

YOUR OBJECTIVES

Between November 2018 and August 2019, we engaged with a wide range of local people, stakeholders, businesses and visitors to understand your views. One of the key outcomes of the engagement are **Four Objectives** that set out the local community's aspirations and ideas for the future of the Westway estate.

The Four Objectives support the Vision for the area and provide more detail about how it should be delivered over the next 10 years.



COMMUNITY LED

Ensure the uses and spaces of the Westway estate provide for the needs and desires of the community.



Celebrate the community



Promote independent businesses



Local democracy informs decision making



More things for young people to do



More space for community use and projects



A positive leasing policy for local people



GREEN & HEALTHY

Transform the polluted, grey and car ridden area into a green oasis where pollution is reduced and people feel safe and want to spend time.



Improve & Increase Greening



Encourage Healthy Lifestyles: Walking, Cycling & Sports



Improve lighting to increase safety



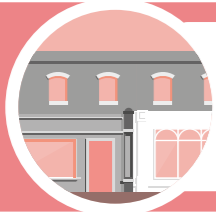
Measures to reduce pollution



Overlooked & busy spaces



Make it feel loved



DISTINCT IDENTITY

Bring people together in an environment that reflects local identity and is distinct.



Attractive & Iconic keeping the distinct identity



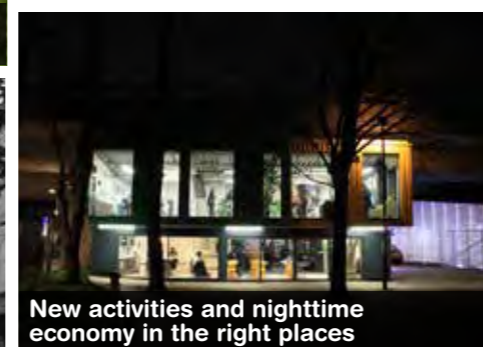
Public spaces to meet & spend time in



Welcoming Gateways



A strong linear spine / celebrate the Westway structure



New activities and nighttime economy in the right places



Impromptu and chance events



THRIVING & SUSTAINABLE ECONOMY

Opportunity to provide local employment, skills and training and support for local businesses and creative industries.



Space for training and enterprise



Jobs & employment opportunities



Affordable Workspace to suit current trends



Encourage creative industries



Culture brings an income



Integrate existing traders and retailers

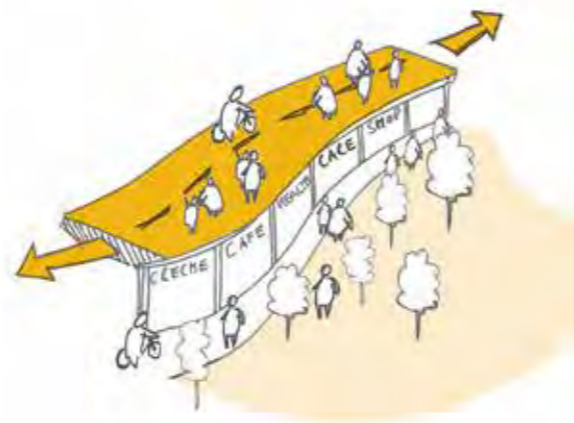
OVERARCHING PRINCIPLES

SIX URBAN DESIGN PRINCIPLES TO DELIVER THE OBJECTIVES

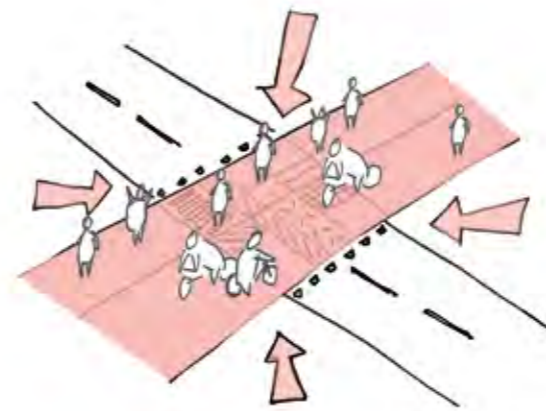
Six Urban Design Principles will deliver the **Four Objectives** that have been established through the extensive engagement process with communities across North Kensington. The six principles will be delivered along the length of the Westway Trust estate to create a cohesive and unified place and identity and connect into the wider urban fabric east-west and north-south.

The principles set out the means to create a 'Community Street' that will provide more spaces for the community to use, new and enhanced destinations and attractions, welcoming arrival spaces, improved public realm and public places to enjoy. It will be greener and cleaner encouraging pedestrians and cyclists to use it as the best means to get around the area, connecting to local centres as well as further afield.

COMMUNITY STREET



WELCOMING GATEWAYS & CONNECTIONS



ACTIVATE THE PUBLIC REALM



GREEN & CLEAN



ARTS, CULTURE & CREATIVITY



A THRIVING AND SUSTAINABLE ECONOMY

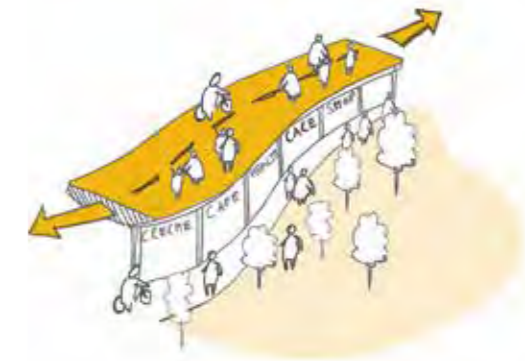


CREATING A COMMUNITY 'STREET'

A strong and intuitive east-west connection

A series of distinct places and destinations. The 'Street' will be a key wayfinding device that will provide both locals and visitors with the confidence to explore the Westway Trust estate and connect to local destinations to the north and south.

Community, leisure, cultural, training and work activity will take place along this spine, with enhanced places providing a chain of attractive and functionally specific destinations.



EASY TO GET AROUND



BETTER CONNECTIONS



IMPROVED LIGHTING



OUTCOMES

1. The 'Street' is recognisable and connects-up the Westway Trust estate
2. Lighting-up the structure and route animating the journey and feeling of safety
3. Key entrances are highlighted, foyers are public and accessible
4. Better cycle and pedestrian movement
5. Public Art helps to navigate the 'Street'

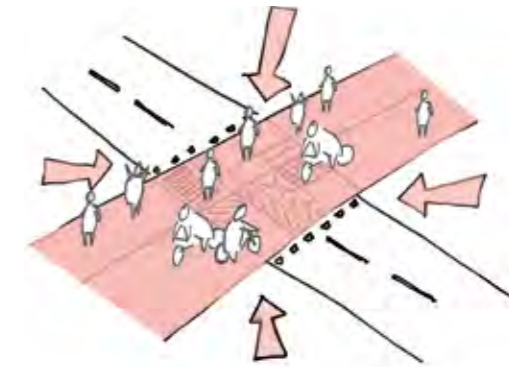
OVERARCHING PRINCIPLES

WELCOMING GATEWAYS & CONNECTIONS

Transform junctions and create welcoming gateways.

Junctions and new gateways will be creative, delightful and generous, providing the space, time and information required for orientation and onward navigation

They will provide a sense of place and identity, ensuring users are aware they are on the 'Street' and can easily find their way to their destination.



PEDESTRIAN & CYCLISTS FOCUSED JUNCTIONS



NEW PUBLIC SPACE



WELCOMING GATEWAYS



OUTCOMES

1. Pedestrian-focused junctions
2. New Gateways key locations for wayfinding and mini squares
3. Ladbroke Grove a significant Gateway with better connections between the Station, Thorpe Close, markets and Maxilla
4. Improved north-south route linking Latimer Road to Latimer Road station and Freston Road Employment Hub
5. More people continuing north from Portobello Road under the Westway and to Golborne Road

ACTIVATE THE PUBLIC REALM

Create public spaces that are well used

Much of the public realm surrounding the Westway Trust estate can be too often characterised as left over spaces. Poor quality public space often contributes to crime and reinforces negative perceptions of a place.

There is opportunity to activate the public realm and make a positive contribution to the area. An activated public realm will promote a sense of community pride in the area, discourage anti-social behaviour, encourage dwelling and social interaction whilst promoting biodiversity and healthy living.



ACTIVE FRONTAGES



PLACES FOR COMMUNITY ACTIVITIES



OUTCOMES

1. Platforms for community activity with 'Plug and Play' infrastructure
2. A collection of street furniture and landscape elements provide more places to sit, dwell and interact
3. Art in the public realm engages users
4. Negative spaces are reduced and more active frontages provide natural security
5. Enhanced public spaces activated are better used for social interaction, impromptu performance, play and planned activities

OVERARCHING PRINCIPLES

GREEN & CLEAN

Healthy & Attractive Streets

Green infrastructure should form an attractive and healthy network of green spaces along the Westway Trust estate.

Greening should be introduced to enhance and supplement existing green spaces, improve the route along the 'Street' and address pollution.



HEALTHY STREETS



GREEN SPINE



SUSTAINABLE INFRASTRUCTURE



OUTCOMES

- | | | | |
|----------------------------------------------------------|--------------------------------|---------------------------------------------|--------------------------------------------------------------------------------------------|
| 1. Implement measures to deliver a healthier environment | 2. Planting and Green Strategy | 4. Protect and enhance green spaces | 6. Establish a visible clean team |
| | 3. Sustainable infrastructure | 5. Develop a SuDS strategy for the 'Street' | 7. Street clutter removed and repair neglected spaces and generally uplift the look & feel |

ARTS CULTURE AND CREATIVITY

A Centre for Creativity and Community

The area has a fabulous history of celebrating its multi-cultural communities, grass roots activism and artistic and musical production. Currently the area has a mix ranging from internationally renowned institutions to creative entrepreneurs, from specialist arts organisations to major creative industries in music and fashion.

The history and heritage of the area will be celebrated. Creative energy and cultural vibrancy will shape and transform the area and provide opportunities for young people.



CELEBRATING THE 'STREET'



PLACES FOR CULTURE & CREATIVITY



OUTCOMES

1. A local identity that preserves local character whilst introducing new projects that enhance local character
2. History and heritage celebrated along the 'Street' museum using public art and digital interactive devices to tell local stories.
3. Free space for art, culture and community to activate the public realm
4. Creative industries flourish
5. Reveal the areas creative energy through fashion, music, food, exhibitions and cultural activities

OVERARCHING PRINCIPLES

A THRIVING & SUSTAINABLE ECONOMY

Support & Grow A Thriving Local Economy

There is opportunity to provide local employment, skills and training, apprenticeships and support for local businesses and creative industries.

Ensuring that local people benefit economically as well as socially from the Westway Trust purpose.



MAKERS & LIGHT INDUSTRY



MARKETS



CREATIVE INDUSTRIES



OUTCOMES

1. Support the local economy
2. Provide economic benefits
3. Training, skilling and apprenticeship opportunities
4. Grow the creative and cultural sector
5. Provide specialist facilities
6. Foster collaboration and partnering
7. More affordable workspace

AREA STRATEGIES AND QUICK WINS

EXPLORING AREA BASED STRATEGIES

The vision for the Westway estate and the broad Objectives and Principles are illustrated in the next section through a series of area-based strategies. The strategies establish initial design ideas addressing feedback from the co-design process and will require further testing, development and further consultation. Key stakeholders are identified in each strategy area and it is hoped they will come together with the Trust to steer or deliver projects.

Each area strategy identifies key issues to be addressed, opportunities and recommendations for key spaces and routes. Project proposals are categorised as a range of priority projects from 'do minimum' or quick wins to more ambitious development over the short to long-term period.

The area strategies focus on the following distinct character areas along the estate:

- Latimer Road and Westway Sports Centre** – a fitting gateway to Westway Street
- Maxilla Walk** – a place where the communities of North Kensington come together
- Malton Road** – improved pedestrian environment and east-west link
- Thorpe Close and Acklam Village** – a destination for culture and arts
- Acklam Road** – a green neighbourhood and creative enterprise hub

Agreed projects will be delivered over different periods of time. The timescales are categorised as follows:

- Quick Win Projects:** year 1
- Short-Term Projects:** years 2-4
- Long-Term Projects:** years 5 to 10

