

CHARACTER ANALYSIS

25 Yeading Lane, Hayes, UB4 0EX

December 2025

LANDMARK
— GROUP —

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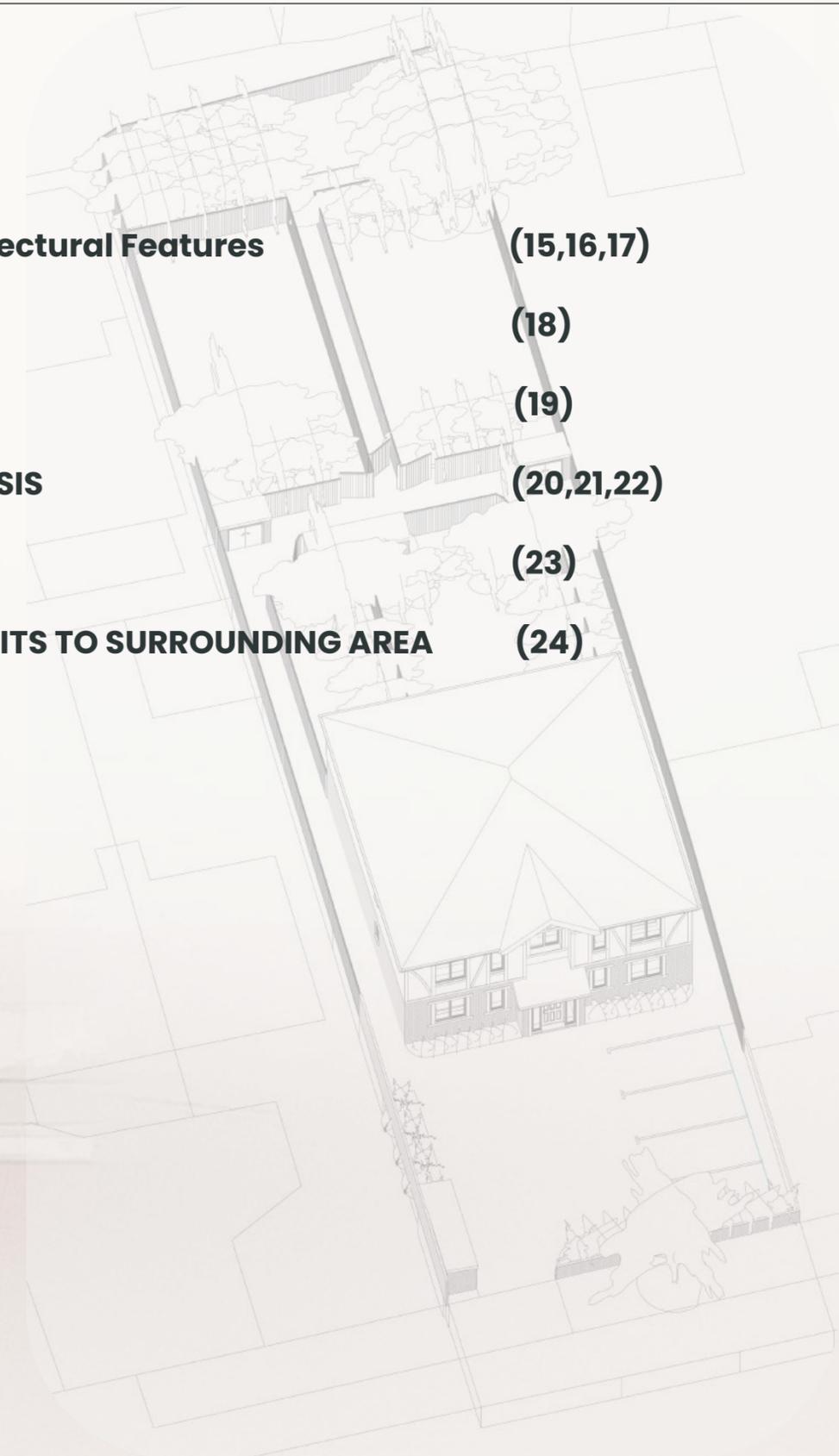
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INTRODUCTION

This Character Analysis is submitted on behalf of the freeholder of 25 Yeading Lane to support the redevelopment of the site. The proposal involves the demolition of the current unutilized property, which has fallen into disrepair, replacing it with four high-quality residential units.

The design approach is contextually driven; it aims to respect the architectural rhythm of Yeading Lane while enhancing the visual amenity of the street. Through the use of a coherent material palette and considered massing, the scheme delivers a contemporary addition that integrates seamlessly with its surroundings.



PROJECT OVERVIEW

Scope of Proposed Works

The proposed works will include the following key activities:

Demolition:

Complete demolition of the existing bungalow, which currently comprises three bedrooms, a living room, a bathroom, kitchen, and a dedicated work-from-home workshop, all located on the ground floor of the property.

New Construction:

Upon completion of the demolition, construction will commence on a new apartment block comprising four residential units:

- One 3-bedroom flat designed to accommodate 4 persons
- Two 2-bedroom flats each designed for 3 persons
- One 1-bedroom flat designed for 2 persons



SITE DESCRIPTION

The existing property is a detached chalet bungalow sitting on a significantly large plot for the area (approximately 0.23 acres or 943 sq m).

The building is unlisted and carries no heritage constraints, offering a clean slate for demolition and redevelopment.

The site's generous width and depth provide ample room for a modern, purpose-built development that includes off-street parking and communal amenity space, vastly outperforming the utility of the current dated structure.

SITE PERSPECTIVES



Illustration 1 - Surrounding area of 25 Yeading Lane Perspective 1



Illustration 2 - Surrounding area of 25 Yeading Lane Perspective 2



Illustration 3 - Road Perspective showing relationship of opposite houses to 25 Yeading Lane

NEIGHBOURING PROPERTIES – RIGHT



Illustration 4 - Front elevation of a 1970s/80s brick terraced property. Features include a timber-framed carport, concrete tile roof, external surface-mounted utilities, and uPVC glazing.



Illustration 5 - front elevations Interwar Period (approx. 1920s–1930s)....

cont.d... (Dentist): This is a large, detached housing of the early 20th century. It features the signature Mock Tudor gable (the dark timber beams on the white triangle at the top).

(Bungalow): A classic Interwar bungalow. The low profile, hipped roof, and bay windows were designed for comfort and modesty, often marketed to retirees or smaller families in the 1930s.

A sharp contrast in size: the two-story dentist building dominates, while the single-story bungalow on the right sits low and wide, appearing to be varied and no design language in place .



NEIGHBOURING PROPERTIES – LEFT



Illustration 6 – 27 Yeading Lane is a Neo-Bungalow renovated to a modern design. This building appears to be an older, mid-20th-century bungalow that has undergone a comprehensive modern refurbishment. The original form (likely 1950s–1970s based on the roof pitch and massing) has been "reskinned" to fit current architectural trends. The aesthetic is defined by high contrast—stark white walls against heavy dark grey detailing. It prioritizes symmetry and a "clean" visual profile over traditional ornamentation.



Illustration 7 – A streetscape contrasting two distinct architectural eras. To the left, a 1930s detached bungalow featuring roughcast render, mock-Tudor gable timbering, and a clay tile roof. To the right, a late 20th-century (c. 1990s) gable-ended multi-storey dwelling constructed of red brick with vertical hung-tile detailing and bay windows, which includes habitable space within the loft floor.

NEIGHBOURING PROPERTIES – OPPOSITE 25 YEADING LANE



Illustration 8 - A streetscape showing a sharp contrast between traditional suburban architecture and contemporary renovation.

- The Modern Renovation (Center-Left): A minimalist property finished in smooth white render. It currently presents a lower profile in the skyline, with a ridge line that sits significantly beneath the height of the adjacent property.
- The Mock Tudor House (Center-Right): A classic 1930s property that emphasizes verticality. Its steep, front-facing gable roof creates a sharp peak, standing taller than the modern structure next door.
- Surroundings: The scene is flanked by typical Interwar semi-detached homes (far left and right). This creates a jagged, uneven roofline where the steep pitch of the Tudor gable drops down to the lower profile of the modern renovation.
- Character Note: The scene illustrates a disruption in the street's massing. The clinical style of the modern white house stands out, while the varied roof heights—specifically the drop from the Tudor gable to the modern roof—create a visual inconsistency in the streetscape.

HOUSING STYLES ON YEADING LANE



Illustration 9 - Front elevation of a detached 1930s Tudor Revival dwelling. The property features a dual-finish façade with red brick to the ground floor and decorative half-timbering with roughcast render to the first floor. It includes a steep hipped roof with clay tiles and a prominent front gable. The boundary is defined by a low brick wall, containing significant vegetation overgrowth which partially obscures the ground floor bay window.



Illustration 10 - A semi-detached two-storey dwelling dating to the early 20th century (Edwardian/Interwar). The facade presents a dual finish with red brick on the ground floor and white render with decorative red brick diamond motifs on the first-floor gables. The tiled roof features a central chimney stack and modern skylights. Fenestration consists of replacement white uPVC units with Georgian-style bars. The frontage includes a paved driveway, a neat hedge, and a low boundary wall.

EXISTING SITE PLAN



Illustration 11 – Existing Site Plan

1. Site Location & Character

- Illustration 11 age depicts an suburban residential neighbourhood.
- Atmosphere: The area appears to be a transition zone between older, linear development along a main artery and mid-to-late 20th-century estate planning (cul-de-sacs and clusters).

2. Urban Grain & Built Form

The site displays two distinct character areas:

- Zone A: The Linear Corridor (Right Side)
 - Typology: Traditional semi-detached or detached housing arranged linearly along the main road.
 - Plot Structure: These properties feature long, narrow plots with consistent setbacks (front gardens) and extensive rear gardens. This pattern is typical of inter-war or early post-war suburban expansion.
 - Mixture of Bungalows and 2-story structures with pitched roofs (red clay or slate).

- Zone B: The Residential Estate (Bottom/Left/Centre)

- Typology: A denser cluster of housing, likely dating from the 1970s–1990s. These appear to be terraced rows or low-rise maisonettes/apartments.
- Layout: The arrangement is less rigid than the main road, oriented around a curving internal access road and cul-de-sac.
- Plot Structure: Gardens here are smaller and more compact. The buildings are grouped in blocks rather than individual pairs.

- 27 Yeading Lane the neighbouring property shows a large rectangular development with a mixture of flat and pitched roof with flat roof dormers.

3. Access & Connectivity

- Primary Distributor Road (Right): The road running vertically on the right is the dominant transport corridor. The road markings (dashed centre lines and a designated Bus lane) indicate this is a busy route with higher traffic speeds.
 - Secondary Access (Centre/Bottom): A smaller, quieter residential road curves into the site from the bottom. This road serves the denser estate housing and terminates in a dead-end/turning head, limiting through-traffic and creating a safer environment for pedestrians in that specific zone.
- Parking:
- Main Road: Houses have private driveways (off-street parking).
 - Estate: Parking appears to be a mix of on-street bays and small parking courts.

EXISTING SITE PLAN

4. Landscape & Topography

- **Vegetation:** The area is well-greened. There are significant mature trees, particularly along the boundaries of the larger plots and screening the main road. This suggests the neighbourhood has been established for several decades.
- **Amenity Space:** Green space is almost entirely private (rear gardens). The contrast between the expansive gardens of the linear housing and the smaller patios of the estate housing is stark.



EXISTING CONTEXTUAL ANALYSIS



Illustration 12 - Existing Plot Width

Subject Site: No. 25 (Centre)

- Width Character: It represents a substantial, wide frontage that currently accommodates a single detached bungalow with a side garage/annex.
- Visual Scale: The plot width is generous.

Contrast with Langworth Drive (Left)

- High-Density Subdivision: To the immediate left of the subject site, the block is subdivided into five narrow distinct plots labelled 1 LD, 3 LD, 5 LD, 7 LD, and 9 LD.
- Direct Comparison: The visual contrast is striking. The single plot of No. 25 appears to be roughly equivalent in width to three of the adjacent Langworth Drive plots combined (e.g., the combined width of 1, 3, and 5 LD).
- Implication: This highlights a major shift in density. The Langworth Drive side is characterized by a much finer, tighter urban grain, whereas No. 25 retains a broad, expansive frontage.

Consistency with Yeading Lane (Right)

- Neighbour No. 27: To the right, the plot for No. 27 (bounded by black vertical lines) shows a width that is highly consistent and comparable to No. 25.
- Street Rhythm: This confirms that the "Yeading Lane" side of the streetscape follows a pattern of wide, regular plots, distinct from the denser development pattern of Langworth Drive.

CONTEXTUAL ANALYSIS



Illustration 13 - Existing Plot Division

- **Distinct Urban Characters:** The diagram reveals a sharp contrast in density. The left side (Langworth Drive) features continuous, solid blocks of development, whereas the right side (Yeading Lane) shifts to a rhythm of detached, individual structures.
- **Strategic Separation:** Two major "gaps" define the street rhythm: the vehicular break of "Langworth Drive" to the west and the wide "Communal Pathway" to the east. These distinct breaks isolate the development clusters.
- **Transitional Plot:** The subject site (No. 25) sits at the interface of these two styles. It is a wide, singular plot that acts as a buffer between the high-density, aggregated blocks of the estate and the spaced-out, detached pattern of the main road.

CONTEXTUAL ANALYSIS

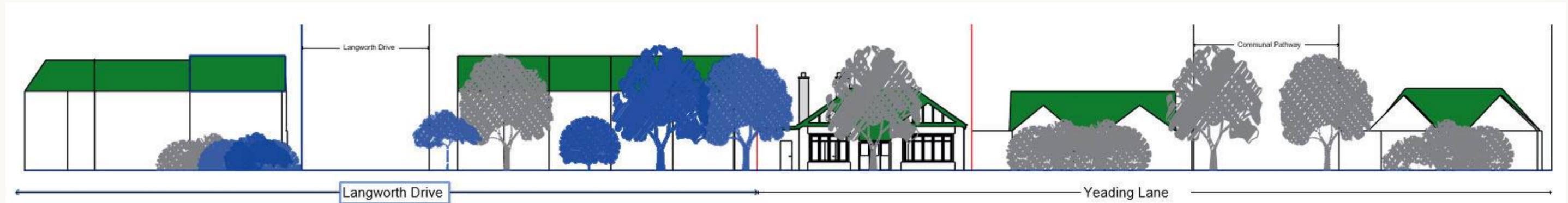


Illustration 14 – Existing Roof Dominance

- **Contrasting Skylines:** The green highlighting reveals a sharp conflict in visual weight. The Langworth Drive side (left) presents a monolithic, continuous horizontal band, dominating the skyline with high-density massing. Conversely, the Yeading Lane side (right) features a fragmented, rhythmic pattern of individual shapes, breaking the roofscape into detached elements.
- **Visual Pivot:** The subject site (No. 25) acts as a distinct anchor between these two styles. Unlike the simple forms on either side, it features a complex, sculptural geometry (hips, ridges, and chimneys). Its distinct form interrupts the heavy "wall" of the estate, transitioning the eye toward the articulated rooflines of the main road.

DESIGN PROPOSAL

DESIGN INTENT AND ARCHITECTURAL FEATURES

"Designed as a 'mansion house' typology, this proposal delivers four new apartments while respecting the low-density character of the immediate neighbourhood. The massing and materiality are carefully curated to mirror the rhythm of Yeading Lane, utilizing traditional red brick, classic window proportions, and a dominant pitched roof form to maintain visual continuity. Beneath this traditional exterior, the design incorporates advanced sustainable technologies and efficient layouts, significantly enhancing the quality of life for future occupants."

1. Architectural Harmony and Contextual Integration: The new residence will respect the historical and architectural character of the neighbourhood, drawing inspiration from the traditional design elements of Hayes. The exterior will feature a combination of brickwork and Mock Tudor aesthetics, echoing the materials and textures prevalent in the area. The roofline, fenestration, and proportions will be thoughtfully designed to blend seamlessly with the existing streetscape, ensuring the house complements the visual continuity of Yeading Lane.

2. Sustainable and Energy-Efficient Design: Sustainability is at the forefront of the design strategy. The house will incorporate passive solar design principles, maximising natural light and ventilation to reduce energy consumption. High-performance insulation, energy-efficient windows, and the use of renewable energy sources, such as solar panels, will further enhance the building's environmental performance. The inclusion of a green roof and rainwater harvesting systems will contribute to water conservation efforts and enhance the property's ecological value.

3. Functional and Flexible Living Spaces: The internal layouts are meticulously designed to provide adaptable living environments that respond to the demands of contemporary lifestyles. Central to each unit is a generous open-plan living, kitchen, and dining zone, fostering a spacious atmosphere for social interaction. The proposed mix of 1, 2, and 3-bedroom units ensures an inclusive housing offer, while the orientation maximizes privacy and tranquility away from the main road. Large, strategically placed windows flood the interiors with natural light and frame views of the landscape, while integrated storage and flexible spatial planning ensure the homes can evolve to meet the changing needs of their occupants.

DESIGN INTENT AND ARCHITECTURAL FEATURES

4. Enhancing the Community and Outdoor Experience: The landscape strategy is central to the design ethos, balancing high-quality outdoor living with community cohesion. A thoughtfully landscaped frontage enhances the streetscape and provides a welcoming arrival point. To the rear, the garden is strategically subdivided to ensure that every apartment benefits from its own generous private amenity space, offering a secure environment for relaxation. This is complemented by a shared access pathway, designed to foster a sense of community and neighborly interaction while strictly maintaining the privacy boundaries of individual residents

5. Commitment to Quality and Craftsmanship: The construction of the house will prioritise quality materials and craftsmanship, ensuring durability and longevity. Local artisans and builders will be engaged to maintain a high standard of construction, reflecting the attention to detail and pride in workmanship that characterises the Hayes area.

6. Matching Rooflines: The proposed roofscape is meticulously detailed to harmonise with the existing street scene. By adopting a pitched form anchored by a prominent central gable, the design articulates the massing to reflect the established local vernacular of Yeading Lane. This approach not only ensures architectural continuity but also optimises technical performance; the pitch offers superior rainwater management and long-term durability. By carefully calibrating the eaves and ridge heights to align with neighbouring properties, the development reinforces the visual rhythm and coherence of the street.

7. Windows and Doors: The fenestration strategy is designed to balance traditional aesthetics with modern thermal performance. The front façade features high-specification double-glazed uPVC casement windows, carefully proportioned to replicate the vertical rhythm and style of the existing streetscape on Yeading Lane. These openings are strategically positioned to optimize daylight ingress and natural ventilation without compromising privacy. The principal entrance is marked by a robust, high-quality composite door with period-appropriate detailing, acting as a central focal point that anchors the building's traditional character. Conversely, the rear elevation embraces contemporary living, utilizing full-height glazing and bi-folding doors to dissolve the boundary between the internal living spaces and the private garden.

DESIGN INTENT AND ARCHITECTURAL FEATURES

8. Cohesive Materials: The choice of materials for the Apartments is guided by a commitment to both aesthetic harmony and sustainability. The exterior walls will be constructed using locally sourced red bricks that match the traditional brickwork of neighbouring properties. This choice ensures that the new house will visually integrate with the existing streetscape while supporting regional craftsmanship. Mock Tudor will be used in line and extent to match the neighbouring property to seamlessly blend the new proposal to the street scene.

9. Enhanced Street Appeal: The proposed development is designed to make a positive contribution to the Yeading Lane streetscape. Through a combination of a meticulously detailed façade and a robust soft landscaping strategy, the scheme creates a high-quality visual anchor in the street. The frontage features a curated landscape design that softens the built form and provides a welcoming sense of arrival, harmonising with the architectural rhythm of the building. By prioritising a premium material palette and high-quality craftsmanship, the proposal ensures a finish that is not only aesthetically pleasing but also durable, delivering lasting value to the neighbourhood's character.

10. Ecological and Sustainability Considerations: The proposal includes measures to address ecological and sustainability concerns, such as biodiversity net gain and carbon emission reduction commitments.



SCALE AND MASS

1. Size: The development is proportionate to the surrounding properties, maintaining a balanced scale that doesn't overshadow neighbouring homes. This helps create a cohesive look in the neighbourhood.

2. Shape: The proposed architectural form is carefully sculpted to mediate between the varied built forms of the immediate context. Recognising the eclectic mix of styles in the surrounding area, the design establishes a coherent visual identity that bridges these differences. Through the careful articulation of the roof profile, the rhythmic arrangement of fenestration, and a balanced silhouette, the building creates a sense of order and harmonizes with the established scale of the street.

3. Mass: The massing of the proposed building is carefully modulated to ensure it sits comfortably within the site without imposing on the street scene. By distributing the volume efficiently and employing a compact footprint, the design prevents any sense of visual overcrowding or enclosure. The result is a balanced composition that respects the spatial rhythm of the neighborhood, ensuring the development feels proportionate rather than dominant or bulky

4. Form: The proposed form adopts a 'mansion house' typology, consciously designed to read as a single substantial residence rather than a block of flats. This approach ensures the building's external envelope respects the architectural grain of Yeading Lane, maintaining the street's established character. Internally, this cohesive form allows for a logical structural layout, delivering apartments that are not only aesthetically pleasing but also rigorously functional, ensuring a high quality of life for occupants



PROPOSED SITE PLAN



Illustration 15 – Proposed development situated on the site plan

1. Enhanced Living Standards

The proposal prioritises resident health by relocating the dwelling to the rear of the site. This creates a vital buffer zone, significantly reducing exposure to noise and air pollution from the busy main road while establishing a quieter, more private sanctuary.

2. Logical Urban Transition

Rather than rigidly following the northern street line, the new position acts as an intelligent "bridge." It aligns with the deeper setbacks of the southern apartment blocks, harmonizing the transition between the traditional street properties and the estate layout behind.

3. Improved Highway Safety

Demolishing the existing dwelling creates more dedicated parking forecourt which resolves on-street congestion. It allows for safe entry and exit without obstructing the traffic flow on Yeading Lane, offering a clear functional upgrade over the existing layout.

PROPOSED CONTEXTUAL ANALYSIS



Illustration 16 – Proposed Plot Width

- **Rhythmic Alignment:** The proposed width perfectly mirrors the established rhythm of 1–9 Langworth Drive. It transforms a "gap" in the skyline into a continuous, professional residential frontage.
- **Volumetric Balance:** While the existing bungalow sits low within the plot, the 2-storey proposal fills the vertical envelope of the site width more effectively, providing a visual "anchor" for the corner of Yeading Lane.
- **Maintained Separation:** The proposal respects the plot boundaries, ensuring significant "breathing room" remains between No. 25 and its neighbours. This prevents a cramped appearance while maximising the site's potential.
- **Enhanced Street Presence:** By utilising the plot width for a taller structure, the building achieves a presence that is proportional to the neighbouring houses, creating a more symmetrical and high-quality transition between the two streets.
- **Reduction of development width and pitch:** To reduce visual bulk, utilising a shallow pitch and increasing the span between boundaries effectively minimises the structure's impact

CONTEXTUAL ANALYSIS



Illustration 17 – Proposed Plot Division

- **Rhythmic Continuity:** The proposal replaces a visual "gap" in the skyline with a structure that mirrors the modular plot widths of 1–9 Langworth Drive.
- **Vertical Alignment:** By introducing a second storey, the building aligns its eaves and ridge lines with neighbouring properties, creating a consistent visual datum across the block.
- **Effective Corner Marking:** As a corner site, the increased massing acts as a high-quality visual anchor that successfully mediates the transition between Langworth Drive and Yeading Lane.
- **Preservation of Spacing:** The design utilizes the plot width efficiently by building upward rather than outward, maintaining essential lateral gaps ("breathing room") between buildings to prevent a terraced appearance.
- **Optimized Land Use:** The two-storey form provides a more substantial residential presence while keeping a compact footprint, allowing for better-proportioned private amenity space relative to the plot size.

CONTEXTUAL ANALYSIS



Illustration 18 – Proposed Roof Dominance

- **Skyline Completion:** The proposal replaces a visual "dip" with a roof profile that aligns with the established height datum of 1–9 Langworth Drive, creating a continuous and professional skyline.
- **Proportional Scale:** The increased green roof area provides a scale appropriate for a corner plot, acting as a high-quality visual transition between Langworth Drive and Yeading Lane.
- **Architectural Harmony:** By mirroring the pitched-roof tradition of taller neighbouring properties, the proposal integrates seamlessly into the local character rather than appearing as an undersized outlier.
- **Enhanced Functionality:** The more proposal offers improved thermal efficiency through better insulation capacity and optimized water drainage compared to the existing low-profile form.
- **Verticality vs. Bulk:** The design gains presence through vertical height (roof pitch) rather than horizontal spread, preserving essential lateral "breathing room" between the plots.

ENVIRONMENTAL IMPACT

1. Light Management: The property design strategically incorporates natural light to enhance the living experience while minimising artificial light pollution. Windows are thoughtfully placed to maximise daylight, reducing the need for artificial lighting during the day. The aim is also to avoid large windows which is likely to overheat the building in the summer and increase heat loss in the Winter

2. Noise Reduction: Soundproofing is fundamental to the property's design. High-performance double glazing and 350mm insulated walls effectively block external noise, ensuring a serene indoor atmosphere. Outside, strategic landscaping—including mature trees and shrubs—serves as a natural acoustic buffer to enhance tranquillity. Furthermore, the apartments are engineered to minimise sound transfer both between individual units and to neighbouring properties through specialised internal wall and floor construction.

3. Enhanced Privacy: Privacy is a cornerstone of the property's design. The layout is meticulously planned to ensure that windows and outdoor living areas remain shielded from neighbouring views. High-quality fencing and strategic landscaping provide additional layers of seclusion, creating a secure and private sanctuary. Furthermore, the building's orientation is optimised relative to adjacent structures to minimise overlooking and prevent intrusion.

4. Community Integration: The proposed four-flat development at 25 Yeading Lane has been designed to respond sensitively to the local vernacular, ensuring the building sits comfortably within the established character of the street. Beyond its aesthetic harmony, the scheme prioritises resident quality of life by incorporating private garden spaces, fostering a genuine sense of ownership and community. Furthermore, the construction utilises sustainable materials, demonstrating a commitment to environmental responsibility that aligns with modern living standards.

5. Green Spaces and Landscaping: The landscape strategy for the four apartments incorporates high-quality soft landscaping that significantly enhances the visual amenity of the neighbourhood. These private green spaces have been designed not only to provide essential outdoor relaxation areas for the occupants of the four units but also to serve as an ecological asset. By supporting local wildlife and boosting biodiversity, the functional yet aesthetic garden design fosters a strong sense of place and well-being for the new residents.

5. Accessibility and Convenience: Comprising four modern residences, 25 Yeading Lane has been thoughtfully crafted with inclusivity at its core. The design prioritises accessibility, ensuring ease of movement and comfort for all residents, including those with mobility needs. Perfectly positioned near essential amenities—including shops, top-rated schools, and excellent transport links—the development offers unmatched convenience. This

COMMUNITY IMPACT AND BENEFITS TO SURROUNDING AREA

prime location not only simplifies daily living but also fosters a connected, vibrant lifestyle that supports local commerce and encourages community engagement

6. Noise and Light Considerations: As mentioned earlier, measures have been taken to reduce noise and light pollution. This not only benefits the residents of the property but also enhances the quality of life for the surrounding community. By maintaining a peaceful and pleasant environment, the property contributes to the overall well-being of the neighbourhood.

7. Community Engagement: The development of 25 yeading lane included consultations with local residents to understand their concerns and aspirations. By engaging with the community during the planning process, the property development has been able to address specific needs and desires, fostering a sense of ownership and cooperation among residents.

8. Community Engagement: The development is projected to attract new businesses and services, stimulating local economy growth. With an emphasis on sustainable practices, we can ensure long-term economic stability.

9. Aesthetic Enhancement: The architectural design priorities harmony with the natural landscape, enhancing the visual appeal of the neighbourhood. Green spaces and thoughtfully designed landscapes will contribute to the area's overall beauty.