult to deliver. While higher-density development will be important to meeting growth ambitions, alternative tenures such as Build to Rent and Purpose-Built Student Accommodation may also be needed to help unlock delivery.

2



Lack of consistent place quality
The quality of Ilford’s built environment is inconsistent, with recent development doing little to improve the public realm or townscape. Poor place quality, particularly around Ilford Station, weakens the town centre’s appeal to investors, residents and visitors alike, creating a poor first impression and encouraging people to spend their time and money elsewhere.

3



Inadequate infrastructure for a growing population
Ilford’s social and community infrastructure has not kept pace with its growing and diverse population. There is a shortage of inclusive community facilities, youth spaces and accessible green areas, limiting opportunities for social interaction, wellbeing and community cohesion. These challenges are compounded by high levels of deprivation and overcrowding. The OAPF provides an opportunity to address these longstanding issues and support healthier, more connected communities.

4



Lack of an in-depth cohesive planning framework
The absence of a clear vision for the town centre and of a structured approach to development has led to uncertainty, reducing market confidence and investment appetite.

How was this framework shaped

Evidence-based and community driven

The draft OAPF has been informed by a comprehensive evidence base, including transport, movement, urban design, heritage, viability, infrastructure and development capacity studies, alongside targeted stakeholder and community engagement.

Autumn - Winter 2024

A GLA review of London’s OAs to inform the New London Plan identified the need for an Ilford OAPF, prompting further commissioned studies.

Evidence base (April 2025)

The report examines the barriers to Good Growth in Ilford, using high-level guidance on building heights and development viability to shape site-level typologies and massing. It also refines sub-areas through boundary analysis, detailed site testing, and the identification of additional opportunities.

Capacity study (May 2026)

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

Land assembly and delivery strategy (May 2026)

The land assembly workstrand is reviewing sites across the OA and identifying mechanisms to accelerate delivery.

Local Connections and public realm study (May 2026)

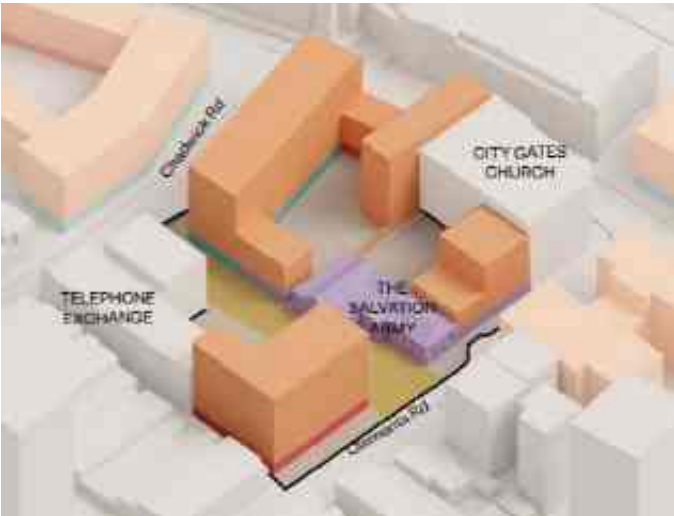
Analyses movement across the OA and a wider area. It proposes interventions to improve active travel, sustainable modes of transport and the quality of the public realm.

Transport study (May 2026)

An assessment of provision, future travel patterns and the key challenges and opportunities across all modes, supported by area-based priorities.



Extract from the Evidence Base (We Made That)



Extract from the Capacity Study (We Made That)

Targeted early engagement

Early targeted community and business engagement conducted between January and February 2026. This engagement has generated a clear and differentiated set of asks, from young people, older and disabled residents, and businesses.

The stakeholder engagement programme combined targeted discussions with community organisations, public bodies, developers, landowners, utilities providers and internal Redbridge Council and GLA teams to inform the Ilford OAPF, ensuring the framework reflected local priorities, development opportunities and infrastructure requirements.



How these session shape the draft OAPF

Targeted engagement helped identify key challenges, opportunities and site-specific considerations, while testing case studies and best practice approaches. The feedback shaped the emerging vision and development principles, and informed the public realm, walking, cycling and wheeling proposals for Ilford.

The publication of the draft OAPF provides an opportunity for wider public consultation and engagement with residents, businesses and stakeholders across Ilford.



Vision

A place to grow, belong and thrive

By 2050, Ilford will have delivered 6,000 new homes alongside the infrastructure, community facilities and public spaces needed to support a growing population, making a major contribution to meeting London's housing needs and cementing its role as one of east London's important growth locations.

Uniquely placed to bring together opportunity, connectivity and nature, it will provide a renewed civic and cultural heart, a strengthened market and town centre economy, an expanded offer of homes, jobs, skills and learning opportunities, and a network of high-quality public spaces centred on the River Roding.

Supported by enhanced walking and cycling connections and a greener, safer and more family-friendly environment, Ilford will strengthen its role as a key destination in east London to live, work, invest and belong, fostering pride in place and becoming a place where people choose to build their futures and stay.



Principles

Shaping future growth

Six principles have been developed to guide Ilford's growth and transformation. Grounded in the Council's priorities and Corporate Plan ambitions, they respond to the opportunities and challenges facing the town today.

Together, they provide a framework for delivering new homes, supporting a thriving economy, creating welcoming public spaces, enhancing the natural environment and strengthening civic pride.

The following pages show how these principles are translated into place through a series of spatial interventions across the OA.



Principle 1
A place to grow, with
high-quality, affordable homes



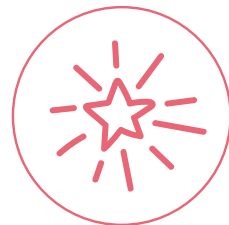
Principle 2
A vibrant town centre
contributing to London's
diverse economy



Principle 3
A safe and welcoming town
centre (including after dark)



Principle 4
A greener, healthier Ilford



Principle 5
Celebrating Ilford's identity and
reinforcing civic pride



Principle 6
Making things happen



Key diagram

What could this mean for Ilford

 6,000 new homes
 1,200 new jobs



Key diagram

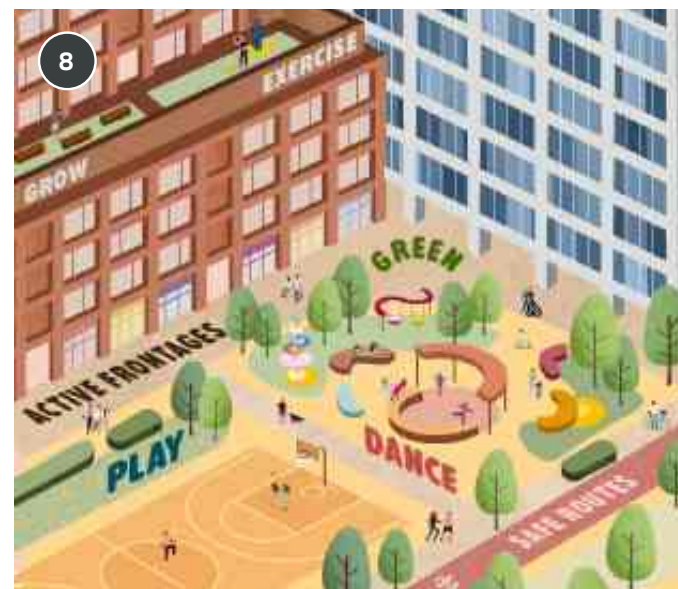
Applying the principles

- 1 **Strengthen the High Road and Ilford Lane corridors** through safer and better-connected walking and cycling routes and wayfinding.
- 2 **Create a new civic heart centred on a town square** that enhances the setting of the Town Hall, improves north-south connectivity between Havelock Street and the Cultural Quarter, and provides a focal point for community activity.
- 3 **Deliver a network of civic spaces**, ranging from small and quieter spaces to larger destination areas that support events, culture, and everyday use.
- 4 **Provide dedicated facilities and spaces for young people**, including short-term trials and longer-term provision through future redevelopment opportunities such as the Kenneth More Theatre.
- 5 **Prioritise early delivery on publicly owned sites** to accelerate housing delivery and catalyse wider investment.

- 6 **Focus on deliverable mid-rise, higher-density development** in the short term, establishing confidence and momentum in the market.
- 7 **Promote a diverse housing offer**, including co-living, intergenerational living, student accommodation and other tenures that support a mixed and inclusive community.
- 8 **Integrate play throughout the public realm**, including along streets, the River Roding corridor, civic spaces and redevelopment sites, creating a more family-friendly and active town centre.
- 9 **Support cultural industries and the evening economy** through targeted investment, improved wayfinding and public realm enhancements that reinforce local identity.
- 10 **Create flexible spaces for skills**, such as a construction skills and material reuse hub, social care academy in vacant units on the Exchange or on opportunity sites.

- 11 **Strengthen and consolidate employment and light industrial uses** beneath the North Circular and within the railway arches, protecting space for local jobs and enterprise.
- 12 **Enhance the market offer** through redevelopment and investment that improves its visibility, identity, attractiveness and visitor experience.
- 13 **Improve walkability and cycling infrastructure** across the town centre, making active travel the most attractive option for local journeys.
- 14 **Address severance** caused by major roads and rail infrastructure, improving east-west and north-south connectivity.
- 15 **Deliver a phased programme** for gyratory removal, including interim uses such as temporary green spaces, public art and gateway features that signal long-term change.

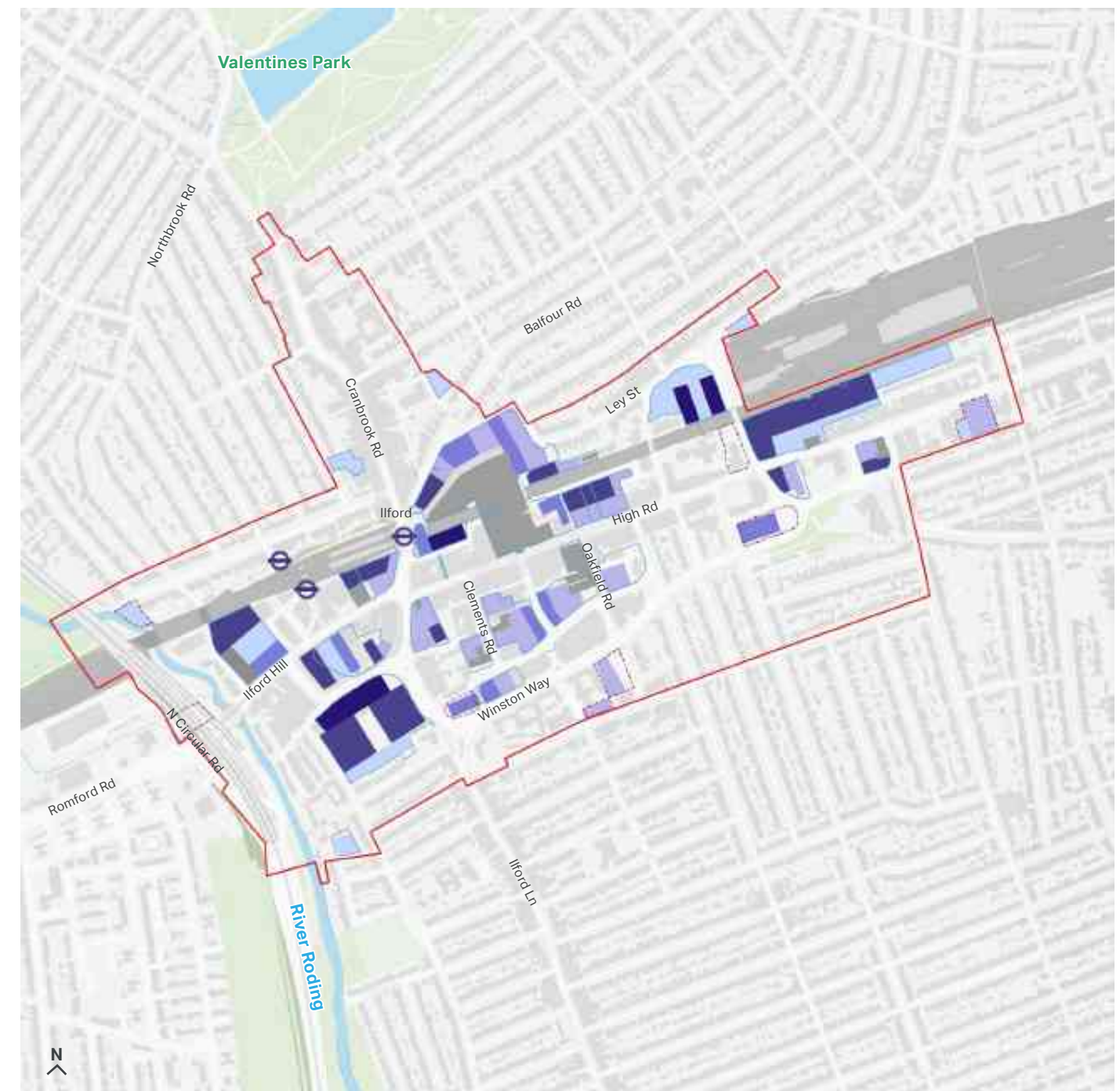
- 16 **Maximise opportunities for green infrastructure** through tree planting, raingardens along High Road, Clements Road and surrounding town centre streets.
- 17 **Introduce landscape interventions on Winston Way** to reduce noise, improve air quality, enhance biodiversity and improve the pedestrian environment.
- 18 **Explore opportunities for a significant new town centre green space at the eastern end of the High Road.**
- 19 **Unlock the River Roding** as a recreational and placemaking asset, improving access, activity and ecological value.



Principle #1

A place to grow

- Prioritise deliverable development opportunities by focusing early investment on publicly owned sites and rationalising site boundaries
- Support a diversified housing pipeline centred on deliverable mid-rise, higher-density development that meets the needs of existing and future residents
- Explore a range of tenures including co-living, intergenerational living and student accommodation to foster a mixed and inclusive community
- Create a family-friendly town centre by integrating play and activity throughout the public realm, including streets, civic spaces, redevelopment sites and the River Roding corridor



KEY	
	Allocated site
	Potential new site
	Retained building
	OA boundary
Indicative heights	
	24+
	16 - 24
	12-16
	8-12
	6-8
	0-8

The height strategy focuses the tallest buildings (24+ storeys) in the most accessible town centre locations, particularly around the station. Buildings of 16–24 storeys are clustered along major routes, while mid-rise development (8–16 storeys) forms the dominant character across the Opportunity Area. Lower-rise buildings (up to 8 storeys) are generally located at the edges, creating a gradual transition to surrounding residential neighbourhoods.

Principle #2

A vibrant town centre

- Support a mixed economy anchored by the foundational economy (retail, health, social care, and facilities services)
- Strengthen connections between Ilford's two distinctive high streets and improve the market offer
- Promote active frontages that encourage family-friendly offers
- Create flexible spaces for skills, such as a construction skills hub or social care academy in vacant units on the Exchange or on opportunity sites
- Support cultural industries through targeted investment, improved wayfinding and public realm enhancements



KEY

- 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
- Education
- OA boundary

Ilford will be a vibrant and inclusive town centre where culture, enterprise, learning and everyday life come together. Improved gateways and arrival points will create a stronger sense of identity, while a revitalised High Road, enhanced civic and cultural destinations, and a growing evening economy will encourage people to spend more time in the town centre. New homes, workspaces and mixed-use development will support growth and local businesses, alongside stronger connections to the River Roding, greener streets and expanded green spaces that promote health, biodiversity and community life.

Principle #3

A safe and welcoming town centre

- Safety, accessibility and inclusion as the foundation of a successful town centre
- Development should improve the quality of the public realm, ensuring that spaces meet the needs of women, girls, gender - diverse people, older residents and disabled people
- Deliver a phased transformation of the Western Gyratory and Western Gateway, improving the arrival experience, reducing severance and creating safer walking and cycling routes
- Create a new Town Square opposite the Town Hall as Ilford's civic heart, supported by improvements to Havelock Street and north-south connections through the town centre
- Improve crossings and create safer walking and cycling connections at Winston Way, Ilford Lane, Cranbrook Road, Ley Street and around Ilford Station



KEY

- Potential new or improved public realm
- Greening opportunity (new or improved)
- Opportunity for meanwhile greening and public realm improvements, including MUGAs/ playspaces
- Improved pedestrian link
- - - New pedestrian link
- LBR Strategic Cycle Route
- - - LBR Strategic Cycle Route - potential
- Lightly segregated cycle route - potential
- - - Cycle route - potential
- One way bus and servicing route and contra flow cycle route
- Possible location for town centre delivery hub
- Possible location for town centre secure cycle parking
- Proposed Taxi stand
- Removed Taxi stand
- Existing Taxi stand
- Development site
- OA boundary

Ilford's growth is constrained by car-dominated streets and a hostile walking, wheeling and cycling environment beyond the pedestrianised High Road. Mode shift is essential to support sustainable growth and create a safer, healthier and more welcoming town centre

THIS OAPF REPRESENTS A UNIQUE OPPORTUNITY TO ADDRESS RESIDENTS' ONGOING CONCERNS ABOUT SAFETY AND SECURITY IN THE TOWN CENTRE

Principle #4

A greener, healthier Ilford

- Expand opportunities for sport, play and recreation in underused spaces.
- Deliver a greener town centre through new planting, sustainable drainage and enhanced green infrastructure
- Transform Winston Way and unlock the River Roding as key environmental and recreational assets
- Explore opportunities for a major new town centre green space



Opportunities include:

- 1 Carefully integrated tree planting, water features, including greening the River Roding, High Road and Oakfield Road.
- 2 Shading and cooling along key walking routes, including Winston Way.
- 3 Climate-responsive public realm design to manage rain and heat, including in the proposed new town square.
- 4 Small, well-designed spaces, such as pocket parks, green streets.

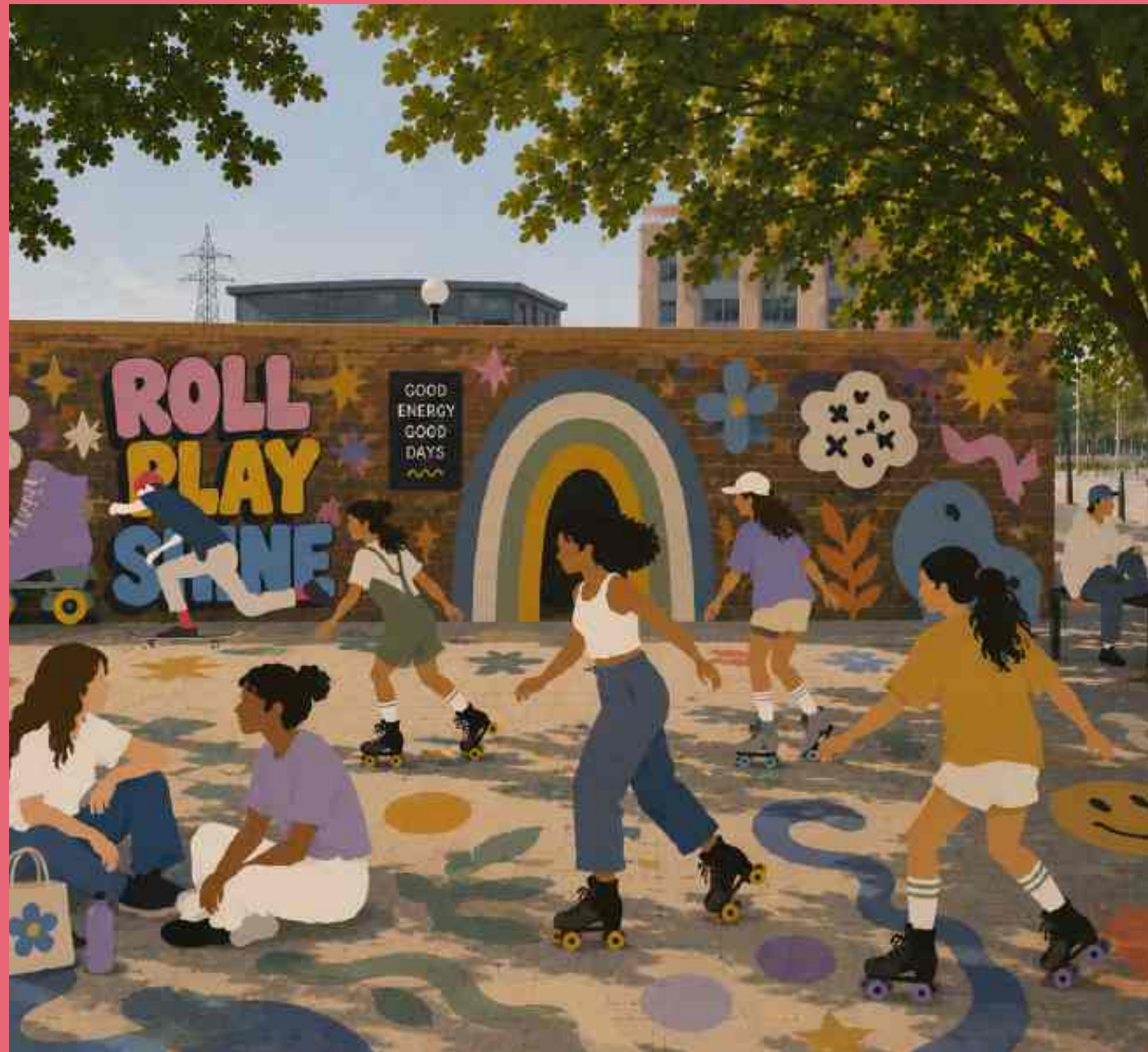
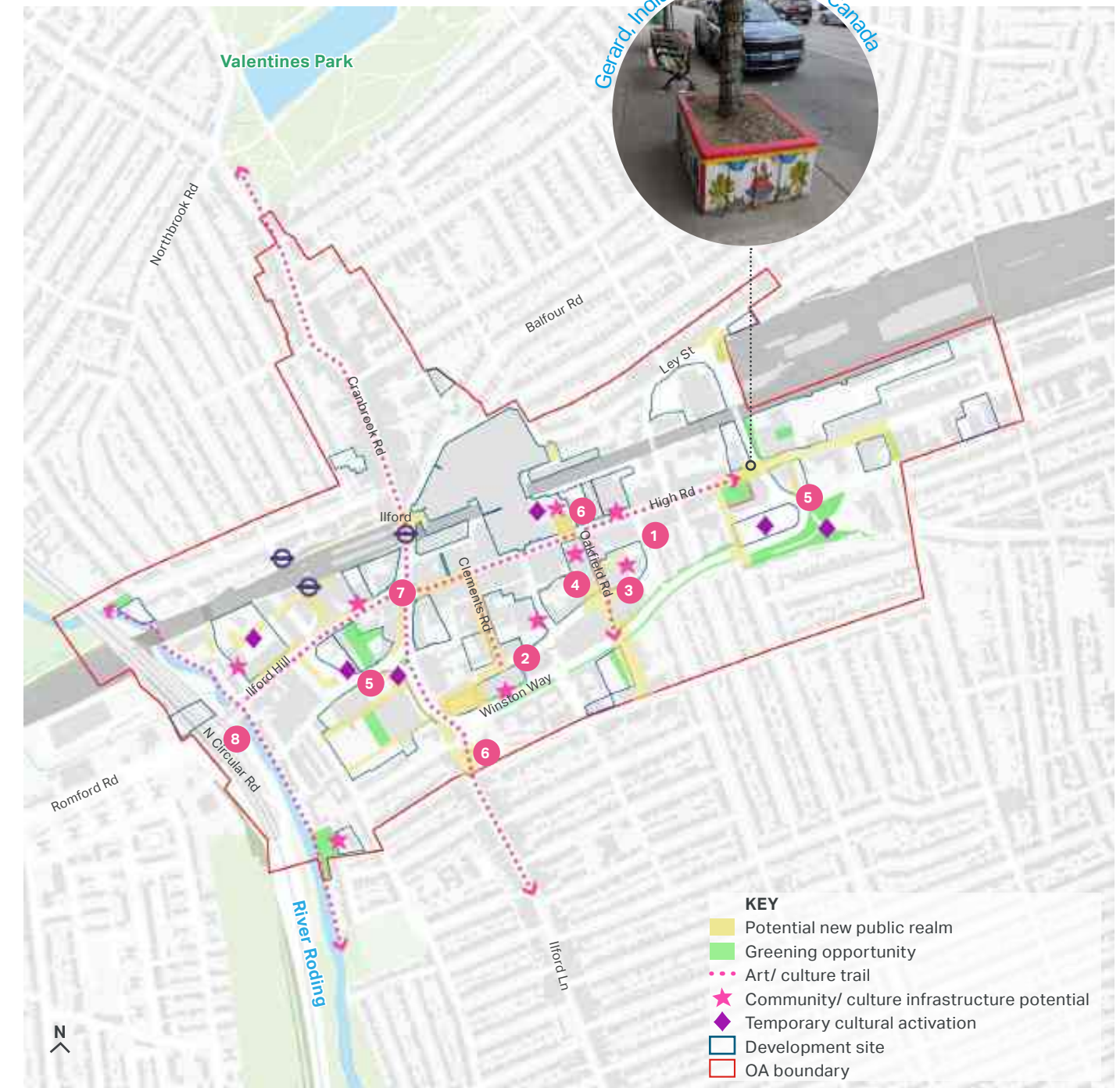
- 5 Flexible areas for informal activity, can help support healthy and active lifestyles.
- 6 Temporary green spaces to activate long-term sites.

**ADDRESSING LONG-STANDING
SHORTAGE OF GREEN AND PLAY AREA
FOR EXISTING RESIDENTS**

Principle #5

Reinforcing civic pride

- Strengthen the town centre's civic and cultural role through comprehensive redevelopment, anchored by the reimagining of the Town Hall, alongside a new town square north of High Road and improvements to or reprovision of the Kenneth More Theatre and Janice Mews
- Deliver a network of civic spaces, ranging from small and quieter spaces to larger destination areas that support events, culture, and everyday use.
- Provide dedicated facilities and spaces for young people, including short-term trials and longer-term provision.
- Celebrate cultural identity through public realm, using wayfinding and signage to express civic pride.



- Strengthen the town centre's civic and cultural role through comprehensive redevelopment, anchored by the reimagining of the Town Hall, alongside a new town square north of High Road and improvements to or reprovision of the Kenneth More Theatre and Janice Mews.
- Potential for a cluster of community/ cultural uses along Clements Road on 'Britania Car Park' and 'Chadwick Road and Postway Mews' development site.
- Music venues are missing in Ilford, highlighted in engagement sessions. Potential for provision of music and dance studios in the cultural quarter.
- Showcasing SPACE Studios, a prominent cultural institution in Ilford and using the proposed public realm improvements around for exhibition and engagement space.
- Temporary cultural and leisure uses to activate long-term sites, such as an outdoor cinema.
- Celebrating cultural identity through public realm.
- Using wayfinding and signage to express civic pride.
- Potential art trails and outdoor culture along the River Roding or Ilford Lane.

Iford's Places

What could this mean for your area

Iford Hill



- Create a greener gateway to Iford through new homes, riverside access, active travel improvements and growth around the railway corridor.
- Focus residential-led growth around key opportunity sites, with taller buildings along the railway corridor, employment uses beneath the North Circular, and improved access to the River Roding.

Iford Approach



- Transform the station approach and Western Gateway through phased gyratory improvements, new routes, public spaces and transit-oriented development.
- Support a high-density, mixed-use quarter focused on Iford Station and Chapel Road, comprising a cluster of taller buildings, active town centre frontages, enhanced permeability, and development that respects and enhances the setting of heritage assets.

Ley Street



- Deliver higher-density mixed-use development along the railway corridor while improving walking, cycling and town centre connections.
- Focus taller buildings and co-living opportunities along the railway corridor, with active ground floors helping to animate Ley Street and strengthen town centre links.

Cranbrook Road



- Strengthen the station-to-Valentines Park corridor through public realm improvements, safer cycling connections and sensitive infill development.
- Deliver predominantly residential infill development that respects the area's scale, with active town centre uses retained along Cranbrook Road.

High Road East



- Transform the eastern gateway through new homes, a potential town park, improved public realm and stronger east-west connections.
- Deliver mixed-use development with taller buildings along the railway corridor and Griggs Approach, supported by a new green space and enhanced High Road frontage.



Clements Road



- Consolidate civic, cultural and creative uses around the Town Hall, Kenneth More Theatre and public sites, supported by new residential development and active frontages.

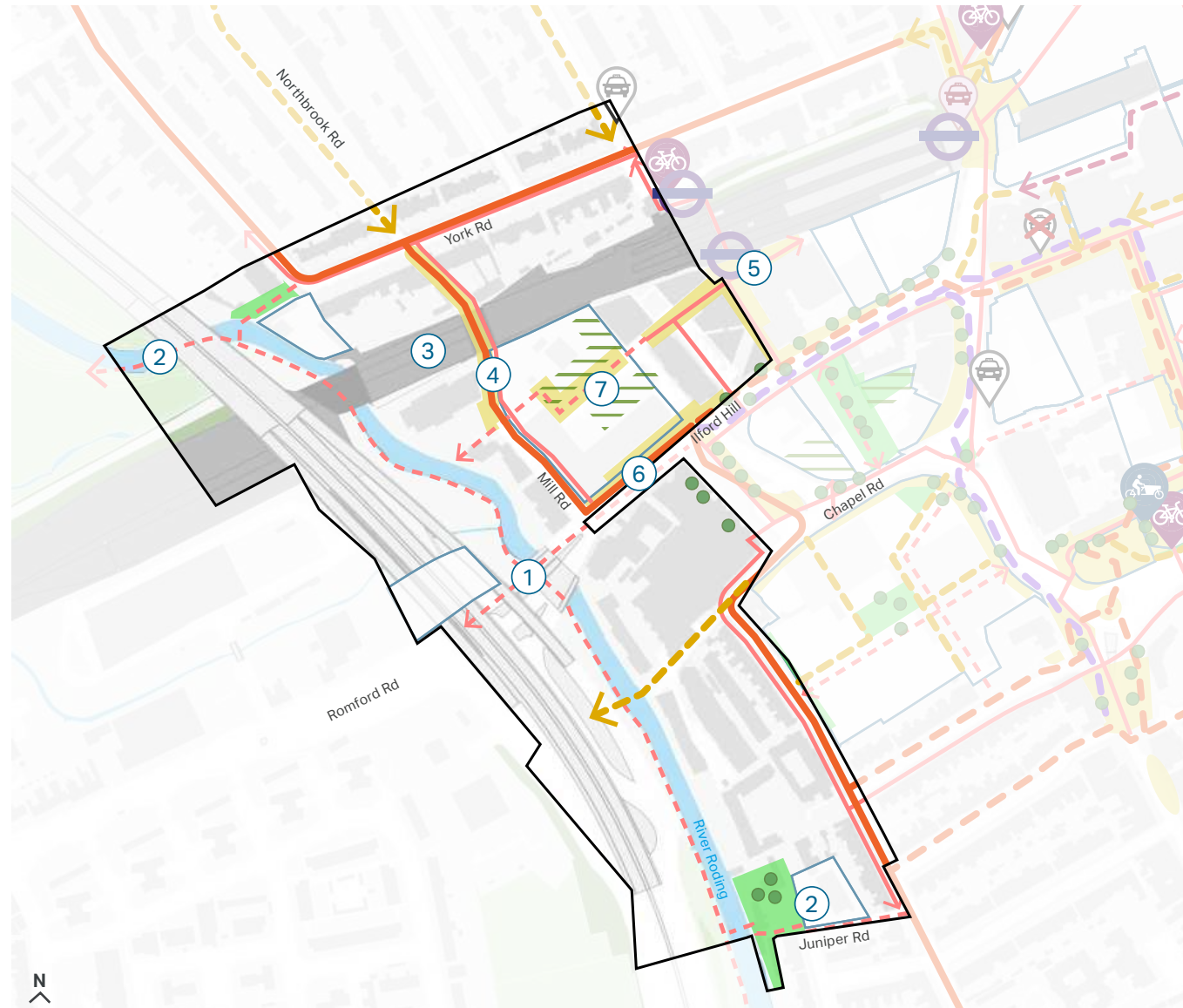
Central High Road



- Create a new civic heart with a town square, enhanced High Road public realm, improved north-south connections and mixed-use development.
- Reinforce the High Road as the commercial and civic core, with taller buildings near the station and mixed-use development incorporating homes above active ground floors.

Ilford Hill

Public Realm, movement and access



KEY

- Potential new or improved public realm
- Greening opportunity (new or improved)
- Opportunity for meanwhile greening and public realm improvements, including MUGAs/ playspaces
- Improved pedestrian link
- - - New pedestrian link
- LBR Strategic Cycle Route
- - - LBR Strategic Cycle Route - proposed
- Lightly segregated cycle route - proposed
- - - Cycle route - proposed
- - - One way bus and servicing route and contra flow cycle route
- Possible location for town centre delivery hub
- Possible location for town centre secure cycle parking
- Proposed Taxi stand
- Removed Taxi stand
- Existing Taxi stand
- Development site
- Character area

Key priorities

- ① Improve arrival from Romford Road; enhance pedestrian/cycle environment under the fly-over.
- ② Improve access to River Roding valley.
- ③ Protect and enhance SINCs.
- ④ Improve Mill Road active travel connections.
- ⑤ Improve legibility and quality of the public realm around the station.
- ⑥ 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.
- ⑦ Incorporate informal play, accessible/safe MUGAs, tested through meanwhile use into public space.

Ilford Hill

Land use and urban form



KEY

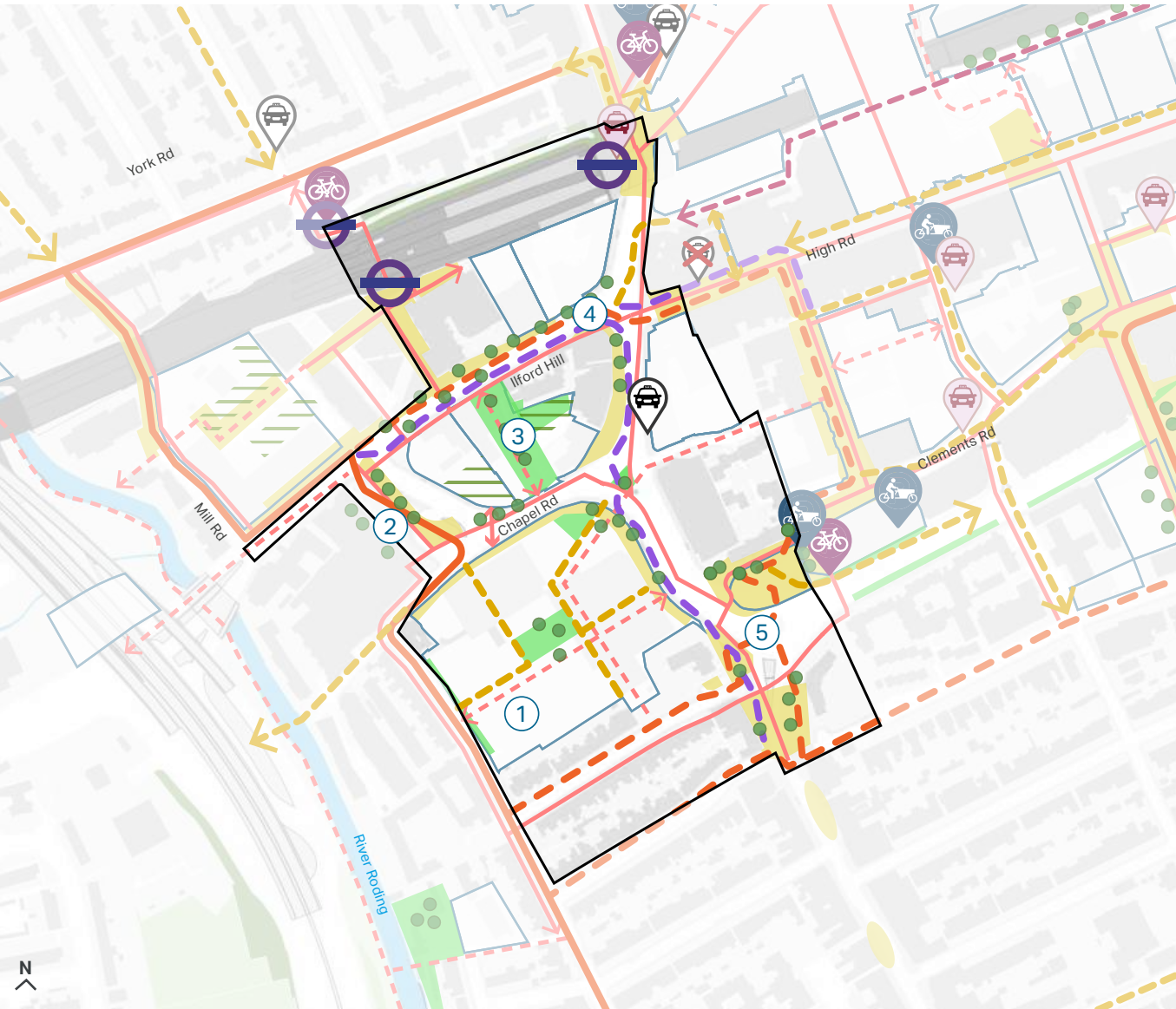
- 0-6 Storeys
- 6-8 Storeys
- 8-12 Storeys
- 12-16 Storeys
- 16-24 Storeys
- 24+ Storeys
- Key public realm improvements
- New Town Centre Frontage
- Employment Frontage
- Cultural Infrastructure Frontage
- Civic and Social Infrastructure Frontage
- Retained buildings
- Character area

Key priorities

- ① Add to and strengthen the cluster of tall buildings along the railway corridor.
- ② Decrease building heights towards Ilford Hill.
- ③ Reinforce transition to town centre character with active town centre frontage on Ilford Hill.
- ④ Promote riverside development opportunities with new or improved public realm and connections to the River Roding.

Ilford Approach

Public Realm, movement and access

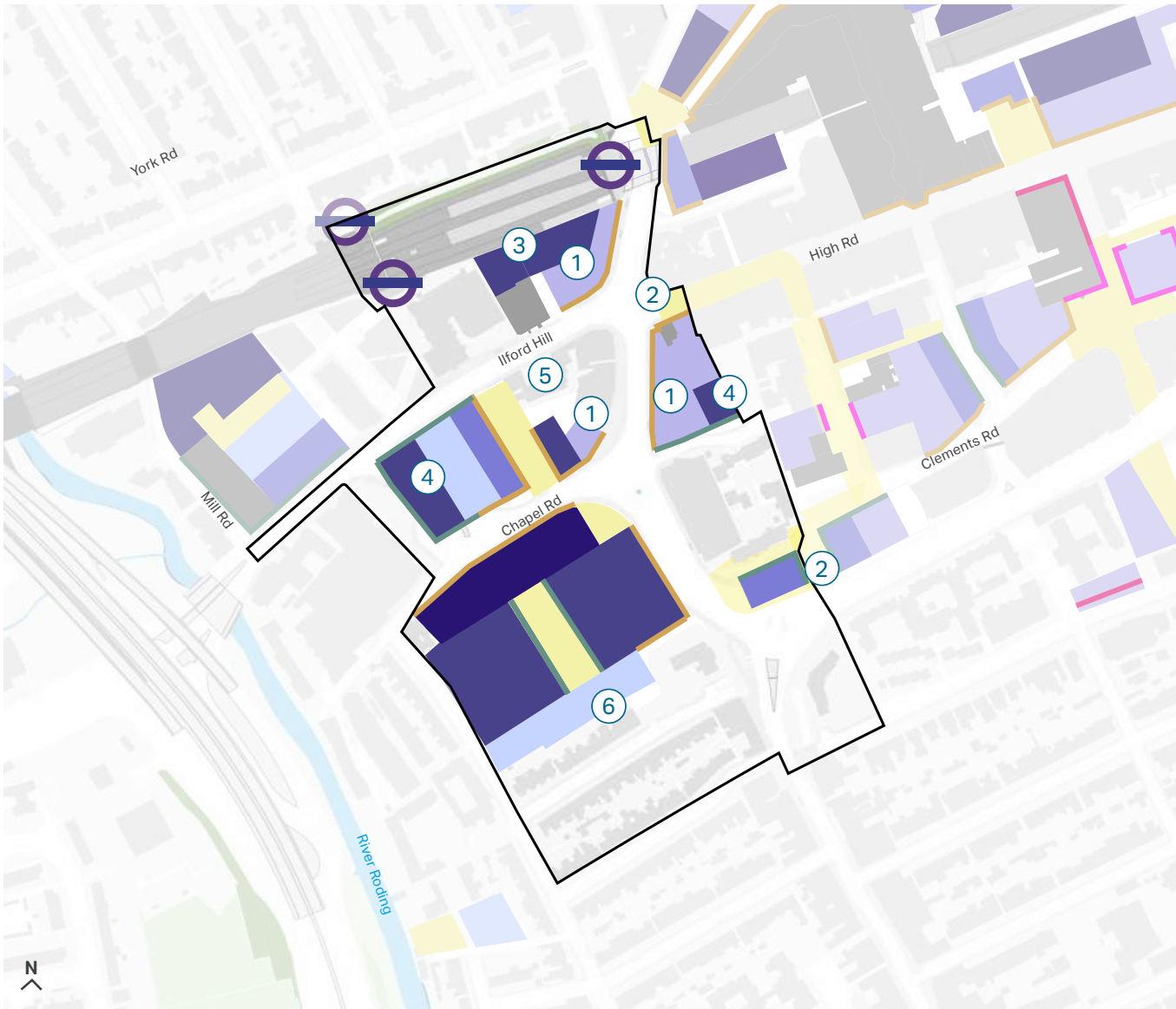


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- 1 New east-west pedestrian connections through the Sainsbury's site extending routes to the cultural quarter.
- 2 New tree planting along Chapel Road, Ilford Hill and Winston Way.
- 3 New open space connection through Western Gateway providing a direct connection from Ilford Hill to Chapel Road.
- 4 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
- 5 Improved pedestrian crossings at Winston Way to connect the town centre to Ilford Lane.

Ilford Approach

Land use and urban form



- KEY**
- 0-6 Storeys
 - 6-8 Storeys
 - 8-12 Storeys
 - 12-16 Storeys
 - 16-24 Storeys
 - 24+ Storeys
 - Key public realm improvements
 - New Town Centre Frontage
 - Employment Frontage
 - Cultural Infrastructure Frontage
 - Civic and Social Infrastructure Frontage
 - Retained buildings
 - Character area

- Key priorities**
- 1 Create a consistent height of buildings along Chapel Road to create a more coherent character.
 - 2 New town centre uses along key routes to and from the station.
 - 3 Taller buildings stepping back from Chapel Road and Ilford Hill.
 - 4 Tallest buildings along Chapel Road to enable a transition in heights across larger sites.
 - 5 Retain buildings with high retrofit potential and heritage value on Ilford Hill and Chapel Road.
 - 6 Transition to low rise housing across the Sainsbury's site.

Cranbrook Road

Public Realm, movement and access



- KEY**

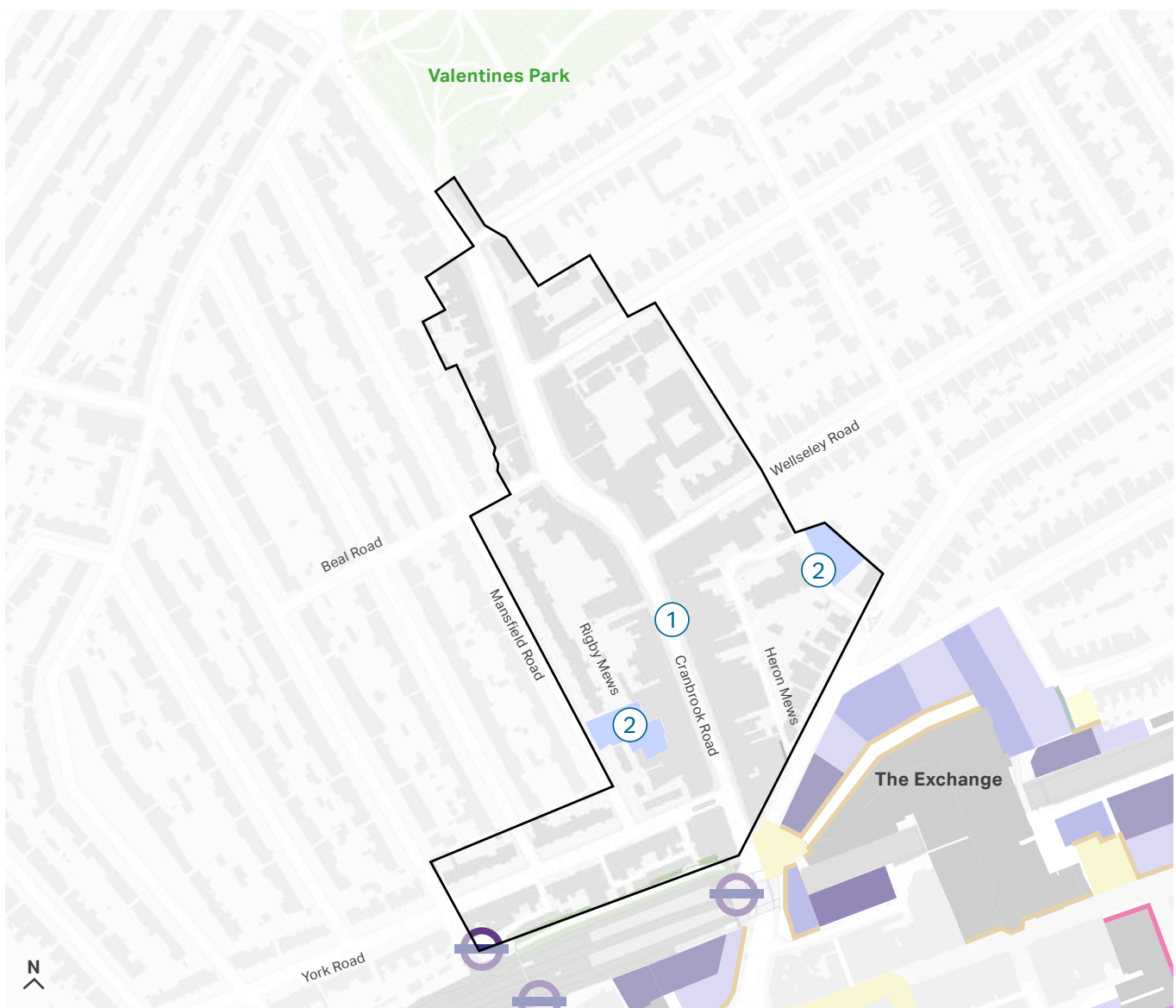
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 - Possible location for town centre delivery hub
 - Possible location for town centre secure cycle parking
 - Proposed Taxi stand
 - Removed Taxi stand
 - Existing Taxi stand
 - Development site
 - Character area
- 1 New east/west cycle connection from Coventry Rd to Beal Rd to improve the cycle network

2 New east/west cycle connection from Balfour Rd to York Rd to improve the cycle network

3 Enhanced pedestrian connection and public realm safety improvements for Heron Mews and Rigby Mews.

Cranbrook Road

Land use and urban form



- KEY**

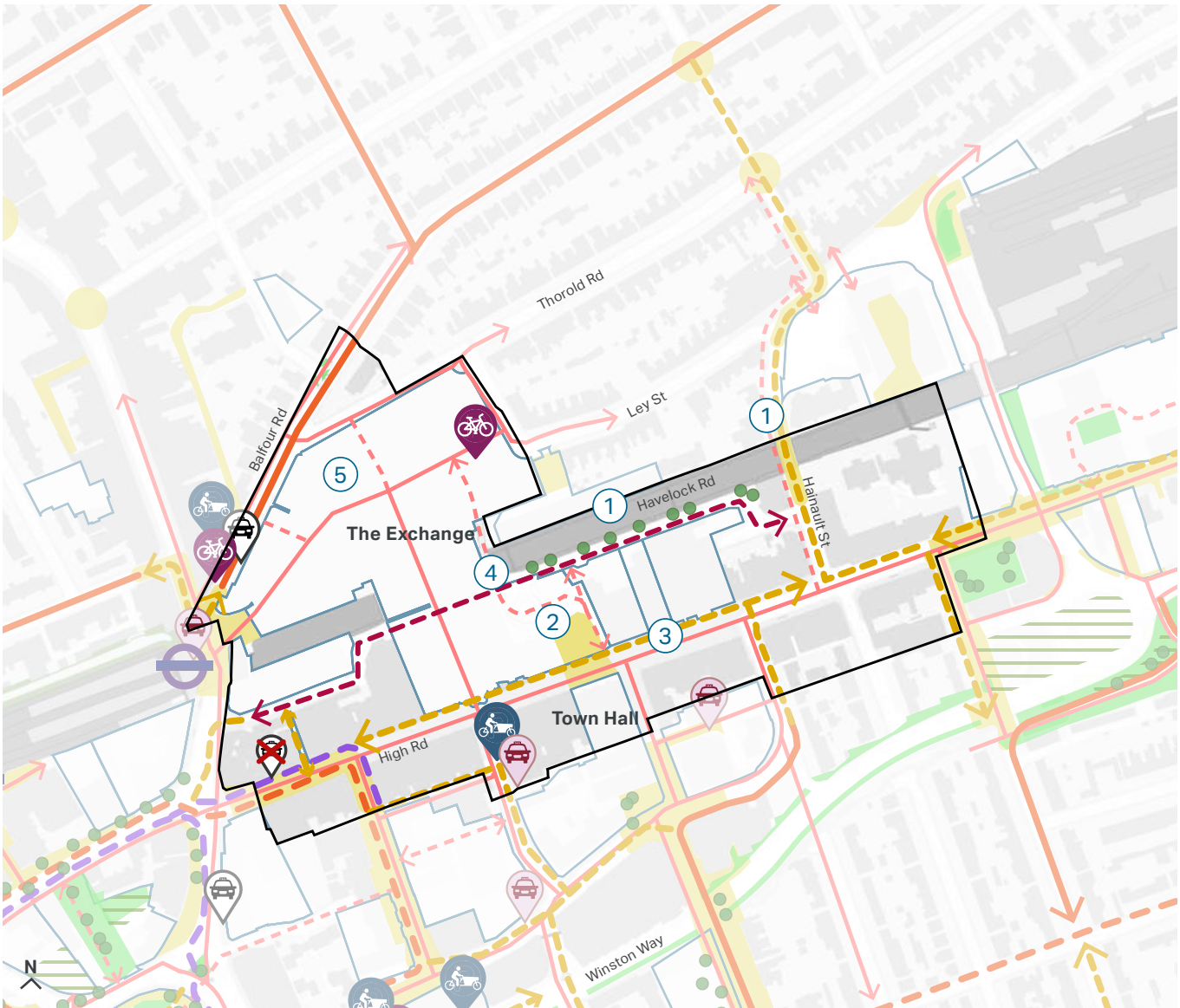
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 - New Town Centre Frontage
 - Employment Frontage
 - Cultural Infrastructure Frontage
 - Civic and Social Infrastructure Frontage
 - Retained buildings
 - Character area
- Key priorities**

1 Development should be consistent with existing building heights on and adjacent to Cranbrook Road.

2 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.

Central High Road

Public Realm, movement and access



- KEY**

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 - Possible location for town centre secure cycle parking
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 - Existing Taxi stand
 - Development site
 - Character area
- 1 New cycle routes along Hainault Street and improved Havelock Street.

2 New public space opposite the Town Hall and enhanced public realm along High Road.

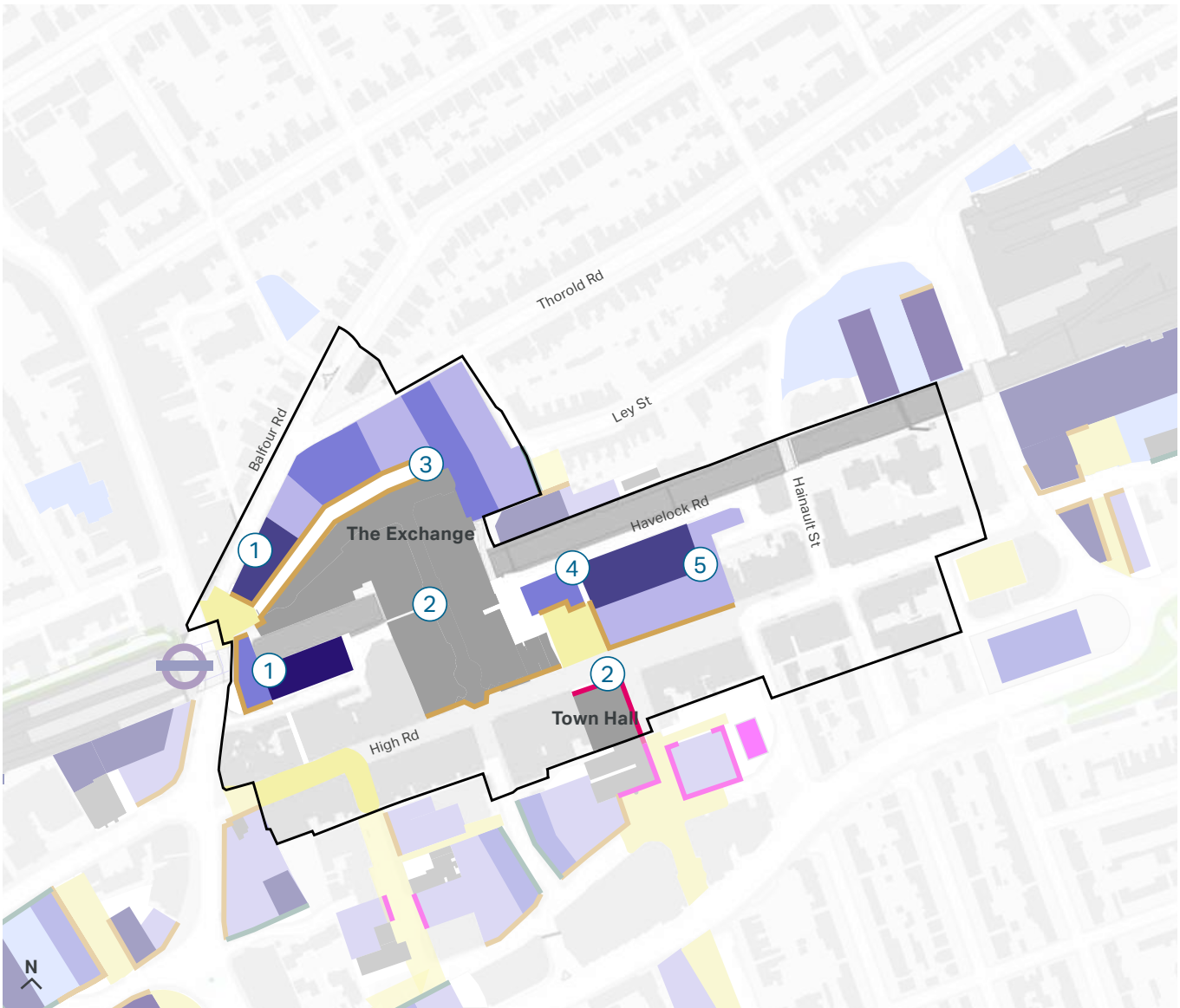
3 Provide public realm enhancements for pedestrian access and movement on the High Road's bus and cycle only route.

4 New north-south pedestrian connection through repurposed ramp landing in the new public square.

5 New connections through partially redeveloped Exchange site to improve permeability and connections into surrounding residential streets.

Central High Road

Land use and urban form



- KEY**

 - 0-6 Storeys
 - 6-8 Storeys
 - 8-12 Storeys
 - 12-16 Storeys
 - 16-24 Storeys
 - 24+ Storeys
 - Key public realm improvements
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- Key priorities**

1 Opportunity for taller buildings clustered around station arrival spaces.

2 Adaptive reuse of part of The Exchange and Redbridge Town Hall, as buildings with high retrofit potential.

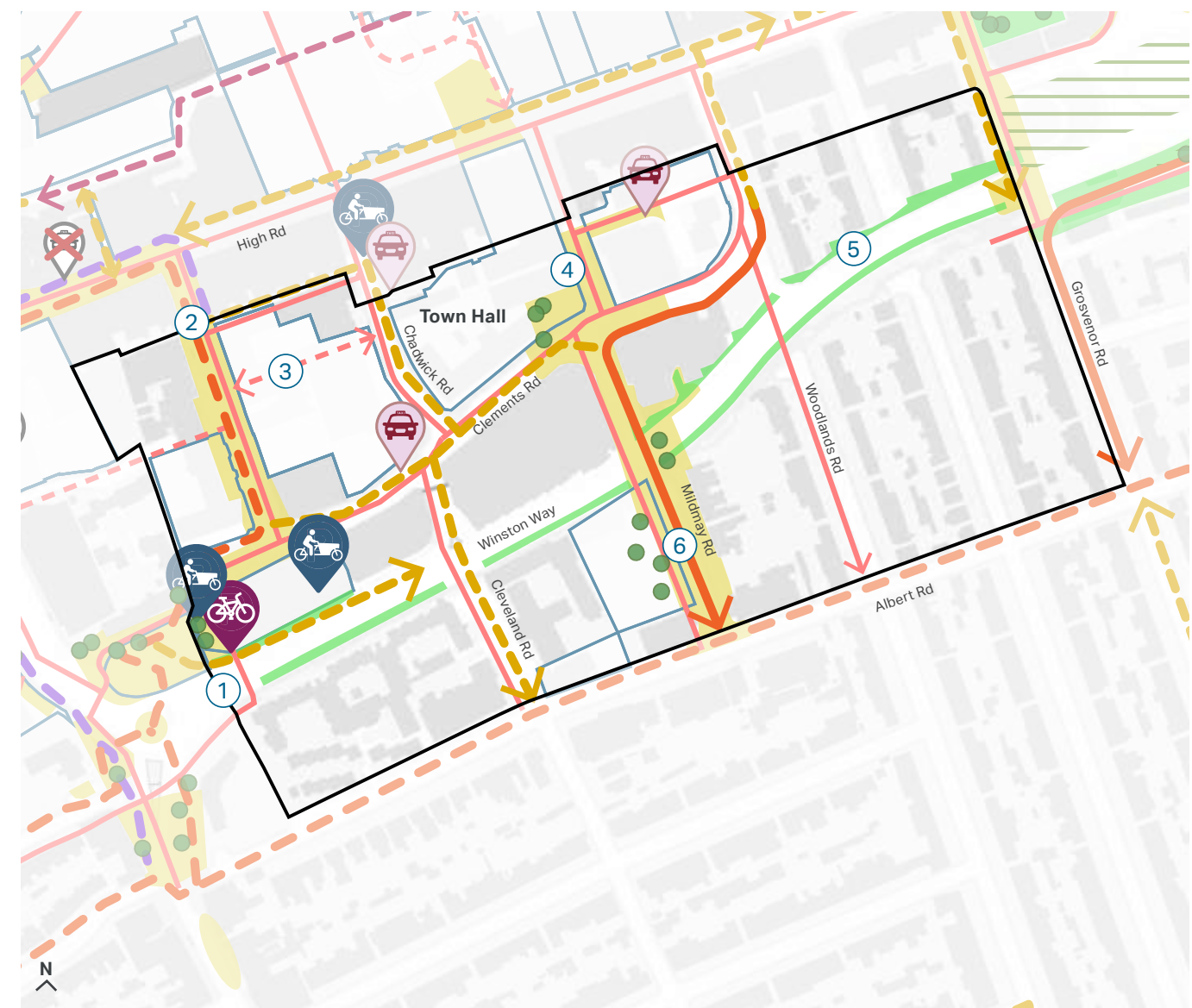
3 Provide new town centre frontage on the High Road, Cranbrook Road, and The Exchange.

4 Consistent building heights along street edge with taller elements adjacent to the railway line.

5 Consistent shoulder height along Thorold Road with taller elements set back from street edge.

Clements Road

Public Realm, movement and access



- KEY**

 - Potential new or improved public realm
 - Greening opportunity (new or improved)
 - Opportunity for meanwhile greening and public realm improvements, including MUGAs/ playspaces
 - Improved pedestrian link
 - New pedestrian link
 - LBR Strategic Cycle Route
 - LBR Strategic Cycle Route - proposed
 - Lightly segregated cycle route - proposed
 - Cycle route - proposed
 - One way bus and servicing route and contra flow cycle route
 - Possible location for town centre delivery hub
 - Possible location for town centre secure cycle parking
 - Proposed Taxi stand
 - Removed Taxi stand
 - Existing Taxi stand
 - Development site
 - Character area
- 1 New green public space between Clements Road and the roundabout on Winston Way to provide cool amenity space.

2 Improvements to the public realm on Clements Road connecting into the High Road.

3 New east-west active travel connection along Clements Lane linking with Chadwick Road.

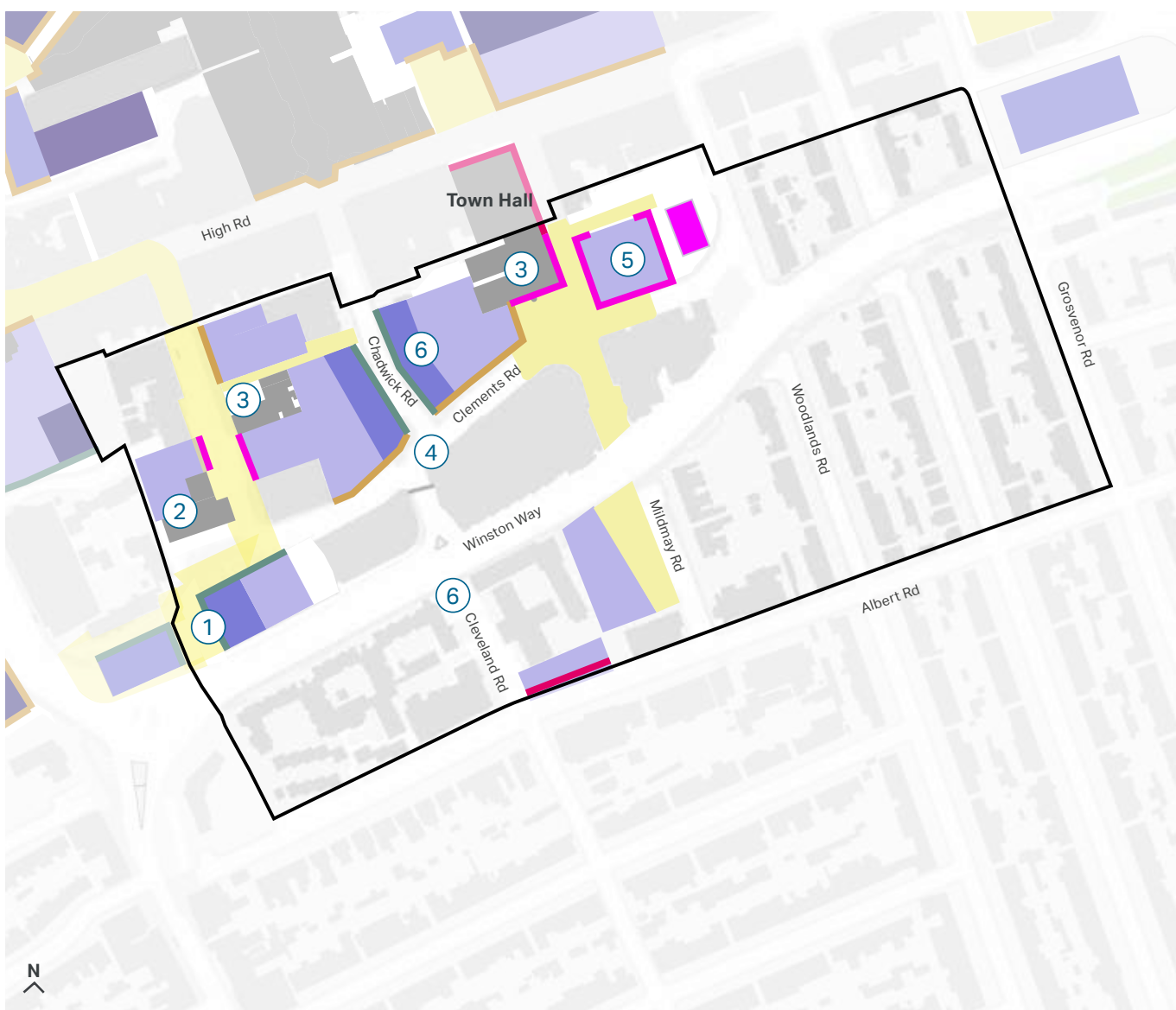
4 Enhancements to the public realm on Oakfield Road, connecting with enlarged public space south of the Town Hall.

5 Greening improvements along Winston Way.

6 New and improved north-south cycle routes along Oakfield Road connecting into the wider network.

Clements Road

Land use and urban form



- KEY**

 - 0-6 Storeys
 - 6-8 Storeys
 - 8-12 Storeys
 - 12-16 Storeys
 - 16-24 Storeys
 - 24+ Storeys
 - Key public realm improvements
 - New Town Centre Frontage
 - Employment Frontage
 - Cultural Infrastructure Frontage
 - Civic and Social Infrastructure Frontage
 - Retained buildings
 - Character area
- Key priorities**

1 Taller residential buildings located adjacent to Winston Way and anchoring the public space.

2 Adaptive reuse of Olympic House.

3 Important placemaking opportunity for buildings with strong townscape and/or heritage value - The Salvation Army and the Town Hall.

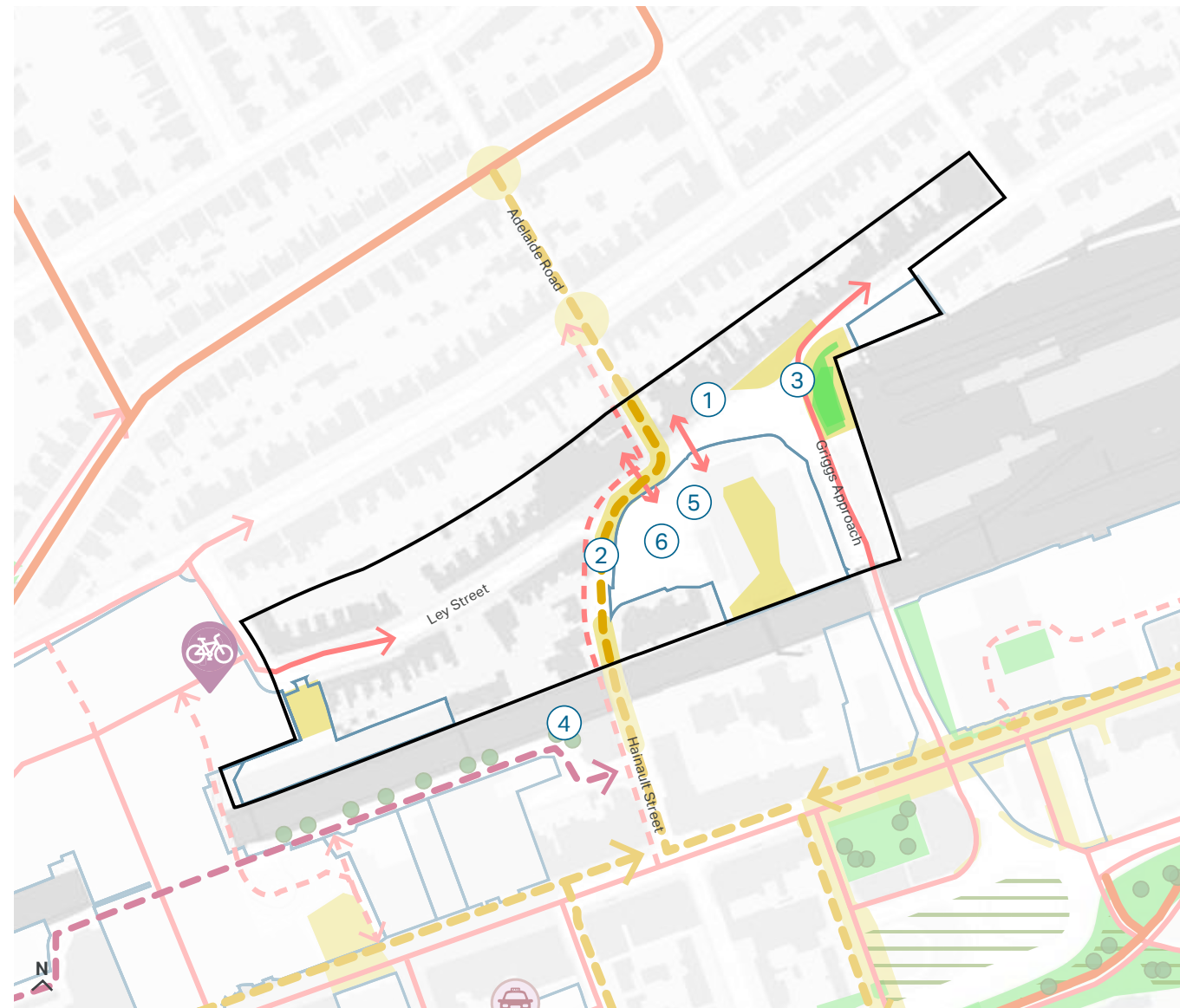
4 Provide town centre uses at the ground floor along Clements Road with residential above.

5 Support Clements Road cultural offering with accompanying public realm improvements.

6 Creative workspace at ground floors to complement cultural cluster.

Ley Street

Public Realm, movement and access



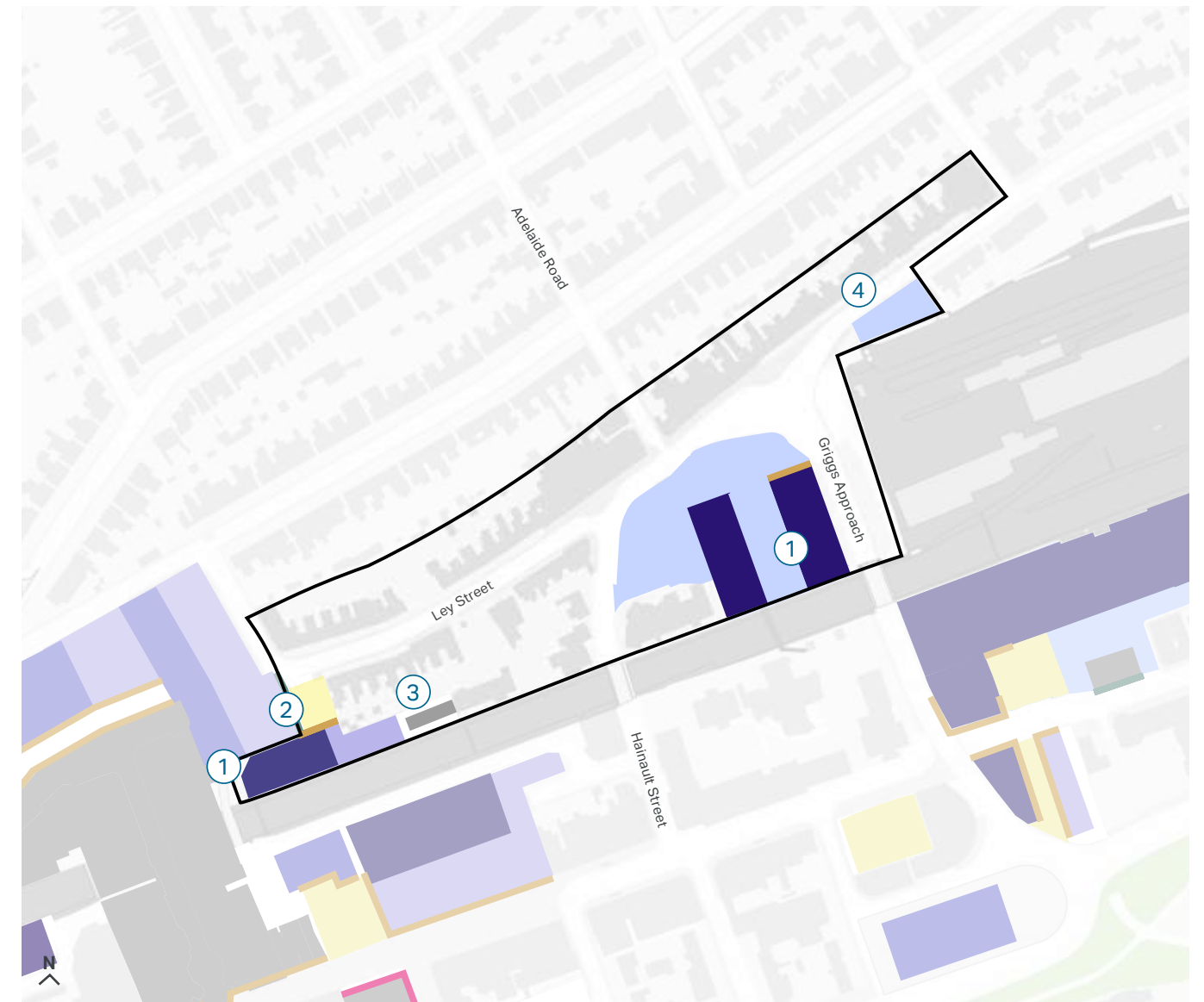
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- ① Promote and enhance pedestrian and cycle crossings over Ley Street.
- ② Improve the pedestrian environment and create a cycle-friendly connection from Hainault Street to Adelaide Road.
- ③ Greening and open space improvements from Ley Street leading into Griggs Approach.
- ④ Restoration of green corridor along the railway.
- ⑤ Consider the need to provide facilities for infrastructure to support the bus network.
- ⑥ Retention of the Hainault Street Bus Stand.

Ley Street

Land use and urban form



KEY

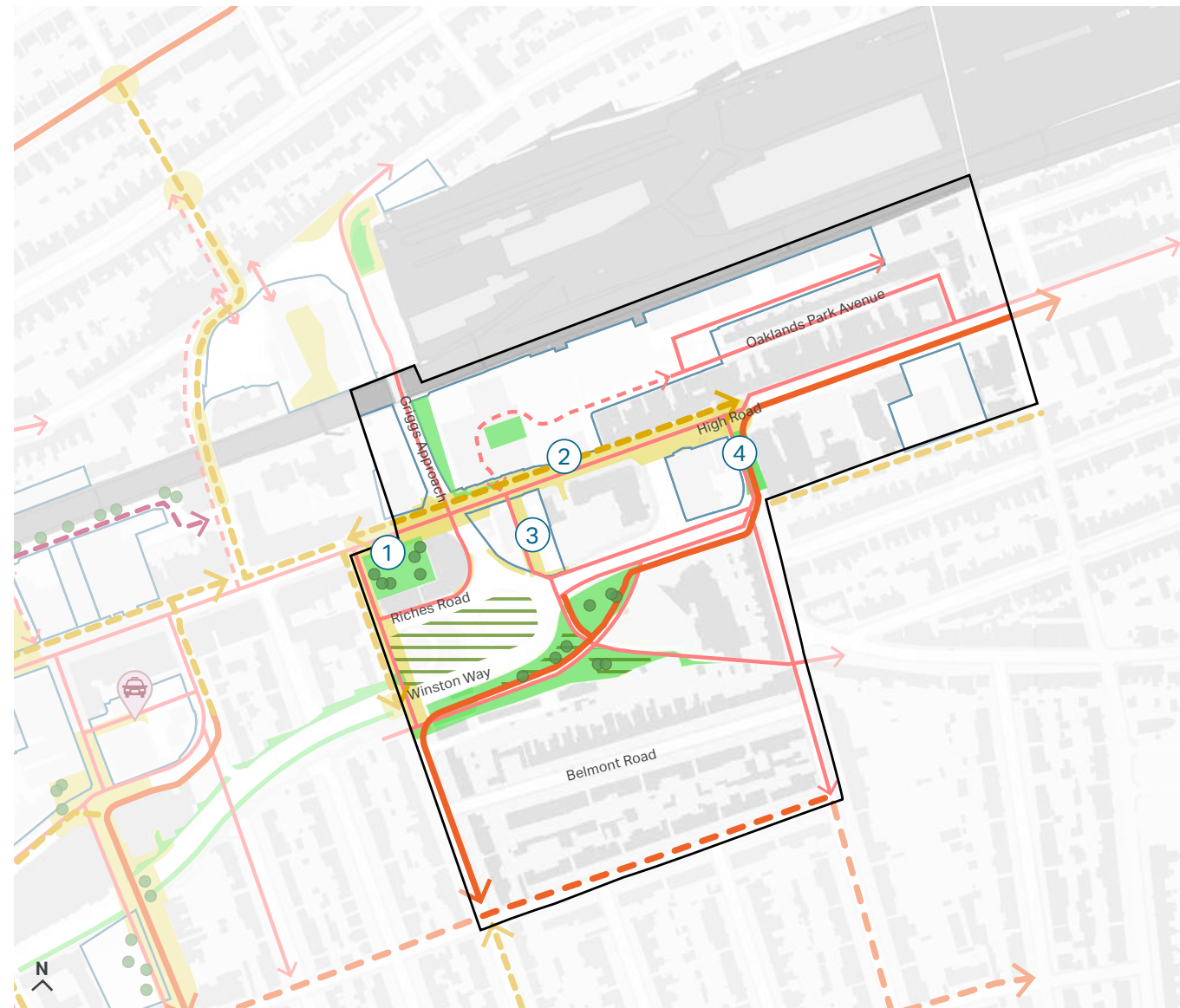
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Key priorities

- ① 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.
- ② Town centre frontage to accompany co-living uses and proximity to The Exchange.
- ③ Retain eastern warehouse building for retrofit purposes.
- ④ Potential to improve street definition on Ley Street corner with residential building.

High Road East

Public Realm, movement and access



KEY

- Potential new or improved public realm
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- Opportunity for meanwhile greening and public realm improvements, including MUGAs/ playspaces
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- Character area

- ① 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.
- ② 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.
- ③ Removal of underpass with a new surface level crossings for pedestrians across Winston Way linked to High Road through development site and greening.
- ④ Removal of the gyratory can create a new public space and enhance the setting of Ilford High Road Baptists church.

High Road East

Land use and urban form



KEY

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

Key priorities

- ① Provide tall buildings and increased density along Griggs Approach and fronting onto the High Road.
- ② Mix of uses within High Road East with town centre frontage at key sections of the High Road.
- ③ Continue the pattern of tall buildings along the railway corridor, gradually decreasing moving east.
- ④ Reprovide employment uses to the north of Oakfield Park Avenue.
- ⑤ Retain and repurpose Capstone Church and integrate it as part of the future development site.
- ⑥ Create consistent datum along Riches Road through new development on Winston Way site.

Making things happen

Delivering this plan

Delivering 6,000 new homes, new community facilities and supporting infrastructure, while transforming Ilford into a thriving metropolitan centre, will require long-term collaboration between the Council, public agencies, landowners, developers and investors. The OAPF provides a clear framework for growth, investment and decision-making, giving confidence to partners and helping to create a more predictable environment for development and delivery.

The Council will play a proactive leadership role in coordinating delivery across the OA. A dedicated delivery team will work with public and private sector partners to coordinate investment, overcome barriers to development and drive

implementation of the framework. Public sector sites, including key Council-owned assets, will act as catalysts for wider regeneration, helping to unlock surrounding development opportunities, create confidence in the market and attract further private investment.

Partnership working will be essential to delivering growth at the scale envisaged by the OAPF. The Council will work with the GLA, Homes England, TfL, landowners and developers to secure investment, coordinate infrastructure delivery and support site assembly. This collaborative approach will help unlock major development opportunities and ensure growth is supported by the infrastructure needed to create a successful place.

Funding sources

Developer contributions (e.g. Section 106 agreements and Community Infrastructure Levy receipts) to support infrastructure, affordable housing, public realm and community facilities.

Transport funding (e.g. TfL Local Implementation Plan funding and other transport-related grants) to deliver improvements to walking, cycling, public transport and the wider transport network in line with the Mayor's Transport Strategy.

Public sector partnerships (e.g. Homes England funding, financial products and tailored support packages) to help unlock strategic development and infrastructure opportunities.

Government funding (e.g. Youth Opportunity Fund, Brownfield Land Release Fund, One Public Estate funding and future regeneration programmes) to support community facilities, housing delivery and site remediation.

Council funding (e.g. capital budgets, general fund reserves and prudential borrowing) to support strategic projects and unlock development opportunities.

Mayoral funding (e.g. City Hall developer funding, Affordable Housing Grant, regeneration and town centre programmes) to support housing delivery, infrastructure and place-making improvements



5 PRIORITY ACTIONS

While the OAPF includes a detailed delivery programme, five priority actions stand out as the most effective ways to drive early change:

- 1 Redevelop key public sites** including the Town Hall, Kenneth More Theatre and Postway Mews to create a new civic heart with **high-quality public realm** and mixed-use development.
- 2 Unlock smaller, single-ownership peripheral sites** through mid-rise, higher-density development (typically 6-8 storeys) to accelerate delivery and build market confidence.
- 3 Activate stalled sites in the meantime with greening**, public art, play and youth facilities, and family-friendly activities to improve the sense of place.
- 4 Better connect High Road, Ilford Lane and Cranbrook Road** through improved wayfinding, walking and cycling routes, and targeted activation along key links.
- 5 Transform the station gateway and arrival experience**, prioritising the Western Gateway meanwhile activation with routes into the town centre to improve first impressions and support investment.

Making things happen

What to do and when?

Phase 1

Prepare and test
(2027 - 2030)

Establishing delivery arrangements, preparing public-sector sites for development, securing funding, delivering early improvements that benefit residents, and building investor confidence to support long-term growth.

Phase 2

Deliver the Civic
Core (2030–2035)

Using Council-led projects and public-sector land to catalyse private investment, create a renewed civic heart and support the first wave of major housing delivery.

Phase 3

Deliver Strategic
Transformation
(2035 - 2040)

Unlocking major development opportunities through infrastructure investment, gyratory transformation and coordinated public-private partnership delivery.

Phase 4

Complete the
transformation
(2040 - 2050)

Completing the 6,000-home growth programme, consolidating investment and establishing long-term stewardship and place management.



KEY DELIVERY ENABLERS

- Partnership working with developers, landowners and public agencies
- Proactive support for site assembly and infrastructure delivery
- A clear planning framework providing certainty for investment
- Public sector sites acting as catalysts for regeneration
- Dedicated delivery team coordinating investment and delivery

