

# Devonshire Road Business Survey

Results

May 2021

**Prepared on behalf of:**

**Chiswick Shops Task Force**

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# Context

## Objective

To understand the requirements of businesses with premises on Devonshire Road and Prince of Wales Terrace (POWT) for:

- parking
- the use of outdoor space for eating/drinking
- access for loading
- options for traffic flow

## POTENTIAL PARTICIPANTS

The opportunity to participate was offered to all business premises on Devonshire Road and Prince of Wales Terrace comprising:

- shops, salons, clinics, exercise studio
- bars, cafes, restaurants
- other businesses
- empty premises

- The survey was undertaken via a self completion questionnaire

# Survey participants

The response was almost universal – 37 businesses chose to complete the survey

Only 2 chose not to participate



**17**

**Retailers**



**9**

**Café/  
Restaurants**



**8**

**Salons**



**3**

**Other  
businesses**

All data is quoted as  
**actual numbers of participants** rather than percentages

# Summary

- ❑ Of the options presented, over half of the businesses would like Devonshire Road to be re-opened as before. Full closure at all times received minimal support.

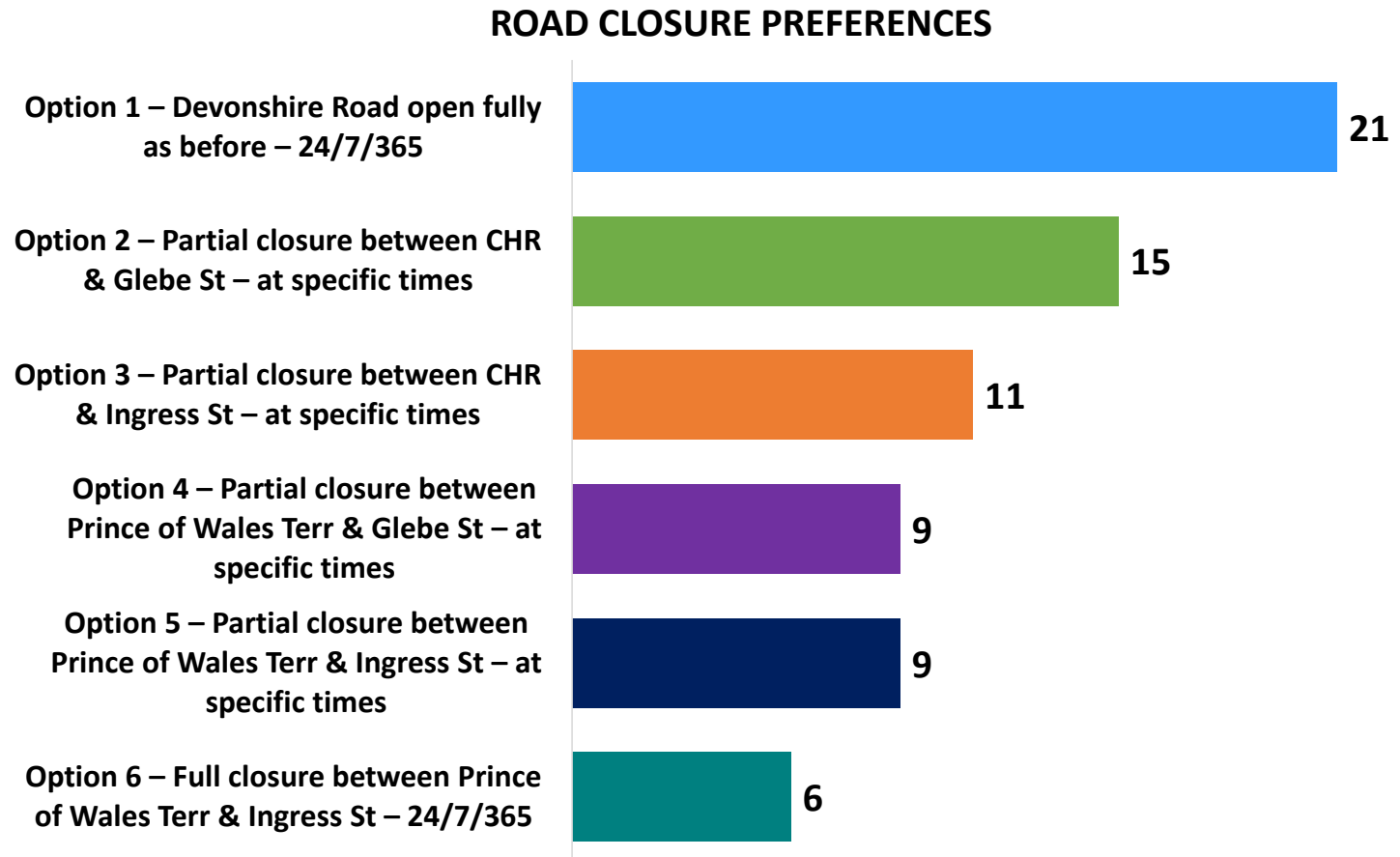
If there were road closures to allow outdoor drinking and dining:

- ❑ There was a clear preference for this to take place in the summer months of May to September with more than 20 participants suggesting each of these months
  - ❑ Although 7 participants suggested all year round outdoor eating and drinking, 8 selected NO months of outdoor eating and drinking.
- ❑ The most popular day/time for outdoor drinking/dining was every evening and all-day Saturday and Sunday, with 14 choosing this option.
  - ❑ Two thirds of café/restaurants selected this combination
- ❑ 14 participants chose to make additional comments
  - ❑ 4 were in support
  - ❑ 4 raised issues to be addressed
  - ❑ 6 were comments against the road closures

# Detailed findings

# Road closure preferences

Of the options presented, over half chose Devonshire Road to be opened fully as before.  
Of those who chose a form of closure, Chiswick High Road (CHR) to Glebe Street was the preferred option.  
Full closure at all times received minimal support.



# Road closure preferences

## Option 1 – Devonshire Road fully open as before



- Road open 24/7/365 between Chiswick High Road and Ingress Street



- All parking re-instated, including free 30-minute stop-and-shop



- Cycling one-way



- NO use of pavement and parking spaces for bars, cafes, restaurants

- Of the 21 who chose Devonshire Road to be opened fully as before
  - 11 were retailers
- Other businesses that made this choice were:
  - 5 salons
  - 3 café/restaurants
  - 2 other businesses
- This group also considered some road closure options acceptable – option 2 being the most acceptable (with 7 choosing this option)

## Option 2 – partial closure between Chiswick High Road & Glebe St



- Road closed at certain times on certain days of certain months (see later question)



- Parking re-instated when the road is open, including free 30-minute stop-and-shop



- Cycling one-way, only when the road is open



- When the road is closed, use of pavement and parking spaces for bars, cafes, restaurants

CASA DINO

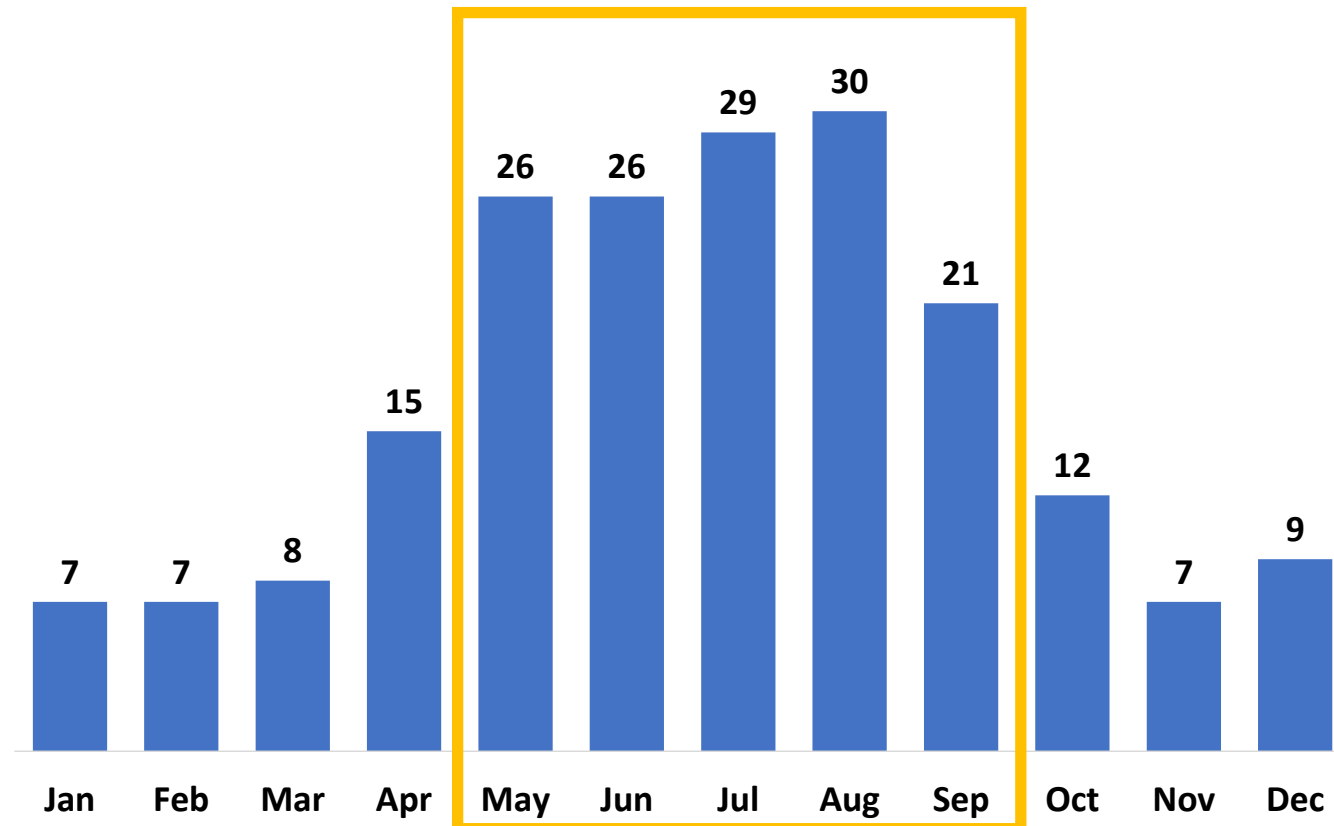
- Allocate space in the closed section for Casa Dino whose premises are outside the closed area

- Amongst the 15 who chose the closure from CHR to Glebe St
  - 7 were retailers
  - 6 were café/restaurants
- Other businesses that made this choice were:
  - 1 salon
  - 1 other business

# Time of year preferences

If there were road closures to allow outdoor drinking and dining, there was a clear preference for this to take place in the summer months. July and August were most popular - suggested by four out of five participants.

**PREFERRED MONTHS FOR OUTDOOR DRINKING AND DINING**





# Time of year preferences



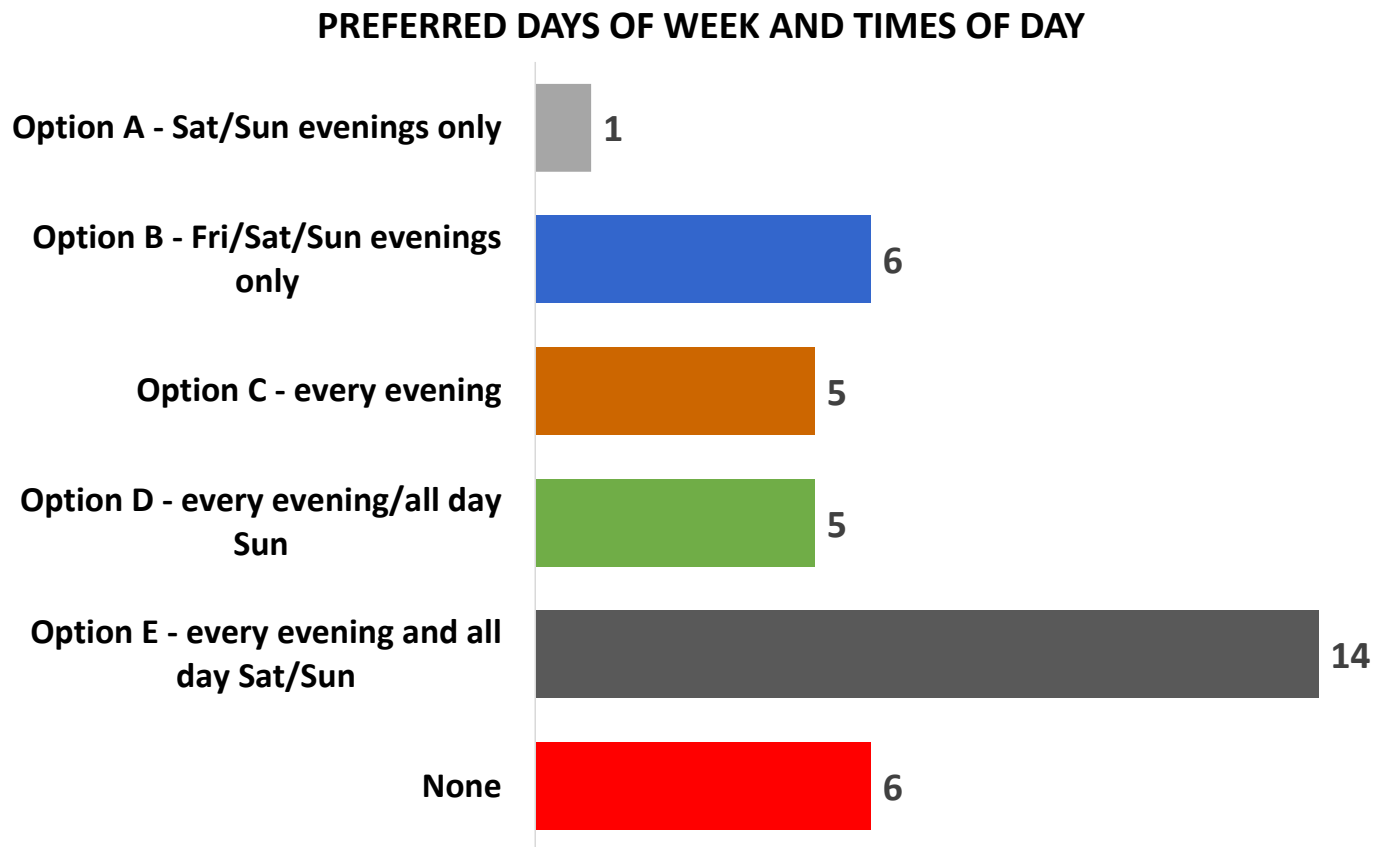
- 7 participants suggested all year-round outdoor eating and dinking
  - only 2 of those were a restaurant or café that would directly benefit



- However, 8 participants selected NO months for outdoor eating and drinking:
  - 3 retailers
  - 2 salons
  - 1 café/restaurant
  - 1 other business

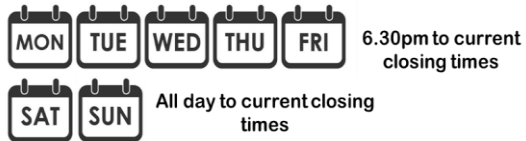
# Day of week/time of day preferences

If there were road closures to allow outdoor drinking and dining, Option E - weekday evenings and all-day Saturday and Sunday - was the most popular choice. Six participants rejected all options.



# Day of week/time of day preferences

## Option E - every evening and all-day Sat/Sun



### ➤ Of the 14 who chose Option E

- 6 were a restaurant or café that would directly benefit
- 5 were retailers
- 3 were salons



9

Café/Restaurants

### ➤ Amongst the 9 café/restaurant participants:

- 6 chose Option E
- 1 chose Option B (Fri, Sat, Sun evenings only)
- 1 suggested all day Saturday/Sunday
- The remaining catering establishment gave no opinion on days/times

## Additional comments included:

Evening should start at 6.00pm not 6.30  
Bank holidays should be as Saturdays  
and Sundays ie road closed

5.30 pm opening for restaurants and  
bars to operate

# Verbatim comments

# Other comments and suggestions

At [Business name] we fully support this and suggest full closure outside our shop. This would allow for browsing, a relaxed promenade. Hopefully it would entail getting rid of the bollards currently there, the abuse of the current system. I think that motorised vehicles of any kind - including scooters and bikes (motorised) should be banned in the area.

Exhibition Road SW7 StreetScape Cars and Pedestrians 'shared surface'

I think either option to open Devonshire Road in full as before, and partial closure are good options for businesses and customers. Devonshire Road have great atmosphere and bring loads of people along.

My only suggestion is that any partial closures must be explicitly stated as current restrictions are very unclear

# Issues to be addressed

I agree that disabled bays in Devonshire Road should revert to 30 minutes free parking. All other options too complex.

Only for this summer not permanently. The road is kept clean. Plus shops are not disturbed. Take it one year at a time.

In this questionnaire, all the businesses benefiting from the partial road closure apart from [business name 1]. My suggestion is that if we agree on partial road closure, we can move the loading bay to the corner of the Glebe Street and Devonshire Road. In this case [business name 1] and [business name 2] will be able to share the existing loading bay (divided in two) among them. Unfortunately, because the pavement outside of [business name 1] is narrow, therefore, [business name 1] cannot use it and consequently losing business during the good weather in spring and summer time.

As a business we have no control over when our deliveries arrive, due to companies such as FedEx, DPD, etc delivering. We also require access during opening hours for big collections by customers during opening hours.

# Comments against the road closures

Customers are scared to come through Devonshire Road to collect goods. This closure is killing small businesses. Rates and rents going up and very few customers. The proposition for two lanes for cyclists, the cyclist still using the pavement and main road also they don't stop for pedestrians who try to cross the road on Chiswick High Road on the zebra crossing by the small market. In Devonshire Road itself there is hardly any cyclist going by.

We have lost a lot of customers due to the parking restrictions. People with heavy items cannot get to us if loading bays are full which they normally are. Trade is down anyway due to Covid. So we really don't need this.

No road closures for outdoor drinking and dining - because late night noise is very intrusive to residents. Late night closing is a nuisance because of noise.

# Comments against the road closures

Opt 1 The only acceptable default solution. It provides essential access for residents, traders, parking for customers, deliveries and evening visitors to restaurants and residents at all times with the exception of specified summer weekend evenings.

Temporary weekend evening road closure south of POWT requires two-way traffic in narrow DR. Permanent removal of wands and, hardly ever used, green plant buckets, Al fresco drinking and dining creates inevitable disturbance to nearby residents in DR, living above shops, and in POWT.

1. How will binmen and couriers go through if roads are closed?
2. Cyclists don't abide by road rules and cycle on the opposite direction. This is a huge risk of getting into an accident and drivers being at fault.



# For any questions

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# Appendix

Questionnaire

# Question 1 – Road closure options

Below you will see six options for balancing parking on Devonshire Road, the use of outdoor space for eating/drinking, access for loading and options for traffic flow.

Having reviewed each of the options, you will be asked which of the six are acceptable to you.

You will be able to select more than one option.

Please tick the boxes below for all the options presented that are acceptable to you



Option 1



Option 2



Option 3



Option 4



Option 5



Option 6

## Option 1 – Devonshire Road fully open as before



- Road open 24/7/365 between Chiswick High Road and Ingress Street



- All parking re-instated, including free 30-minute stop-and-shop



- Cycling one-way



- NO use of pavement and parking spaces for bars, cafes, restaurants

## Option 2 – partial closure between Chiswick High Road & Glebe St



- Road closed at certain times on certain days of certain months (see later question)



- Parking re-instated when the road is open, including free 30-minute stop-and-shop



- Cycling one-way, only when the road is open



- When the road is closed, use of pavement and parking spaces for bars, cafes, restaurants

- CASA DINO • Allocate space in the closed section for Casa Dino whose premises are outside the closed area

### Option 3 – partial closure between Chiswick High Road & Ingress St



- Road closed at certain times on certain days of certain months (see later question)



- Parking re-instated when the road is open, including free 30-minute stop-and-shop



- Cycling one-way, only when the road is open



- When the road is closed, use of pavement and parking spaces for bars, cafes, restaurants

### Option 4 – partial closure between Prince of Wales Terrace & Glebe St



- Road closed at certain times on certain days of certain months (see later question)



- Parking re-instated when the road is open, including free 30-minute stop-and-shop



- Cycling one-way, only when the road is open



- When the road is closed, use of pavement and parking spaces for bars, cafes, restaurants



- Requires the top of the road between Chiswick High Road and Prince of Wales Terrace to be two-way for cars for Capital Motors, W4 Bathrooms and residents of Prince of Wales Terrace plus all cars would have to turn round in Prince of Wales Terrace

CASA DINO  
DUCI  
ROKKON  
NAPOLI

- Allocates space in the closed section for Duci, Rokkon, Casa Dino and Napoli on the road whose premises are outside the closed area

## Option 5 – partial closure between Prince of Wales Terrace & Ingress St



- Road closed at certain times on certain days of certain months (see later question)



- Parking re-instated when the road is open, including free 30-minute stop-and-shop



- Cycling one-way, only when the road is open



- When the road is closed, use of pavement and parking spaces for bars, cafes, restaurants



- Requires the top of the road between Chiswick High Road and Prince of Wales Terrace to be two-way for cars for Capital Motors, W4 Bathrooms and residents of Prince of Wales Terrace plus all cars would have to turn round in Prince of Wales Terrace

DUCI  
ROKKON  
NAPOLI

- Allocates space in the closed section for Duci, Rokkon and Napoli on the Road whose premises are outside the closed area

## Option 6 – full closure 24/7/365 between Prince of Wales Terrace & Ingress St



- Road closed permanently



- Removes most loading/parking spaces permanently



- Enables two-way cycling 24/7/365



- Allows permanent use of pavement and parking spaces for bars, cafes, restaurants



- Requires the top of the road between Chiswick High Road and Prince of Wales Terrace to be two-way for cars for Capital Motors, W4 Bathrooms and residents plus all cars would have to turn round in Prince of Wales Terrace

DUCI  
ROKKON  
NAPOLI

- Allocates space in the closed section for Duci, Rokkon & Napoli on the road whose premises are outside the closed area

# Question 2 – Months of the year

If the roads were closed at specific times to allow bars and restaurants to offer outdoor drinking and dining, which months of the year do you feel this should take place?























Please tick **ALL the months** that you feel outdoor drinking and dining should be **permitted**.



JANUARY	FEBRUARY	MARCH	APRIL
MAY	JUNE	JULY	AUGUST
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER

# Question 3 – Days of the week and times of day

If the roads were closed at specific times to allow bars and restaurants to offer outdoor drinking and dining, which days of the week and times of the day do you feel would be appropriate? Please tick **ONE** days/times option that you would find **acceptable**.

	Tick ONE only
<p><b>OPTION A – Saturday and Sunday evenings only</b></p> <p> 6.30pm to current closing times</p> <p> 5.30pm to current closing times</p>	
<p><b>OPTION B – Friday, Saturday and Sunday evenings only</b></p> <p> 6.30pm to current closing times</p> <p> 6.30pm to current closing times</p> <p> 5.30pm to current closing times</p>	
<p><b>OPTION C – every evening</b></p> <p>     6.30pm to current closing times</p> <p> 6.30pm to current closing times</p> <p> 5.30pm to current closing times</p>	
<p><b>OPTION D – every evening and all-day Sunday</b></p> <p>     6.30pm to current closing times</p> <p> 6.30pm to current closing times</p> <p> All day to current closing times</p>	
<p><b>OPTION E – every evening and all-day Saturday and Sunday</b></p> <p>     6.30pm to current closing times</p> <p>  All day to current closing times</p>	



# Question 4 – Any other suggestions

Please use this space to provide any other suggestions/compromises that you would like to be considered or that we need to bear in mind.

## Type of Business and location

<b>Please indicate your type of business</b>	<b>TICK ONE BELOW</b>
Shop	
Salon/clinic/exercise studio	
Bars, cafes, restaurants	
Garage, taxi, company	
Offices and other premises	
<b>OPTIONAL</b>	
NAME OF BUSINESS	LOCATION

# For any questions

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