



A Quod project sheet

396-400 Chiswick High Road

Role

Quod was the lead planning consultant on this infill mixed use redevelopment in the historic centre of Chiswick. This comprised the demolition of a dilapidated two storey retail unit and its replacement with a new six storey building delivering 34 homes and two retail units at the ground floor within Chiswick's Turnham Green Conservation Area.

Achieving such height was contentious since the prevailing building heights surrounding the site were between two and three storeys. We helped make the case that the site benefited from a semi-axial relationship with a street which dissected nearby Turnham Green. We were therefore able to argue that the site was appropriate for additional height, whilst providing officers with comfort that the approval of the proposals would not set a precedent. This allowed us to agree the scale of the proposed development with officers ahead of submission.

The site is located within the Turnham Green Conservation Area and opposite the grade II listed Christ Church. The design therefore needed to be carefully formulated to ensure that it respected these unique heritage assets. Quod worked with the architect to formulate a stepped design which we were able to get officers to support ahead of submission.

To ensure the scheme was viable but also secured on-site affordable housing, it was necessary to promote a development which exceeded the Density Matrix in the current London Plan. Quod successfully argued that this small site was appropriate for a higher density given its sustainable location in a town centre and its good access to public transport.

Description

Six-storey residential led mix use building within Chiswick's historic centre

Client

Reality Holdings Ltd

Planning Authority

London Borough of Hounslow

Expertise

Planning	✓
CIL	
Environmental Planning	
Development Economics	
Socio-economic	
Infrastructure	
Strategic Land Promotion	
Regeneration	✓
CPO	

Project Type

Infrastructure	
Major Mixed Use	✓
Residential	✓
Retail & Commercial	✓
Industrial, Logistics and Warehousing	



Local policy specified a housing mix which included a large proportion of family sized units (3 and 4+ bedroom units). Providing such units would have limited the number of residential units achievable on the site, damaging the viability of the scheme. Quod negotiated the mix with officers who agreed that the site would not be a suitable location for family housing, citing the town centre location and the proximity to a busy road.

The tight urban nature of this site also required careful consideration of daylight/sunlight issues. This constraint was considered from the outset and whilst the final scheme still resulted in some daylight/sunlight impacts in exceedance of the BRE Guidance, Quod successfully argued that all reasonable steps to minimise these issues had been taken and the resulting impacts were not significant. This justification was accepted by officers and by Councillors at the Planning Committee meeting.

Quod successfully obtained resolution to grant planning permission from Hounslow's planning committee and are now helping to negotiate the s.106 agreement.