

# AREA STRATEGIES AND QUICK WINS

## LATIMER ROAD / WESTWAY SPORTS CENTRE

### A Fitting Gateway To Westway Street

#### A hub for sports, active lifestyles, creative industry and enterprise

Re-provided stables and opportunity to create a new pedestrian and cycle tunnel to Imperial College. The link will be implemented by Imperial College, London Borough of Hammersmith and Fulham and RBKC. Quick win opportunity to improve lighting and access to Stable Way and provide affordable work and enterprise spaces in Box Park style temporary workspaces. Short-term improve safety and public realm generally and reconnect Latimer Road to Latimer Road Station and Freston Road Hub through wayfinding public art trail. Long-term opportunity to re-provide or improve the Sports Centre and create a destination for sports, leisure and enterprise fitting for the 21st century.

#### Making It Happen | Influence

Many of the proposals will require collaborative and partnership working. Stakeholders include: RBK&C Property, Highways, Planning, Regen, St Quintin's & St Helens RA, Local businesses, residents and community organisations, Westway Sports Centre and users, Swim Farm. Also, Imperial College, TfL, LB Hammersmith & Fulham and the Traveller Community.

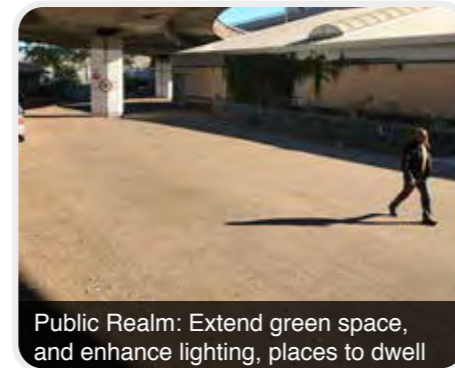
### The Area Today



Develop a long-term plan for the area as a mixed-use destination



Sport & Leisure: A great asset and magnet for the area



Public Realm: Extend green space, and enhance lighting, places to dwell



Stables & Paddock: Reinstating and reconnecting the missed amenity



Crows Nest Gallery: Existing creative industries



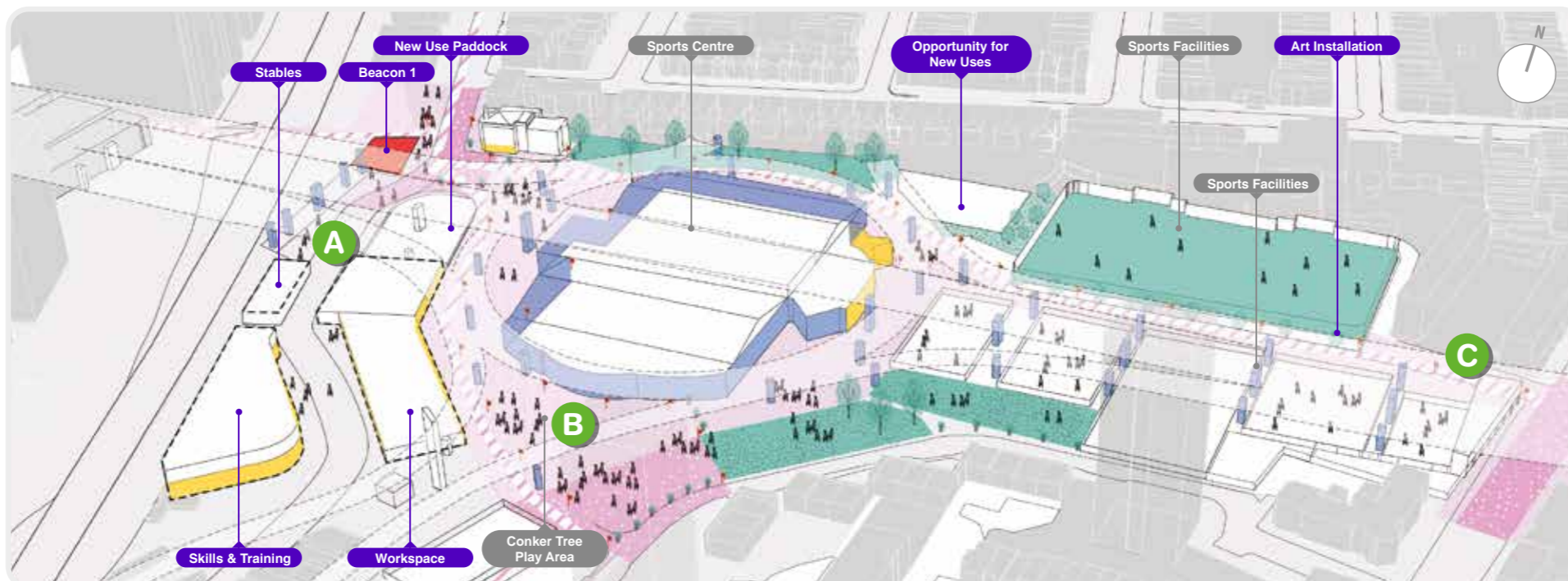
Reinstate historic Latimer Road to improve connectivity

**Key**

- Community Spine + Public Space
- Raised Table
- Bicycle Lane
- Improving new and existing green space
- Activating building fronts
- Art walls and improved building fronts
- Beacon
- Railway Lands

**Ownership + Uses Key**

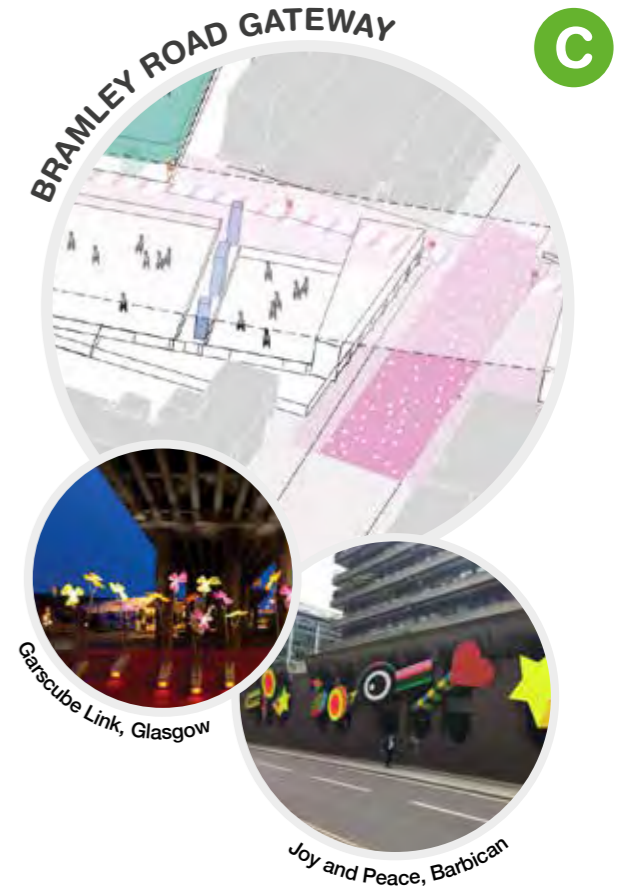
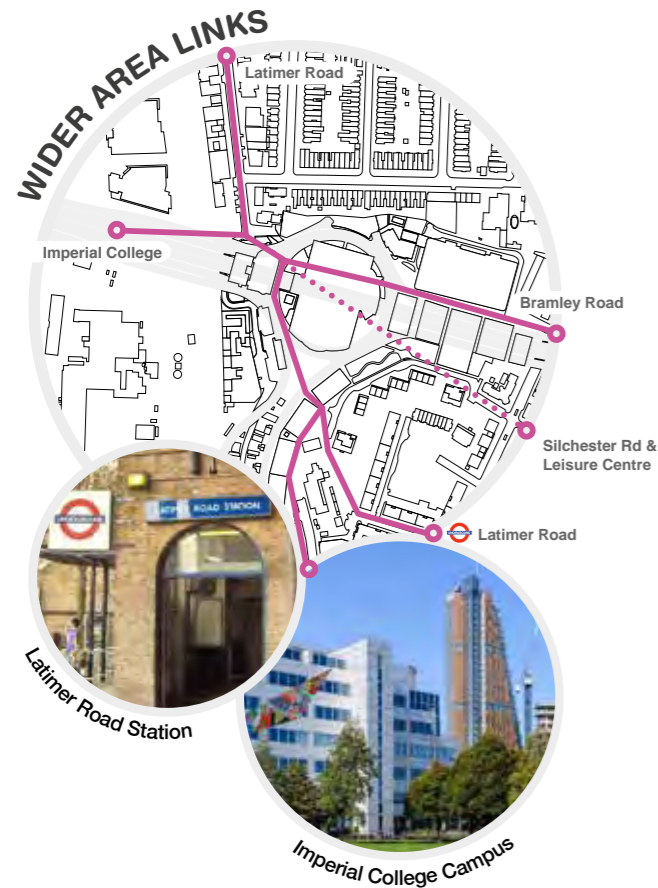
- Westway Trust Land
- Not owned by Westway Trust
- Current Westway Trust Uses
- Proposed New Uses



**BEACON 1**

- Workspace
- Community room / room for hire
- Billboard for apprentice, work placements and internship opportunities
- Advice for people looking for work
- Café





**SITE SPECIFIC QUICK WINS | Year 1**

- Latimer Road Art trail (co-design project)

**SHORT TERM | Years 2 to 4**

Beacon 1 - A meanwhile use of Westway Trust land on the site of future tunnel link to Imperial College

**Creating a Community 'Street'**

- Improve east west pedestrian and cycle connections through lighting, public art, and paving
- Remove clutter and movement barriers on Pear Tree Walk and replace with art gate to allow ease of movement for pedestrians, wheelchair users and pushchairs
- Community Art crossing on Bramley Road

**Green and Clean / Activate the Public Realm / Art Culture and Creativity**

- Restrict illegal parking by design – integrated seating and planting or surface treatment (linked to family of furniture and continuous surface)

- Wrap the sports centre in a temporary hoarding and wayfinding device using strong graphic branding connected to wider area identity and art trails. Use to help orientation and to tell stories about the place
- Continuous lighting feature under flyover
- Lighting project on the underside of the Westway Structure to celebrate the brutalist structure (Illuminated River)
- Westway columns lit up and used as part of wayfinding art project
- Put play in the public realm – 'Play streets' create opportunities for basketball, dance, cycle learning for disabled people in clearly identified safe spaces
- Spotlight impromptu performance space

**A Thriving and Sustainable Economy/ Welcoming Gateways**

- Meanwhile use of Beacon and Stable Way units for affordable (cheap) work space for business incubation and creative industries

- Enhanced gateway space on Bramley Road, announcing entrance to Sports Centre and link to Westway Enterprise Hub

**LONG TERM | Years 5 to 10**

**Green and Clean / Activate the Public Realm / Art Culture and Creativity / A Thriving and Sustainable Economy**

- Better links east west and north south making the area a well used and hub of movement, improving access and safety
- Link Latimer Road Station to Latimer Road
- A redesigned and planned Stables and Paddock
- Football and tennis courts to the south re-organised and consider stacking up pitches to release land for improved connectivity, visual links and public open space
- The development of a Creative Enterprise Zone with affordable workspace and amenities along the Westway spur Road. Preserving access to the Traveller Community Site for both vehicles and pedestrians

- Improved sports centre with active frontage providing a positive public realm
- Principles to allow vista east west to the new tunnel link and landmark tower and connections to Silchester Road. Large glazed openings and transparency to view internal activities and activate the public realm
- Opportunity to redevelop the Swim Farm site retaining wild life garden and nursery as a buffer to residential properties
- New and improved public realm and green spaces to the south well overlooked and activated by outdoor sports and leisure functions and secure play areas for young children

**Welcoming Gateways**

- Opportunity to create links to Imperial College and Westfield and the BBC through a new tunnel.
- A gateway public realm space creating a positive arrival from the west
- Vehicular access to the Sports Centre, coach drop off managed to prioritise pedestrians and disabled parking. Car park remains