

## Chiswick town centre

### Objectives set out by the Local Plan for Chiswick town centre

1. Preserving and enhancing the High Road through supporting the diverse mix of local independent shops and businesses, and preserving the character of the built environment through Conservation Area status.
2. Harnessing the economic stimulus of and linkages to Chiswick Business Park westwards towards the Golden Mile - providing places to do business and soft networking.

### Regeneration progress so far

The role of the council is to support and facilitate the regeneration and development of the area, and enable and deliver key improvement projects. The council supports local businesses, particularly the small independent and creative and media sector businesses and stakeholders and provides relating to improving the vitality of Chiswick town centre – local business and creative cluster networks, affordable workspace and other regeneration initiatives.

### Chiswick town centre regeneration priorities

- C1** Endorsing suitable town centre stakeholders and groups to form a representative voice for businesses in the area.
- C2** Exploring setting up of a creative/tech hub space in Chiswick which will be linked to other incubator spaces along the Golden Mile and other areas subject to funding.
- C3** Exploring options to address the issues around affordable office space in and around this part of the borough in particular and the changes from office to residential use.
- C4** Endorsing events, markets and festivals that will contribute to the vibrancy of the town centre.

