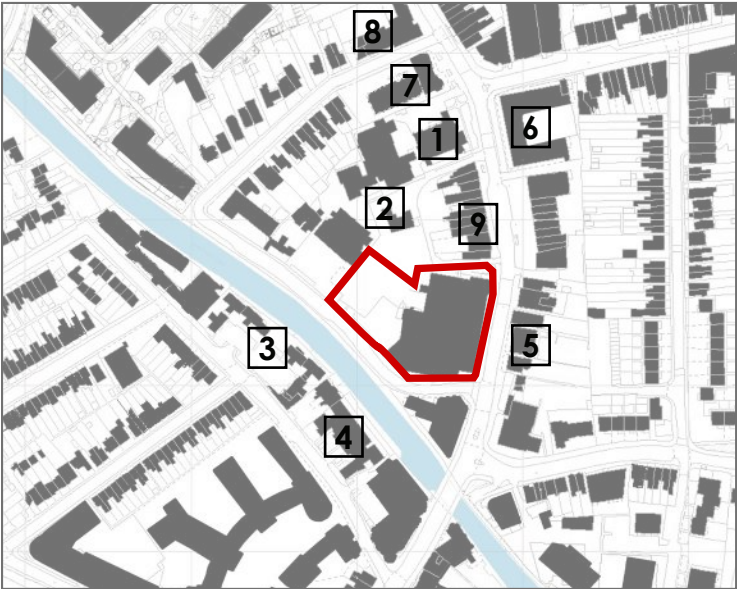


3.6. Surrounding Buildings

The adjacent area comprises a variety of building styles and typologies



4. INVOLVEMENT

Below is a timeline of Local Authority and community involvement

4.1. Pre-App August 2015

- 124 Residential units for PRS use.
- Part 8 storey at junction of High Street and St Stephens Road, Part 5 storey, part 4 storey adjoining High Street and St Matthews School.
- Ground and Basement Level car parking for 116 spaces
- 350sqm of commercial floorspace
- 2000sqm of communal amenity space

Pre-App Response 1st September 2015

- Loss of Morrisons Store would have major impact as it makes a significant contribution to the vitality and viability of the High Street.
- A larger retail unit is required along the whole High Street frontage.
- Council support principle of residential on upper floors. Council resist the use of PRS as a form of affordable housing. 35% affordable housing required.
- Family size units required (3+ bedrooms).
- Overall bulk and scale needs to be reduced and needs to step down to 2-3 storeys towards school and adjacent shops.
- 1:1 parking required with 2 spaces for family units.



4.2. Informal Pre-App meeting February 2017

- Single retail unit at ground floor with shopfront along High Street.
- 198 residential units over 10 upper floors
- Ground level parking for 96 cars below podium slab.
- No defined delivery/ service yard.

Planners remarks during the meeting (no formal response)

- Reduction in commercial space is a concern particularly if Morrisons do not intend to occupy the new store.
- Servicing arrangements for retail needs consideration.
- Too many units.
- Building too high and monolithic and needs variation in storey heights.
- Concern over overshadowing of Vicarage.
- Unit mix should include more 2 beds and 3 beds.
- Parking ratio should be 1:1



4.3. Formal Pre-App February 2018

- Larger retail store with Morrisons retained as future tenant.
- Dedicated delivery/ service yard to rear of store off St Stephen's Road.
- 165 residential units over 8 upper floors.
- Building steps at high level from 4/5/6 storeys to 8 storeys at junction with St Stephens Road and High Street.
- Parking for Morrisons customers and residents in 2 storey basement car park access from St Stephen's Road.
- 35% Affordable housing including family units – tenure mix and units sizes to meet requirements of Hillingdon and London Plan.

Planners remarks during meeting and in email from Richard Phillips of 13/06/2018

- Welcome retention of Morrisons and principle of retail supported.
- New shop should be accessible from High Street and provide active frontage.
- Service yard design needs more consideration to avoid conflict with basement car parking.
- Building considered too high and massing should be broken down further.
- Flat roof typology may not be appropriate for location.
- Sunlight/daylight study required.
- Deck access not supported.
- Scheme should be more contextual with townscape and setting of Yiewsley and the Blue ribbon network.



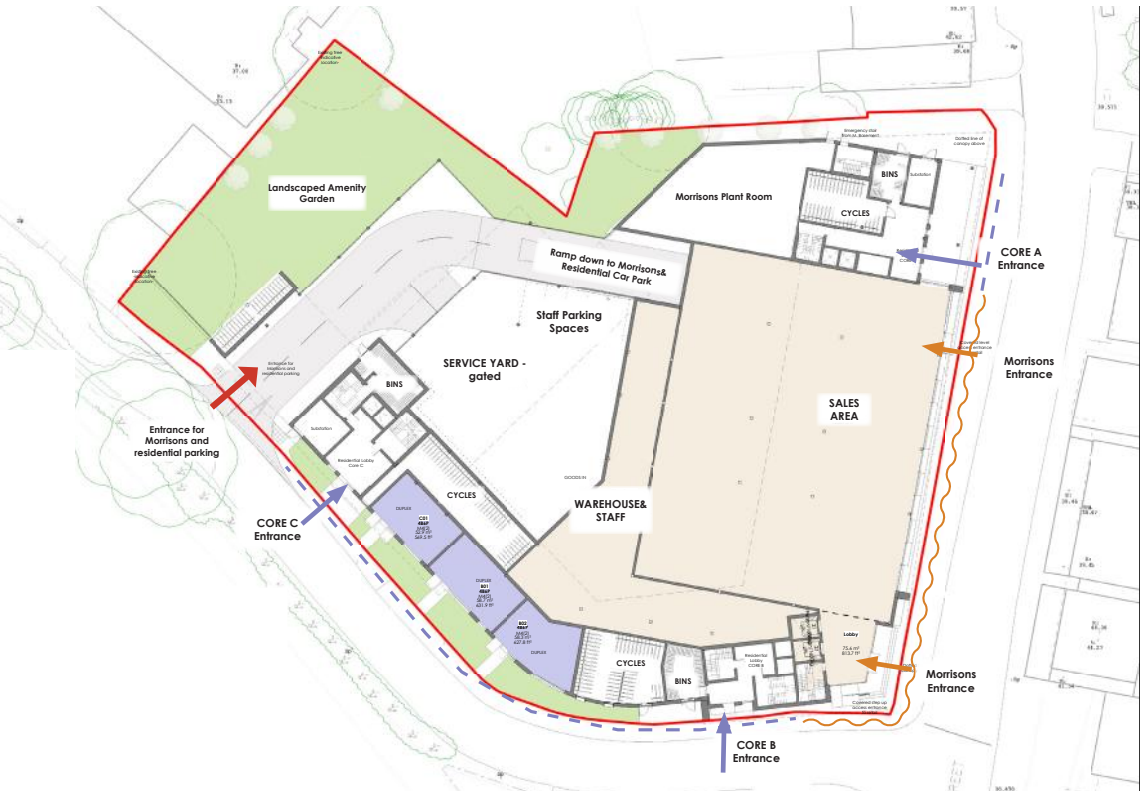
4.4. Meeting with GLA 19th June 2018

Scheme presented as February 2018 Pre-app but with following changes:

- 160 residential units over 8 upper floors.
- Service/ delivery yard developed to allow full access for Morrisons vehicles while maintaining access to basement car park.
- Shop frontage developed to allow access from St Stephen's Road junction and also from High Street.
- Introduced garden space to side of St Matthew's School.
- Developed landscape plans for amenity decks.

Summary of GLA comments

- Principle of Development strongly supported.
- Affordable Provision of 35% and tenure split of units also supported.
- Density of 880 habitable rooms per hectare is supported in this location.
- Officers considered the height and massing to be acceptable in town centre location.
- Tenure blind design (of elevations) supported.
- TfL representative confirmed general support with preferred parking ratio of 0.5 spaces per residential unit.



4.5. COMMUNITY CONSULTATION EVENT 12th June 2018

A community consultation event was held at Yiewsley Baptist Church from 4pm to 8pm on 12 June 2018 with representatives of the applicants and members of the design team. The event was advertised in the local press and attended by 29 local residents.

Welcome

We are delighted to present our plans for a new Morrisons in Yiewsley – designed to offer our customers an improved shopping experience.

The redevelopment will offer our customers a modern store tailed to suit local needs. A glass shop front along the High Street will ensure the store is inviting and welcoming to customers, and a simplified layout will make it easier for customers to shop.

The site's location near to excellent transport links provides an opportunity for the development to include much needed housing in the area. It will also provide new affordable homes for Yiewsley. We invite you to find out more about our emerging proposals, discuss them with our team and provide your feedback on what we are proposing to do.

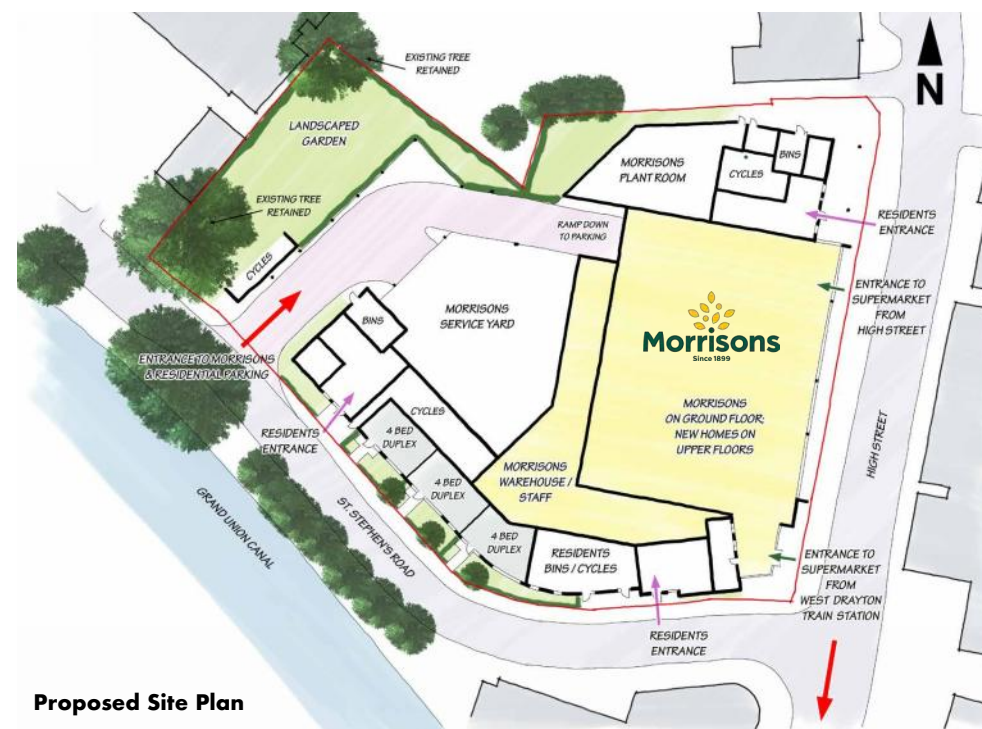
The Yiewsley Team

Morrisons – Owner

Citygrove – Development Manager

Hester – Architects

Lichfields – Planning Consultants



Proposed Site Plan

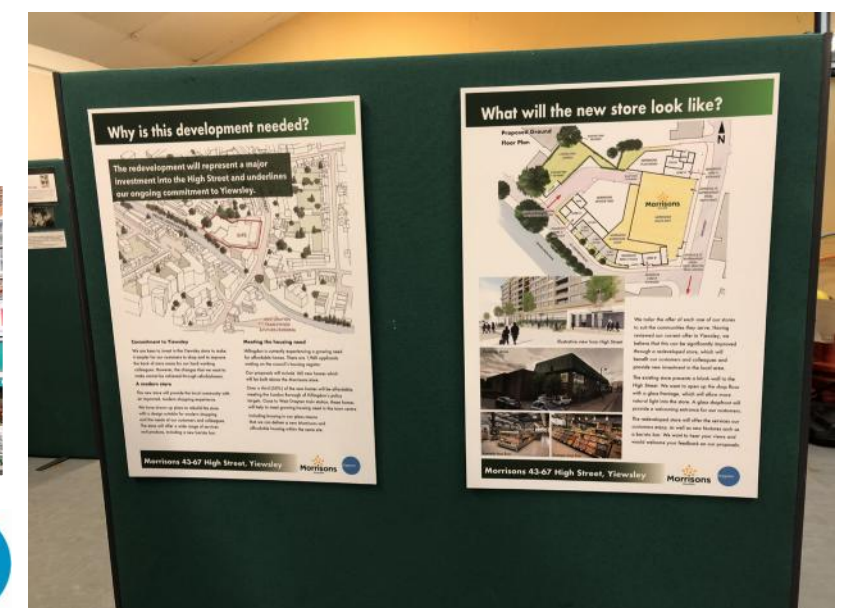
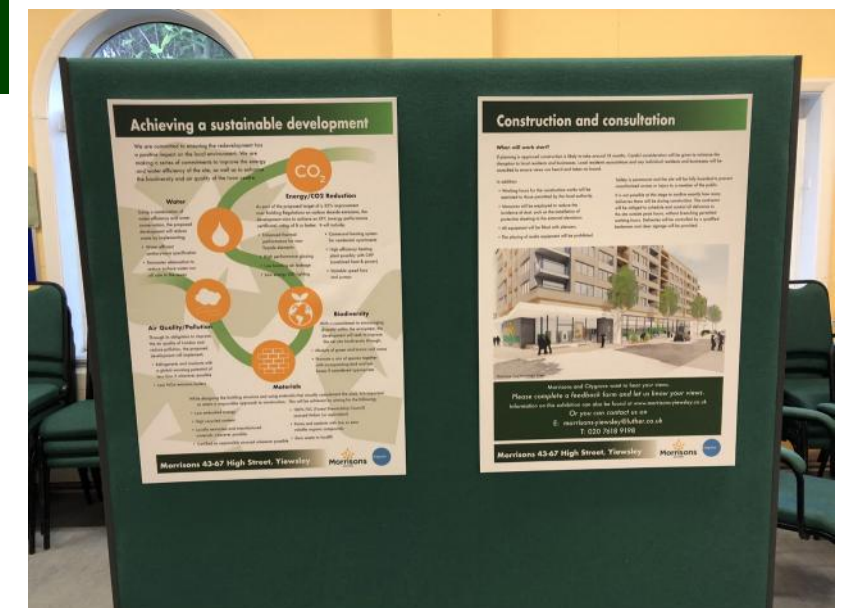
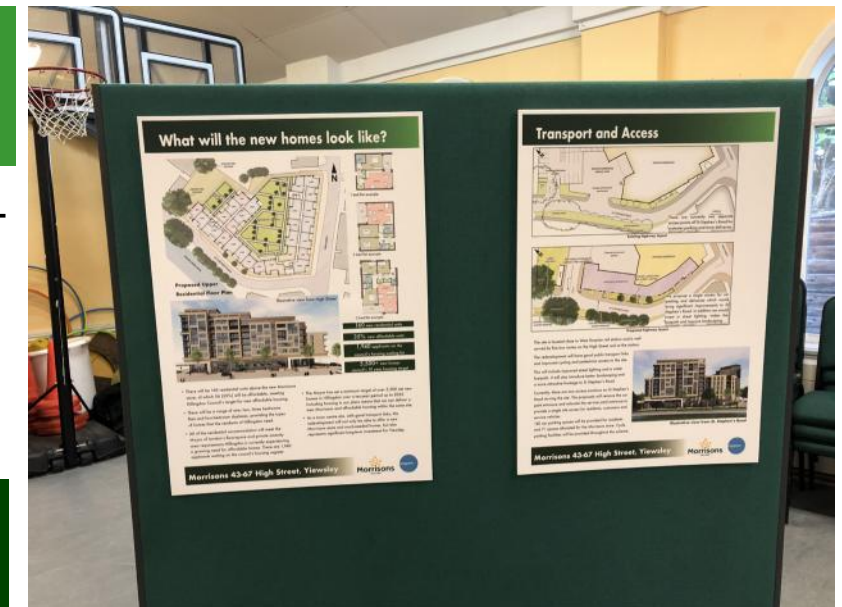


Existing store



Existing store

Morrisons 43-67 High Street, Yiewsley



4.6. Follow-up meeting with Hillingdon July 2018

- Residential provision reduced to 144 units.
- Building reduced in size to 6 storeys above ground floor retail.
- Basement reduced in size to avoid roots of retained trees along Western boundary.
- Delivery/ service yard refined to allow access for Morrisons delivery vehicles and staff.
- Morrisons shop layout and shop front design fully incorporated.
- Car parking provision 69 spaces for morrisons, 101 spaces for residents.
- Redesign of duplex units to better define them along St Stephen's Road.

Planners remarks during meeting

- Generally supportive of changes but still have concern over height of building.
- Would like to see more interest in roofline.
- Seek to avoid deck access to residential properties.
- Overlooking distance within scheme should be 21m.
- More detail required on landscape design.
- Orientation of flats to North.
- Quality of garden space needs consideration.



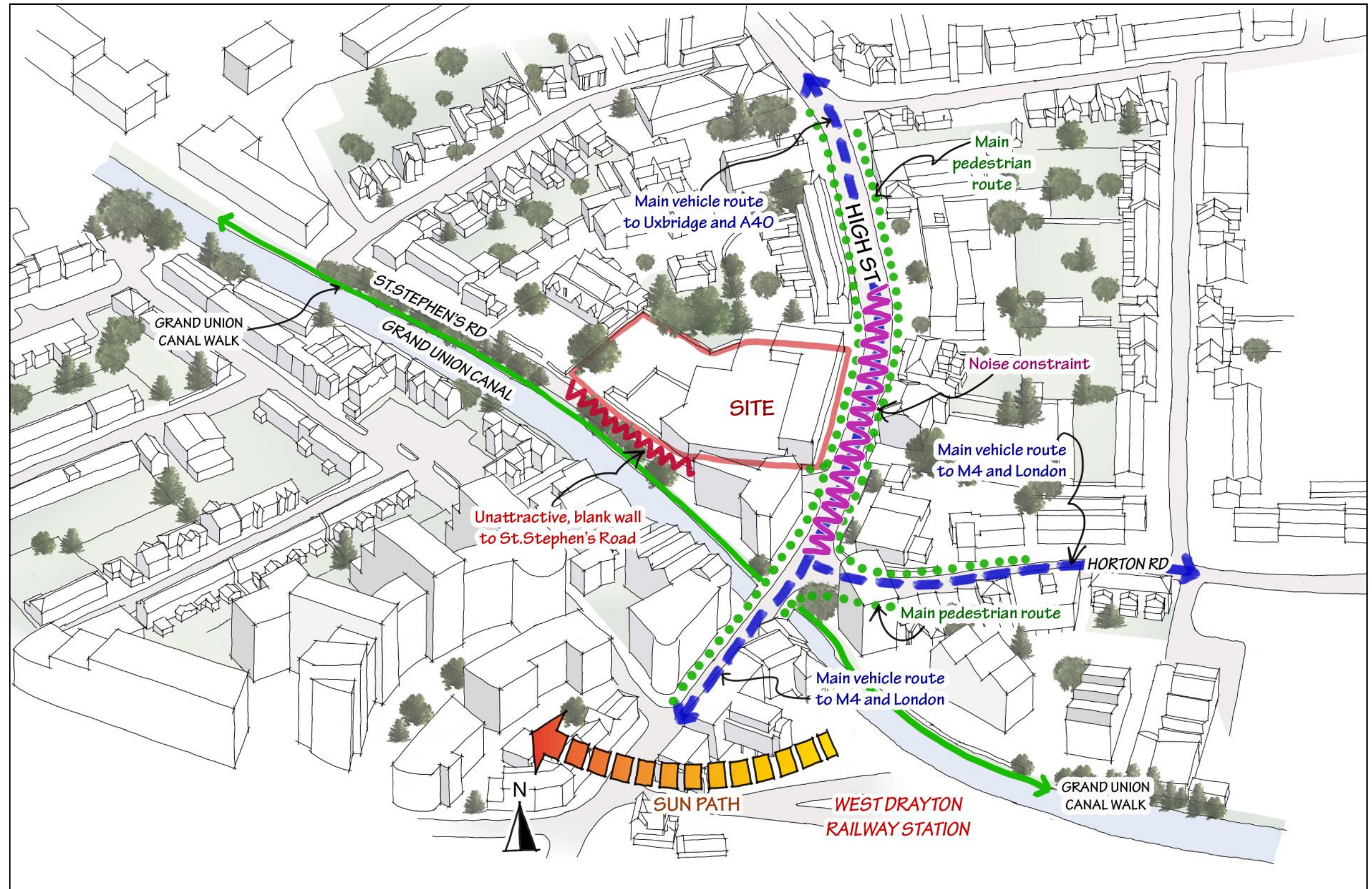
160 units scheme



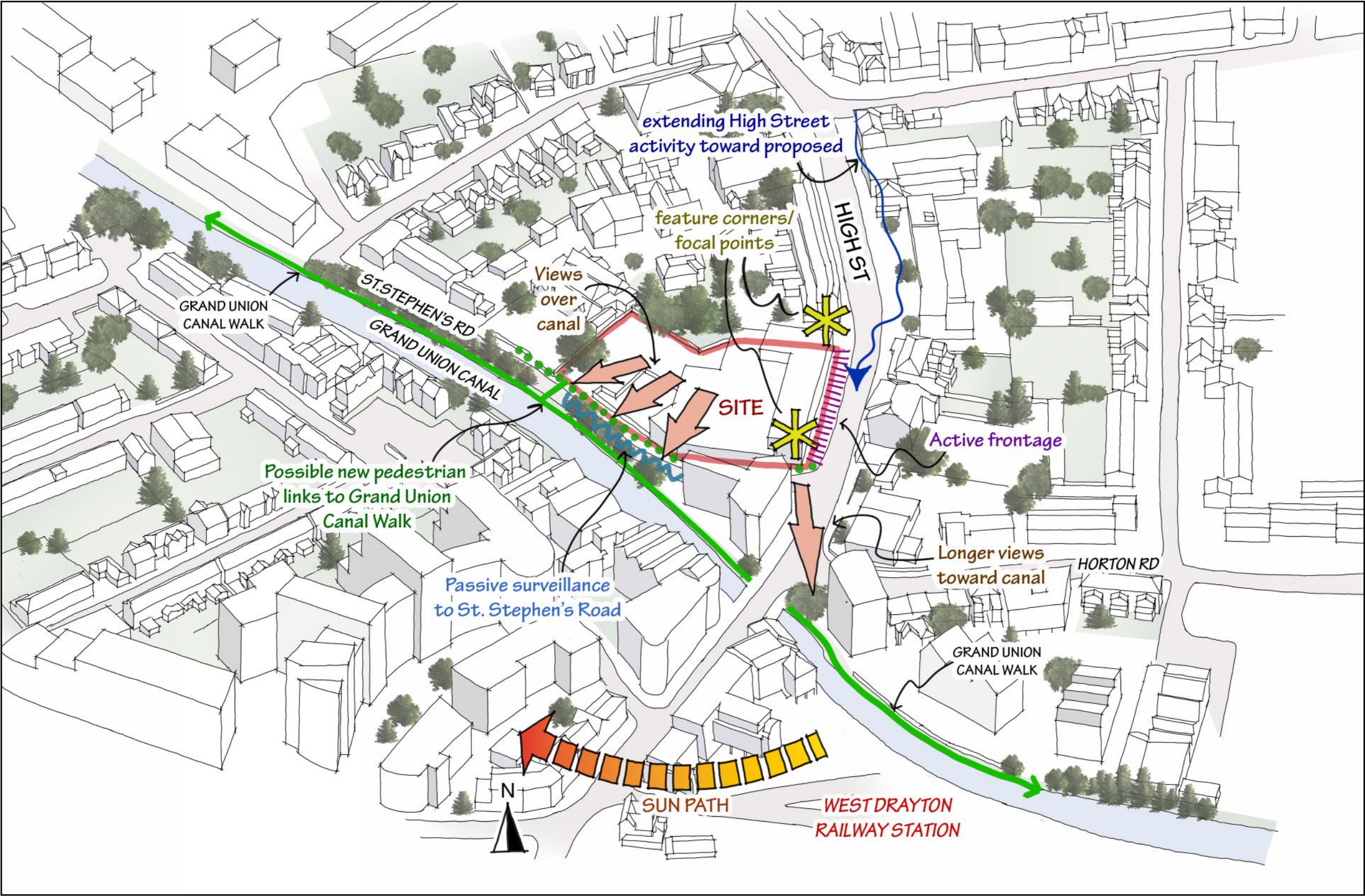
144 units scheme

5. EVALUATION

5.1. Constraints



5.2 Opportunities



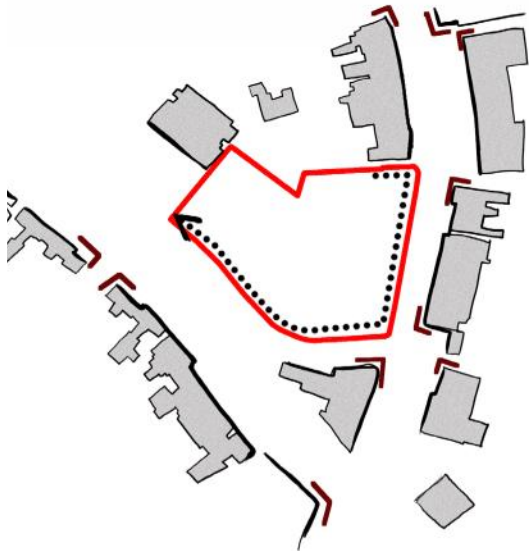
6. DESIGN PROGRESSION

6.1. The Vision

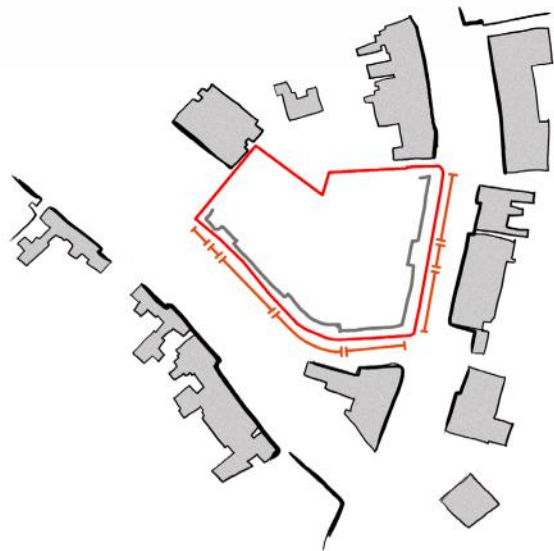
The scheme aims to rejuvenate this important part of the High Street by providing a new, improved Morrisons store at street level to create an active and stimulating frontage. It also aims to bring life and energy to the canal side along St Stephen's Road by introducing residential accommodation and activity in a currently neglected section of the street scape.

6.2. Early Concepts

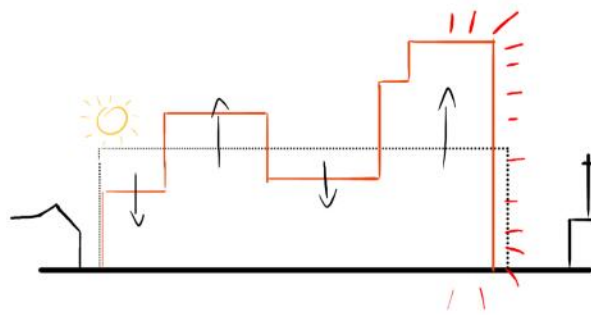
ADDRESSING THE CORNER



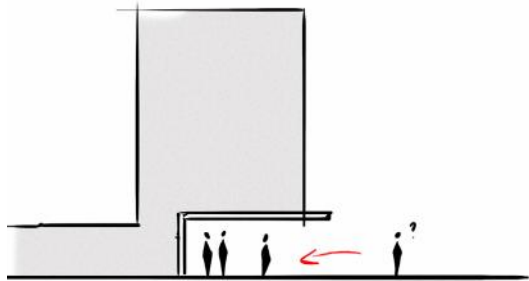
BREAKING THE MASS



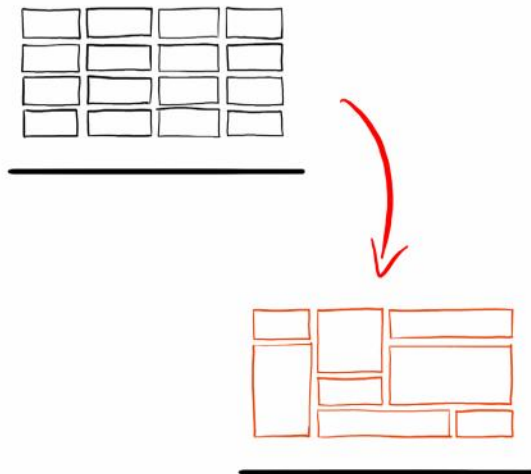
BREAKING THE HEIGHT/
CREATING FOCUS



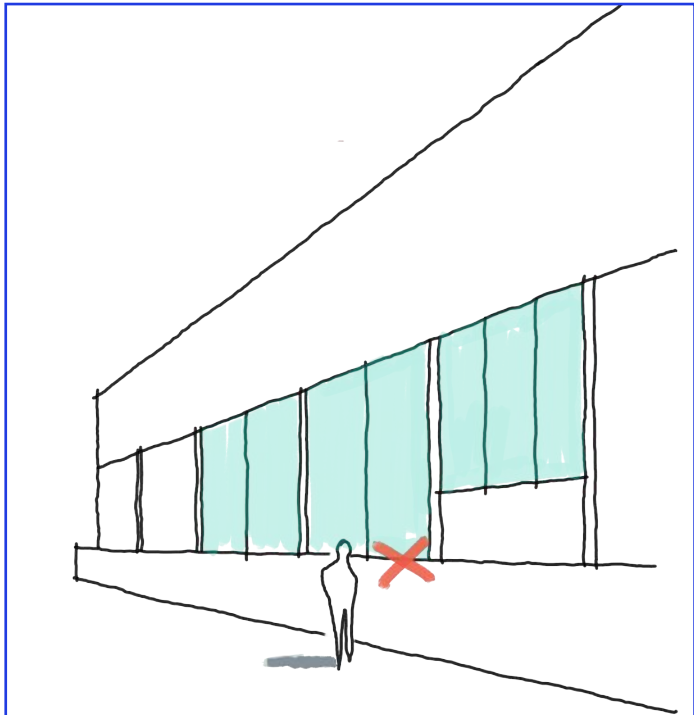
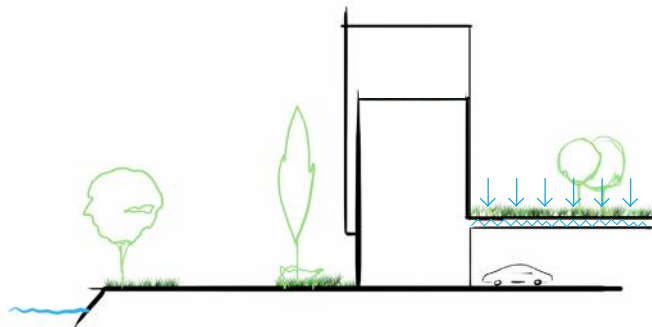
ACTIVE FRONTAGE



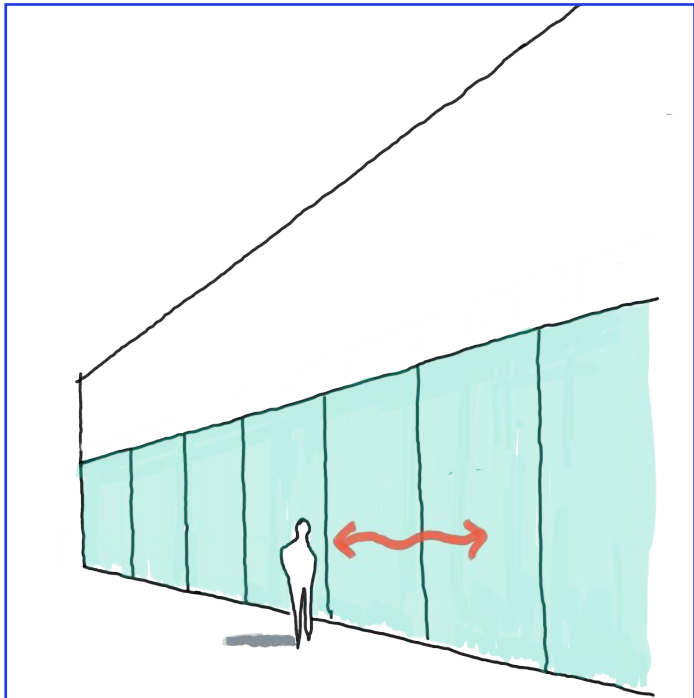
REINTERPRETING THE RHYTHM



GREEN BUILDING



The existing Morrisons store frontage is unstimulating while limiting activity and links to the public realm.



The proposed store front aims to introduce visual links while creating a stimulating and active frontage that reduces the visual and physical barriers.