



WEST **WAY**
YOUR **WAY**

WESTWAY URBAN DESIGN STRATEGY REPORT

NOVEMBER 2019



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MAYOR OF LONDON



Westway Urban Design Strategy

Final Draft
November 2019

Westway Trust
Environment and Local Economy
1 Thorpe Close
London W10 5XL

About this document

This document is the final Westway Urban Design Strategy produced by Fluid on behalf of the Westway Trust and the Mayor of London. The strategy sets out the long-term vision for the Westway estate over the next 10 years to deliver physical improvements, renewal and better economic and other opportunities for local people.

This piece of work is supported through the Mayor of London's Good Growth Fund and addresses the Good Growth Fund themes of Empowering People, Making Better Places and Growing Prosperity. It is intended to act as a piece of enabling work for a future bid to the programme in 2019.



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EXECUTIVE SUMMARY

UNDERSTANDING THE AREA

The strategy is shaped by an understanding of the area's unique history, culture and current conditions - physically, socially, politically, economically and environmentally, considering:

1. What is driving change
2. The way the place is today and how it has changed
3. What locals and stakeholders think

A comprehensive and collaborative consultation process has been carried out with local people, stakeholders, businesses and visitors between November 2018 and August 2019. Findings highlighted that people want to see the Westway estate as a well-used, inclusive, green and safe place proud of its heritage and culture.



CHALLENGES AND OPPORTUNITIES

The Westway estate has yet to realise its full potential to accommodate good growth and support local communities and stakeholders. The estate has the opportunity to be a vibrant and thriving destination with a strong community identity. It has the opportunity to support a diverse and inclusive local economy. There are also opportunities for new and improved public spaces that will encourage social interaction, exploration, new linkages and economic activity across the area.

The following challenges need to be addressed:

Economy. Developing a fairer and more inclusive local economy that is built on community ownership and provides benefits for all.

Community. Better social spaces that nurture social integration and encourage reasons to come together. A poor awareness of community assets.

Character. Need to make the estate more attractive and up to date while protecting its local character, culture and heritage.

Movement. Generally, favours vehicles over pedestrians and cyclist. Key destinations, attractions and other important hubs and amenities should be better promoted and highlighted.

Environment. Noise, pollution, green infrastructure, lighting and lack of active frontages are issues that have to be tackled.

MAKING IT HAPPEN

This is an overarching place vision and urban design strategy that acknowledges there are different land ownerships, governance and decision-making processes outside of the Trust's responsibility. The strategy clearly identifies where opportunities are located on land outside of Westway Trust ownership.

SHARING A STRATEGY

Based on the communities' aspirations, local challenges and opportunities, a comprehensive vision for the Westway estate is set out on page 6. The vision describes a positive change and collective success for the estate with local people at the heart of this process.



EXECUTIVE SUMMARY

VISION

WESTWAY YOUR WAY VISION

The Westway will be a rejuvenated, well-used and valued community space.

It will be an inclusive and welcoming public 'street' that is green, clean and safe. A place where people feel proud and celebrate its heritage, culture and creativity.

And where there is a flourishing local economy that directly benefits local people.

QUICK WINS

There is an opportunity and budget to deliver some improvements and projects quickly. Feedback from recent engagement revealed a strong desire for projects that unite the area, especially the lighting of the Westway structure, anything to increase the green feel and environment with sustainability in mind always.

There was a positive response to the idea of creating a 'Street' and beginning to stitch this together through art crossings, wayfinding and public art projects

WESTWAY TRUST'S VISION



LIGHTING STABLE WAY



GREENING



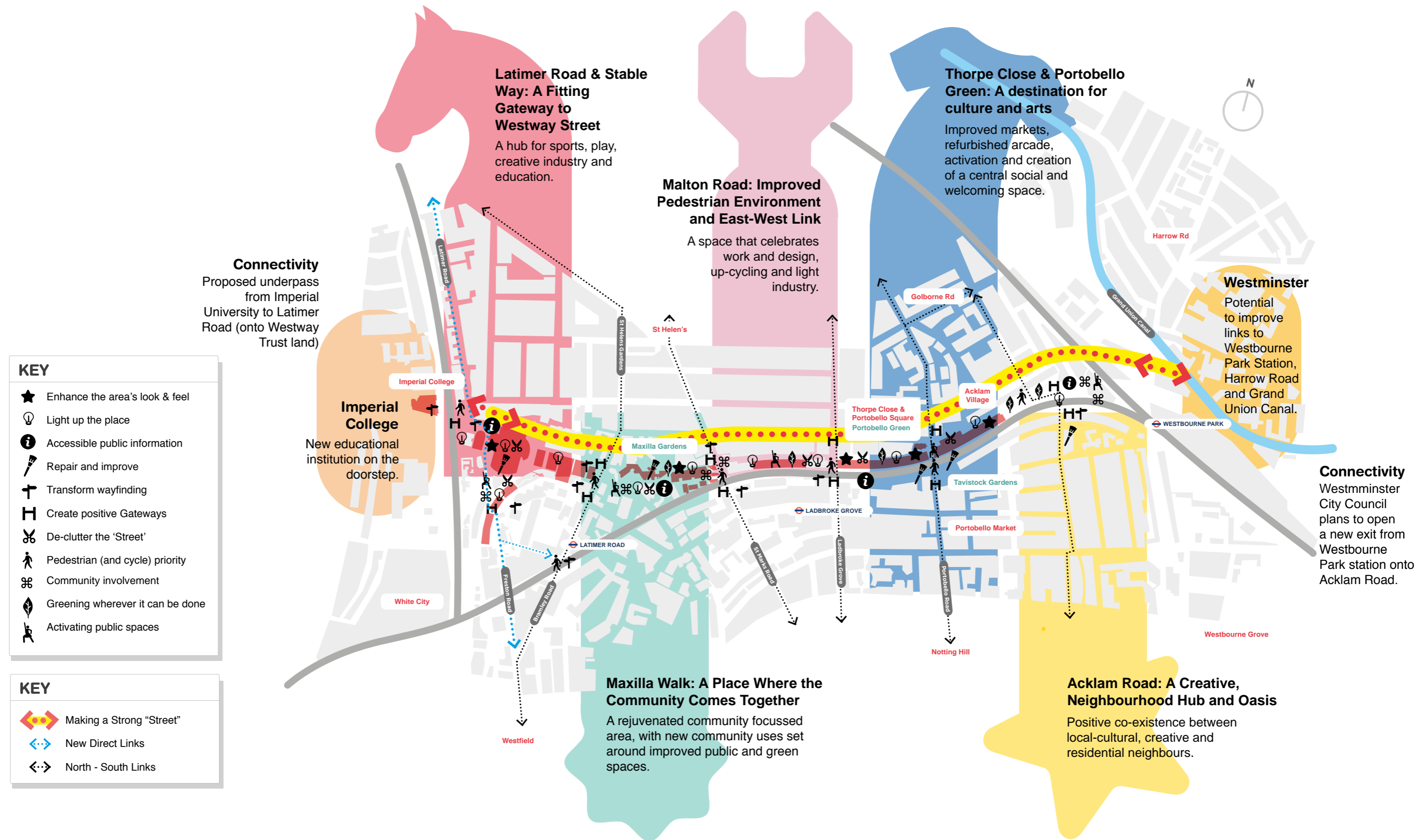
LIGHTING ALONG THE WESTWAY



WAYFINDING



GENERAL UPLIFT



Latimer Road & Stable Way: A Fitting Gateway to Westway Street

A hub for sports, play, creative industry and education.

Malton Road: Improved Pedestrian Environment and East-West Link

A space that celebrates work and design, up-cycling and light industry.

Thorpe Close & Portobello Green: A destination for culture and arts

Improved markets, refurbished arcade, activation and creation of a central social and welcoming space.

Connectivity
Proposed underpass from Imperial University to Latimer Road (onto Westway Trust land)

Westminster

Potential to improve links to Westbourne Park Station, Harrow Road and Grand Union Canal.

Imperial College
New educational institution on the doorstep.

Maxilla Walk: A Place Where the Community Comes Together

A rejuvenated community focussed area, with new community uses set around improved public and green spaces.

Acklam Road: A Creative, Neighbourhood Hub and Oasis

Positive co-existence between local-cultural, creative and residential neighbours.

Connectivity
Westminster City Council plans to open a new exit from Westbourne Park station onto Acklam Road.

KEY

- ★ Enhance the area's look & feel
- 💡 Light up the place
- 📍 Accessible public information
- 🔧 Repair and improve
- ⚡ Transform wayfinding
- ⌂ Create positive Gateways
- ✂ De-clutter the 'Street'
- 🚶 Pedestrian (and cycle) priority
- 👥 Community involvement
- 🌿 Greening wherever it can be done
- 👤 Activating public spaces

KEY

- 👉 Making a Strong "Street"
- 🔗 New Direct Links
- ↕ North - South Links

BACKGROUND AND CONTEXT

CONTEXT AND BACKGROUND

North Kensington is a lively, multi-cultural area known for its large Caribbean, Moroccan and white British communities. It is a place that is unique, celebratory, proud, and home to a vibrant and exciting creative and entrepreneurial culture.

Notting Hill Carnival was first formed under the Westway; the world-famous Portobello vintage market is rooted here; and many internationally renowned musicians, artists, film makers, designers and makers started their careers in venues and on stalls under the motorway. The place is steeped in cultural heritage and its biggest asset is its people.

The local area can be said to be both dominated and defined by the Westway flyover, which was constructed in the 1960s and runs through the heart of North Kensington. The flyover brought noise, disruption and pollution to a community already struggling with economic hardship, a decaying inner-city environment and neglect. Today, many of these issues still remain.

The area is the site of the Grenfell Tower tragedy. Grenfell Tower is very close to the Westway and part of the Grenfell Memorial, created by the community, is located underneath the Westway. The area continues to undergo the slow process of healing and recovery.

LOOKING FORWARD

A PLACE FOR EVERYONE

There is great opportunity for the estate to be a place that is a world leader in reflecting the diversity and interculturalism of London. A place with a strong identity that is forward-looking, brings people together and welcomes you with a strong sense of arrival.

The estate could be made greener, healthier and more attractive for people to live, work play and do business. The environment could be improved by providing more space for walking and cycling, and better public spaces where the communities of North Kensington and visitors can meet, interact and socialise.

Improving wayfinding and lighting could help assist locals as well as the many thousands of visitors to the area forming links to other important hubs and amenities nearby. Visitor experience could also be improved on a physical and sensory level by ensuring it is varied, rewarding, intriguing, unexpected and inspiring.

There is potential to support economic growth and grow the local economy. Providing training and skills development will be a crucial step to ensuring that residents have access to the full range of job and business opportunities available, including self-employment and entrepreneurship.

AN AREA RICH IN CULTURE

The estate has the opportunity to become an important and exciting part of London's cultural offer. Culture can be a key theme to help shape and transform the area. The area is rich in history, culture and traditions built up over many years. The area has a fabulous cultural mix ranging from internationally renowned institutions to creative entrepreneurs, from specialist arts organisations to major creative industries.

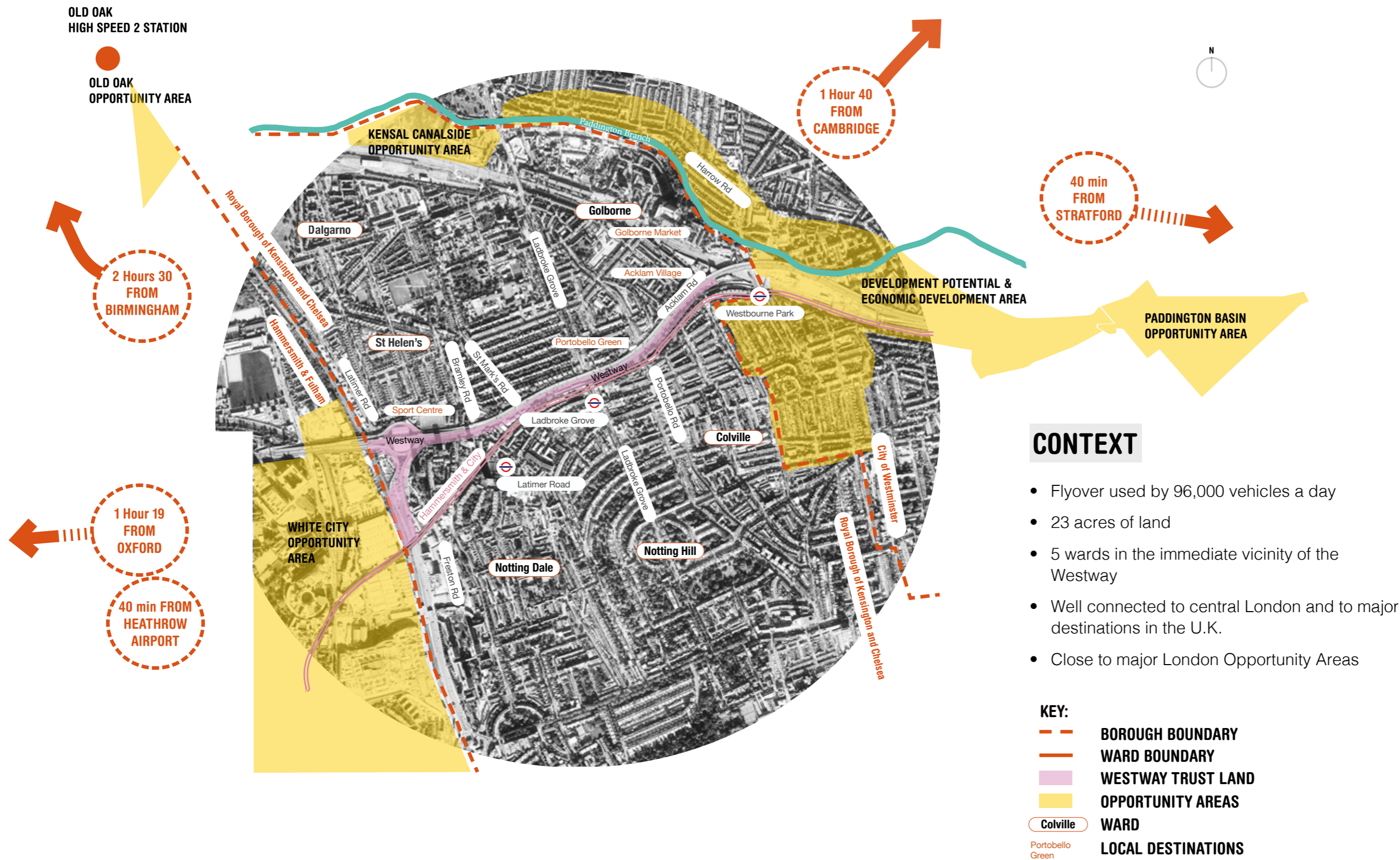
Culture can help to animate places and encourage people to visit, socialise and stay longer. It can also provide local people with the opportunity to identify themselves collectively and to continue to retain and enhance the distinct character and identity of the area.

FACTS & FIGURES



BACKGROUND AND CONTEXT

WIDER AREA CONTEXT



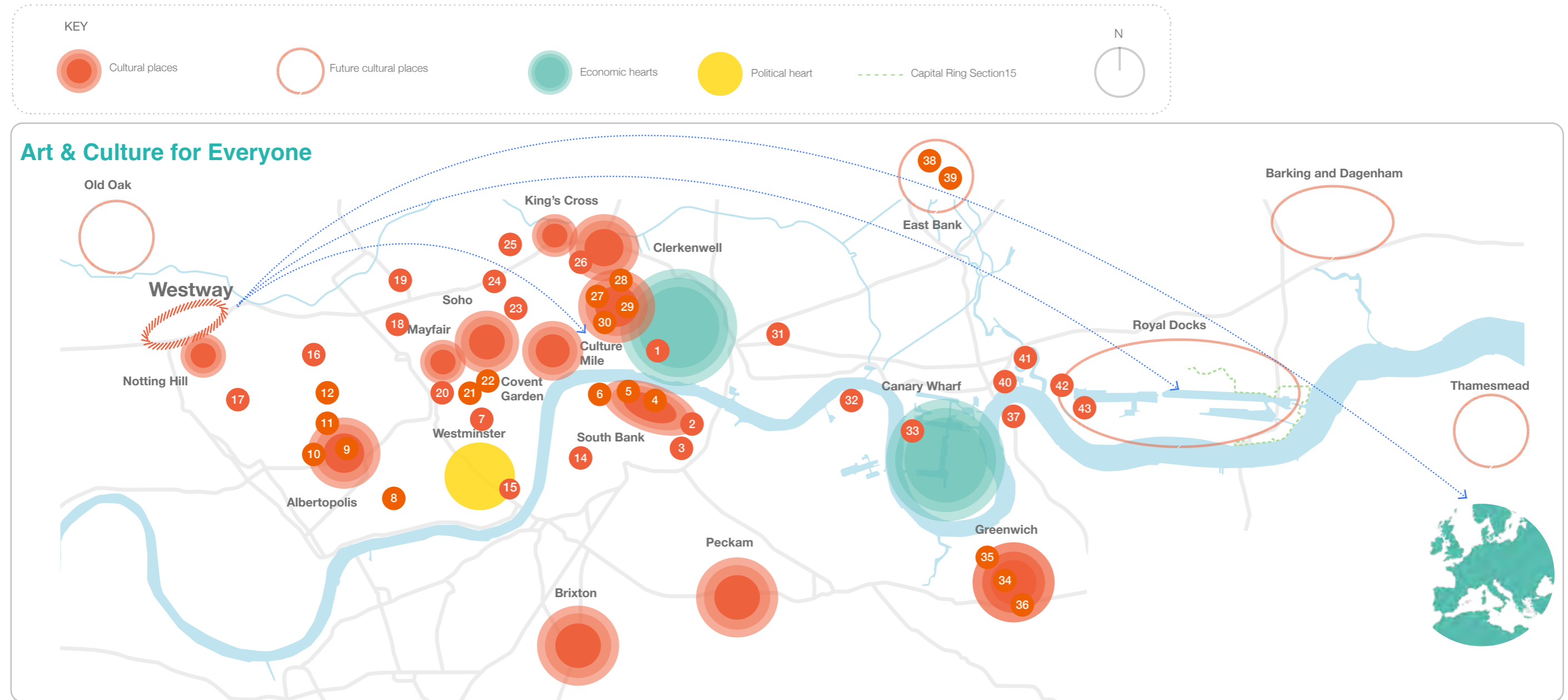
CONTEXT

- Flyover used by 96,000 vehicles a day
- 23 acres of land
- 5 wards in the immediate vicinity of the Westway
- Well connected to central London and to major destinations in the U.K.
- Close to major London Opportunity Areas

KEY:

- BOROUGH BOUNDARY
- WARD BOUNDARY
- WESTWAY TRUST LAND
- OPPORTUNITY AREAS
- Colville WARD
- Portobello Green LOCAL DESTINATIONS

CULTURAL MAP OF LONDON



Culture & Placemaking

- | | | | | | | |
|------------------------------|---------------------------|---------------------------|--------------------------|---------------------------|-----------------------------------|-----------------------------------|
| 1 St Paul's Cathedral | 7 ICA | 14 Imperial War Museum | 20 Royal Academy of Arts | 26 Sadler's Wells Theatre | 32 Brunel Museum | 38 V&A East |
| 2 Fashion and Textile Museum | 8 Saatchi Gallery | 15 Tate Britain | 21 The National Gallery | 27 Museum of London | 33 Museum of London Docklands | 39 Sadler's Wells East |
| 3 White Cube Bermondsey | 9 V&A | 16 Serpentine Gallery | 22 Fourth Plinth | 28 LSO | 34 Royal Observatory Greenwich | 40 Trinity Buoy Wharf |
| 4 Tate Modern | 10 Natural History Museum | 17 Design Museum | 23 The British Museum | 29 Barbican Centre | 35 Rangers House English Heritage | 41 English National Ballet School |
| 5 National Theatre | 11 Science Museum | 18 The Wallace Collection | 24 Wellcome Collection | 30 Centre for Music | 36 The Fan Museum | 42 The Crystal London |
| 6 Southbank Centre | 12 Royal Albert Hall | 19 Open Air Theatre | 25 The British Library | 31 Whitechapel Gallery | 37 The O2 | 43 The Silver Building |