**Chiswick High Road**

**Consultation on items that should be included in the Context and Character study**

Below are suggestions for inclusion in the Context and Character Study for Chiswick High Road/Chiswick town centre and adjacent roads.

The study will provide guidance for the local plan which will, once adopted, influence and help determine which developments are granted planning permission.

Please indicate for each point whether you agree or disagree that it should be included in the character study.

There is space at the end of each section to add your own suggestions.

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| 1. Positive Characteristics |
| 1.1 | Connection to and views across the open space of the Green – the heart of Chiswick town centre – to surroundings including heritage buildings such as Town Hall |
|  |  |  |  |  |  |
| Agree |  |  | Disagree |  |  |
|  |  |  |  |  |  |
| 1.2 | Lively |
|  |  |  |  |  |  |
| Agree |  |  | Disagree |  |  |
|  |  |  |  |  |  |
| 1.3 | Tree-lined, wide pavement, boulevard feel |
|  |  |  |  |  |  |
| Agree |  |  | Disagree |  |  |
|  |  |  |  |  |  |
| 1.4 | Human scale of buildings (apart from Empire House) |
|  |  |  |  |  |  |
| Agree |  |  | Disagree |  |  |
|  |  |  |  |  |  |
| 1.5 | Special buildings – eg. Old Pack Horse, Café Nero opp Turnham Green, Carvosso’s |
|  |  |  |  |  |  |
| Agree |  |  | Disagree |  |  |
|  |  |  |  |  |  |
| 1.6 | Distinctive styles and interesting detail of shop frontages |
|  |  |  |  |  |  |
| Agree |  |  | Disagree |  |  |
|  |  |  |  |  |  |
| 1.7 | Market stalls |
|  |  |  |  |  |  |
| Agree |  |  | Disagree |  |  |
|  |  |  |  |  |  |
| 1.8 | Traditional street patterns preserved, providing public spaces that belong to the community |
|  |  |  |  |  |  |
| Agree |  |  | Disagree |  |  |
|  |  |  |  |  |  |
| 1.9 | Other positive characteristics that should be retained in any future developments |
|  |  |  |  |  |  |
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| 2. Negative characteristics |
| 2.1 | Empire House (tall block opposite Green) intrusive size/height, ugly roof line/plant, alien style – disrespects/detracts from surroundings, dead ground-floor façade and modern shop fronts either side of Empire House entrance, spoils views from Green and elsewhere |
|  |  |  |  |  |  |
| Agree |  |  | Disagree |  |  |
|  |  |  |  |  |  |
| 2.2 | Other negative characteristics |
|  |  |  |  |  |  |
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| 3. Any new development should meet following criteria: |
| 3.1 | Respect/be compatible with historical character of the High Road, e.g. existing Edwardian facades to be taken as ideal scale |
|  |  |  |  |  |  |
| Agree |  |  | Disagree |  |  |
|  |  |  |  |  |  |
| 3.2 | Low level frontage on High Road – e.g. no higher than Old Pack Horse or Cafe Nero |
|  |  |  |  |  |  |
| Agree |  |  | Disagree |  |  |
|  |  |  |  |  |  |
| 3.3 | Facade broken into separate units, not one glazed frontage |
|  |  |  |  |  |  |
| Agree |  |  | Disagree |  |  |
|  |  |  |  |  |  |
| 3.4 | New buildings to be of high architectural quality |
|  |  |  |  |  |  |
| Agree |  |  | Disagree |  |  |
|  |  |  |  |  |  |
| 3.5 | New buildings to be environmentally sustainable, e.g. Energy efficient, landscaped and set in their own open space |
|  |  |  |  |  |  |
| Agree |  |  | Disagree |  |  |
|  |  |  |  |  |  |
| 3.6 | Mix of uses to avoid a proliferation of identical outlets |
|  |  |  |  |  |  |
| Agree |  |  | Disagree |  |  |
|  |  |  |  |  |  |
| 3.7 | Preference in favour of retail over service (e.g. retail over estate agency) |
|  |  |  |  |  |  |
| Agree |  |  | Disagree |  |  |
|  |  |  |  |  |  |
| 3.8 | Presumption of residential over office / business space |
|  |  |  |  |  |  |
| Agree |  |  | Disagree |  |  |
|  |  |  |  |  |  |
| 3.9 | Strong and effective measures to deal with any increase in population (e.g. provision for more schools, larger schools, nurseries, medical facilities, etc.) |
|  |  |  |  |  |  |
| Agree |  |  | Disagree |  |  |
|  |  |  |  |  |  |
| 3.10 | Possible leisure activities to be considered (cinema, communal sitting space?) |
|  |  |  |  |  |  |
| Agree |  |  | Disagree |  |  |
|  |  |  |  |  |  |
| 3.11 | Provision of transport needs for any new development |
|  |  |  |  |  |  |
| Agree |  |  | Disagree |  |  |
|  |  |  |  |  |  |
| 3.12 | Strong and effective control of any additional traffic (e.g. delivery vehicles to increased size of shops) |
|  |  |  |  |  |  |
| Agree |  |  | Disagree |  |  |

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| 4. Suggestions for other items you consider important to include: |
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| 5. Your name and email: |
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| 6. Do you live / work in Chiswick? Other reason for filling in questionnaire? |
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For further copies of the questionnaire, email highroadactiongroup@yahoo.com

***Who we are:*** *The Chiswick High Road Action Group is a steering group consisting of local residents and business people. We actively welcome your participation in this process. Please get in touch if you would like to be involved in any way.*

*Please attend our meeting at* **Christchurch on Turnham Green at 7.30pm on 10th December 2012.**

Please return your completed questionnaire **before 12th December 2012** :

* email it to highroadactiongroup@yahoo.com
* drop it off at Potpourri Flowers on the High Road
* or bring it along to the **meeting on 10th December**