1 Help shape the future of Nutford Place

About the project

The public space at Nutford Place is one of Westminster's prioirty projects within the **Paddington - Bayswater £10M High Street Programme**, aiming to create a more welcoming and inclusive high street environment.

It was also identified as a key location for improvement in the **Edgware Road Placemaking Strategy**.

The project is a part of the high street 'Animation' initiative which is designed to **enhance arts and cultural offer on the high street and celebrate local communities through public realm improvements with public art, events and programming**, in collaboration with artists, designers, makers and businesses.

Following on from your feedback from public engagements in 2023-24, we invited three architectural design teams to each develop a design theme to inspire the transformation of Nutford Place. This exhibition showcases these three proposed themes.

Now we need your input!

Help us **define the design brief** by telling us what theme and special feature or features would make Nutford Place and Edgware Road feel more welcoming, safe and inclusive. Your feedback will help us refine one idea to take forward into the next design stage.

This project has been developed by Westminster City Council alongside partners and appointed consultant teams:

City of Westminster

Funding partners:

THE PORTMAN ESTATE

NATIVE LAND

Design teams:

ASSEMBLE Root And Erect muf

Supported by:

MARBLE ARCH LONDON

The current site

Nutford Place is Edgware Road's main public space and the area's primary gathering point, but this Westminster City Council and TfL owned site currently lacks facilities that encourage everyone to use the space to its full potential.



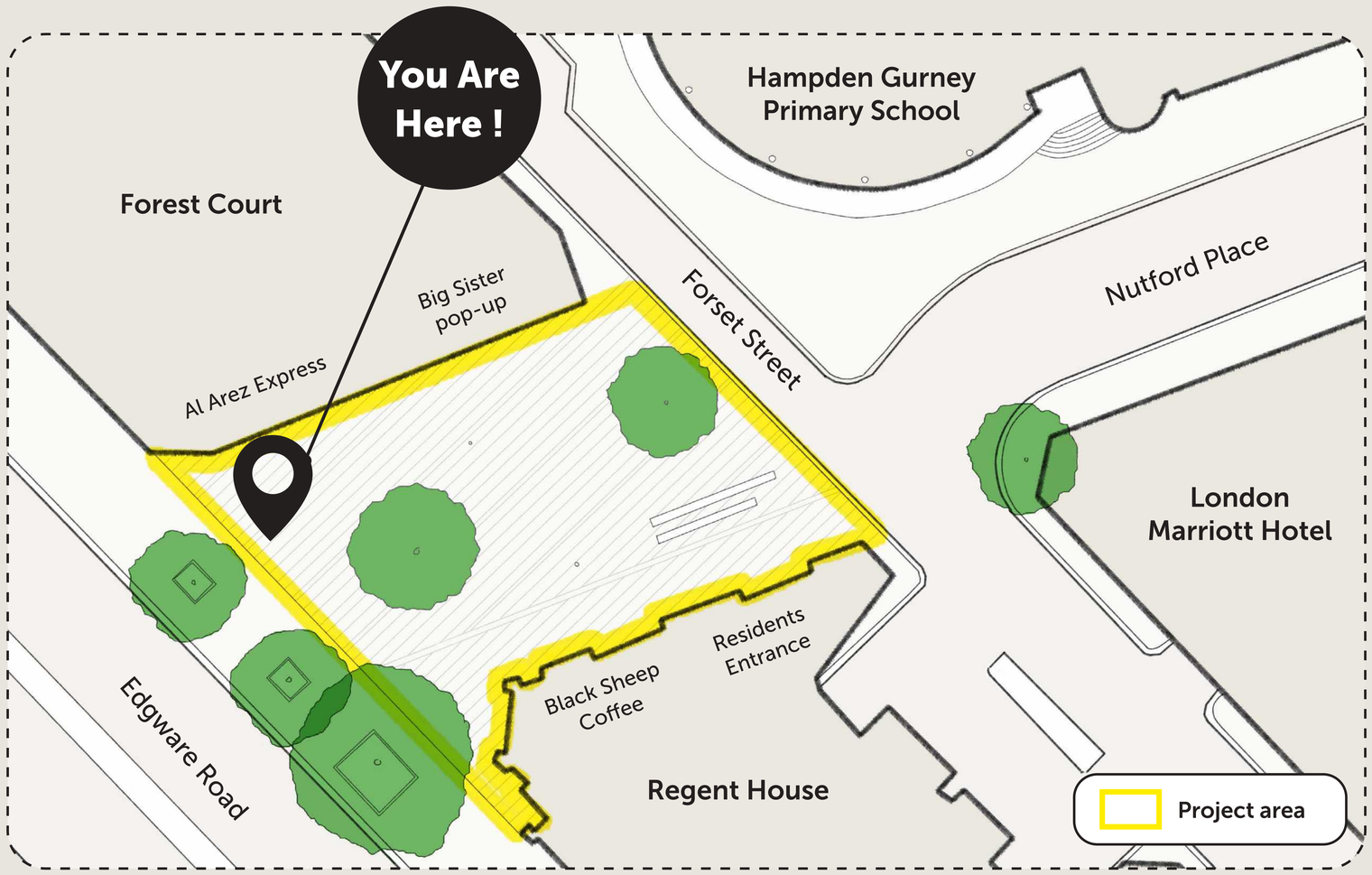
Challenges & Opportunities:

1. Lack of public accessible seating
2. Lack of purpose to open space
3. Hard grey landscaping
4. Noise from Edgware Road
5. Noise and grease from vents
6. Enhanced lighting

Area considerations:

7. Residential accommodation
8. Access to businesses
9. Access to primary school drop-off

The above challenges, opportunities and considerations have been identified through previous engagement and area-wide studies.



Have your say!

Tell us which idea should form the brief for a new feature to animate Nutford Place by responding to the short digital survey by 29th September. Scan here or visit: https://paddington-bayswaterhighstreets.commonplace.is/en-GB/proposals/v3/animation-nutford-place

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City of Westminster

2 What are the proposed themes?

The brief

We invited three architectural design teams, with expertise in public art, to develop concept themes that would shape the brief for long-term proposals for Nutford Place. Following on from your feedback, we asked that the theme respond to: creatively addressing a specific **functional need** on the high street; positively **animate the space** through playfulness, wonder, discovery and social interaction; and reflect **local stories and heritage** of people who live, work and visit the area.



Theme A
Uncovering the Lost River

Developed by Assemble Studio

Theme A 'Uncovering the Lost River' celebrates Nutford Place through its name referencing river crossings and proximity to one of London's lost Rivers, the river Westbourne.

The theme aims to bring the tranquil feeling of sitting by water and nature to the busy Edgware Road high street, providing a place to pause, rest and play.

ASSEMBLE



Theme B
A Local Living Room

Developed by Root And Erect

Theme B envisions transforming Nutford Place into a public 'Local Living Room' on the high street, creating a space for connection, community, and play, that celebrates the rich cultural tapestry of the Edgware Road area.

The space could be brought alive with a communal table and beautiful paved 'carpet' inspired by the area's multicultural identities and culinary heritage, creating a focal point for activities to centre around.

Root And Erect



Theme C
Smelling of Roses

Developed by Muf Architecture/Art

Theme C 'Smelling of Roses' takes inspiration from the Lebanese Damask Rose, English rose gardens and the large number of inaccessible locked garden squares in the area, to create the feeling of an intimate 'rose garden' that is publicly accessible at Nutford Place.

This small public 'garden' would create a relaxing space to sit and play away from the busy high street.

muf

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Theme A: Uncovering the Lost River

ASSEMBLE

About the idea

The name Nutford Place is believed to originate from landowners - the Portman family's historic ties to Nutford in Dorset, dating back to the 19th century. The name follows traditional English naming patterns: **'Nut' possibly referring to nut-bearing trees like hazel or walnut, and 'Ford' to a crossing point in a stream.** Coincidently, looking at historic maps the site was at the starting point of a branch of one of London's lost Westbourne river.

In their theme, 'Uncovering the Lost River', Assemble Studio have embraced this speculative history as inspiration, reimagining the space as a tranquil oasis that reconnects with its historic ties to greenery and water, offering a place to rest and gather away from the noisy, bustle and pollution of the high street.



View of the existing site, looking towards Black Sheep Coffee



Indicative illustration showing how this theme could be explored at Nutford Place

The Lost River of Nutford Place

A future project could consider some of the following features:

Creating the feeling of being close to water

- → A water feature, e.g. a drinking fountain
- → Floor marking referencing the river, designed to encourage play



Playful pavement markings — Artisplein, Amsterdam



Drinking water fountain — The Blue, Assemble Studio

A tranquil oasis to sit

- → Create a focal seating space, made from natural materials
- → Carved stone features for seating and play



A new focal seating space — Laguna Viva for V-A-C Art Foundation, Venice



Stone masonry — City & Guilds of London Art School

Additional elements...

Lush and green

- → Soft low-level planting
- → New trees to help soften noise from Edgware Road
- → Feature lighting

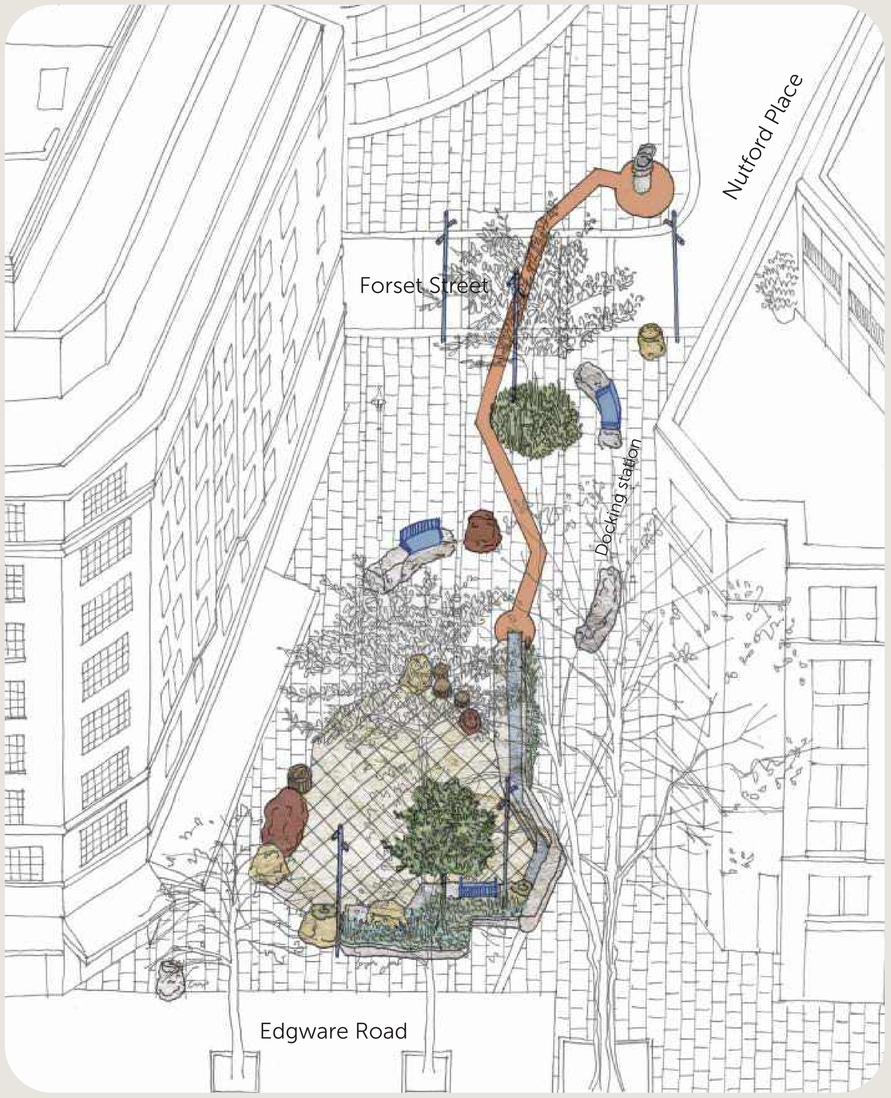


Natural materials & features — Sinai Temple, Los Angeles



A place to gather — Madalena, Ele Arkitektura

What could the idea look like?



The images and illustrations presented are indicative and intended to help you imagine the possibilities within each theme. Your feedback will help refine and inform a focused brief to define the long-term proposals and features, within the allocated budget.

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4 Theme B: Local Living Room

Root And Erect

About the idea

Geometry is universal, having been used across the world to not only to learn about maths, but to ornament buildings, places and homes. We can also see the unchanging rules of geometry all around us in nature.

Root And Erect's concept, "A Local Living Room," envisions **bringing a sense of home to Nutford Place**. Drawing inspiration from the patterns found in our streets and homes, the design introduces beautifully paved geometric 'rugs' and a long communal table. These elements transform the area into a welcoming, vibrant setting for sitting, eating, playing, and gathering, fostering a sense of community within the urban landscape.



View of the existing site, looking west towards Edgware Road



Indicative illustration showing how this theme could be explored at Nutford Place

A Local Living Room at Nutford Place

A future project could consider some of the following features:

A long table for community gathering

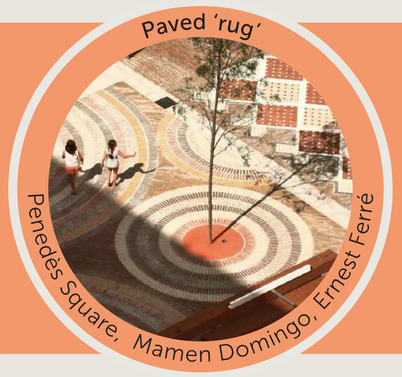
- → Celebrating the cuisine across Edgware Road
- → A new focal point that provides space for communal seating, eating, activities and play





A giant paved rug

- → inspired by the patterns found in our homes and streets, to create new focal point within the space
- → Patterned carpet to encourage play, performance and movement





Additional elements...

A warm and welcoming atmosphere

- → Warm feature lighting
- → Soft planting to increase biodiversity, greening and sustainability





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Theme C: Smelling of Roses

muf

About the idea

Muf Architecture/Art's concept of *'Smelling of Roses'* transforms Nutford Place into a vibrant public rose garden drawing inspiration from Westminster's locked squares and english rose gardens, most locally - Regent's Park. Their proposal, seeks to turn these squares inside out, making the environment of the roses garden accessible to all.

The idea explores different features such as; seating, planting, decorative lighting, playful street furniture. The aim is to create a welcoming to sit that provides moments for rest and relaxation, play and social interaction.



View of the existing site, looking towards Al Alez



Indicative illustration showing how this theme could be explored at Nutford Place

Making Nutford Place Smell of Roses

A future project could consider some of the following features:

Bringing the English rose garden to Nutford Place

- → Creating an inviting and intimate place to sit and rest on the high street
- → Planting celebrating the heritage of the English and demask rose





A sculptural Light to animate and decorate Nutford Place

- → A new sculptural lighting feature, designed to create a welcoming rose focal point
- → Lighting the space to improve safety and enliven the space after dark





A Playbox at Nutford Place

- → Flexible play equipment housed in an interactive playbox
- → Integrating play elements into seating
- → A flexible space for performance





What could the idea look like?



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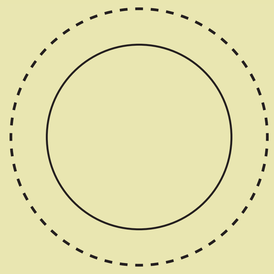
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6 Testing the animation of Nutford Place

Join us!

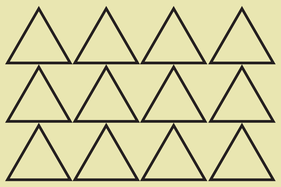
Designing the Magic Carpet

Join us and Root And Erect for a series of pop-up events throughout **September 2025** exploring the theme of pattern to develop a series of giant floor 'rugs' and test the animation of Nutford Place. **Sign up for an event** here: https://www.eventbrite.com/cc/nutford-place-local-living-room-4556433



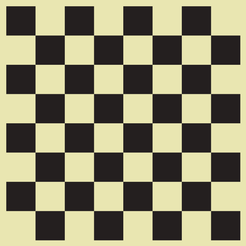
Week 1
Pattern Setting Out

Pattern Workshop
Saturday 6th September
11am - 2 pm
Hosted by artist Lacey Ferri



Week 2
Design

3D Sculpture & Pattern Workshop
Sunday 14th September
11am - 2 pm
As part of London Design Festival



Week 3
Play

Afterschool Play Day
Friday 19th September
3:30pm - 6:30 pm
In collaboration with storytellers Hekayyatna and SWANA



Week 4
Feast

Community Feast day
Saturday 27th September
1:30pm - 6:30 pm
Food provided by local businesses, with story sharing by Hekayyatna

Pop-up activation of Nutford Place developed by Root And Erect as part of Westminster City Council's High Streets Programme, in collaboration with The Portman Estate

THE PORTMAN ESTATE

REA

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What happens next?

Your feedback will help us develop a focused design brief to create a special public space feature, based on the favoured theme, designed to reflect local culture and make Nutford Place somewhere everyone feels welcome.

To keep up to date on how your feedback has helped shape the next steps, sign up for updates at: **https://paddington-bayswaterhighstreets.commonplace.is/**

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