ADDENDUM TO THE "REVITALISING THE HEART OF GREENFORD" REPORT

This note has been prepared separately to the main report because of its speculative and sensitive content.

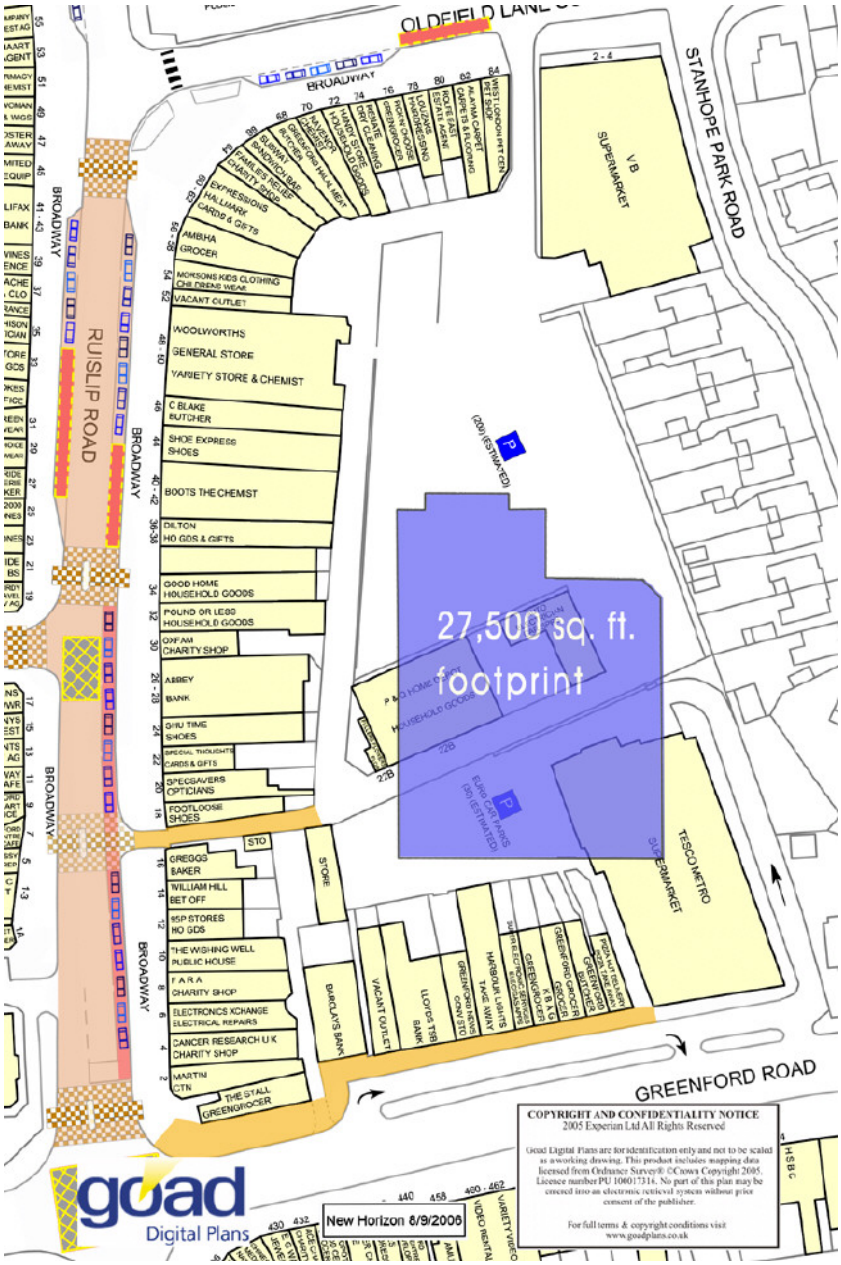
COMMENT

The critical appraisal report suggests the need for a new large food store to act as a major generator of footfall to underpin the viability of the town centre. The Tesco Metro is too small to provide the range of goods to perform this role.

The Council has a major land holding in Greenford represented by the large central car park. Adjacent to this there are two business holdings and Tesco's car park and its store with a frontage to Greenford Road. Access for cars and for lorries servicing businesses around this area is unsatisfactory and needs improvement. The report suggests that the alleyway through to the shops in Broadway should be closed to vehicles and made into a safe and attractive pedestrian thoroughfare. This will have an impact on Tesco and the businesses located within this area.

In the light of the need for changes to be made to the town centre it is appropriate to consider possible options. The car park and adjoining land slopes down from Oldfield Road South to Greenford Road. This presents an opportunity to exploit levels to create a multi-level development accommodating a larger foodstore and car parking with housing over the top.

The plan below shows the size of a typical footprint of a large foodstore in relation to the general area occupied by the existing car park and adjoining uses. (The diagram is *not* intended to indicate where a building would actually be located on the site.) Because of the access problems associated with the site, implementation would be dependent upon the cooperation of Tesco. Therefore as a first step (suggested in the main report) a dialogue needs to be opened with the company to discuss the Council's desire to strengthen the trading position of Greenford and the feasibility of bringing about access changes that would affect how their store is serviced and allow in and out access for cars to Greenford Road.



This would open the door to discuss the possibility of increasing the size of its store and development options.

If plans progressed it would be necessary to acquire the property that lies between the Council's and Tesco's land holdings.

It should be borne in mind that during redevelopment the Tesco store would have to close and this will affect trade in the town centre. However, if the stop & shop doorstep parking in Broadway has been provided, the extra footfall generated should offset this. Once a new store opens there will be a significant and permanent uplift in trade and the expectation of this should bolster confidence in the centre during the interregnum.

© New Horizon Limited November 2006