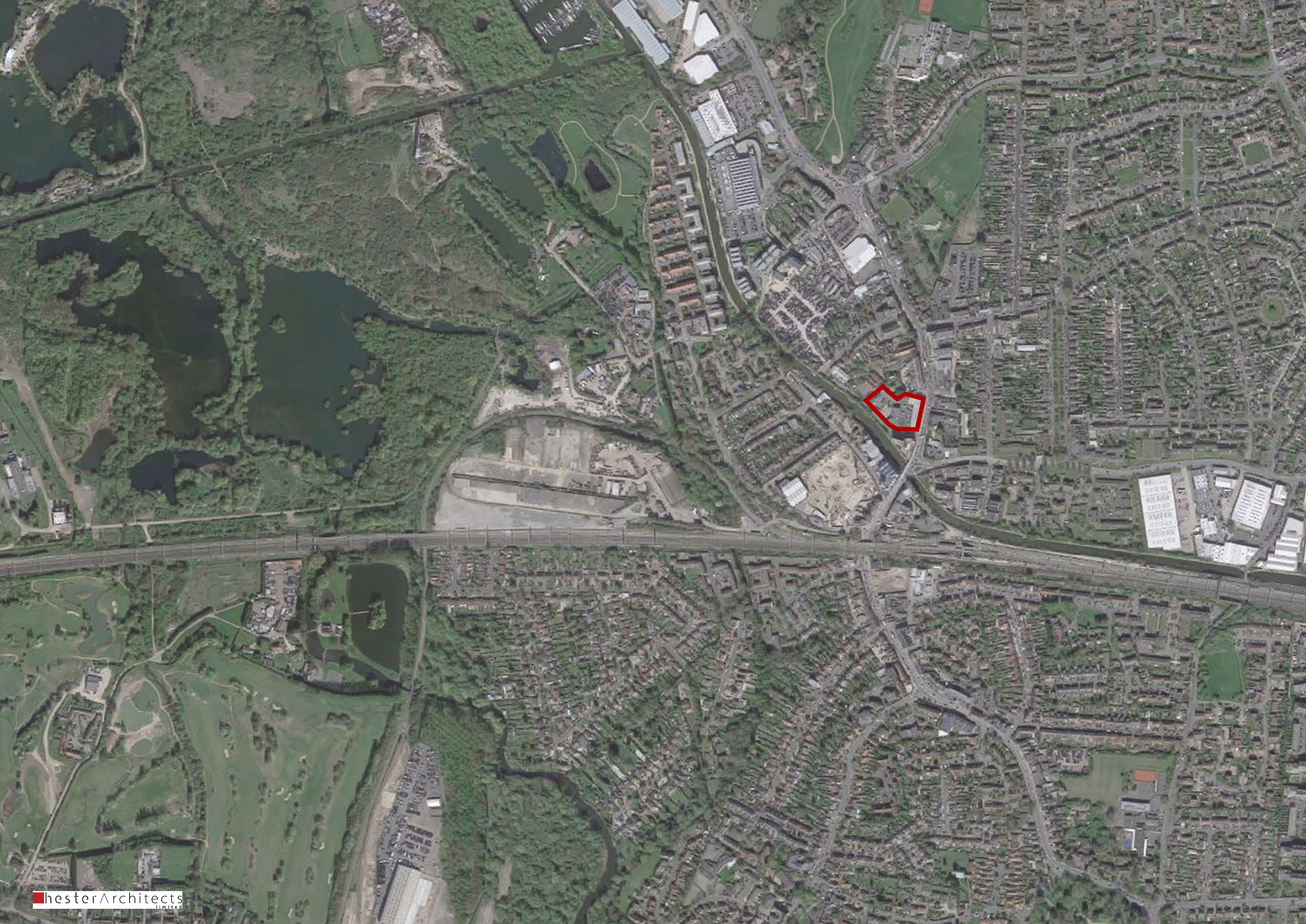




Morrisons 43-67 High Street, Yiewsley

Design and Access Statement - July 2018





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1. INTRODUCTION

Morrisons and Harbourside Investments have appointed Hester Architects Limited to prepare a planning application for the redevelopment of the existing Morrisons site, at 43-67 High Street, Yiewsley.

The vision for the site is to replace the dated and poorly configured retail premises with a modern and efficient Morrisons food store that will enhance and support the High Street whilst adding high quality residential accommodation in an accessible town centre location.

2. SITE CONTEXT

2.1. Location Plan

The site is located in Yiewsley town centre, north of West Drayton train station and adjacent to the Grand Union Canal. The area sits within the London Borough of Hillingdon.

2.2. Site Description

The site is currently occupied by a Morrisons store with a total area of 3340 sqm at ground and first floor level; a customer car park with 114 spaces at ground and basement level; and a large service yard to the rear of the store. Vehicular access to the customer car park and a separate access to the service yard are from St Stephen's Road.

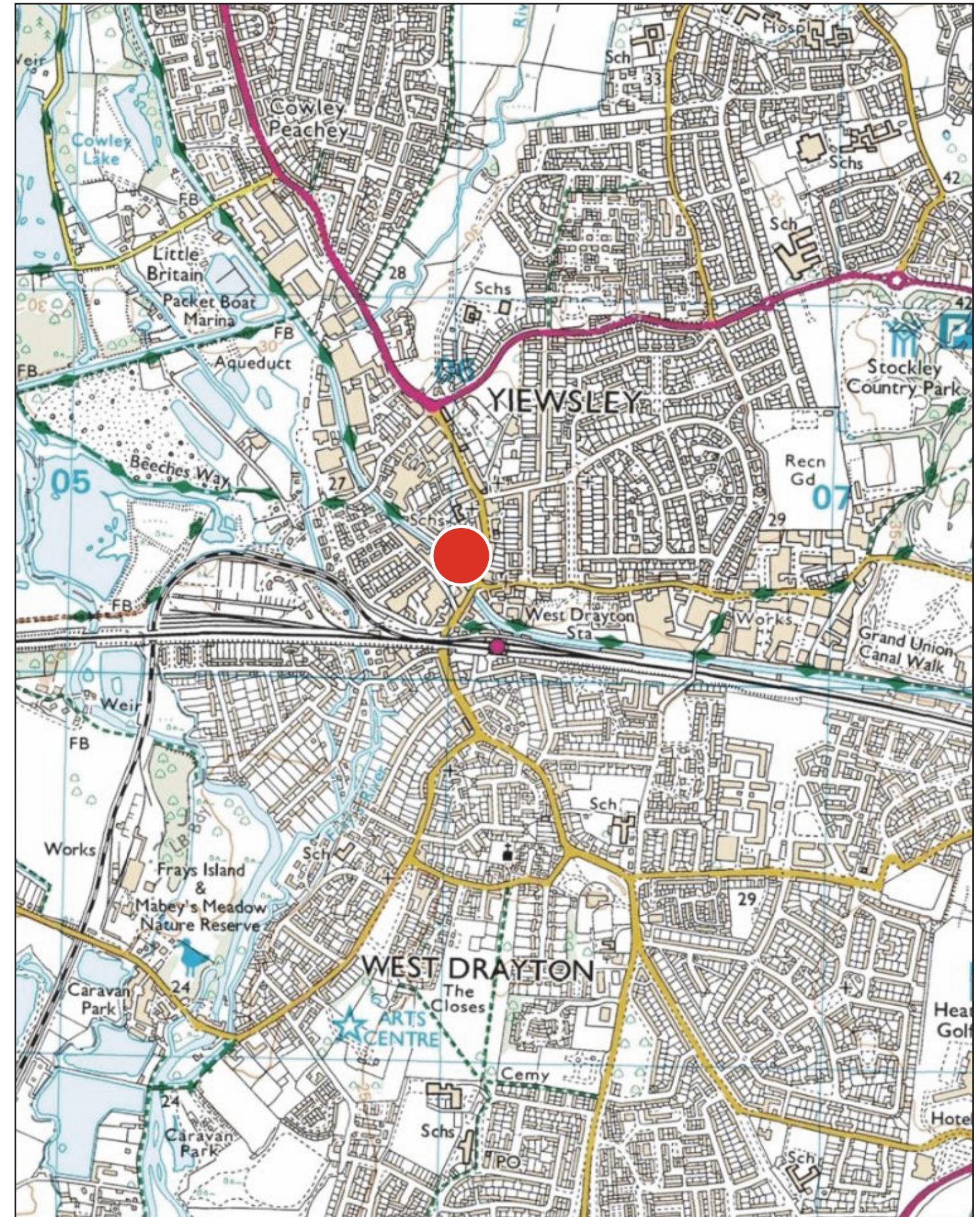
The site fronts the High Street to the East and St Stephens Road to the South and South West. To the North of the site there is a terrace of three storey buildings with various shops at ground level and residential accommodation on the upper levels. Further to the North and wrapping round the rear (West) of the site are the buildings of St Matthews Primary School and Church.

To the South of the site is the Grand Union Canal and the associated Grand Union Canal Walk.

The site is predominantly flat with a number of trees along the West and Northern boundaries.

The older buildings along the High Street are of a traditional style and predominantly three to four storeys in height. The school buildings are generally two storeys in height with large pitched roofs.

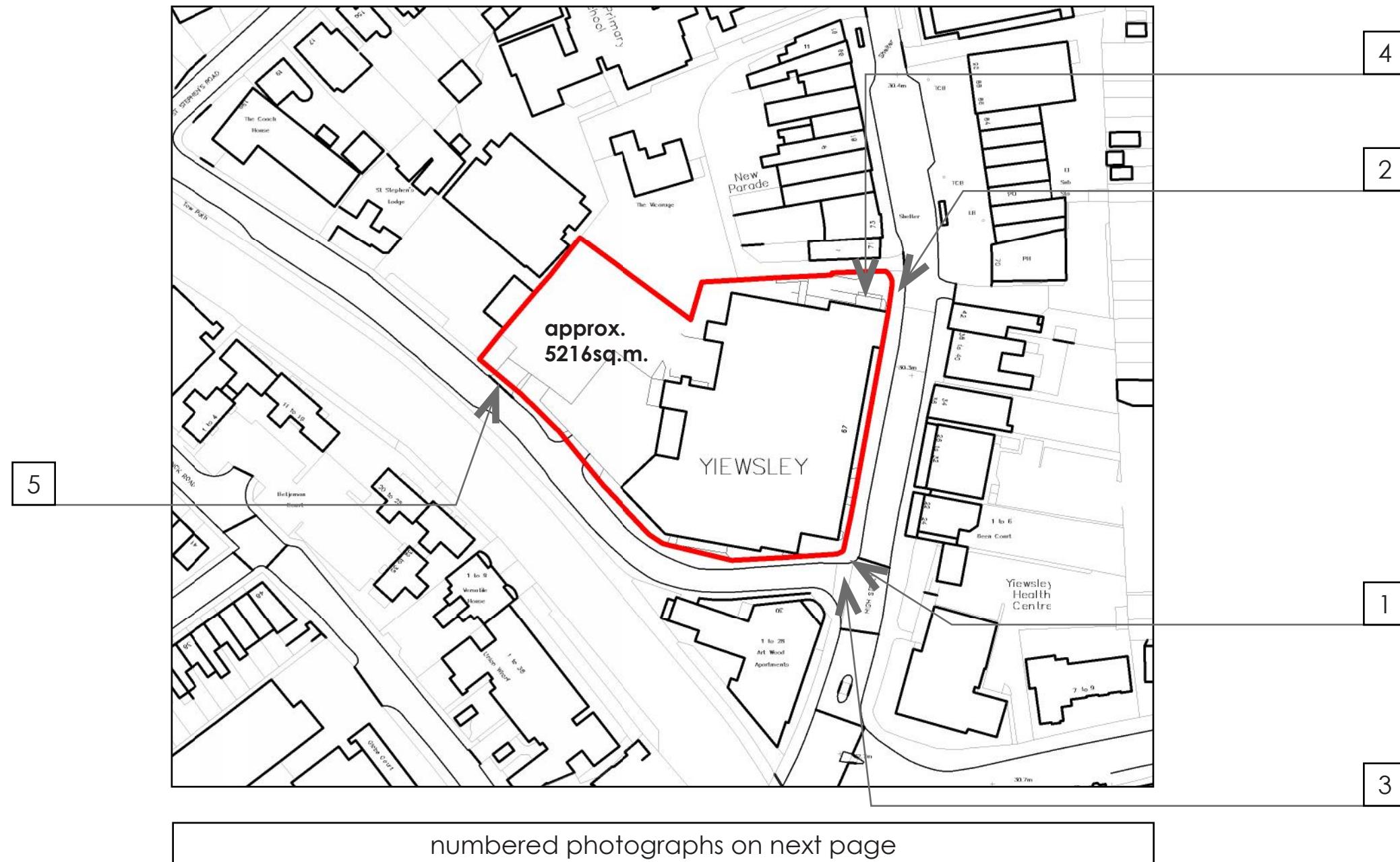
To the South of the canal there are a number of recently constructed residential buildings which vary in height from five storeys to 8 storeys.



2.3. Aerial View



2.4. Application Area



0 12.5 25 37.5 50

Scale 1:1250 @A3

2.5. Existing Site Photos

- 1 - View from High Street - St Stephen's Road junction
- 2 - View along High Street looking South
- 3 - View along High Street looking North
- 4 - Morrisons entrance
- 5 - View from St Stephen's Road

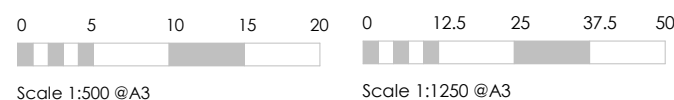
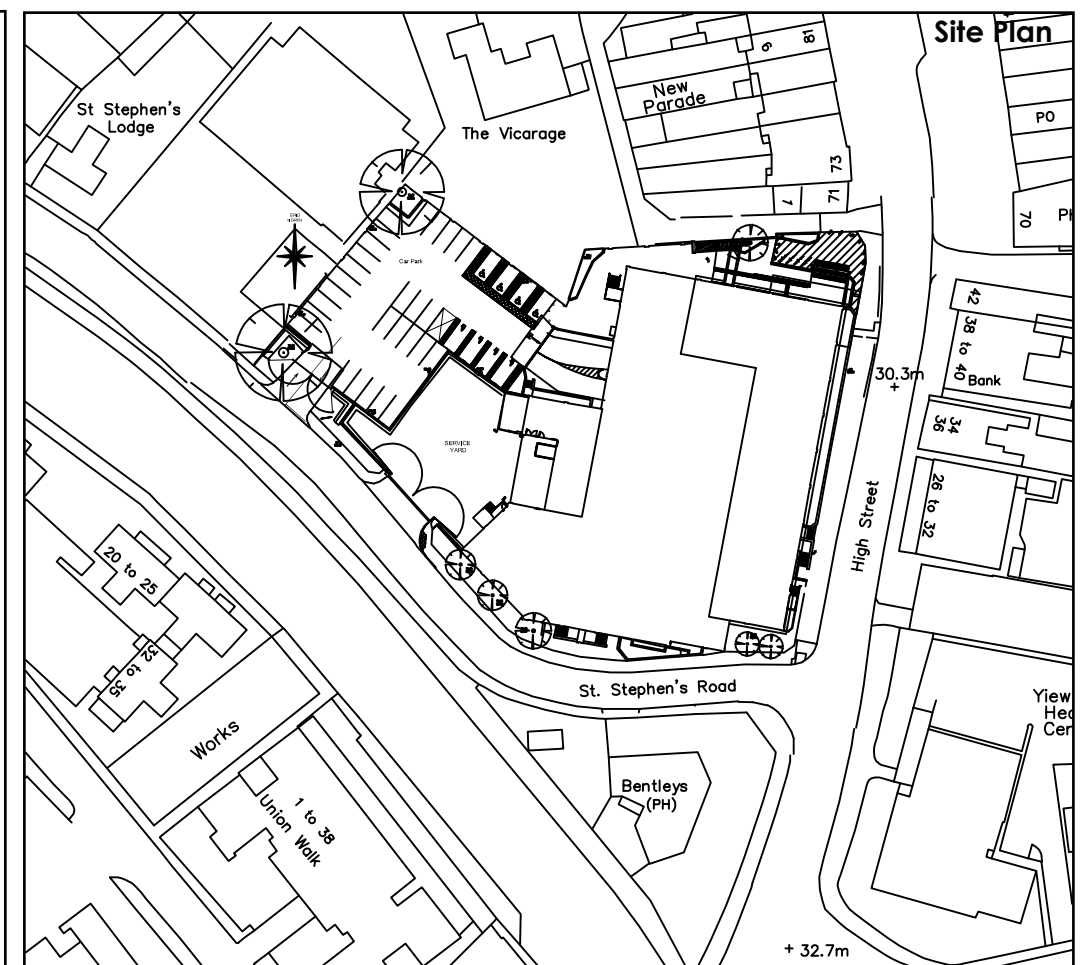
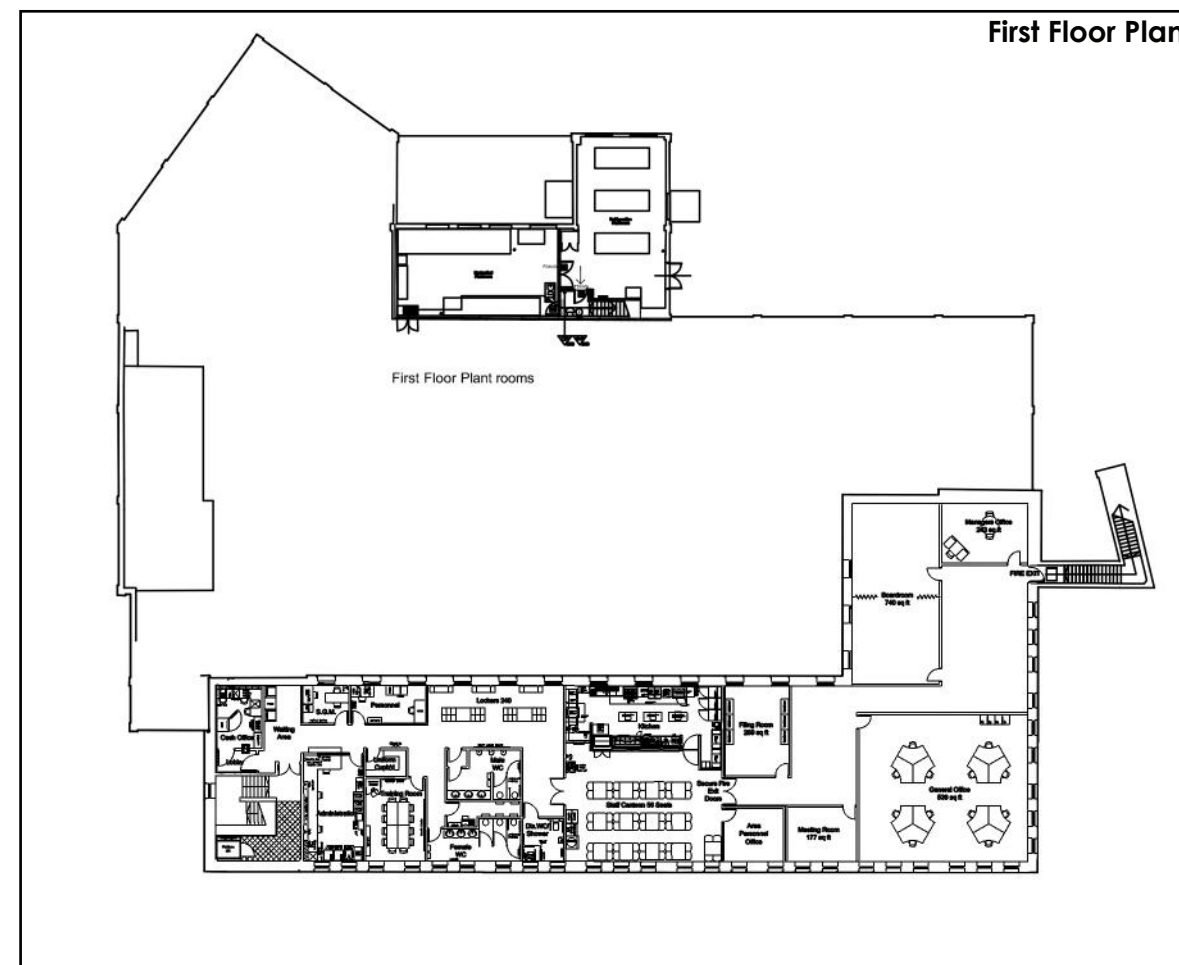
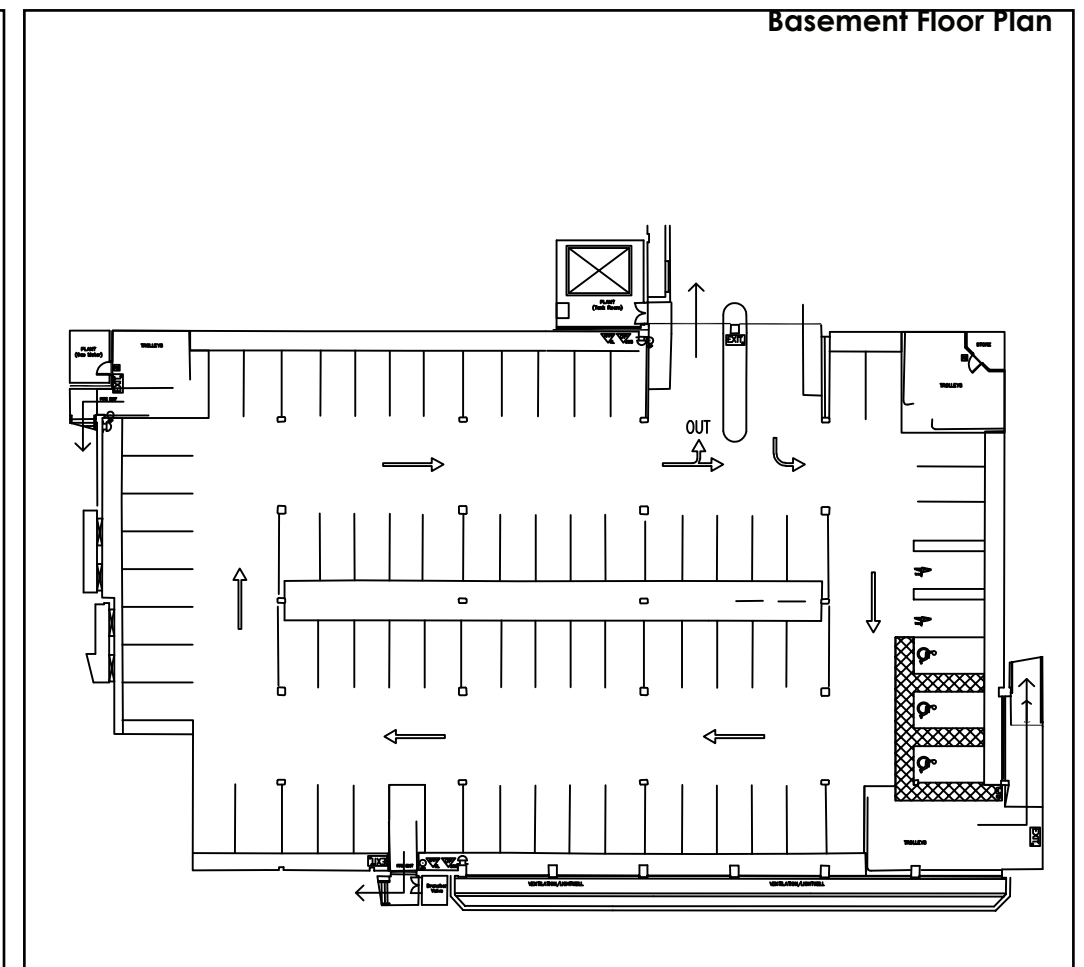
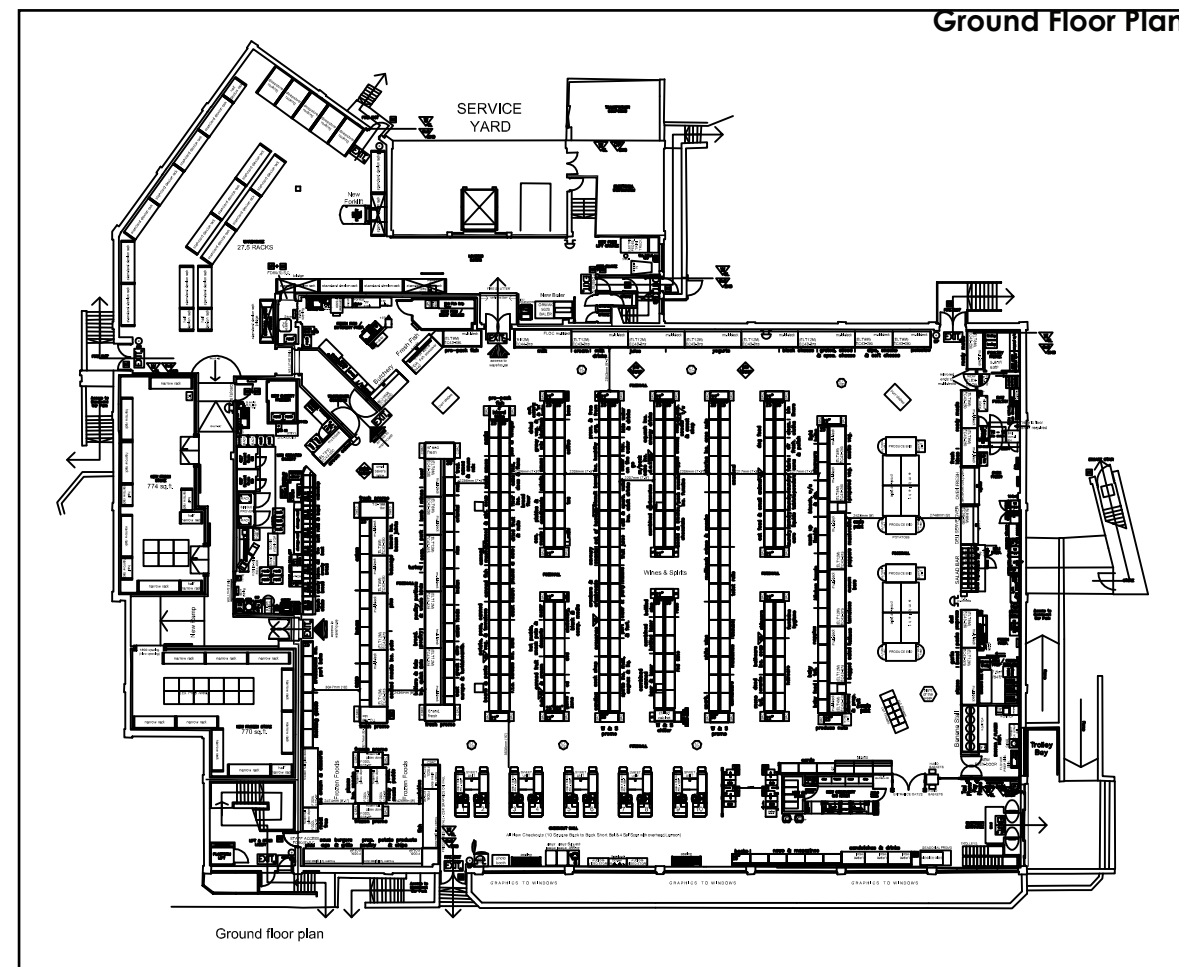
* please refer to previous page for map reference



26. Existing Building

The current food store has operated as a Morrisons for a decade, and prior to this it traded as a Co-Op. It is a dated building with operational inefficiencies which affect its trading potential.

The store has excessive ancillary accommodation and a poor presentation to the High Street with an unwelcoming appearance. The changes that we want to make cannot be made through the refurbishment of the store and a redevelopment will offer the improvements that will benefit the High Street, it's customers and the colleagues employed within the store.



2.7. Historical Context

Like many towns and boroughs in Greater London, Yiewsley has experienced significant growth due to its proximity to the capital and development of the area is closely linked to the infrastructure that serve the city.

There is little recorded about Yiewsley until the late 18th century when a branch of the Grand Union Canal was cut between West Drayton and Yiewsley to serve the existing brickworks which were providing building materials to central London. This new link increased trade and enabled the brickworks to expand which resulted in a large growth in the local population.

The arrival of the Great Western Railway in 1838 (West Drayton Station) resulted in a further increase in trade with the capital and a further growth in population. In 1859 a new church, St Matthews was dedicated to serve the growing population. It was enlarged in 1898.

The parade of shops to the North was built in the 1930's and shops opposite on the High Street were built in the 1970's. The current building on the site was built in the late 1970's.

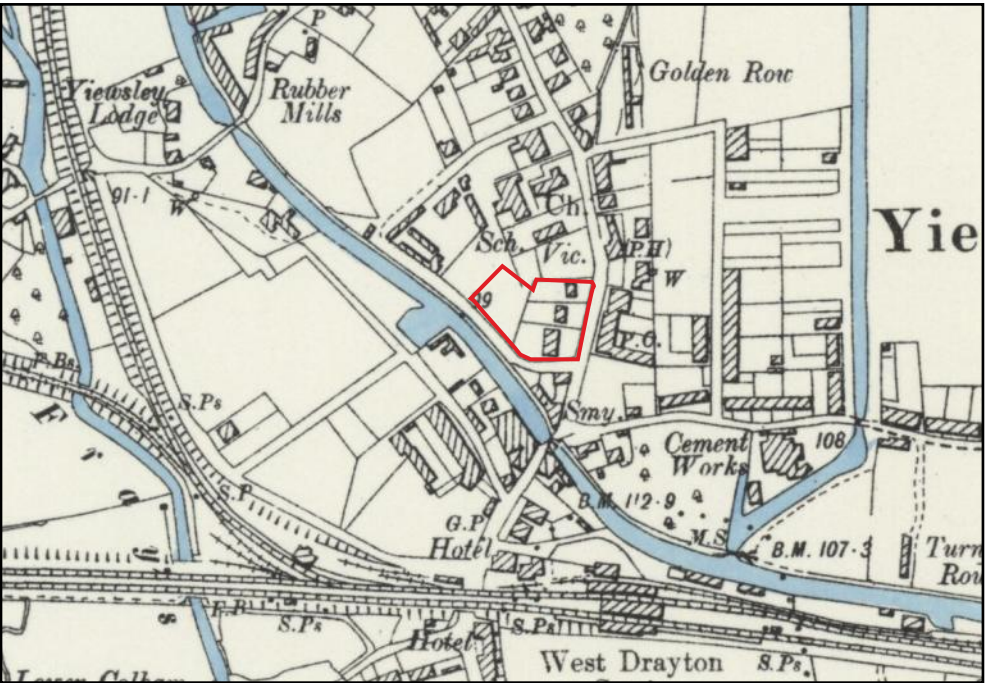
The opening of Heathrow airport in 1946 created employment for the local area and with it greater demands for housing. This demand has continued to grow with the further expansion of the airport.

The opening of the M4 motorway in 1964 and the M25 motorway in 1986 have also influenced the growth of the area.

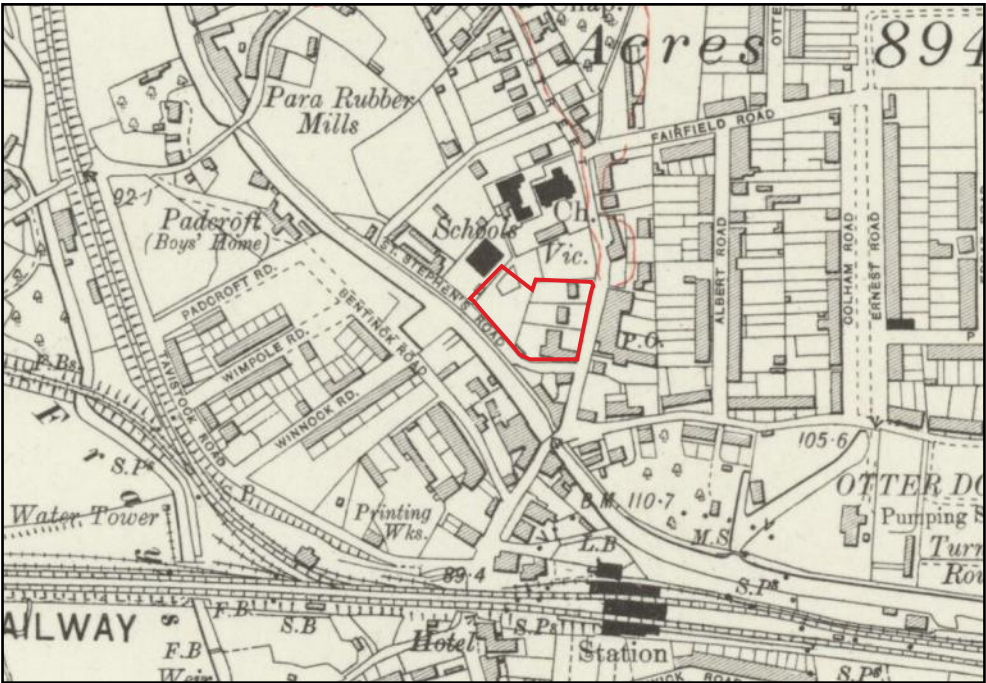
Since the announcement in 2007 of the new Crossrail, to include a stop at West Drayton station, a number of new residential buildings have been constructed within Yiewsley and West Drayton. The high demand and shortage of available sites has meant that these buildings are generally located on brownfield sites and they are taller (up to 8 storeys) than the historical architecture within the area.

Further residential schemes have also been approved within the proximity of West Drayton station and the recent decision to add a third runway to Heathrow airport will clearly increase the demand for residential accommodation within the borough.

OS England and Wales - 1897



OS England and Wales - 1920



OS England and Wales - 1946

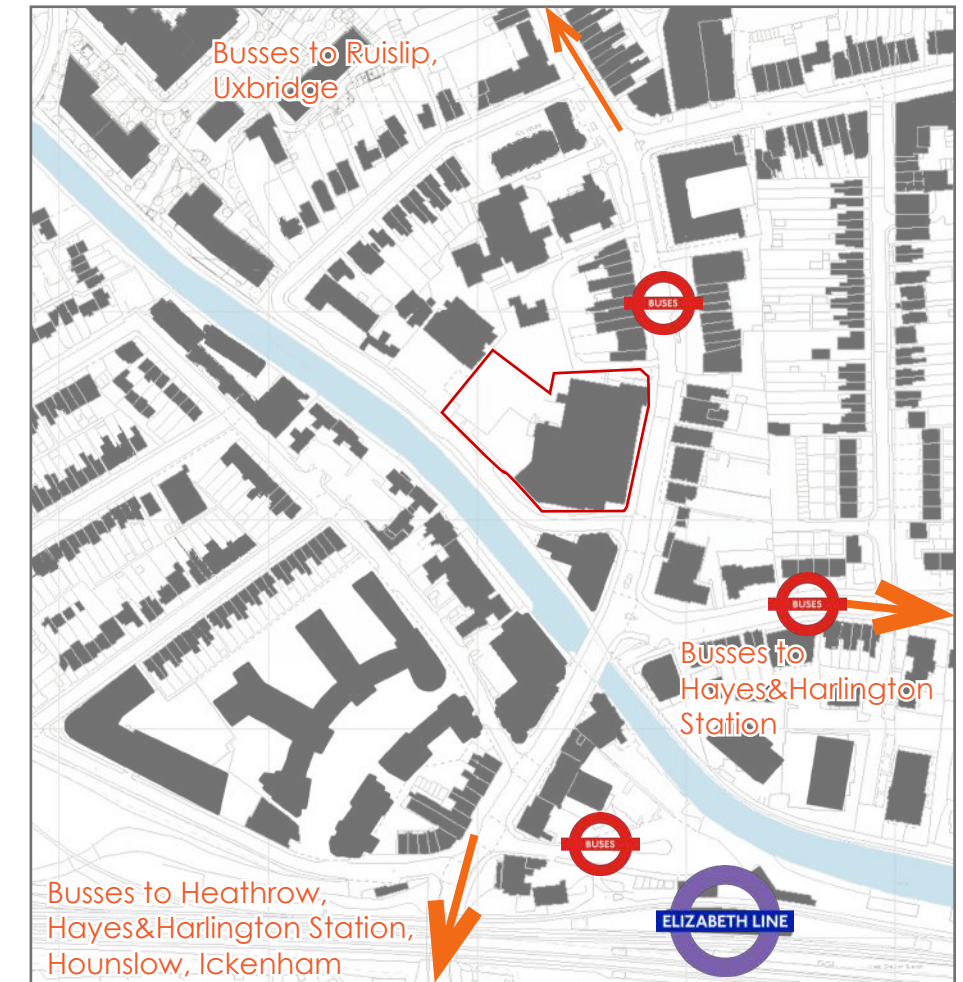


28. Transport Links and Crossrail

West Drayton railway station is located approximately 120m south of the site, providing services between Oxford, Reading and London Paddington.

From December 2019 the station will become part of the Crossrail route, with up to six Elizabeth line services an hour serving West Drayton station, allowing passengers to travel to central London without having to change transport.

Five bus routes are available on the High Street and at the station (Routes U1, U3, U5, 222, 350 and 698) providing services from Ruislip, Uxbridge, Heathrow and Hounslow to destinations within the Borough and beyond



Route Map

Showing rail and air connections

