



**60–66 Snakes Lane,
East Woodford**

Welcome & introduction



Your feedback is vital to ensure this development reflects the aspirations of the community. Scan the QR code to complete the survey or visit:

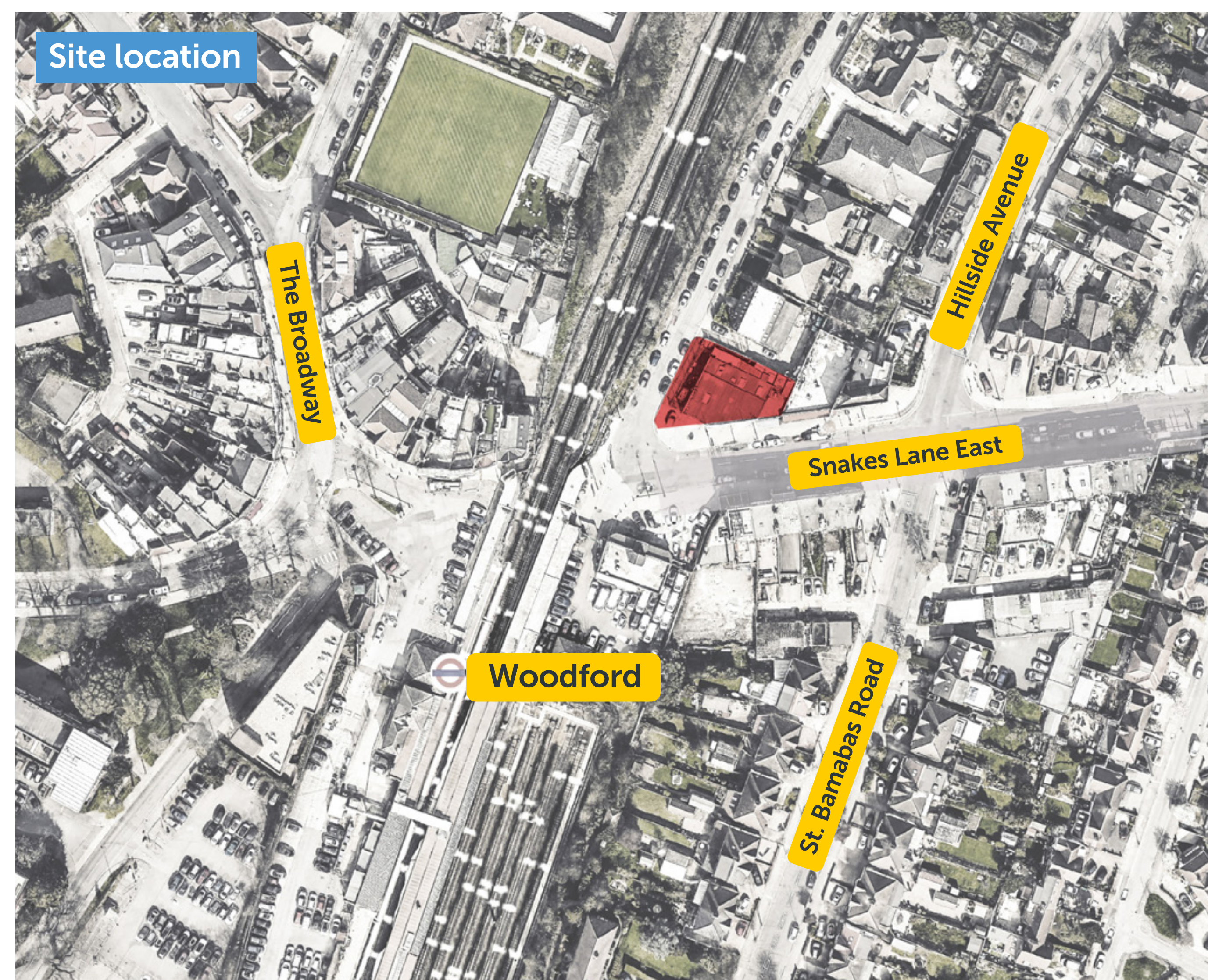
www.snakeslane.co.uk

Delivering a new mixed-use development with much-needed new homes in a sustainable location.

We are consulting on early proposals to redevelop the site directly opposite Woodford Underground Station.

At present, the site is underutilised, occupied by two small single-storey retail units which are of poor quality and out of keeping with the surrounding character.

Our vision is to deliver a new mixed-use development that reinstates the missing rhythm of parade buildings along Snakes Lane East, provides modern retail space at the ground floor, and introduces much-needed new homes in this sustainable location.



Your feedback is important and will play a key role in shaping the final proposals.



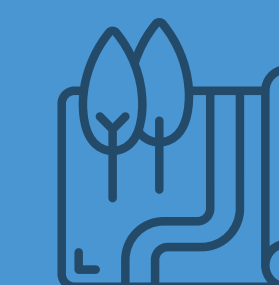
Through this consultation, we would like to:



Share the background of the site and explain the local context



Present our emerging proposals for a high-quality building



Show how our design has been shaped by local architecture and character



Gather your views to help refine the plans before a planning application is submitted

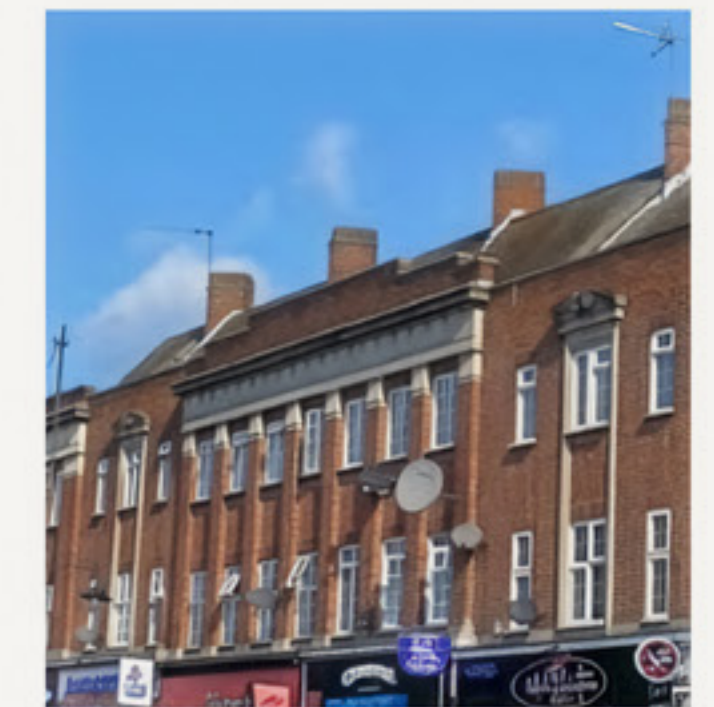


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The site today

The site is located at the
corner of Snakes Lane East and
Madeira Grove, directly opposite
the entrance to Woodford
Underground Station.

Given its prominent location
opposite the station, the site has
the potential to be a **landmark
gateway into Woodford**,
reconnecting this part of Snakes
Lane East with its parade heritage.



Context and local character



Olympus Tiles,
60-64 Snakes Lane East

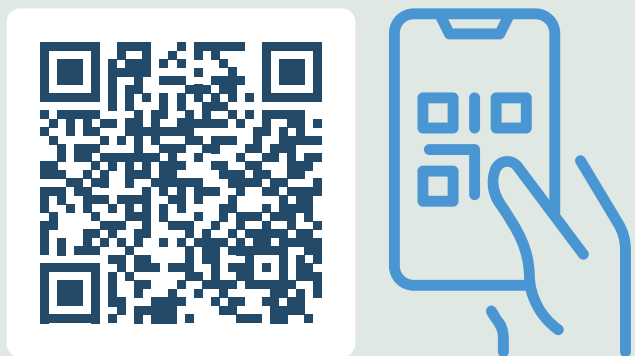
Food Park,
68 Snakes Lane East

Parade Building,
70-72 Snakes Lane East

Mixed Use Housing,
74-82 Snakes Lane East

Rex Parade

Copper House



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Current use

Two single-storey retail units (Olympus
Tiles and Transylvania House) with a
small fenced yard to the rear.

Setting

The site is framed by residential
homes to the north and west, and by
commercial parade buildings to the east.

Condition

The buildings are of low architectural
quality and do not contribute positively
to the street scene.

Role in townscape

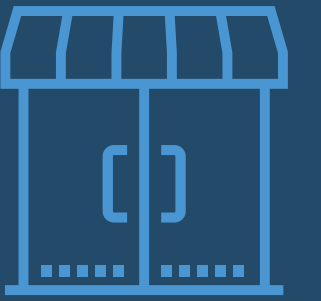
The parades along Snakes Lane East
stop short here, meaning the scale and
rhythm of the street is broken.

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Local character

Snakes Lane East is defined by historic shopping parades with a consistent three-storey scale, red/brown brickwork, decorative stone detailing, and generous shopfronts.

Our proposals are directly inspired by the **best qualities of the parade architecture**: rhythm, proportion, detail, and materiality. By reinstating these features in a modern way, the scheme can repair the streetscape and enhance the station approach.



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The existing parades form part of Woodford's identity, with curved corners marking key junctions.

On the opposite side of the railway sits the Woodford Broadway Conservation Area, noted for its Edwardian parades with strong detailing and active ground floors.

However, parts of the area are **inconsistent**:

- Some parades have been altered with modern shopfronts or **poor-quality** signage.
- There are scattered modern buildings of **lower quality**.
- A tall post-war residential tower (c.15 storeys) sits further afield, though this is widely regarded as **out of context**.



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Opportunities & constraints



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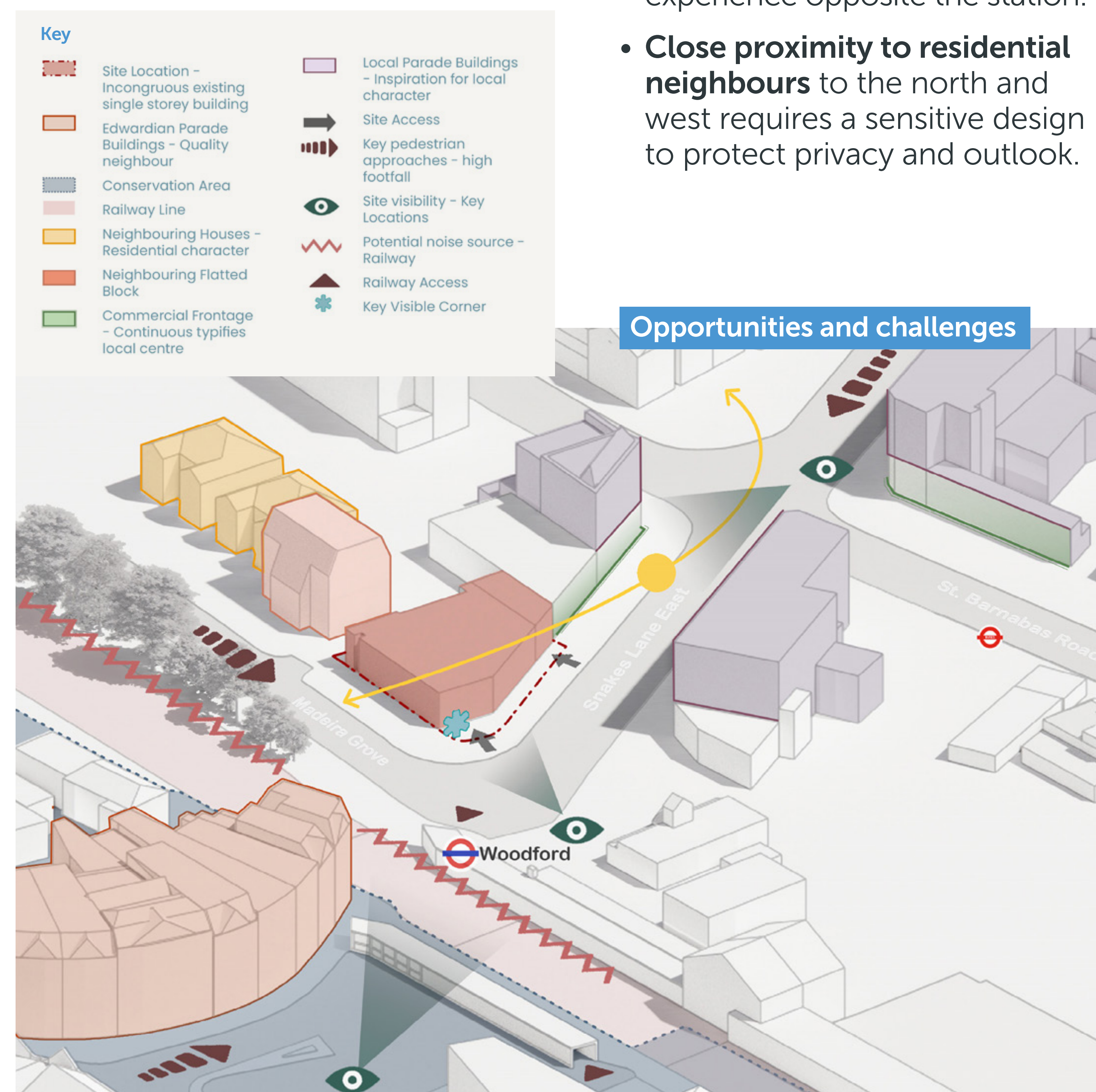
Our analysis of
60-66 Snakes Lane East
has highlighted the
following challenges
and opportunities:

Challenges

- Existing buildings are of **poor quality** and do not reflect the character of Snakes Lane East.
- The **streetscape is fragmented**, with the rhythm of parade buildings interrupted.
- **Parking and hard surfacing dominate**, creating a poor arrival experience opposite the station.
- **Close proximity to residential neighbours** to the north and west requires a sensitive design to protect privacy and outlook.

Opportunities

- Reinststate the scale and rhythm of **Snakes Lane East parades**, creating a stronger street frontage.
- **Introduce high-quality new homes** in a highly sustainable location.
- **Reprovide retail in modern, flexible units**, maintaining activity at street level.
- **Enhance the public realm** with new landscaping and tree planting.
- **Use local architectural cues** (brick, stone detailing, parapets) to create a building that belongs to Woodford.
- **Provide a design that acts as a positive gateway** facing the Underground station.





60–66 Snakes Lane,
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Our emerging proposals



Give your
feedback



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Our proposals are for a new mixed-use building comprising:

Modern ground-floor retail:

This will maintain commercial activity on Snakes Lane East, with a generous shopfront and adaptable layout.



19 new homes: A mix of one- and two-bedroom apartments, including two wheelchair adaptable homes with private terraces.



Car-free living: In line with its sustainable location next to Woodford Station, the scheme will be car free, with high-quality cycle storage provided.



Massing & Form

The building will step up in height to mark its station-facing location. The top floor is set back to reduce its visual impact, echoing the way traditional parades conceal pitched roofs behind parapets.

Street Presence

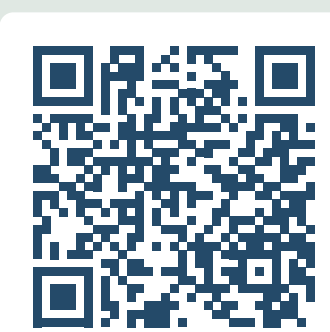
The design reinstates a strong frontage to Snakes Lane East, reconnecting with the character of parade buildings and improving the appearance of this important corner.

Artist's visualisation



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Design approach & materials



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The building takes inspiration from local parades but is interpreted in a contemporary architectural language.

Case studies and design examples



- **Brickwork:** Dark red brick with light mortar to reflect neighbouring parades.
- **Detailing:** White brick and pre-cast stone elements used for window surrounds, balcony frames, and parapet coping.
- **Façade rhythm:** Established through vertical piers, repeating window patterns, and inset balconies framed in white brick.
- **Balconies:** Simple white metal balustrades, lightening the façade and referencing white detailing on local parades.
- **Top floor:** Set back, finished in alternative materials, adding texture and reducing perceived massing.



The result is a building that feels rooted in Woodford's character while **expressing a modern, refined identity**.

Pre-application 1 elevation facing Snakes Lane East



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Homes, access & sustainability



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Our proposals have been carefully designed to deliver:

Well-planned, high-quality homes

- **Unit mix:** A balanced range of 1- and 2-bedroom apartments.
- **Accessibility:** Deliver the required 10% accessible units by providing two M4(3) wheelchair adaptable homes with private terraces.
- **Dual aspect:** Maximising this option by providing 79% of units as dual aspect, ensuring excellent daylight and cross ventilation.
- **Private amenity:** All homes benefit from either a balcony or terrace.

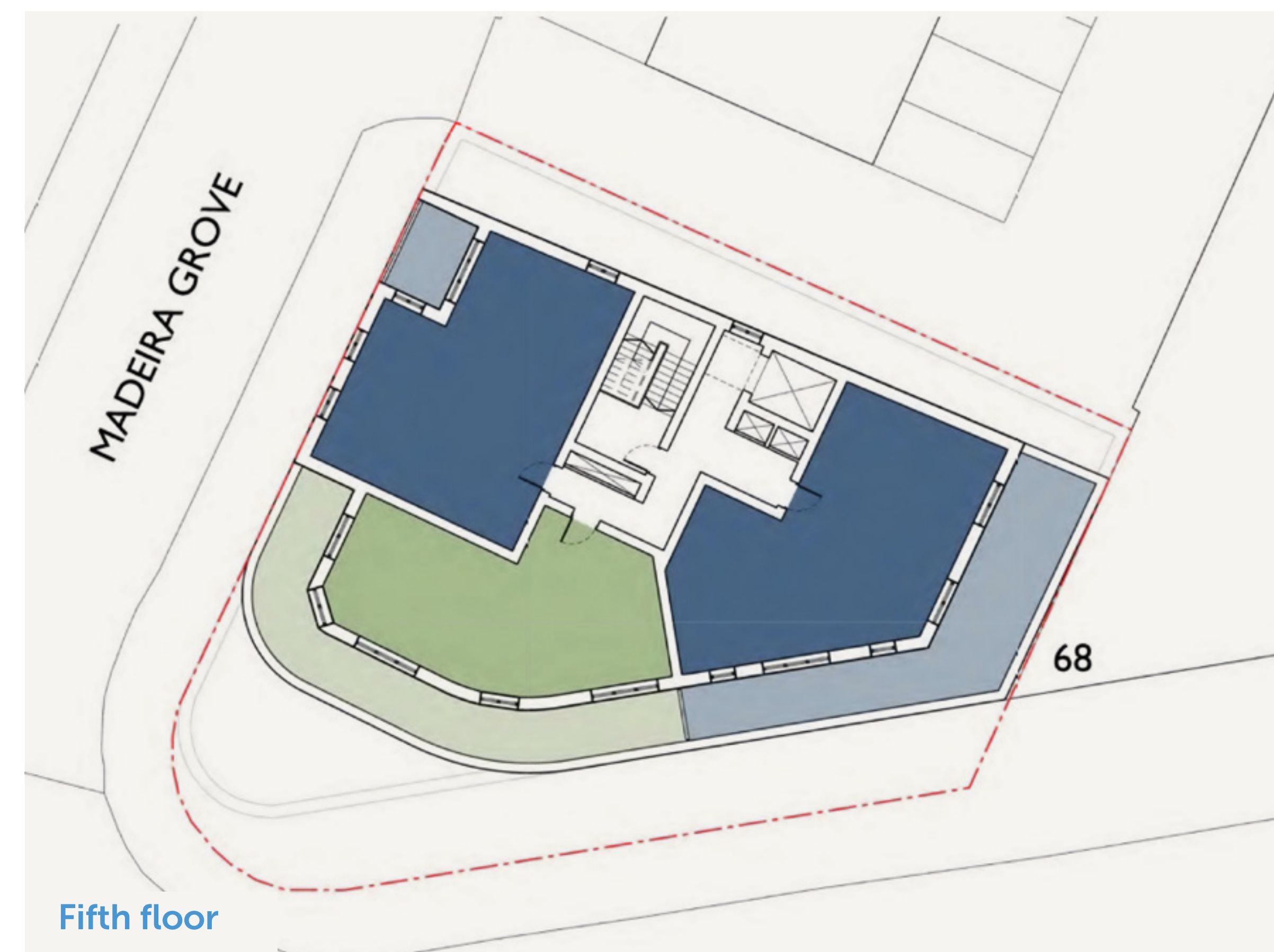
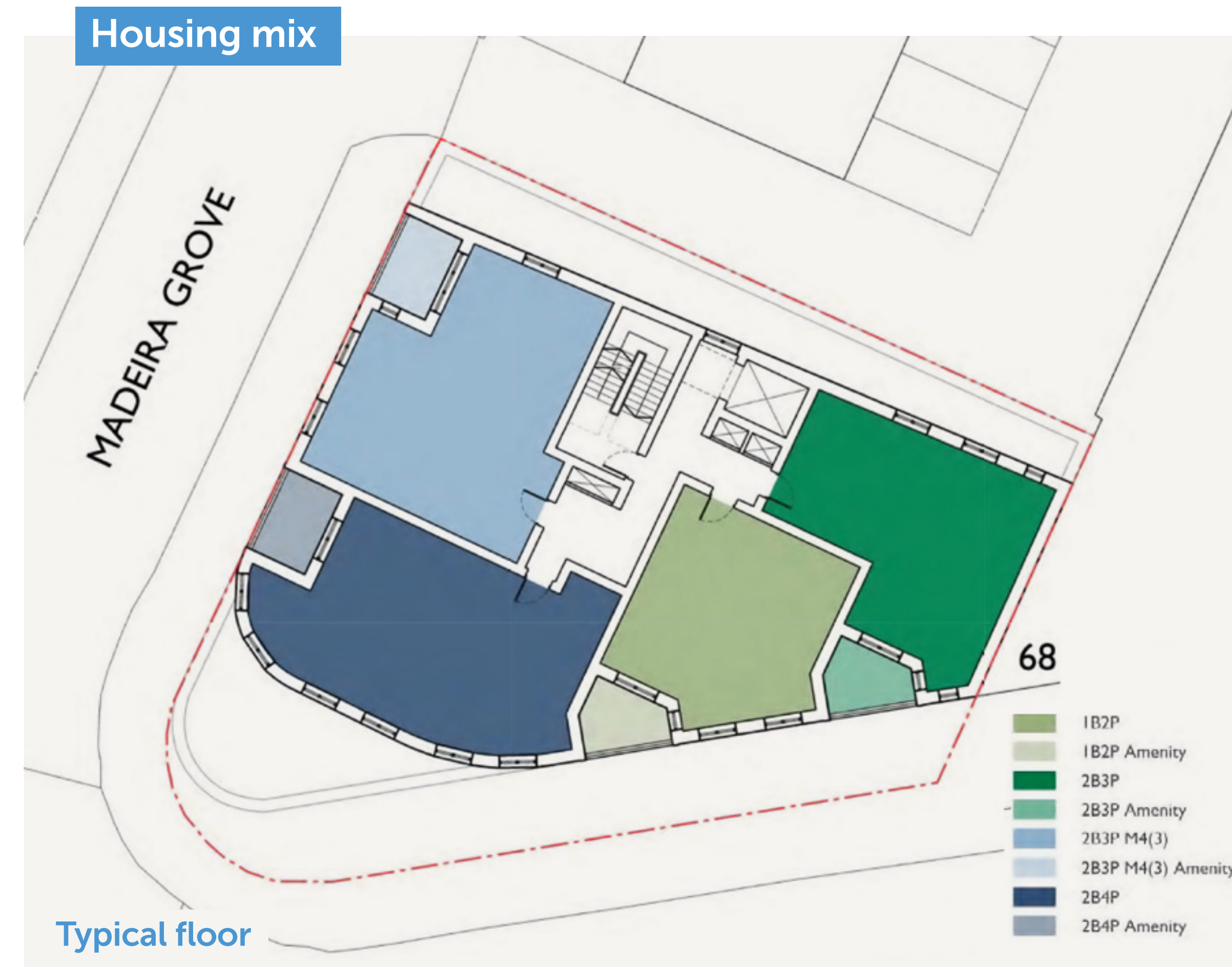
Refuse & Cycle Storage

- **Refuse store** located by the main entrance, accessible for residents and operatives via Madeira Grove.
- **Secure ground-floor cycle storage with provision for a variety of bikes:** accessible bays, double stackers, and folding bike lockers.

Sustainability

- **A car-free scheme,** promoting active and sustainable travel.
- **Energy-efficient homes** designed to meet modern sustainability standards.
- **New landscaping and planting** to improve biodiversity and the public realm.

We will continue to work with Redbridge Council's planning officers and Design Review Panel to refine the scheme ahead of submission.





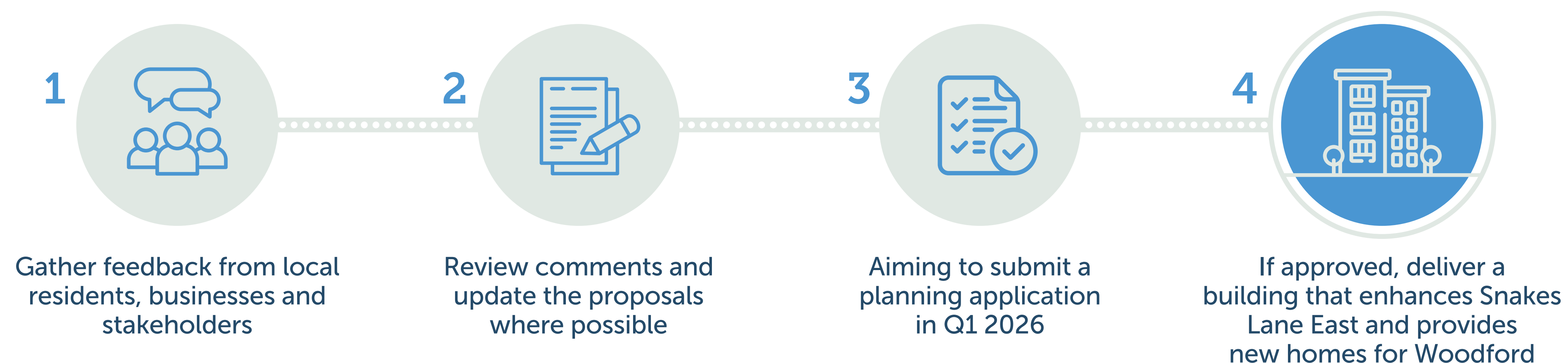
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Next steps



We want to ensure our proposals are shaped with local input. Your views will help refine the design before a planning application is submitted to Redbridge Council.

The project process



How to give feedback

Your feedback is important and will play a key role in shaping the final proposals.

Complete our online survey – just scan the QR code or visit:
www.snakeslane.co.uk



Or contact the project team:

 **0808 143 4782**
(Freephone)

 **info@snakeslane.co.uk**

 **Freepost MEETING PLACE CONSULTATION**
(No stamp required)