

A Vision for Hounslow's Town Centres

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Introduction



Why have we created these vision documents?

We want our town centres to evolve, thrive and innovate in order to meet current and future challenges, but we must strive for more. A modern town centre can play its part in mitigating climate change, economic inequality and even social injustice. All the while, we must never lose sight of existing town centre communities and adapting to welcome new ones. We want to support grassroots community projects and enable strong public-private partnerships, attracting investment and funding.

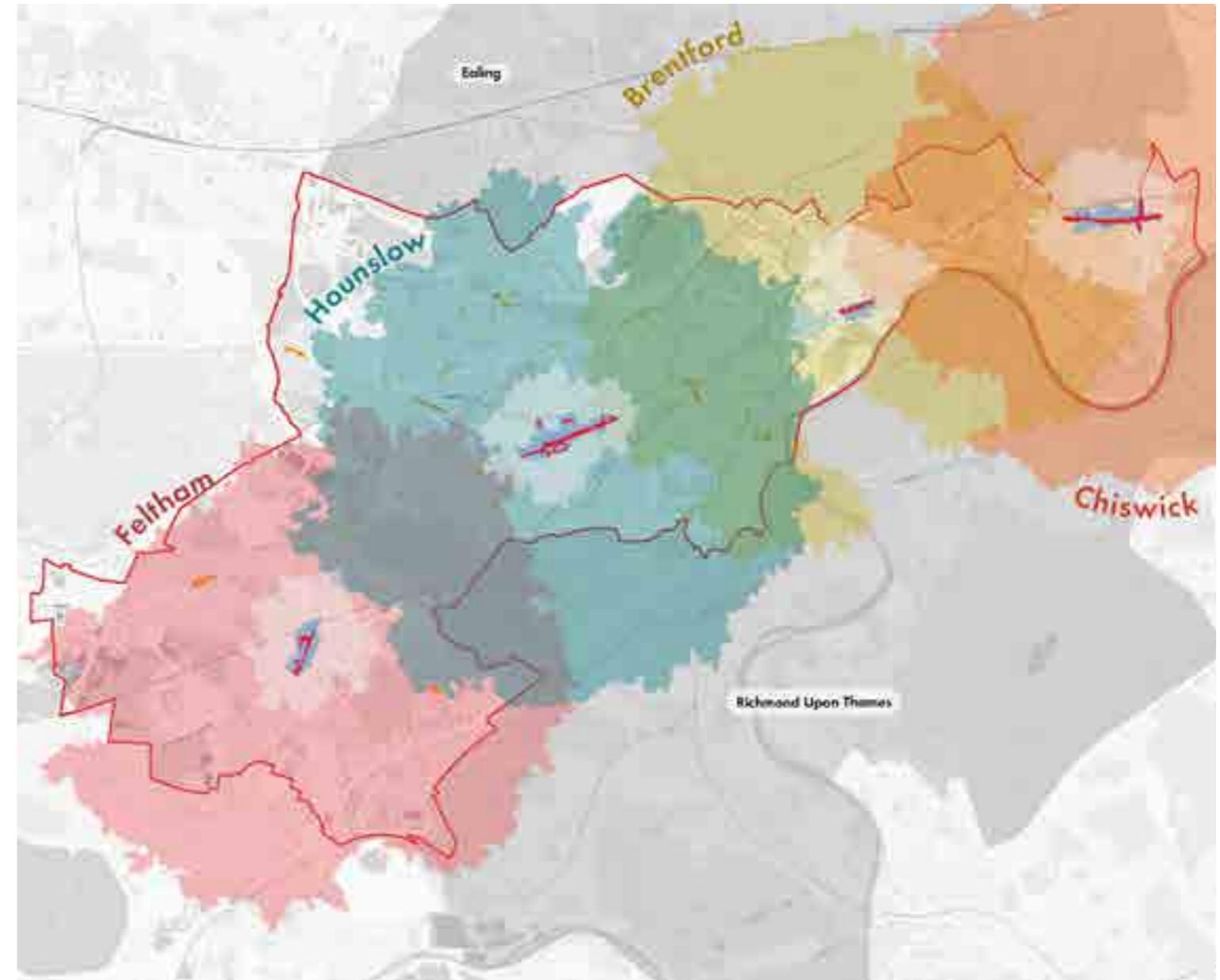
By creating these documents for Hounslow, Feltham, Brentford and Chiswick town centres, we can build a plan based on all the stakeholders' ambitions and support the right kinds of developments. By having a vision in place we will be better placed to attract investment and funding to make the plans happen.

How to use these documents

These documents have been designed to set the direction of travel for each of the town centres. They are not detailed strategy documents, but set out a series of themes and projects to help each place develop the positive aspects of its identity and a vision for its future.

The four key sections of this document focus on each of the town centres in turn. Drawing out its existing assets, development context and views from the local communities. A series of big ideas have been developed that identify the future priorities for each town centre. These themes have been developed as a direct result of two rounds of public engagement including digital surveys, workshops, youth engagement and meetings.

The introduction to this document sets the visions in context in terms of existing economic and social trends and a set of borough-wide priorities. The visions have been developed in coordination to ensure that the strategies for each place are complementary and take account of current strategic challenges.



1.5 minute cycle

1.5 minute walk

Setting the visions in context



Economic performance and strategic challenges

Hounslow has shown strong economic performance in recent years and prior to the COVID-19 pandemic it was the third fastest growing London Borough. However, the pandemic has highlighted weaknesses in the Hounslow local economy – an over-reliance on some business sectors, firms unable to cope with economic shocks, and an economy where the benefits are not always shared.

Several strategic challenges will continue to shape future economic growth across the town centres within the borough:

- **The future of air travel and Heathrow Airport:** Heathrow plays a vital role in the UK economy and particularly in the surrounding boroughs. The western part of the Borough is dominated by industrial and light industrial properties, many occupied by businesses linked to the airport.
- **The changing nature of retail:** The retail market continues to experience significant turbulence caused by renewed restrictions and accelerated changes as a result of COVID-19. Commentators are expecting an increase in retail vacancy and further downward pressure on rents.
- **The impact of COVID on leisure:** The leisure industry has faced significant challenges with the closure of pubs, bars, restaurants and other leisure venues having had a detrimental impact on attracting people to town centres and high streets. As restrictions are lifted leisure will play an important role in attracting people back into town centres and destinations such as cinemas and bowling alleys will once again provide important anchors to diversify and attract people to the high street.
- **The evolving nature of workspace:** 2020 accelerated trends towards remote and hybrid working, driving new demand for ‘work near home’ hubs for individuals and businesses. Economic restructuring will also drive demand for a wider range of co-working, productive and creative spaces across the borough.
- **Demand for industrial and distribution space:** The ongoing rise in e-commerce coupled with technology-driven small batch production and rapid prototyping will continue recent trends for increased demand for industrial space.
- **The impact of Brexit:** The Brexit deal in late 2020 removed a degree of uncertainty regarding the UK’s future relationship with the EU. However, movement of goods now faces customs, rules of origin, and regulatory checks which all complicate import and export processes for businesses. Given the links to Heathrow the impact of Brexit will need to be monitored across the borough.
- **Changes to the planning system:** The Government published its Planning for the Future White Paper in August 2020, which set out a package of proposals to streamline and modernise the planning process. In addition to the White Paper, the introduction of Use Class E (subsuming A1, A2, A3, B1, D1, D2 into one single class), gives greater flexibility for many uses typically found on the high street. Expansion of Permitted Development Rights in spring 2021, allowing non-residential uses to be converted to homes without the need for planning permission, will impact town centres.



A unique context for each centre

These strategic challenges will have differing impacts on the four town centres.

Hounslow

Hounslow town centre is defined as a Metropolitan Town Centre in the London Plan (2021). It is the largest town centre within the Borough and is classified as a strategic area for regeneration, with high potential for commercial and residential growth, and a night time economy of regional or sub-regional significance.

Hounslow has a considerable office and worker presence, but occupation trends are likely to evolve in a post-pandemic world. There are significant development proposals in the pipeline in the town centre which has put considerable pressure on existing office space through permitted development rights conversions. In terms of retail, it remains to be seen what impact the closure of the anchor Debenhams store in the Treaty Centre will have on the shopping centre and activity in the high street. This is likely to be dependent on the ability of the shopping centre to attract a tenant of similar standing and attraction. The opening of the High Street Quarter will provide a considerable increase in the amount of high

quality retail and leisure space in the town centre.

Feltham

Located in the west of the Borough, Feltham is defined as a District Town Centre in the London Plan (2021) and provides car-based retail and leisure. Feltham is included within the Heathrow Opportunity Area which is designated in the London Plan.

Feltham has a slightly different offer to the rest of the borough's centres, with a greater focus on industrial and distribution closer to the high street associated with the proximity of Heathrow airport and the motorway network. The airport's proximity has also led to a number of hotels in Feltham. Feltham has a more established leisure offer, with Leisure West on the southern edge of the town centre. There is also a considerable residential development focus around the town centre with a number of major residential developments in progress; and the MOD site offering a major opportunity for significant residential development on the edge of the high street.

At present, parts of the town centre, particularly along the high street, consist

of retail and office space that is secondary in nature. This is made up of low-quality convenience and other lower-end retail premises and ageing office stock, some of which has been converted to residential through permitted development rights. To fully realise the benefits of the wider development offer around the town centre, greatest focus should be put into improving the quality of the high street itself.

Brentford

Located next to the River Thames, Brentford town centre is defined as a District Town Centre in the London Plan (2021). Brentford is included within the Creative Enterprise Zone which is designated in the London Plan.

Brentford is the nearest high street to the major employment area of the Great West Corridor with major occupiers including Sky, GlaxoSmithKline and Worley. However, the connectivity between the two could be improved and investments such as the Creative Enterprise Zone could help to create better connections between the big creative businesses on the Great West Corridor and other smaller companies in and around Brentford town centre. Brentford also has significant residential development activity,

particularly along the canal network, and it is important to ensure the connections between these, the high street and the employment areas.

At present, Brentford has a slightly higher level of vacancy rates than other areas and it is important to monitor and try to reduce this given the importance of the high street.

Chiswick

Located in the east of the borough Chiswick town centre is defined as a Major Centre in the London Plan (2021).

Chiswick is an established high street in a generally more affluent part of the borough, with a considerable restaurant and night-time economy offer and low vacancy rates. The office offer in Chiswick is predominantly focused on Chiswick Business Park offering 1.75m sq. ft. of high-quality office space and the headquarters of multiple large organisations. It is important to generate links between the business park and the high street to encourage footfall and movement between the two. Away from the business park there is also flexible workspace just off Chiswick High Road to cater for smaller businesses. Chiswick also has an active residential market with several developments currently on site.

Borough-wide priorities

A number of challenges and opportunities have been identified which are common to the four town centres across Hounslow - these are set out below.



Addressing the Climate Emergency



- Establish our centres as part of the '15-minute city' with shops, jobs and services accessible in 15 minutes on foot, by bike or public transport, to give residents choice.
- Improve local walking and cycling routes and infrastructure to support this.
- Green our town centres to provide shade, drainage, improve air quality and biodiversity, making use of green roofs, walls and Sustainable Urban Drainage Systems (SUDS).
- Make new town centre homes highly energy efficient and factor in the embodied carbon of existing buildings when considering redevelopment.
- Further develop our recycling schemes for town centre businesses, homes and in public spaces, to keep waste down and our town centres clean and tidy.
- Design new buildings to be adaptable over time so that they can respond to changing habits and their embodied energy is not wasted.

Improving residents' health and well being



- Invest in our towns' open spaces to give people decent access to nature, with a range of spaces including growing space.
- Incorporate activities for all ages in centres and spaces such as play, running routes and gyms.
- Improve access to waterways near the centres, and make these waterside routes safe and comfortable.
- Improve access to and raise the profile of community services in our centres. Create sociable centres with gathering spaces - outdoor seating, pop-up spaces and markets.
- Support residents to walk and cycle for short journeys and invest in the public realm to make these trips more pleasant.
- Work with the network of amazing community groups operating across our town centres to build local ownership, promote volunteering opportunities, engage new communities and to deliver projects.

Creating attractive and well-designed centres



- Recognise the fantastic heritage of our town centres and celebrate this by raising the profile and providing better interpretation.
- Explore lighting opportunities for landmark buildings within our centres.
- Ensure that new development responds to the character of our town centres, with planning applications looking beyond their site boundary at the wider context.
- Encourage creative reinterpretations of our traditional Georgian, Victorian, Industrial and Art Deco buildings.
- Explore opportunities for events that celebrate the craft, making and historic industries of our town centres.
- Make our town centres comfortable and attractive places for people to walk and spend time, with public spaces, art and greenery.

Providing flexible town centres and economies that work for everyone



- Support our town centres to respond to changing shopping patterns, with a greater mix of cultural, community, work spaces and homes alongside shops.
- Support local markets and explore pop-up shops in empty units. Work with businesses to establish click and collect facilities in centres and dedicated areas for takeaway drivers.
- Invest in the public realm to make our town centres places to meet and spend time, aside from simply shopping.
- Support small businesses through flexible and affordable space that can encourage collaboration.
- Support connections between our local business and education establishments.
- Partner with town centre office and manufacturing businesses to provide quality internships and job opportunities for our young people.

15 minute neighbourhoods



The 15 minute neighbourhoods concept prompts us to think about how town centres can become more inclusive, healthy, sustainable and resilient places that work together performing complementary roles.

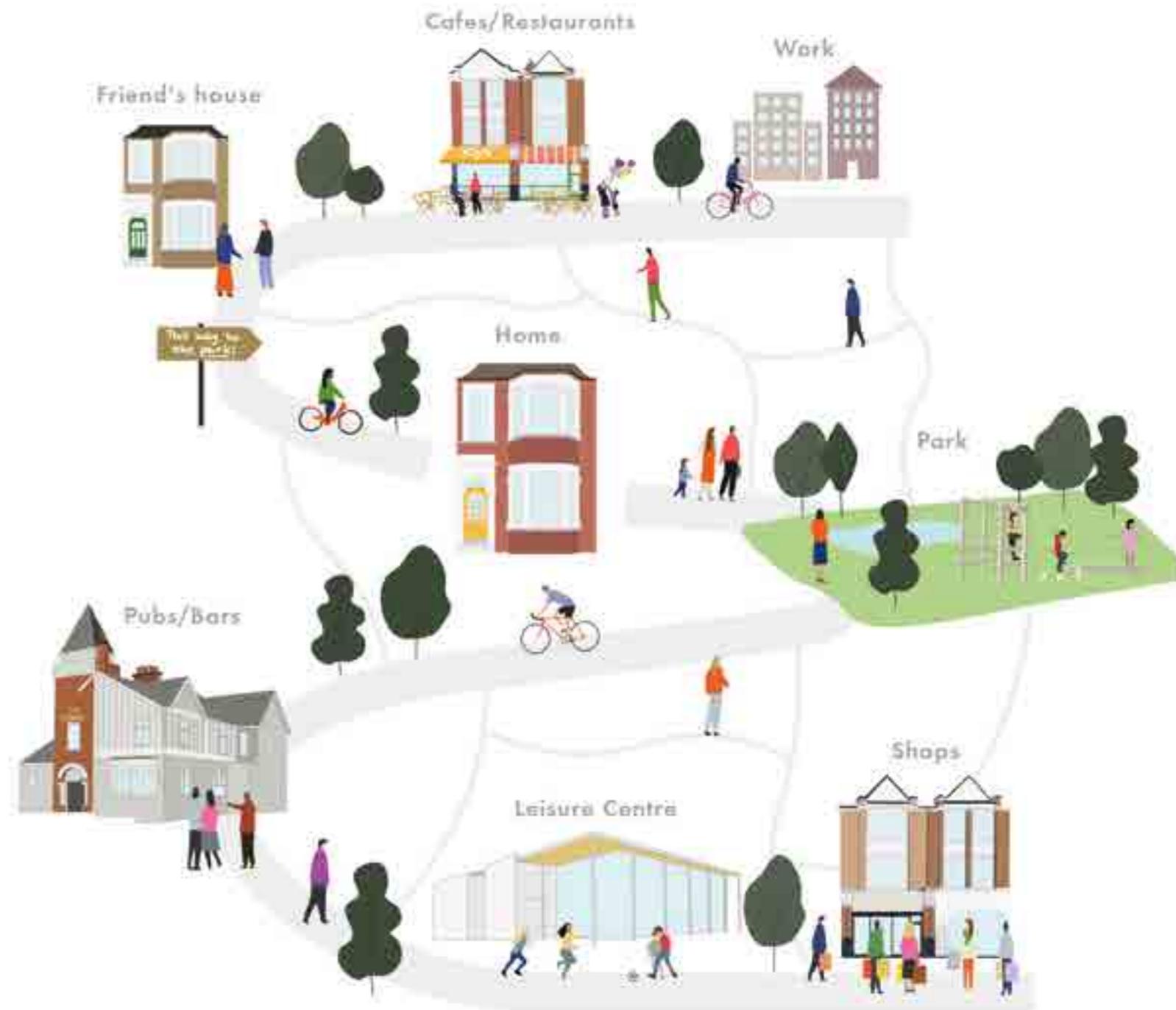
Hounslow is home to four town centres and a host of smaller neighbourhood centres and local parades. The COVID-19 pandemic has highlighted the importance of easy access to local businesses and services, providing opportunity and momentum to rethink the way we live and move around.

15 minute neighbourhoods are useful frameworks for assessing how town centres meet the needs of local people. They can be used to undertake local audits to identify gaps and deliver missing services and amenities, including local jobs and reducing complex supply chains where possible.

This can help create neighbourhoods where the everyday needs of local people are met through short walking, cycling and public transport trips, placing town centres at the heart of resilient communities.

However, it is important not to forget we each live our lives at different scales - by neighbourhood, borough and across London. The 15 minute concept should support greater access to services for those who need it most, and provide local options, rather than be a tool which sets artificial standards. Followed rigidly, the 15 minute neighbourhood could limit residents' access to opportunities, threaten social mobility and limit the economic potential for businesses to grow beyond their immediate catchment.

For the borough it is crucial to think and operate strategically and understand the interdependencies between town centres, neighbourhood centres and local parades - in both the borough and beyond local authority boundaries. Defining the unique offer of each town centre, encouraging specialisation, and promoting community-led initiatives; we can offer local people the choice to enjoy life at all scales - from the street to the city as a whole.



Complementary visions



Interconnected and distinctive

The purpose of these visions is to help improve each town centre. These documents will help to build a plan to be delivered in partnership, based on the ambitions of stakeholders and the public, for the right kind of development and change in each place.

Each town is currently very distinctive and the vision for each place is designed to strengthen the best of these identities and help attract investment and funding to overcome the specific challenges facing each place.

The visions for each place are set out on the opposite page and draw out the distinctive character of each of the town centres:

Hounslow: A diverse civic heart of the borough - safe, green and vibrant

Feltham: A local focus - proud of the past, and a green future

Brentford: A growing community and creative waterside destination

Chiswick: A welcoming, diverse High Road for the local community

All four towns have a key function as a centre for shops, services, community, leisure and workspaces for their surrounding communities. Some strands of the visions are about drawing out these roles, or strengthening a particular function. Hounslow for example will be the civic heart of the borough - strengthening this identity as the administrative centre. Whilst the vision for Chiswick is about retaining and complementing the unique mix of independent shops that attract visitors.

Other parts of the vision are about drawing out a unique element of the towns existing personality - its historic character, sense of green or riverside identity. For example the vision for Brentford focuses on its distinctive waterside character whilst the vision for Feltham celebrates its generous green spaces that are embedded within the town centre.

The town centres are part of a wider network of smaller parades and centres that serve local residents. The visions are designed with this in mind to help ensure that other centres are complemented and the primary centres have a strong and distinctive role and do not undermine the more local role of this important network of local centres.

A vision for Hounslow

Hounslow will continue to grow as a civic heart to serve its diverse population. This will mean celebrating this multiculturalism through events, investing in public spaces that communicate this identity and providing new facilities to serve the community...



A vision for Brentford

Brentford will be home to a larger local community with contemporary homes fronting the river and a rejuvenated high street and waterside park. This will be balanced with Brentford's long heritage, rooted in its historic position at the confluence of the Rivers Thames and Brent and the Grand Union Canal...



A vision for Feltham

Feltham will flourish from a functional and convenient town into a beautiful and more aspirational destination that celebrates its history. This green and accessible centre will be enhanced with more varied shops, community and leisure facilities...



A vision for Chiswick

Chiswick will continue to be an attractive and desirable place to live and visit. Its existing choice of shops, places to work, eat, drink and be entertained will be strengthened and offer choice for all age groups. Chiswick High Road will be a welcoming, safe and healthy environment, hosting events, markets and connected to well used green spaces...





a vision for Hounslow



The 'capital' of Hounslow



Hounslow

The largest centre in the borough, Hounslow is an important retail, leisure and administrative destination. Its location between central London and Heathrow airport offers the opportunity to capitalise on this strategic position as Hounslow continues to grow as a place to both live and work



Hounslow serves a large and diverse residential catchment and is a town centre that is experiencing significant population growth. New homes in the town centre will support the existing shops and services as well as new ones. Modern facilities such as the Civic Centre will support this growing population and provide exciting architecture that local people can be proud of

Hounslow's high street is part of a historic route between central London and Bath. Although the High Street has evolved from a through-route to a partly pedestrianised area, it is the central spine of the town centre, connecting communities to the north, south, east and west



Exciting new development is being delivered in the town centre at the High Street Quarter where new shops and leisure facilities will complement the existing high street

An evolving context



Hounslow

Ripe with opportunity

There are a significant number of development sites which are either under construction or planned to support the growth of the town. With almost 4,000 new homes planned by 2025 as part of the Mayors Housing Zone, the town centre is playing a vital role in meeting London's housing needs. Some of these homes are delivered by development of larger sites on the edge of the town, alongside the conversion of existing buildings. Public investment in infrastructure, streets, spaces, civic facilities and amenities is central to supporting this growth.

A Holdsworth House



19 New Homes

B 61-63 Staines Road Hounslow



18 New Homes

C 12-32 Lampton Road



76 New Homes

D High Street Quarter



588 New Homes

9,830 sqm
Retail/
restaurant/cafe

5,267 sqm
Leisure

513 Parking spaces

686 Cycle parking spaces

E School Road



284 New Homes

Five-Form
Entry Primary
School

F 9-21 Bell Road



127 New Homes

1,127 sqm
Commercial

G Hounslow Place



293 New Homes

926 sqm
Commercial

The plan below illustrates the sites within the town centre with planning permission or where there is development under construction. These are shown in darker grey.

A few of these are picked out to the left to illustrate the breadth of development coming forward in Hounslow including new homes, schools, commercial and leisure space.



What you told us



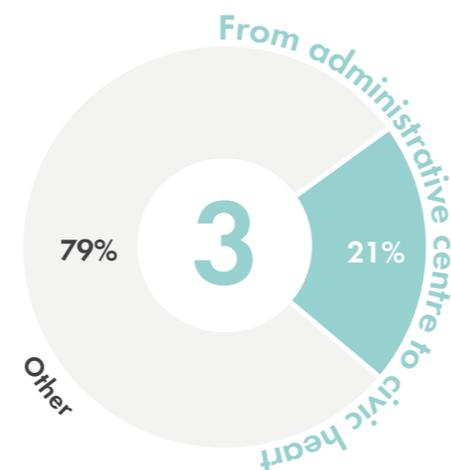
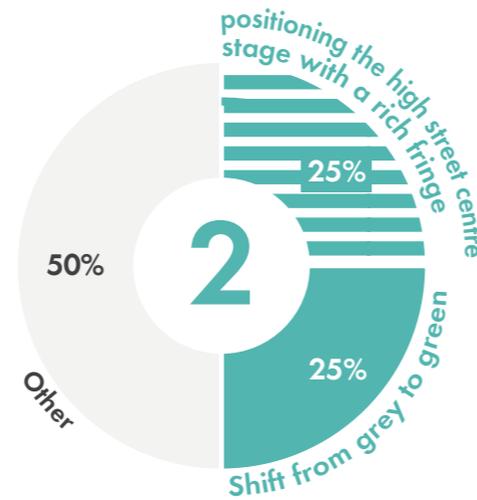
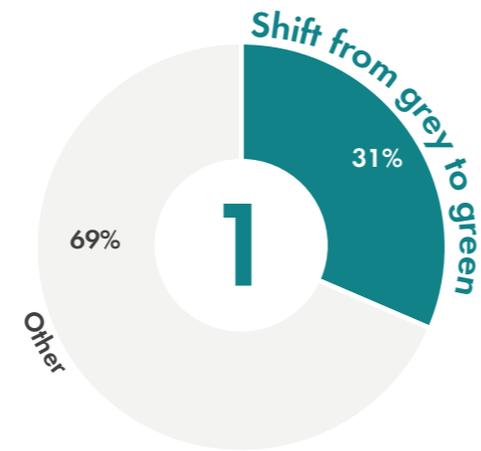
Hounslow

You shared your feedback to the draft vision documents through a number of engagement activities. Here we set out a range of headline messages.

Headline messages

- A desire for a good quality range of shops, food and drink outlets. Acknowledgment that the High Street Quarter may help to deliver this.
- Support for a new greening in the town centre, as well as new trees and planting
- Enable ideas to drive footfall in the high street such as market stalls, events and festivals
- Support for opportunities to celebrate the diverse culture and identity of Hounslow
- Explore ways to make the town feel safer in the evenings through new leisure uses and greater activity.
- A desire for better care and maintenance of the town centre

Respondent's prioritised big ideas



Top 6 most popular answers:

What project would you like to see delivered to improve Hounslow town centre?



Can you think of any projects that would be quick or easy to deliver to improve Hounslow town centre in the short term?



Have we missed anything that should be emphasised in the Hounslow Town Centre Vision





A vision for Hounslow

Hounslow will continue to grow as a civic heart to serve its diverse population. This will mean celebrating this multiculturalism through events, investing in public spaces that communicate this identity and providing new facilities to serve the community.

New leisure, cultural, community spaces and workspaces will make Hounslow a more desirable place to live and work. New high quality development, alongside greening the town centre, will make it more attractive and reinforce the high street as a place to visit.



the OUTDOOR
ARTS SPACE
in the HEART
of HOUNSLOW

Big ideas for Hounslow



Hounslow

1 Shift from grey to green

Significantly green the town centre – with new green spaces and planting on the high street. Improve connections to green spaces beyond the town centre.

Example projects might include:

- Open spaces: enhancing and creating open space on the high street with more planting and biodiversity
- Town-wide greening: Sustainable Urban Drainage, planting, green-roofs and trees to green urban spaces, overcome flooding issues, improve the character and unique feel of the centre, create play space, increase biodiversity and contribute to urban cooling

- Greening of routes: Improve the quality and legibility of routes to green spaces, parks and leisure destinations
- Active routes and spaces: Make the town centre a place for sport and leisure with exercise zones and routes
- Ensure that new development and retrofitting contributes to urban greening in the town centre
- Community and business involvement: explore ways to engage with local businesses and community groups to help with care and ownership of spaces



Best practice precedent: Missing Link, Vauxhall London
 Streets within Vauxhall have been transformed by the integration of significant areas of planting to improve flooding and the quality of the environment. Carriageways have been narrowed to accommodate large planting beds, to help create a green link between public spaces in the local area.



Relevant big ideas

2 Positioning the high street centre stage

As the High Street Quarter opens, ensure the high street is maintained as the 'centre' of town as a key destination

Example projects might include:

- Ensure any potential longer term redevelopment of major site delivers a new destination for the High Street. This should include new open space, leisure, cultural and community uses
- Investment in the public realm to make the high street an exciting and attractive place to dwell. Consider the use of art and lighting to communicate culture and identity

- Deliver safe and accessible links to the high street including improvements to Red Lion Walk alongside other alleys
- Improve the quality of frontage through shop front improvements, investment and redevelopment, alongside introducing new homes
- Meanwhile use strategy to create affordable space for creative uses, community activity and start-up businesses to support variety in the high street, overcome vacancy and meet the needs of the ethnically diverse community



Best practice precedent: Temporary uses to add activity to the high street
 A programme of temporary uses can help add variety, interest and new destinations. In Croydon, a temporary street food market occupied a large vacant retail unit on Surrey Street. In Peckham, Franks Bar and studio spaces are located within the top floors of an underused multi-storey car park.



Relevant big ideas

3 From administrative centre to civic heart

Strengthen the identity of Hounslow town centre to become a civic and cultural destination, welcoming and celebrating the ethnically diverse community

Example projects might include:

- Better advertise the network of existing civic spaces and needs of the diverse community. Better understand the required improvements to make more of these
- Deliver new community, leisure and cultural spaces through new development, particularly on key High Street sites

- A curated programme of activities within key public spaces such as Bell Square
- Hounslow House: clearly communicate what is on offer here and how this might change as the use of this building evolves with more people working from home
- Get young people using the town centre through engagement with schools. This could be through outdoor classroom activities, by building links with businesses and better connectivity.



Best practice precedent: Places for play and exercise
 In Barking Town Square places for children's play, events and exercise have been integrated into the public realm. This has made the space welcoming for families and provides activities for people to do in the town centre without spending money, whilst adding vitality and personality to the spaces



Relevant big ideas



Best practice precedent: Community spaces on the high street
 In an empty unit on the high street, students presented their work from their college course. The space within the shopping centre was open to the community. This created variety in the high street, but also gave young people a space to use in a creative way.

Relevant big ideas

4 A 24-hour centre - a lively and safe place during the day and evening

Make Hounslow a safe and vibrant evening destination and an appealing place to live, play and work. During the day, explore opportunities to make more of excellent strategic connectivity to be a leading location for business

Example projects might include:

- Improve safety in the evenings by bringing activity back to the high street by diversifying the food offer, introducing music and cultural venues, later shop openings and exploring the

- appetite for timed/limited vehicular access to activate the town centre
- Explore demand for additional workspace created by more flexible working to support economic regeneration and assist unemployed residents back to work
- Capitalise on opportunities where businesses have left central London and offer a viable and well connected alternative for "work near home business space"



Best practice precedent: Flexible workspace on the high street
 A former council direct centre transformed into a mixed use creative hub including a variety of retail, co-working, studio and exhibition space and a bakery-cafe where events and workshops take place. Jointly funded by LB Waltham Forest and the GLA.

Relevant big ideas



Best practice precedent: Temporary Foodstalls, shops and workspace
 The regeneration of Elephant and Castle is planned to take decades. Whilst some sites wait to be redeveloped temporary spaces have been created to add activity to key routes during the day and evening with both food stalls and workspace

Relevant big ideas

5 Perfecting a highly accessible destination

Explore opportunities to enhance east to west connectivity and better routes into the town centre. Transform vehicular dominated roads into attractive streets with positive frontage that prioritise sustainable modes

Example projects might include:

- Explore opportunities to improve the frontage of Hanworth Rd/Grove Rd, improve the bus waiting environment and walking routes into the town centre
- Improve the quality of routes on foot and by bike such as Hanworth Rd / Grove Rd and Kingsley Rd / Lampton Rd

- Improve tube and mainline rail environments, particularly towards Hounslow East, to raise profile and quality, alongside improvements to routes from stops/stations
- Review the amount and retain public parking. Make sure it is well used and appropriately located as a factor in making the town centre competitive
- Explore opportunities to celebrate, improve and mark the point of arrival into the town centre by all transport modes



Best practice precedent: Transforming roads to streets for people

Wide pavements, tree planting and cycle parking within a central reservation has helped transform a busy dual carriageway in Hereford (left).

Redistributing space has created a new type of street environment at Passeig De St Joan Boulevard, Barcelona (image copyright: Adrià Goula)



Relevant big ideas

6 A contemporary character distinct to Hounslow

Embrace the delivery of contemporary and exemplary new buildings and landmarks in the town centre, whilst protecting and enhancing existing historic elements. The contrast between old and new is a characteristic that is distinctively Hounslow

Example projects might include:

- Identify Hounslow's heritage of the future - the elements of the towns existing character that should be protected to influence the future. This includes the 'human-scale' of the existing high street

- Improve the setting of existing listed assets to create 'special moments' within the public realm
- Landmarks: Identify opportunities for new quality landmarks within opportunity sites
- Exemplary standards: Exemplary modern and sustainable design to help raise the quality of the town centre and deliver new architecture



Best practice precedent: Refurbishment and integration of historic buildings

As part of the redevelopment of Kings Cross care was taken to reuse and refurbish 'ordinary' heritage to help create a range of character, scale and materials



Relevant big ideas



Best practice precedent: A creative use of lighting, London and New York

This can help improve the quality of the environment, make it feel safer and also help communicate culture and identity. The examples above are using lighting to help make an underpass more inviting for pedestrians in Southwark Street, London (left) and Brooklyn, New York (right). Lighting can also be used to help identify or celebrate a landmark building.



Relevant big ideas

Spatial framework

The plan on this page summarises some of the key spatial priorities for the town centre. Some of these spatial moves might include:

- The need to add activity and vitality to the central spine of the high street
- Ensuring that large development sites on the high street deliver new leisure, cultural and community destinations as well as greening and open space
- Improving connections to the high street including streets and alleyways that connect to surrounding residential neighbourhoods
- Improving the pedestrian routes from the tube and rail stations into the town centre and connections to open spaces
- Thinking about greater intensity of workspace in the town centre and to the west of the high street
- Creating opportunities for new landmarks and improving the setting of existing heritage
- Improving east-west movement through the town centre and the quality of the environment of these routes

Key

- Community uses (faith, general, leisure, medical)
- Programming of outdoor spaces, art and lighting installation
- Thinking about the future of Hounslow House
- Links with education
- Improving links to the high street
- Investment in the high street public realm and frontages
- Listed and locally listed historic assets
- Potential opportunities for landmarks
- Town centre greening
- Greening of routes
- Improvements to Hanworth Rd/Grove Rd
- Better East to West Connectivity
- Improve environment
- Review parking
- Re-purpose large vacant retail units
- Opportunities for more flexible working and workspace
- Culture and night time opportunities



Implementation and next steps



Hounslow

The projects set out within the big ideas for Hounslow are designed as a starting point to understand how the vision could be realised. An economic resilience strategy sits alongside and underpins the vision, setting out the approach and practical steps needed to achieve the vision for Hounslow town centre.

Some of the projects sitting beneath the big ideas represent significant projects and strategic ambitions for improving the town centre. They will often require a series of more detailed short-term steps to achieve the overall goal. The bullets to the right set out what some of these initial priorities and studies might be.

A series of 'quick wins' were identified through public engagement which could be delivered in the immediate to short term, helping improve the physical environment and experience of Hounslow.

How these projects are implemented is also importance, including decisions on leadership and stewardship. Public engagement highlighted the crucial role local people and community groups should take in delivering change - presenting opportunities to build ownership and community engagement. This could be through existing or new governance structures that embeds a community-led ethos through every aspect of the vision.

Quick wins in the town centre now to be explored within the masterplan

- Street cleaning and maintenance
- Events and festivals
- Planting and greening
- Investment in lighting and street art in the alleyways and lanes
- Creative re-use of empty high street spaces

Projects planning - small steps towards bigger projects

- Improving the arrival experience and creating an attractive connection between the stations, bus stops and town centre, alongside improving active travel infrastructure;
- Feasibility testing of converting existing office spaces into new work hubs;
- Introduction of play space to encourage greater family use;
- Development of a vacant space strategy and interventions to re-purpose retail units; and
- Working with landowners to secure future of key assets such as the theatre and community facilities.

A focus on working with local community organisations and partners

- Watermans
- West Thames College and local schools
- Hounslow Music Service
- Hounslow Arts Centre
- Hounslow Chamber of Commerce
- Safer Business Hounslow
- Hounslow Town Centre Neighbourhood Forum



a vision for Feltham



Flourishing Feltham



Feltham

Feltham is Hounslow's most westerly town, a thriving centre that serves its local residents. The town has seen much change, with the complete reinvention and redevelopment of its high street in the 1960s, and with The Centre opening in 2006. The Centre offers a wide variety of national chain shops, a large supermarket, library and health centre



Although Feltham feels like a more modern town centre than other places in the borough, there is a hidden historic character located just away from the high street. Feltham Green was developed with the coming of the railways in 1848 and has an attractive village feel focused around the open space



Feltham was originally a centre of market gardening, later replaced with industry and manufacturing associated with land and air transport. Today the largest local employer is Heathrow airport and associated businesses including logistics which are located in the industrial estates on the edge of the town centre



A unique character of Feltham amongst Hounslow's town centres is the extent to which green space is embedded within the town centre - Feltham Green, Bridge House Pond and the Longford River are right on the high street

An evolving context



Ripe with opportunity

There are a significant number of development sites which are either under construction or planned to support the growth of the town. With almost 3,500 new homes planned for the town centre and wider area by 2025 as part of the Mayors Housing Zone, the town centre is playing a vital role in meeting London's housing needs. These homes are being delivered by the intensification of key town centre sites, larger sites on the edge of the town centre, alongside the conversion of existing buildings. Public investment in infrastructure, streets, spaces, civic facilities and amenities is central to supporting this growth. The planned investment in two of Feltham's central green spaces is a key example of this.

A New Road Car park



120 New Homes

C 21 High Street



77 New Homes

E Tesco site



104 New Homes
33 Parking spaces

G Feltham Green



B Feltham People's Centre



47 New Homes

D Victoria House



121 Co-living units

F King's House



16 New Homes

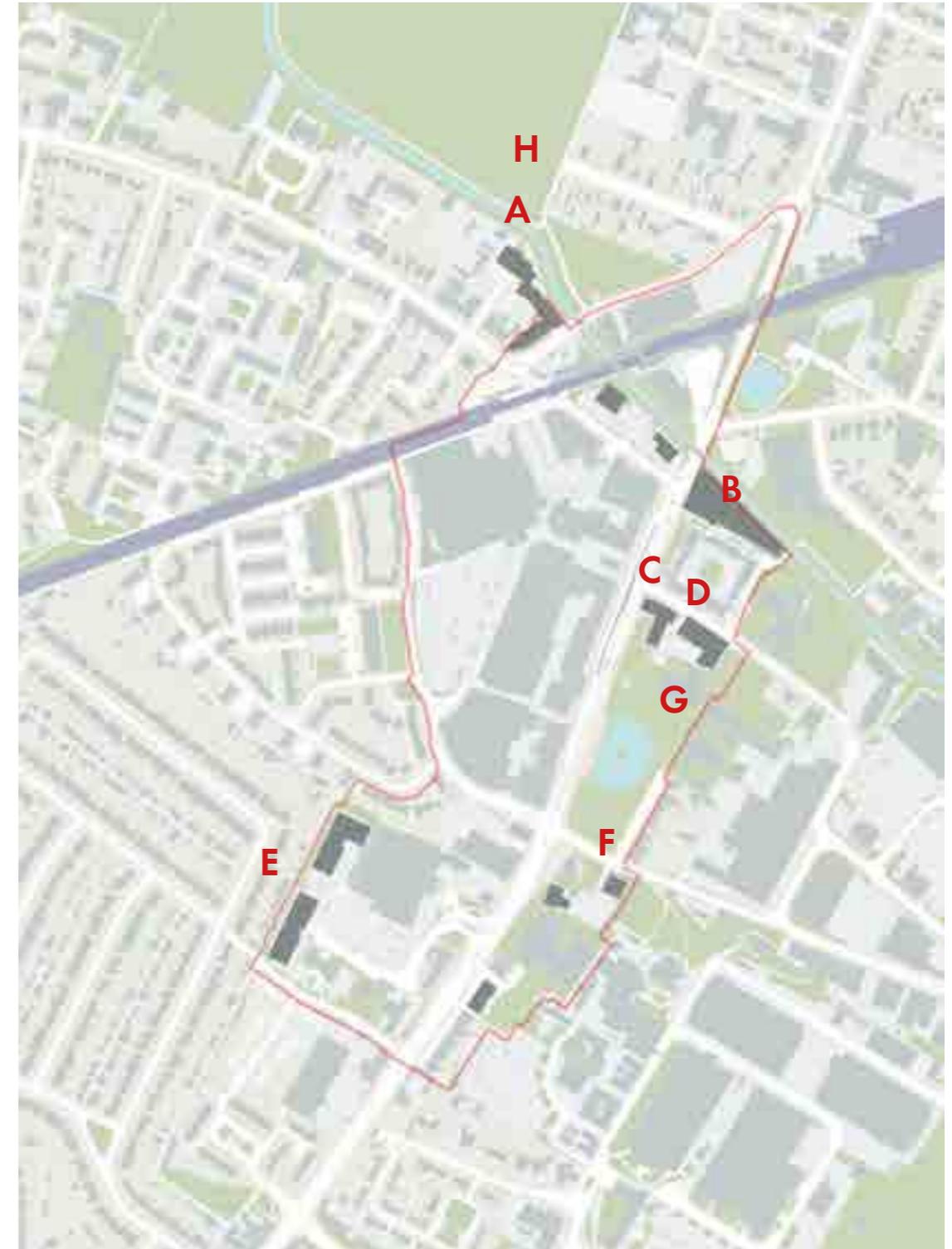
H Feltham Arenas Parkland investment



The plan to the right illustrates the sites within the town centre with planning permission or where there is development under construction. These are shown in darker grey.

A few of these are picked out to the right to illustrate the breadth of development coming forward in Feltham including new homes, commercial and leisure space.

Feltham



What you told us



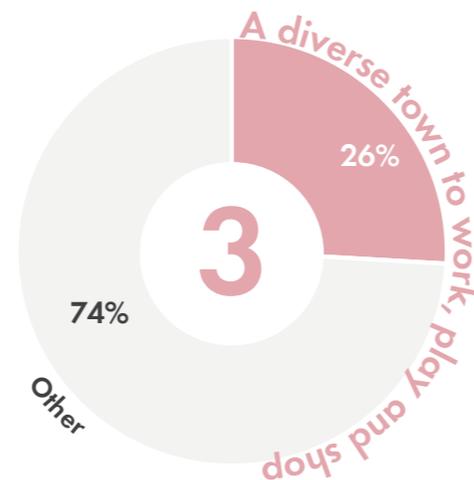
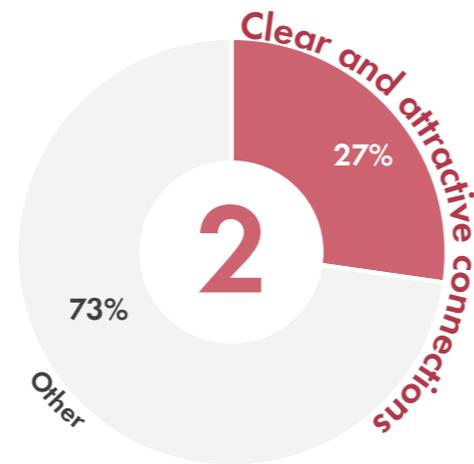
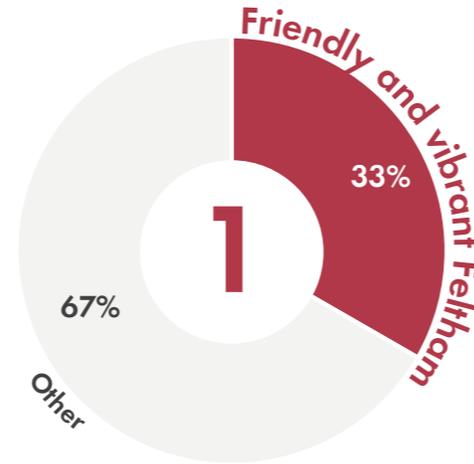
Feltham

You shared your feedback to the draft vision documents through a number of engagement activities. Here we set out a range of headline messages.

Headline messages

- There was support for the improvements to the high street that have already taken place but a call for more greening, less 'straight lines' and improvements to lighting and the 'wind tunnel'
- A desire to strengthen the narrative around heritage including mention of Hanworth Park House and a heritage trail to celebrate local history and increase tourism
- More emphasis on delivering local community spaces and investment in Feltham Assembly Hall. A desire to make the town more family friendly with better places to eat and playspaces
- A concern about height of new development in central Feltham
- Need for quick wins such as better bins, maintenance, signage and better partnership working with 'The Centre' to make things happen

Respondent's prioritised big ideas



Top 6 most popular answers:

What project would you like to see delivered to improve Feltham town centre?



29%
Make Feltham more attractive



16%
Highlight hidden gems



16%
Improve green spaces



14%
Good quality and diverse range of shops, food and drink places



11%
Reduce crime



4%
Accessibility to leisure, recreational and community spaces

Can you think of any projects that would be quick or easy to deliver to improve Feltham town centre in the short term?



23%
Cleaner and safer Feltham



18%
Improve landscape and signage



18%
Improve walking and cycling routes

Have we missed anything that should be emphasised in the Feltham Town Centre Vision



22%
Cleaner and safer Feltham



17%
Good quality and diverse range of shops, food and drink places



17%
Improve community engagement



13%
Improve parking spaces



13%
Improve green spaces

Context for the vision



Feltham is a convenient and well visited town centre amongst its local residents. As well as helping to overcome strategic challenges and trends affecting all towns, the vision is designed to help overcome a series of local challenges which include, but are not limited to; creating a more attractive centre, increasing the diversity of leisure and culture, and improving the overall reputation of Feltham

Feltham is a popular centre, with an excellent range of shops and services in a modern and accessible environment. Making the town centre a more beautiful place with a more interesting and varied range of uses is a key priority, somewhere for local residents to be proud of.

The town has important relationships with its surrounding industrial estates and Heathrow Airport for local employment. There are opportunities to improve connections to Hanworth Air Park and Leisure West as important local assets.

The following page sets out the vision for the town centre. This vision is further explained by the 'big ideas' which help communicate the key priorities for the town centre. A set of example projects are set out under each 'big idea' to share some early ideas for how this could be delivered. The big ideas have been ordered by the level of support they received from the community.



Feltham



A vision for Feltham

Feltham will flourish from a functional and convenient town into a beautiful and more aspirational destination that celebrates its history. This green and accessible centre will be enhanced with more varied shops, community and leisure facilities.

Drawing out the personality and identity of the town through its past famous residents, music culture, heritage assets such as Hanworth House and investing in its green assets will help create a town local residents can be proud of.

Big ideas for Feltham



Feltham

1 A friendly and vibrant identity

Explore opportunities to transform Feltham from a functional town centre into a beautiful and more aspirational destination that celebrates its history.

Example projects might include:

- Support investment in heritage assets that provide landmarks on the high street such as St Catherine’s House and Feltham Green to raise the quality and interest along this key route
- Celebrate the wider heritage of the area through improvements to the heritage trail, investment in connections to Hanworth Park House and Old Feltham.

- Continue the public realm improvements to High Street through increased greening, shop-front improvements, and creating a safer environment. Use tools such as murals and colourful painted crossings to add personality
- Work with community groups to support social integration and strengthen the town’s identity, sense of arrival, activation and overall sense of security.
- Support the existing market stalls in ‘The Centre’ and explore the opportunity to expand the number of stalls, or have themed craft and farmers markets, to bring life into this space. Other community events in the plaza should also be encouraged.

Best practice precedent: Refurbishment and reuse of historic buildings for leisure and community uses

The Castle Climbing Centre in Hackney sensitively reuses an unusual historic building for a fun and family friendly use, using heritage to create a new destination in the area



Relevant big ideas

2 Clear and attractive connections

Provide clear, attractive and purposeful sustainable connections between the town centre and the surrounding neighbourhoods, key destinations and green spaces.

Provide sufficient public parking supply to compete responsibly with other centres whilst promoting active travel and improving the PTAL rating for the town centre.

Example projects might include:

- Projects to improve walking and cycling around and to the town centre including the maintenance of routes and delivery of secure bike parking.

- Feltham Station: Improve the station’s profile, feeling of safety, pedestrian routes to it and improve the quality of the environment
- Public parking: Review the amount and cost of public parking and make sure it is well used and appropriately located to maintain the competitiveness of the centre

Best practice precedent: Pedestrian crossings with personality

A pedestrian crossing in Southwark has been transformed by an artist - adding personality and improving the route for those using it. This might be one way to add interest to Feltham High Street



Relevant big ideas

Best practice precedent: Facilities for cyclists

New cycle hubs have been installed at key stations in Waltham Forest. These have CCTV, key fob entry, lighting, tyre pumps and tiered cycle storage. These secure facilities make it easier for people commuting or shopping locally to travel by bike



Relevant big ideas

3 A destination for more than shopping



Diversify the large multiple retail and leisure offer to increase community uses and a family friendly experience

Strengthen and support Feltham's industrial estates as a local employment asset and important distribution, logistics and maker spaces

Example projects might include:

- Invest in community spaces. Consider relocating the library to a ground floor location in The Centre to create more activity and make use of empty shops. Alternatively, improve the signage to the existing facility.

- Make the town centre more appealing for families with new playspaces, places to eat and leisure activities.
- Set up a representative community group to consider the future of the Feltham Assembly Hall and how this can best serve residents.
- Working with landowners on creative strategies to overcome empty shops and deliver new community and leisure spaces
- Improve the routes between the town centre and key industrial locations and protect this workspace as an asset for the town centre
- Feltham House: Explore the potential for workspace and/or community space within currently underutilised buildings such as Feltham House.

Best practice precedent: Refurbishment and reuse of historic buildings

As with Feltham House, the Toffee Factory in Newcastle was derelict. The building was refurbished and new business space was created that supported small creative businesses in the area. This created a new destination and contributed to the regeneration of this part of the town centre



Relevant big ideas



4 A well-integrated town centre



Ensure key destinations beyond the high street feel like a connected part of the town. Make sure 'The Centre', feels well integrated with surrounding neighbourhoods.

Example projects might include:

- Leisure West: Improve the quality of the routes to this destination and public spaces around the area with public realm improvements. In the longer term the redevelopment of this site should deliver new riverside development which should include new homes, leisure and cultural destinations
- New neighbourhoods: Plan for the future integration and connection to redevelopment of the MOD site

- Ensure new development helps to mediate the transition in scale between 'The Centre' and the lower scale of suburban residential neighbourhoods
- New infrastructure should be delivered alongside new development including GPs, schools, green spaces and youth clubs.
- Sites on the edge of the centre will integrate new forms of workspace, allowing the existing industrial economy to inform and shape the future economy. Productive space integrated into new housing developments will complement the core retail offer and also help attract new residents and businesses.

Best practice precedent: Riverside development

Smaller scale waterways can still be used to create attractive and active environments. New development in Haggerston provided space for cafes and restaurants along the ground floor facing the water. The towpath is now pleasant and safe to use and the cafe spaces have an interesting outlook which makes them a popular destination. This is a useful precedents for the longer term redevelopment of Leisure West



Relevant big ideas



5 Revealing the river and the town's green gems



Improve the prominence and range of uses and users of the two green spaces in the heart of the town centre. Unlock the Longford River as a new connection, a biodiversity and open space asset.

Example projects might include:

- Opening of a walking and cycling route along the stretch of the Longford between the A244/High Street and Glebelands Playing Fields. In the longer term consider the aspiration to deliver an off-road connection to Heathrow.

- Make a route along the river safe by developing sites to front onto the river. Improvements should include biodiversity and landscaping investment. Benches, lighting and maintenance will also be important.
- Feltham Green: Deliver the planned redesign of this space for play, exercise, events spaces and community spaces for local groups and support them to activate these spaces
- Bridge House Pond: Working with existing groups, improve the prominence of the entrance, make it feel safer and invest in improvements to the edge of the road bridge to Heathrow.



Best practice precedent: Riverside routes

As has begun with the new bridge to Arenas Parkland across the Longford in Feltham, access to the River Lea has been transformed with new bridges, floating towpaths and landscape improvements which have established a new route for pedestrians and cyclists. Simple interventions have had a big impact, forging new connections between neighbourhoods and the river, allowing people to avoid busy roadways and encouraging healthy and active lifestyles.



Relevant big ideas



Investment in Feltham's green spaces

This theme supports some of the existing work already ongoing in the town centre in better celebrating the town's green gems. Above shows an artists impression of the ongoing design work for investment planned in Feltham Green Memorial Garden and below the improvements to Arenas Parkland.

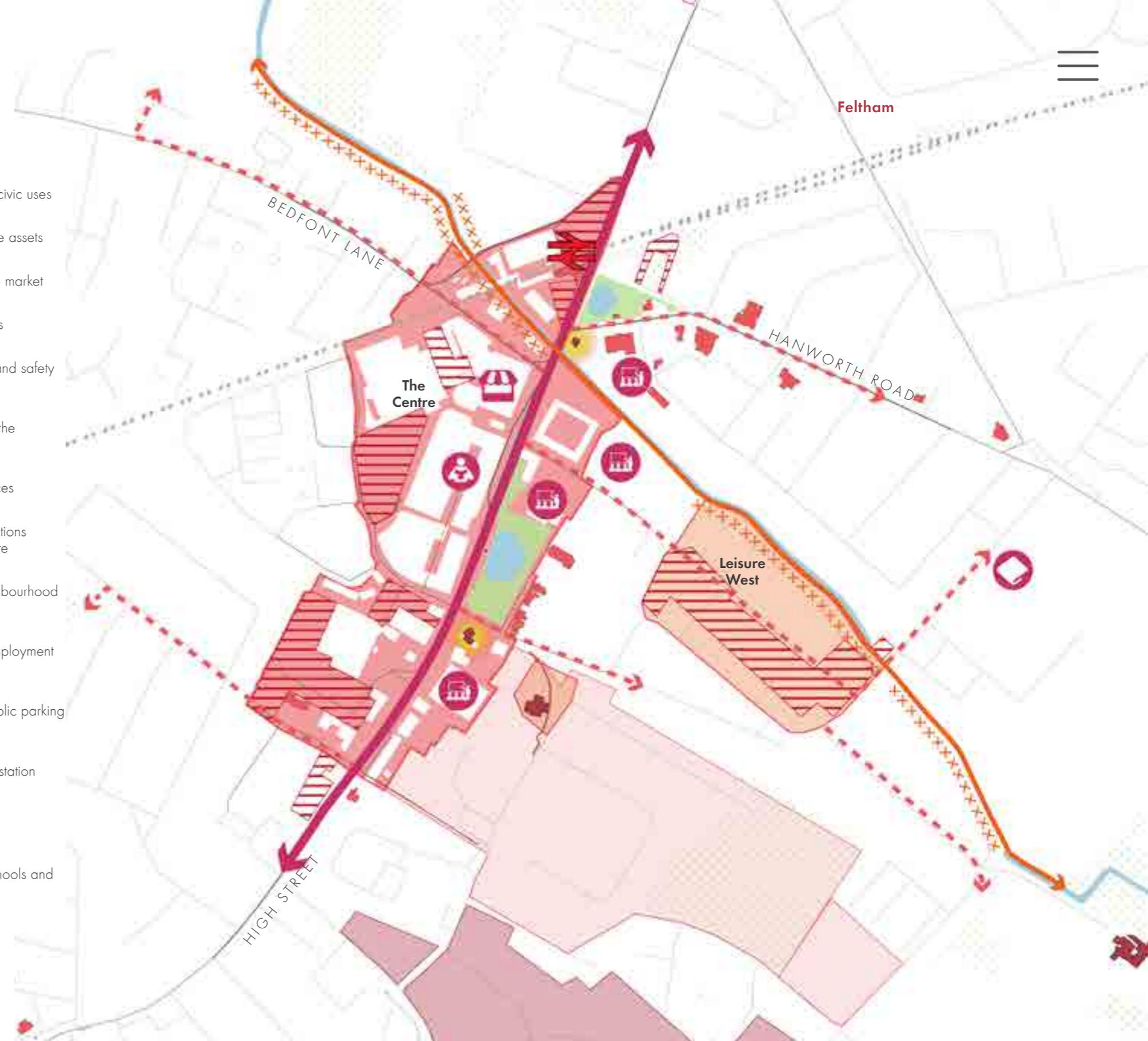


Spatial framework

The plan on this page summarises some of the key spatial priorities for the town centre. Some of these spatial moves might include:

- Opening up the Longford River as a route and bringing forward development along the river that improves the quality of the environment
- Improving green spaces and access to them in the town centre, as well as routes to spaces that are further away such as Hanworth Air Park
- Support investment in heritage assets on the high street to improve the quality of the environment and raise the profile of these important buildings
- Improving routes to surrounding residential neighbourhoods and future residential neighbourhoods including future development on the MOD land
- Reviewing and optimising public parking. Thinking creatively about how some of this space could be used for pop-up uses such as at Leisure West to add activity and interest in the short-term

Key	
	Active and well placed civic uses
	Making more of heritage assets
	Bring activity through the market
	High street improvements
	Improving the frontage and safety along the Longford River
	Opening a route along the Longford River
	Investment in green spaces
	Investment in key destinations outside of the town centre
	A future residential neighbourhood with a new school
	Better connections to employment areas
	Review and optimise public parking
	Improve the profile and environment around the station
	Better connections to neighbourhoods
	Better connections to schools and the college



Implementation and next steps



Feltham

The projects set out within the big ideas for Feltham are designed as a starting point to understand how the vision could be realised. An economic resilience strategy sits alongside and underpins the vision, setting out the approach and practical steps needed to achieve the vision for Feltham town centre.

Some of the projects sitting beneath the big ideas represent significant projects and strategic ambitions for improving the town centre. They will often require a series of more detailed short-term steps to achieve the overall goal. The bullets to the right set out what some of these initial priorities and studies might be.

A series of 'quick wins' were identified through public engagement which could be delivered in the immediate to short term, helping improve the physical environment and experience of Feltham.

How these projects are implemented is also important, including decisions on leadership and stewardship. Public engagement highlighted the crucial role local people and community groups should take in delivering change - presenting opportunities to build ownership and community engagement. This could be through existing or new governance structures that embeds a community-led ethos through every aspect of the vision.

Quick wins in the town centre now

- Improved pedestrian connection along the alley to the railway line. Review other routes which could also be improved in the short term
- Street cleaning and maintenance
- More street lighting and police patrol to improve feeling of safety
- Street art, planting and signage
- Better use of empty shops
- Improve young people's prospects with better community facilities and targeted local services

Projects planning - small steps towards bigger projects

- Create legible and enjoyable links from the high street to neighbouring housing, employment and leisure sites;
- Work with landowners to develop non-residential propositions across the Housing Zone;
- Test the feasibility of a Feltham specific workspace operator model;
- Seek to repurpose Council assets to provide additional community and workspace opportunities; and
- Enhance existing greenspaces, giving them a greater role and purpose with the centre.

A focus on working with local community organisations and partners

- Feltham Arts
- Friends of Feltham Green
- Friends of Bridge House Pond
- Hounslow Action for Youth
- Feltham in Bloom



a vision for Brentford



A historic, waterfront town



Brentford

Brentford has a rich heritage with an eclectic mix of Georgian, Victorian, Art Deco, Mid Century and industrial buildings and spaces. The town's waterways of the Thames, the Brent and the Grand Union Canal play a key role in its identity. New homes, commercial and leisure space will continue this evolution.



Brentford has seen continued renewal, with mid-century homes, shops and public spaces and more recent apartments which front onto Brentford Lock. These often sit side by side with Victorian or industrial heritage.



The Butts historic Georgian neighbourhood, central Market Place and Waterman's Park on the River Thames are three of Brentford's historic assets, which have great potential as examples for future development and to bring into more active use.



The waterways have always been central to Brentford's identity, from Roman times to today. The town has two working boatyards; moorings at the Lock and Marina; and a selection of barge houseboats.

An evolving context



Brentford is in a period of transition, with substantial redevelopment of the High Street and waterfront underway.

Brentford has a number of schemes which have recently completed, are under construction, or in the planning pipeline. Recent developments include the Brentford Bees community stadium and new homes at Brentford Lock, the last stage of which will see 450 additional homes.

Most significantly, the Brentford Project between the High Street and River Brent will establish a new

heart to the town centre, including shops, a supermarket, commercial space, leisure facilities and over 8980 new homes.

In addition to these, a mix of uses will come forward at the current Morrisons site, and homes will be provided at the current site of Waterman's Arts Centre., with plans to relocate the Arts Centre to the former Police Station site, centrally within the town centre.

These combined developments will establish roughly 2,000 new homes in the local area and a host of commercial and leisure uses, shifting the future character of Brentford.

A 50 London Road



69 New Homes

D Morrisons Site



221 New Homes
4,163 sqm Commercial
90 Parking spaces

B The Brentford Project



892 New Homes
4,000 sqm Commercial
14,000 sqm Retail
8,000 sqm Leisure

E Albany Riverside



193 New Homes

C Brentford Police Station



105 New Homes
2,776 sqm Leisure / cultural

F Brentford Lock Phase 3

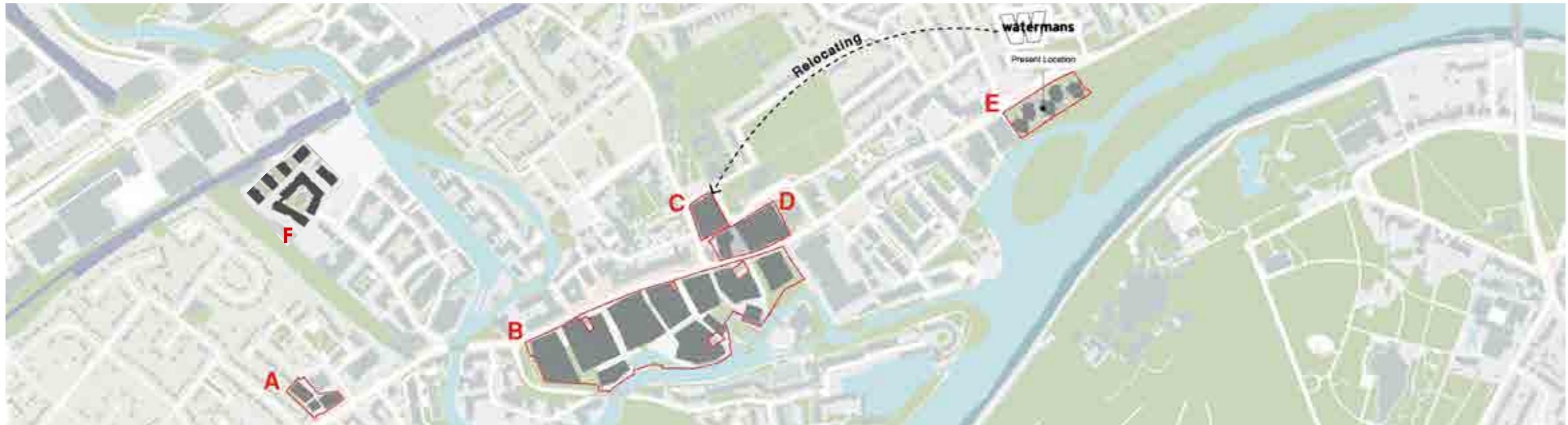


452 New Homes

Brentford

The plan below illustrates the location of developments sites within the town centre. Those recently completed, with planning permission or are under construction have their footprint shown in darker grey.

The images and summary of the developments to the left illustrates the type and scale of change coming forward.



What you told us



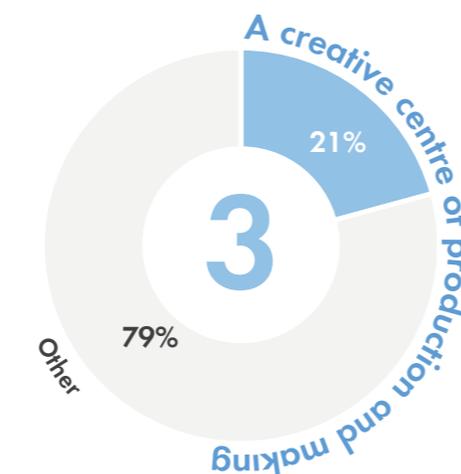
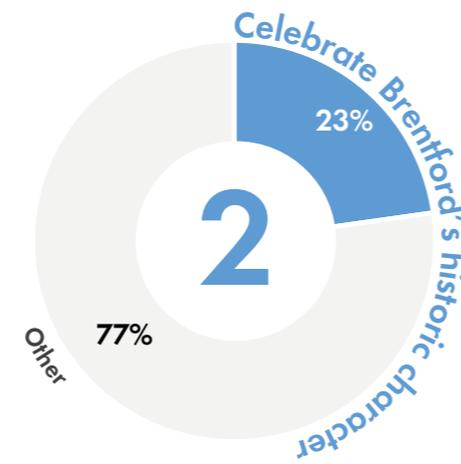
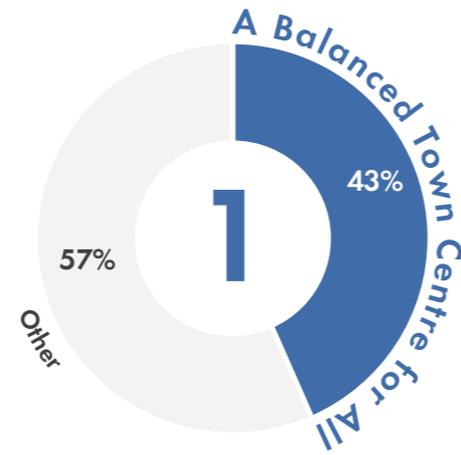
Brentford

You shared your feedback to the draft vision documents through a number of engagement activities. Here we set out a range of headline messages.

Headline messages

- The success of the town centre is closely linked to its hinterland - the Great West Corridor, Kew, Chiswick and Ealing
- We must address the prolonged closure of shops along the High Street. This will have a huge impact on its profile and appeal
- Replacement shops should be varied, with specialist and independent stores at affordable rents/rates
- New and existing communities must integrate so Brentford gels as one place
- Culture is a big part of Brentford's identity and should be a priority - Waterman's Art Centre is highly valued
- Need to acknowledge the High Street as both an important through route and a place for people.
- We need to capitalise on the uplift in cyclists and improve facilities
- A town plan is needed to co-ordinate between developments and take account of council ownership

Respondent's prioritised big ideas



Top 6 most popular answers:

What do you think is the priority project for improving Brentford town centre?



Can you think of any projects that would be quick and easy to deliver to improve Brentford town centre in the short term?



Have we missed anything that should be emphasised in Brentford town centre?



What you told us: Young people



The online survey and workshops were successful in collecting feedback from adults. We want to ensure that the town centre visions are planning positively for their future populations. As such, a survey for young people was completed by over 300 students from schools across the borough.

Headline messages for Brentford

Young people were supportive of the draft Big Ideas. They would use the town centre more often if there were better quality shops, more recreational spaces and more green spaces.

Greater levels of lighting, cameras in the town centre and a police station presence would make young people feel safer.

The greatest priority for making the town centre a happier, healthier and more environmentally friendly place is to plant more trees, encourage nature into the town centre and create a riverside walk.

The centre should cater to long term residents and not simply attract new residents through apartment building.

Chiswick High Road and Ealing town centre were both considered to be good examples for Brentford town centre.

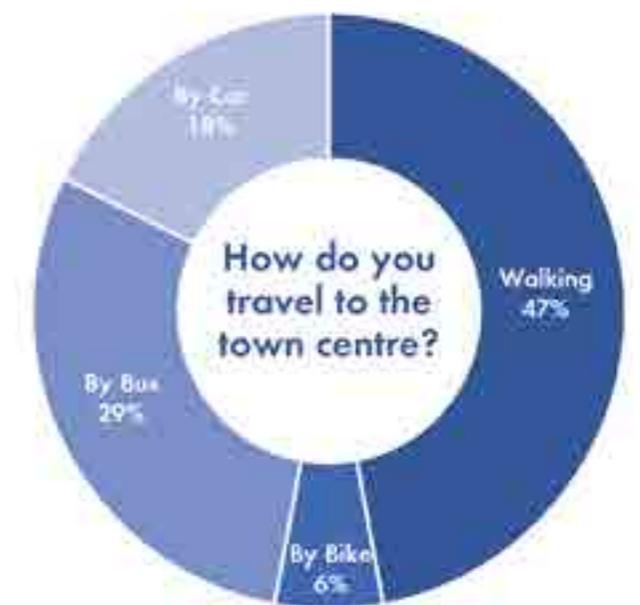
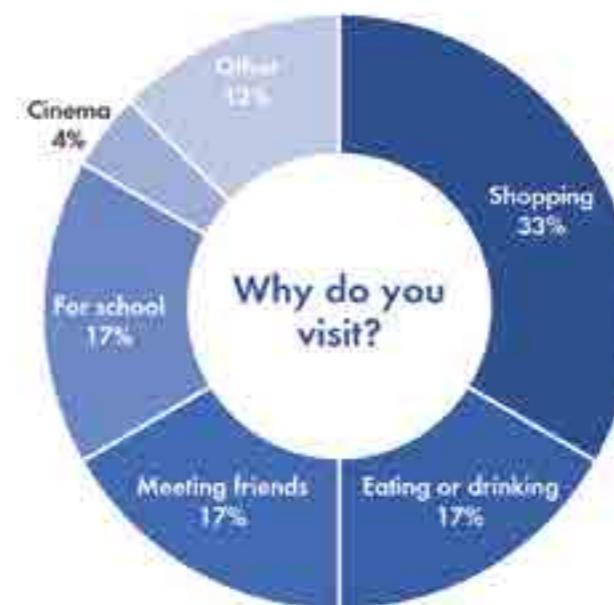


What 3 words would you use to describe Brentford town centre?
Illustrative graphic where the largest and legible words demonstrate the most popular answers.



What are your favourite places in the town centre?
Illustrative graphic where the largest and legible words demonstrate the most popular answers..

Pie charts helping us understand how young people currently use the centre



Context for the vision



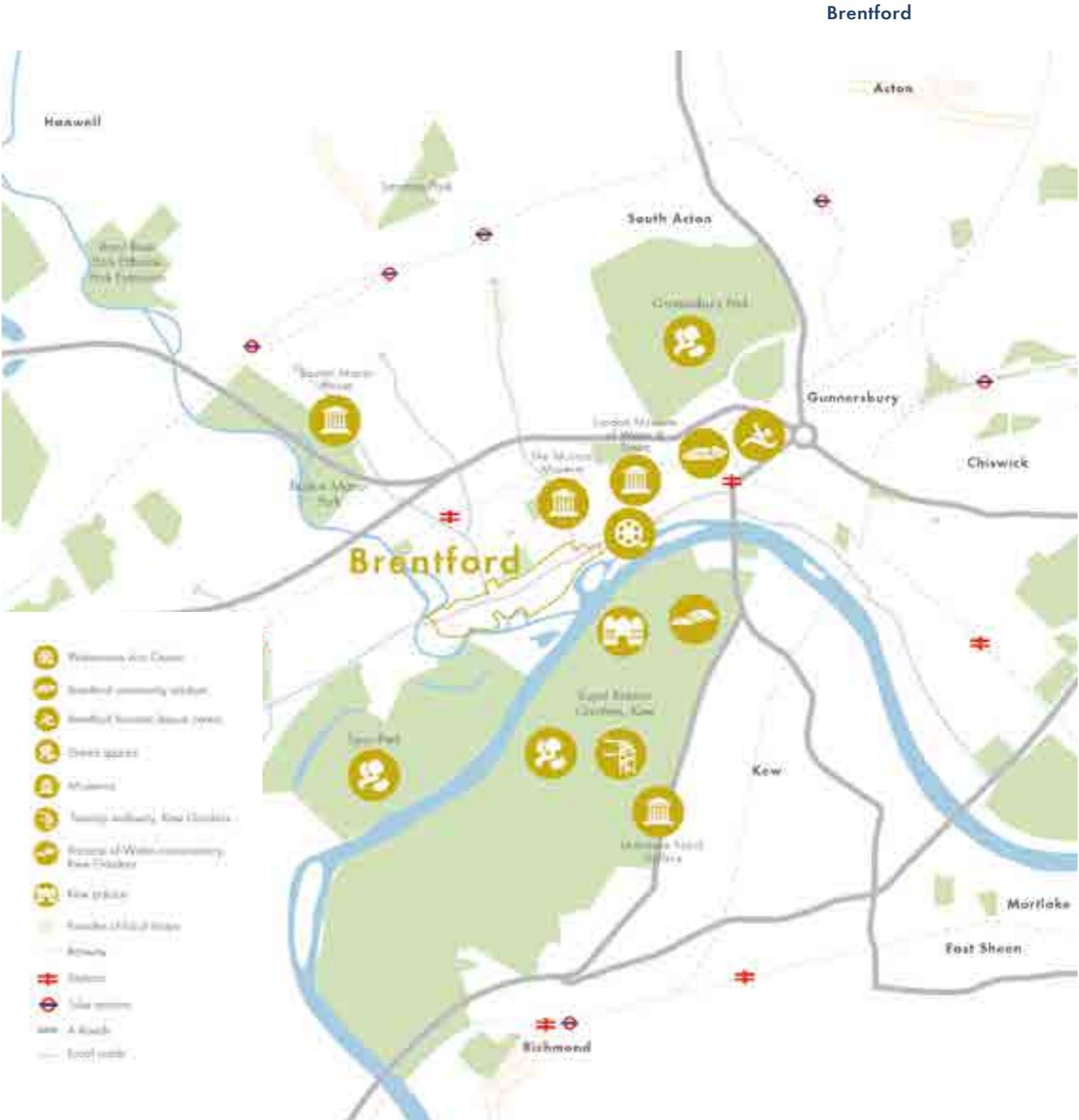
Brentford has a rich history and is appreciated for providing a good balance for family life, with decent access to open space, the river, leisure facilities and culture. However, alongside strategic challenges and trends affecting all towns, the vision is designed to help overcome local challenges facing Brentford.

These include: establishing a clear identity that successfully combines Brentford’s heritage, its existing community, and the contemporary development underway; and making sure that during the period of development, access to shops and services and the profile of the town centre as a destination for residents and visitors is maintained. Brentford occupies a strategic position, with good rail and road access to

central London and outwards. However, the town centre can feel like a through route. The vision focuses on establishing Brentford as a place rather than just a through route, and on linking together its plentiful but disparate community assets.

The proximity of Brentford to the Great West Corridor and its wide range of businesses and education institutions presents opportunities to further develop the local economy.

The following page sets out the vision for Brentford. This is followed by ‘big ideas’ which identify key priorities for the town centre, with example projects for each. These have been ordered according to the level of support received from the community.



A vision for Brentford



Brentford

Brentford will be home to a larger local community with homes and spaces fronting the river and rejuvenated high street and yards. It will, however, remain rooted in its historic position at the confluence of the Rivers Thames, Brent and the Grand Union Canal: a waterside town with a continuous river path and a transformed Waterman's Park; and a vibrant community with industrial heritage, Georgian squares, houseboats, places to eat, drink and enjoy live music. This happy mix will provide a destination for both locals and visitors; for families and people of all ages.

The town will continue to foster talent and develop creative businesses through focused provision for smaller businesses to complement larger spaces in the Great West Corridor. In new and adapted historic buildings, tech businesses will sit alongside Brentford's array of artists, sculptors, cabinet and jewellery makers and boatmakers - a centre of excellence for digital creatives and makers alike.



Big ideas for Brentford



1 A balanced town centre for all

Cater to existing and new residents with a good mix of daytime and evening uses for all ages and provide opportunities to bring the community together

Example projects might include:

- Support the continued provision of everyday shops and services during redevelopment, including opportunities for pop-ups at empty buildings and development sites.
- Explore innovative rental strategies that take a long-term approach, supporting diverse, independent businesses and workspaces.
- Find a new home for Waterman’s Art Centre in a central location.

- Cluster shops, cafes, restaurants, community space and evening uses on the high street. Establish community uses and a possible music venue at refurbished St Lawrence’s Church.
- Support and expand the market with a range of products for the whole community and links with local artists.
- A community hub with active use of Carnegie Library and a new health centre on Boston Manor Road.
- Provide a good range of shops, homes, workspaces and outdoor spaces that can cater to all ages and a diverse community.



Best practice precedent: Duperré playground
Infill spaces in Pigalle, Paris have been used to insert incidental play and sports space for people of all ages. Colourful courts add to the appeal.



Relevant big ideas



Best practice precedent: The Union Chapel, Islington
hosts community activities during the day and a mixture of folk, jazz, pop and choral seated concerts in the evening. This could a good model for St Lawrence’s Church.



Relevant big ideas

2 Celebrating Brentford’s history and character

Raise the profile of Brentford’s river, built and industrial history, and forge stronger connections with nearby landmarks

Example projects might include:

- Showcase Brentford’s landmarks such as the former Magistrates’ Court, Market Square, St Lawrence’s Church, Toll House and Carnegie Library with lighting and art
- Improve links to, and the historic profiles of the Golden Mile, Syon House, Gunnersbury Park and Museum, Boston Manor House and Park.
- Celebrate Brentford’s craft/making, industry and waterways heritage through a programme of events at local spaces.

- A town wide museum trail covering Gunnersbury Park, Museum of Steam and Water, Musical Museum and waterfronts, with collaboration opportunities. Explore innovative ways of showcasing collections locally, including the Thomas Layton collection.
- Retain Brentford’s remaining historic buildings and warehouses and adapt these for community uses, shops and workspace, to protect character in the context of change
- Provide guidance on new development and how this can establish a design-led, contemporary take on Brentford’s historic Georgian, industrial and Art Deco buildings.



Best practice precedent: Pavilion Road
close to Sloane Square, has refurbished historic buildings with new commercial uses, and new development which sensitively responds to the existing townscape.



Relevant big ideas



Best practice precedent: The Ghent Light Festival
celebrates stand out historic buildings and spaces, with interpretation material and a programme of events based around the city’s rich history.



Relevant big ideas

3 A creative centre of production and making

Explore opportunities to integrate the Creative Enterprise Zone and draw on Brentford's industrial heritage and creative energy

Example projects might include:

- Provide a range of workspaces for freelancers, micros and SMEs to support the CEZ, including specialist studio and rehearsal space, tech space and flexible co-working space, including reusing existing buildings.
- Better connections to/from businesses on the Great West Corridor, so workers can make more use of Brentford town centre.

- Build research collaboration between CEZ businesses, University of West London and West Thames College and provide intern/job opportunities for young people.
- Protect existing maker/artist space at Johnson's Island, Watermans, Boston Manor House and the MSO and Lots Ait Boatyards.
- Re-provide space for creative businesses where current spaces are redeveloped, such as at Catherine Wheel Road
- Support artists to set up residences with apprenticeships/workshops.
- Establish public art that reflects Brentford's heritage, with support from larger CEZ businesses



Best practice precedent: Denmark meanwhile space
Bar and temporary workspace in Denmark, using a pre-fabricated building which can be relocated elsewhere.



Relevant big ideas



Best practice precedent: Dulwich Picture Gallery summer pavilion
which hosts a programme of events through the summer, including arts workshops for families, run by local artists and makers.



Relevant big ideas

4 A waterfront town centre

Reconnect Brentford with its waterfront identity, through better river front paths, activity on the waterfront and better public spaces

Example projects might include:

- An attractive, safe and continuous Thames River Path that connects to the River Brent and Grand Union Canal. This could be part of a heritage/museum trail.
- Provide a good mix of activity fronting the water - traditional industries, canal boats and pubs; new cafes/bars with outdoor seating; parkland and wetland.

- Waterman's Park as a priority project, to transform this river front space, with planting and community facilities.
- Better signage towards the waterfront and maximise street level river views. Partnership working to invest in Brentford's historic yards, connecting the High Street to the water.
- A programme of events celebrating Brentford's role at the confluence of the Rivers Thames and Brent, with learning and volunteering opportunities.
- Investment in the canal with leisure uses, such as floating stage/cinema, and kayak or paddleboard hire and clubs.



Best practice precedent: Bristol Harbour investment
has reconnected the city to its waterway and established a popular riverside walk, supporting existing businesses and establishing new uses and activities.



Relevant big ideas



Best practice precedent: Watersports clubs
The Grand Union Canal and Rivers Thames and Brent present great leisure opportunities for the whole community, with kayaking, paddleboarding and floating cinemas or stages all possible.



Relevant big ideas

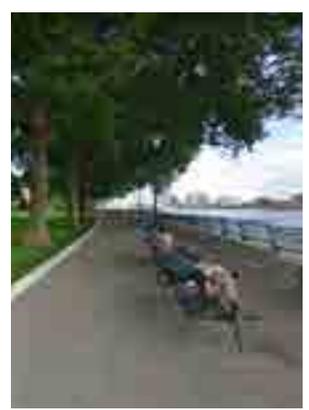
5 Greening Brentford

Establish a network of green and open spaces within the town and better links to large open spaces nearby. Reinforce Brentford's distinctiveness through planting

Example projects might include:

- Invest in St Lawrence's churchyard, Waterman's Park and St Paul's Recreation Ground as Brentford's key green spaces.
- Better walking and cycling links to Boston Manor Park, Gunnersbury Park and Syon Park, as well as exploring the opportunity for a new River Brent footbridge to Syon Park.

- A new nature reserve at the former rail line to the west of Commerce Road with learning and volunteering opportunities.
- A network of green spaces of different sizes and character, including growing spaces, incidental planting and play
- Bring nature into the town centre, with street tree planting, pollinator friendly plants, green roofs and walls, SUDs, and a tool-kit for community groups to revive local spaces.
- Take a green infrastructure first approach, investing in existing, and delivering new, greening to support increasing residential densities coming forward.



Best practice precedent: Island Gardens, Isle of Dogs
 A Thameside park which has seen investment in tree planting, benches, a cafe and picnic tables and is well used by local residents. Waterman's Park could be similarly transformed into a valuable community space.



Relevant big ideas



Best practice precedent: Grey to Green, Sheffield
 A mix of planting and sustainable urban drainage systems have transformed parts of the city centre into biodiverse and attractive places.



Relevant big ideas

6 Integrating Brentford

Improve links between the town centre and key destinations and between distinct neighbourhoods. Establish the town centre as a place rather than a through route

Example projects might include:

- Invest in routes to key destinations such as the station / community hub and Brentford Bees community stadium, to make sure town centre businesses and services benefit from footfall.
- Better crossing facilities on the A4 to link the CEZ and neighbourhoods to the north. Investment in Boston Manor Road to strengthen links to the high street, local

- cultural activities and the new arts market.
- Encourage people to walk and cycle by considering town centre parking, extending Cycleway 9 to Hounslow, and increasing cycle parking and benches.
- Develop better walking and cycling links between and through neighbourhoods, particularly north of the high street.
- Establish the high street as a town centre, not just a through route, with public realm investment and signage.
- Raise the profile of Brentford as the heart of the CEZ, with excellent access to / from central London and Heathrow, maximising its appeal as a destination for creative and tech businesses to locate.



Best practice precedent: Crystal Palace Park footbridge
 has been crowd-funded, with additional funding from the GLA. A similar bridge to Syon Park would bring real benefits for local residents.



Relevant big ideas



Best practice precedent: Hereford
 Redesigned its ring road to improve movement for pedestrians. This could be relevant both for the High Street and the Great West Road.



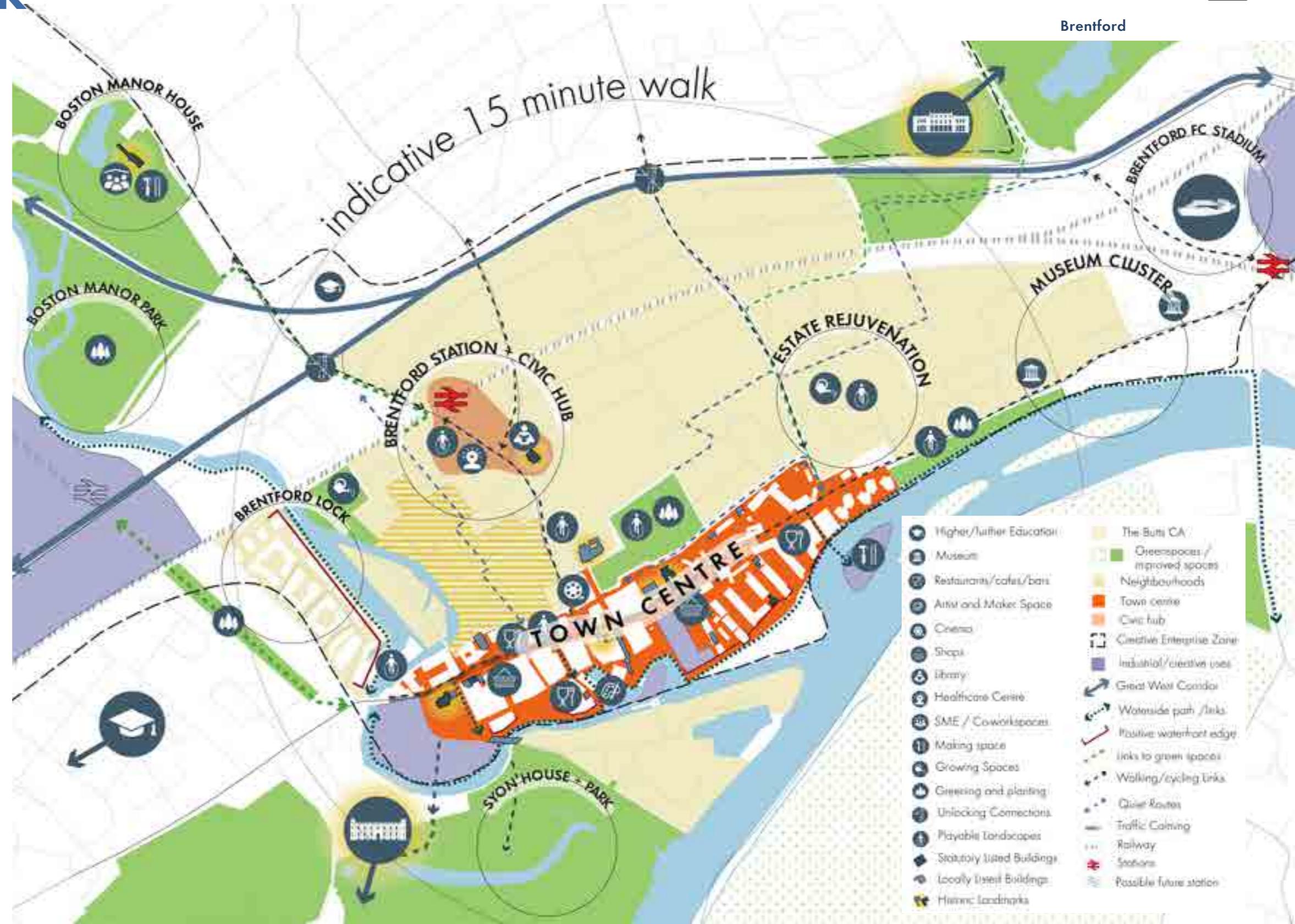
Relevant big ideas

Spatial framework



The plan on this page summarises some of the key spatial priorities for the town centre. Some of these spatial moves might include:

- A stronger role and profile for Boston Manor House and Park with co-working, maker space and a market.
- A civic hub close to the station, with a greater role for the Carnegie Library and a new health centre.
- Better crossings on the A4 and a more pleasant route along Boston Manor Road, to integrate the Golden Mile and the Town Centre
- An active riverfront, with a continuous path along the north side of the Thames
- A rejuvenated Watermans Park on the riverfront, with planting, play space and tables and chairs
- Better links to Gunnersbury Park, Brentford Community Stadium and Syon Park
- A linear nature reserve on the former rail line, with a link over the rail line to join up with Great Western Road and the Creative Enterprise Zone (CEZ).



Implementation and next steps



Brentford

The projects set out within the big ideas for Brentford are designed as a starting point to understand how the vision could be realised. An economic resilience strategy sits alongside and underpins the vision, setting out the approach and practical steps needed to achieve the vision for Brentford town centre.

Some of the projects sitting beneath the big ideas represent significant projects and strategic ambitions for improving the town centre. They will often require a series of more detailed short-term steps to achieve the overall goal. The bullets to the right set out what some of these initial priorities and studies might be.

A series of 'quick wins' were identified through public engagement which could be delivered in the immediate to short term, helping improve the physical environment and experience of Brentford.

How these projects are implemented is also important, including decisions on leadership and stewardship. Public engagement highlighted the crucial role local people and community groups should take in delivering change - presenting opportunities to build ownership and community engagement. This could be through existing or new governance structures that embeds a community-led ethos through every aspect of the vision.

Quick wins in the town centre now to be explored within the masterplan

- Community/council planting and greening in the town centre.
- Creative use of empty units on the high street and pop-ups on publicly owned land. Christchurch NZ is a great example.
- Encourage activity in Market Place as a focal point for the town centre, with a longer term view to the Council reviewing potential adoption as public land.
- Identify low cost, temporary and scalable improvements to the Thames Path from Kew Bridge to Brentford Dock. The first step in a longer term wayfinding and landscape project.
- Events and festivals to celebrate Brentford's history and cultural scene.
- Deliver a programme of meanwhile spaces and events to ensure the centre retains its vibrancy whilst regeneration happens.

Projects planning - small steps towards bigger projects

- Work with landowners/developers to ensure a mix of uses and robust phasing strategy to plug gaps in shops/services.
- Work with the incoming Cycleway 9 to expand Brentford's cycling network.
- Liaise with land owners regarding flexible rent strategy, taking a long-term approach to placemaking in the town centre.
- Liaise with major CEZ businesses and University of West London on research opportunities, a town centre skills and training hub, and internship programme.
- Waterman's Park: Coordinate developer contributions and public funding bids.
- Waterman's Arts Centre: secure new home for centre and engage community.
- Develop heritage strategy/museum trail with lighting, shop front improvements.
- Test the feasibility of a Brentford operator to manage workspace, making use of vacant buildings and space in forthcoming schemes.

A focus on working with local organisations

- Brentford Voice
- Friends of Waterman's Park
- Brentford Towers Residents Association
- Ballymore
- L&Q
- Creative Enterprise Zone Consortium
- University of West London
- Waterman's Art Centre
- Museum of Water & Steam
- Canal & River Trust
- Thames Estuary Partnership
- Thames21
- The Musical Museum



a vision for Chiswick



THE VALE

SOUTHFIELD ROAD

ACTON LANE

THE AVENUE

BATH ROAD

SOUTH PARADE

CHISWICK HIGH ROAD

WELLESLEY ROAD

ELLESMERE ROAD

A unique High Road destination



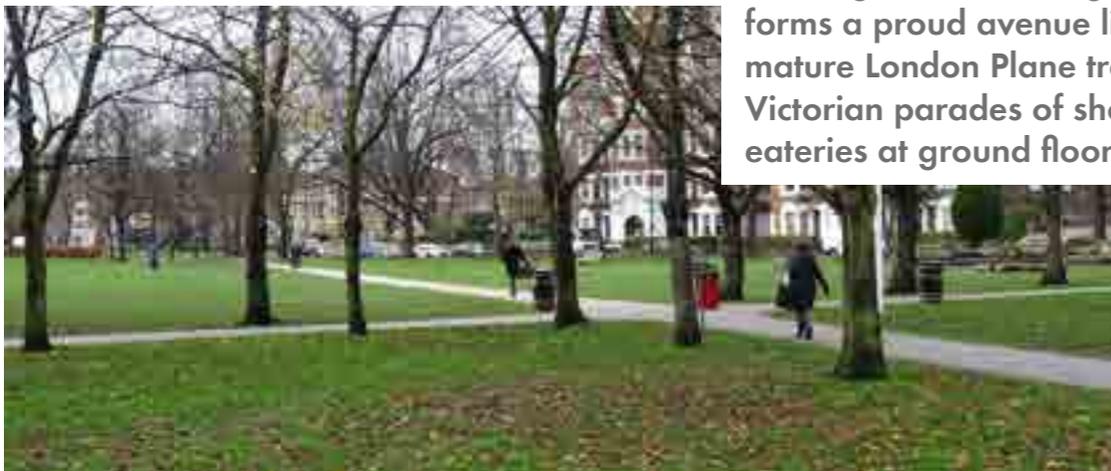
Chiswick is a historic town centre with a rich character and identity - a jewel in the crown of west London. It is locally and regionally significant as a destination of choice, boasting a range of shops, homes, green spaces, places to eat, drink and be entertained. Chiswick has many strengths which require a commitment to careful and sensitive management, rather than change.



Chiswick is blessed with a number of major assets and destinations including Chiswick House and Gardens, Hogarth House and the River Thames all a short walk away. Its collection of parks and commons provide green escapes from the bustling High Street.



The area's heritage is showcased through its landscape and buildings. Chiswick High Road forms a proud avenue lined with mature London Plane trees and Victorian parades of shops and eateries at ground floor.



Chiswick is strategically placed between inner and outer London, benefiting from a number of major global business headquarters in Chiswick Business Park. The Town Hall is a proud civic building that could be revitalised to play a prominent role in the life of the town centre.

An evolving context



Chiswick

Development coming forward

There are a number of developments that have recently come forward, are soon to be realised or are planned that will support the growth of the town centre. This page summarises the location, type and scale of change in Chiswick. Taking account of these developments can help plan for investment needed in infrastructure, streets, spaces, civic facilities and amenities needed as more people live, work and spend time in the town centre.

A Empire House



137 New Homes

B Turnham Green apartments



34 New Homes
420 sqm Commercial

C Chiswick Health Centre



55 New Homes
2,636 sqm Healthcare facilities

D Royal Mail delivery office



Potential for redevelopment

E Turnham Green Terrace Piazza



Improved public space
Seating, paving and planting

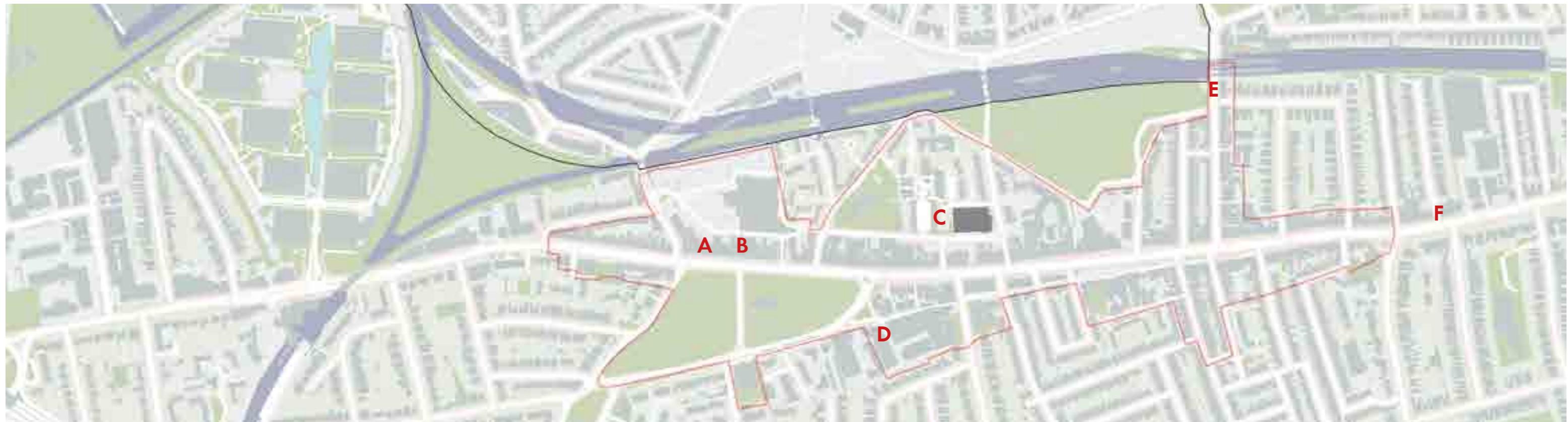
F Chiswick Cinema



5 Screens
1 Restaurant
1 Members restaurant and bar
1 Private dining and screening room

The plan below illustrates the location of developments sites within the town centre. Those recently completed, with planning permission or are under construction have their footprint shown in darker grey.

The images and summary of the developments to the left illustrates the type and scale of change coming forward.



What you told us

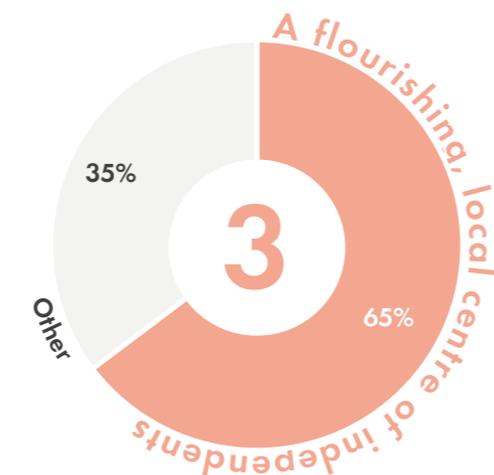
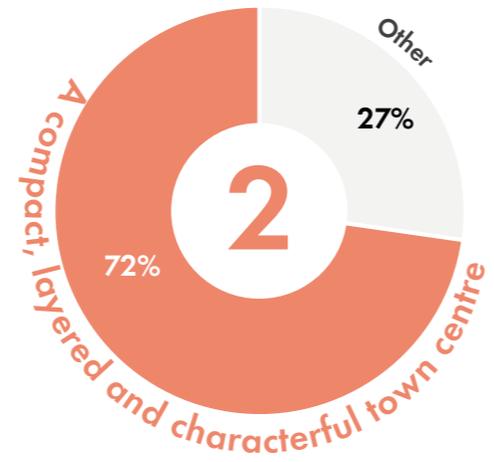
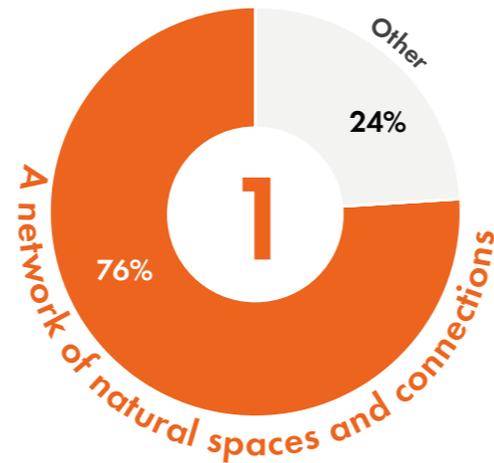


You shared your feedback to the draft vision documents through a number of engagement activities. Here we set out a range of headline messages.

Headline messages

- Chiswick is a successful centre and does not need to be reinvented. It is a case of protection and refinement rather than change.
- The combination of shops, food and drink and attractive character are what make it unique and must be protected.
- Local movement needs to be balanced across all modes – walking, cycling, public transport and vehicles.
- Focus on improving local accessibility around Chiswick e.g. north - south across the A4, as well as strategic movement improvements.
- Declutter the High Road, adding more secure cycle parking and benches.
- Strengthen Chiswick's role as a '15 minute' neighbourhood by encouraging more diverse local amenities.
- Tailor local offer to cater for all age groups including the elderly, families and young people.

Respondent's prioritised big ideas



Top 6 most popular answers:

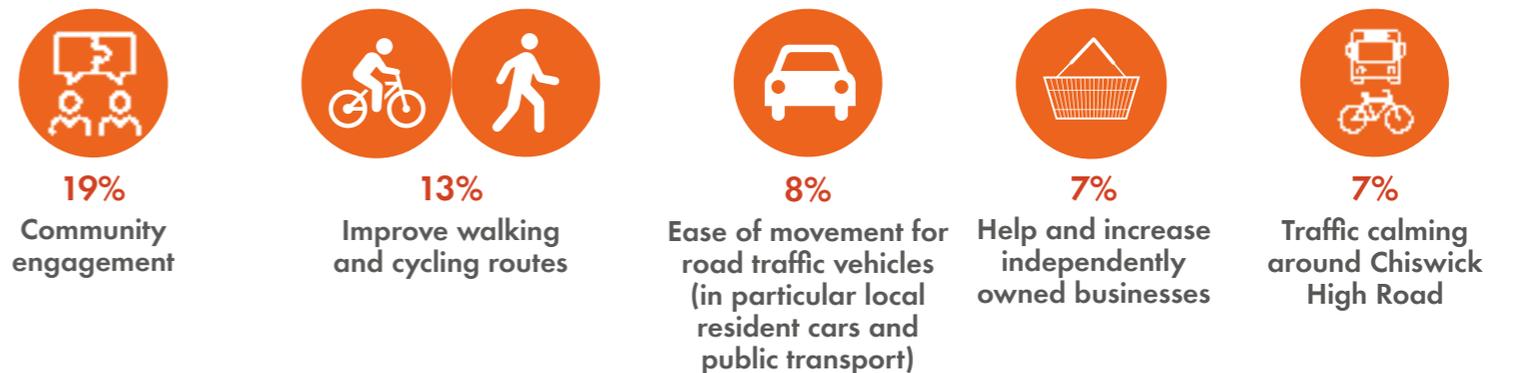
What do you think is the priority project for improving Chiswick town centre?



Can you think of any projects that would be quick or easy to deliver to improve Chiswick town centre in the short term?



Have we missed anything that should be emphasised in Chiswick town centre?



What you told us: Young people



The online survey and workshops was successful in collecting feedback from adults. We want to ensure that the town centre visions are planning positively for their future populations. A survey for young people was completed by over 300 students from schools across the borough.

What would make you visit Chiswick town centre more?

- Key points raised included less traffic around Chiswick High Road, an improved leisure and recreation offer, good quality shops and a choice of places to eat and drink.

Have we missed any ideas?

Young people wanted more emphasis on a number of key areas including:

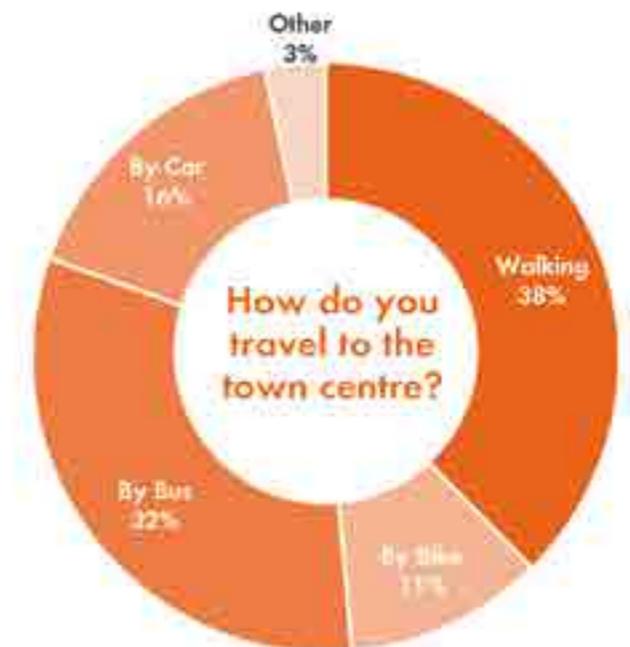
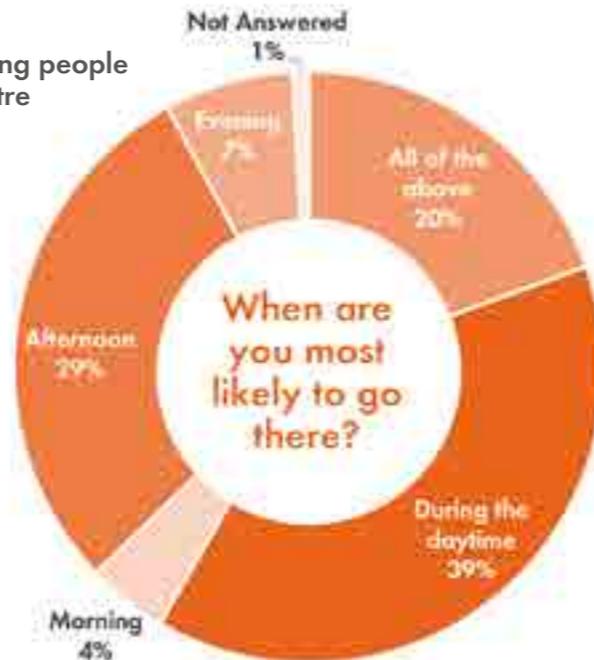
- An improved recreational and leisure offer for young people
- A better variety of shops that appeal to young people
- A greater emphasis on sustainability and the greening of the town centre
- A desire to see the town centre better looked after and feeling safer



What 3 words would you use to describe Chiswick town centre? Illustrative graphic where the largest and legible words demonstrate the most popular answers.

What are your favourite places in the town centre? Illustrative graphic where the largest and legible words demonstrate the most popular answers.

Pie charts helping us understand how young people currently use the centre



Context for the vision



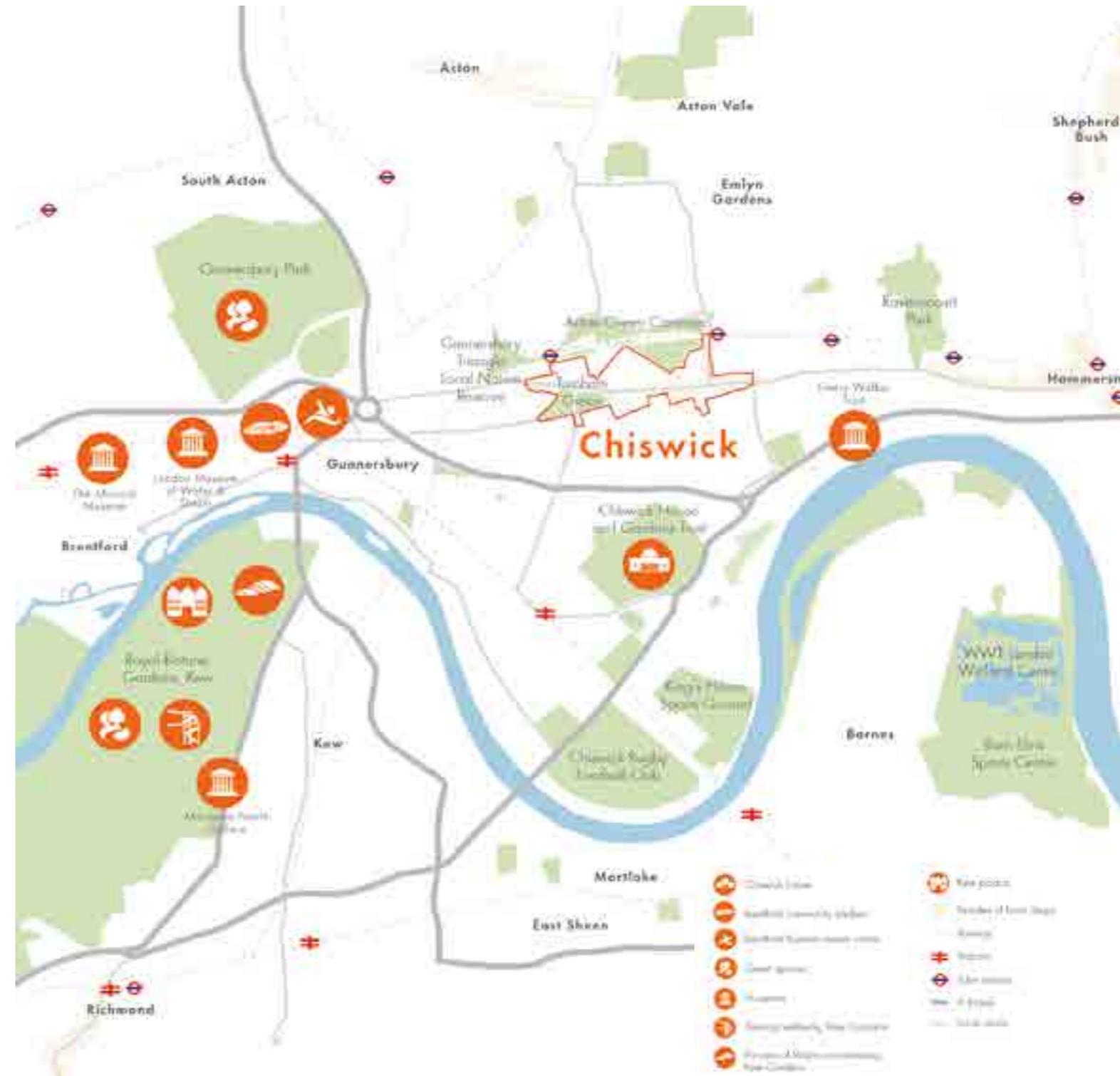
Chiswick is a thriving and attractive town centre where people want to live and spend time. Despite its strengths, like all town centres it is facing challenges including adapting to changing spending patterns, improving air quality and tackling noise pollution. Alongside this, a number of local issues need addressing, such as supporting easy movement by all modes and providing a real choice of activities for all age groups, abilities and interests. The vision is designed to strengthen existing initiatives and kickstart new ideas, all focused on improving Chiswick town centre for residents, workers and visitors.

Chiswick has a unique mix of places to shop, work, eat, drink and enjoy entertainment. However, more could be done to increase footfall and spending on the High Road from people working in Chiswick Business Park and those coming from outside Chiswick, such as visitors to Chiswick House and Gardens. Carefully adding to the local offer of leisure and culture would further strengthen Chiswick's well established evening and night time economy.

Chiswick High Road is a town centre - not a just through road - and changes must be made to improve the experience of local people moving around the town centre. The guiding principles must be improving traffic congestion, being cycle friendly and providing a safe and welcoming environment for pedestrians.

In challenging social and economic times, more must be made of public assets such as the Town Hall, Library and green spaces. They should play a bigger role in the everyday life of the town and become focal points for community-led initiatives such as events and markets.

Chiswick needs to be supported to build on its existing strengths and qualities. The focus must be on continued collaboration between the Council, local businesses, residents, community groups and stakeholders to realise the vision.



A vision for Chiswick



Chiswick



The following pages sets out the vision for the town centre. This includes a summary statement and set of 'big ideas', which communicate the key priorities for the town centre. A set of example projects are set out under each 'big idea' to share some early ideas for how this could be delivered.

Chiswick will continue to be an attractive and desirable place to live and visit. Its existing choice of shops, places to work, eat, drink and be entertained will be strengthened and offer choice for all age groups and families. Chiswick High Road will be a welcoming, safe and healthy environment, hosting events, markets and connected to well used green spaces. Chiswick will champion local initiatives and the Town Hall will be a focal point of community initiatives.

Big ideas for Chiswick

1 A flourishing local centre with a mixed offer for all

Support local shops, traders, businesses, the evening and night time economy. Promote community-led ideas and initiatives that address local issues and improve the town centre.

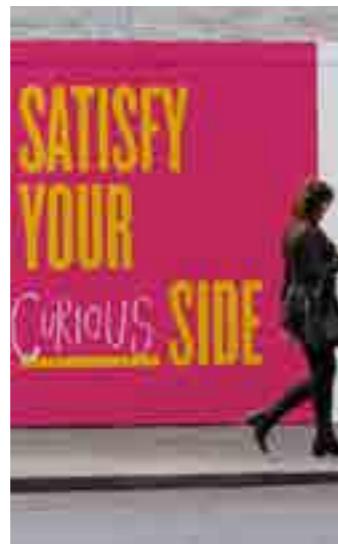
Example projects might include:

- Support networks between retailers, traders, businesses and community groups to agree and deliver shared objectives e.g. events, markets.
- Marketing that creates a better understanding of Chiswick's offer e.g. shopping, heritage, leisure, entertainment, eating and drinking.
- Identify and take steps to fill gaps in Chiswick's offer e.g. for young people, families and the elderly.
- Positively encourage specialist, independent and boutique shops in Chiswick to reinforce its unique shopping attraction.
- Make best use of vacant shops, running local competitions to dress windows and support innovative, short-term leasing for small and independent retailers.



Best practice precedent: Daytime into evening economy

Union Yard Arches in Southwark is home to a number of dining, cultural and leisure uses. It is busy in both the daytime and evening, making use of strong relationships between tenants. An innovative leasing strategy between Over The Road café and Union Theatre enables a 'baton-handing' from afternoon to evening economy, where theatre patrons can enjoy a drink or meal before an evening performance. Photo credit: Allies and Morrison



Best practice precedent: Destination marketing that drives footfall

Better Bankside is a Business Improvement District in Bankside, Southwark that plays a very active part in the community. It recently commissioned design agency NB Studio to strengthen visitor association between the area and its name, using a name-driven campaign, strong graphic identity and short piece of creative writing to embed stronger relations and between place and visitors. Photo credit: NB Studio.



Relevant big ideas

2 Safe, healthy and easy movement in the town centre

Deliver improvements that support safe, healthy and easy movement and enjoyment of streets in and around the town centre.

Example projects might include:

- A holistic movement strategy that recognises Chiswick High Road is a town centre that should support a balanced mix of modes and local access movements.
- De-clutter streets and provide appropriate new seating, lighting, litter bins, cycle parking and signage located at the right spots.
- Invest in existing streets, spaces, links to stations and crossings to support easy and safe use by people of all abilities.
- Support the use of the High Road's pavements for outside dining and strolling.
- Invest in local accessibility, improving connectivity north and south of Chiswick High Road.
- Coordinated freight, delivery and collection strategy; electric delivery vehicles; charging points; and secure cycle parking.



Best practice precedent: Electric delivery vehicles

Studies undertaken by the Scottish Department for Transport identify a number of benefits to using electric delivery vehicles in towns and cities, including reduction in delivery point emissions, potentially lower fuel running costs, reduced administration and exemption from some congestion charges. Photo credit: Scottish Government Department for Transport.



Best practice precedent: Accessible and characterful streets and spaces

Breda is a medieval town in The Netherlands that has flipped its cobblestones and sliced them to create a more accessible but still photogenic street. It won the 2019 Access City Award through a commitment to improving accessibility for all who visit and use the city. Photo credit: Maekfoto/Alamy.



Relevant big ideas

3 A compact, layered and characterful town centre



Set the standard for compact and high quality design, building on Chiswick's identity as a town layered with history and eras of development.

Example projects might include:

- High quality development that builds on local character, enhancing shop fronts and explore selectively adding storeys to some one or two storey shops on the High Road, where appropriate.

- Bring forward redevelopment of the Post Office Delivery Office on Barley Mow Passage as a high quality, mixed use development with community uses on ground floor - plugging into the 'civic cluster' in this area.
- Bring forward redevelopment of sites, making best use of available space to create compact but high quality buildings and spaces that add to the character of the town centre.
- Sustainability and climate resilience credentials for all new development, engaging positively with the Hounslow Design Review Panel and community.



Best practice precedent: High quality design that enhances local character

Dickens Yard is a former car park located in the centre of Ealing. It is a high density, mixed-use scheme that uses a design-led approach to make the best use of available space, responds to the nearby Grade I listed town hall and Ealing Town Centre Conservation Area, as well as framing views towards the Grade II* listed Christ the Saviour church. Photo credit: JTP Architects.



Best practice precedent: Improving shop fronts and local character

A historic street in Nottingham City Centre used £680, 000 of Heritage Lottery Funding to restore five shopfronts, as well as reinstating detailing of two unused units. Funding was awarded to Nottingham City Council for a five-year scheme to provide grants to eligible owners or tenants of historic buildings. Photo credit: Nottingham City Council.



Relevant big ideas

4 A network of natural spaces and connections



Invest in existing green and recreation spaces, green routes between them, establish stronger links to the river and deliver planting that builds on Chiswick's historic landscape character.

Example projects might include:

- Prioritise investment in existing green and recreation spaces e.g. cafes, toilets, shelter, improved play equipment.
- Improved signage between the town centre, nearby parks and the River Thames, greening these routes.

- Deliver planting and new habitats that increase biodiversity in the town centre, creating 'wildlife corridors' for animals, insects and plants.
- A landscape strategy that reinforces Chiswick's distinctive planting mix and toolkit for the community to deliver and maintain greening e.g. hire of gardening equipment, seeds and guidebooks.
- Planting that helps mitigate the impacts of poor air quality and noise pollution in the town centre.



Best practice precedent: Improving air quality through planting

The project tests the use of hedges with different species mix, density, height and leaf shape in order to find the most effective Nature Based Solution to act as a green barrier around school playgrounds and reduce the most harmful airborne pollutants. Pupils receive training to record air pollution samples and input data. A similar approach could be deployed in parts of the High Road to help improve air quality and improve health and well-being. Protecting Playgrounds. Photo credit: Groundwork Greater Manchester.



Best practice precedent: Improving unloved public spaces in Chiswick

In 2019 Abundance London, in association with the Friends of Chiswick Back Common, delivered improvements to Turnham Green Piazza. Improvements included new bike racks, custom-designed benches, a perennial flowering meadow of year-long interest and associated artwork. Photo credit: Abundance London.



Relevant big ideas

5 Enhancing Chiswick's civic identity and role



Making best use of civic buildings and spaces through investment, bringing them into everyday and year-round use through a programme of community-led activities and events.

Example projects might include:

- Investing in Chiswick Town Hall and the library to deliver enhanced services and play a bigger role in the town centre e.g. affordable workspace, community space for hire, programme of events etc.

- Make clearer links between local heritage and culture in the town centre and nearby e.g. improved advertising and signposting to Hogarth House and Chiswick House and Gardens.
- Deliver high quality public realm linking Turnham Green, Town Hall Avenue, Heathfield Terrace and Barley Mow Passage to create a 'civic cluster' and centre of gravity for the town centre.
- Policies and infrastructure that enables markets and a programme of events to take place in community buildings, grey and green spaces.



Best practice precedent: Making best use of public buildings
 200 free desk space slots have been made available to artists in Shoreditch Town Hall committee rooms. Desk spaces can be booked for a day or week at a time, benefiting from a dedicated and safe communal working environment, interaction with other artists, and advice sessions with Town Hall staff. This approach could be trialled in Chiswick Town Hall or Library to test the need for community workspace. Made in Shoreditch: Artist Workspace (Shoreditch Town Hall). Photo credit: Tony Hisgett / Creative Commons



Best practice precedent: Programme of community-led events and activities
 Chiswick Flower Market is a community-led venture that successfully ran three markets in 2020 attracting 18,500 visitors and 32 different traders. This is an excellent example of community-led initiatives and collaboration between stakeholders to develop and deliver local initiatives. Photo credit: Chiswick Flower Market.



Relevant big ideas

6 Building stronger links between the business and the town centre



Support new and existing workspaces as an alternative to commuting or working from home. Make the most of this footfall and spending potential in the local leisure and culture economy.

Example projects might include:

- Initiatives that encourage people working in Chiswick to spend more time in the town centre for leisure and entertainment e.g. dining, theatre and cinema in the evening and night-time.

- Strengthen existing forums for small, medium and large businesses to identify opportunities for collaboration between one another and the community.
- Encourage businesses in Chiswick Business Park to help address local issues and commit to projects that bring social value to the community.
- Encourage affordable workspace as an alternative to commuting or working from home and community space hire for local initiatives - allowing ideas to grow and develop without having to leave Chiswick or nearby.



Best practice precedent: Levering social value for the community
 Workspace provider 3Space recently completed their new project at International House, Brixton where they've developed a 'BuyGiveWork' model to cross subsidise space for the local community. For every desk bought by a business or freelancer, 3Space gives one desk away to community initiatives, local charities, youth entrepreneurship ideas etc. This ensures the local community are included and invested in the change in their area and generates long-term economic value by unlocking an under-used and dilapidated existing space. Photo credit: MoneyJar / International House Brixton.



Best practice precedent: Collaboration between local business and the community
 Chiswick Flower Market operated a cargo bike delivery service so that all goods purchased at the market would be delivered for free. More than 80 deliveries were made. This was sponsored and operated by local estate agent Whitman & Co. Photo credit: Chiswick Flower Market.



Relevant big ideas

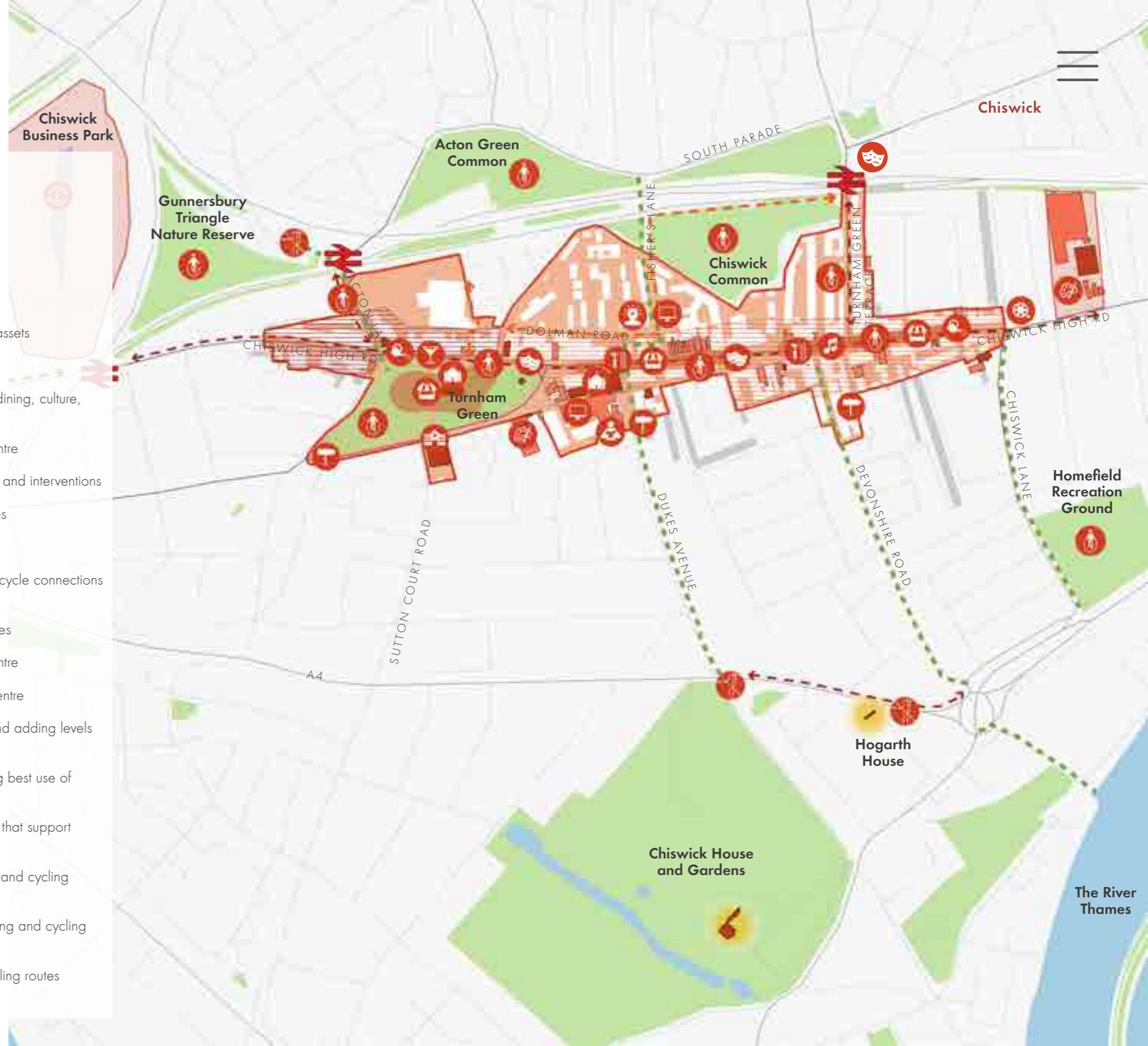
Spatial framework

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- Create a 'civic cluster' of community buildings and high quality public realm, linking Turnham Green, Town Hall Avenue, Heathfield Terrace and Barley Mow Passage.
- Investing in upgrading existing green open space and recreation spaces with new facilities that encourages year-round use and enjoyment.
- Investing in local heritage buildings, improving their setting with bespoke lighting and public realm.
- Community-led planting that improves climate resilience, wildlife and attractiveness of streets and spaces.
- Chiswick High Road and Turnham Green hosting a programme of year-round events and activities.
- A network of workspaces and community spaces that supports local idea development and delivery.
- Destination marketing that captures all that is positive and unique to Chiswick.

Key

- Town centre boundary
- Train station
- Reimagining civic uses
- Workspaces
- Making more of heritage assets
- A programme of markets
- A mixed town centre with dining, culture, entertainment on offer
- New community health centre
- Community-led innovations and interventions
- Playable streets and spaces
- Wayfinding and signage
- Unlocking pedestrian and cycle connections to destinations
- Greening streets and spaces
- Shopping core of town centre
- Mixed use core of town centre
- Improving ground floors and adding levels to single storeys
- High quality design making best use of available space
- Public realm improvements that support pedestrian social life
- Improved primary walking and cycling routes
- Improved secondary walking and cycling routes
- Greening walking and cycling routes between natural spaces



Implementation and next steps



Chiswick

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Quick wins in the town centre now

- Street cleaning and maintenance including cutting back overhanging foliage.
- Programme of community-led events and festivals taking inspiration from the successes of Chiswick Flower Market.
- Develop destination marketing in collaboration with local businesses, traders and stakeholder groups.
- Planting and greening that helps tackle poor air quality and noise pollution.
- Investment in existing green spaces and recreation spaces using Turnham Green Terrace Piazza as local best practice.
- Engage with business forums to prepare and agree a freight, delivery and collection strategy to consolidate journeys and lever use of electric vehicles, cargo bikes etc.
- Commission local competitions for window displays and exhibitions in vacant shopfronts.

Projects planning - small steps towards bigger projects

- Draw on the Council's Corporate Asset Strategy to assess opportunities for a 'civic hub', unlocking the economic and community potential of the Town Hall and Library.
- Work with landowners to manage vacancies and where appropriate, repurpose space into business use.
- Work with Chiswick Business Park to identify opportunities for collaboration and integration with local businesses and the community.
- Prepare a strategy for place-based events and activities, such as overcoming barriers to using Turnham Green as a hosting site.
- An investment strategy for the High Street that includes decluttering, taking forward healthy streets principles, and delivering infrastructure to support markets and events.
- Identify opportunities to improve local access around Chiswick, north and south of Chiswick High Road.

A focus on working with local community organisations

- Chiswick Business Forum
- Chiswick High Street Taskforce
- Abundance London
- Chiswick House Trust
- Hogarth House Trust
- Christ Church Turnham Green
- Chiswick Pier Trust
- Duke Meadows Trust
- Thames Estuary Partnership
- Thames21
- Age UK
- Local Schools

