

6.3. Concept Stages



Stage 1

Perimeter block defining the distinction between public and private spaces.
A private courtyard is created while semi-private areas and public realm link is defined.



Stage 2

Perimeter block opens up with the courtyard and semi-private and public areas retained



Stage 3

Variation and architectural hierarchy introduced.
Entrances defined around the building - all accessible from street level, creating and retaining activity on the street.

7. PROPOSAL

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.

The building will provide a visual and a retail focal point on Yiewsley High Street that connects the existing High Street shops to the North to West Drayton Crossrail station and the expanding area of residential accommodation to the South.

By following the site boundary into St Stephen's Road the building will help activate an otherwise neglected street within the town centre. At the same time it will continue the trend of rejuvenating the Grand Union Canal and encourage better use of this significant resource.

The scheme incorporates the following uses on the site:

- An improved Morrisons food store including back-of-house storage and services.
- A dedicated delivery and service yard.
- Customer Parking (69 spaces)
- Residential flats and duplexes in a mix of tenures (144 units)
- Amenity space in the form of a landscaped garden with play equipment and landscaped podium decks.
- Residential Parking (101 spaces)



7.1. Morrisons Food Store

The new Morrisons food store is at the heart of the development. It will improve the shopping experience for the customer and at the same time enhance the High Street environment for shoppers and by way of increased footfall increase the trade for the towns other retailers. The food store will incorporate a coffee bar and there will be a similar number of product lines as the existing premises, but in a more efficient layout.

The store is located at street level on the High Street elevation. It has a 50 metre long, fully glazed and transparent shopfront which provides a colourful and vibrant active frontage in place of the visually and physically inaccessible existing building. It has an entrance to the North and an entrance to the South so that the food store links to both the retail accommodation on the High Street and to the train station footfall. Both entrances are fully accessible and visible from the other retail facilities along the High Street and to people approaching from the station. The shopfront is almost 5m in height so it will have a significant presence on the High Street.

The Southern entrance lobby connects to a customer car park at upper basement level providing 69 parking spaces. Two customer passenger lifts are dedicated to the shoppers. There will be trolley stores to both entrances at street level and further stores within the car park which can be accessed via the passenger lifts.

Morrisons branded signage will be integrated in the design of the shopfront and the Morrisons corporate colours and insignia will be incorporated into the projecting canopies to clearly define the entrances.

To the rear of the store there is a dedicated delivery and service yard which is accessed from St Stephen's Road. The yard is set below the amenity deck that serves the flats above so it is screened in terms of view and noise from the residents. The service yard and entrance road have been carefully designed to accommodate an articulated delivery truck so that the vehicle can enter in forward gear, manoeuvre in a single movement, and reverse up to the loading bay, all without disrupting other users (customers and residents) who use the same vehicular entrance off St Stephen's Road to enter the basement car park. This shared point of vehicular access reduces the amount of space given to vehicle cross-overs and in doing so it provides more space for residential accommodation at ground floor along the St Stephen's Road elevation.



Ground Floor Plan - 1:500



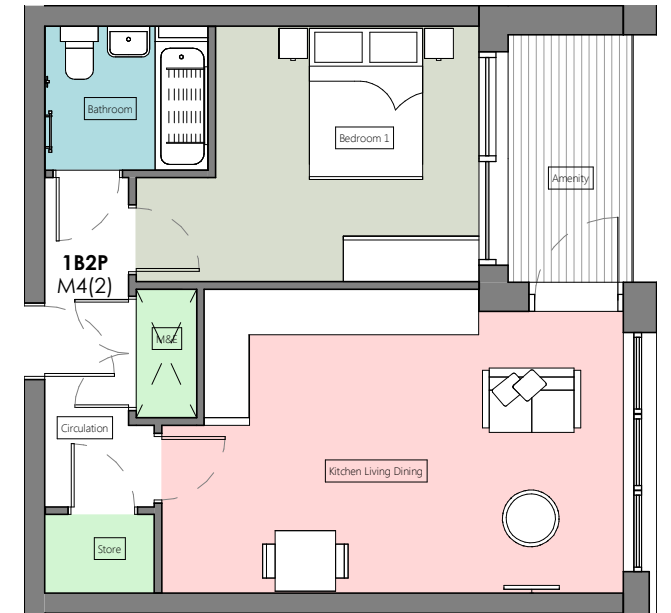
7.2. Residential

The residential element of the scheme incorporates 141 dwellings over the 6 upper storeys above the ground floor retail. A further 3 duplex properties front St Stephen's Road with their own private entrances.

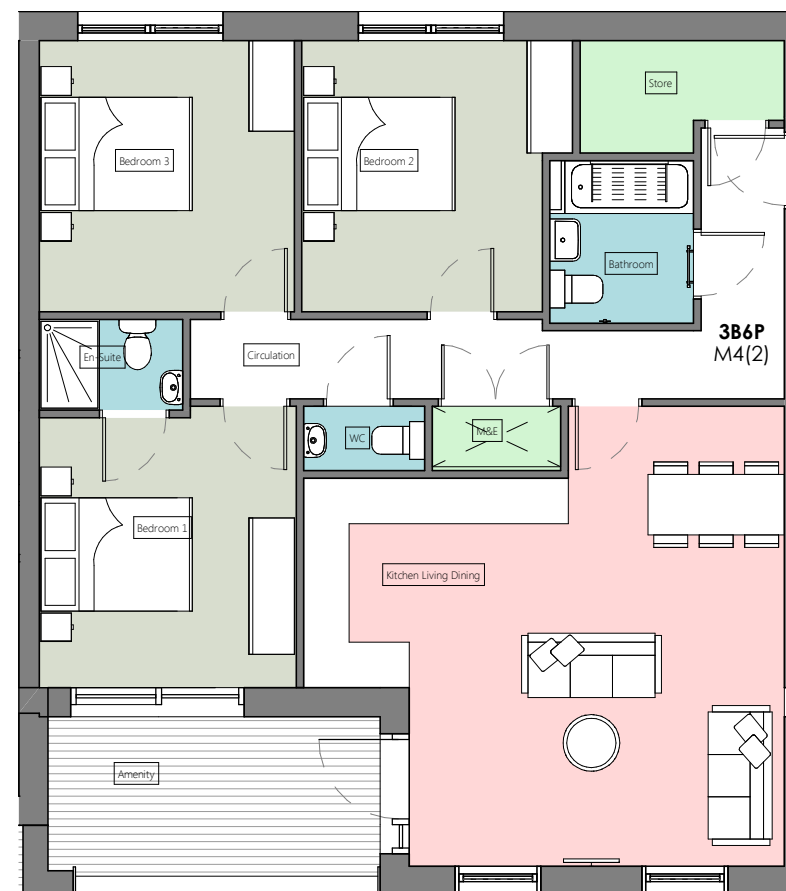
The upper storeys of the building are arranged around the perimeter of the site so that the flats look either outwards over the High Street, St Stephen's Road, and the canal or inwards over the landscaped amenity deck and internal gardens. All of the upper level flats are entered from one of 3 communal circulation cores situated around the building perimeter and accessible from the public footpath, with the exception of 3 duplex units which have their own private access from St Stephen's Road. These particular duplex units are set at ground level to provide an active frontage and passive surveillance along the top portion of St Stephen's Road which is currently a much neglected part of the street.

The flats are generally single aspect (with no flat being solely North facing) and designed to meet the requirements of the London Plan. They all have amenity space in the form of private balconies and they all have access to the shared amenity space on the landscaped podium or in the rear garden via the communal circulation cores. A children's playground has also been provided within the garden.

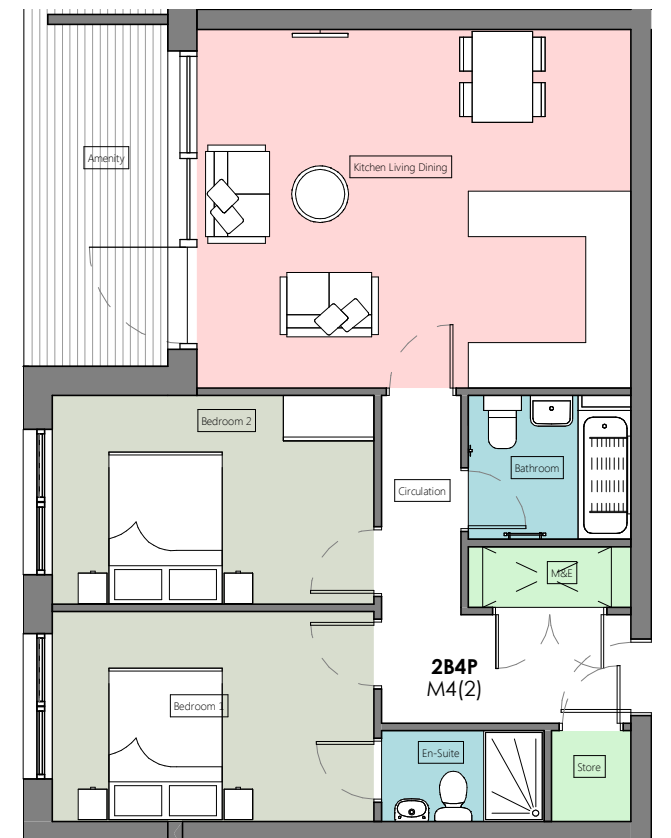
There is a mix of residential tenures including Private, Shared Ownership, London Living Rent and London Affordable Rented accommodation and a mix of unit sizes ranging from one to four bedrooms. The dwelling sizes accord with the London Plan.



Typical one bedroom/two person market flat



Typical three bedroom/six person market flat



Typical two bedroom/four person market flat

Typical Floor Plan



7.3. Scale

The building is arranged over seven storeys (ground + 6), with a mezzanine forming the first floor of the duplexes.

It is stepped at its North and West extremities to respond to the adjacent existing buildings on the High Street and St Stephen's Road. A further step along St Stephen's Road provides articulation of the roof line. The building is tiered within the site to respond to the St Matthew's School and Vicarage buildings. The building is set back considerably from the boundary adjacent to St Mathew's School so that the garden can be introduced to serve as a buffer and to maintain the trees that exists along this boundary.

The façade has been articulated so that the ground floor retail becomes the key feature of the building and this is further emphasised by the incorporation of large cantilevered canopies at the shop entrances. The upper floors are broken down with rectangular projecting brick bays which take the rhythm of the adjacent shops along the High Street and these are further articulated by the use of vertical and horizontal bands of brickwork set in a Mondrian style and interlaced with contrasting aluminium panels. The top floor is partially set-back and clad in a contrasting material to reduce the apparent height of the building.



7.4. Landscape and Amenity

The scheme includes 2 landscaped podium slabs at first floor level and a landscaped garden space at ground level to the Western edge of the site. These spaces are accessible to all residents from within the site and form the communal amenity space within the scheme. The garden space (which is adjacent to St Mathew's School) will include a children's playground and seating. The existing trees along this boundary with the school will be retained and enhanced with additional planting to serve as a visual buffer to the school playground.

The podiums will have grass areas level with paved walkways so all areas are accessible. There will be street furniture with low level planting situated at strategic points and the entrances to the stair and lift cores will be defined with pergolas. Low level bollard lighting will illuminate these spaces at night.

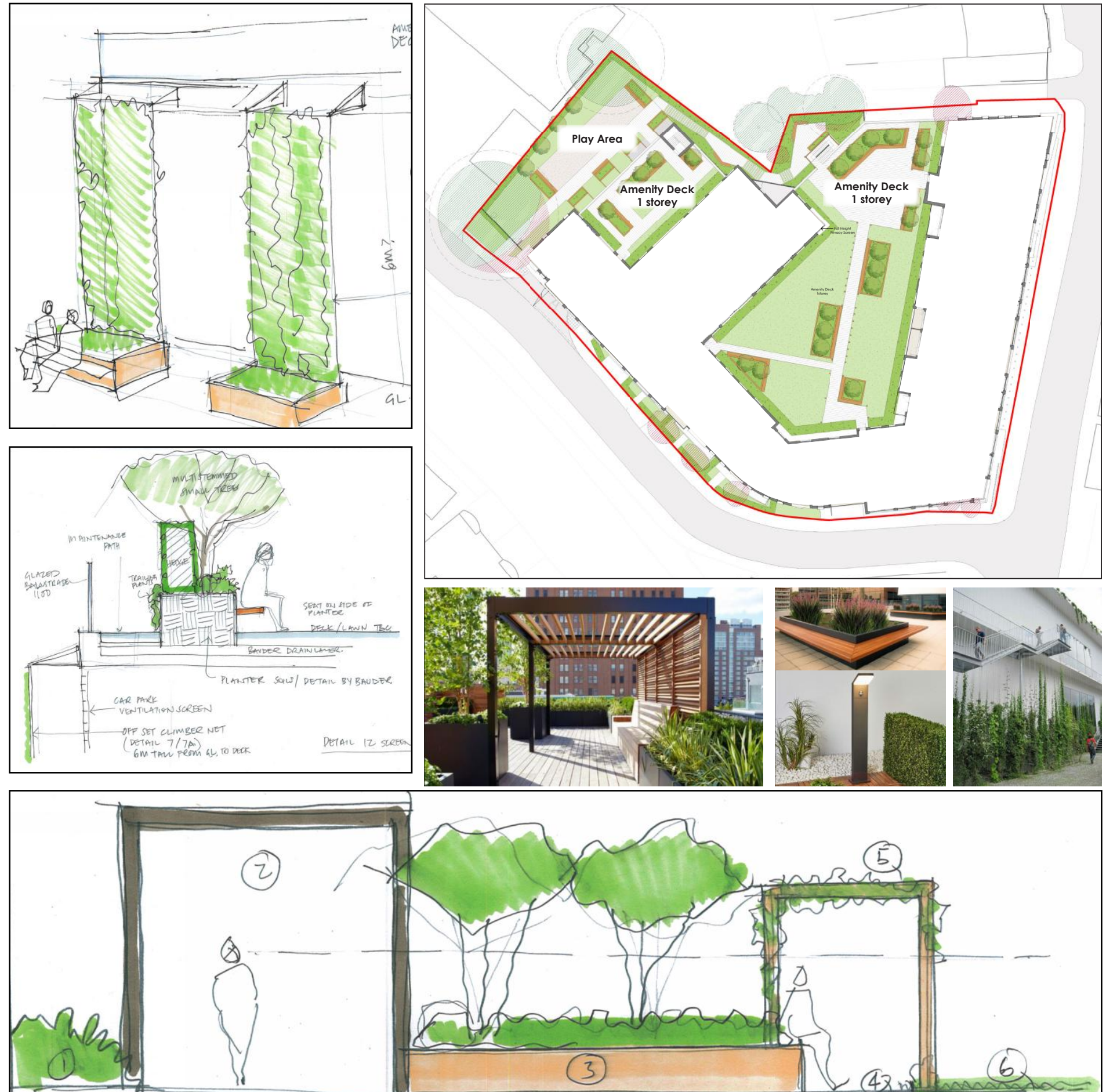
The existing brick wall that forms the boundary with the school and The Vicarage will be retained and the existing mature trees to the North which are on adjoining land will not be affected by the building works.

Climbing plants on suspended wires will be used to screen the podium deck from the garden space.

A path has been introduced to the Northern edge of the site to link the podiums to the garden space. This will be landscaped with planting and have small paved courtyards with seating.

All of the flats and duplexes have their own private amenity space inline with the requirements of the London Plan. The total area of communal amenity space on the podiums and in the garden is 2163sqm.

Please refer to drawing 2-130 for further details.



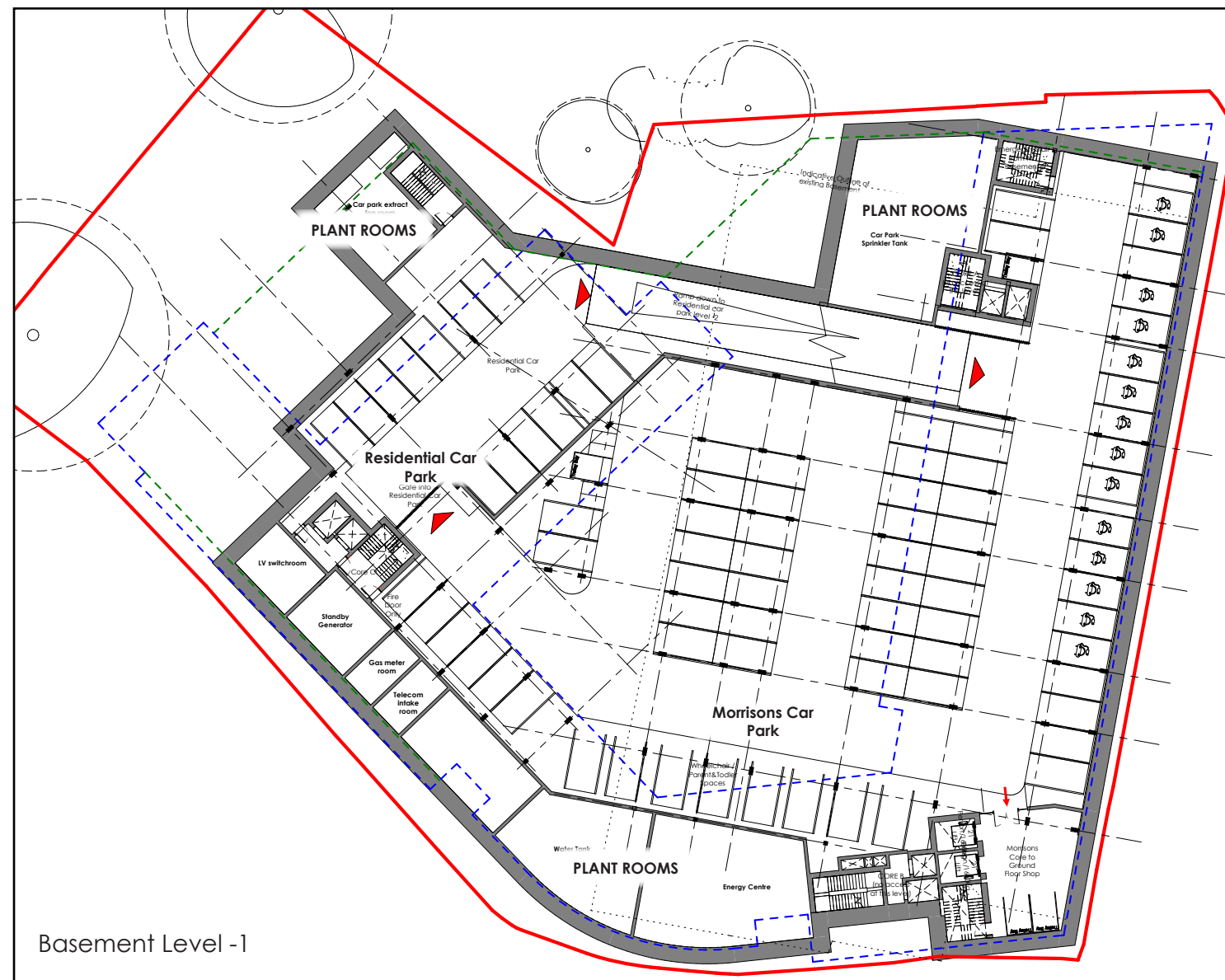
Indicative View of the Play Area



Parking

The car park is situated on 2 levels of basement. There are 170 spaces in total with 69 dedicated to Morrisons and 101 dedicated to the residential. The parking levels are accessed via a ramp from the St Stephen's Road entrance and there is a controlled access gate (fob controlled) within the car park for residents. All 3 circulation cores for the residential accommodation connect to the car park. The Morrisons car parking has direct access to the store entrance via two customer lifts.

The car park has 20% active and 20% passive electric charging spaces, 20 wheelchair spaces and 2 parent and toddler spaces.



7.5. Appearance

The proposed scheme creates a modern looking store that maximises visual links from the supermarket to the High Street while creating an inviting and stimulating environment. Large, regular glazing panels span the majority of the store frontage and grey cladding panels help to give vertical emphasis around the two entrances. Each entrance area is further defined by large cantilevered canopies.

The building's elevations incorporate large glazed openings, inset balconies and a mix of materials in a contemporary arrangement creating a bold and visually dynamic façade. The building strives to be a modern and sympathetic addition to the center of Yiewsley.

The scheme uses buff shaded bricks to form the building's strong presence within the street scene. Protruding brickwork is offset with inset balconies and numerous window groups. Dark grey cladding panels create contrasting and irregular patterns throughout the outward facing façades.

Top floors are inset further and clad in a copper shade that continues vertically downward between panels of brickwork, reducing the building's overall impact and perceived mass. Copper coloured cladding is complemented by copper coloured balcony railings. Elsewhere, glazed balustrades appear on the remaining balconies creating a clean and elegant appeal.

The use of flat roofs throughout is in general keeping with the current roof typology of the area. Typically, larger developments exhibit a flat roof with smaller buildings having a traditional pitched roof.

High Street View



St. Stephen's Road View