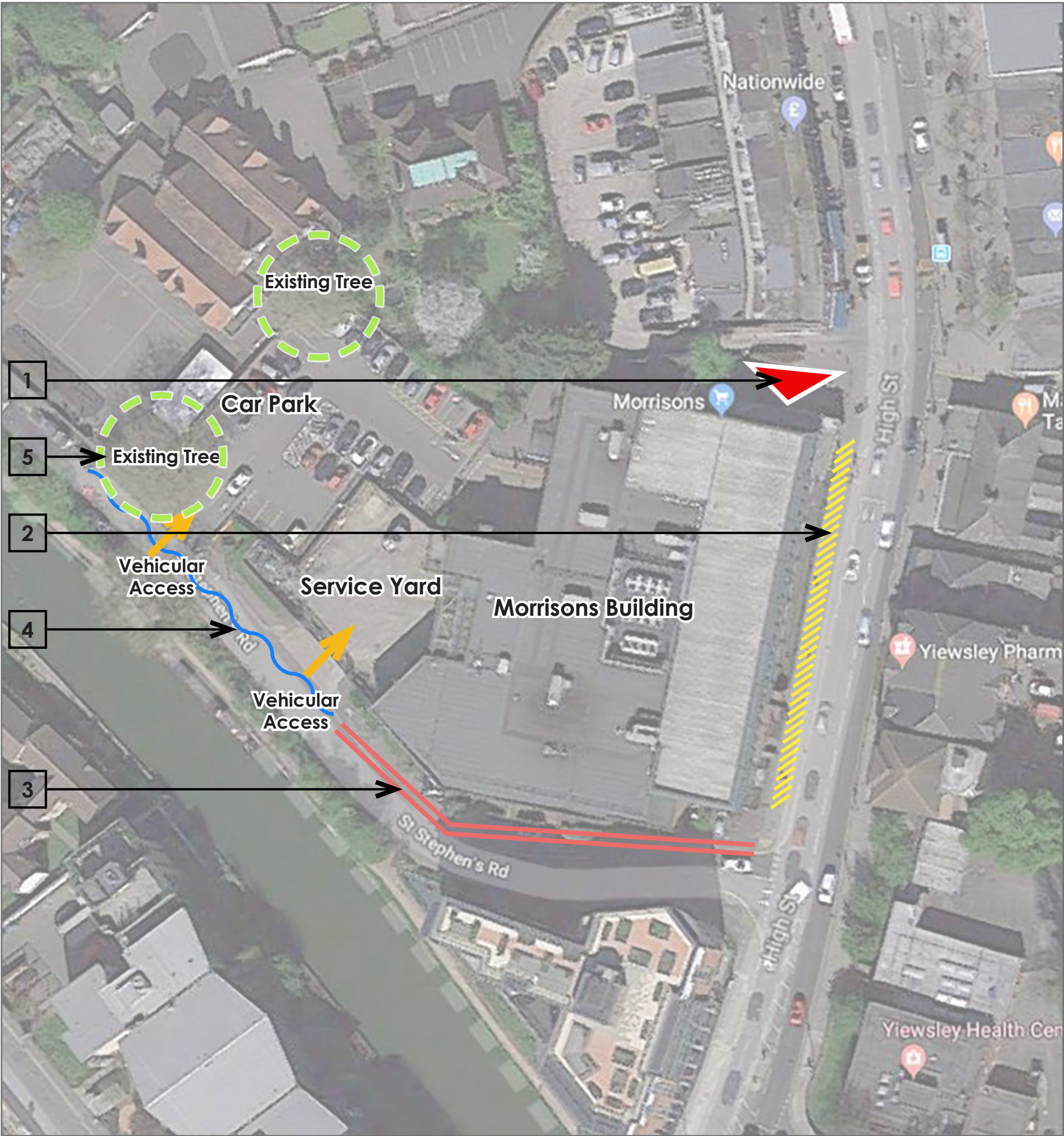


3. SITE ANALYSIS

3.1. Existing Site

- 1. The customers access into the shop is located on the northern side elevation and is at right angle to the High Street, giving it a slightly concealed appearance.
- 2. The frontage onto the High Street has a dated appearance and the difference in levels between street level and the shop floor (approx. 1.8m) means the frontage to the High Street is particularly inactive and unwelcoming.
- 3. The side elevation facing St Stephen's Road comprises a long, blank brick wall.
- 4. The remaining section of St Stephen's Road, facing The Grand Union Canal, is also inactive and it is dominated by cars and delivery lorries visiting the store and also by parked and abandoned cars parked along the canal side.
- 5. There are two mature trees along the western boundary of the site, which will be retained with the intention of maintaining the screening for the neighbouring sites.



3.2 Urban Grain

The urban grain of Yiewsley is defined by its historical development as a suburb of London.

The rapid expansion in population in the late 19th century following the arrival of The Great Western Railway, resulted in the construction of residential streets with long terraces of 2 storey housing, typical of the London suburbs. This pattern of construction continued onto the High Street where 3 storey buildings were constructed to provide retail space at ground floor level and residential accommodation above.

Closer to the canal and the railway there are larger industrial and commercial sites and smaller single storey commercial premises which have developed adjacent to and between the terraces of housing.

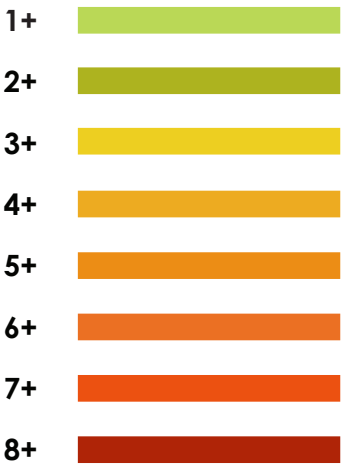
Recently, a number of older industrial units and warehouses have been replaced by taller higher density residential accommodation. These are in close proximity to West Drayton Station and they also front the Grand Union Canal. As a result of this development the canal is becoming a new focal point for the town. Where the canal was once a focus for industry with little interaction for the local residents, it is now becoming a focus for recreation and leisure aided by The Grand Union Canal Walk.



3.3. Building Heights

Given the development history of West Drayton and Yiewsley building to satisfy an increasing workforce, the suburban nature of the area exhibits a pattern of lower, two storey housing in areas outside of the High Street corridor.

More recently, the area around the Colham Bridge junction and toward the West Drayton Train Station has given way to residential developments of significantly higher storeys

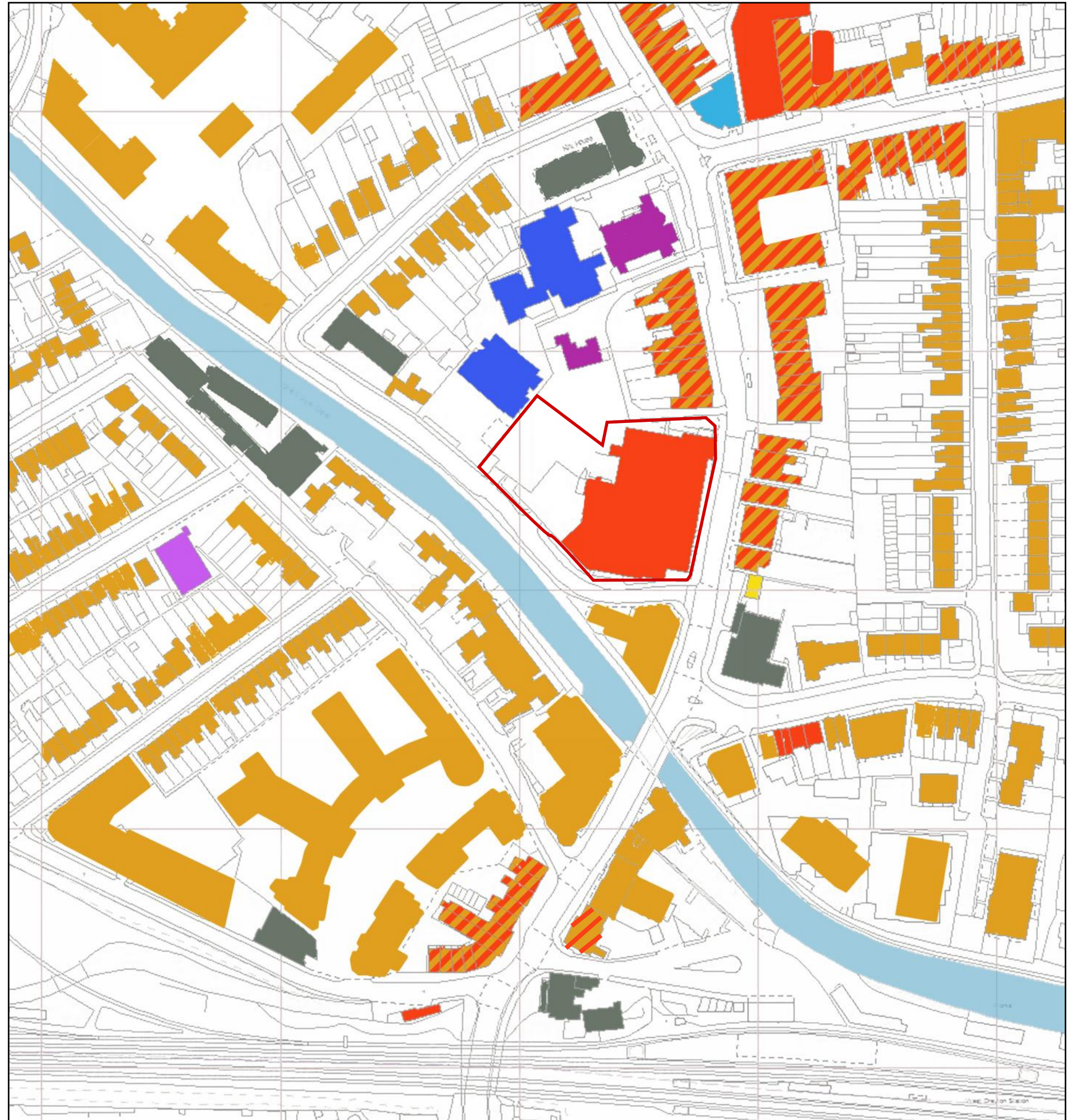


3.4. Building Uses

The High Street in Yiewsley comprises primarily retail uses at ground floor with residential accommodation on upper floors. Away from the High Street buildings are predominantly residential in nature.

The existing Morrisons store provides an important function to support the High Street, attracting footfall which benefits other local retailers in Yiewsley and West Drayton.

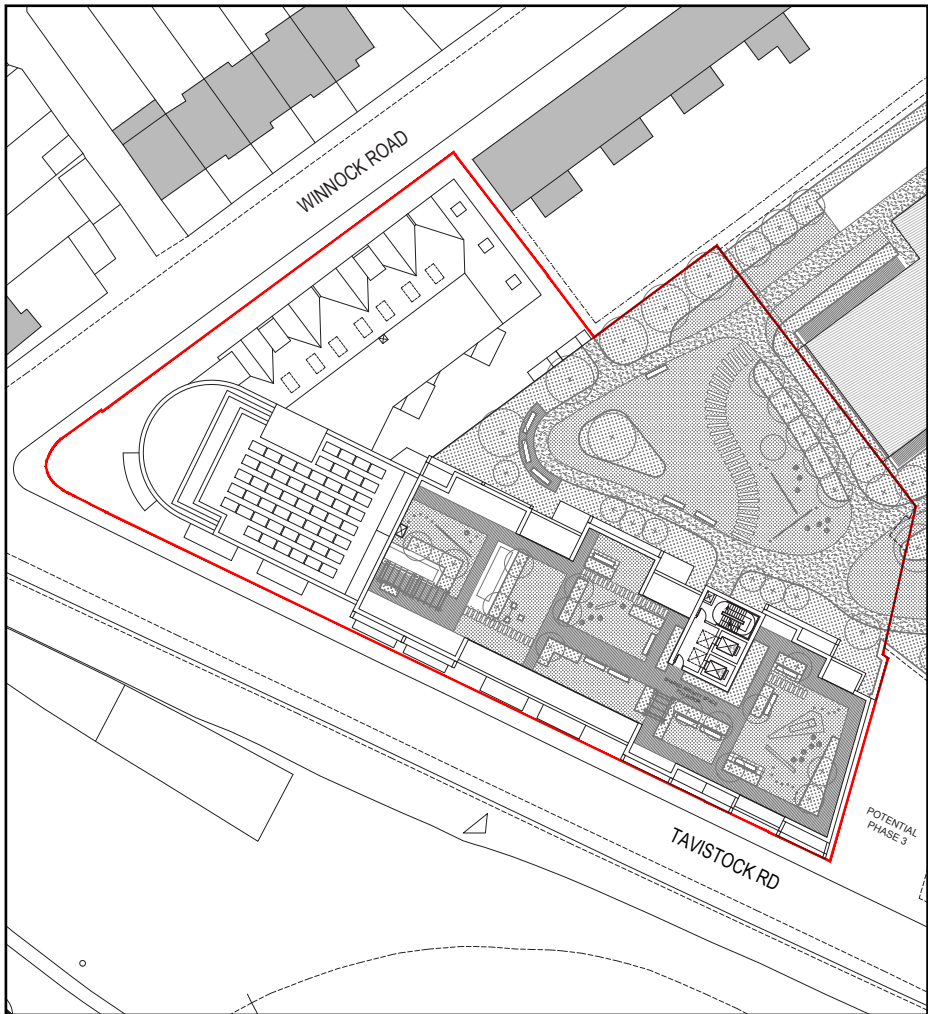
Residential	
Retail	
Retail/Residential	
Commercial	
Educational	
Religious	
Leisure	
Health Care	



3.5. Recent Developments and Planning Approvals

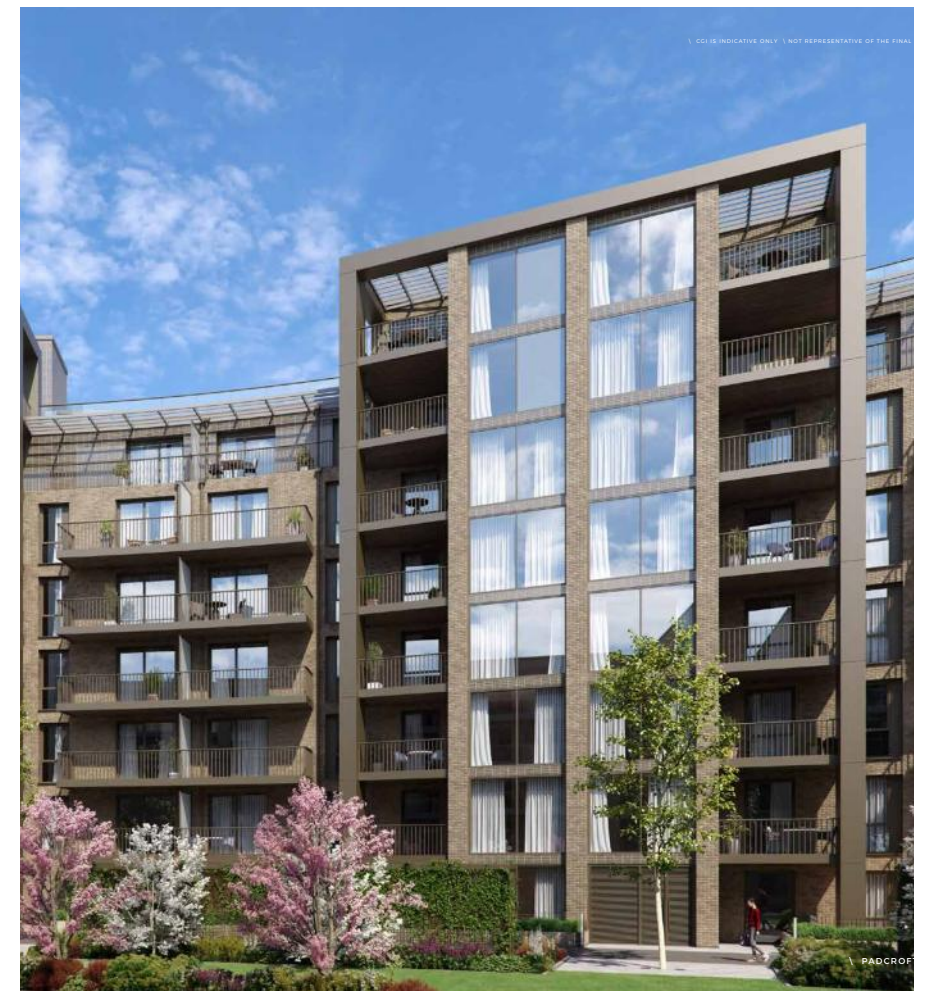
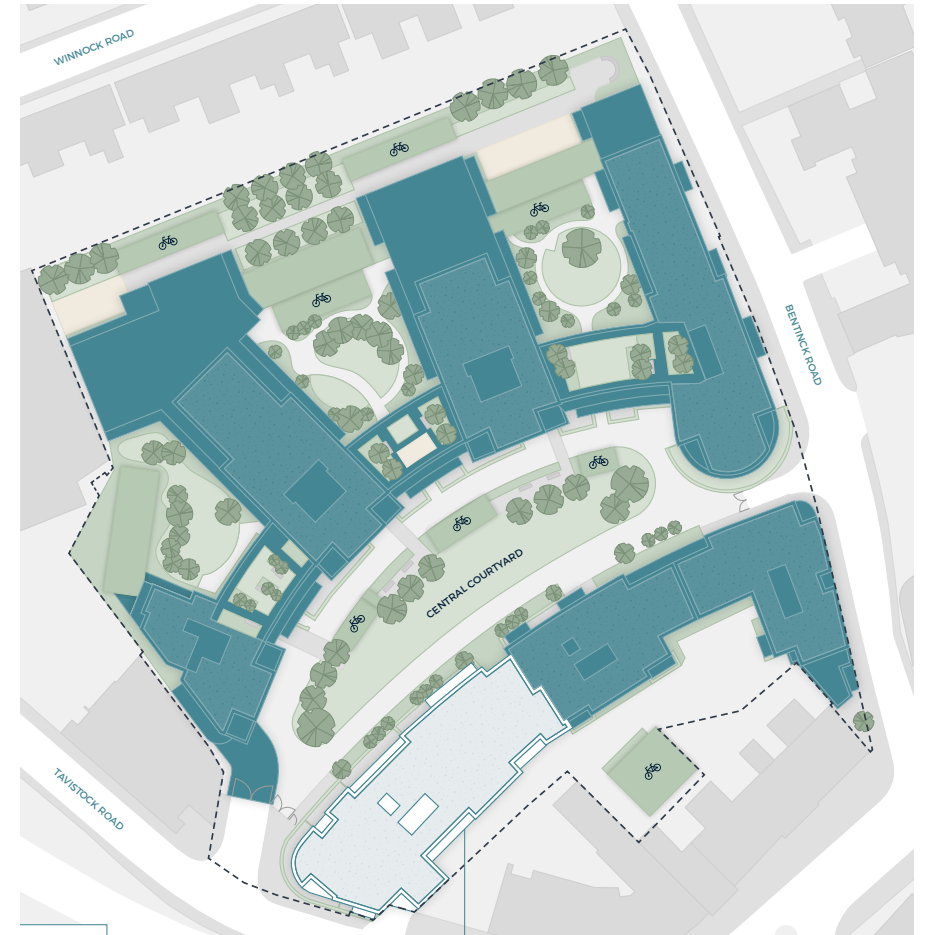
Comag Site

Approved proposal for a 3 to 7 storey building, providing 104 flats.



Padcroft Scheme

The scheme is designed over 3 to 8 storeys and provides 308 residential units



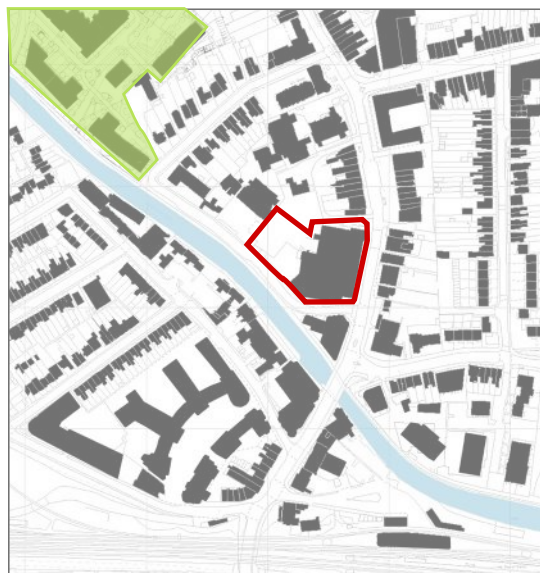
Horton Wharf

Redevelopment providing 86 residential units in three buildings of 4-6 storeys.



Former Industrial Estate at Trout Road

A 2 to 4 storey proposal comprising 99 residential flats, 50 extra care and dementia flats and retail.



Drayton Wharf

The 6 storey building comprises 51 one and two bedroom flats.



Art Wood Apartments

The 5 storey high building provides 28 flats.

