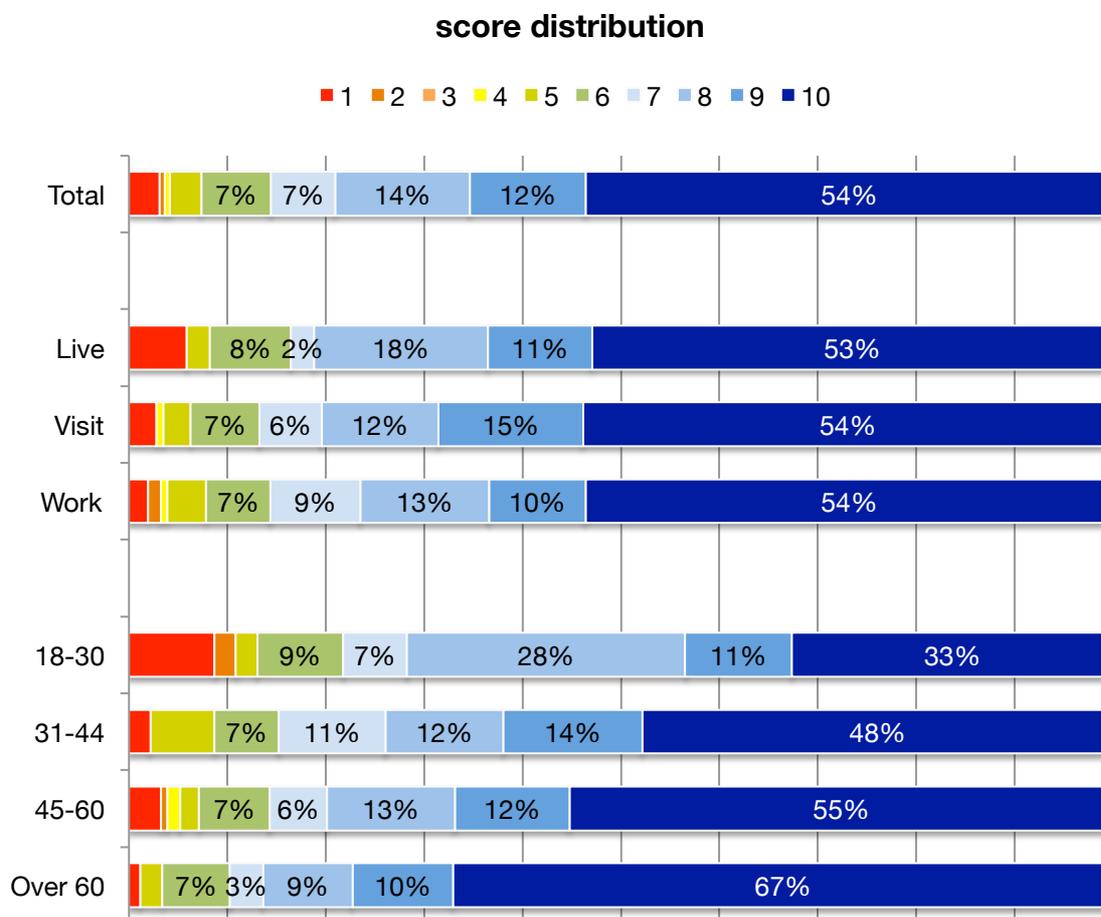
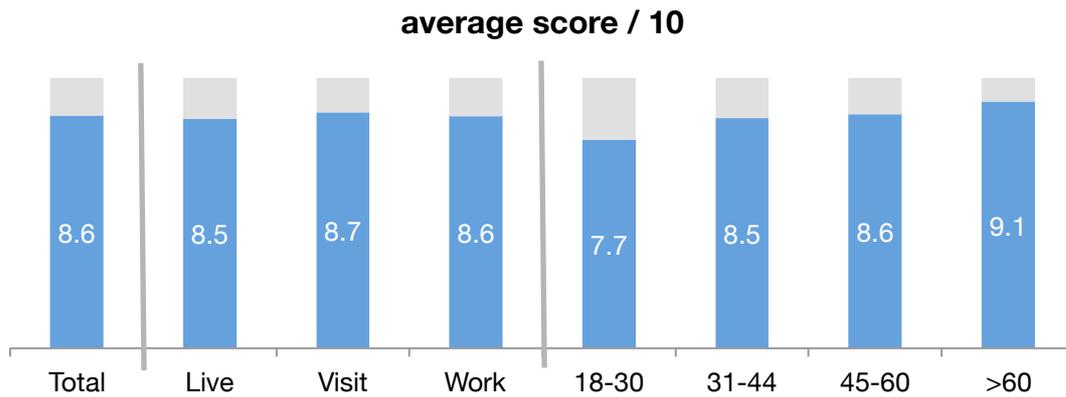


## SIZE & SCALE

To support investment in Soho which respects the nature of the conservation area, generally retaining its character and human scale, channelling large-scale development to the boundaries of the area.

Soho is an historic part of London, largely but not exclusively, made up of 17th, 18th and 19th century buildings. It needs sensitive adaptations and additions to help it grow and evolve to meet emerging business trends. The design and scale of new buildings within it should enhance this historic area.

*Top agreement from residents. Stable by relationship, though importance increases with age.*



SIZE & SCALE COMMENTS	Age	Soho	Score
...and be aesthetically pleasing. Architecture might tick all the boxes but still be ugly ! I dont mind modern - even like brutalism - but some new buildings are just hideous.	45 to 60	Work	10
`Planning` has to adopt those policies and sort that out.They are the ones who ban the developments that `don't fit`.	Over 60	Visit	10
A principle that should apply to development anywhere with a strong existing style and history. The best of modern architecture should not be discouraged, but the worst - however much extra money the developers promises to put int to other projects - should be avoided.	Over 60	Visit	10
A rogue's gallery of the unsympathetic large buildings that have gone up - something has gone radically wrong in letting these through. Crossrail a major offender, and being on the 'edge' doesn't make any difference when it encompasses a whole block.	45 to 60	Live / Work	10
A stronger say in development & licensing. Less conversion to residential from commercial space	45 to 60	Live / Work	10
Absolutely, it breaks my heart when I see nice old buildings being defaced or demolished and yet another glass and steel edifice thrown up in their place. Greed again.	45 to 60	Live	10
Absolutely. This is not happening at all currently	45 to 60	Live	10
Absolutely. This needs to be central to any thinking behind developing or redeveloping the area. Otherwise, why not just tear down the whole area and build another Canary Wharf? What makes the area special needs to be safe-guarded by those who use or live in the area; those who seek to merely profit form the real-estate but who contribute nothing to the life there must be held in check.	45 to 60	Work	10
Again it needs to be controlled through the planning laws but it is about attracting architects and developers who are interested in creating something aspirational, rather than throwing up buildings for the money	45 to 60	Work	10
Again it's going up against penny-pinching developers and the government, which doesn't give a shit about places like Soho. But it should be fought for.	31 to 44	Work / Visit	10
all buildings from these periods should be preserved in the most sensitive way possible. they are the back drop to the ambient of the area, thus drawing people and trade to the area	Under 18	Visit	10
an area masterplan and vision plan should be produced with strict design guidelines	31 to 44	Visit	10
Any change to building heights would immediately destroy one of the prime features of interest for visitors.	Over 60	Live	10
Avoid gouging out buildings and allowing just the facades to be kept. It's a sham, and will turn Soho into Disneyland. Also, plan for smaller spaces not 1000m2 places. Small is economically viable especially in Soho. And don't believe developers who claim they will split spaces after build - never happens.	Over 60	Visit	10
Buidling approval should be better matched to existing architecture and buildings - new and modern is good but keep in line with historic facades - also stop overcrowding of street boards, facade signs and crazy use of mirrored glass - simple lines.	45 to 60	Live	10
buildings should meet BRE excellence standards with sustainable designs such as recycling waste, pasiv house standards, and build to last like the victorian models	Over 60	Work / Visit	10
But do permit developments on the boundary as redevelopment is vital to all regions of Westminster	Over 60	Visit	10

By chance Soho has remained relatively undamaged and that is much of its charm. It should be retained.	45 to 60	Visit	10
Challenges are WCC who do not seem to take account of the nature of the area. This consultation could become a blueprint for the area.	45 to 60	Live / Work	10
Consider lighting schemes to highlight existing period features.	31 to 44	Work	10
Continue to engage with other local community groups	Over 60	Work / Visit	10
Developers will always prefer the economies of large scale development, it is the responsibility of local planning to stop this destroying the character of an area such as soho. Walkers Court redevelopment is an act of cultural and historic vandalism. It is not that the replacement will not be 'pleasant', but that it will be pleasant in way identical all over the world. The scale of individual shop/house size in soho is central to its identity, this cannot be replaced by block redevelopment, with pastiche shop divisions.	45 to 60	Visit	10
Ensure that eg Soho Estates can't knock down perfectly serviceable buildings eg old Foyle's building and replace them with out of proportion glass-covered buildings that are out of scale with current buildings	45 to 60	Work	10
Feels like we are losing this battle. Planning is not supporting this	31 to 44	Work	10
Get involved with existing organisations, e.g. SAVE, The Georgian Group, Victorian Society and use their resources to organise and coordinate an informed response to the crude claims of developers and politicians. Develop a policy of finding out all applications for new development, etc, from the off so a long range plan can be developed. Approach the Office of the Mayor NOW and on a REGULAR BASIS to keep reminding him that his policies, such as they are, regarding the built environment are simply a continuation of the bad policies of Boris Johnson. Offer to teach Mr Khan about the built environment, make him au fait with the tall buildings policy, and insist that he take heed.	Over 60	Visit	10
Historic consideration is key	31 to 44	Work / Visit	10
how do you discourage big developers with infinite resources? They have no regard for any areas and in whatever way is possible, top level legal advice is needed to try to halt this land-grab	45 to 60	Visit	10
I am sick and tired of seeing historic buildings being lost. Everyone criticised the vice empire of Paul Raymond, but his clubs and shops didn't result in the destruction of buildings.	Over 60	Live	10
I despair at the faceless blocks of characterless concrete that keep getting put up	45 to 60	Work	10
I despair at the ugliness of recent building projects, built to make huge profits but how long before high rents create failures and vacancies?	Over 60	Work	10
I really believe it is important to protect and maintain Soho's historical and cultural significance - it is a unique and special area in London, with much to be lost if we do not act to protect it	18 to 30	Visit	10
I think Soho has this all in hand...I've lived close by just off Piccadilly since 1967 and I've seen many of the old buildings which have been empty for years, being sensitively adapted.	Over 60	Visit	10
I think we should keep as many large scale chanin businesses out of soho - leaving them to Oxford St, regent St & tottenham Ct Rd. the challenge is to resist their offers of money!	45 to 60	Work	10
I touched on this earlier, but yes fully. Nothing over 6 stories and no glass and concrete or marble boring - could be London, Birmingham or Shangai, non entities.	Over 60	Visit	10

I very strongly agree with the need to conserve and protect Soho's history. Across the West End, far too many cultural assets and places of historical value are either under threat or have already been closed. We need to do much better. I'd argue we should question whether large-scale developments should be placed in the 'boundaries of the area'. We should ask whether small-scale developments is what we want instead. To protect Soho's character, people and the history of Soho needs to be put before the interests of big developers. At the moment, it all too often feels like big developers call the shots - that undermines the interests of the community, and disempowers local people and people who have been involved in Soho's community make-up for years.	18 to 30	Work / Visit	10
I was born in Soho in an 18 the century house now long gone in Doufours Place Many changes have been made since not all to the good of the area	Over 60	Live	10
If it all becomes big and expensive soho won't be soho...	31 to 44	Work / Visit	10
If the look and feel of Soho is changed or damaged, then no one will want to visit and it will make the whole redevelopment completely pointless.	18 to 30	Work	10
Improve or redevelop run down properties. Local private property owners may resist.	Over 60	Visit	10
It all begins & ends with WCC.	45 to 60	Live / Work	10
It is sometimes difficult for new buildings to enhance an area. The Council must maintain and enforce these disciplines	Over 60	Visit	10
It some senses what Soho needs is neglect! If every corner becomes a lovely cafe or interesting shop then it loses too much grime and becomes overdeveloped. By encouraging stuff to happen on the street (markets, performance, protest etc.) perhaps we can encourage that sense of adventure and excitement that will be lost in the gentrification.	31 to 44	Live / Work	10
Just the usual challenges. Keep fighting at all levels of the planning process up to ministerial level.	45 to 60	Visit	10
	Over 60	Visit	10
Keep soho old school	18 to 30	Work	10
landlords greed council unable to understand issues	45 to 60	Live	10
larger corporations need to have tougher specifications if they are in Soho	45 to 60	Work	10
Less glass, more sustainably sourced 'breathing' building materials; no air conditioning!	45 to 60	Visit	10
Listings-type restriction on height / scale of new developments. Any new builds replacing old ones should emulate character of surrounding / previous construction if possible.	31 to 44	Work	10
Lived, worked and shopped in area since 1972--the preservation of SCALE, affordable housing, historic buildings, and the fab Berwick St Market plus local small scale fabric outlets are what MAKE Soho so desirable	Over 60	Live	10
Local community have a greater say in planning permissions. Favour independent stores and brands, avoid chains which just put up prices and destroy the individual creative feel of Soho. Focus on the mix of people and businesses that make up a community. Residential MUST be for people to live in, NOT just for investment or Air B&B.	45 to 60	Work / Visit	10
Look at more innovative design rather than standard architect fare. A walk along the south bank where developments are identikit is a lesson on what to avavoid	Over 60	Visit	10

Maintain diversity of use by balancing commercial with residential spaces	Over 60	Visit	10
Make sure this point is well known. Always be challenged by those who want to add extra storey, build an extension, dig a basement, make a profit.	Over 60	Visit	10
Money rules.	Over 60	Visit	10
New buildings should have 'traditional' facades	45 to 60	Live	10
No buildings to be higher than one floor above the highest one in Soho. No buildings to be higher than two floors more than previously.	Over 60	Visit	10
no comment on this one.	45 to 60	Visit	10
No high rises in Soho (except the Berwick Street flat block of course!) keep buildings to the same height and sensitive building materials to avoid new glossy designs outshining old architecture.	18 to 30	Work / Visit	10
No new-build to be higher than highest already-existing structure in the block/street...	Over 60	Visit	10
No to very high 'skyscraper' developments. Please!	45 to 60	Visit	10
Old Foyles building for example - should not have been approved - no office blocks or anything out of scale	Over 60	Live	10
Once that's gone it's gone . Build around, not on and over.	45 to 60	Visit	10
Planning control must do more than merely pay lip service to Soho's conservation area status, should restrict consolidation of adjoining sites, extensions whether up, down or sideways, and genuinely ensure that new developments are in keeping with the character of the area, not future carbuncles.	45 to 60	Live	10
Planning is about keeping the ethos of the area...glass monstrosities are faceless and characterless. I don't want pastiche buildings either, just good design please	45 to 60	Visit	10
Policies favouring adaptation for new or extended purposes; height limits; use of materials; presumption in favour of developments that are small-scale; for change of use need to demonstrate lack of viability of the existing business ..... some common wording across all areas of Greater London, with then text to identify local priorities and characteristics is eminently desirable.	Over 60	Visit	10
Preserve existing buildings and usage.	Over 60	Visit	10
Preserving the historic look and make up of soho is possibly the most important issue here. Too many other areas have been flattened and changed completely. This should not happen to soho.	18 to 30	Work / Visit	10
Prevent any more awful Canary Wharf-style developments like that airport lobby on Broadwick street!	31 to 44	Work / Visit	10
Probably already too late. Soho has changed and lost a lot of character in the last few years. I think these are empty promises or even aspirations.	Over 60	Live	10
Reduce height of buildings, reduce number of new developments, and outlaw garish coloured buildings and materials which don't suit the area. After planning permission has been granted, don't allow or ignore deviation from the approved plans! This happens.	Over 60	Work / Visit	10
Restrictions on the size of buildings; maintenance of a good supply of social housing.	Over 60	Live	10
See previous comments regarding developers simply retaining the facades of historic building, whilst adding modern elements above and behind. This is not preservation, it is a token gesture to get plans approved. There should be a limit on the height of developments and as much of the existing structure should be retained.	31 to 44	Visit	10

See previous paragraph. Hang on to what you have:it is wonderful.	Over 60	Work / Visit	10
Set height limits on new buildings; Limit advertising and creation or use of space for advertising; Fund competitions for urban design in Soho	45 to 60	Work	10
Soho is a neighbourhood not a high street. Preserve the buildings and architecture that already exist.	31 to 44	Work	10
Soho is central London. Some will always put money making above protecting one of the most interesting parts of the city. It will not make money to prevent modern building, but it is important to do so.	31 to 44	Live	10
Soho is small footprint. It has mainly narrow streets. It is industrious. This must be maintained. The shift to large footprint does soho no good. There is no imagination shown in planning. Large scale developments are completely out of place but continue to be implemented erasing history and replacing it with temporary facades. Broadwick Street is an example, berwick and walker another, cross rail two is on the cards. We ought to be considering sensitive conversion and imaginative restoration rather than flattening and engrandisement. Soho doesn't need more hotels, it needs creative workplaces and living spaces.	45 to 60	Work	10
Soho's conservation area statement needs updating. You should ask Westminster planning and design officers to cost this and seek private sector sponsorship.	31 to 44	Work / Visit	10
some buildings really don't fit in and are ugly.	45 to 60	Work / Visit	10
stop building ugly massive new residential properties that are then bought as investments, no one lives in them	45 to 60	Live / Work	10
Stricter planning conditions is in order and developers to build modern building that mix old with new design.	45 to 60	Work / Visit	10
Stricter visual requirements in term of preserving Soho's cachet, but without making them too strict to still make sure new development stays functional in term of 21st century reality.	31 to 44	Live / Work	10
strong objection to planning apps for over scale development	45 to 60	Visit	10
Strongly rejecting plans to add even more height to buildings.	31 to 44	Live / Work	10
Support - boundary areas for development focus in Westminster should be Victoria, Paddington and Tottenham Court Road.	45 to 60	Visit	10
Support' means encourage developments which fit this brief and tell the others to look beyond the Ring Road	45 to 60	Work	10
take a firm stand against property developers challenges will be faced from developers and Westminster city council	45 to 60	Live	10
take a lead from other areas that have achieved this and learn from those areas that have failed	Over 60	Visit	10
The buildings present are beautiful and full of history. None should be demolished to make space for soulless buildings that can be anywhere in the world. The architecture of Soho is part of its identity and losing this is not an option.	31 to 44	Work	10

<p>The chosen architects for projects such as this should love and understand the historical and present day appreciation which people have for Soho. Councils usually go for the cheapest options, cutting corners and giving the go ahead to monstrosities which we and future generations have to live with.....Cheap unsubtle materials would destroy the narrow streets full of character and history..... Maybe fund raising for this would involve the interest of more people; it would also delay any quick convenient decisions the council will try to take.....Great buildings and cities take many many years to be created.....today councils have one purpose in mind.....rather like ready cooked meals, the ten minute appointment with the GP, the Drug Dispensers the quick fixers.....the Primarks and Macdonalds its nothing about quality, or the aesthetic beauty of buildings, the joy of eating a meal which has been cooked with love, or making clothes from glorious fabrics.....its about councils making money and ridding themselves of responsibilities which we pay for in Council Taxes. Soho requires small buildings with character. No huge office blocks or shop chains. It is a village of independent individual traders in the heart of a city slowly developing into a Dubai.....a playground for the rich.....It is important to protect Soho, the people who work and live there.....Developers, councils remind me of the squirrels and pigeons the foragers which are greedy and threatens the livelihoods of the small wild garden birds.....there will be successful businesses which will contribute towards the funding of an acceptable redevelopment of Soho.....</p>	Over 60	Visit	10
<p>The council needs to have legal teeth to ensure this happens, and the developers have to take a view that money isn't everything. Are either of those two things ever going to happen?</p>	45 to 60	Live	10
<p>The historic look and feel of the area should be maintained. Small local businesses should take priority over large corporations</p>	45 to 60	Work	10
<p>The history of Soho should be preserved at all costs and so should its atmosphere. Big businesses and developers have been putting independent businesses out of business for the last decade and it is killing the soul of what made Soho great.</p>	31 to 44	Work / Visit	10
<p>The old Georgian houses are being dwarfed by the latest wave of developments</p>	31 to 44	Work	10
<p>The presumption in favour of development makes this difficult.</p>	Over 60	Live	10
<p>The push for ever upwards and the aim to maximise footprint resulting in bland, identikit buildings should be resisted. Try to get more permeable and public space designed in at street level. Don't steal the sky and the sunshine!</p>	45 to 60	Visit	10
<p>The small scale of narrow streets and squares as served Soho well for centuries. It suits the intimacy of the area. Large scale should be encouraged in places like Luton. Keep Soho small and use friendly.</p>	45 to 60	Live	10
<p>There are too many buildings here already which are not human scale - this increases pollution, decreases social interaction, and generally tends to make Soho less and less 'livable'.</p>	Over 60	Live / Work	10

<p>There are too many developments were they have only kept the facades of older buildings and have destroyed the interiors. The history of areas and buildings includes the interiors in many cases. There should be restrictions on this kind of activity in the conservation are so that many interior historic details are retained. Newer developments should have to match or complement the existing buildings, as there are some terrible examples in London of buildings which clash with existing architecture. This does not mean that they should all look old, but that they should enhance and complement existing buildings rather than clash. This also should apply to the height of the developments so that any developments do not dominate other older buildings and ruin the look and feel of the conservation area. A prime example is the terrible tower blocks built behind the alms houses behind Tate Modern. They dominate the alms houses, do not complement the architecture and have ruined the look and feel of the almshouses.</p>	45 to 60	Visit	10
<p>There are too many eyesore developments in Soho. We could do with less.</p>	31 to 44	Live / work / Visit	10
<p>This is a particularly important point. Get it wrong and it could be awful. Progress is always pushing us forward but we need a balance between too much progress on the one side and creating a museum on the other</p>	45 to 60	Visit	10
<p>This seems to not be taken into account with the building of a Premier Inn next to the Market. Instead of building a part of this hotel chain in Soho where it does not belong, there should be more preservation of heritage. Tear down that awful building standing there in the first place and build something more in character with the neighbourhood. Instead of allowing rents to grow astronomically, forcing wonderful literary clubs/relatively new institutions paying homage to Soho like the Society Club out of the neighbourhood, why not support them? There is little support for interesting businesses which retain the character in the development of Soho which is equally important. The rent went up three-fold, and they are being forced out. It is unacceptable. The character is being maintained with small independent shops in the Newburgh Quarter, but rents should be controlled or these businesses will be lost. More chain stores are moving in, which is a shame, instead of preserving the individuality of independent merchants, which make the character that is Soho. Even as a more recent resident, I see the change happening. Invest in places like Silver Place, which leads to 'crack alley' at the end of Ingestre Place. Perhaps putting flower beds in the original Victorian flower boxes which were put there for that purpose, will make the place look smarter, and prevent further regular burglaries to the shops on Silver Place I hear about. It is isolated and seems ignored, which attracts the drug addicts who congregate there. The Society Club was thinking of setting up an awning, and putting out some plants and a few chairs (there is ample room), but they have been kicked out due to the hike in rents. A real shame. This is an address where you could buy books, have a coffee, listen to guitar, and meet for tours celebrating the great characters of recent Soho like Francis Bacon. Fernandez and Wells on Beak Street, too, is closing, which was a real asset. Small businesses need more support</p>	45 to 60	Live	10
<p>Tighter planning controls. Don't allow property developers to run rough shod over the local community's and small businesses rights.</p>	45 to 60	Visit	10
<p>Unsympathetic development can destroy the character of an area overnight and make it less desirable to hang around in.</p>	45 to 60	Visit	10

Very many areas in London need to have this principle enshrined somehow in planning regs. As national government has in effect weakened local control, it is hard to avoid inappropriate development. I just don't know how to achieve this one.	Over 60	Visit	10
WCC to limit large scale development	31 to 44	Work	10
WCC.	Over 60	Work	10
We can start by making more people aware of ht is happening to Soho, and all our towns, which are turning into lego lands	45 to 60	Work	10
We have some of the best and imaginative designers and architects in the WORLD . Get them involved and you will not regret it.	Over 60	Visit	10
We need to influence Westminster Council !!!	Over 60	Live	10
We should stop any new development that detracts from the look of the area. Italy doesn't destroy its beautiful cities. We can at least preserve what we have left & never again let another pub or building be ruined.	45 to 60	Work	10
Westminster planning should be encouraged to see that developments such as Ilona Rose House (the former Foyles bookshop) should not be allowed. It is going to be a 9 storey (above ground) monstrosity, completely at odds with the rest of Manette St, which is made up of buildings built in the 17th and 18th century. The Crobar is a perfect example of this. Our building dates back to 1700, but in a few short years we will be in the shadow of another glass and steel monstrosity. The church of St. Barnabas is going to look awful with this hideous shrine to shopping looming over it. Who in their right mind thinks this is an appropriate development for Soho, I have no idea.	45 to 60	Work	10
Within the community	45 to 60	Live	10
Absolutely! New buildings should mirror the surrounding buildings in character	31 to 44	Visit	9
As a resident of the adjoining area I think these considerations should not be confined to Soho.	Over 60	Visit	9
Cities such as Prague have enforceable and sensible size and scale regulations to keep newbuilds congruent with the existing historic building stock. We should learn from them.	Over 60	Work / Visit	9
dont let it become another Spitalfields - glass tower blocks do not go with markets and victorian architecture, ,they overlook, are overbearing and are not respectful a place's historical atmosphere	31 to 44	Visit	9
Encourage quality architecture. If the building is beautifully designed to integrate into an area, size and scale can be acceptable, so this is about encouraging larger but better designed schemes - planning input again a key factor.	Over 60	Work	9
Get Soho Estates on board. They own so much of the real estate that is being developed.	45 to 60	Live	9
I visit Soho (Berwick Street Market is how I came to this survey). I don't want Soho to be lost. Developers build all new buildings exactly the same: bland and corporate, and too big and clunky.	45 to 60	Visit	9
Keep Soho as it was	45 to 60	Visit	9
Leases coming to an end and being re-let as restaurants for tourists driving out local shops	Over 60	Live	9
Lots of the new developments feel imposing and out of place. They are endangering the feel of the area.	31 to 44	Work	9
Moratorium on pulling down any and all historic buildings	45 to 60	Work / Visit	9
Needs to adopt similar architecture, materials and aesthetic of historical buildings	18 to 30	Work	9

No large office blocks or hotels !!!	45 to 60	Live / Work	9
Stop creating modern 'eyesores' and restore older buildings	Over 60	Live	9
As per my previous answer.	31 to 44	Work	8
Be more pro active with developers..sadly too much development not in accordance with this has already happened	45 to 60	Live / Work	8
Building height restriction may turn out to be a defining characteristic; pedestrianisation allows more enjoyment of architecture.	45 to 60	Live / Visit	8
existing conservation rules control this sort of development.	Over 60	Work	8
Have stringent building code and practice as they do in central Paris in order to preserve the integrity of Soho. Once lost, it can't be replaced.	45 to 60	Visit	8
I think it's a good idea for the city to expand out, it would allow the character of Soho to retain its charm. One problem of expanding out would be additional pollution and waste. Also, new developments may push residents out of the area which adds strain to the housing crisis.	18 to 30	Work / Visit	8
I think it's important to preserve buildings wherever possible but not to build kitschy additions that look inauthentic.	45 to 60	Visit	8
Less demolition	31 to 44	Work	8
Maintain a low rise architecture and seek to eliminate Council blocks over 7 storeys Ensure that residential property is not compromised by business and commercial development. Businesses already exploit Soho: they put little back into the community	Over 60	Live	8
Major challenge will be fighting off the homogenisation of the area by would be developers seeking to make money on a scale which is impossible for small enterprises such as those I love in Soho now. This means resisting big names.	Over 60	Visit	8
New buildings can be modern of course but they should complement the existing historical structures and preserve where possible.	45 to 60	Work / Visit	8
Not sure	18 to 30	Work	8
prevent developments increasing heights of buildings	45 to 60	Live	8
See previous answer	45 to 60	Work	8
Soho has a distinct character and large scale development is already destroying the character of parts of London and developers would oppose this when backed by foreign investors only interested in a high return.	Over 60	Visit	8
STOP BUILDING STOP PRIVATE HOUSING think long and hard SOHO has no ecosystem SHOCKING	45 to 60	Visit	8
stop over building masses of commercial properties with no style or character	31 to 44	Work	8
Stop over-modernising. Glass isn't all that.	18 to 30	Work	8
Stop the developers. Make sure WCC pays more attention to design integrity and does not bend over backwards to accommodate developers nasty cheap-looking designs	45 to 60	Live	8
the problem is that one can not trust the majority party on the council	Over 60	Visit	8
The size and scale of development has interrupted the pleasant nature of the area. I think there should be a review of the planning policies and the involvement of key heritage organisations to ensure that historic buildings or those with historic associations are kept or sympathetically refurbished.	45 to 60	Visit	8
There are too many of the same shops all around the area, which is why markets are so important.	Over 60	Visit	8
there shouldn't be any more new buildings, except for replacement of post-war ones.	Over 60	Live	8

Use architects and designers who already have experience in meeting these challenges	45 to 60	Work	8
Very important that Soho maintains its built character and human scale, with independent street market areas providing a key focus for activity.	18 to 30	Work / Visit	8
WCC Planning seems to be motivated by money. Frequently fails to take objections into account.	45 to 60	Live / Work	8
Agreed - keep large scale development out of Soho - this would be the surest way to kill it. In fact, seek ways to support micro-enterprises that might seem marginal. New developments should not have blank ground storeys - there are too many of these already - places that want to be in Soho, but refuse to be 'of Soho' should be resisted	45 to 60	Visit	7
I foresee attempts to ignore the character of the area by developers.	Over 60	Visit	7
It's not just size and scale, it's about character. There are too many expensive flats and characterless high street chains appearing. The main challenge is greed.	45 to 60	Work / Visit	7
Soho is a mix of uses and building stock and shouldn't be changed or hampered to evolve with time and demands.	31 to 44	Work	7
Tighter planning controls on new developments in the area and on demolishing of current buildings	31 to 44	Visit	7
Utmost care should be taken to preserve the historic built environment.	Over 60	Visit	7
Would need to guard against any regeneration plans that strongly change the look of the area. Perhaps have an independent committee of specialists in this area.	31 to 44	Visit	7
All new huge modern buildings designs are not suitable historical Soho. All look modern but cheap and nasty. May be Soho needs a head designer.	45 to 60	Live / Work	6
Building stock needs sympathetic investment to it is economically as well as environmentally sustainable. Public realm investment is essential for businesses, visitors and residents.	Over 60	Work / Visit	6
Challenges: vested interests like major property holders whose priority is optimising income regardless of the consequences	45 to 60	Live	6
Even large buildings can be designed to give the impression of smaller ones. There is sufficient planning expertise to ensure that new development is sympathetic to the area	45 to 60	Work	6
For me it is not the style of the buildings that is the issue at all, in fact all our recent additions have been exceptional in how depressingly dull and conformist they are. Given Soho's cultural character I feel that more innovation and stylistic diversity is desperately needed in new construction. What needs to be controlled is the scale, so new developments should be restricted as to the number of plots they can combine, as we need new buildings to be kept small, for small businesses and to retain the genuine scale of activity and diversity in the area.	31 to 44	Live / Work	6
I support genuine 'conservation', but usually it ends up as being a disguise for more commercial big business development.	Over 60	Live	6
I think having human scale appropriate plan will give a great relief and appreciated by visitors	45 to 60	Work	6
I think you will ruin it with constant building works	18 to 30	Visit	6
I've had enough hard hats and concrete mixers	45 to 60	Work	6
Insist on Soho scale and retention of historic features. Problems will come from land values and the current governments compulsion to overdevelop	Over 60	Work / Visit	6
Land prices will demand bigger and higher, needs to be resisted	Over 60	Live / Work	6

Overgrow of highstreet businesses tend to give soho a more modern feel and takes away from the historic feel.	45 to 60	Visit	6
Restrict the size of developments	45 to 60	Live	6
Should curb the greed of the developers who will probably sell to dodgy overseas investors as money laundering vehicles so price should be no object there.	45 to 60	Visit	6
Some modern buildings can enhance the area and keep with the eclectic feel of Soho	31 to 44	Visit	6
The buildings must keep the original design but be modernised from inside, like in Lisbon.	31 to 44	Work / Visit	6
New developments should be extremely limited.	31 to 44	Work / Visit	5
I dont know	45 to 60	Visit	5
I prefer to see Soho preserved rather than developed	Over 60	Visit	5
I think the council has sufficient policies to cover this	31 to 44	Work	5
Less high rise/complementing existing buildings and giving room for the character of Soho to co-exist rather than more glass and metal structures - this will be in opposition to the desires of developers and larger corporations who have the capital and want to grow their space/presence in the centre of London	31 to 44	Visit	5
Stop anymore development and enhance the current buildings and stop ruining Soho	31 to 44	Live	5
This above scale is hard to answer. I strongly am against most new development in Soho. But your questionnaire also asks if we should support new buildings that respect the surroundings. The problem is these developers demolished 18th century buildings to do so. Again, nothing short of vandalism. And Westminster Council should be ashamed of itself for allowing it. And crossrail should be no excuse. If Park Crescent can be knocked down, then it seems nothing is sacred. Everyone I work with in Soho feels the same way. It's breaking our hearts.	45 to 60	Work / Visit	5
You simply cannot be so prescriptive. There are good old building and bad old buildings. The same applies to new. Keep the good and ditch the bad. The area must change or die.	45 to 60	Work	5
As long as it doesn't lose it's overall character, then it shouldn't be a problem	45 to 60	Visit	4
Leave the old buildings alone. They are historically important. If they are lost they will be gone forever. They just need a little renovation and care.	45 to 60	Work / Visit	4
Flexibility is required - good and appropriate design can provide the correct mix. It is not necessarily the size of a development that is the issue - it's the mix, design and feel of a scheme which needs to be right. We need to keep an open mind and not 'ban' development.	45 to 60	Work	2
Absolutely! Look at neighbouring Fitzrovia where I used to live & oppose planning applications. Now the Council seems to have buckled under pressure from developers & some monstrous carbuncles have appeared : like the development on the site of the old Middlesex Hospital which has brought no new work to the area to replace that lost by the hospital	Over 60	Visit	1
Driving prices up for existing tenants	18 to 30	Work / Visit	1
I think that current Planning Policy and the WCC planning officers adequately respects the character of Soho and protect it sufficiently.	18 to 30	Work / Visit	1
If the buildings are no longer for for modern urposes like office space, open plan residential etc then people will cease to invest. some of the larger developments are making soho a nice place to live and work.	45 to 60	Live / work / Visit	1

The new buildings bring nothing to the already interesting Soho except to ramp up rents and force out the small businesses that have made a home and customers there...forcing everyone out of Soho...look at Berwick Street as an example	31 to 44	Visit	1
This question sounds worryingly like seeking approval for increasing redevelopment for residential buildings. Soho is not falling down! So don't knock it down as an excuse for conservation. Just conserve what is there!	45 to 60	Visit	1
We don't want tower blocks in Soho. Centrepoint is bad enough!	18 to 30	Live	1
You should suck it up like the rest of the country is having to. Soho is no more special than any other area. Public sex and drug use is primarily what goes on in soho.	45 to 60	Live	1