

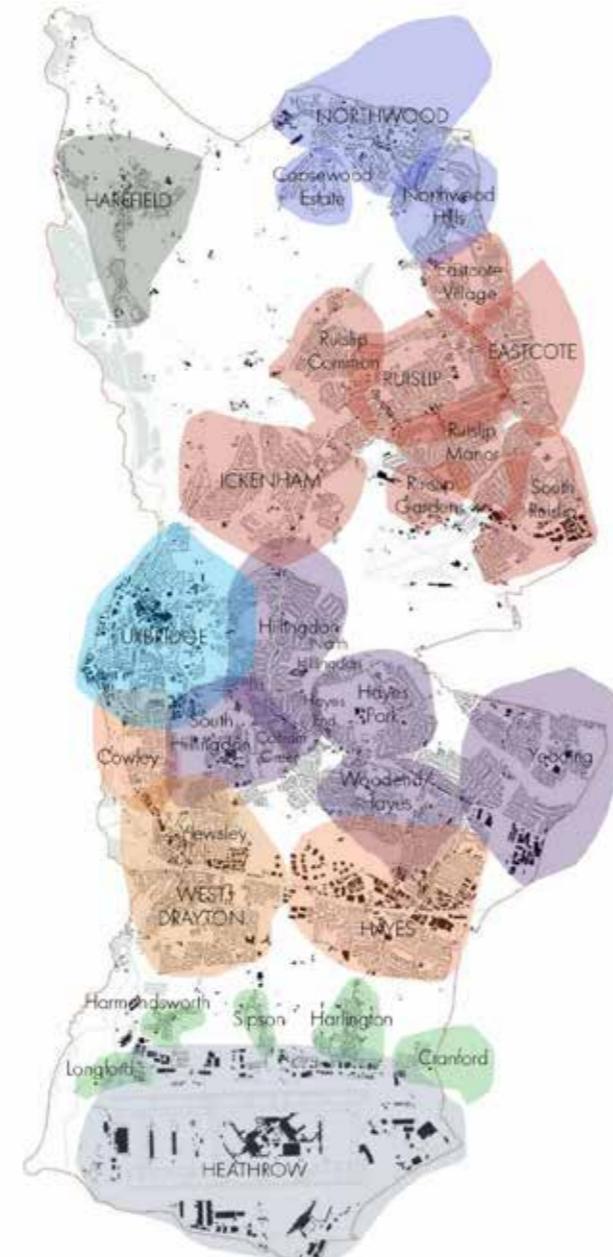
3.1 The wider context

The site is located approximately 6km north of Heathrow airport in northwest London and 2.5km south of RAF Northolt between the A40 and the motorway in the London Borough of Hillingdon.

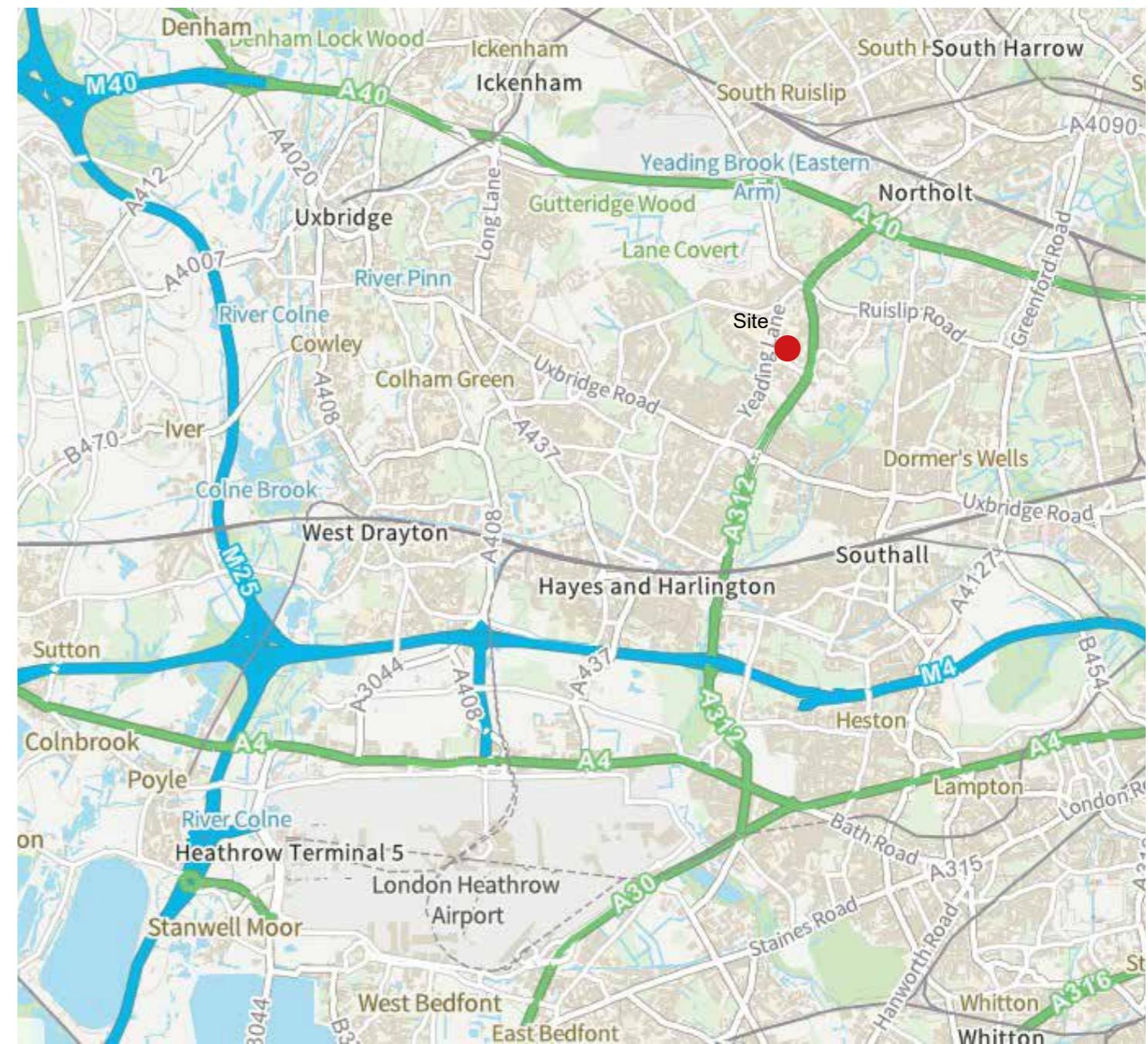
The surrounding landscape is relatively flat with good access to larger open spaces in the form of Belmore playing fields, Willow Tree open space, Rectory Park and Lime Tree Park.

Yeading is an historic settlement which grew as a result of the Grand Union Canal and associated industries. Yeading remained a predominantly rural area until the Second World War. After the war a series of large Council housing estates were developed. These were supplemented by privately developed cul-de-sac style residential areas in the 1980/90s.

Uxbridge is the primary metropolitan centre of sub regional importance to the west of the site which is the dominant focus of the borough's commercial and civic activities.



Map of the London Borough of Hillingdon



Site location map

3.2 Local character

Yeading was largely developed after the second world war.

History

Yeading Dock was one of many docks built along the Grand Union Canal in the 19th and early 20th centuries. The main industry in Hayes and Yeading at this time was brick making, and the canal provided a reliable way of transporting larger numbers of bricks. Yeading's brick workers could be known to keep pigs as a second source of income.

Yeading was still not developed in the 1920s. Yeading Lane was often flooded, and access beyond Yeading to Northolt seems to have been by footpath only before the First World War. During the War, a properly constructed road was built linking the Great Western Railway station at Hayes with the L.N.E.R. line at Northolt. Yeading was still mainly a rural area.

After the Second World War, a large prefab estate was erected in Yeading. By 1956, Yeading's Tilbury Square was still without gas and electricity, and oil stoves and open fires were still used; the public house The Willow Tree, reputedly some 400 years old (demolished in 2009), was lit by three cylinders of calor gas. The Yeading Lane estate underwent large scale development in the late 1960s and '70s.

Contextually the area is largely characterised by low rise two and three storey terraced and semi detached residential brick buildings with pitched tiled roofs.

The area is well served by open space parkland and canalside walks. The nearest is Belmore Playing Fields which is a regional open space.



Yeading Brook



Willow Tree open space



Typical residential terraced and semi detached housing found in Hillingdon built in the Metroland Style.

3.2 Local character



The retail parade on Yeading Lane - red brickwork, red roof tiles, pitched roofs with chimney stacks, and dormer windows



The residential character of the neighbouring streets - post war and typically low rise, and some which are partly prefabricated.

3.3 Conservation & heritage

The map opposite indicates that the site does not lie within a conservation area. The nearest is the Barnhill Estate which is hatched in green.

In addition, there are no nationally listed buildings and no locally listed buildings in the immediate proximity of the site.

The blue square represents the locally listed Yeading Christian Fellowship building.



Extract from Hillingdon Heritage Asset Map

3.4 Building scale & heights

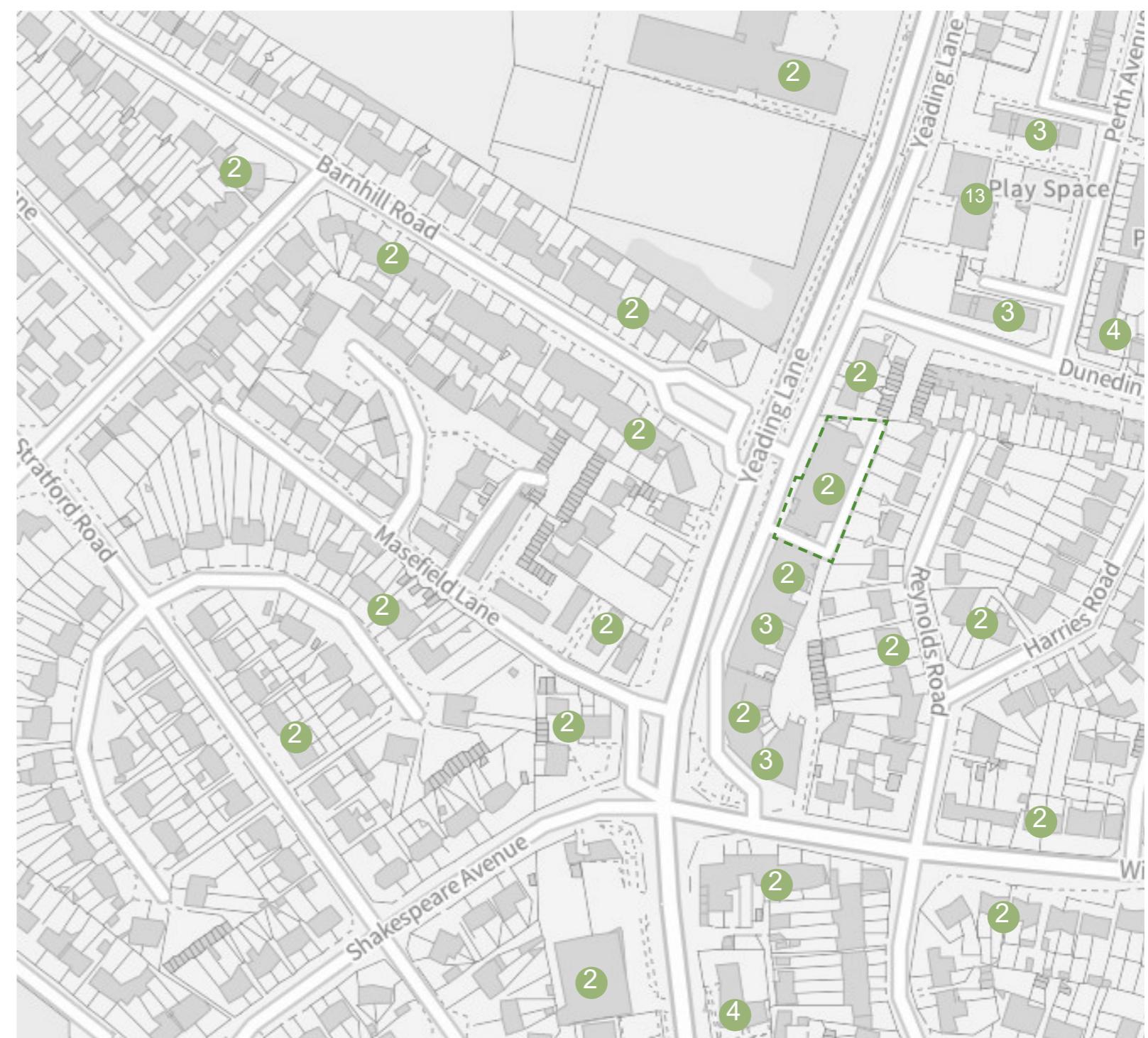
The map on this page clearly shows that the neighbourhood is predominant 2 storeys tall.

The Yeading Lane parade of shops includes volumes which are 3 storeys tall.

To the north of the site resides Melbourne House a 13 storey residential tower which in this context appears to be an urban anomaly.

Key

4 No of storeys



3.5 Immediate context

The images on this page illustrate the approach view to the applicant site, near and far, from Yeading Lane.



1. Long view looking south from the main carriageway



2. Long view looking north from the main carriageway



3. Looking south from the feeder road



4. Looking north from the feeder road



266 - 278 Yeading Lane, Hayes



5. Looking east from the main carriageway



6. Vehicular access point

3.5 Immediate context

The images on this page illustrate the approach view to the applicant site, near and far, from Yeadng Lane.

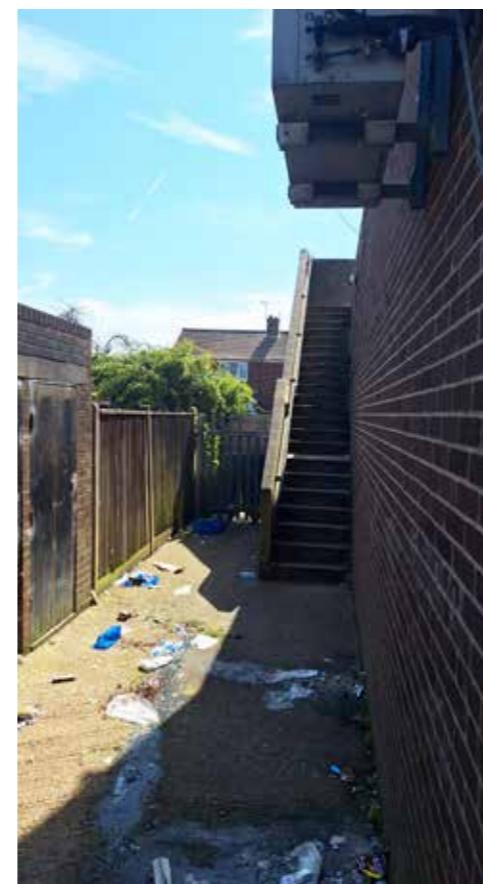
The photos below of the existing residential entrance gate from Yeadng Lane and internal circulation clearly illustrate the poor environmental quality of the current situation.



Photo-montage of commercial frontage



Existing residential entrance gate



Residential staircase to apartments



Existing retail public realm



Current service entrance from Willow Tree Lane

3.5 Immediate context

These images of the rear service yard highlight the lack of environmental management with regard to the maintenance of this space. There is proliferation of litter, refuse bins, storage containers, and wall mounted AC units around the rear and sides of the property.

The relationship of the proposed residential units to those neighbouring properties on Reynolds Road requires careful consideration.



1. View north along the yard



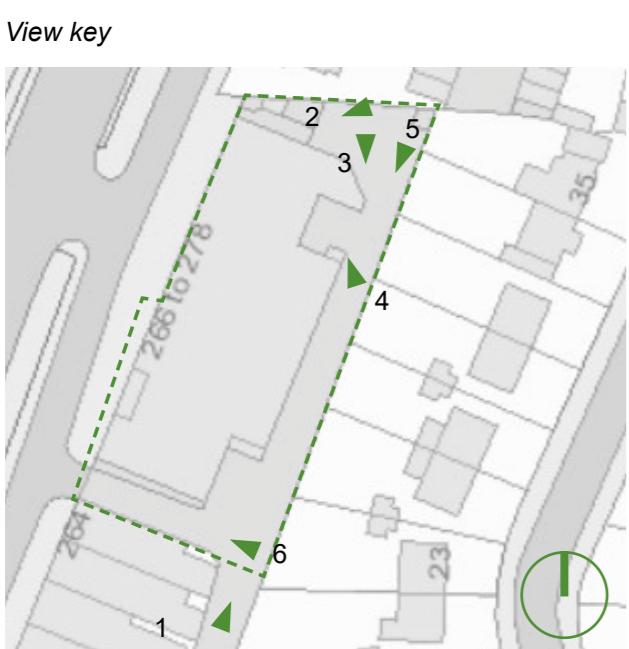
2. Residential entrance stair & substation



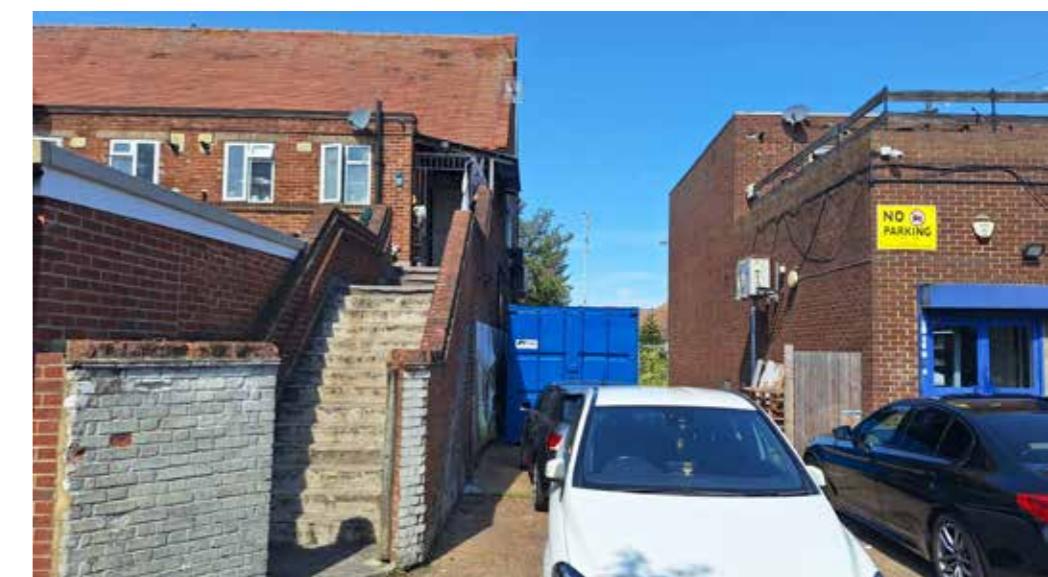
3. Relationship of property to Reynolds Road dwellings



4. Existing parking bays



5. View south along the yard



6. Access to Yeading Lane

3.6 The Site

The development site is located on the east side of Yeading Lane. The existing building comprises a two storey terraced building. At ground floor the building contains 6 retail units and at first floor it contains 5 x 3 bed flats.

To the rear of the property lies a shared service road/yard which facilitates access to the commercial property on Yeading Lane from Willow Tree Lane. To the East of the service yard lie semi detached residential properties whose gardens back onto the rear of the property. Yeading Lane is a busy vehicular thoroughfare with a feeder access road running parallel and adjacent to the property. The main carriageway of Yeading Lane is separated from the feeder road by a grassy traffic island which incorporates a number of mature trees.

The site is within Flood Zone 2 and an area with identified critical drainage issues. The site has a Ptal Rating of 2.

The white dashed line defines the site boundaries which encompass an area of 0.15 hectares



Aerial photo indicating the extent of the site

3.7 Existing building

The existing building dates from around the 1970's and is largely clad in brick with a concrete structural frame and slabs

Today the ground floor consists of 5 commercial properties which consist of the following businesses.

- A1 Food & Wine - grocery store
- William Hill - Betting broker/ agent
- Medivet - Veterinary practice surgery
- Virginia chicken & ribs - Fast food takeaway
- Food Bazaar - grocery store & off licence

The first floor currently contains 5 residential flats each with 3 bedrooms and 1 bathroom. Each flat is around 69m² which is below the national space standards.

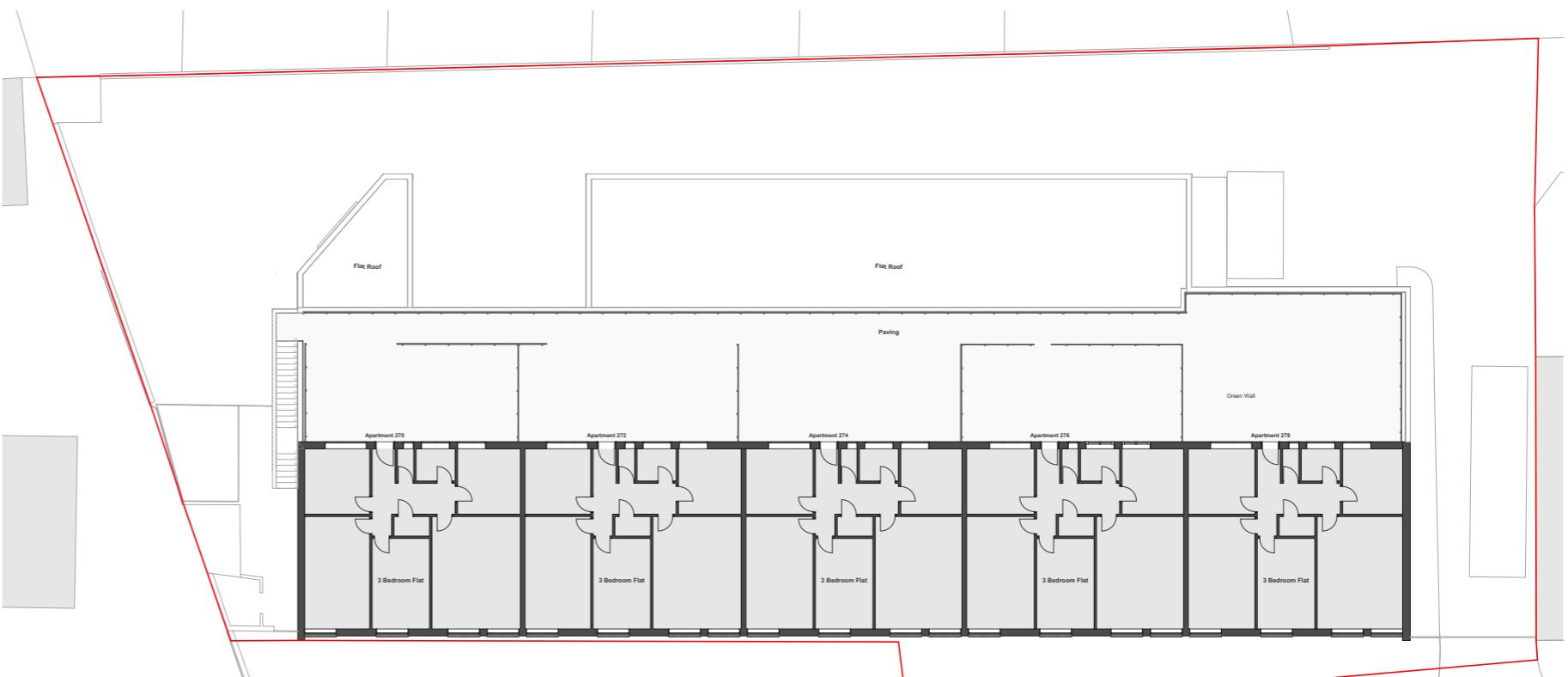
Access to the first floor residential units is achieved by a stair at the north end. Adjacent to the base of the stair is an electricity sub station and residential refuse area. Overall this is a poor arrival environment for residents which we seek to significantly improve with the proposals detailed within this application. There appears to be no amenity space on the first floor for the current residential occupiers.

To be rear of the commercial units there are storage and staff welfare areas which lead out to the service yard.

Refuse bins, discarded packaging, storage containers, trolleys, and litter are scattered across the overgrown yard which suggests there is very little management or maintenance of this area.

The perimeter of the ground floor of the building is populated by AHU's which lend little to the appearance of the building. A strategy to tidy this up is required and remove those which are redundant.

Cars tend to be parked out front on Yeading Lane or between 264 and 266 Yeading Lane. The existing parking space indicated on the ground floor plan does not seem to be used. Service access to the commercial units is achieved from Willow Tree Lane. There is a small vehicular passage between 264 and 266 Yeading Lane which is no disused



Existing first floor plan



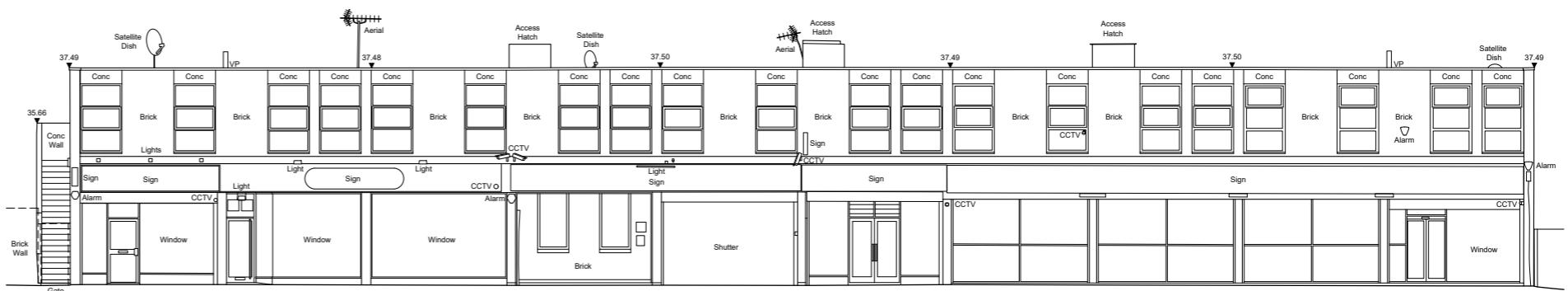
Existing ground floor plan

YEADING LANE



3.7 Existing building

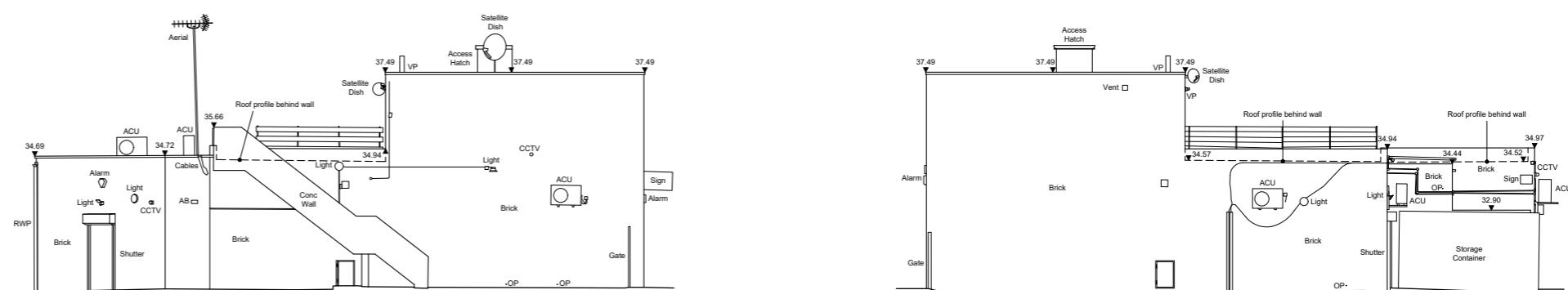
The images below demonstrate the semi dilapidated nature of the service yard and highlight some of the design challenges which need to be addressed to make this an attractive area to live in.



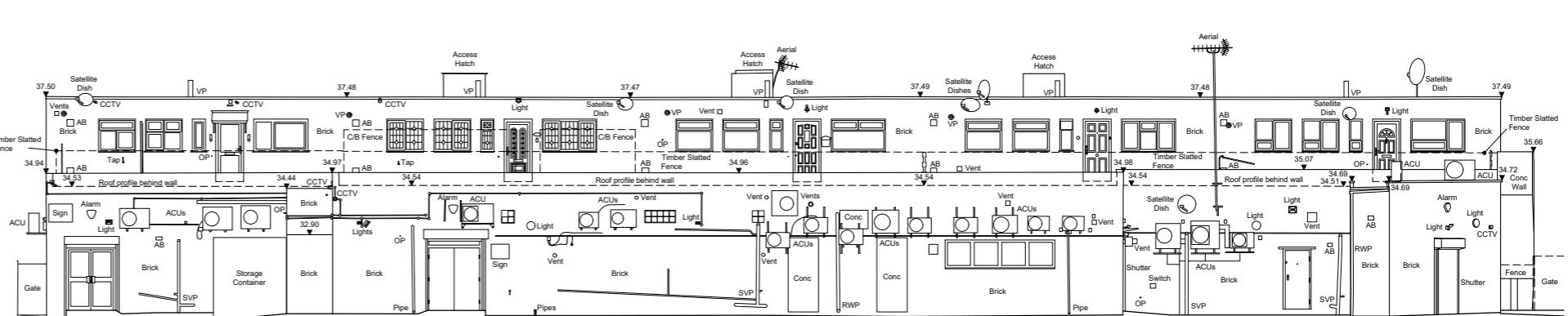
Existing elevation to Yeading Lane



Views of the service yard to the rear of the applicant property



Existing side elevation with residential access stair



Existing elevation to the service yard

3.8 Vehicle access & circulation

The site lies to the east Yeading Lane and north of a busy traffic intersection with Willow Tree Lane and Shakespeare Avenue.

A feeder lane provides one way (north-south) access to the parade of shops as well as neighbouring residential properties.

Service and refuse access to the site and local shops/businesses is from Willow Tree Lane. In addition, there are a quantum of garage lock ups and a few external parking spaces within the yard.

Parking within the vicinity of the shops seems to be unchecked with many vehicles partly or wholly parked on the adjacent pavements. Although there is single yellow line parking control along the feeder lane this seems to be largely ignored.

Within the immediate residential streets the situation is similar in terms of parking and parking control.

Our transport studies illustrate there is capacity on surrounding street to accommodate additional residential parking demand.

As part of our scheme, we are proposing to re-open the access to 266-278 Yeading Lane from the road which forms the gap to 264 Yeading Lane.

This provides superior access to the application site and also provide a better opportunity to manage the service area to the rear and not be reliant on other parties for access or maintenance.

 *Proposal to reinstate access from Yeading Lane*



Map indicating primary vehicle circulation

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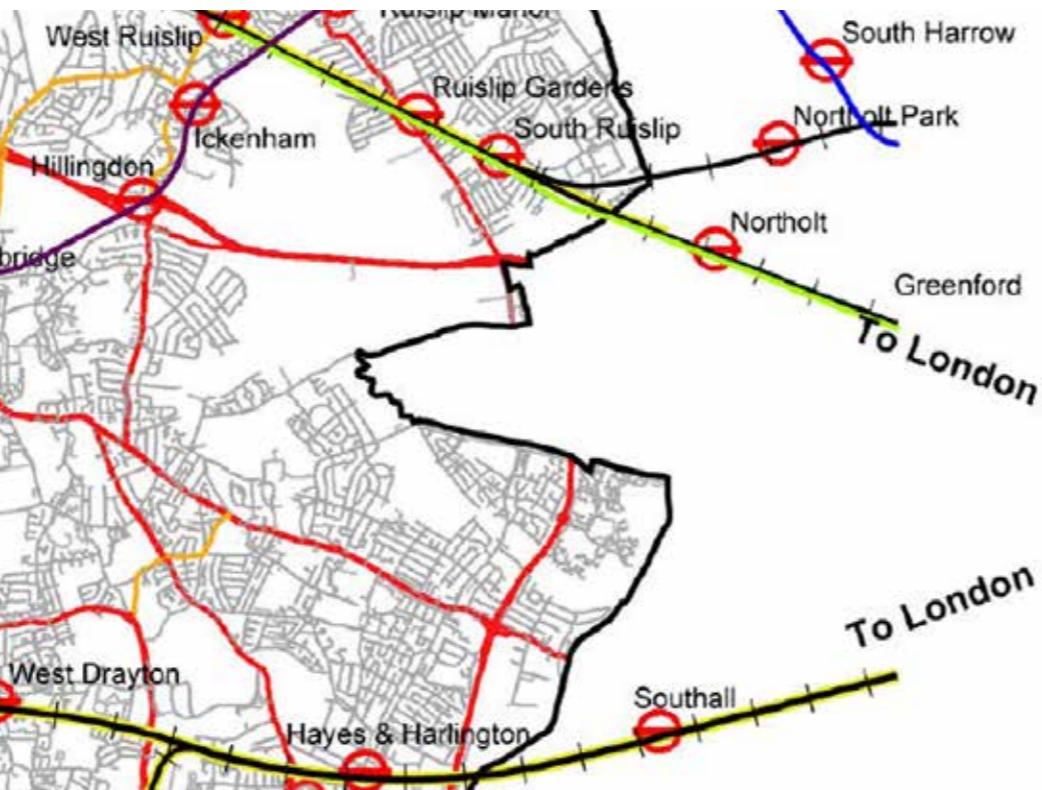
3.9 Public Transport

The maps on this page illustrate the proximity and access to public transport from the application site on Yeading Lane.

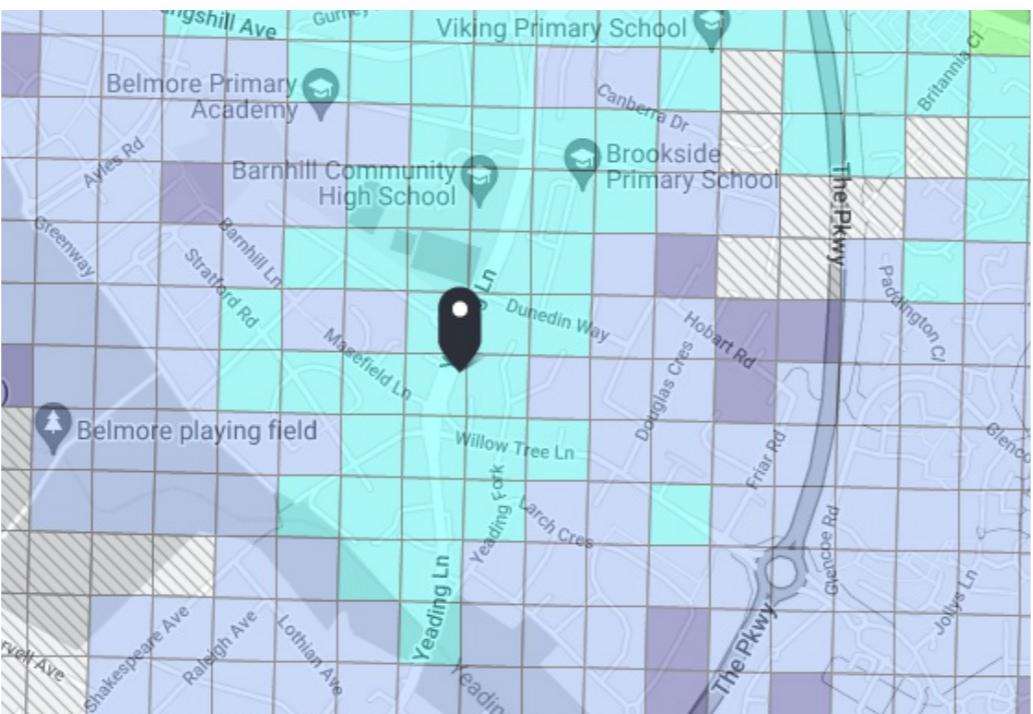
The site has good access to local buses on Yeading Lane and Willow Tree Lane. Services 140, 696, 697, N140, SL9, & E6 all operate from these stops.

Overall, the site has an overall PTAL rating of 2.

There are no nearby (within 10min walking distance) rail or tube stations. The closest stations are Southall, Hayes & Harlington and Northolt, all of which are approximately 3km from the site. These allow access to the Central Line, Elizabeth Line, and local rail services.



Hillingdon - transport Infrastructure map



Extract from TFL website

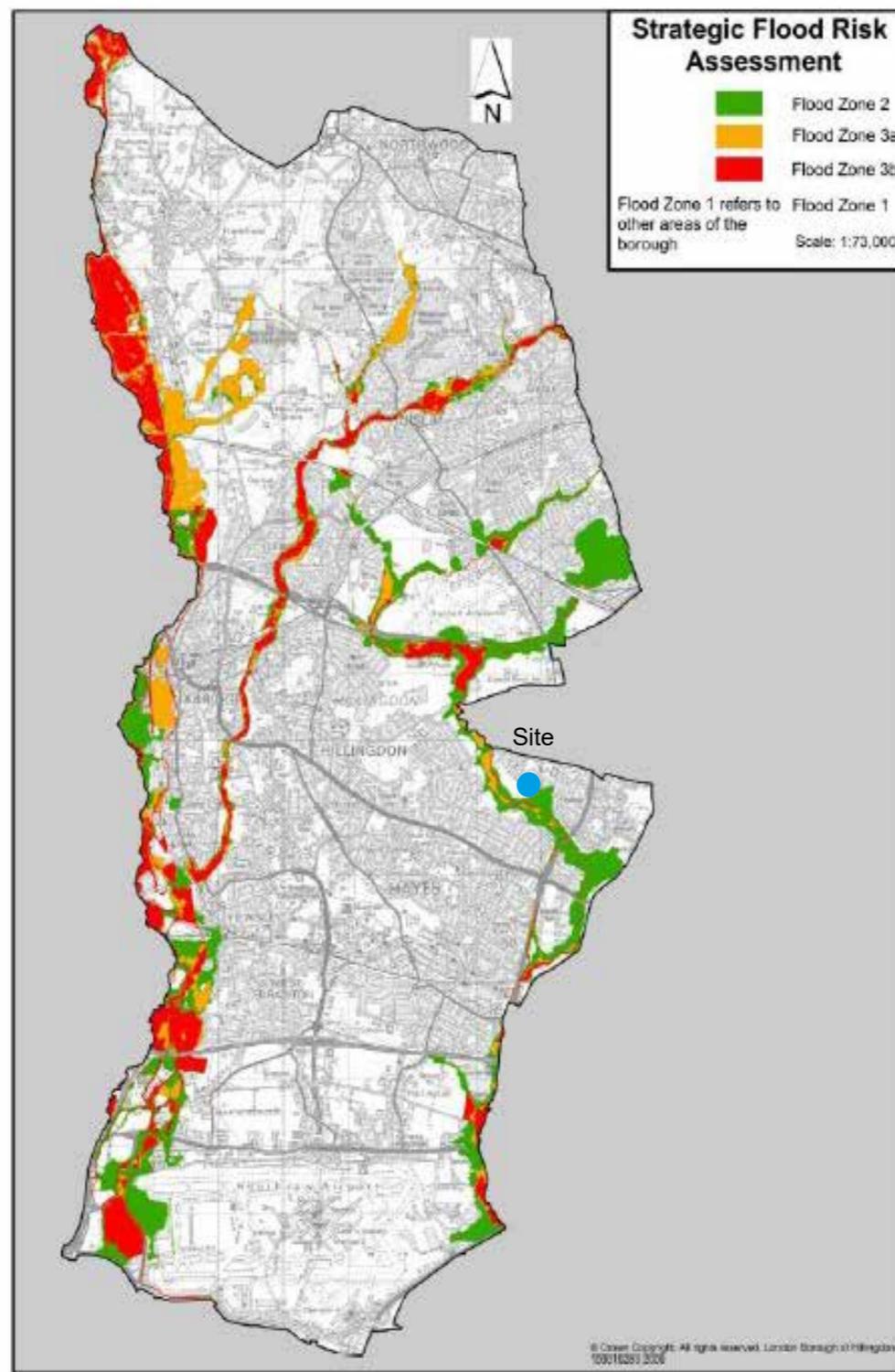


Nearby bus stop locations

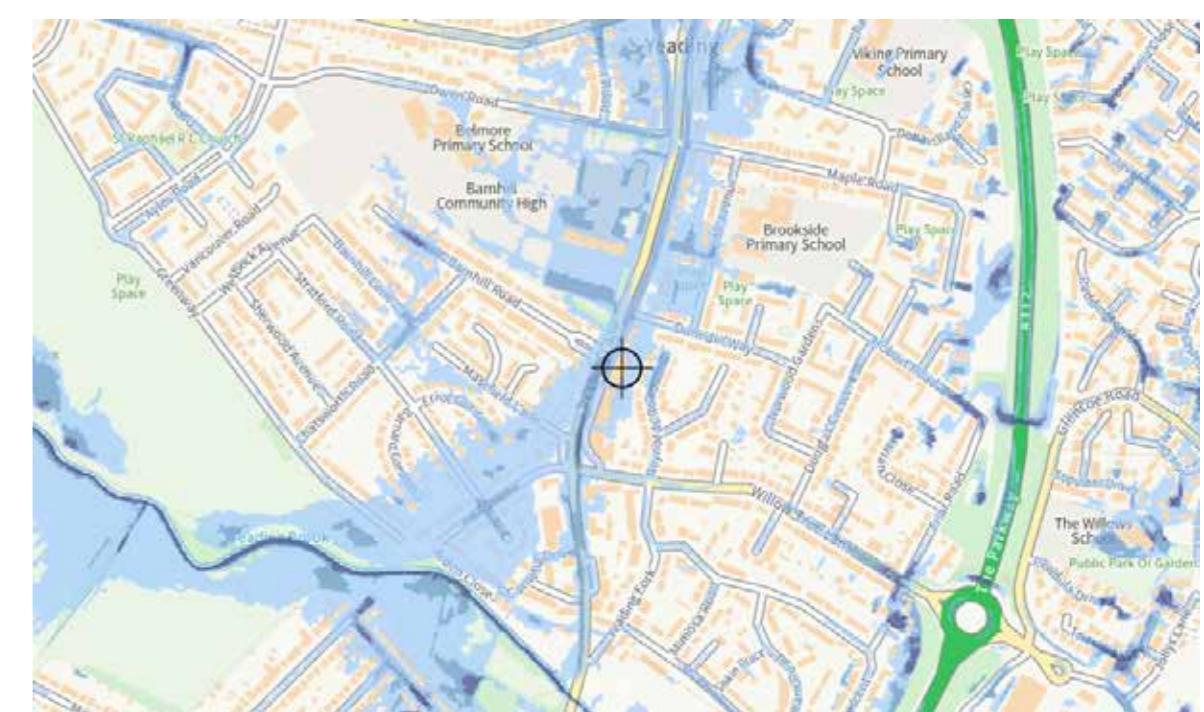


3.10 Flood Risk

The flood maps on this page indicate that the site is at low risk of flooding from surface water, and low risk from river flooding.



Hillingdon Flood Map



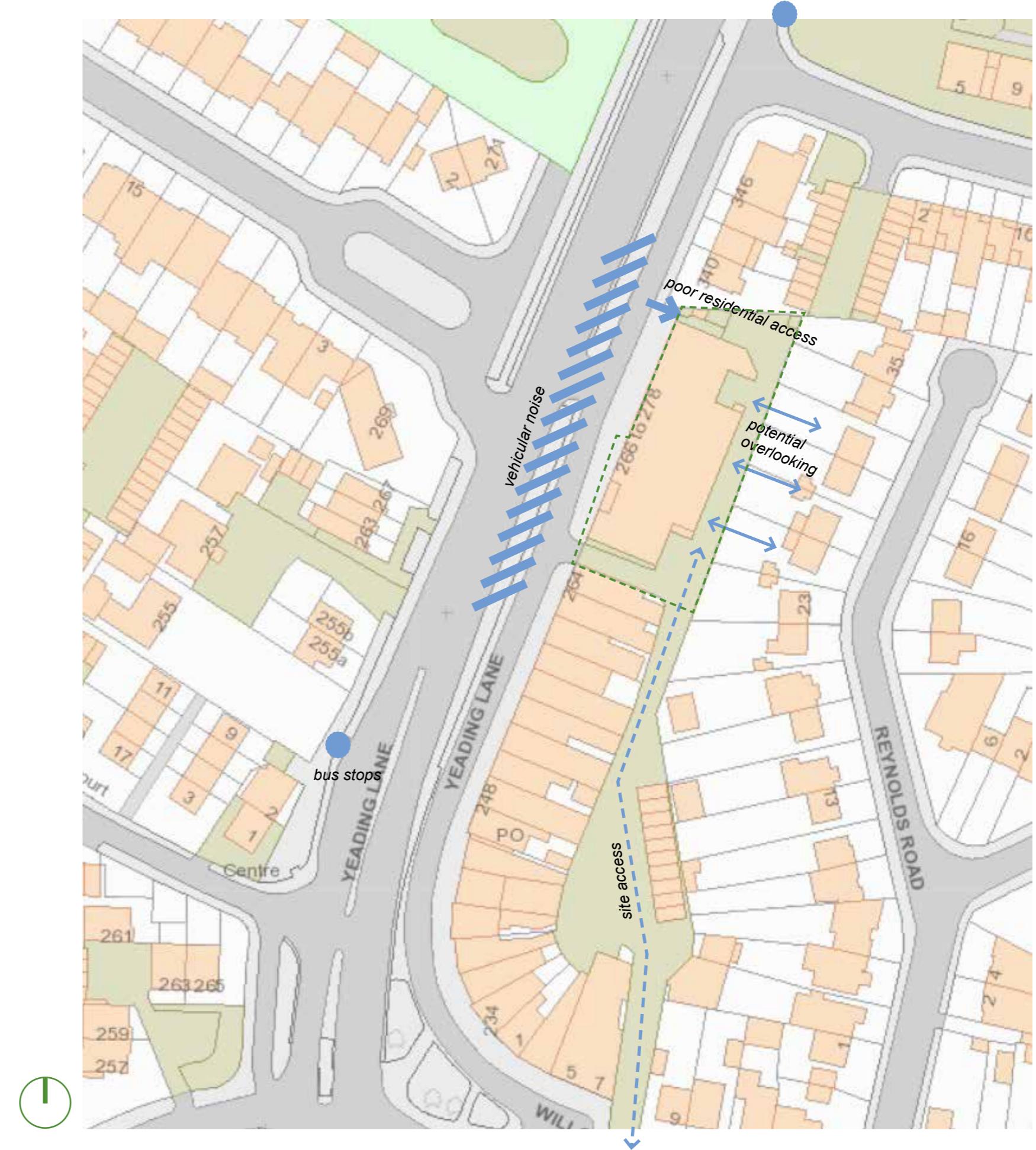
Key

- High
- Medium
- Low
- Very low
- Location you selected

3.11 Site constraints

The following issues are a summary of the main constraints which the design team need to address or be aware of.

- Noise generated from Yeading Lane traffic
- Access to the rear of the site is currently restricted but can be achieved via Willow Tree Lane
- Careful consideration of potential overlooking relative to adjacent residential properties
- Limited space for car parking on the site
- Apart from buses, access to local public transport in terms of tube and rail is limited.
- The height of buildings is limited to 2 to 3 storeys given the nature of the surroundings
- Limited space at ground level for children's play space
- The service yard has the feel of a 'no mans' land with poor spatial management and maintenance.
- The appearance of the building and yard is currently poor



3.12 Site opportunities

The following issues are a summary of the main opportunities which the design team will exploit to fulfil the full potential of the site.

- Revitalise the parade of shops with new frontages
- Improve the public realm
- Add greenery to the site and improve biodiversity
- Improve residential amenity and play spaces
- Provide more high quality low carbon homes
- Provide secure cycle parking provision for residents and visitors
- Make the rear yard an asset to the scheme rather than an eyesore.
- Hence improve the outlook of existing residential properties on Reynolds Road
- Much improved centrally located residential entrance
- Better more convenient vehicular site entrance

