

AREA STRATEGIES AND QUICK WINS

MALTON ROAD

Improved Pedestrian Environment and East West Link

A place of industry and space that celebrates work and design

Long Term Vision: Retention of key light industrial uses and opportunity to link Thorpe Close and Maxilla Walk with a continuation of the 'Community Street' – A safe pedestrian link with pocket parks at either end creating welcoming spaces, enhanced with Public Art. Underused garages and backs of gardens on Cambridge Road offer opportunity for providing small work studios.

Making It Happen

Many of the proposals will require collaborative and partnership working. Malton Road Area Stakeholders include: RBK&C Property, RBK&C Community Services, Highways, TfL, Sainsbury's, NuLine and other businesses, Ambulance Centre and Cambridge Road residents.

The Area Today



Opportunity to create a new pocket park and square adjacent to Sainsbury's



Welcoming new gateways & connections



Consider creating a pedestrian friendly environment



Approach owners of garages to consider transforming them into maker spaces



Opportunity for meanwhile community project located on the Portakabin site



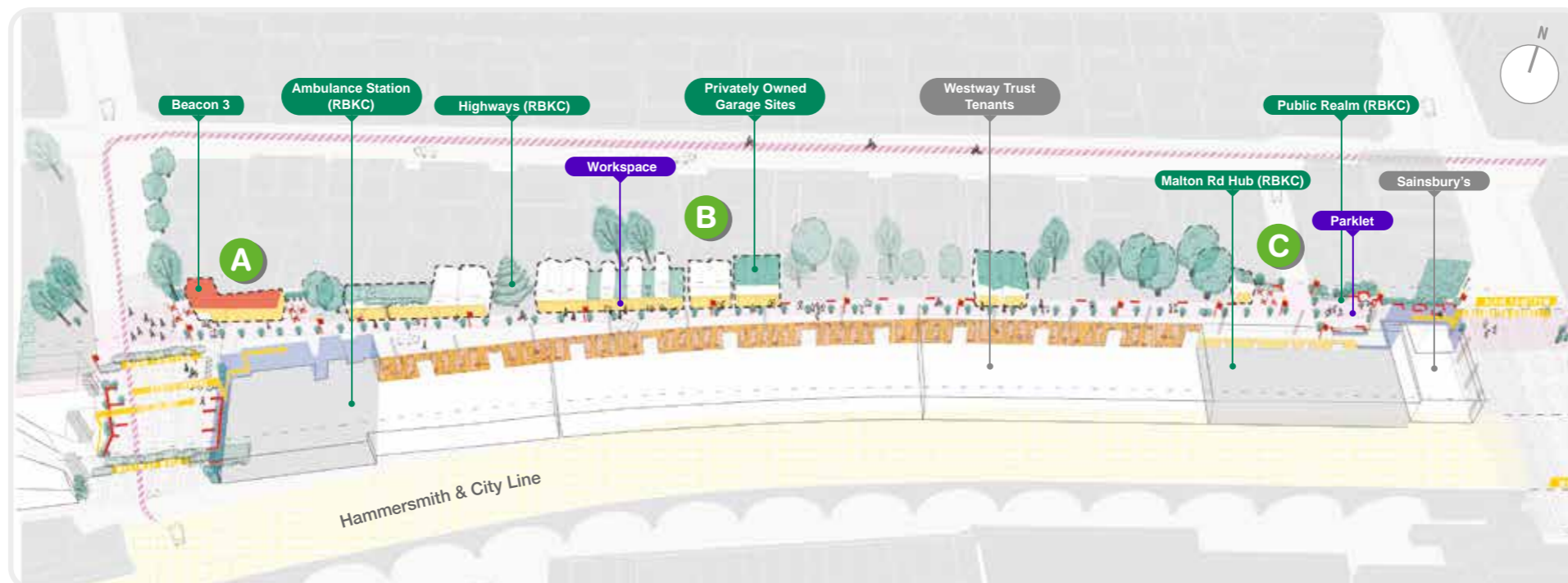
Façade and underside of structure as canvass for public art

Key

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

Ownership + Uses Key

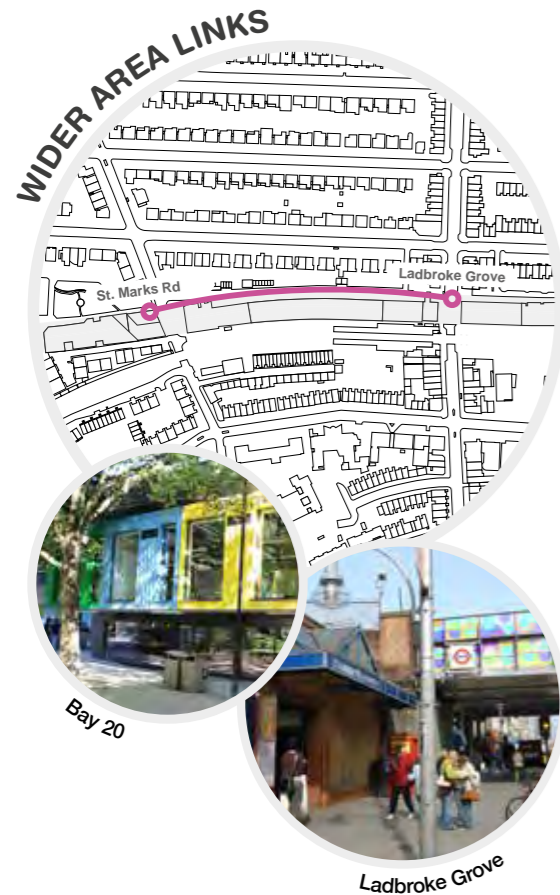
- Westway Trust Land
- Not owned by Westway Trust
- Current Westway Trust Uses
- Proposed New Uses



BEACON 3



- 'Malton Works' and Hub
- Managed workshop space
- Kitchen / meeting and training space
- Training and skills
- Bookable room/s
- Link to local colleges and businesses



SITE SPECIFIC QUICK WINS | Year 1

- Public Art

SHORT TERM | Years 2 to 4

Beacon 3 – see ‘Beacons’

Creating a Community ‘Street’

- Wayfinding signage project

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

- Work with Sainsbury’s to tidy up and cover unsightly back area with an art wrap
- Work with RBK&C to create a pocket park around the entrance to Malton Road Hub

A Thriving and Sustainable Economy / Activate the Public Realm

- Work with RBK&C to deliver the ‘Beacon’ project on vacant site on corner with St Marks Road. A publicly accessible workshop and maker space to provide training for construction and design skills and a meeting space with local information point. Link to local businesses for apprenticeships

Welcoming Gateways / Activate the Public Realm / Green and Clean

- Create an art crossing at St Marks Road to link with Bay 20 in partnership with TfL
- Enhancements to the Ambulance Centre’s facades to animate the public realm in partnership with RBKC
- A raised table to create a welcome space and improved public realm, places to pause and orientate in partnership with TfL
- Greening of the southern faces of the flyover with wayfinding signage in partnership with TfL
- Continuous lighting feature under the flyover

Art Culture & Creativity

- Public Art process working with local communities to tell the story of the Westway through digital or physical means in the street

LONG TERM | Years 5 to 10

Welcoming Gateways / Green and Clean

- On Ladbroke Grove – transform the arrival space from Ladbroke Grove Station to create a pedestrian focussed junction in partnership with TfL and RBKC
- Wayfinding installations to sign post Portobello Road, Golborne Road markets along Thorpe Close and Maxilla along Malton Road
- Public art / light installations on underside flyover
- Re-locate bus stop to allow continuous pedestrian link
- Raised table to slow traffic and provide cycle parking and increase area for pedestrians improving connections in partnership with TfL and RBKC

Creating a Community ‘Street’

- Improve east west pedestrian connections through lighting, public art, wayfinding and paving
- Work with RBK&C Highways to introduce a new protected pedestrian route to the north of Malton Road, removing parking spaces and providing short term drop and collect points on the south side of the Road
- New street lighting in partnership with RBKC
- Consider creating a ‘Play Street’ on days/summer evenings when the businesses are closed

A Thriving and Sustainable Economy / Activate the Public Realm

- Approach owners of Cambridge Road houses where vacant garages could be re-developed as small studio / work spaces – activating the public realm