

**/ 970 ROMFORD ROAD  
LOCAL PLAN  
REPRESENTATIONS  
DESIGN DOCUMENT**

6632  
20/09/2024

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**/ SITE LOCATION**

**01**

# / SITE LOCATION LOCATION PLAN

The site is located within Little Ilford ward of the London Borough of Newham, on the western edge of the boundary with the London Borough of Redbridge.

## Location

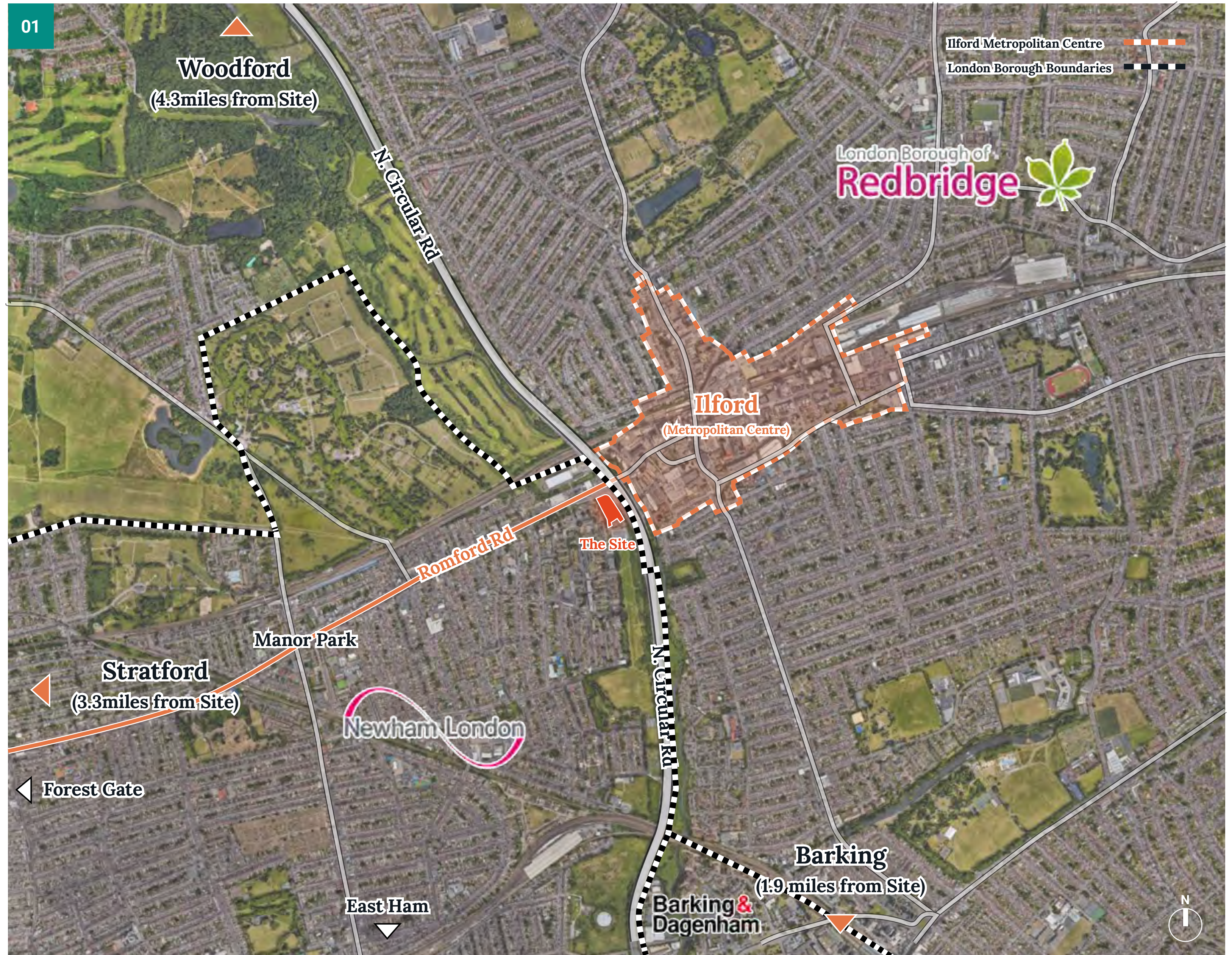
The site is situated along Romford Road and just outside Ilford Metropolitan Town Centre.

The site has excellent access to public transport services with PTAL rating of 6a. Ilford Station is located within 0.5 kilometres with regular service to Liverpool Street and in addition, a number of bus services run along Romford Road.

The site benefits from easy links with local facilities and shops, which provide a wide range of retail opportunities for the site to incorporate as part of the development. Of particular note is the Sainsbury's superstore situated approximately 400m walking distance to the east.

The site is not located within or adjacent to a Conservation Area or Nature Conservation Area, however the southern end of the site is located adjacent to Metropolitan Open Land (MOL). The site does not contain any listed buildings and is not located in a Flood Zone.

FIGURE 01 SITE  
LOCATION PLAN  
DIAGRAM



/ THE SITE

02

# / THE SITE APPLICATION SITE

The application site is approximately 0.72ha in area and fronts onto the A118 (Romford Road) to the north and the A406 to the west.

## The Application Site

The application site currently accommodates a The Gym Group London, hard standing surface level car parking, and Enterprise car hire agency.

A portion of the application site contains a Gas Pressure Reduction System (PRS) on land in the ownership of National Grid.

There is an Adjoining site to the rear of Approx. 0.48 ha which is currently used as a Storage Facility. This Adjoining site has Outline Planning Consent (19/03343/OUT) for a 13,674sqm Storage Warehouse.

To the west of the site is a 3-12 storey post-war housing development, and to the east is Ilford Town Centre, which includes a number of tall residential towers in excess of 35m in height.



# / THE SITE SITE PHOTOS



FIGURE 03 SITE PHOTO OF EASTERN BOUNDARY LOOKING SOUTH FROM ROMFORD ROAD



FIGURE 04 SITE PHOTO OF NORTHERN BOUNDARY LOOKING WEST ALONG ROMFORD ROAD



FIGURE 05 SITE PHOTO LOOKING EAST ALONG ROMFORD ROAD



FIGURE 06 SITE PHOTO OF EASTERN BOUNDARY LOOKING SOUTH ONTO NORTH CIRCULAR HIGHWAY



FIGURE 07 SITE PHOTO OF NEIGHBOURING TOWER BLOCKS ALONG WESTERN BOUNDARY



FIGURE 08 SITE PHOTO OF EXISTING ENTRANCE INTO SITE ALONG EASTERN BOUNDARY

# / THE SITE USES

There are four existing uses on the site (Enterprise Car Hire, The Gym, National Grid PRS & Storage Facility), with the rear site subject to an Outline Planning Consent for a 13,674sqm Storage Warehouse

- 1** Enterprise Car Hire
- 2** The Gym Group London
- 3** National Grid Ownership Pressure Reduction System (PRS)
- 4** Adjoining Site:  
19/03343/OUT - Outline Planning Approved: Self Storage Warehouse (13,674sqm)

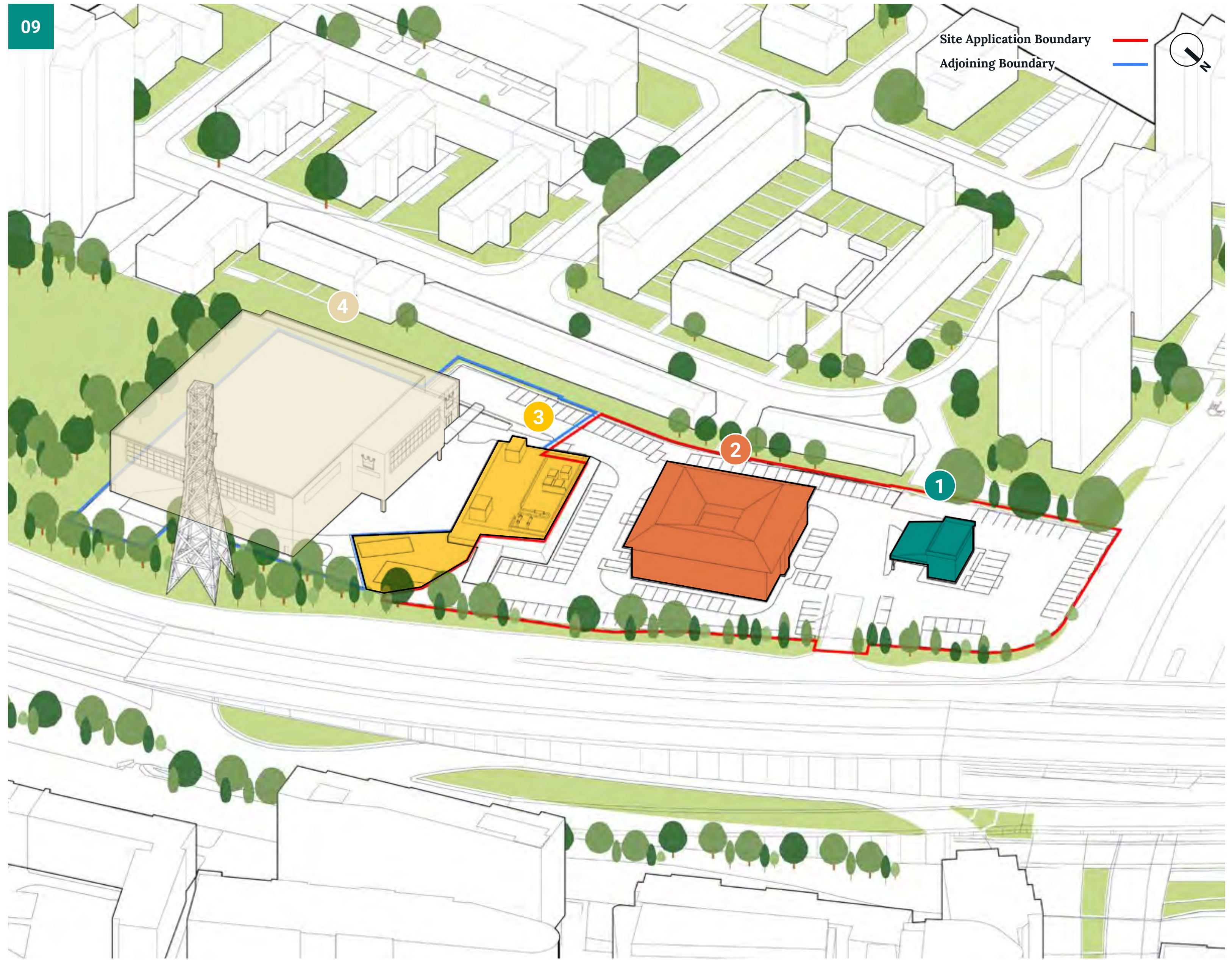


FIGURE 09  
EXISTING SITE  
DIAGRAM



# / THE SITE CAR HIRE & GYM

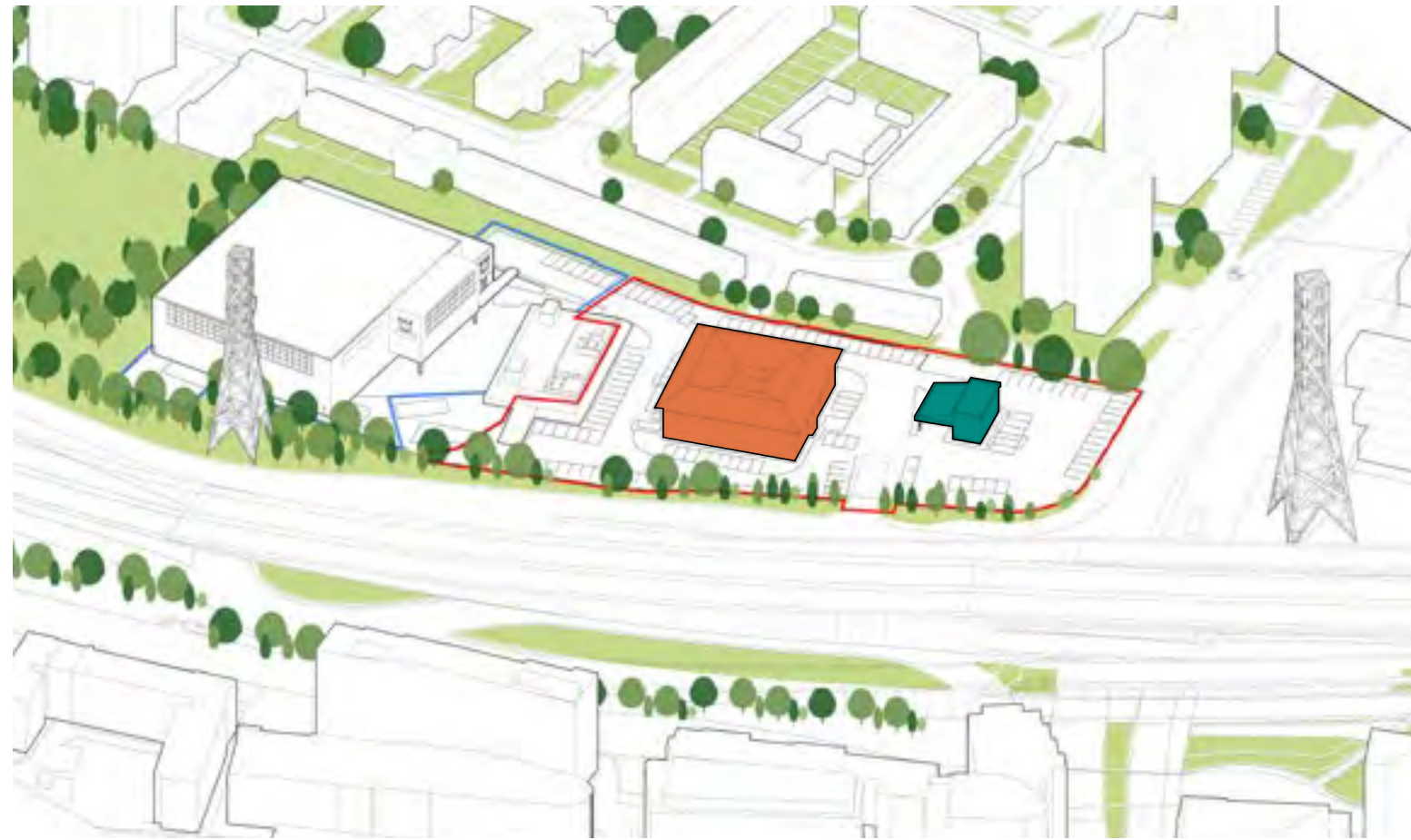


FIGURE 10 CAR HIRE AERIAL VIEW



FIGURE 11 CAR HIRE STREET VIEW



FIGURE 12 THE GYM AERIAL VIEW



FIGURE 13 THE GYM STREET VIEW

## Uses on the Application Site

- 1 Enterprise Car Hire
- 2 The Gym Group London

# / THE SITE PRS & ADJOINING SITE

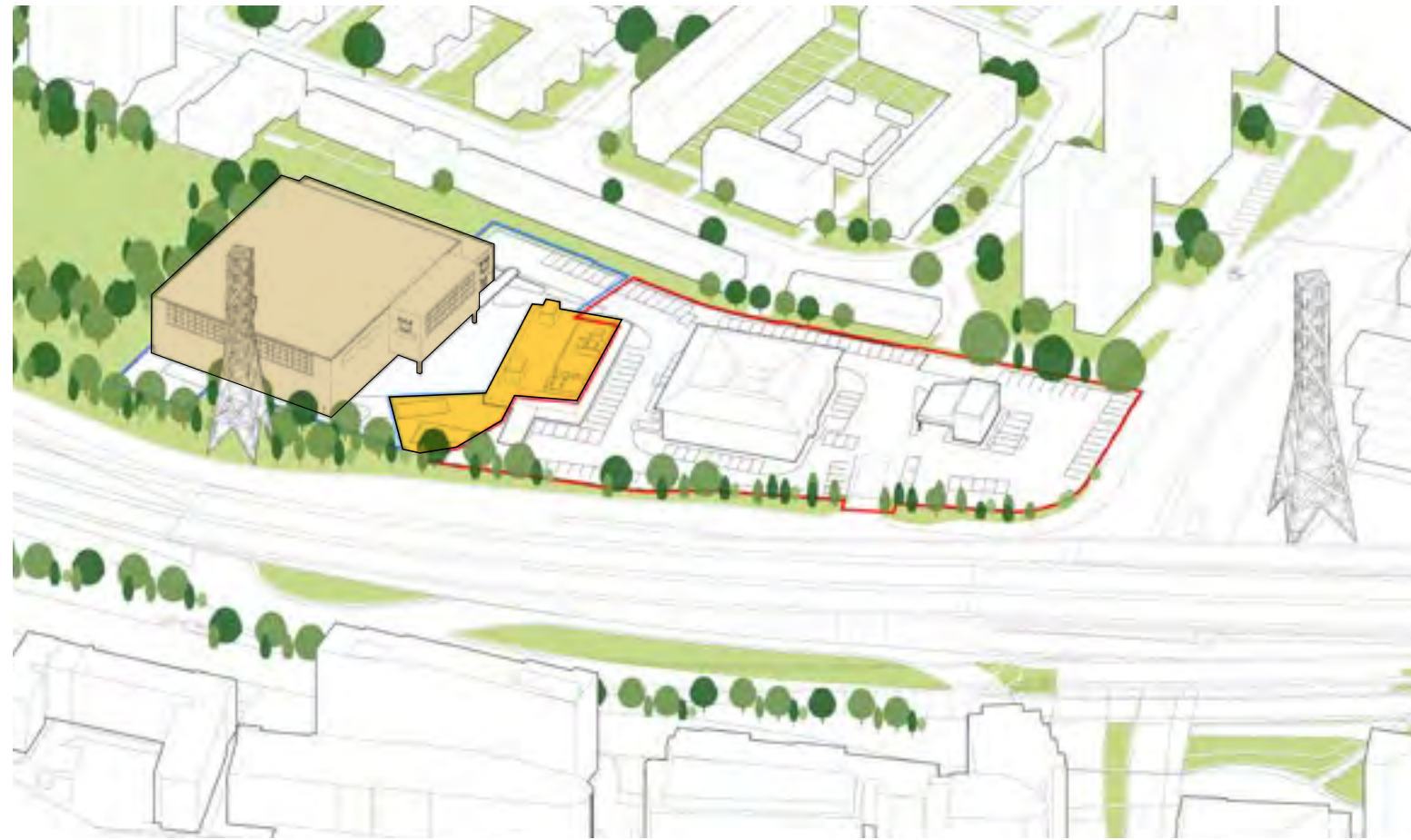


FIGURE 14 PRS AERIAL VIEW



FIGURE 15 PRS STREET VIEW

## Uses Adjoining the Application Site

- 3 National Grid Ownership Pressure Reduction System (PRS)
- 4 Adjoining Site  
19/03343/OUT - Outline Planning  
Approved: Self Storage Warehouse  
(13,674sqm)

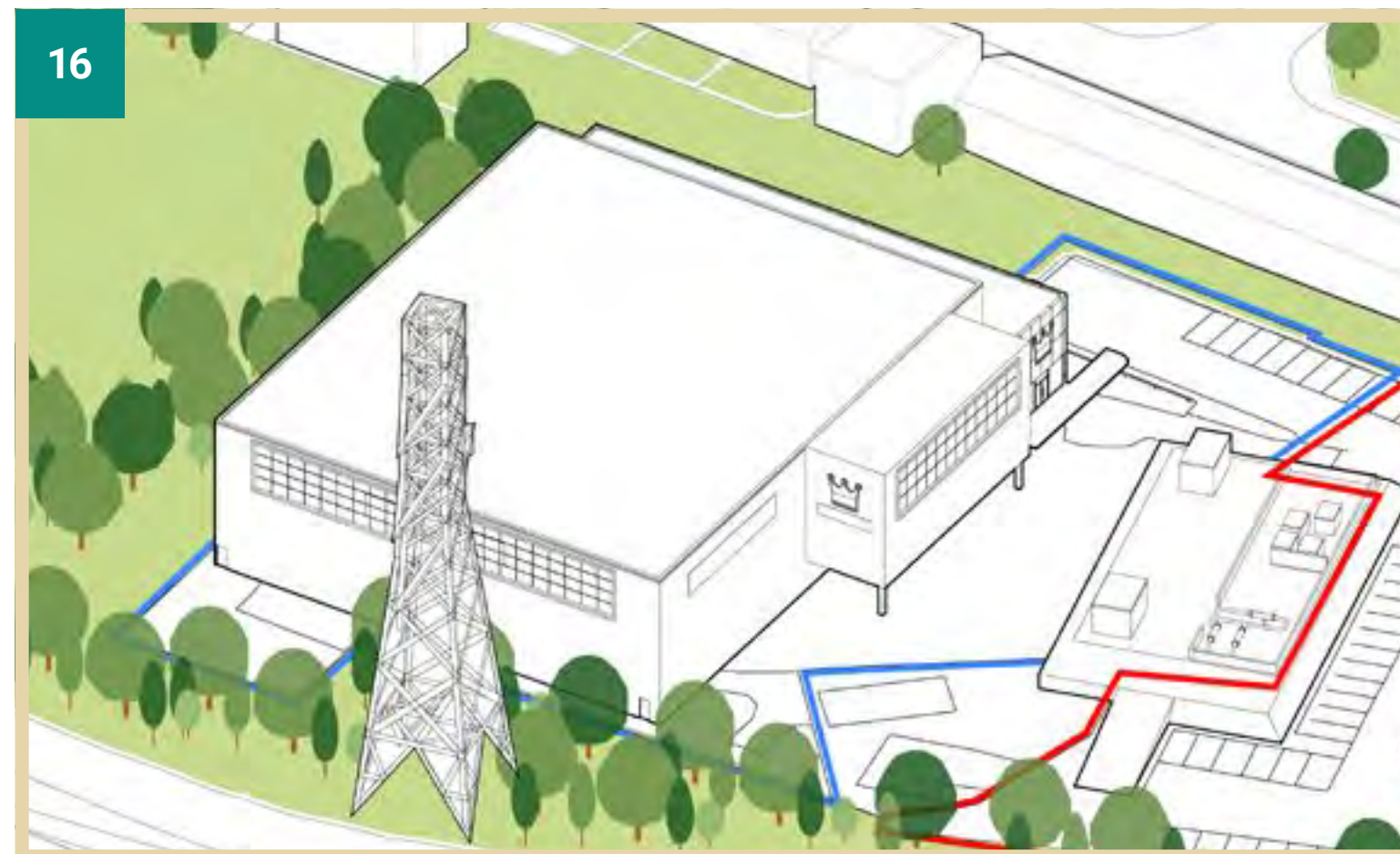


FIGURE 16 ADJOINING SITE OUTLINE CONSENT 3D VIEW

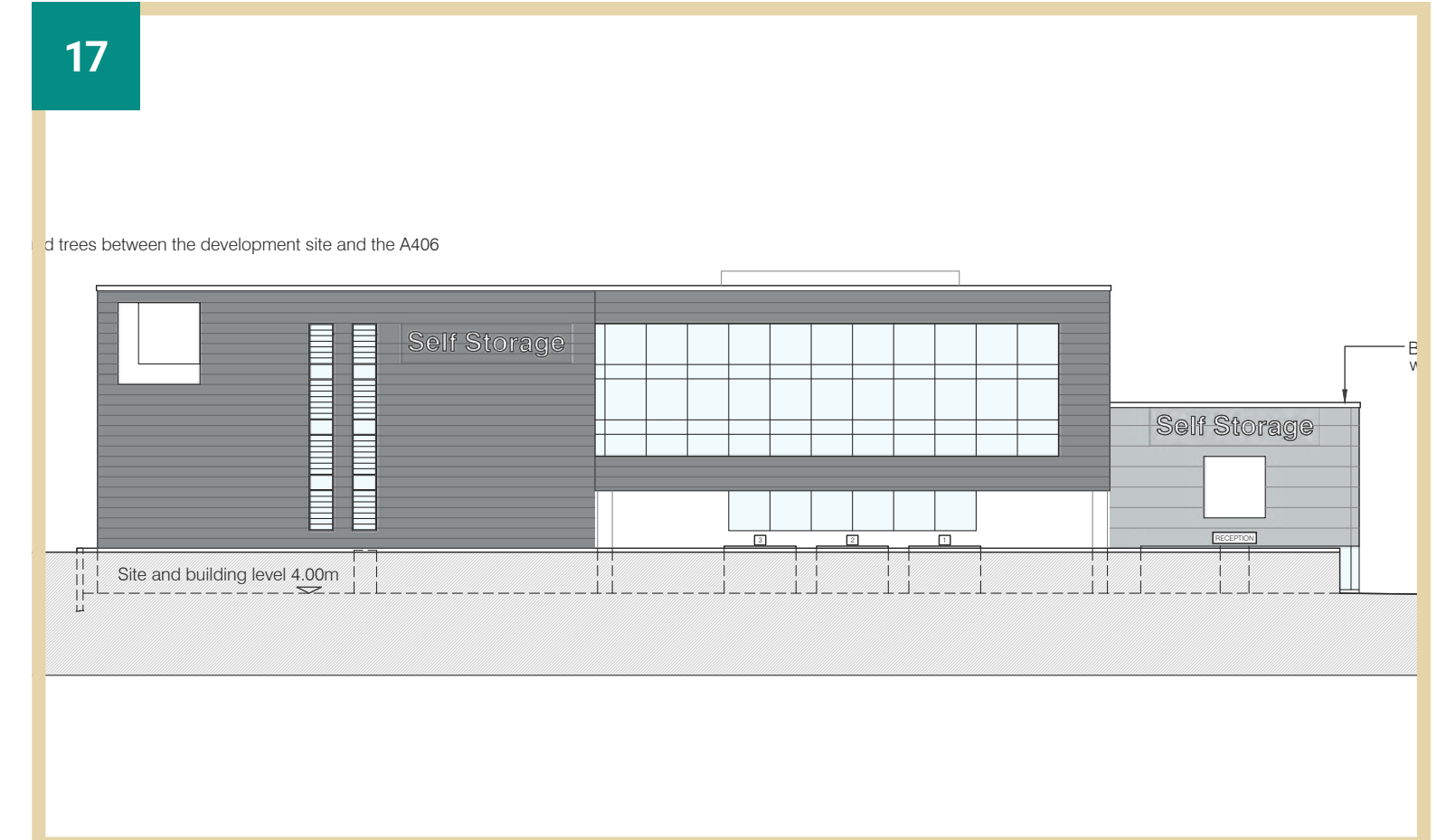
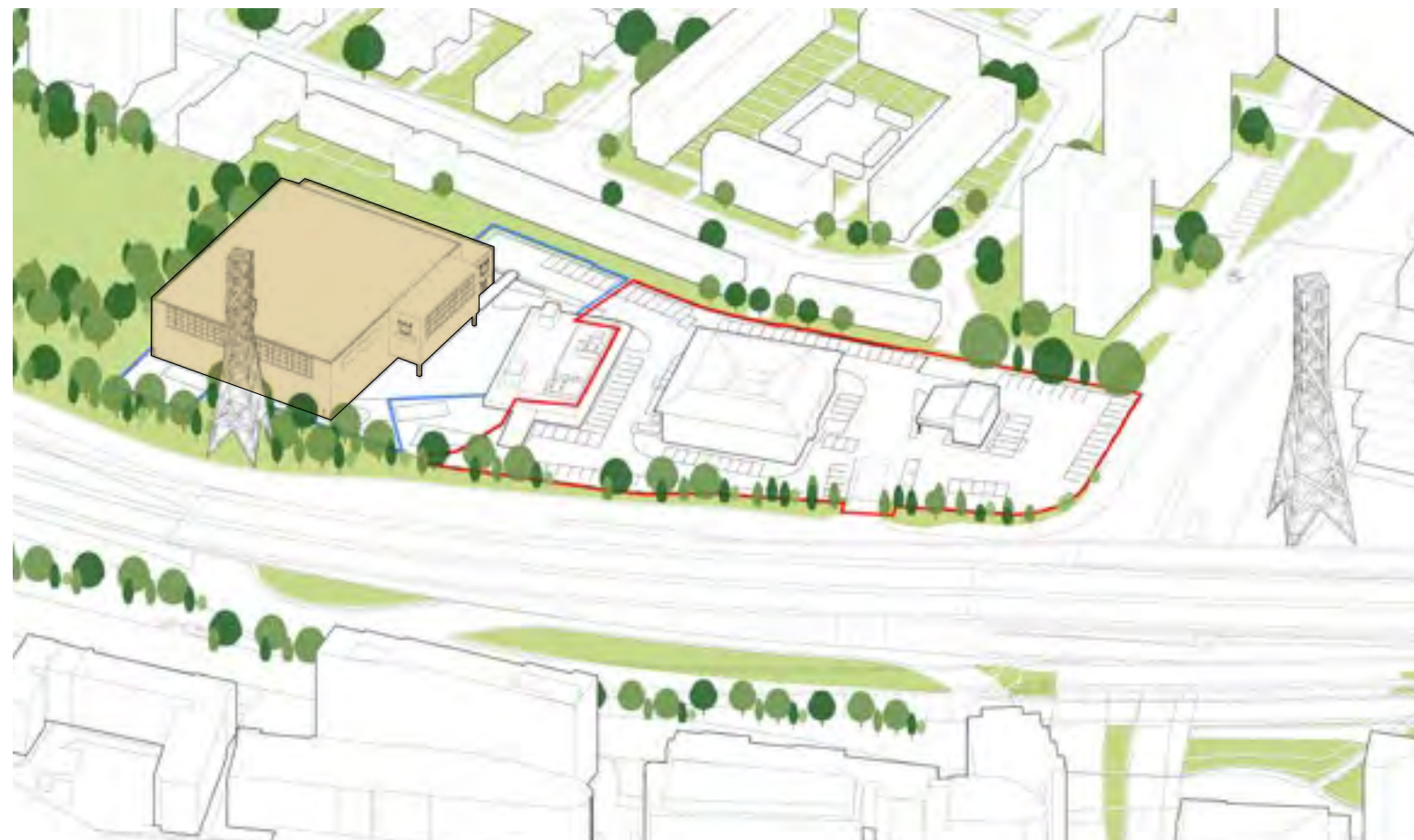


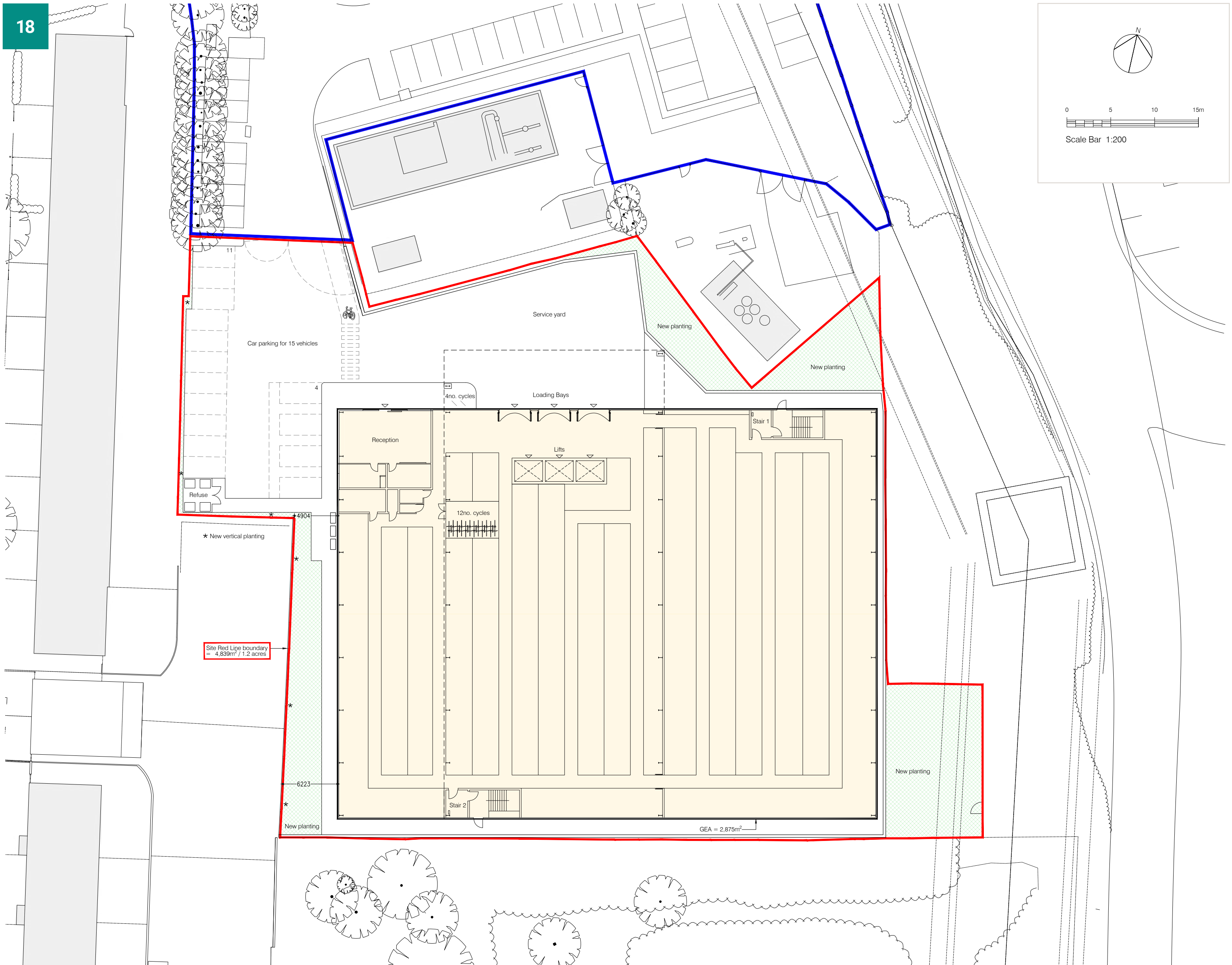
FIGURE 17 ADJOINING SITE OUTLINE CONSENT NORTH ELEVATION

# / THE SITE ADJOINING SITE



**19/03343/OUT**  
Outline planning application for the erection of a self-storage warehouse (Class B8) and associated car parking, with all matters reserved except for layout, scale and access.

**FIGURE 18**  
ADJOINING SITE  
OUTLINE CONSENT  
GROUND FLOOR  
PLAN



# / THE SITE ADJOINING SITE



FIGURE 19 3D VISUALISATION LOOKING NORTH EAST



FIGURE 20 3D VISUALISATION LOOKING SOUTH

# / THE SITE PLANNING POLICY

The Site is located within the London Borough of Newham and subject to the following local and national policies

## London Borough of Newham Development Plan

Newham's Development Plan comprises the following documents relevant documents

- / National Planning Policy Framework (2023)
- / London Plan 2021
- / Newham Local Plan 2018

## Local Industrial Location Designation

- / Site designated as a Local Industrial Location (LIL) in the 2018 Local Plan
- / Scope for managed intensification.

FIGURE 21 SITE  
DESIGNATION  
FROM NEWHAM  
LOCAL PLAN 2018



# / THE SITE HISTORY



FIGURE 22 HISTORIC MAP OF THE SITE FROM C.1809

1809



FIGURE 23 HISTORIC MAP OF THE SITE FROM C.1896

1896



FIGURE 24 HISTORIC MAP OF THE SITE FROM C.1923

1923

# / THE SITE HISTORY

Historic maps of the Site between 1809 and 1949 it is suggest that the site remained largely undeveloped before becoming a site for Gasworks in the Early 1900s

## Historic Development

- / No evidence of previous residential use
- / No evidence of previous Industrial use
- / By 1900 the Site became surrounded by large scale development, transforming the surrounding areas

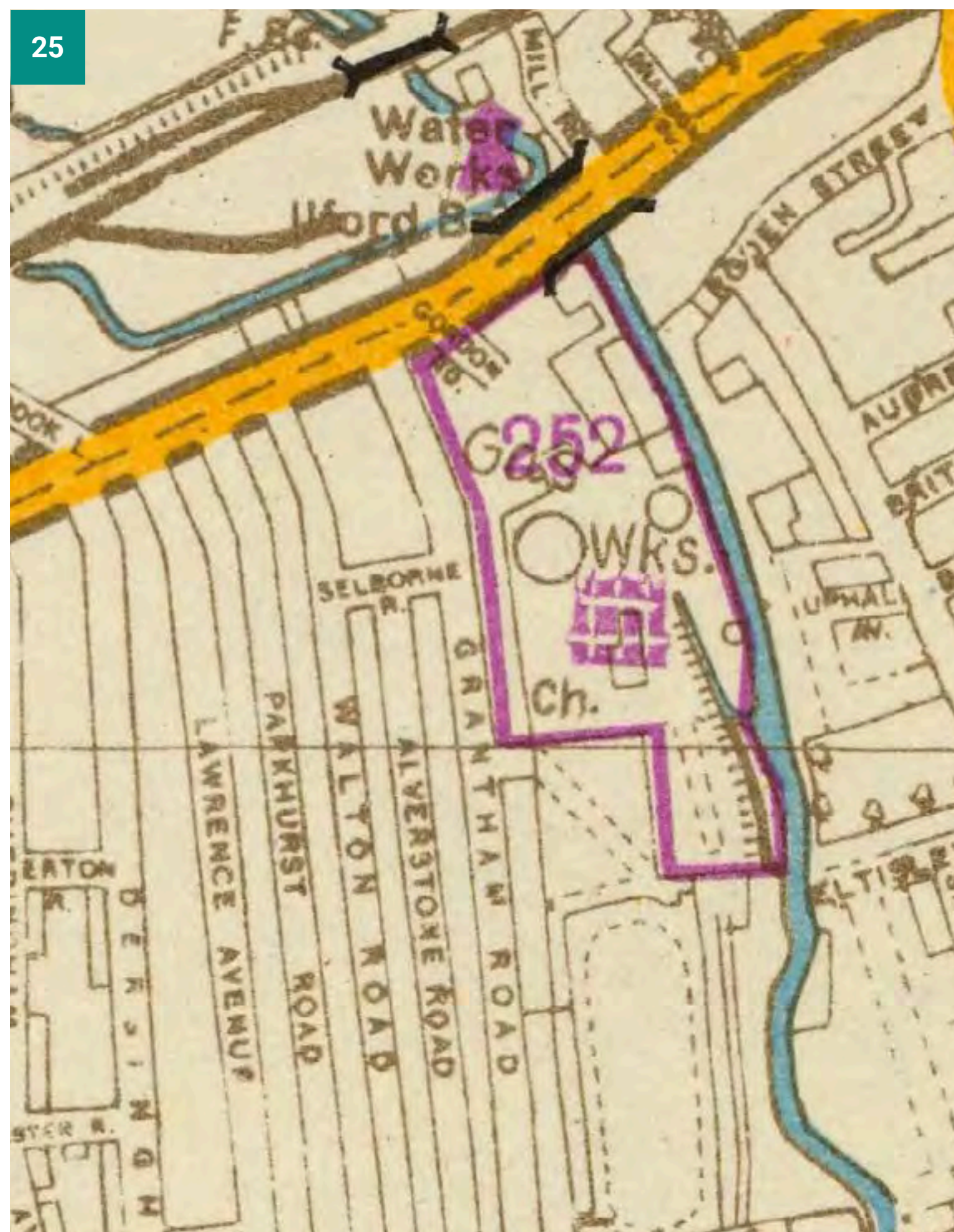


FIGURE 25 HISTORIC MAP OF THE SITE FROM C.1941

1941

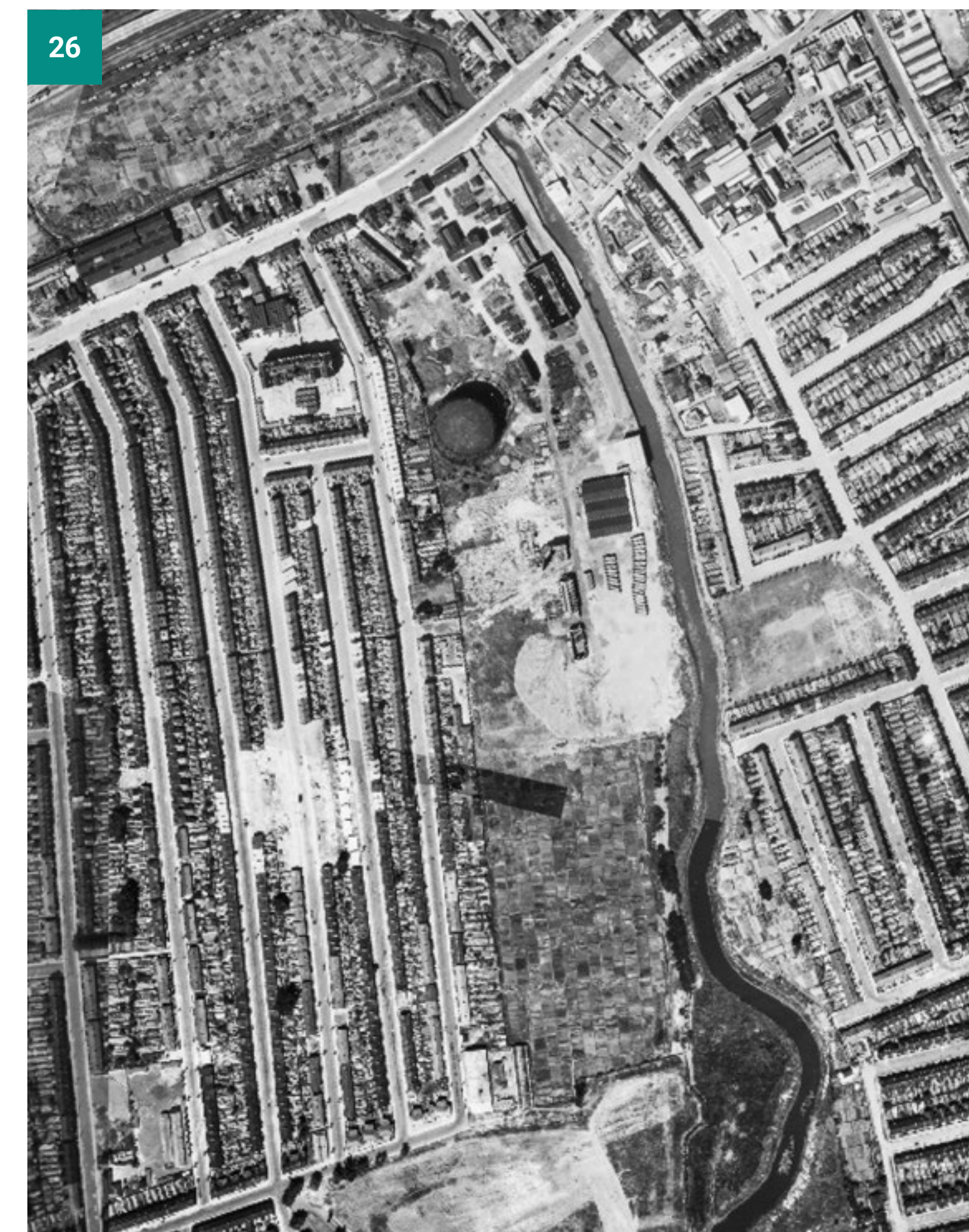


FIGURE 26 HISTORIC AERIAL RAF PHOTOGRAPHY OF THE SITE FROM C.1945-9

1945-1949

/ SITE CONTEXT

03



# / SITE CONTEXT TOWN CENTRES

The site is situated in close proximity to Ilford Town Centre which is designated as a Metropolitan Town Centre, offering the site a large variety of shops, restaurants, transport connections and other valuable amenities.

<b>Ilford</b>	<b>0.1 mi</b>
<b>Barking</b>	<b>1.9 mi</b>
<b>Stratford</b>	<b>3.3 mi</b>
<b>Woodford</b>	<b>4.3 mi</b>

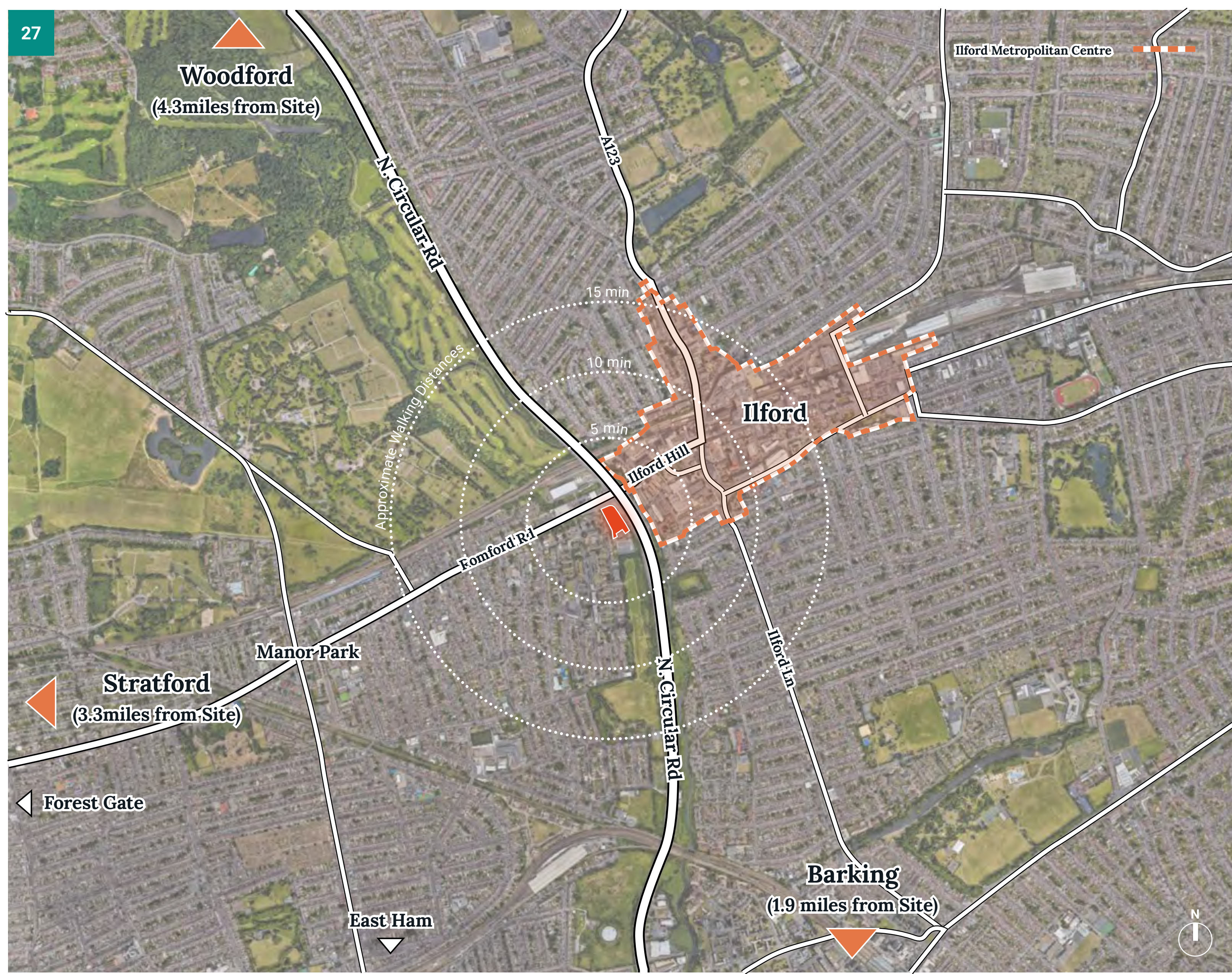


FIGURE 27 NEARBY TOWN CENTRES DIAGRAM

# / SITE CONTEXT LOCAL GREEN SPACES

The Site is within walking distance to a number of open Green Spaces

	🚶	
Little Ilford Park	5 mins	
City of London Cemetery	12 mins	
Valentines Park	15 mins	
Uphall Recreation Ground	15 mins	
Wanstead Flats	20 mins	
Wanstead Park	25 mins	
Manor Park	25 mins	

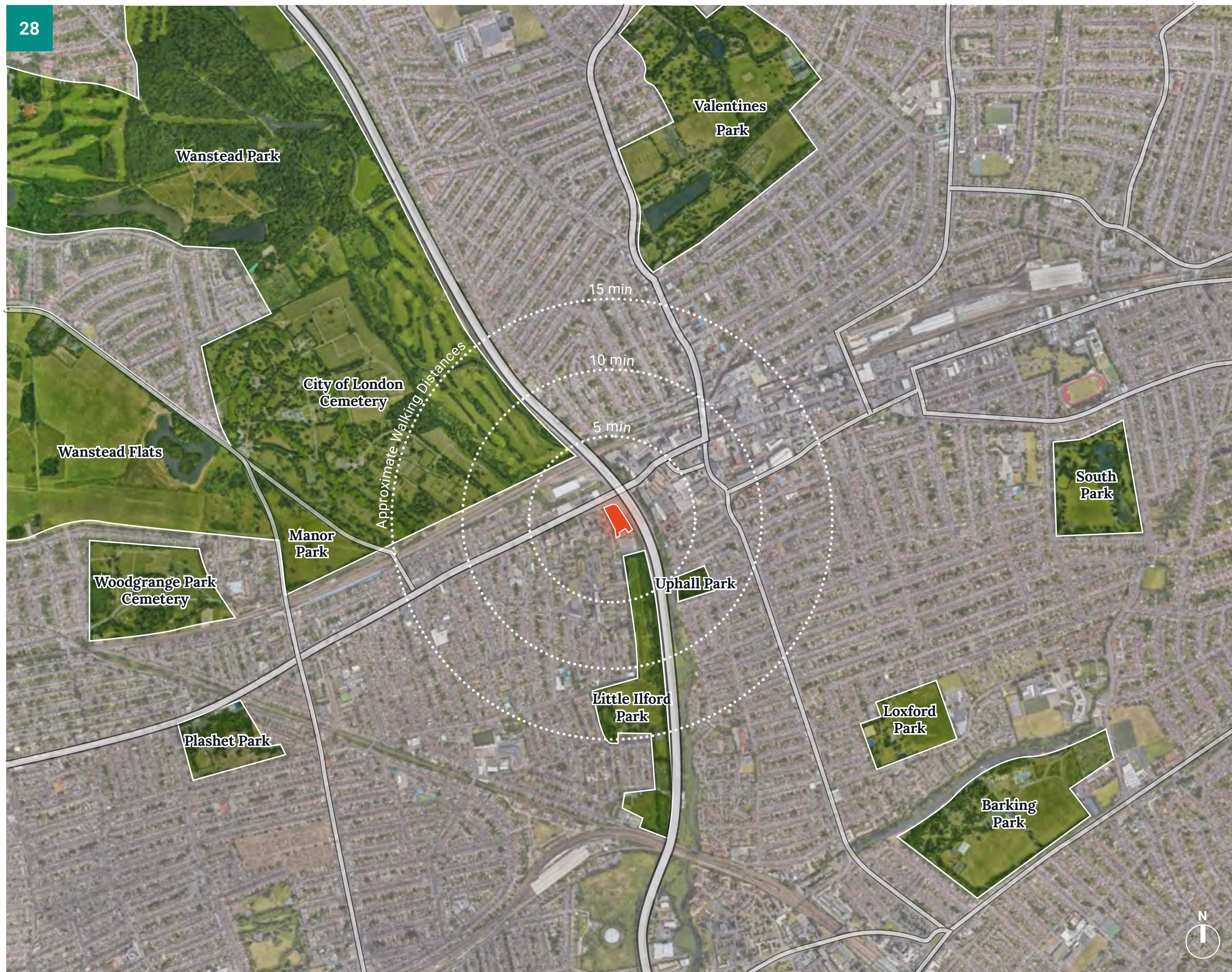


FIGURE 28 GREEN SPACES DIAGRAM

# / SITE CONTEXT TRANSPORT CONNECTIONS

The site is well-connected (PTAL 6a) via Rail with the recently upgraded Ilford station, part of the newly completed Elizabeth Line, within a 5 minute walk







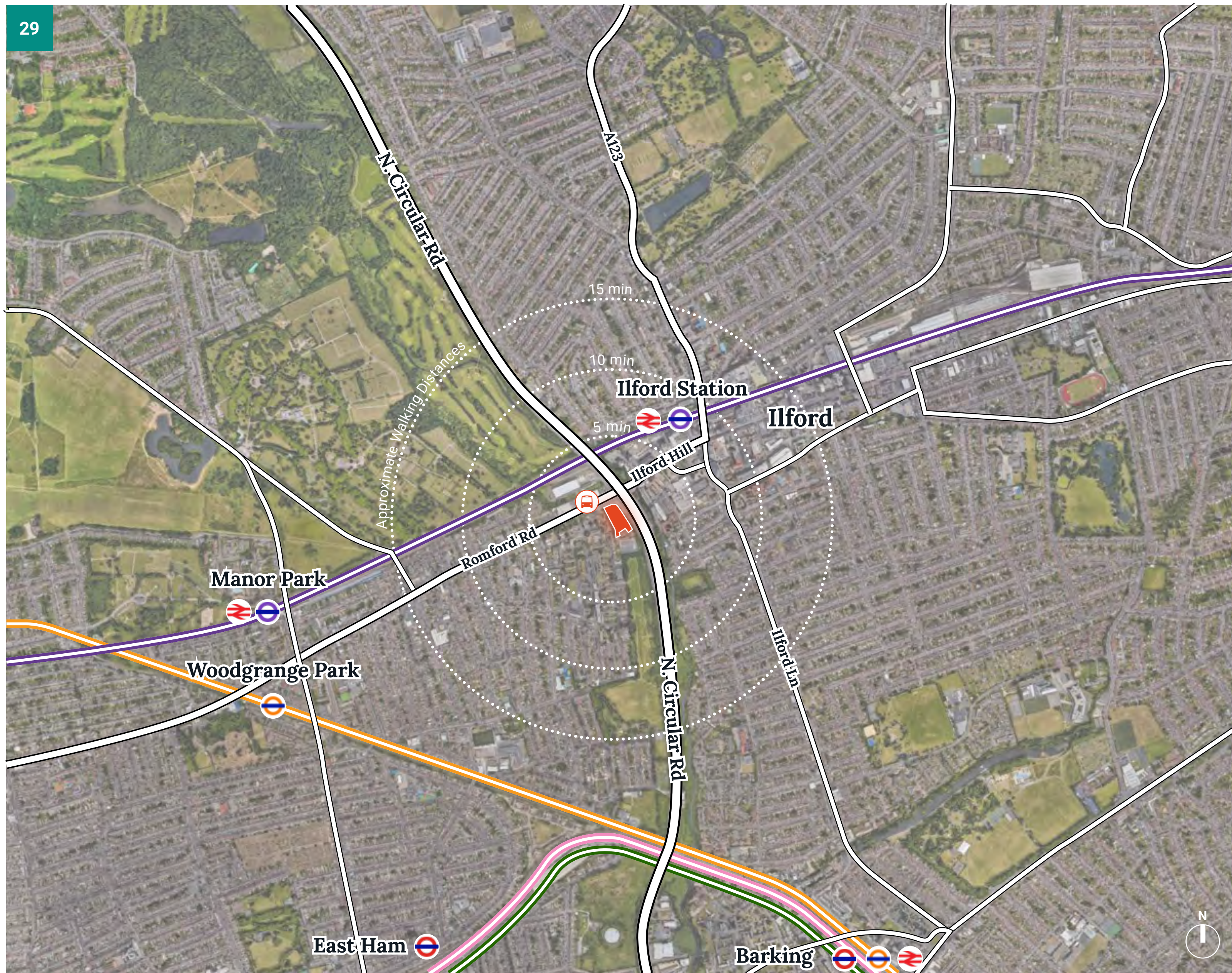
		
<b>Ilford Station</b>		5 mins
Elizabeth Line & National Rail		
<b>Manor Park</b>		20 mins
Elizabeth Line & National Rail		
<b>Woodgrange Park</b>		25 mins
Overground		
<b>East Ham</b>		30 mins
Hammersmith & City & District Underground Lines		
<b>Barking</b>		35 mins
National Rail, Overground & Hammersmith & City & District Underground Lines		

FIGURE 29 LOCAL TRANSPORT DIAGRAM



# / SITE CONTEXT TRANSPORT CONNECTIONS

Romford Road is used as a main Bus Route for many Bus Lines with Stops right next to the Site, in addition within a few minutes walk, Ilford Town Centre also offers a number of additional Bus connections and routes



### North Circular Road

**P** 1 min

Towards Seven Kings  
147, 25, 425, 86, N25, N86, W19

### Dersingham Avenue

**A** 2 mins

Towards East Ham & Manor Park  
147, 25, 425, 86, N25, N86, W19

### Roden Street

**C** 5 mins

Towards Gants Hill  
296, 396

### Ilford Hill

**F** 5 mins

Towards Town Centre or Barking  
147, 169, 25, 396, 425, 86, EL1, N25, N86, W19

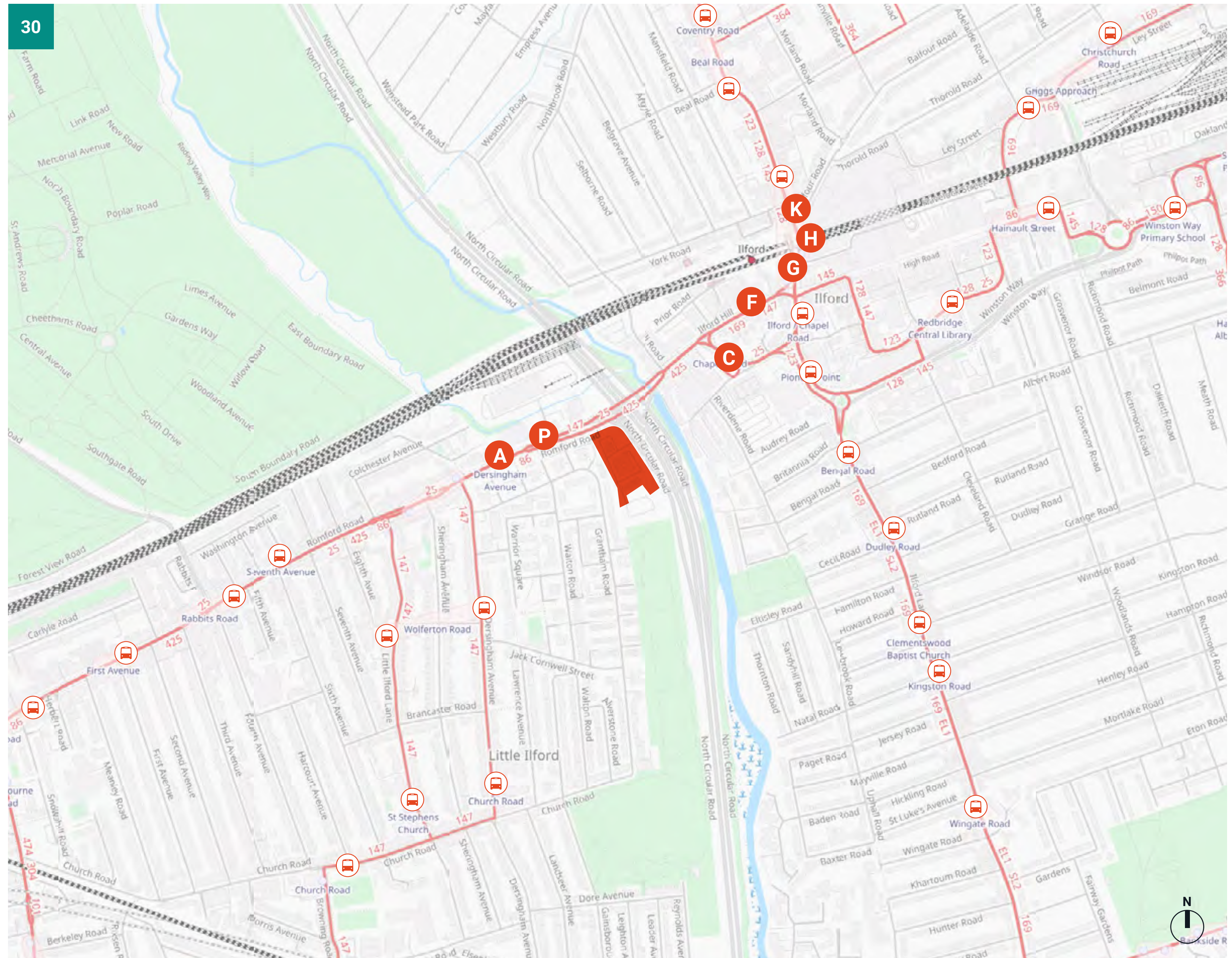
### Ilford Station (Bus Stop)

**G** 7 min

Towards Gants Hill, Redbridge Barking, Beacontree or Goodmayes  
396, 167, 364, 296, 128, 462, 150, 677, 366, 145, SL2, 679

**H**  
**K**

FIGURE 30 LOCAL  
BUS ROUTES  
DIAGRAM



# / SITE CONTEXT

## URBAN GRAIN

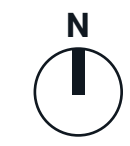
Analysis of the Urban Grain was undertaken to identify the pattern of the surrounding Urban development and asses both the surrounding Uses and Heights



FIGURE 31 URBAN GRAIN DIAGRAM

# / SITE CONTEXT SURROUNDING USES & HEIGHTS

Site Application Boundary ———  
Adjoining Boundary ———



**FIGURE 32 SURROUNDING USES DIAGRAM**  
The Analysis highlights the Predominance of Residential Development in the Immediate Vicinity of the Site



**FIGURE 33 SURROUNDING HEIGHTS DIAGRAM**  
The Analysis highlights the Concentration of Tall buildings along Romford Road and within Ilford Town Centre

# / SITE CONTEXT SURROUNDING DEVELOPMENT

Completed		Storeys
1	Paragon Heights	10-18
2	Valentine's House	9-11
3	Orchestra House	7-24
4	Pioneer Point	29-35
Consented		
5	Mill Road	13-25
6	Chapel Place	38
7	One Station Road	47
8	The Exchange	7-26
9	Harrison & Gibson	7-24
Submitted		
10	Metro Tower	12

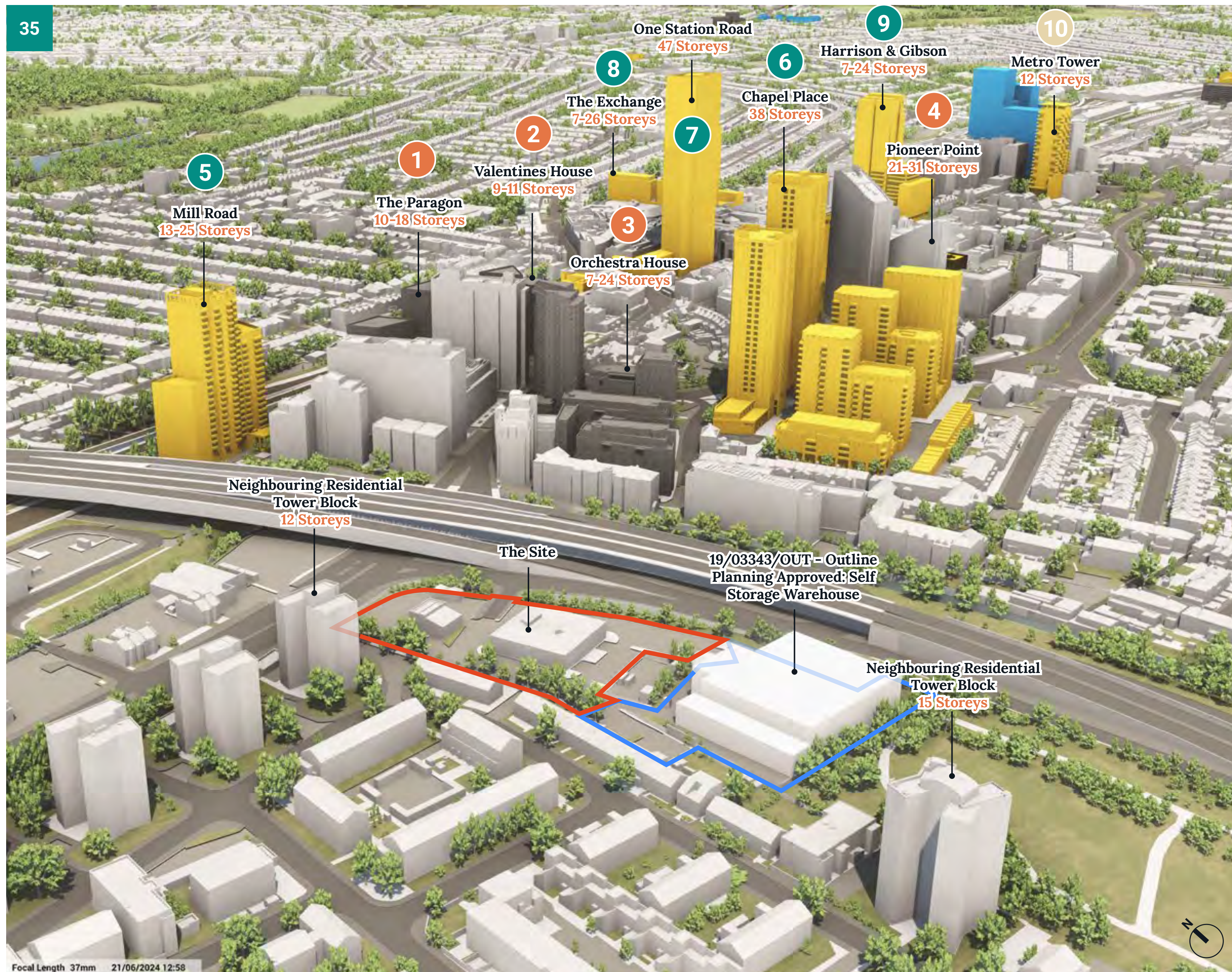
FIGURE 34  
SURROUNDING  
DEVELOPMENT  
DIAGRAM



# / SITE CONTEXT SURROUNDING DEVELOPMENT

	Completed	Stores
1	Paragon Heights	10-18
2	Valentine's House	9-11
3	Orchestra House	7-24
4	Pioneer Point	29-35
<b>Consented</b>		
5	Mill Road	13-25
6	Chapel Place	38
7	One Station Road	47
8	The Exchange	7-26
9	Harrison & Gibson	7-24
<b>Submitted</b>		
10	Metro Tower	12

FIGURE 35 SURROUNDING DEVELOPMENT 3D DIAGRAM





## PHOTOS OF SURROUNDING DEVELOPMENTS



36  
FIGURE 36 THE PARAGON

### The Paragon

45 Ilford Hill, Ilford (Completed)

10-18 Storeys



37  
FIGURE 37 PIONEER POINT

### Pioneer Point

3-5 Winston Way, Ilford (Completed)

29-35 Storeys



38  
FIGURE 38 HARRISON & GIBSON

### Harrison & Gibson

193-207 High Road (1106/20 - Consented)

8 - 30 Storeys

## PHOTOS OF SURROUNDING DEVELOPMENTS



FIGURE 39 MILL ROAD

### Mill Road

Mill Road, Ilford (1843/21 - Consented)

13 - 25 Storeys



FIGURE 40 CHAPEL PLACE

### Chapel Place

Roden Street (Consented)

38 Storeys

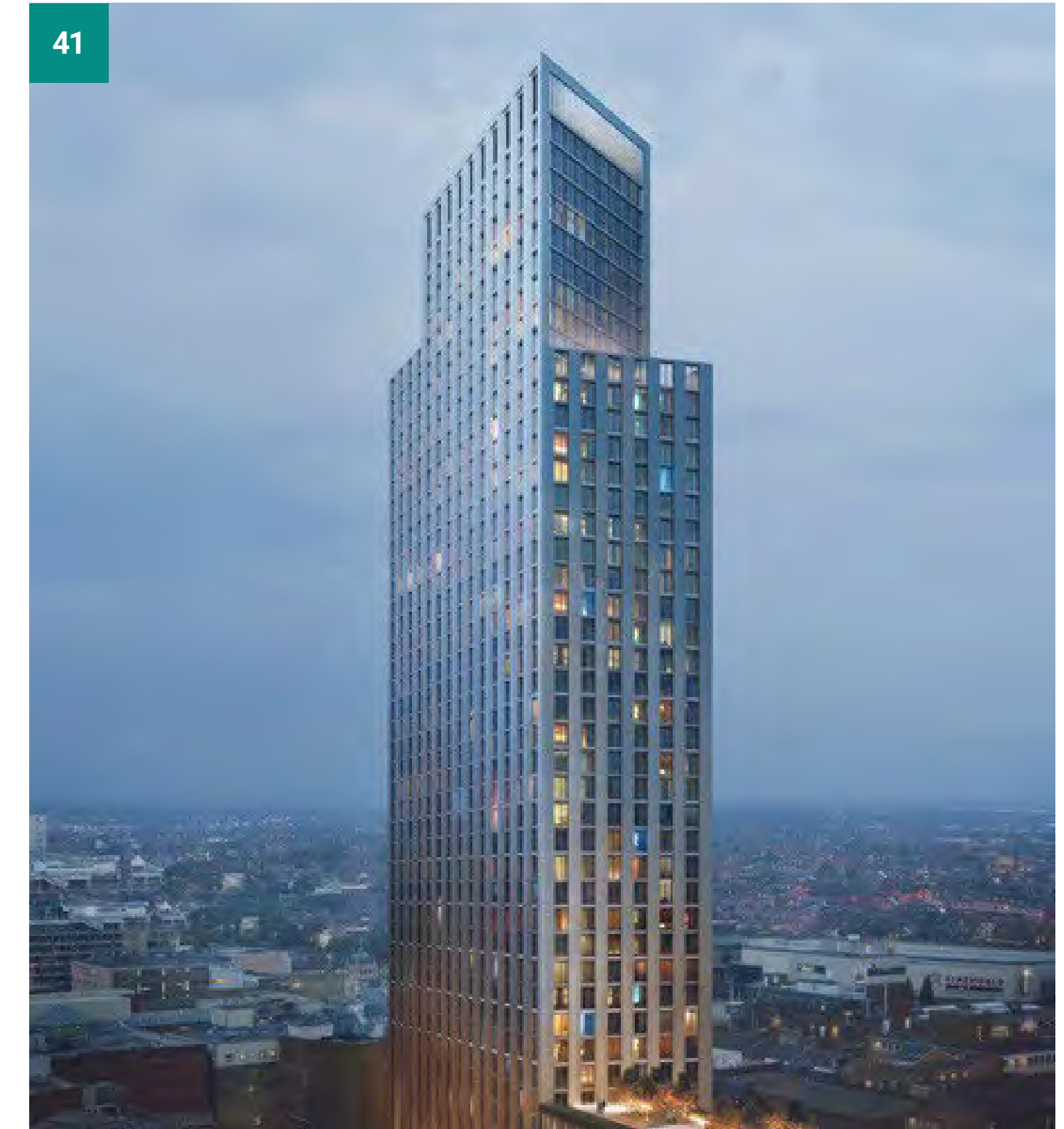


FIGURE 41 ONE STATION ROAD

### One Station Road

193-207 High Road (4557/18 - Consented)

4 - 42 Storeys

**/ SITE ANALYSIS**

**04**

# / SITE ANALYSIS OVERVIEW

42

## / Romford Road

The site fronts onto the A118 (Romford Road) to the north and North Circular Road (A406) Raised Highway to the west.

## / Ilford Town Centre

Site sits in close proximity to Metropolitan Centre of Ilford Town

## / Transport (PTAL 6a)

Bus connections along Romford Road & close Proximity to Ilford Town Centre with Train & Bus Connections

## / Existing Green Space

The site is located adjacent to Little Ilford Park which is designated as Metropolitan Open Land (MOL).

## / Neighbouring Buildings

To the east is a 3-12 storey post-war housing development, which includes a number of tall residential towers in excess of 35m in height.

## / Services

Pressure Reduction System (PRS), Below Ground Pipes & Overhead Power Lines

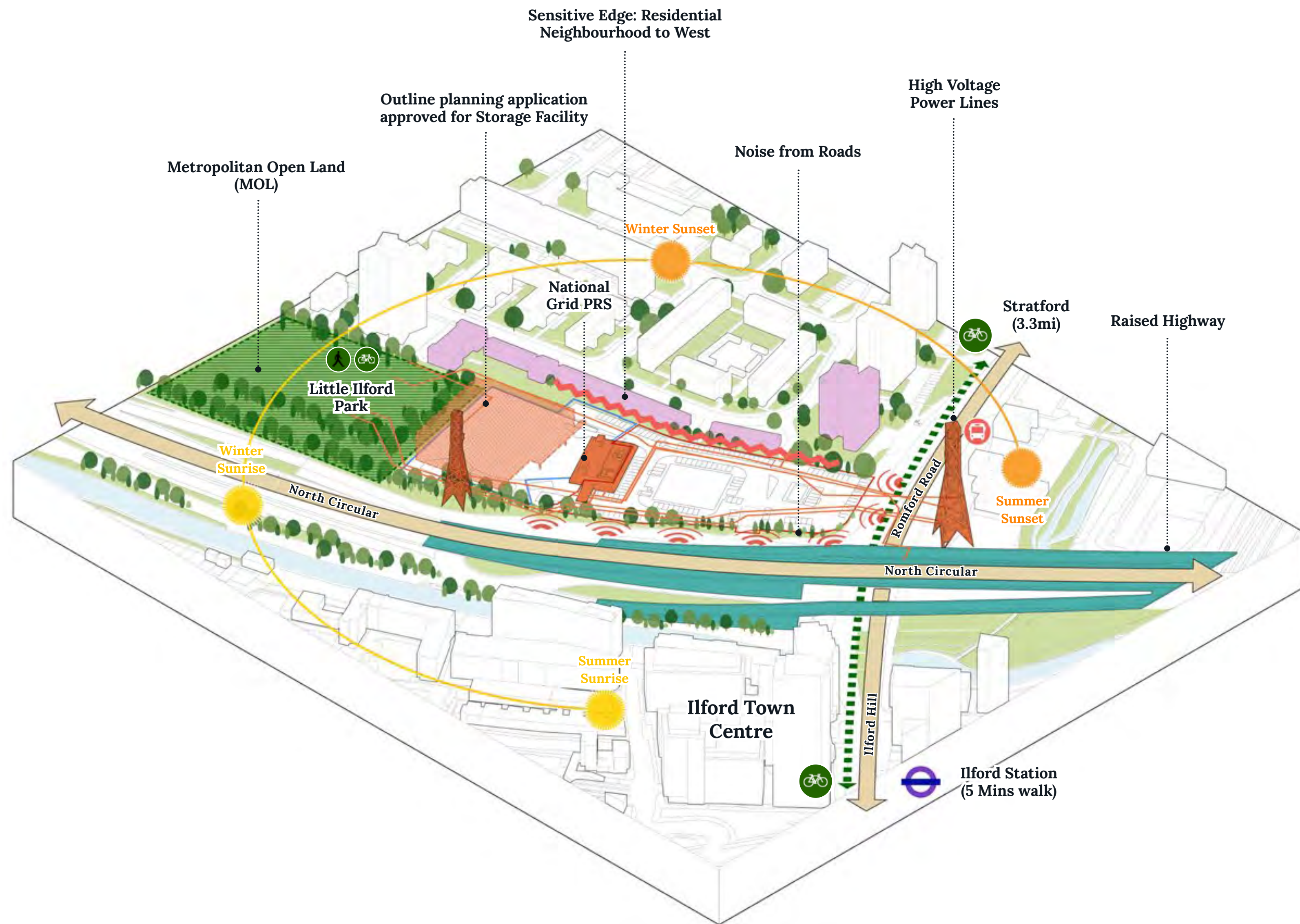


FIGURE 42  
SITE ANALYSIS  
DIAGRAM



# / SITE ANALYSIS CONSTRAINTS

There are a number of key constraints that will have a direct impact on any future development

## 1 Below ground services

The PRS bordering the south of the site boundary services multiple below ground Gas pipes. There is also a water pipe that runs north-south under the site

## 2 Overhead powerlines

Two High Voltage Electricity pylons are situated south east and north of the site

## 3 Neighbouring Low-rise residential

Low-rise dwellings sit along the sites' western boundary

## 4 Single Ramped Access

The site is services by a single vehicular access along the North-Eastern boundary

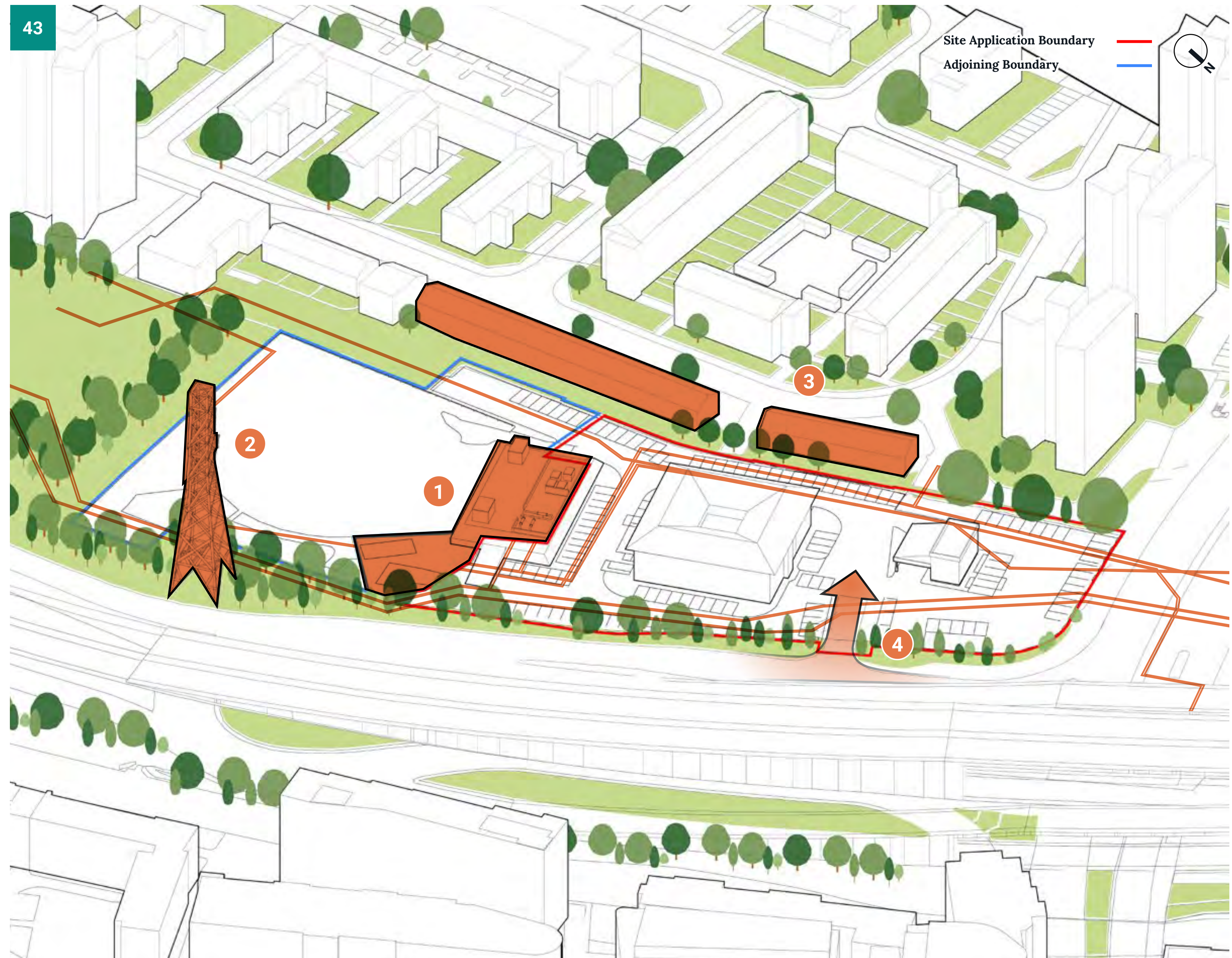


FIGURE 43  
CONSTRAINTS  
DIAGRAM

# / SITE ANALYSIS BELOW GROUND SERVICES

To the Rear of the Site is the National Grid Pressure Reduction System, connecting a network of Gas pipes running under the site with Easement zones

- Gas Services**
- / PRS Facility ■
  - / Low Pressure Gas Pipe L
  - / Medium Pressure Gas Pipe M
  - / High Pressure Gas Pipe H
- Water Services**
- / Water Pipe W

Site Application Boundary —

Adjoining Boundary —





FIGURE 44 UNDERGROUND GAS PIPES DIAGRAM



FIGURE 45 UNDERGROUND WATER PIPE DIAGRAM

# / SITE ANALYSIS OVERHEAD SERVICES

High voltage power lines & their easement zone reduce the developable area along the Eastern edge of the site.

## Electricity Services

- / Pylons
- / High Voltage Power lines & Easement Zones

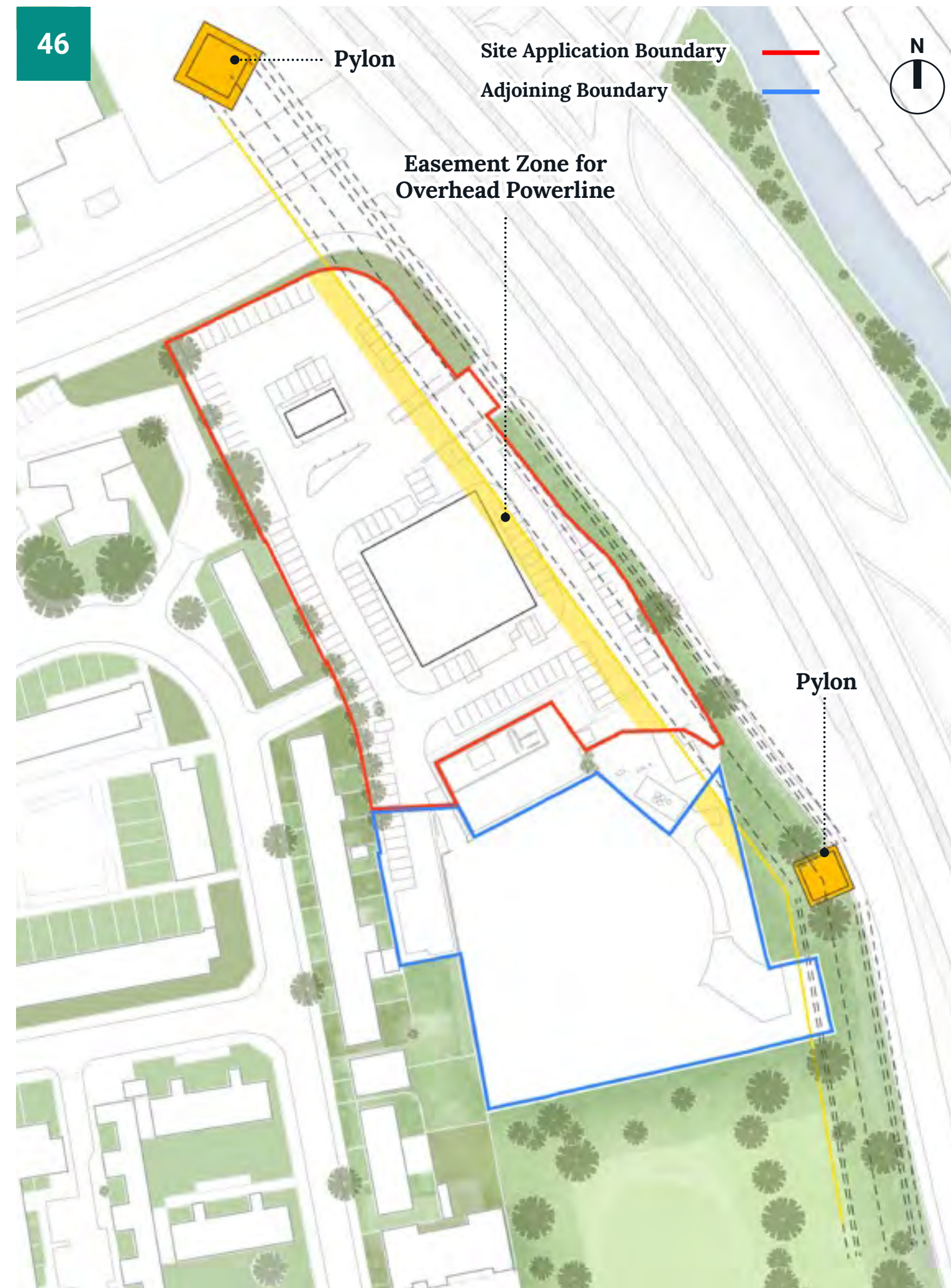


FIGURE 46 HIGH VOLTAGE OVERHEAD POWERLINES DIAGRAM



FIGURE 47 SITE PHOTO OF OVERHEAD POWER LINES

# / SITE ANALYSIS ALL SERVICES

Together, the below ground services present a complex challenge for future development with multiple easements that restrict the developable area

- Gas Services**
  - / PRS Facility ■
  - / Low Pressure Gas Pipe L
  - / Medium Pressure Gas Pipe M
  - / High Pressure Gas Pipe H
- Water Services**
  - / Water Pipe W
- Electricity Services**
  - / High Voltage Power Lines E

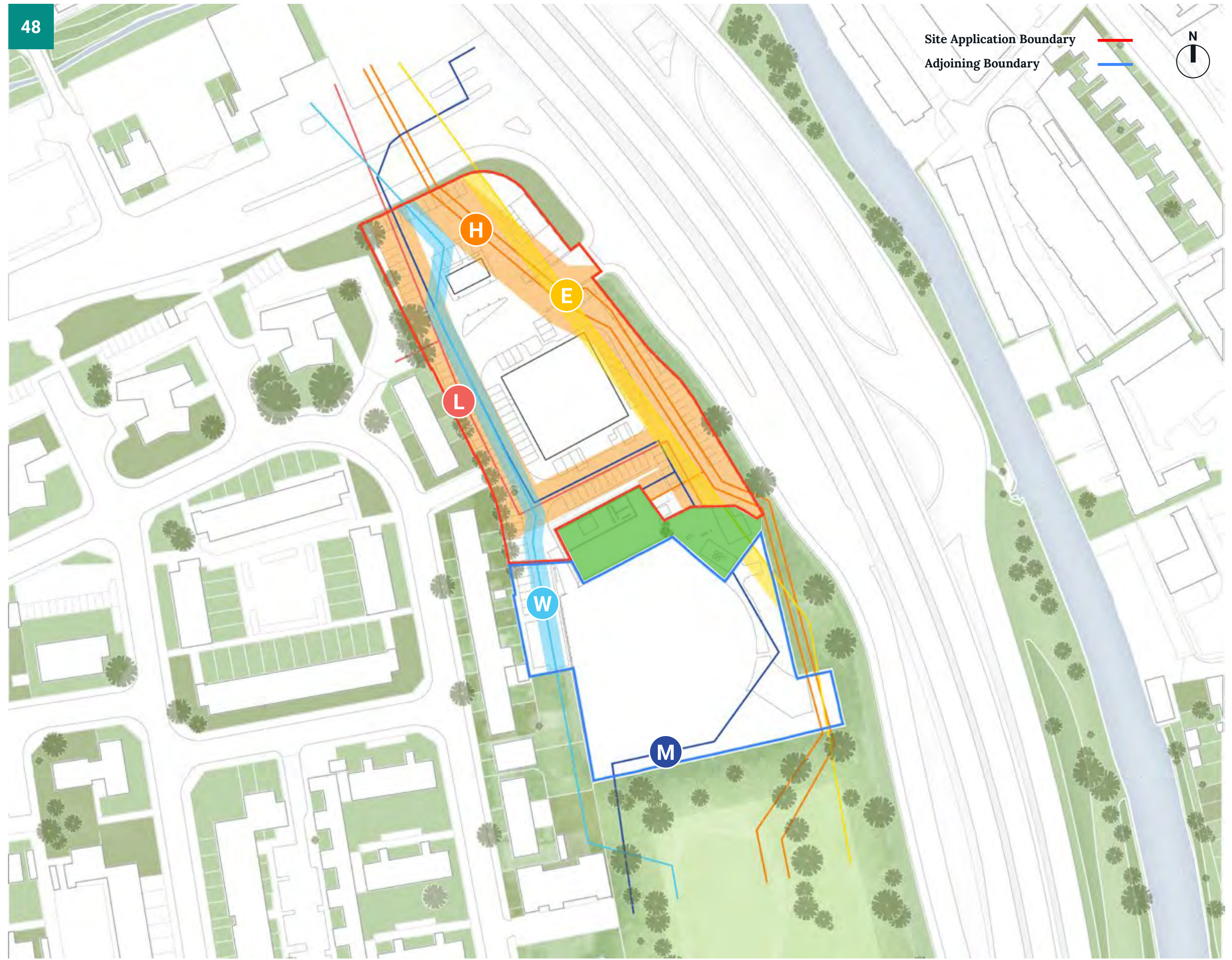


FIGURE 48  
COMBINED  
EXISTING  
SERVICES  
DIAGRAM



# / SITE ANALYSIS DEVELOPABLE AREA

As a result of the existing services, the developable area of the site is 2090sqm, approximately 30% of the total area of the application site

## Alterations to existing services

Alterations to the existing services will help to increase developable area. However it is a costly exercise only enabled through efficient redevelopment of the site, requiring the resulting development to offer appropriate viability.



FIGURE 49  
DEVELOPABLE  
AREA DIAGRAM

# / SITE ANALYSIS ACCESS

Existing Access is located off the North Circular Slip road along the Eastern Edge. This is to be retained as the primary Access to the Application and Adjoining Sites

## Key Issues

- / Singular Vehicular Access for both front and rear sites
- / Significant change in level from site & adjacent road
- / Turning and Manoeuvrability

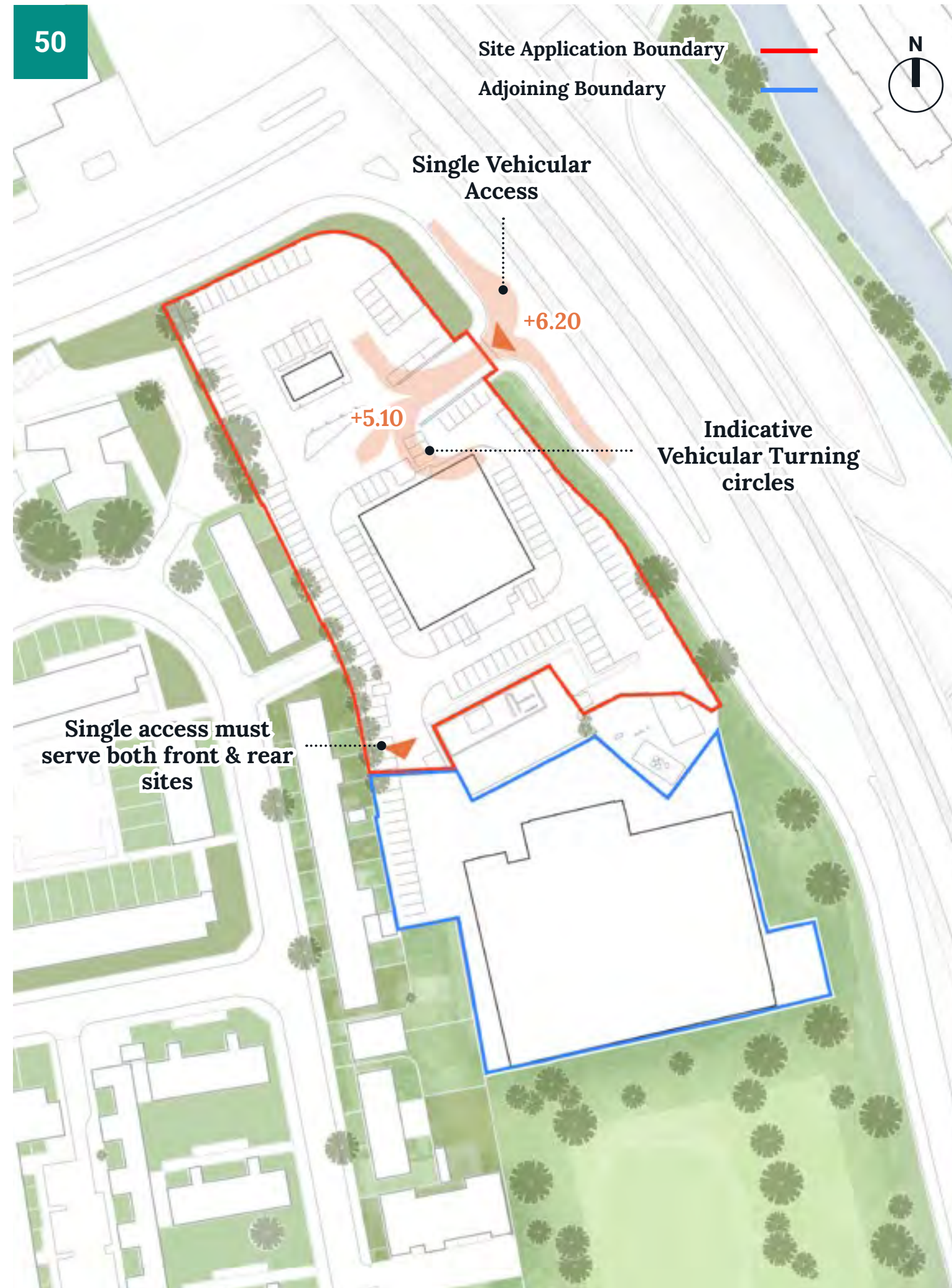


FIGURE 50 ACCESS DIAGRAM



FIGURE 51 AERIAL VIEW OF RAMPED ACCESS



FIGURE 52 SITE PHOTO SHOWING CHANGE IN LEVELS BETWEEN STREET AND SITE

# / SITE ANALYSIS

## LOW-RISE RESIDENTIAL

Existing low-rise post-war housing sits immediately along the western boundary of the site requiring careful consideration of the potential impact of new development

### Key Issues

- / Access to Right-to-Light
- / Potential Overlooking
- / Proximity of new development
- / Facade/Building relationships

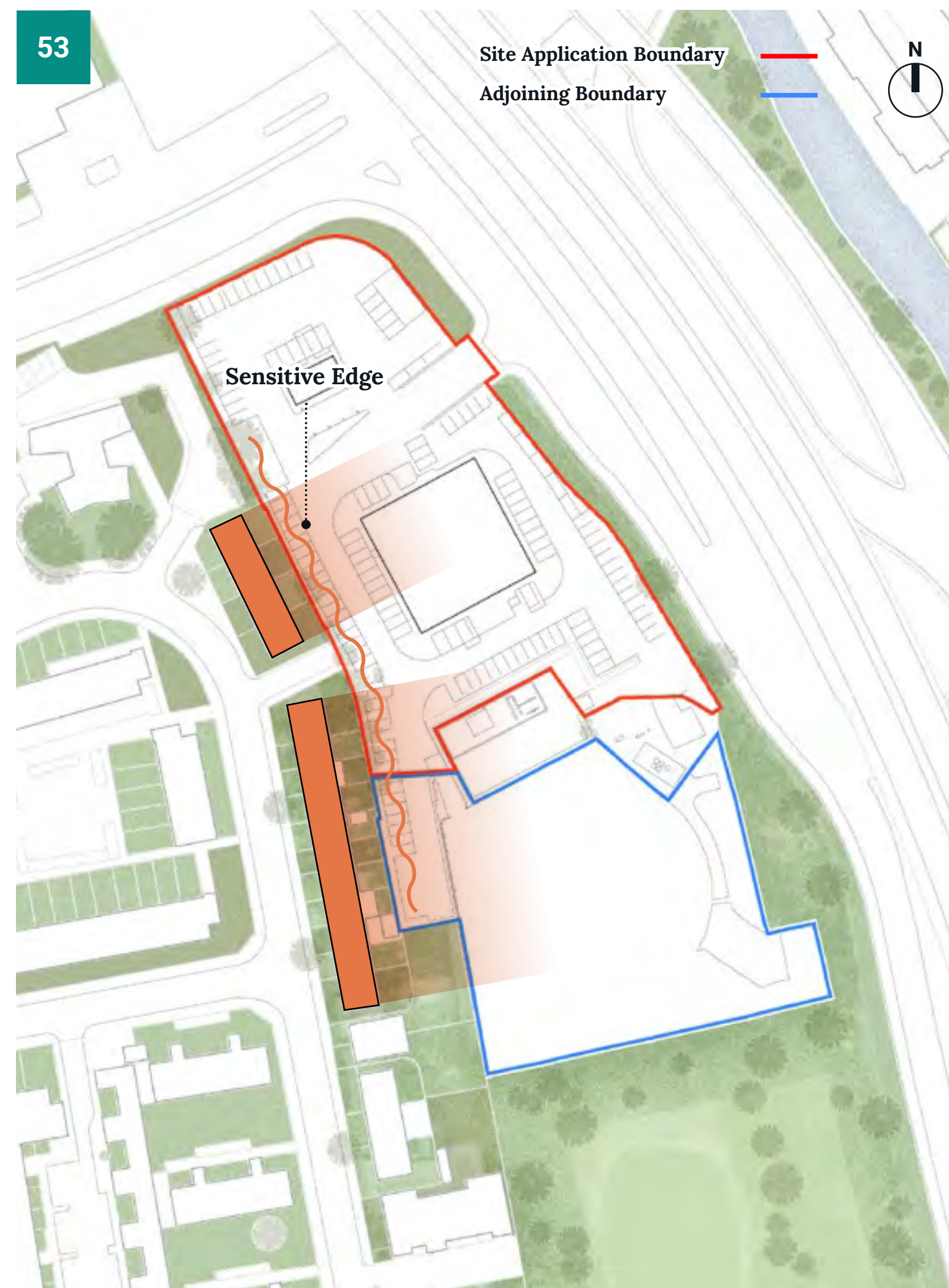


FIGURE 53 NEIGHBOURING LOW-RISE HOUSES DIAGRAM



FIGURE 54 SITE PHOTO OF EXISTING RESIDENTIAL ALONG WESTERN BOUNDARY

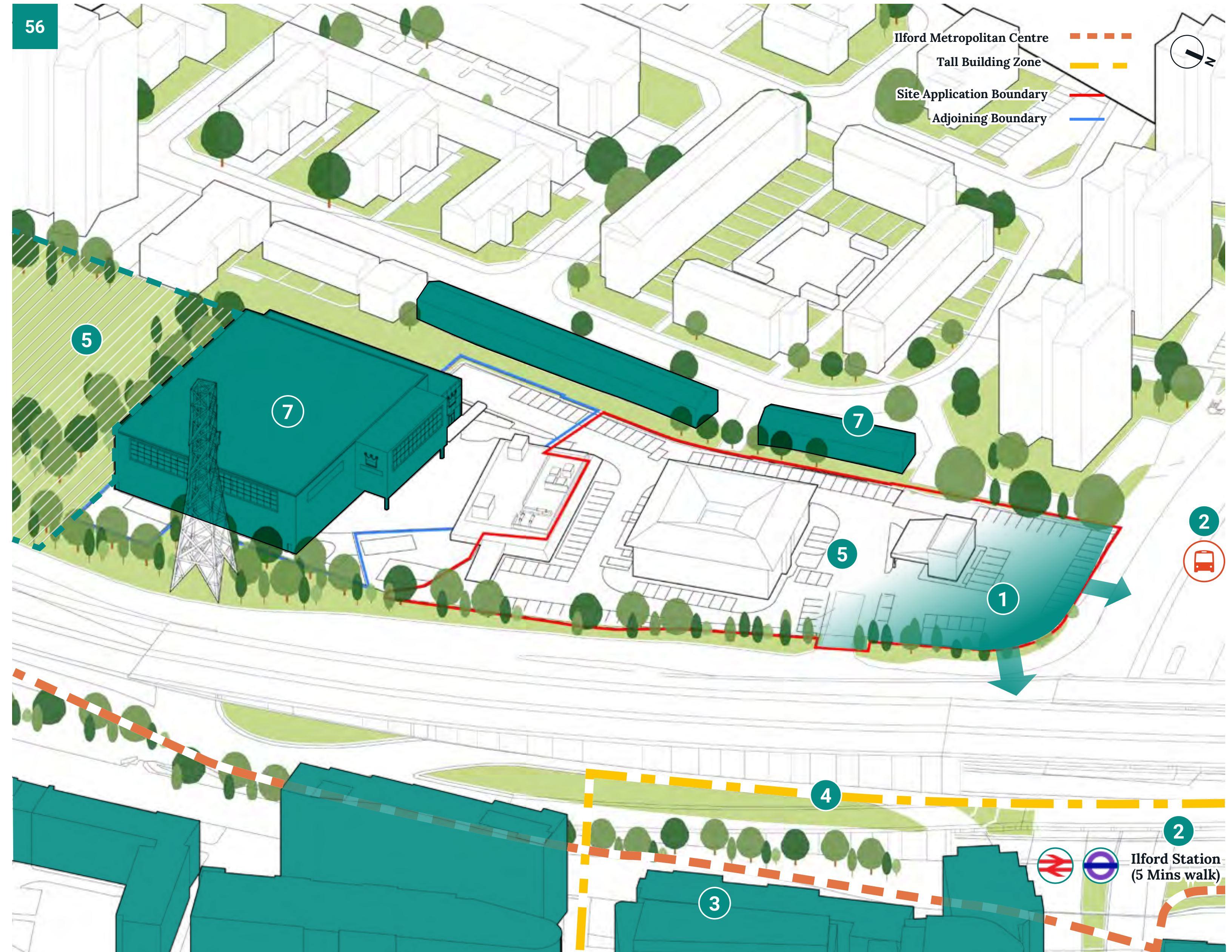


FIGURE 55 SITE PHOTO OF EXISTING RESIDENTIAL ALONG WESTERN BOUNDARY

# / SITE ANALYSIS OPPORTUNITIES

- 1 A Gateway**  
Prominent Corner Location on Romford Road Between Newham & Redbridge & on the Periphery of Ilford Town
- 2 A Well Connected Site**  
Opportunity to take advantage of Existing Transport Connections
- 3 Ilford Town Centre**  
Close Proximity to Ilford offers the site plenty of existing Amenities
- 4 Near Tall Building Zone**  
The Ilford Town Tall Building Zone is in close proximity
- 5 New Open Space**  
Opportunity to replace unattractive expanse of hard-standing with new Open Public Green space
- 6 Improved Relationships**  
The site offers opportunities to Achieve better Relationship with Neighbouring Sites
- 7 Co-Location**  
The Outline Consent for Self-Storage provides 13,674sqm of Class B8 Use on the Rear Site provides opportunity for Co-Location with Residential on the Application site

FIGURE 56 SITE OPPORTUNITIES DIAGRAM



**/ OPTIONS  
CONSIDERED**

**05**

# / OPTIONS CONSIDERED PLANNING POLICY

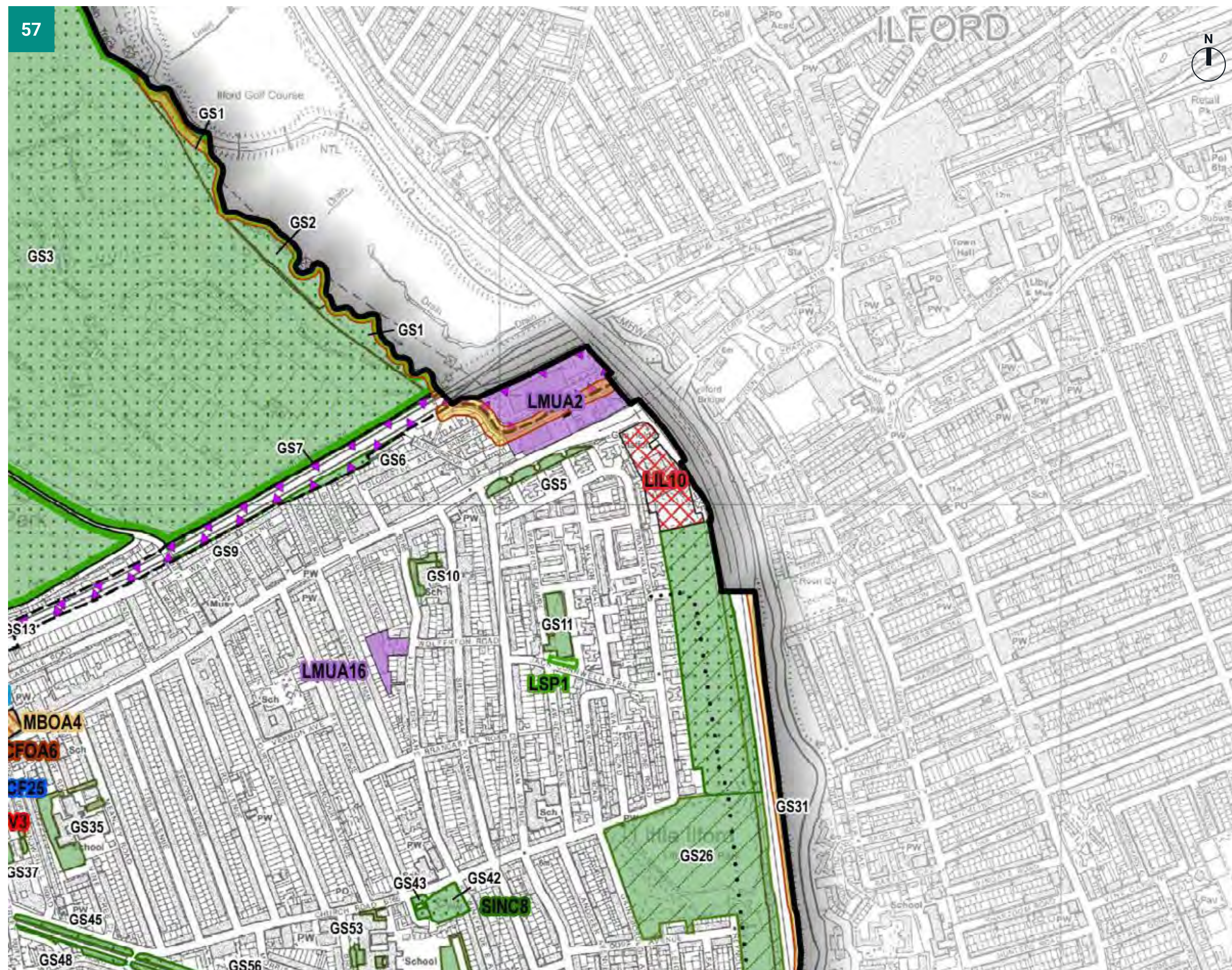
## Protection of the Local Industrial Location Designation

- / Site designated as a Local Industrial Location (LIL) in the 2018 Local Plan
- / Previously had no such designation in previous iterations of the Development Plan.
- / Site has scope for managed intensification.
- / Policy J2 states:

### '2. Spatial Strategy

a. Strategic Industrial Locations (SIL) and Local Industrial Locations (LIL) as listed in Table 7 are designated for protection, Managed Intensification, (as per criteria in J2.3b) and suitable in principle for Use Classes B1(b) B1(c) B2, B8 and appropriate Sui Generis employment uses including waste, utilities and transport depots, with other supporting facilities including B1a uses, where ancillary in scale and function'.

FIGURE 57 SITE DESIGNATION FROM NEWHAM LOCAL PLAN 2018



# / OPTIONS CONSIDERED PLANNING POLICY

19/03343/OUT

Outline planning application for the erection  
of a self-storage warehouse (Class B8) and  
associated car parking, with all matters  
reserved except for layout, scale and access

Approved 19/02/2024

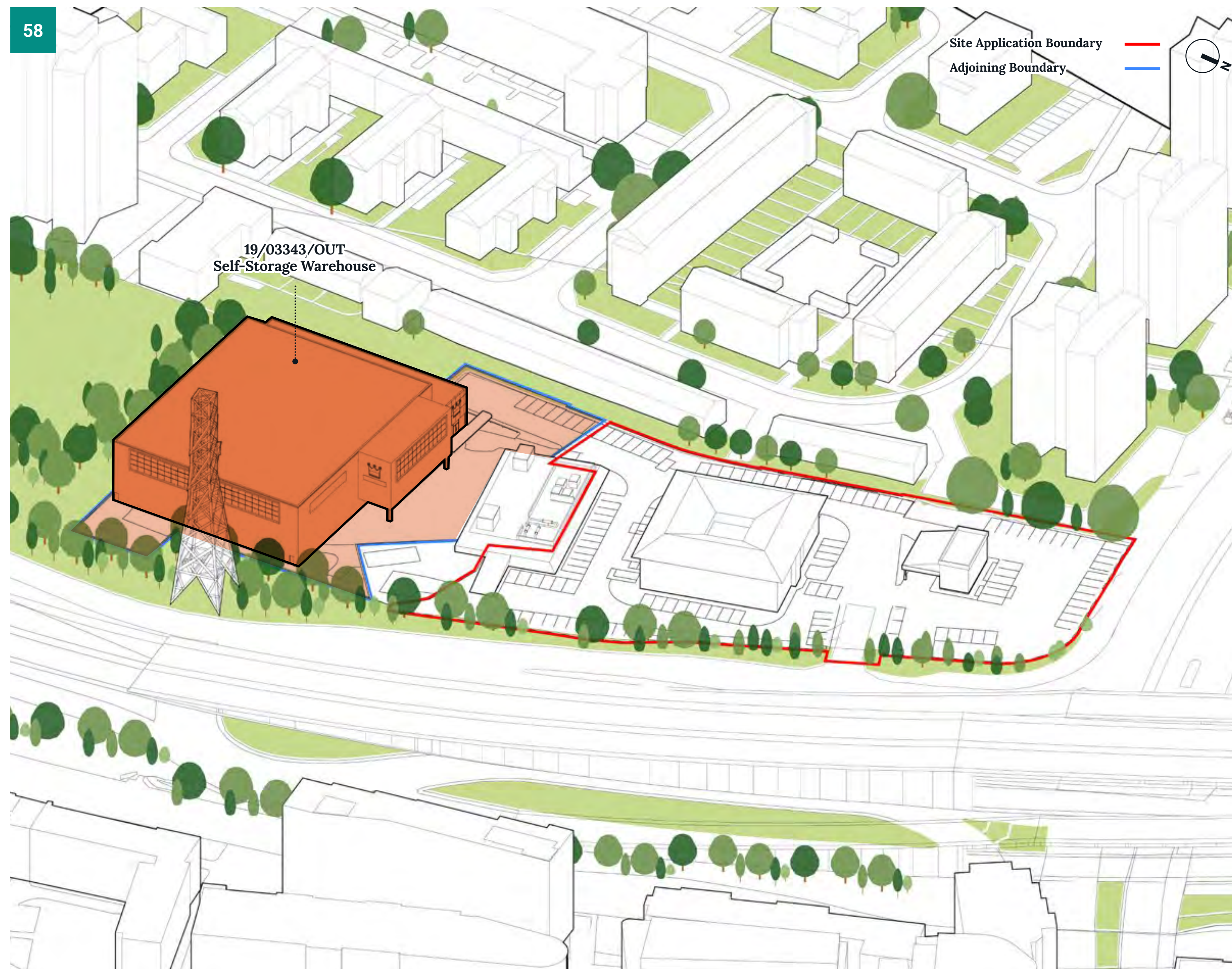
## Adjoining Site

Following LIL designation the site was subject to an outline planning consent which addressed the southern third of the site.

- / Replaces 4,500sqm sui generis car park
- / Class B8 storage
- / Triples the amount of floorspace on site to 13,674sqm
- / Brings a recognised industrial use onto LIL land.

The reserved matters for this applications for the outline permission are partially completed and the remaining application will be finalised and approved over the coming months.

FIGURE 58  
EXISTING SITE  
DIAGRAM



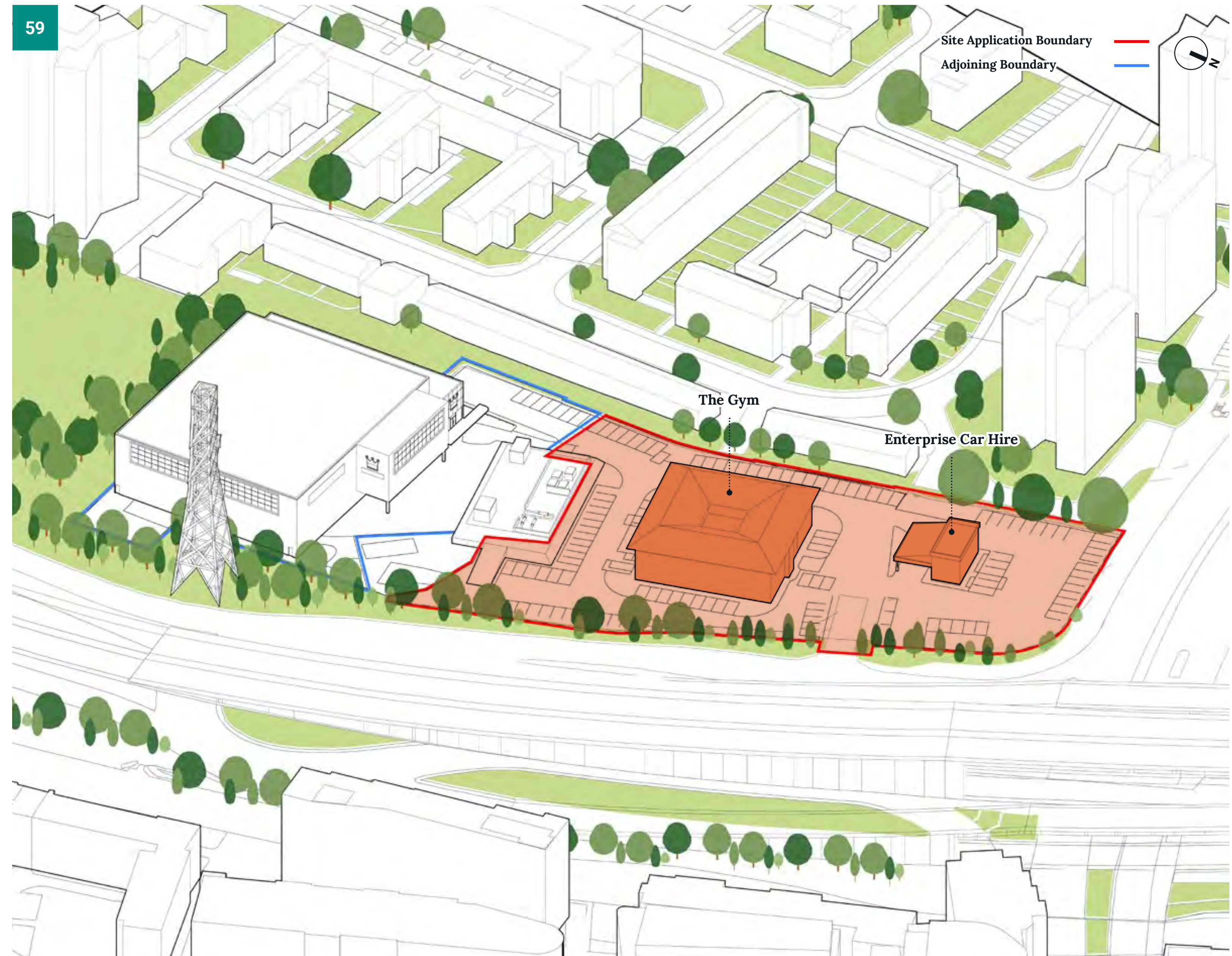
# / OPTIONS CONSIDERED PLANNING POLICY

Remainder of the site to the north comprises a gym (Class E use) and a car hire centre (sui generis) which are not recognised industrial uses

## Application Site

- / No policy requirement to intensify or protect these forms of non-industrial floorspace within the LIL designation. The wider designation already has seen an uplift in industrial floorspace of 13,674sqm via the outline permission which is being implemented.
- / The class B8 storage use would need to operate harmoniously with a co-living scheme through considerate design development as assessed against Part D of Policy E7 of the London Plan.
- / The principle of removing the existing gym and car hire would not result in the loss of any uses (Industrial or otherwise) which are sought by LIL designation. The southern portion of the site has seen an uplift of 13,674sqm of beneficial Class B8 storage space where none was present previously and co-living accommodation would successfully collate with the industrial use provided it meets with Part D of Policy E7 of the London Plan and Policy J1 and J2 of the Local Plan.

FIGURE 59  
EXISTING SITE  
DIAGRAM





# / OPTIONS CONSIDERED DEVELOPABLE AREA

The existing services and their associated easements limit any new development to the area shown in green.

## Existing Areas

Existing Two storey Gym has an Approximate total Floor Area **1725sqm**

Existing Two storey Enterprise Car Hire has an Approximate Floor Area of **160sqm**

Total Existing Floor Area **1885sqm**

Total Existing Footprint **943sqm**



FIGURE 60 DEVELOPABLE AREA DIAGRAM

# / OPTIONS CONSIDERED INDUSTRIAL

Designated as LIL, Industrial options were explored for the site with the aim of maximising new floorspace




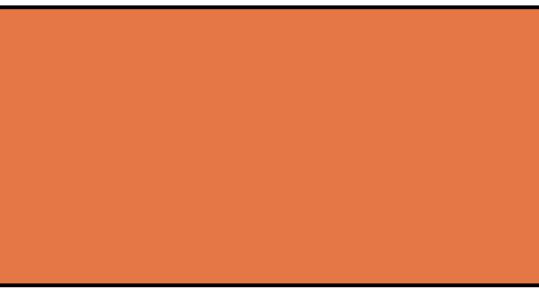
## Key Parameters

In order to create a viable Industrial scheme, the new development must not only be an improvement to what is already in site, but also provide considerable new floorspace in order for the Industrial use to be viable and attractive to prospective Occupiers.

A series of key metrics, including guidance from the GLA's Industrial intensification and co-location study were used to develop and assess the industrial potential of the site, such as Typology, Use, Access and the adequate provision of Operational Yard Space.

**FIGURE 61**  
INDUSTRIAL INTENSIFICATION EXTRACT  
p.26 of GLA Industrial intensification and co-location study

61

Industrial Typology	Built Footprint	Typical Use Class	Yard for Primary Operations	Customer Parking	Specialist Specification	Typical Occupiers	Typical Floor Plate
Workshop/ Studio Space	10-500m <sup>2</sup> (100-5,000 ft <sup>2</sup> )  Terraced provision possible/ likely	B1C	No	No		Manufacturing (textile), arts & creative, other maker activities	
Small Industrial Units	< 1,000 m <sup>2</sup> (<10,000 ft <sup>2</sup> )  Terraced provision possible/ likely	B1C/ B2/ B8	Yes	Yes		Construction-related trade counters or wholesale	
				No		Specialist recycling	
			No	Yes		Urban services, trade counter	
Medium Industrial Units	1,000 to 5,000 m <sup>2</sup> (10,000 - 50,000 ft <sup>2</sup> )  Terraced provision possible	B2/ B8	Yes	Yes		Construction-related trade counters, wholesale & hire	
				No		Specialist recycling	
			No		Extraction/ refrigeration	Food production/ catering, Manufacturing (other, general), Manufacturing (metal),	
Large Industrial Units	+5,000m <sup>2</sup> (50,000 ft <sup>2</sup> - +100,000ft <sup>2</sup> )  Standalone provision likely	B2/ B8	Yes	Yes		Construction-related trade counters, wholesale & hire	
				No		Construction, transport, logistics	
			No	Yes		Wholesale suppliers, wholesale markets	
				No	Extraction/ refrigeration	Manufacturing (other, general), printing & publishing, food (large scale)	
Industrial Yard	None/ Negligible	B2/ B8	Yes	No		Vehicle hire & repair, construction, transport, aggregates	

# / OPTIONS CONSIDERED INDUSTRIAL

Site Application Boundary ————  
Adjoining Boundary ————



FIGURE 62 DEVELOPABLE AREA DIAGRAM

Total developable area = 2090m<sup>2</sup>.

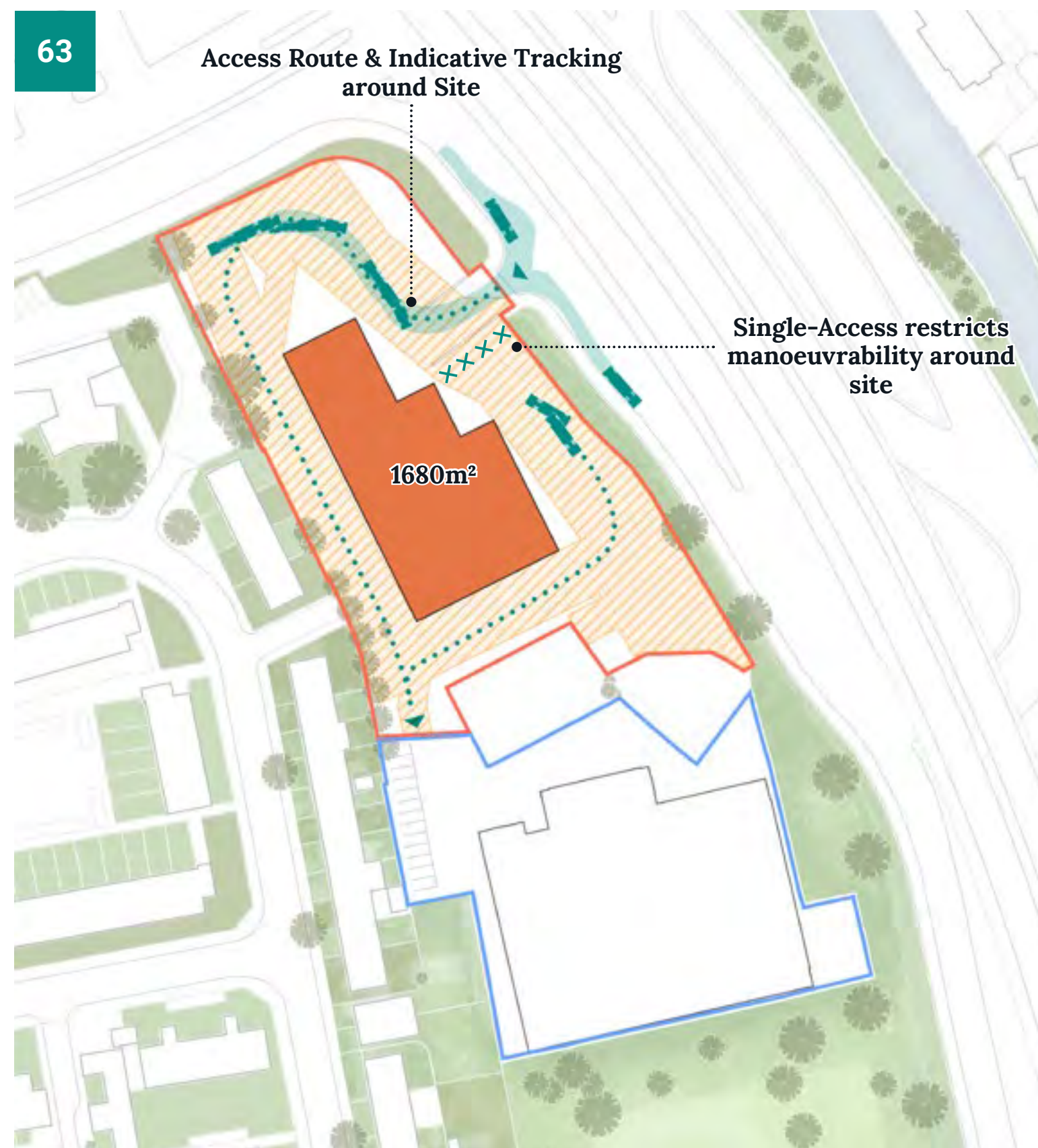


FIGURE 63 RATIONALISED FOOTPRINT DIAGRAM

Rationalised developable area, omitting awkward angles and establishing primary Access routes.

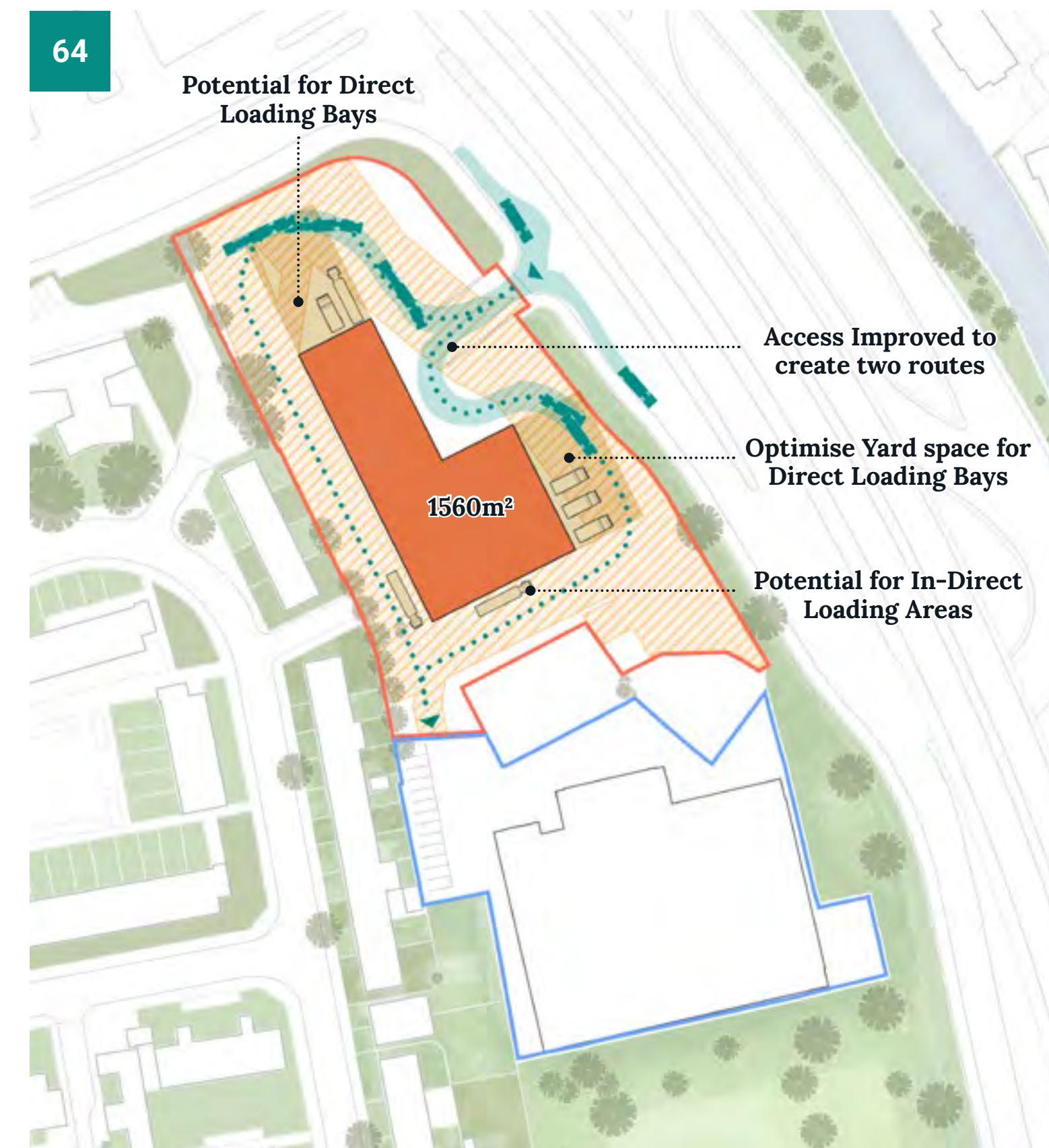


FIGURE 64 ACCESS DIAGRAM

Additional Access Route & Tracking.

# / OPTIONS CONSIDERED INDUSTRIAL

## Option 1

### Pros

- / Provides 1560sqm of single storey floorspace
- / Provides Maximum potential building footprint.
- / Allows Access for direct LGV docking

### Cons

- / Does not Provide adequate amount of Operational Yard space with limited HGV Access
- / Would limit Potential Tenant options

## Option 2

### Pros

- / Provides 1060sqm of single storey floorspace
- / Allows Access for direct LGV and HGV Docking
- / Increases Operational Yard Space
- / Increased Flexibility for Potential Tenant Options

### Cons

- / Smaller Footprint

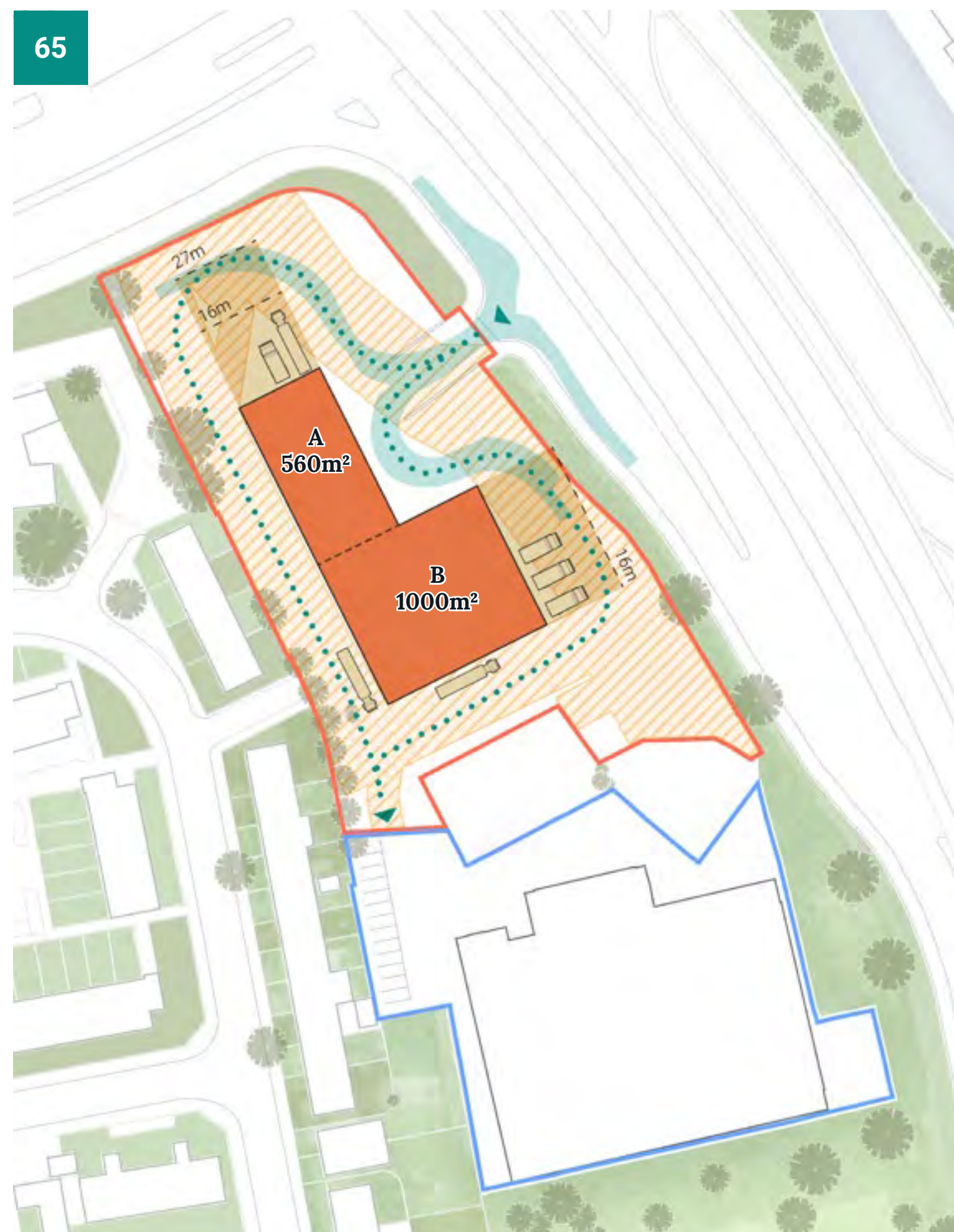


FIGURE 65 INDUSTRIAL OPTION 1 DIAGRAM

Option 1



FIGURE 66 INDUSTRIAL OPTION 2 DIAGRAM

Option 2

# / OPTIONS CONSIDERED INDUSTRIAL

For this industrial option to be viable, it will need to provide a meaningful amount of floorspace similar to the Consented Self-Storage Warehouse which will require 13780m<sup>2</sup> of industrial floorspace over 13 storeys

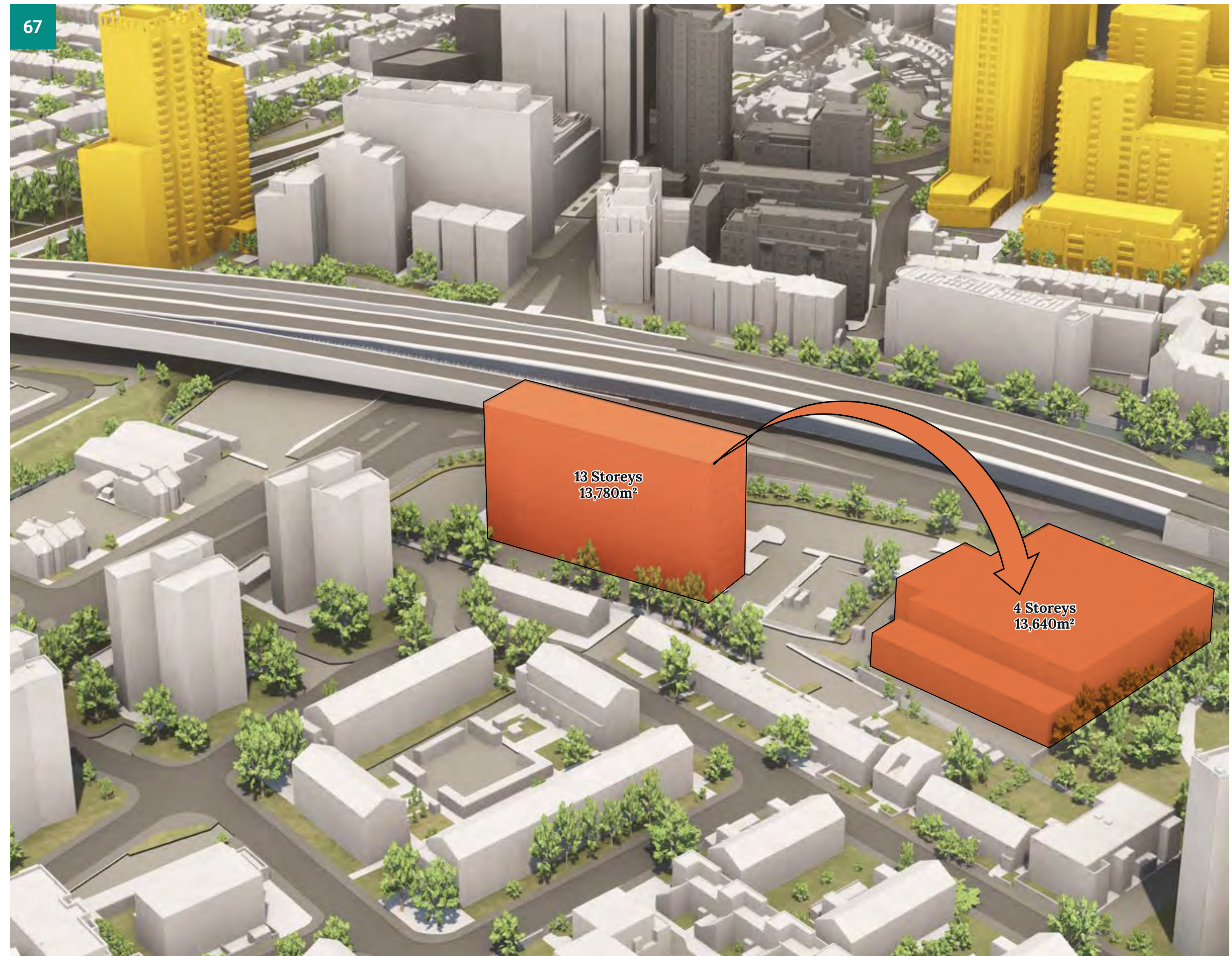
## Pros

- / Provides the quantum of floorspace required to achieve viability

## Cons

- / Increased cost associated with Stacked Industrial Due to increased Structural Loadings & the need for Service Lifts to the upper floors
- / Blank façades - Impact on Neighbouring Low-rise homes
- / Despite adequate Floorspace, the Form-Factor, Access & operations that this Stacked Industrial provides will limit potential Tenant options

FIGURE 67  
3D MASSING  
VIABILITY  
DIAGRAM



# / OPTIONS CONSIDERED SUMMARY

**We summarise the options considered as follows:**

**The footprint of the potential industrial unit is significantly constrained by existing on-site utilities.**

**Vehicular access and parking for larger vehicles further limit the potential footprint.**

**The limited footprint prompts a multi-storey approach which would require large lifts and further limit the usable industrial floorspace which makes it less appealing to potential tenants.**

**An industrial building with such a limited footprint is not an attractive prospect for potential occupiers and the current owner and is therefore not viable.**

**The units on site would remain as existing and would not positively contribute toward the Borough's industrial stock or their housing targets.**

# / THE CASE FOR CO-LIVING

# 06

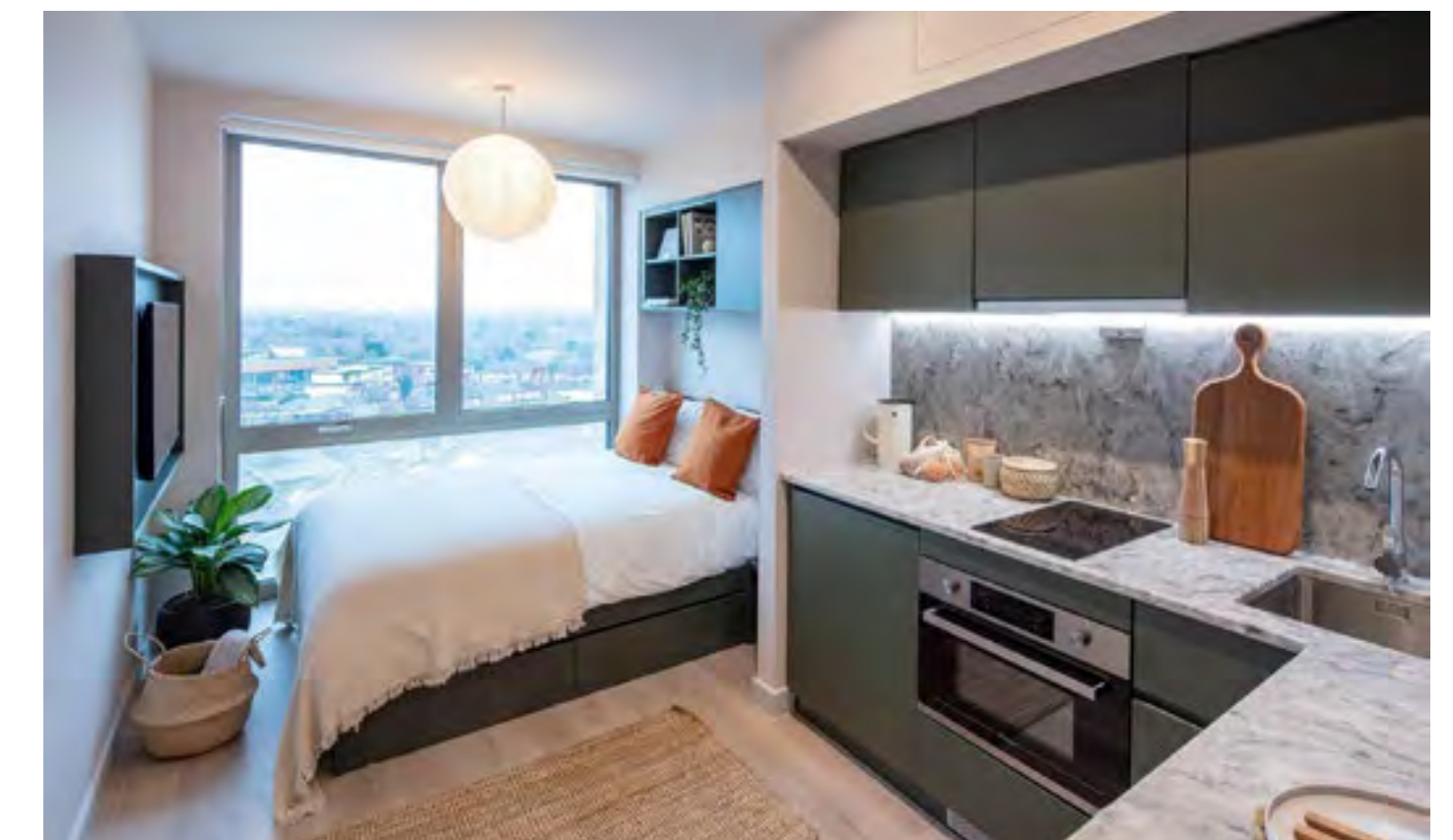
# / THE CASE FOR CO-LIVING

## What is Co-living?

**Co-living is a modern form of housing in which residents share living space, facilities and often a similar set of interests, values and/or intentions.**

## Key Characteristics

- / Communal and social spaces at the heart of the development promising a social life and networking opportunities in a 'ready-made' community.
- / High quality spaces with focus on experiences and community involvement intending to deliver an enhanced lifestyle for young professionals.
- / Innovative technology such as Mobile apps, online forums on top of a 24/7 concierge service.
- / Offers Affordable option for well-located, high quality living



**FIGURE 68**  
COLLAGE OF CO-  
LIVING PRECEDENT  
IMAGERY



# / THE CASE FOR CO-LIVING

## What is Co-living?

Co-living is a modern form of housing in which residents share living space, facilities and often a similar set of interests, values and/or intentions.

## Key Characteristics

- / Started to gain traction in the UK since 2016 and is now a popular form of new housing across the UK
- / Provides a housing option for single person households who cannot or choose not to live in self-contained homes or HMOs
- / Provide high quality community-driven housing, geared towards young, upwardly mobile, predominantly single urban professionals between the ages of 22 and 35
- / Part to play in relieving London's population swells and increased pressure on the transport system



**FIGURE 69**  
COLLAGE OF CO-LIVING PRECEDENT IMAGERY

# / THE CASE FOR CO-LIVING

## How does Planning Policy Support Co-Living Development in London?

Co-living/LSPBSL is a recognised and valid residential development that helps the Council meet housing targets, expands housing options for residents, and boosts the local economy by bringing new residents to Ilford Town Centre.

Newham lacks a specific policy for co-living, so guidance can be found in Policy H16 of the London Plan and the LSPBSL London Plan Guidance:

- / It is of good quality and design
- / It contributes towards mixed and inclusive neighbourhoods
- / It is located in an area well-connected to local services and employment by walking, cycling and public transport, and its design does not contribute to car dependency
- / It is under single management
- / Its units are all for rent with minimum tenancy lengths of no less than three months
- / Sufficient Communal facilities and services are provided offering at least:
  - a) Convenient access to a communal kitchen
  - b) Outside communal amenity space (roof terrace and/or garden)
  - c) Internal communal amenity space (dining rooms, lounges)
  - d) Laundry and drying facilities
  - e) A concierge
  - f) Bedding and linen changing and/or room cleaning services.

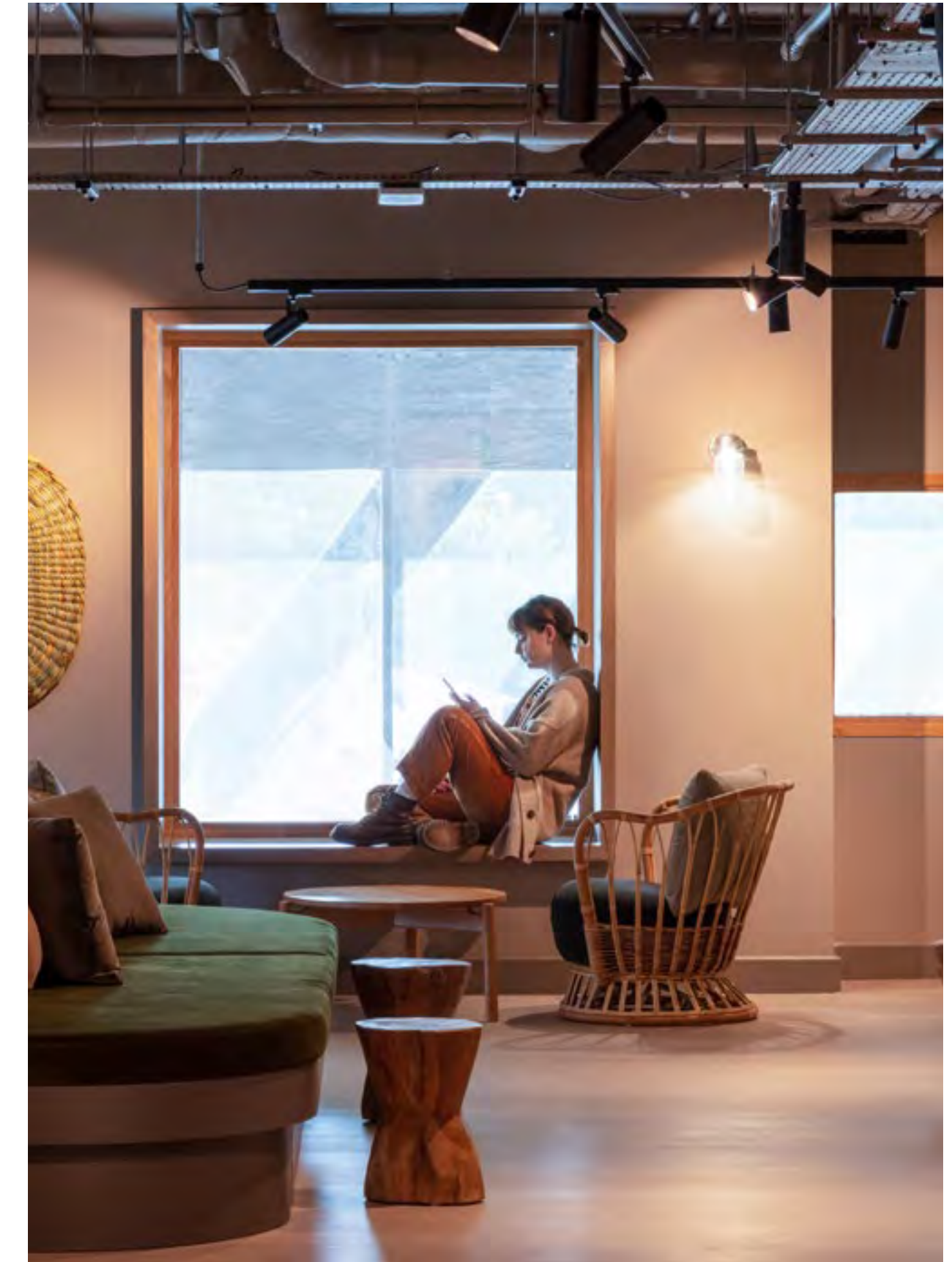
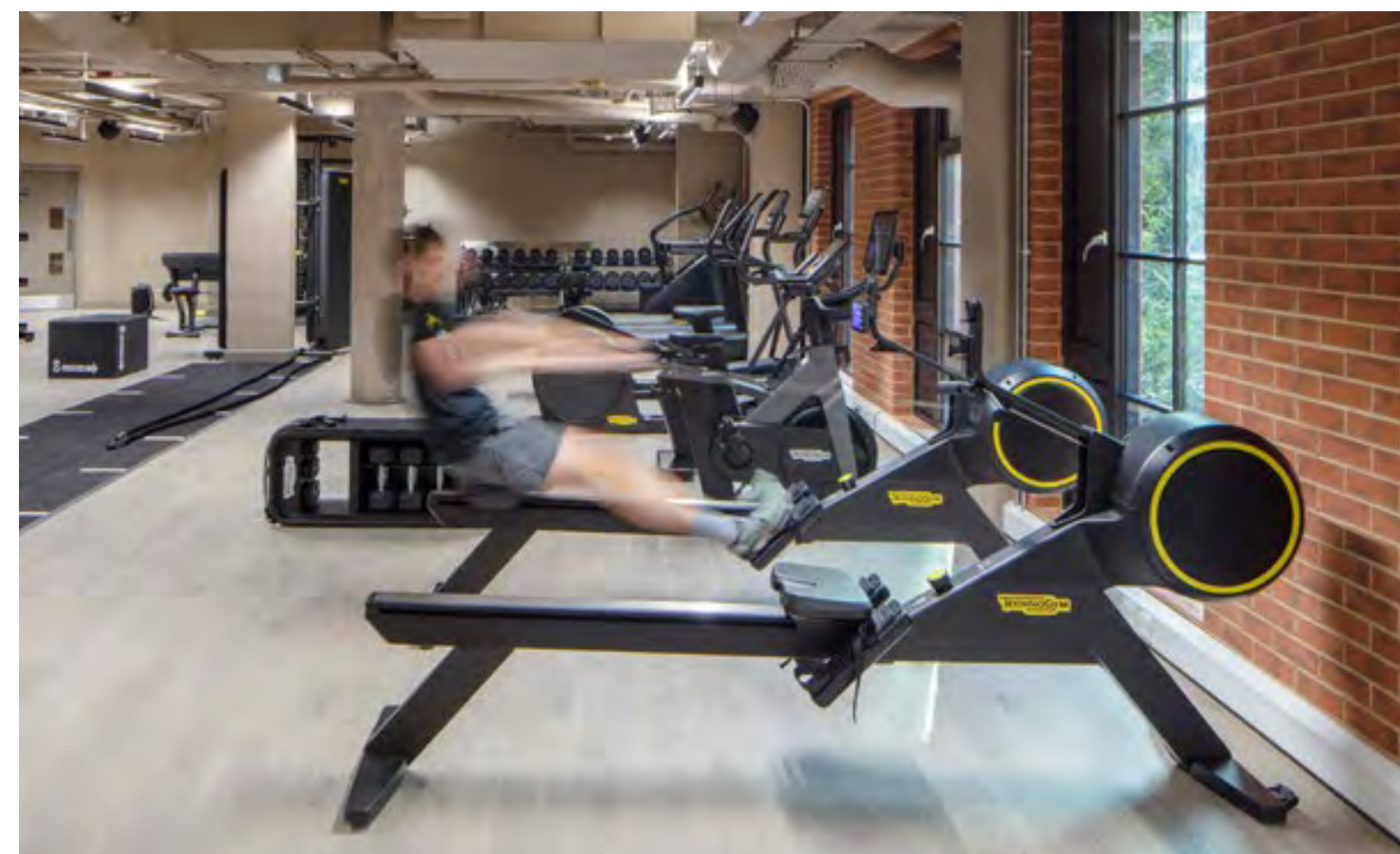


**FIGURE 70**  
COLLAGE OF CO-  
LIVING PRECEDENT  
IMAGERY

# / THE CASE FOR CO-LIVING

## How does Planning Policy Support Co-Living Development in London?

- / The private units provide adequate functional living space and layout, and are not self-contained homes or capable of being used as self-contained homes
- / A management plan is provided with the application
- / It delivers a cash in lieu contribution towards conventional C3 affordable housing. Boroughs should seek this contribution for the provision of new C3 off-site affordable housing as either an:
  - / Upfront cash in lieu payment to the local authority, or
  - / In perpetuity annual payment to the local authority
- / In both cases developments are expected to provide a contribution that is equivalent to 35 per cent of the units, or 50 per cent where the development is on public sector land or industrial land appropriate for residential uses in accordance with Policy E7 Industrial intensification, co-location and substitution, to be provided at a discount of 50 per cent of the market rent. All large-scale purpose-built shared living schemes will be subject to the Viability Tested Route set out in Policy H5 Threshold approach to applications, however, developments which provide a contribution equal to 35 per cent of the units at a discount of 50 per cent of the market rent will not be subject to a Late Stage Viability Review.



**FIGURE 71**  
COLLAGE OF CO-  
LIVING PRECEDENT  
IMAGERY

# / THE CASE FOR CO-LIVING

The Site is well-located with plenty of existing services and facilities to accommodate a new Co-Living Community

## / Good Access

Situated along Romford Road and adjacent to the North Circular Highway, the site offers great access to and from the surrounding areas

## / Public Transport

Excellent level of Public transport accessibility (PTAL 6a), very close proximity to underground, overground and bus networks

## / Ilford Services/Amenities

Close-proximity to Ilford Town Centre provides a host of amenities and services within walking distance

## / Existing Residential Area

The Site sits in a Predominantly Residential Area

## / Existing Green Spaces

Walking distance from multiple surrounding Parks such as Little Ilford Park, City of London Cemetery and Wanstead Park



FIGURE 72  
CO-LIVING  
OPPORTUNITIES  
DIAGRAM

/ PROPOSAL

07

# / PROPOSAL DESIGN DEVELOPMENT

This proposal outlines alterations to below ground services to achieve a greater developable area that will only be enabled through meaningful redevelopment of the site

Existing Developable Area

**2090sqm**

Proposed Developable Area

**2950sqm**

Site Application Boundary ————  
Adjoining Boundary ————

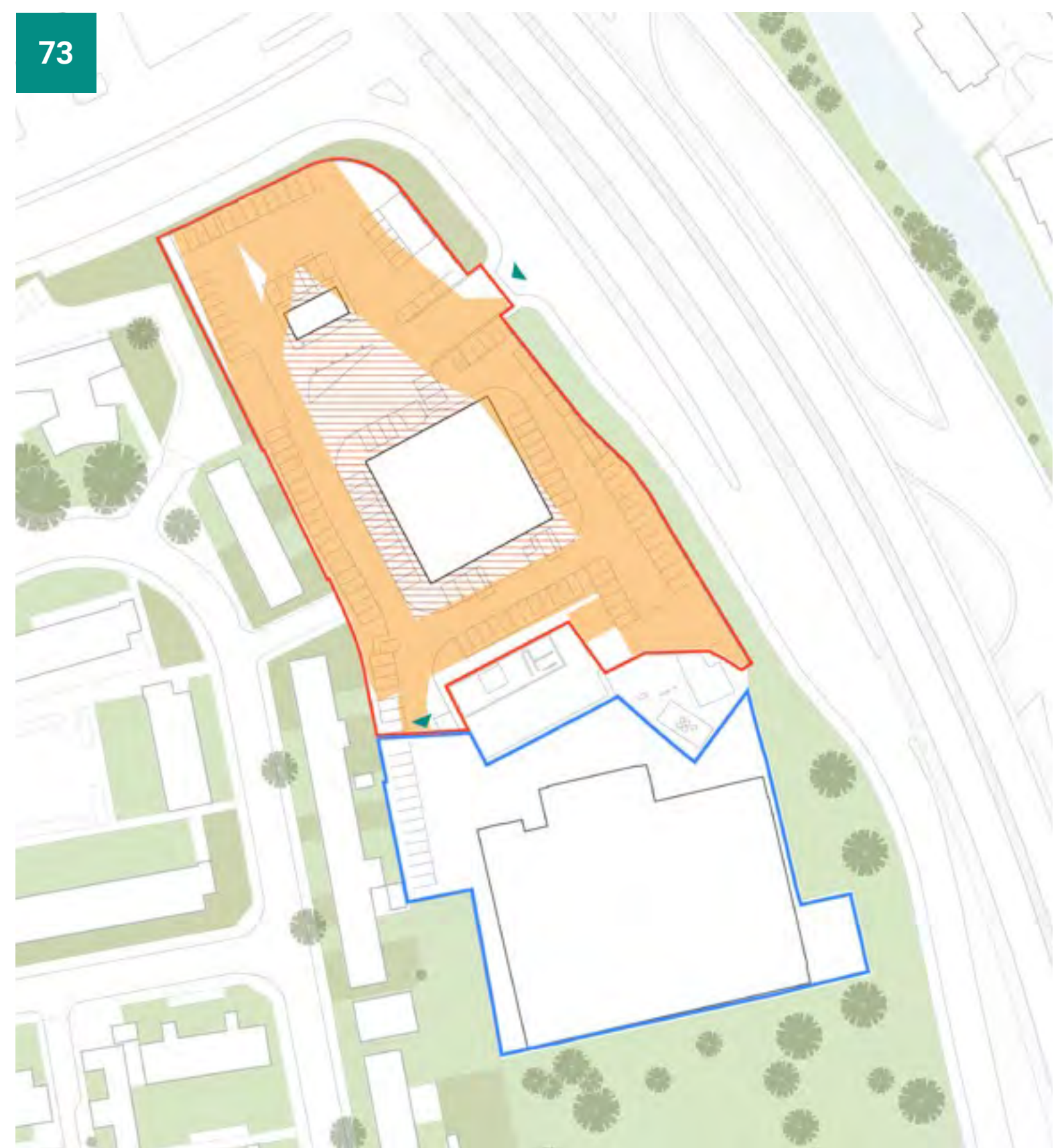
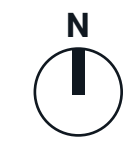


FIGURE 73 EXISTING DEVELOPABLE AREA DIAGRAM

The existing developable area constricted by the existing services and associated easements.

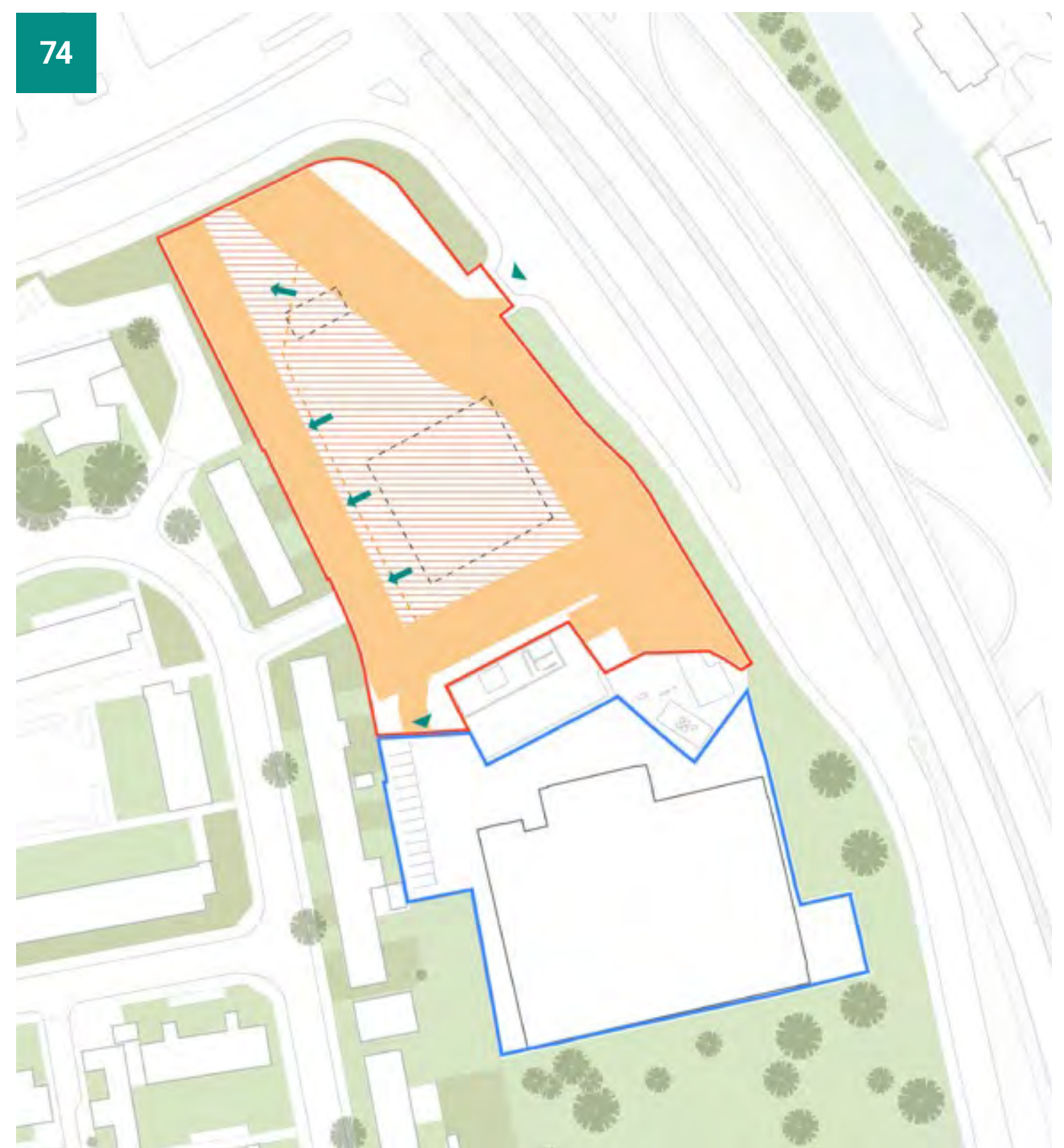


FIGURE 74 PROPOSED DEVELOPABLE AREA DIAGRAM

Alterations to below ground Pipes and associated easements to create a larger Developable Area.

# / PROPOSAL DESIGN DEVELOPMENT

Vehicular Access to the site is via the existing ramped entrance along the Eastern Edge. An access route to the rear plot determines the location of the rationalised Building Plots

Site Application Boundary ————  
Adjoining Boundary ————

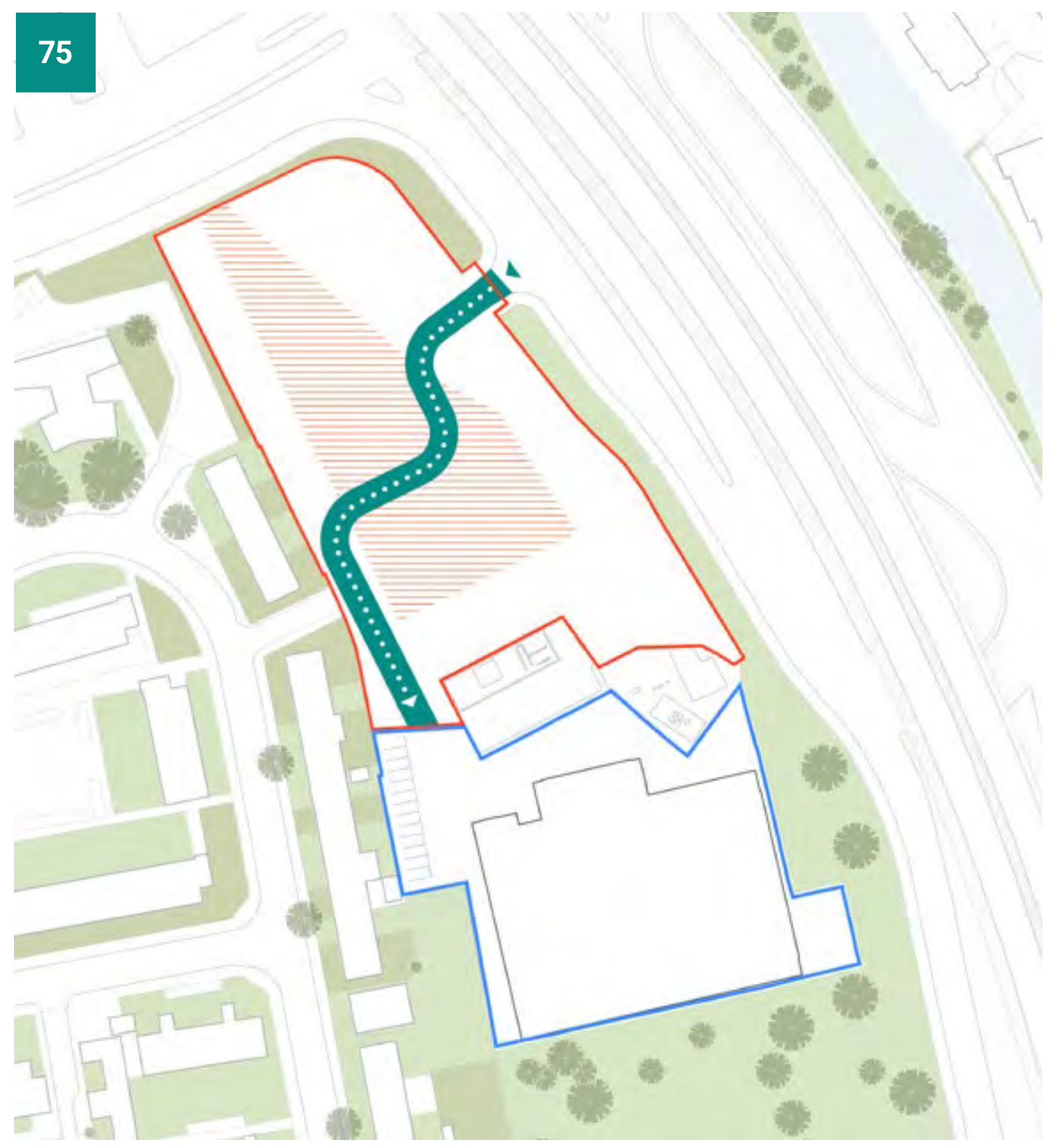


FIGURE 75 ACCESS DIAGRAM

Maintaining Vehicular Access to Consented Self Storage Warehouse



FIGURE 76 BUILDING LOCATIONS DIAGRAM

Rationalised Building Plots

# / PROPOSAL DESIGN DEVELOPMENT

The space between the plots is maximised to allow daylight through to the neighbouring dwellings and the plots are developed into efficient footprints

Site Application Boundary ————  
Adjoining Boundary ————



FIGURE 77 BUILDING SPACING DIAGRAM

Building Spacing

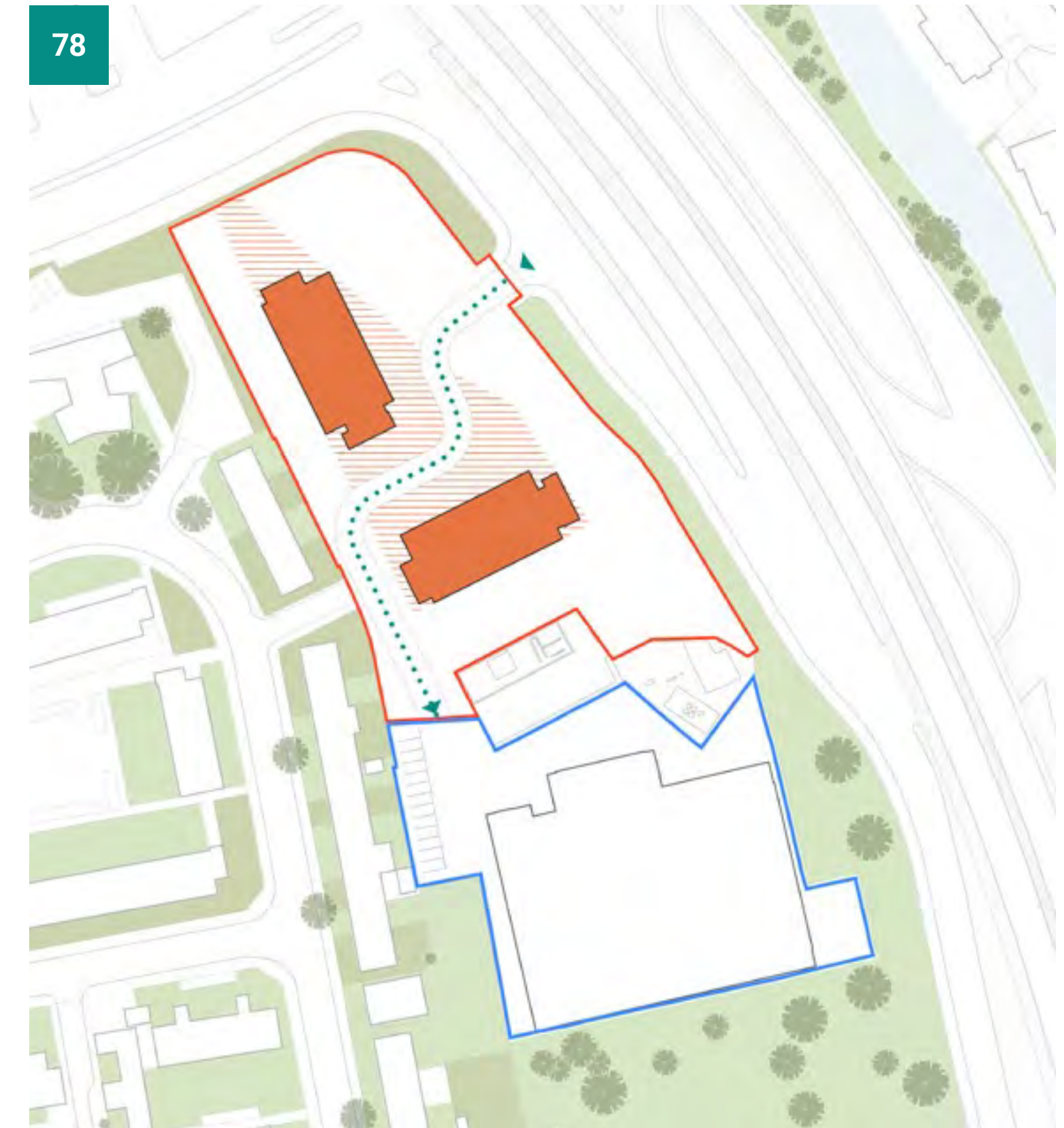


FIGURE 78 BUILDING FOOTPRINT DIAGRAM

Building Footprints



# / PROPOSAL DESIGN DEVELOPMENT

Roads are developed to allow necessary servicing and manoeuvring and one designated disabled persons parking bay is provided per dwelling for three per cent of dwellings, in accordance with Policy T6.1 of the London Plan

Site Application Boundary ————  
Adjoining Boundary ————

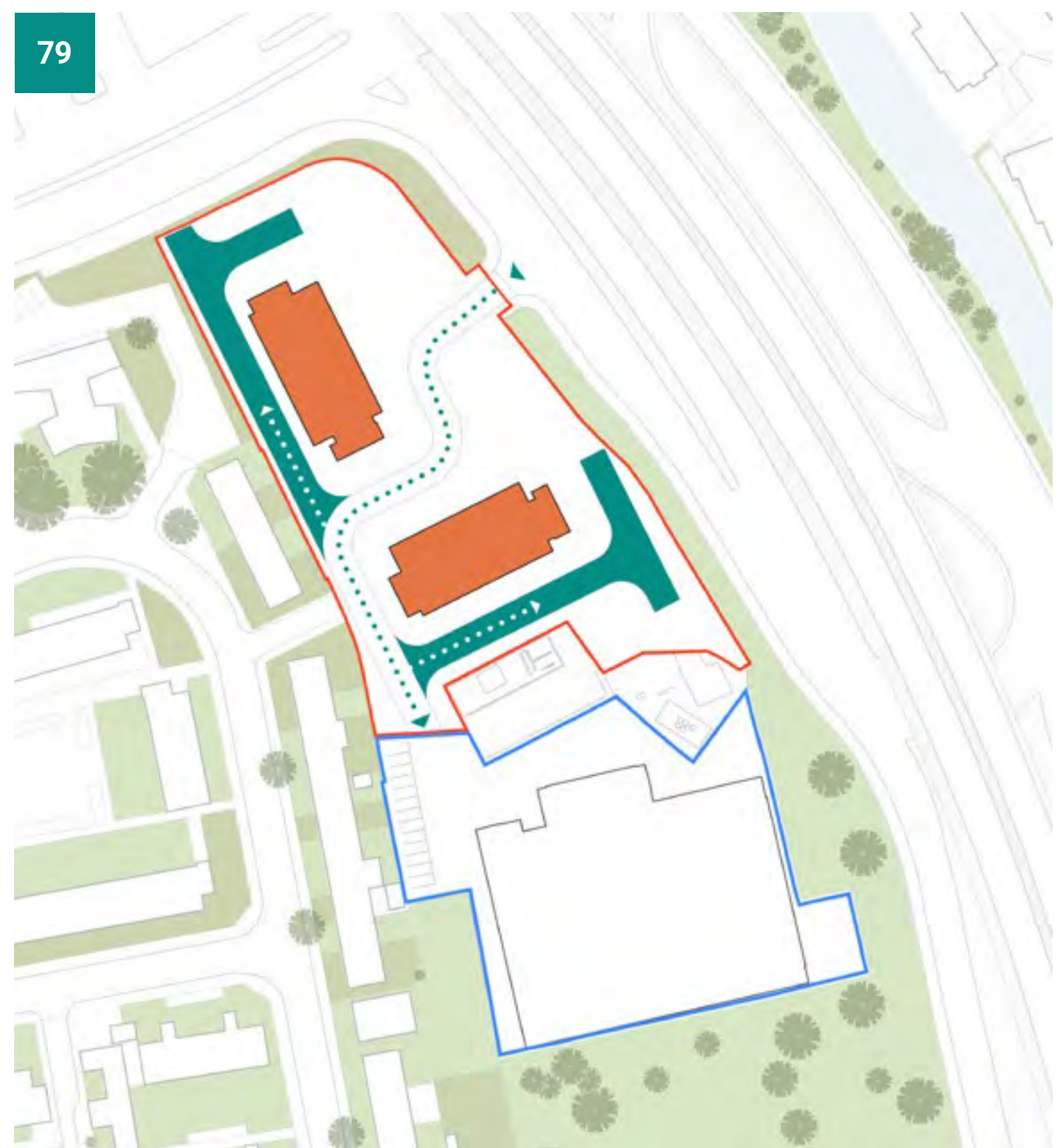
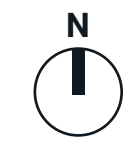


FIGURE 79 SERVICE ROADS DIAGRAM

Service Roads

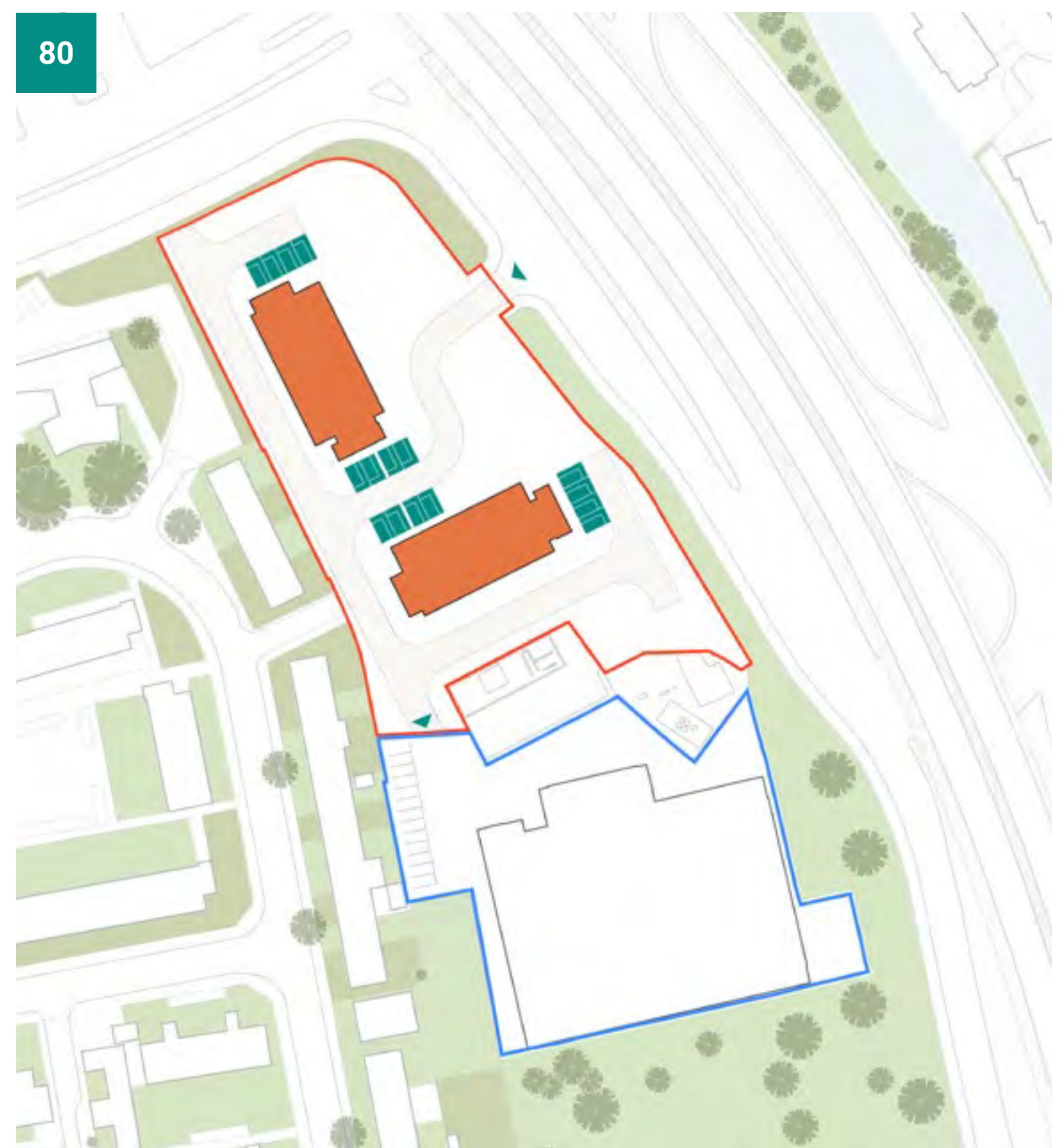


FIGURE 80 ACCESSIBLE PARKING BAYS DIAGRAM

Accessible Parking Bays in accordance with Policy T6.1 of the London Plan

# / PROPOSAL DESIGN DEVELOPMENT

A separate Pedestrian access is provided off of Romford Road, creating a North-South route and a Central Public Green Park Extends in front of the buildings and provides a buffer to the adjacent roads

Site Application Boundary ————  
Adjoining Boundary ————

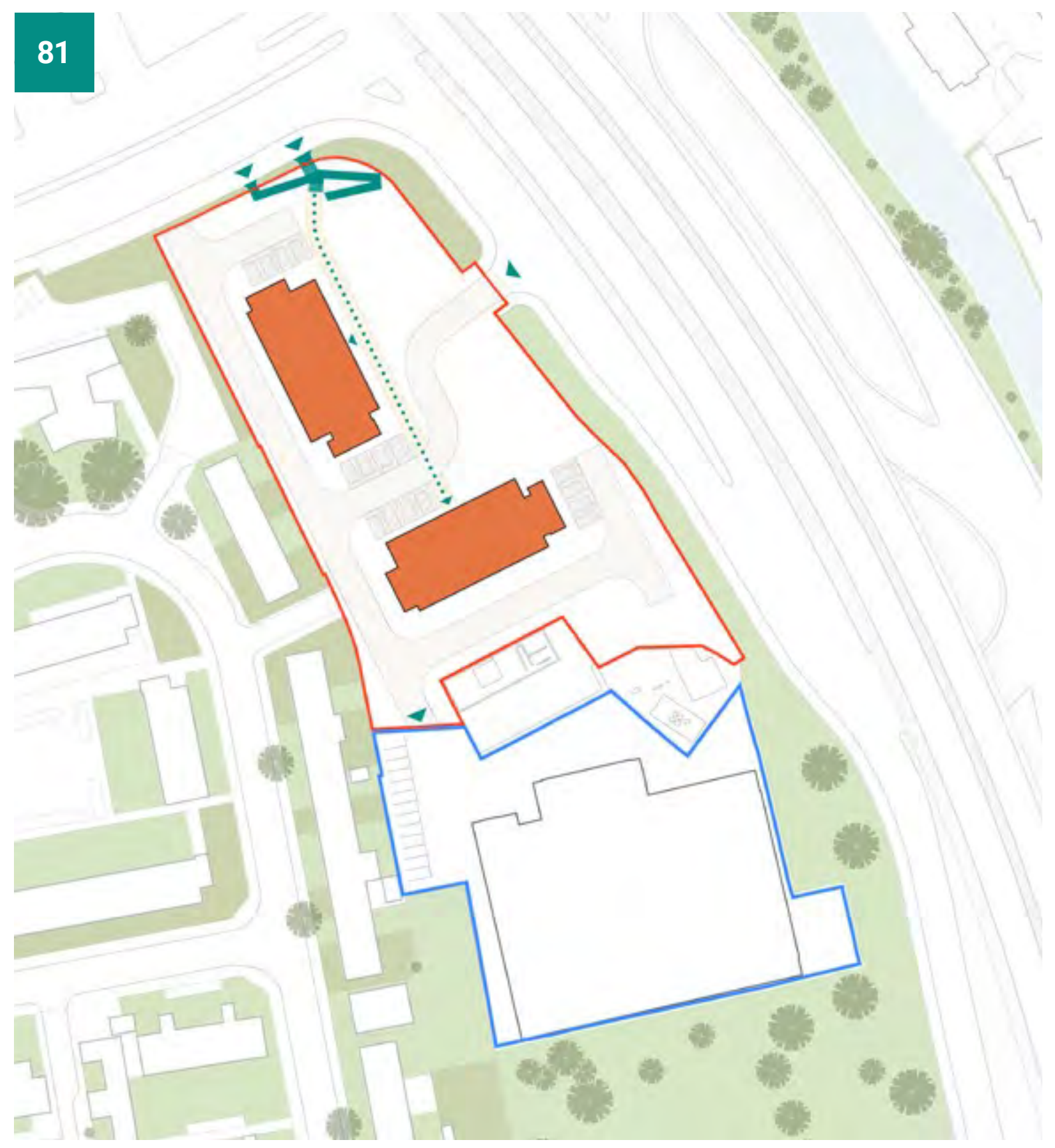
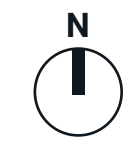


FIGURE 81 PEDESTRIAN ACCESS DIAGRAM

Pedestrian Access



FIGURE 82 GREEN SPACE DIAGRAM

Green Space

# / PROPOSAL GROUND FLOOR



### Communal Amenity

Communal Amenity space will be provided at Ground and First Floor, offering spaces to eat, congregate and socialise. 4 sqm of Amenity space per resident will be provided up to 100 residents and 3 sqm per additional resident from 101 to 400 and 2 sqm per additional resident from 401+ in line with GLA Guidance.

**FIGURE 83**  
PROPOSED SITE  
PLAN GROUND  
FLOOR



# / PROPOSAL TYPICAL FLOOR



## Accommodation Floors

At typical floor level there will be no more than 16 individual rooms. Sizes to range between 18-22sqm and Wheelchair Accessible Rooms of 28sqm provided to a ratio of 1 in 10 in line with GLA Guidance.

Accommodation floors will be served by communal Kitchen Areas at a minimum of 0.5sqm per resident and two Communal Dining spaces per cooking station in line with GLA Guidance

**FIGURE 84**  
PROPOSED SITE  
PLAN TYPICAL  
FLOOR



# / PROPOSAL ROOF PLAN



### External Amenity

Rooftop Green terraces provide large areas of Private external amenity for residents to enjoy.

External Amenity will provided at a minimum of 1sqm per resident up to 400 residents and an additional 0.5sqm per additional resident from 401+ residents in line with GLA Guidance.

**FIGURE 85**  
PROPOSED SITE  
PLAN ROOFTOP  
TERRACES



# / PROPOSAL FLOOR LAYOUTS

86

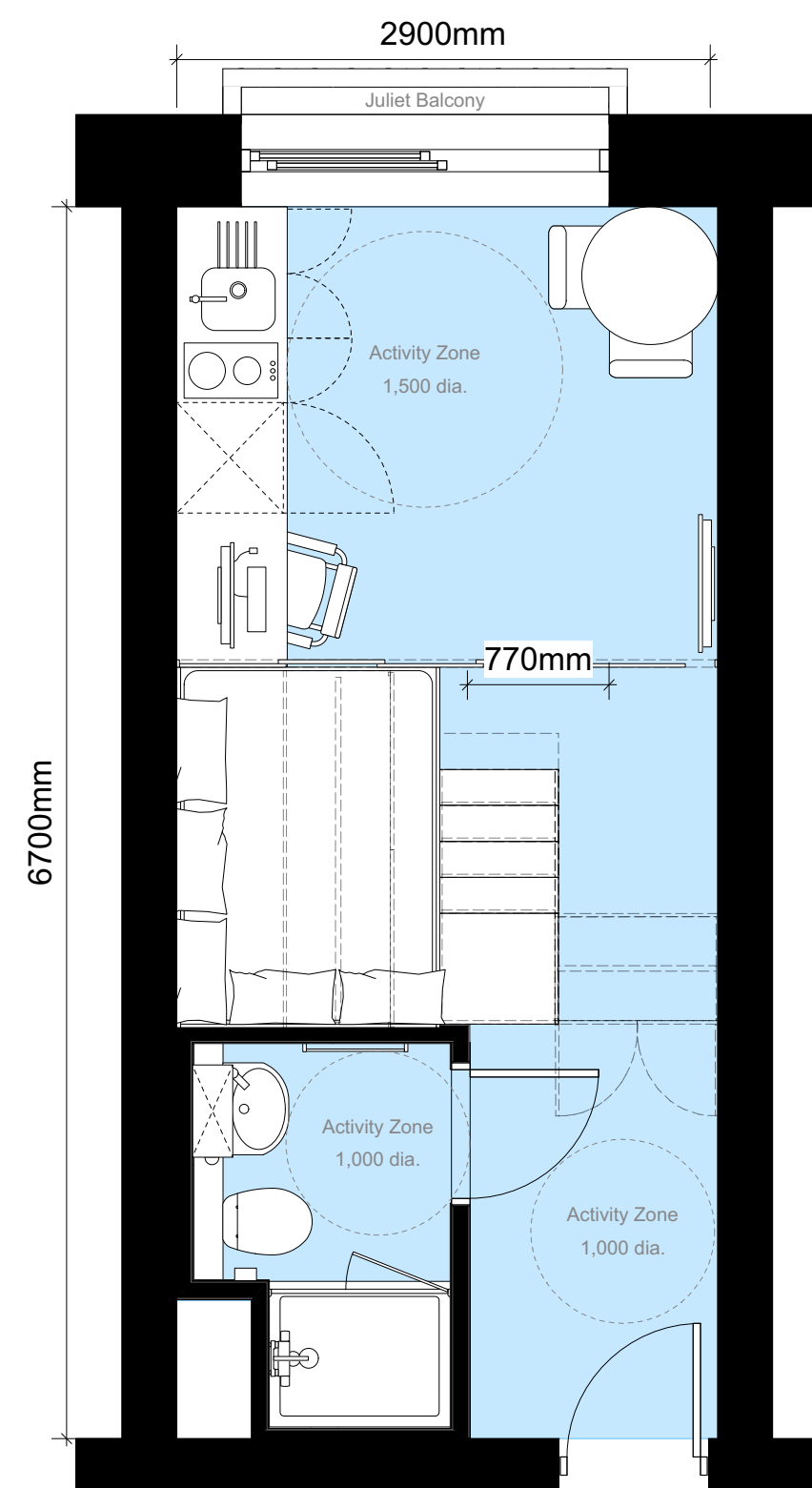


FIGURE 86 TYPICAL 18SQM ROOM LAYOUT

18sqm

87

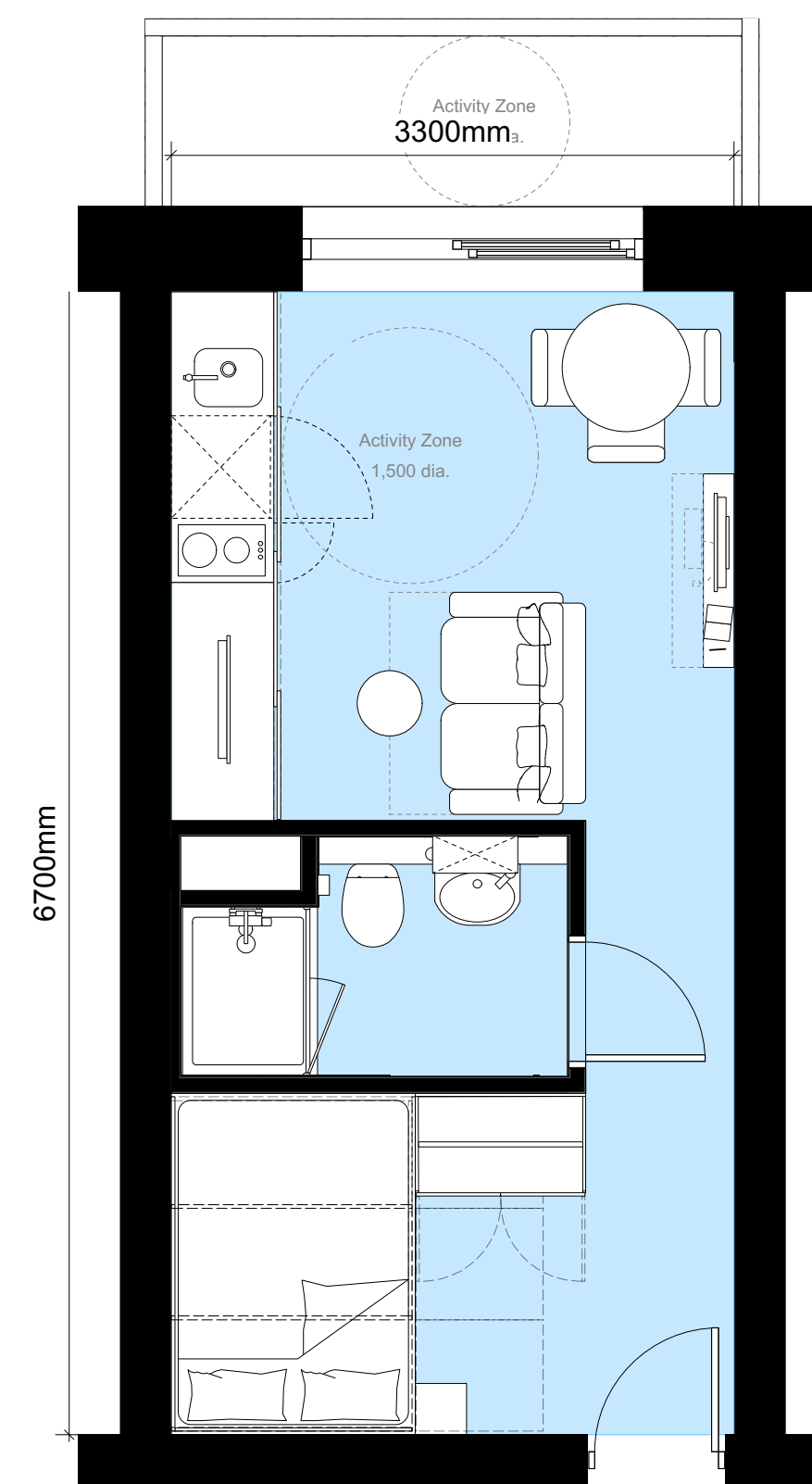


FIGURE 87 TYPICAL 21SQM ROOM LAYOUT

21sqm

88

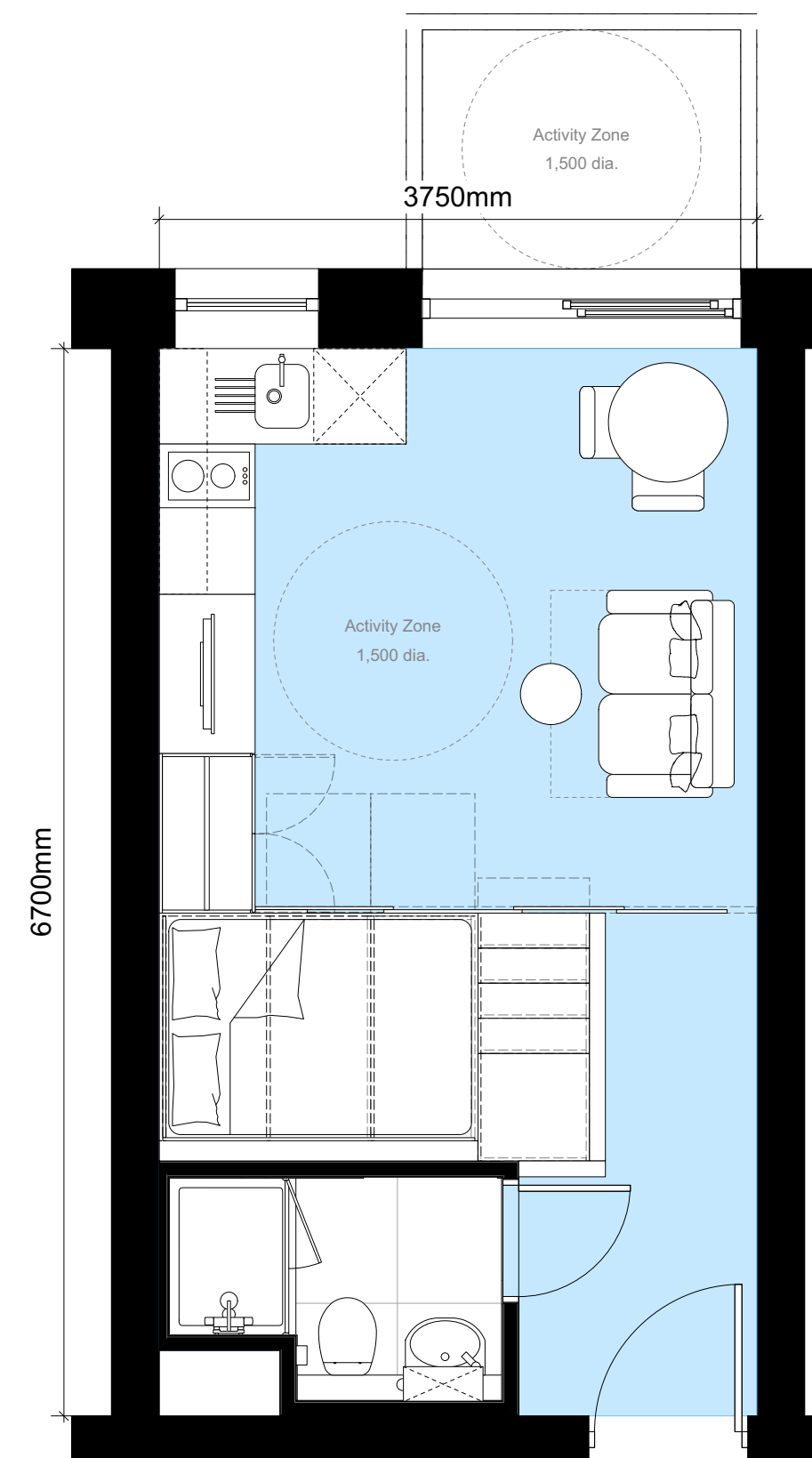


FIGURE 88 TYPICAL 25SQM ROOM LAYOUT

25sqm

# / PROPOSAL THE CASE FOR TALL BUILDINGS

Though not formally allocated within a tall buildings designation the Site is in very close proximity to a range of tall buildings fronting Romford Road and multiple buildings within Ilford Town Centre

## Tall Buildings Policy

All proposals for tall buildings in the Borough are assessed against Policy SP4 (Tall Buildings) of the Newham Local Plan, which states that proposals comprising tall buildings (6 or more storeys) must address the following Strategic Principles, Spatial Strategy and Design, Management and Technical Criteria. An outline summary of these criteria are provided below.

### 1. Strategic Principles

- / Tall buildings to enhance regeneration and place-making through strategic design and location.
- / Encourage higher densities where appropriate; justify standalone towers' contributions to sustainable communities.

### 2. Spatial Strategy

- / Prioritise Stratford for tallest buildings (20+ storeys); Canning Town as secondary focus.
- / Suitable tall buildings in Arc of Opportunity and Urban Newham, maintaining space between clusters.
- / Avoid tall buildings elsewhere; consider density increases without them, except where transport access is high and public realm can be enhanced.



FIGURE 89 NEIGHBOURING TOWER BLOCK



FIGURE 90 HARRISON & GIBSON

# / PROPOSAL

## THE CASE FOR TALL BUILDINGS

### 3. Design, Management, and Technical Criteria

- / Use wireframes and 3D models to refine locations considering transport access, local context, heritage, and cumulative impacts.
- / Tall buildings must demonstrate added value and superior design through masterplanning, expert scrutiny, and adherence to height specifications, covering:
  - / Scale, form, massing, and balanced height range
  - / Proportion, silhouette, and detailed design
  - / Integration with local and historic context
  - / Streetscape, cityscape, and microclimate impacts
  - / Contribution to place-making and sustainable communities
  - / Management of communal spaces
  - / Technical and financial design credibility
  - / Safety, fire prevention, and evacuation
  - / Impact on ecology and watercourses



FIGURE 91 ONE STATION ROAD

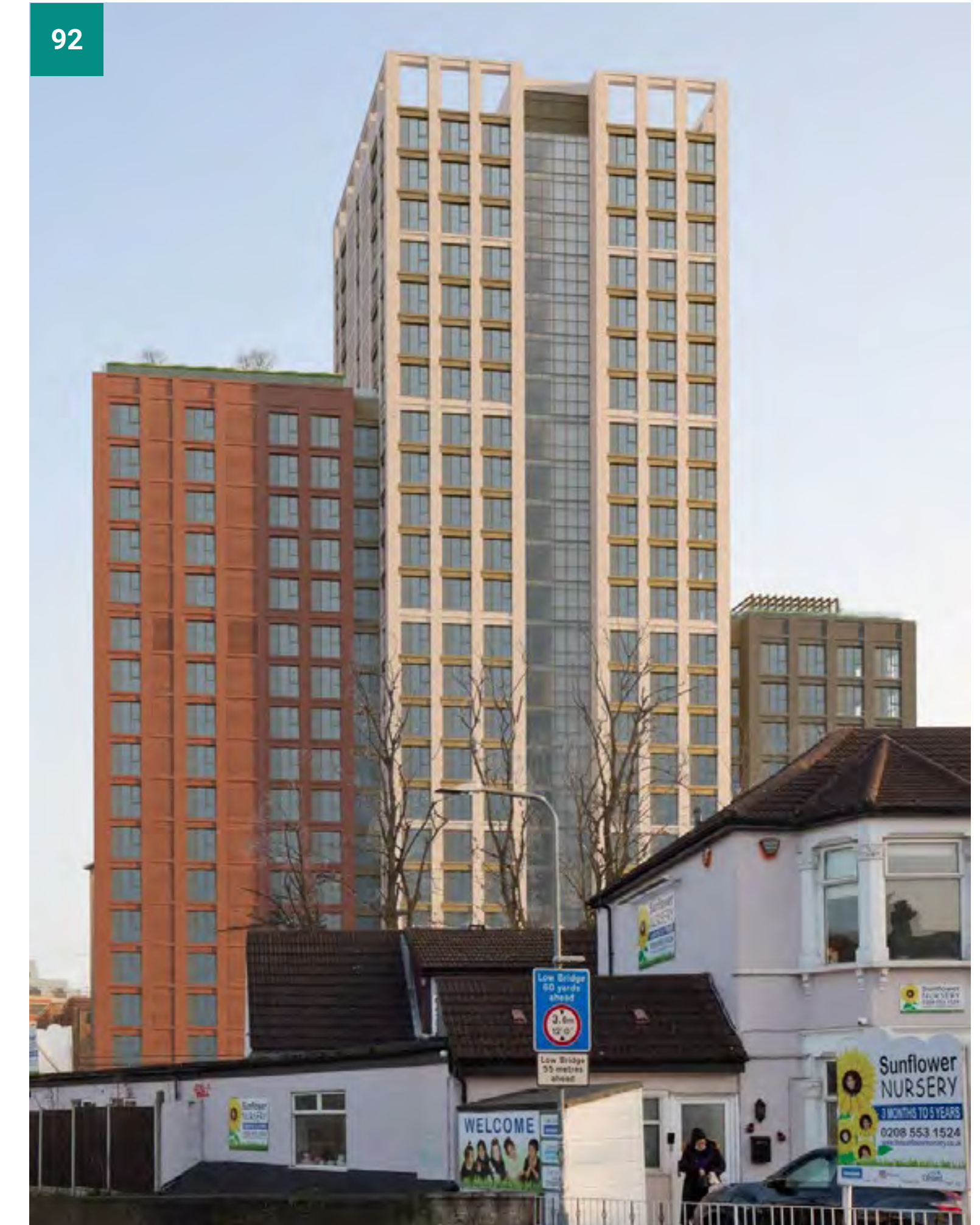


FIGURE 92 MILL ROAD



# / PROPOSAL MASSING

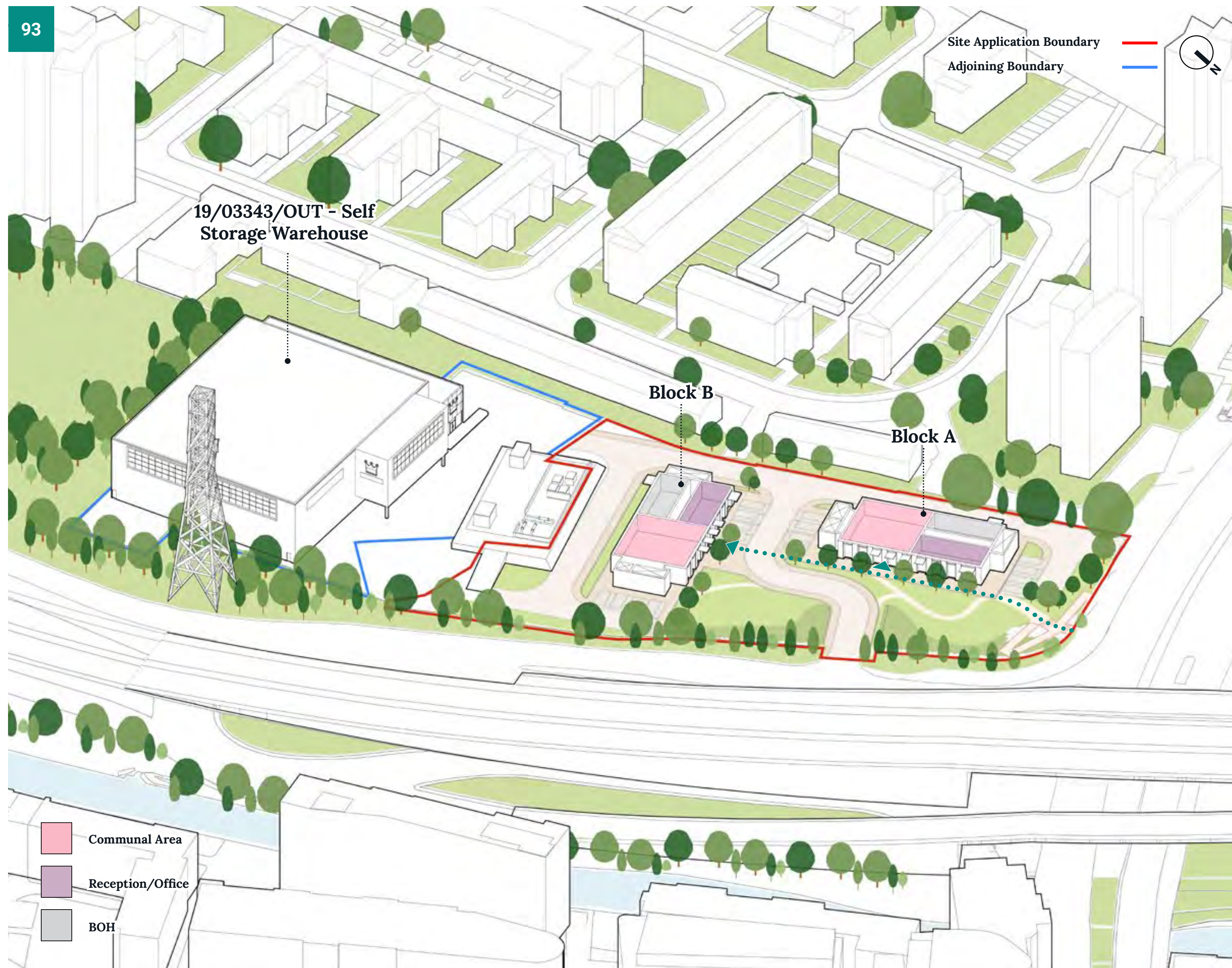
The Ground Floor spaces have an important relationship with the external public spaces, providing a welcoming environment for both residents and the public



## Entrance Storeys

Ground Floor Entrances wrap around Green open space creating an important relationship with the pedestrian access from Romford Road and surrounding public realm providing a welcoming environment for both residents and the public.

FIGURE 93  
3D MASSING  
DEVELOPMENT  
DIAGRAM



# PROPOSAL MASSING

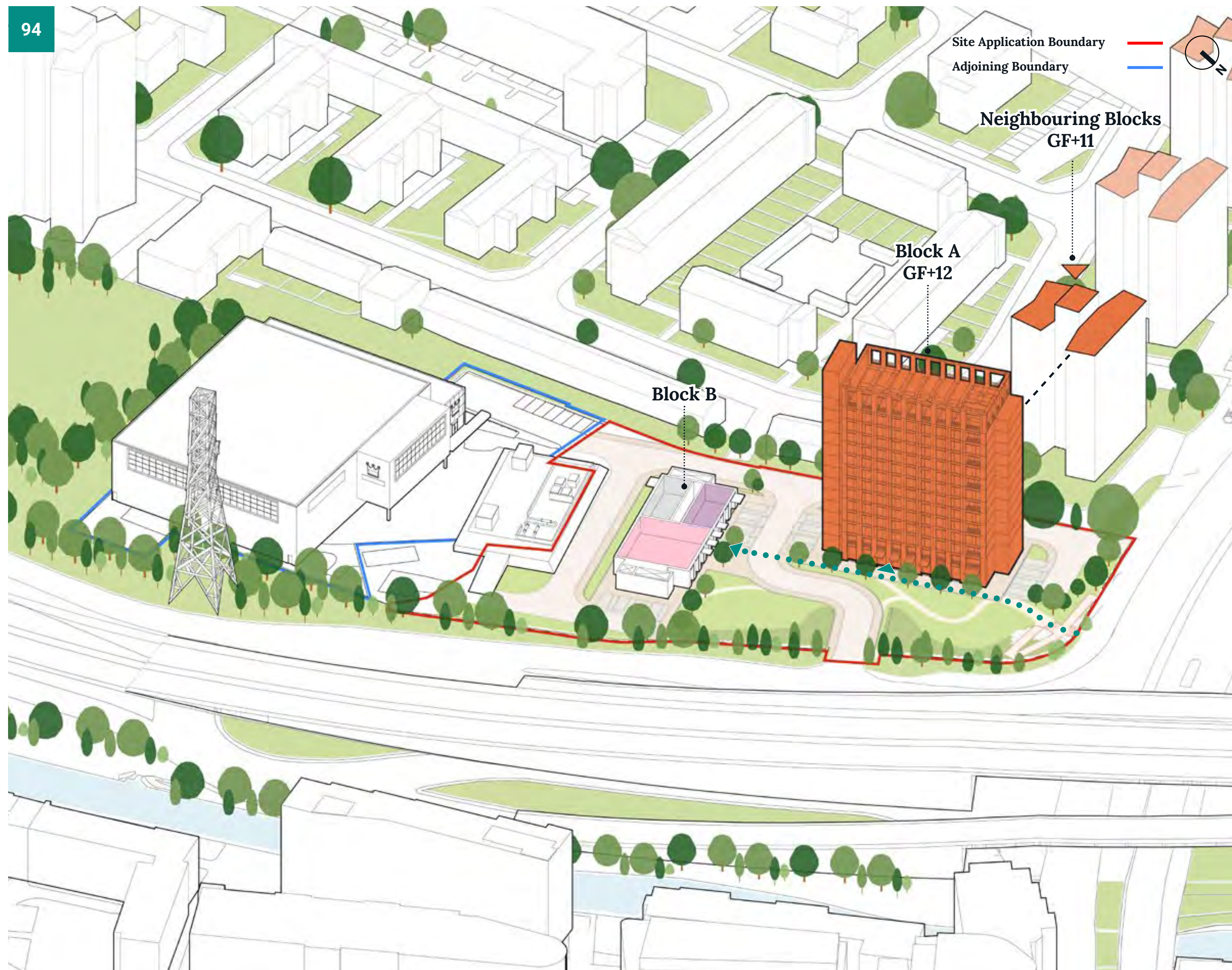
## Height of Block A and Relationship with Neighbouring Tower Blocks



### Block A

The height of Block A relates to the building line of the Neighbouring 12 Storey tower blocks using these as a transition between the taller Buildings within Ilford Town Centre and acting as a 'book end' to the existing blocks. With the narrow edge of the block facing onto Romford Road, the development creates an open edge and invites interaction with activity along Romford Road.

FIGURE 94 3D  
MASSING BLOCK A



# PROPOSAL MASSING

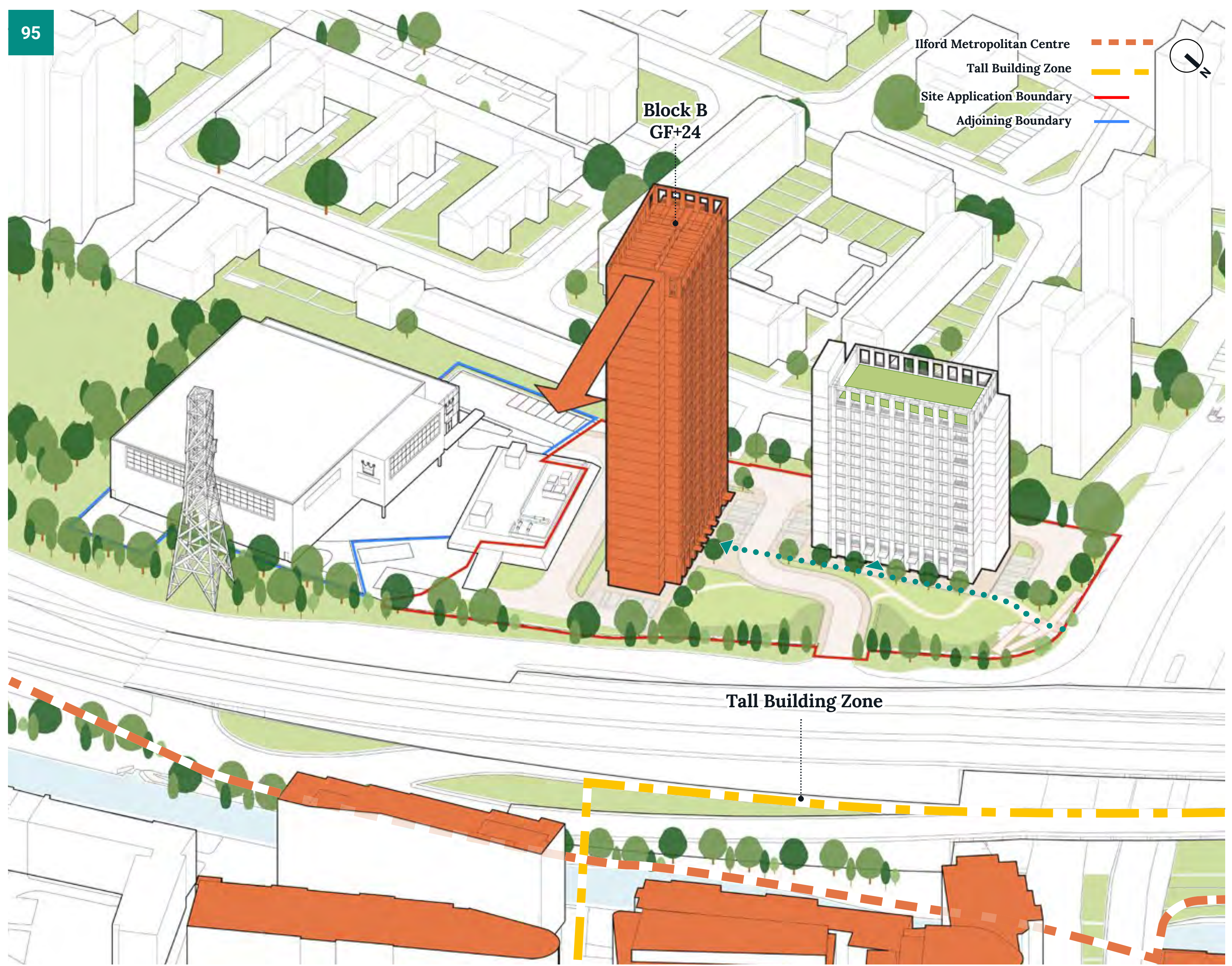
### Height of Block B and Relationship with Neighbouring Tall Buildings in Ilford Town Centre



### Block B

Block B relates to the Tall buildings in Ilford Town Centre, with the Tall Building Zone in close proximity to the site. Block B is set back from Romford Road and takes an opportunity to stand as a marker building to the Gateway of Newham and Redbridge.

FIGURE 95 3D MASSING BLOCK B



# / PROPOSAL MASSING

The proposed heights relate to their immediate and surroundings and act to enliven and define their context to establish a new place for a new co-living community.

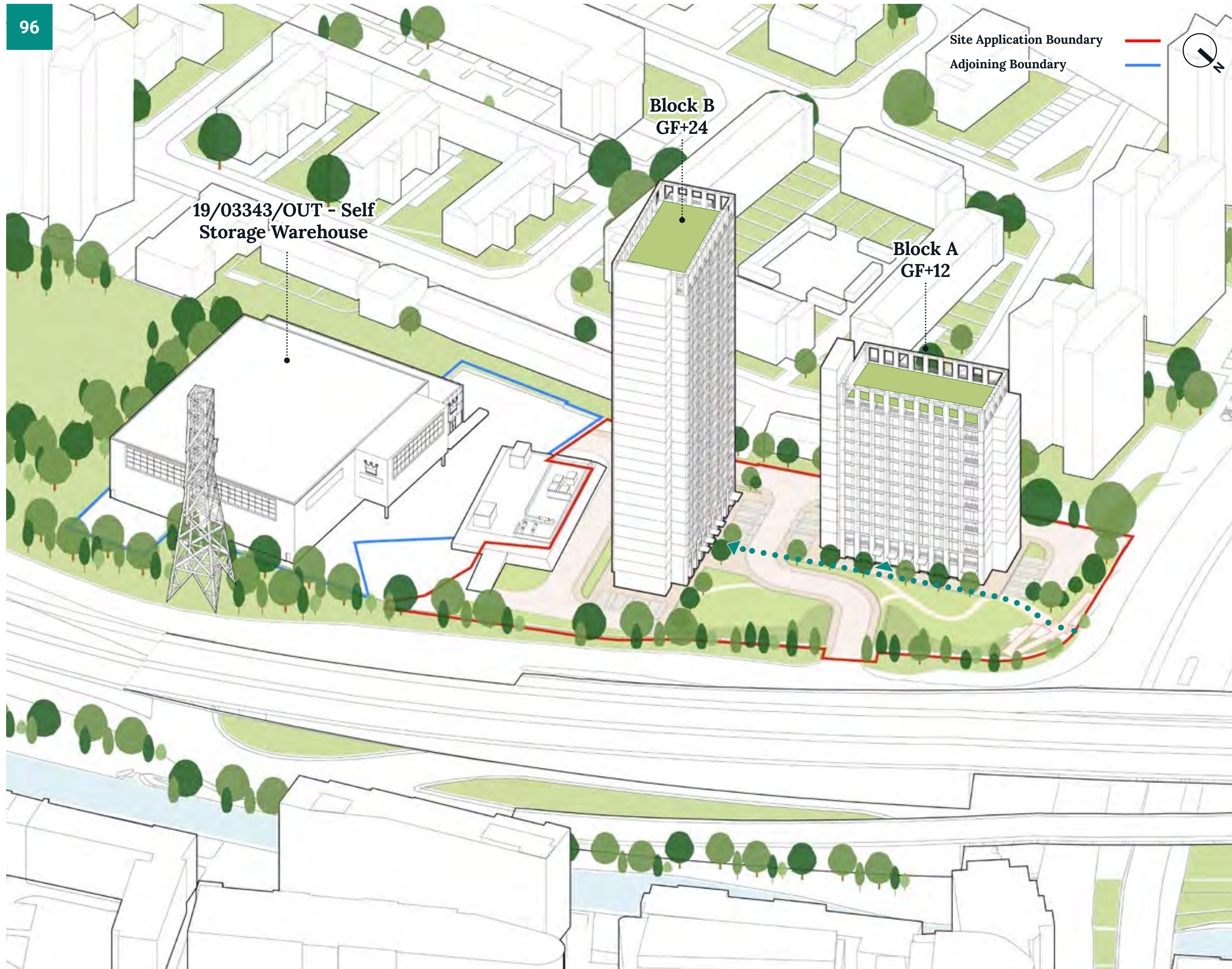


FIGURE 96  
PROPOSED 3D  
MASSING DIAGRAM





# / PROPOSAL VUCITY



Aerial views



**FIGURE 97 VUCITY VIEW 1**  
Aerial view looking North-East.



**FIGURE 98 VUCITY VIEW 2**  
Aerial view looking East.



**FIGURE 99 VUCITY VIEW 3**  
Aerial view looking North-West.



**FIGURE 100 VUCITY VIEW 4**  
Aerial view looking South-West.

# / PROPOSAL VUCITY



## Street Views



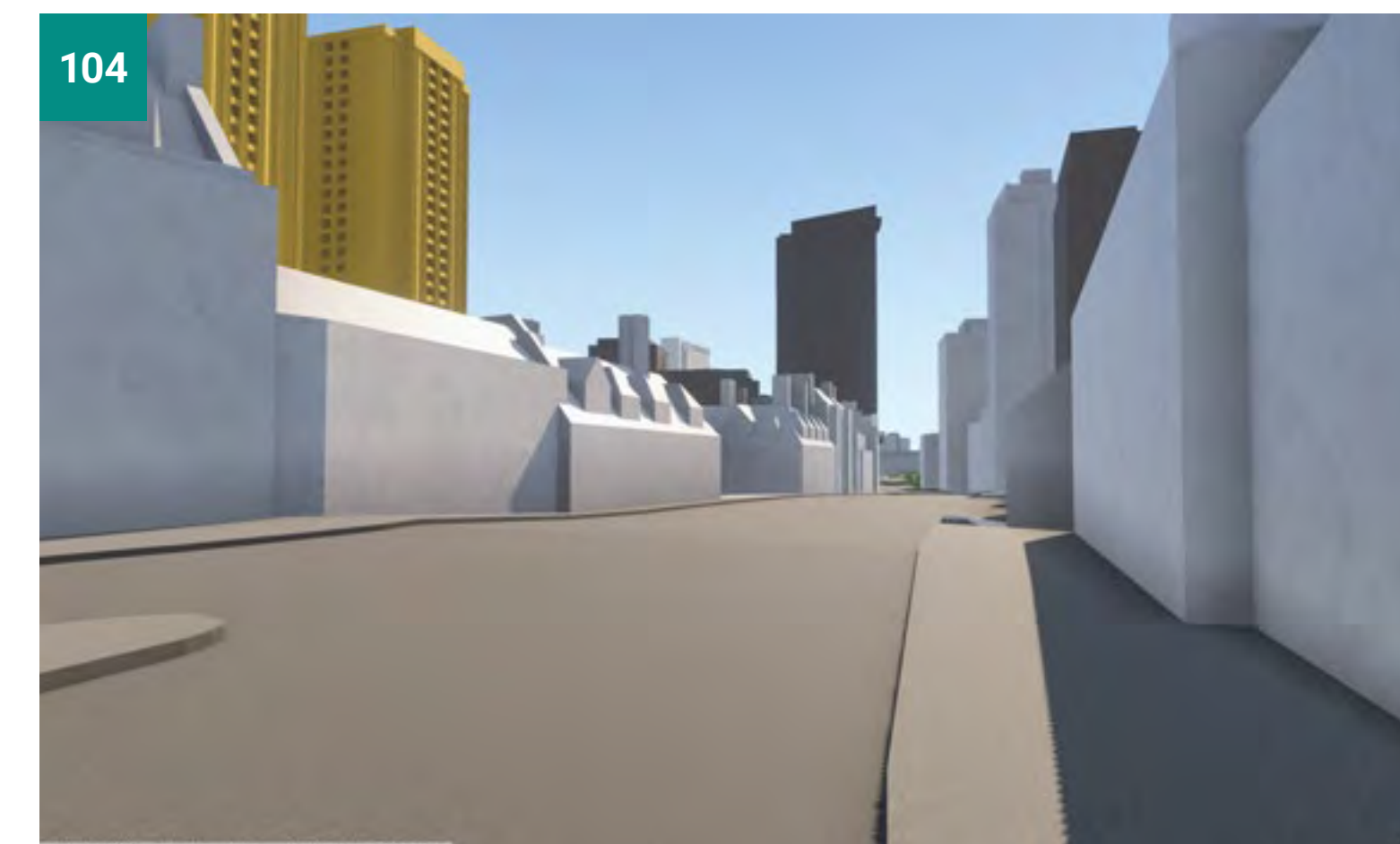
**FIGURE 101 VUCITY VIEW 5**  
Street view looking North West along Romford Road towards the Site.



**FIGURE 102 VUCITY VIEW 6**  
Street view looking North-West from Warrior Square within Little Ilford Estate.



**FIGURE 103 VUCITY VIEW 7**  
Street view looking North from Little Ilford Park.



**FIGURE 104 VUCITY VIEW 8**  
Street view looking South-West along Ilford Hill.



# **/ PROPOSAL SUMMARY**

**We summarise the benefits of the proposal as follows:**

**No loss of industrial floorspace from the site**

**Circa 530 Co-living units which contribute toward housing stock**

**Opportunity to provide affordable tenures within the development**

**Proposes an efficient use of the land available which also protects local utilities (gas, water, etc) through careful use of the land available**

**Facilitate improved access to the approved B8 storage unit to the immediate south of the site**

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to challenge  
and inspire you.**

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