

6. INVOLVEMENT

Below is a timeline of Local Authority and community involvement

6.1. Pre-Application Meeting - August 2022

- Retail store with Morrisons retained as future tenant.
- Dedicated delivery/ service yard to rear of store off St Stephen's Road, with separated access.
- 145 residential properties over seven upper floors. Following the meeting a revised proposal for 158 properties has been submitted to the council
- Building steps at high level from four/five/six storeys to eight storeys at junction with St Stephen's Road and High Street.
- Broken down mass in two separate volumes
- High quality amenity area and play space at deck level
- Parking for Morrisons customers within a basement car park accessed from St Stephen's Road.
- Parking for residents at ground level accessed from St Stephen's Road

Pre-App Response 23rd February 2023

The Council's response is largely positive with main changes being supported.

Main points:

- an increase in the number of family housing was requested
- separation of the buildings in two distinct blocks is an improvement
- concerns over the additional storey along the High Street, and such impact, to be assessed through a Townscape and Visual Impact Assessment and a Sunlight and Daylight Assessment
- the relocation of the play area within the main podium is supported
- car parking changes and delivery yard access separation are supported

Welcome...



We are delighted to present our updated plans for a new Morrisons in Yiewsley, together with new homes for the local community.

The redevelopment will offer customers an improved shopping experience and a more attractive, modern store. A glass shop front along the High Street will ensure the store is inviting and welcoming to customers, and a more efficient layout will enhance the customer experience.

The site's location, near to excellent transport links - including Elizabeth Line services at West Drayton station - provides an opportunity for the development to include much needed housing in the area.

Hillingdon's Planning Committee gave planning permission to redevelop the site to provide a new and modern Morrisons food store, together with new homes. When approving the planning application, Councillors commented that the proposals were welcome, as were the discussions with developers to reach a solution that would enhance the High Street and local area.

However, inflationary pressures have affected the delivery of the scheme and together with Morrisons, we have been working to amend the design to ensure the development progresses as soon as possible.

The scheme has been revised with minor changes and improvements to the existing proposals, which will be included in a further planning application which we expect to submit to the council by early 2023.

6.2. Community Consultation Event

A community consultation event was held at Yiewsley Baptist Church from 4pm to 8pm on 8 December 2022 with representatives of the applicants and members of the design team.



Proposed site plan



Existing store building

The key changes to the scheme include:

- Improved customer entrance to the Morrisons from the High Street,
- Separate access arrangements for delivery vehicles,
- Separation of the residential car park from the Morrisons car park,
- Design changes to improve the relationship of the development with neighbouring properties and the streetscape.

We invite you to find out more about our latest proposals, discuss them with our team and provide your feedback on what we are proposing to do.

Morrisons 43-67 High Street, Yiewsley



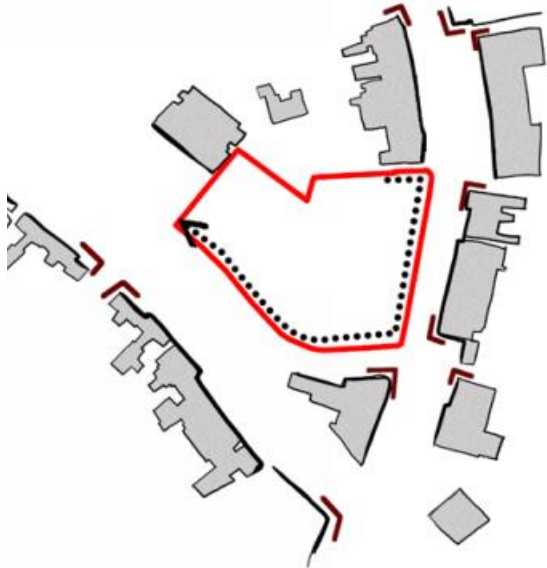
7. DESIGN PROGRESSION

7.1. The Vision

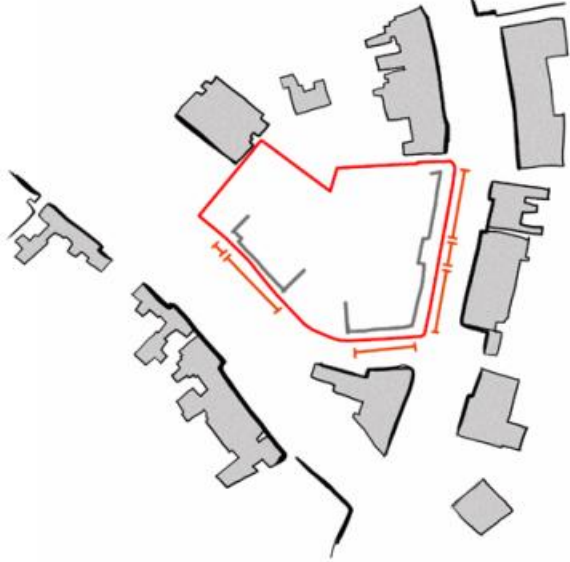
The scheme aims to rejuvenate this important part of the High Street by providing a new, improved Morrisons store at street level to create an active and stimulating frontage. It also aims to bring life and energy to the canal side along St Stephen's Road by introducing residential accommodation and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

7.2. Early Concepts

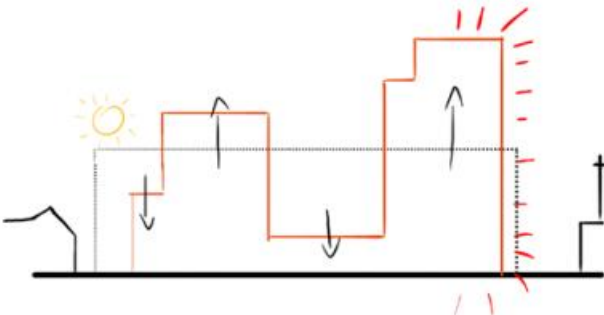
ADDRESSING THE CORNER



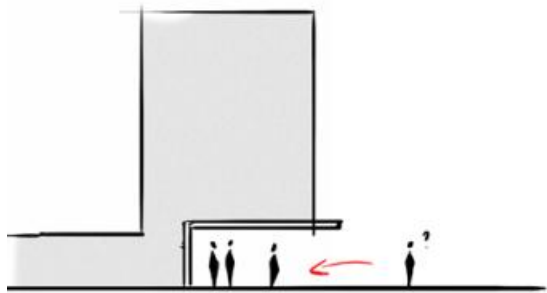
BREAKING THE MASS



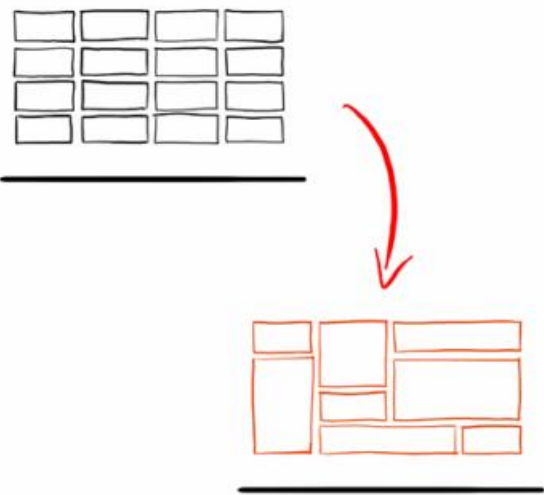
BREAKING THE HEIGHT/ CREATING FOCUS



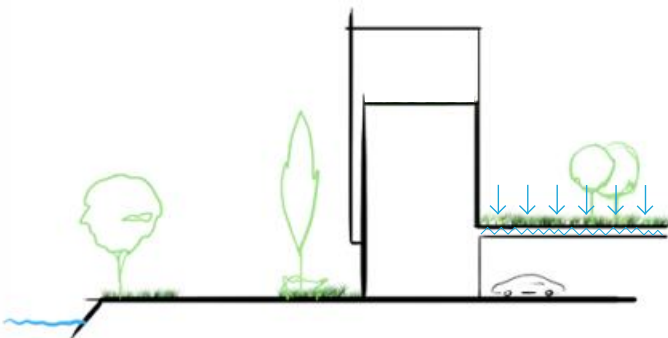
ACTIVE FRONTAGE



REINTERPRETING THE RHYTHM



GREEN BUILDING



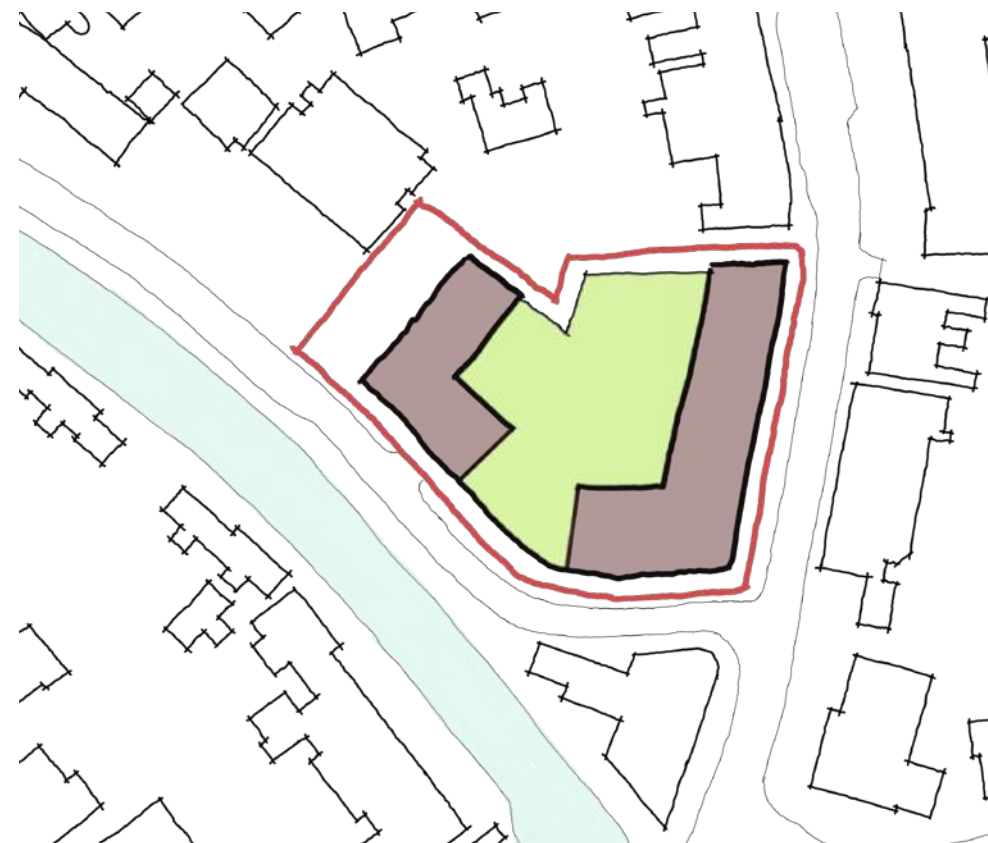
7.3. Concept Stages



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

The mass is broken down into two blocks which respond respectfully to the adjacent properties.

Perimeter block opens up with the courtyard



Stage 3

Variation and architectural hierarchy introduced.

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

8. 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 rail 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 (64 spaces)
- Residential flats in a mix of tenures (158 units)
- Amenity space in the form of two landscaped podium decks, containing a play area.
- Residential Parking (24 spaces)



8.1. Morrisons Food Store

The new Morrisons food store is at the heart of the development. It will improve the shopping experience for the customer whilst enhancing 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 previous premises, but in a more efficient layout.

The store is located along the High Street. 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 a main entrance to the north so that the food store links to the retail accommodation on the High Street, but remains easily accessible to train station footfall. The entrance is 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 main lobby connects to a customer car park at basement level providing 64 parking spaces. Two customer passenger lifts are dedicated to the shoppers. There will be a trolley store at the entrance 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 to clearly define the entrance.

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 has 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.



8.2. Residential

The residential element of the scheme incorporates 158 dwellings over the seven upper storeys above the ground floor.

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 decks. All of the upper level flats are entered from one of three communal circulation cores situated around the building perimeter and accessible from the public footpath.

The flats are generally single aspect (with no flat being solely north facing) and designed to meet the requirements of the London Plan. They 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 larger amenity deck

The dwelling sizes accord with the London Plan and NDSS.



8.3. Scale

The building is arranged over eight storeys (ground + seven).

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 break in the elevation along St Stephen's Road provides visual articulation, allows good lighting levels onto the podium and great views towards the Grand Union Canal.

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 residential parking and further buffer landscape has been introduced. This allows for the existing trees along this boundary to be maintained.

The façade has been articulated so that the ground floor retail becomes the key feature of the building. 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. Further articulation is created 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.



High Street Elevation
1:200



8.4. Elevation Study



8.5. 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. The entrance 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.

The top floors are inset further and proposed to be contrasting brown brick that continues vertically downward between the panels of light brickwork, reducing the building's overall impact and perceived mass. Vertical fin, metal balustrades complement the grey cladding panels and create a clean and elegant appeal.

High Street View



St. Stephen's Road View





View from Horton Road looking north

View from High Street looking south





View from Grand Union Canal looking east

8.6. Materials

The scheme proposes a high quality, contemporary building of a style suited to its setting and the new residential developments nearby. The building proportions, massing and detailing have been carefully considered within the context of the High Street and the canal settings. They will provide interest and rhythm.

The elevations have been designed to have depth and relief in the inset balconies, include projecting brickwork panels and incorporate the use of different brick patterns. The scheme continues the high quality of design that is emerging in the new residential developments around the station and advances this further north toward the town centre.

The proposed development aims to complement the surrounding area with the use of brick juxtaposed with various cladding materials.

Glazing dark grey framed glazing and grey cladding panels in a modern arrangement help breakup larger expanses of facing brick.

Darker brown brick on upper storeys divides the light buff brickwork throughout the building and gives interest and elements of warmth.

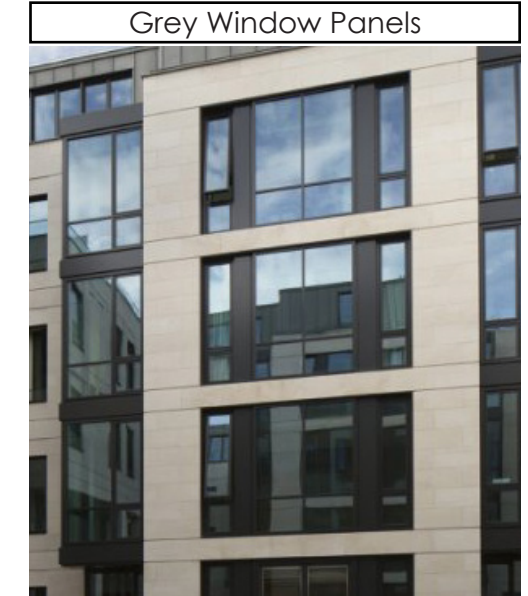
The Morrisons branding is shown indicatively. A signage application will be made at the appropriate time.



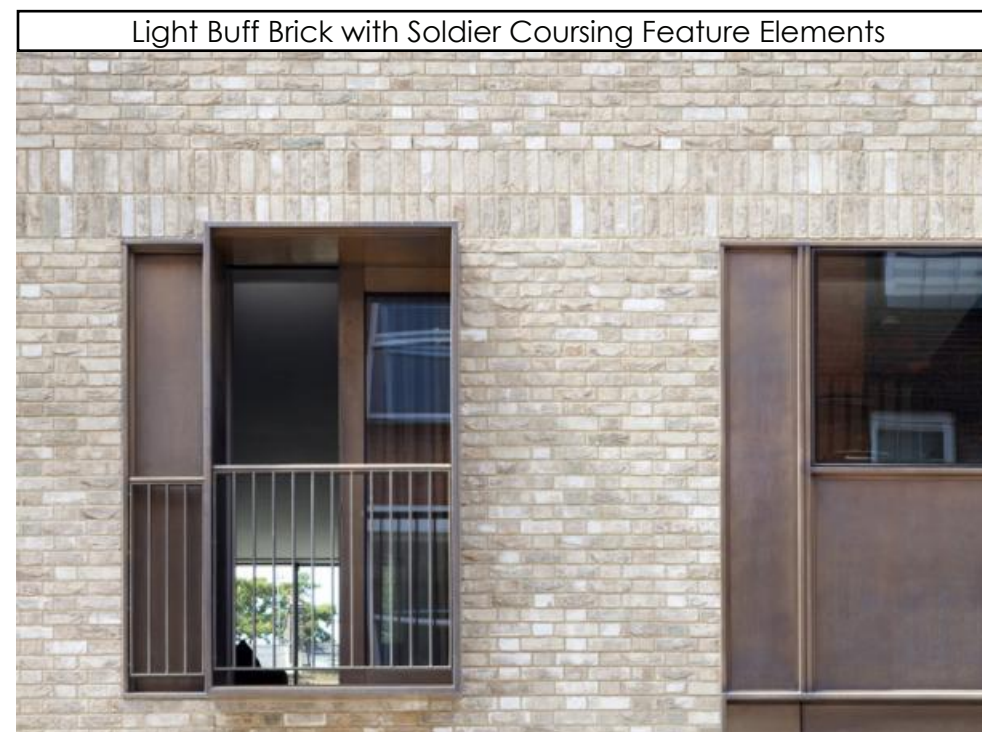
Dark Brown Brick to Top Floor



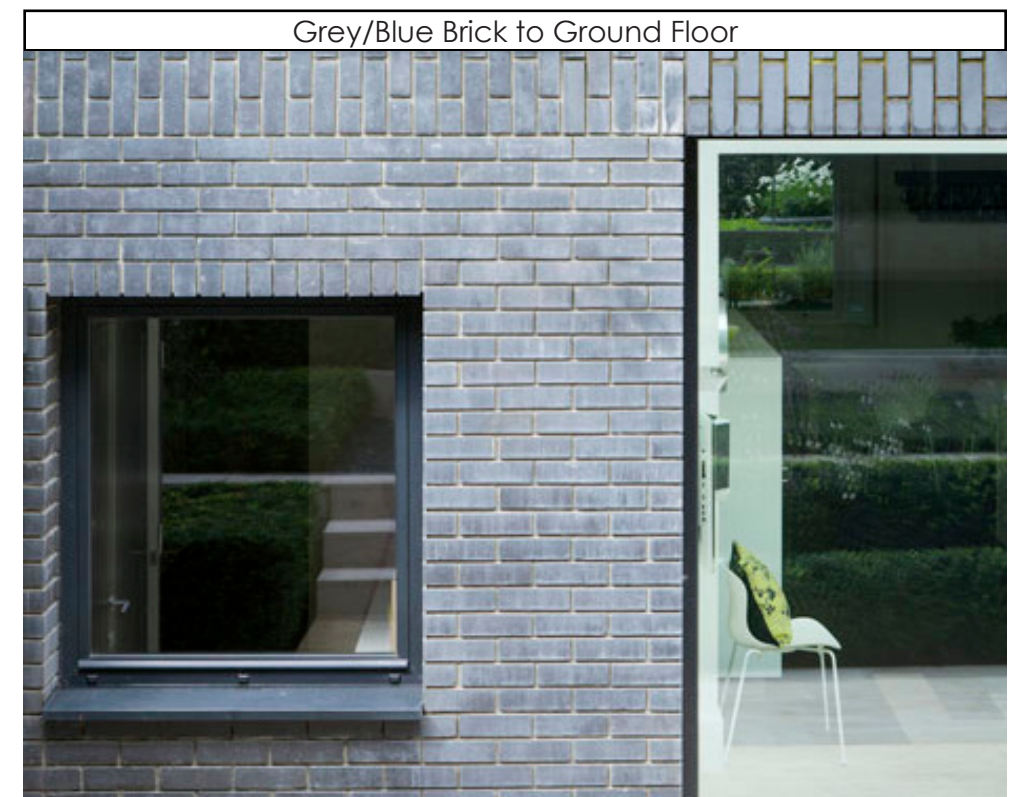
Hit and Miss Effect as Features



Grey Window Panels



Light Buff Brick with Soldier Coursing Feature Elements



Grey/Blue Brick to Ground Floor