

Appendix 2

Aspirations and Longer-term Objectives

The Forum will promote the following projects in the lifetime of the plan and where appropriate use CIL funding to deliver them.

Small Businesses

New business and commercial development should seek to secure apprenticeships for local residents - in order to improve the Area's skills-base, reduce unemployment, and to provide for future economic development.

Job board on website, in community centre (non-planning)

Lobbying to ensure the provision of high speed broadband throughout the neighbourhood area.

Parking and Cycling

Encourage Westminster City Council review of on-street parking scheme arrangements within Fitzrovia West.

Lobby relevant authorities to implement traffic management measures, specifically to aid cyclists and improve safety, such as cycle lanes or advanced stop lines

Traffic Calming

The following areas/locations where traffic calming measures/ reduced speed limits will be supported.

Great Titchfield Street,
 Foley Street;
 Riding House Street;
 Wells Street;
 Hanson Street
 Langham Street
 Great Portland Street Station 'roundabout'
 Mortimer Street
 Eastcastle Street
 Market Place
 All small streets and alleyways abutting Oxford Street

Promote the 'Legible London' programme to improve pedestrian wayfinding.

Conservation Areas

There are five conservation areas in the Fitzrovia West Neighbourhood Areas, but in fact their character and policies are rather similar. We propose that these areas are combined to form a new Fitzrovia Conservation Area. This would simplify matters for those wishing to develop or alter buildings, while at the same time cementing the special character of Fitzrovia as a whole neighbourhood.

Licensing

Lobby Westminster City Council in relation to granting of licenses issued for vertical drinking establishments and street drinking throughout the area, including in relation

to licensable hours of trading.

Ensure that Fitzrovia West Neighbourhood Forum are consulted on all licensing applications received by Westminster City Council within the neighbourhood area.

Encourage license holders to participate in refuse collection schemes.

Green Spaces

Encourage/require Westminster City Council to consult on a regular basis with the Neighbourhood Forum about the management of green spaces and where practicable implement any recommendations made by the Forum

Local residents should be involved in the management of existing and new green/open spaces.

Redevelopment and Environmental Improvements

The replacement or improvement of the following buildings which are considered to detract from the character of the Fitzrovia West Neighbourhood Area is encouraged:

- Holiday Inn London Regents Park
- 120 New Cavendish Street
- Chesterfield House 385 Euston Road (and to contribute to pedestrian improvements around the Great Portland Street Station area.)

The redevelopment or reinstatement of sites which have been abandoned is encouraged.

- Clipstone Mews/Clipstone Street triangle
- Foley Street, Nurses Home unused swimming pool

The Neighbourhood Forum will issue design guidelines for each of the above sites.

Deliveries

Support the implementation and promotion of the New West End Delivery system
Support the wider strategic approach for major new commercial development to submit a logistics, deliveries and servicing plan as part of planning application to demonstrate innovative and safe freight solutions including:

- appropriate times for deliveries;
- use of sustainable modes of transportation;
- use of consolidation centres 'break bulk' facilities where practicable;
- implementation of travel plans
- encourage the use of residential delivery lockers or other devices to aid delivery when no one is at home