Westbourne Grove, Queensway and Porchester Road — Place Strategy

Paddington — Bayswater High Streets

December 2025







↑ Westbourne Grove, Queensway and Porchester Road

City of Westminster

Project team

The Westbourne Grove, Queensway and Porchester Road Place Strategy has been developed by Westminster City Council.

It is led by the Council's Place Shaping, Highways- Public Realm, Culture, and Economic Growth teams with support of the following consultants

- → **Turner Works**
  Architecture and urban design
- → **NRP**
  Transport
- → **Studio gb**
  Landscape design
- → **Contemporary Art Society* Consultancy**
  Public art
- → **Augarde & Partners**
  Economy

Photographs by Lewis Ronald and Turner Works.

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Foreword

The high streets in Paddington-Bayswater are at the heart of community life. They are vital spaces where people come together to live, work, shop, and connect.

Yet, like many places across London and beyond, our high streets are undergoing a period of significant change. Evolving shopping trends, shifts in working patterns, and the effects of major developments present both challenges and opportunities. To remain resilient and vibrant, our high streets must continue to adapt and evolve, balancing their historic character with the needs and expectations of a modern, dynamic community.

Over the past two years, we have developed ideas and engaged closely with residents, community groups, businesses and partner organisations to better understand their aspirations for the area. Their contributions have been invaluable in shaping this vision and ensuring that it reflects the community's shared priorities.

Achieving this vision will require continued collaboration and shared commitment. Building strong partnerships between the Council, local businesses, community organisations, and residents will be essential. Equally, we must continue to nurture the Council's role as a custodian of the high street — leading by example, supporting innovation, and championing the distinct identity of each local centre.

This report sets out the collective ambition to support, enhance, and future-proof Westbourne Grove, Queensway and Porchester Road, a cluster of key high streets in the area. Through collaboration, investment, and careful planning, we aim to ensure these high streets continue to thrive — not only as a centre of commerce, but as inclusive, welcoming, and sustainable places at the heart of our community life.

Councillor Geoff Barraclough,

Cabinet Member for Planning and Economic Development

Acknowledgements

The Westbourne Grove, Queensway and Porchester Road Strategy has been developed in collaboration with key stakeholders, community groups and residents in the area. We would like to thank everyone for their time and input, including:

- → SEBRA
- → Notting Hill East Neighbourhood Forum
- → Bayswater Resident Association
- → Clean Air Bayswater
- → Pembridge Resident association
- → Viscount Court Residents' Association
- → Royal Borough of Kensington and Chelsea

1 Introduction



↑ Queensway

1.1 Executive Summary

Movement and streetscape

Streetscape

- → Prioritising improvements for pedestrians on Queensway Junction and Five Ways including diagonal crossings and footway widening
- → Continuous pedestrian crossings to side streets
- → Enhancing cycling infrastructure
- → Protecting strategic and local movement routes
- → Increasing greenery through flexible kerbside use
- → Introducing places to rest and socialise

Place activation

Street fronts
Enhancing and activating ground-level frontages through shopfront improvements, alfresco dining and other ground-level animation initiatives

Public art
Integrating public artworks that are functional and developed through meaningful engagement to tell the local stories and create high impact gateways and moments to meet and socialise

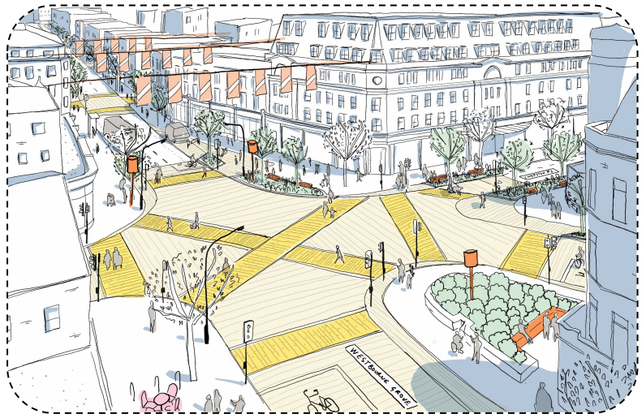
Curate On and business support
Developing and delivering council-led programmes to diversify and improve the quality of offer to attract new, innovative businesses and support existing ones

Westbourne Grove, Queensway and Porchester Road Strategy



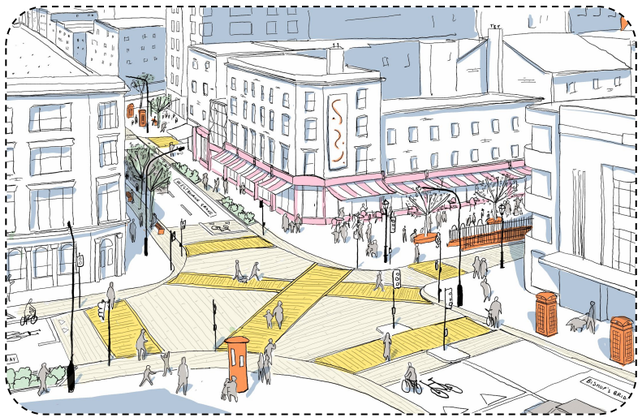
Five Ways

A safer and greener gateway that connects the neighbourhood and reflects the area's unique character



Queensway Junction

A civic heart between Queensway and Westbourne Grove, with greening, seating and public art to create a more sociable gateway



1.1 Executive Summary

Project background

The Westbourne Grove, Queensway and Porchester Road Place Strategy forms part of the Paddington–Bayswater High Streets Programme and sets out a shared vision and coordinated plan for the street's short, medium, and long-term improvements.

It aims to:

- → Identify multidisciplinary opportunities to improve the streetscape and public spaces.
- → Establish design principles reflecting the high streets' local character and heritage.
- → Bring together and clearly communicate community and stakeholders' ambitions.

The Place Strategy is underpinned by the Westminster High Streets Framework and aligns to its three themes and strategic objectives:

Safe, sustainable and welcoming places

Vibrant and resilient economy

Connected Communities

The Place Strategy has been shaped using the priorities identified during the public engagement in Summer 2023, analysis of the local sites, conversations with stakeholders and further public engagement in Summer 2025 to understand the level of support for the proposals.

Vision

Westbourne Grove, Queensway and Porchester Road form a distinctive cluster of high streets, each with its own character and mix of shops, cafés, restaurants and cultural destinations. Together they form the commercial and civic heart of Bayswater, serving the local communities and visitors. Their proximity to green spaces and transport hubs give them a unique position within Westminster. However, limited spaces to rest and socialise, lack of cultural initiatives, and poor pedestrian experience at key gateways are among their main challenges.

Westbourne Grove, Queensway, and Porchester Road are envisioned as one cohesive cluster where heritage and localism meet creative energy. This vision sees Westbourne Grove flourishing as a vibrant independent quarter while retaining its residential character. Queensway thrives as a multicultural anchor with vibrant food and leisure, while Porchester Road's role in supporting the local communities' activities is strengthened.

To achieve this vision, the Place Strategy presents the strategic design approach and targeted interventions supported by an implementation roadmap for project prioritisation.

Next Steps

The next steps will focus on developing design proposals and phased delivery of selected projects which will help create a thriving and resilient future for Westbourne Grove, Queensway and Porchester Road.

Delivery will rely on close collaboration between the Council, local stakeholders and the community. Early pilot projects will build momentum and test ideas ahead of larger-scale public realm improvements.



1.2 Purpose of the report

The Place Strategy sets out a shared vision, key objectives, and a coordinated approach to guide short, medium and long-term improvements to Westbourne Grove, Queensway and Porchester Road.

Who is it for?

The strategy is a practical reference for anyone shaping the street's future: residents, businesses, landowners, community groups, and delivery partners. It provides a common framework to guide investment, support design collaboration and coordinate project delivery.

How to use it?

While not a formal planning document, the Place Strategy is a strong coordination tool and comprehensive basis for action. Proposals included in the strategy are at the concept stage. They are subject to change as projects progress with design development and further public engagement.

Place Strategy objectives

Identify multidisciplinary opportunities to improve the streetscape and public spaces

Establish a set of design principles informed by the high street's local identity and heritage

Bring together and communicate the ambitions of local communities and stakeholders

Create a clear plan to coordinate potential projects that can drive positive change



1.3 Process and timeline

In 2023, the Council launched the Westminster High Streets Programme to improve local high streets outside of the West End. The first area to roll-out the Programme is Paddington-Bayswater. After a rigorous context analysis, the Council conducted a public engagement exercise in Summer 2023 to identify the local communities' aspirations and priorities to improve their high streets.

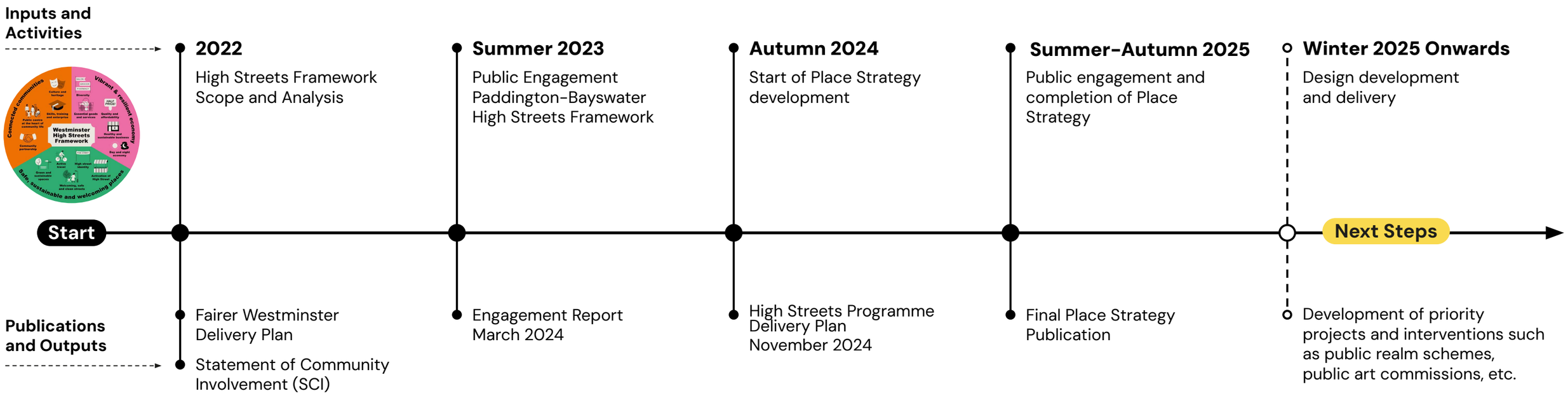
The Place Strategy for Westbourne Grove, Queensway and Porchester Road is among the priority projects to taken forward as part of Paddington-Bayswater High Streets Delivery Plan (November 2024), demonstrating the commitment to high street investment in the area.

It sets out a coordinated vision and identifies key spatial, environmental, cultural, community and economic project opportunities on the high streets and their surroundings.

In Summer 2025, the Council invited the local communities and stakeholders to share their feedback on these proposals, ensuring that the final strategy reflects local needs and ambitions.

The Place Strategy is now complete, incorporating the feedback received and presenting a clear plan and design guidance to coordinate future projects.

The next steps will focus on specific design development and phased delivery of selected projects to ensure the vision for a thriving and resilient future for Westbourne Grove, Queensway and Porchester Road is achieved.



1.4 Project scope

Area extent

The Place Strategy covers Westbourne Grove (Chepstow Road to the West), Queensway and Porchester Road and their surroundings as shown on the map.

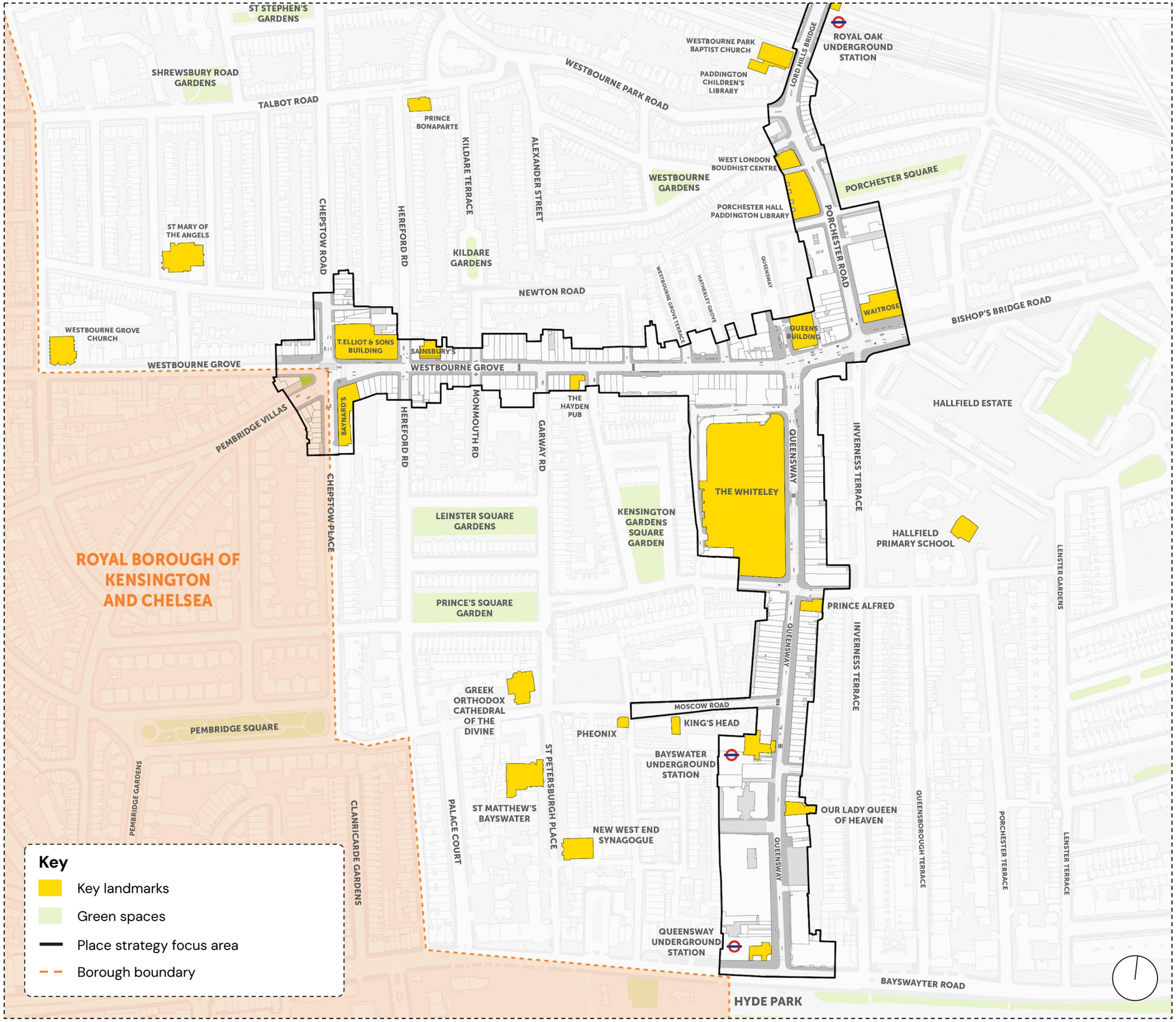
Key stakeholders

The area is influenced by a wide range of stakeholders.

By collaborating and sharing the vision, they contribute to shaping the future the high streets.

Several amenity societies are active in the area, among which are SEBRA, Notting Hill East Neighbourhood Forum, and Bayswater Resident Association.

Land ownership is fragmented on Westbourne Grove, while Queensway is mostly under the control of large investors and developer-landlords. Porchester Road is a mix of small freeholds and larger sites. Westminster City Council owns some of these sites as housing and community facilities.



↑ **Project scope**

1.5 Local history

Westbourne Grove developed as a high street in the 1840s, expanding west from Bayswater into the Ladbroke Estate. Named after nearby Westbourne Green, it declined by the 1950s. In the 1990s, it underwent significant gentrification becoming known for boutique shops and restaurants.

Queensway, once called Black Lion Lane, was renamed Queen's Road in 1837 after Queen Victoria, who was known to regularly horse-ride along the street, and later changed to Queensway in 1946. The arrival of railways spurred urban growth, and William Whiteley opened London's first department store there in 1867. Today, it is a busy high street with restaurants, cafes, and leisure spots, undergoing major redevelopment.

Porchester Road is historically tied to the Westbourne House estate and its notable past figures, including Sarah Siddon and Thomas Hardy. In the 1920s, it became home to the Porchester Centre – a civic complex with baths and a library – built between 1923 and 1929 as part of Paddington's development.



1750s

Rural tranquillity in the Westbourne hamlet

Westbourne Grove, Porchester Road and Queensway's future site is open countryside near the Westbourne River that gave the street its name.



1830s

Westbourne Grove takes shape

Laid out as Paddington was growing west, the street offers tree-lined terraces for Londoners seeking leafy spaces and elegance near the city.



1860s

Underground rail brings new connections

The opening of Bayswater, Royal Oak and Queensway stations boosts access and anchors the the three streets' place in a growing London.



1863

Whiteleys department store opens its doors

One of London's first department stores, Whiteleys opens its doors on Westbourne Grove before relocating around the corner on Queensway.



1880s

A busy and diverse high street

Westbourne Grove thrives with shops serving families, workers, and newcomers from across London.



1932

The Queens cinema opens its doors

The small independent cinema opens its doors at the junction of Queensway and Westbourne Grove, further establishing the area as a hub for culture.



1930s–1950s

Queensway's leisure and cosmopolitan identity emerges

The Queens Ice Rink and growing mix of cafés and global eateries make Queensway a lively, cosmopolitan destination.



1950s–1960s

Westbourne Grove reflects diversity

Arrivals from the Caribbean and Commonwealth nations bring fresh energy, with shops, cafés and churches reflecting a rich mix of cultures, food and music.



1980s–1990s

Design and fashion businesses flourish

After the 1986 demolition of the 1950s Odeon at Fiveways Junction, Westbourne Grove builds a name for independence, shaped by fashion, homeware, and specialty food shops.



2010s

A thriving community of local makers and businesses

Independent cafés, family businesses, and start-ups thrive, blending heritage and enterprise to foster local ownership and belonging in the area.



2021

High Streets Framework and local engagement shape future of Westbourne Grove

Westminster City Council launches the High Streets Framework, using local feedback to shape priority projects and reimagine the area.



2025+

Place Strategy

The Place Strategy for the three streets is developed to set out a coordinated vision and proposed improvements.

1.6 Local context

The context analysis of Westbourne Grove, Queensway and Porchester Road and its surroundings is evidence-based and comprehensive. The review of past engagement insights, together with thematic urban analysis highlight the high streets' strengths, challenges and opportunities.

It forms the basis of the approach to the strategy, objectives and proposed improvements on the high streets.



Movement and streetscape

The three high streets are well connected with direct access to underground lines (Circle, District and Central) and major bus routes. Close to Hyde Park and other landmarks in the area, they benefit from strong resident-led footfall peaking during the weekends.

However, poor crossings, narrow footways and limited spaces to rest and dwell make movement constrained and at times, unsafe.

Enhancing the pedestrian experience, coupled with greening and seating opportunities, would create a more welcoming environment to support the high streets' everyday activities and improve the appearance at key gateways.



Heritage and character

The area's rich heritage and multicultural identity give each high street a distinctive character, shaped by human-scale architecture and unique stylistic features. Georgian parades, Victorian terraces and historic civic buildings – such as Whiteleys and the Porchester Centre – remain key assets. The residential, calm and local qualities of the area are highly valued by residents.

However, inconsistent shopfront quality and under-celebrated landmarks weaken its overall coherence.

Targeted shopfront improvements and integrated public art that highlight local stories could help reinforce the distinct character of the high streets.



Activation

The largest retail categories are food and beverage and everyday services, which contribute to lively daytime activity animating the streetscape. The early-evening economy is vibrant, though primarily defined by dining and leisure rather than late-night activity.

However, the cultural offer, dedicated social spaces and seating opportunities remain limited.

There is an opportunity to enhance existing public spaces with more seating and greenery, curated public art that encourages social interaction, and cultural activation initiatives – such as markets – to help shape a more distinctive and multicultural street life.

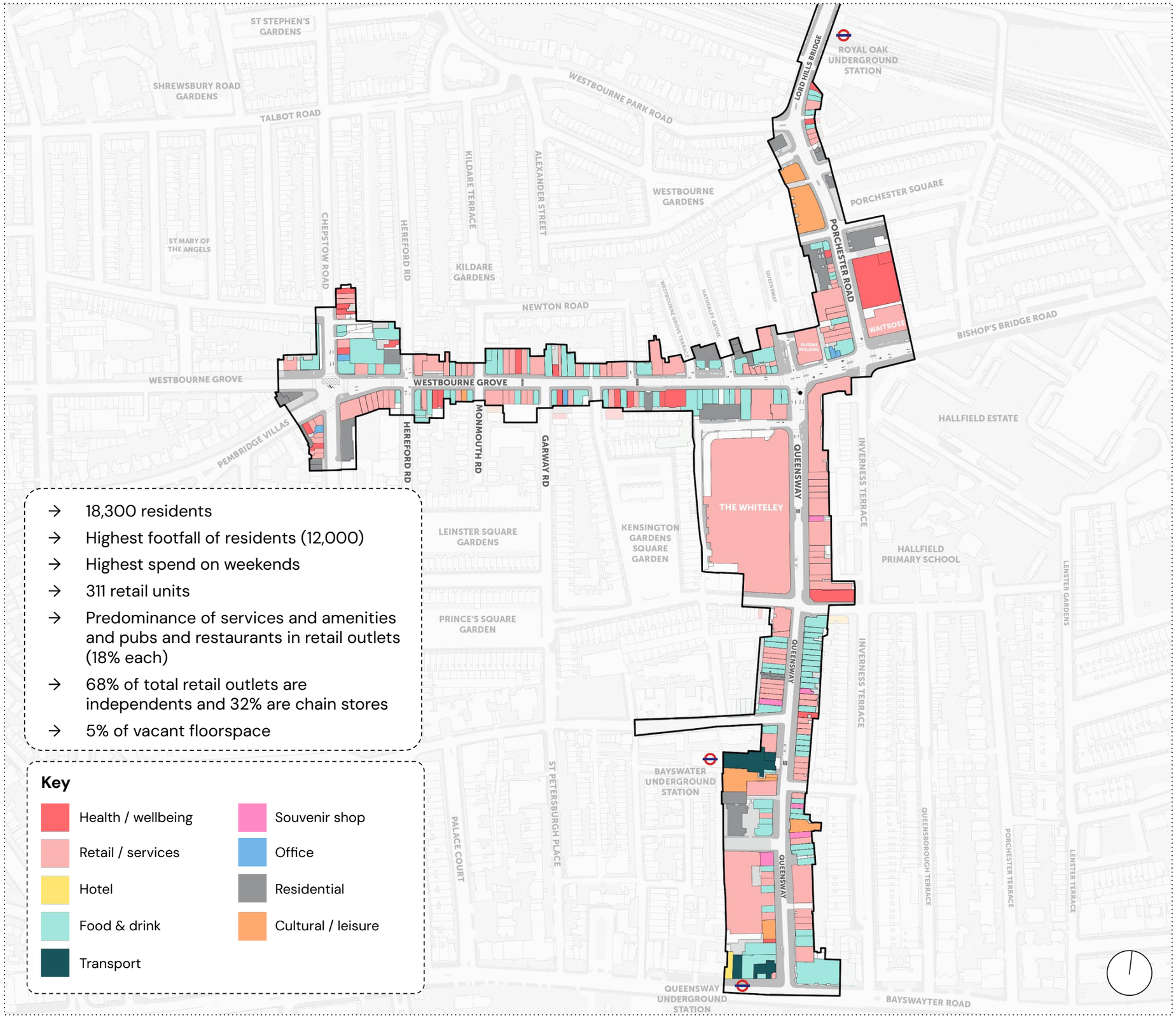
1.7 Current high street uses

The map illustrates ground-floor high street activity along Westbourne Grove, Queensway and Porchester Road.

Ground floor use is diverse across the three high streets. Combined, it offers significant civic, leisure and entertainment facilities – including a library, leisure centre, cinema and sports activities – making it a draw for visitors beyond the local area.

Residents benefit from a range of supermarkets, numerous food outlets and a range of personal services. However, there is a lack of retail banking and professional services, with far more estate agents than other providers. Health services are relatively well represented, mainly on Westbourne Grove.

Queensway and Westbourne Grove have a lively early-evening economy defined by dining and leisure rather than late-night activity.



↑ **Current high street uses**

2 Approach



↑ **Westbourne Grove / Hereford Road**

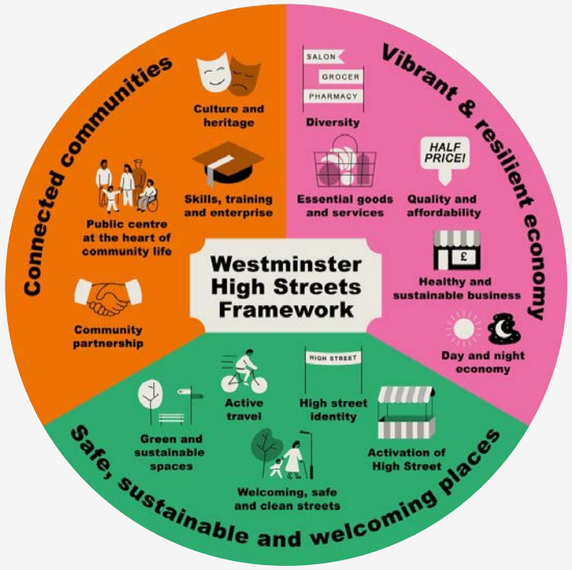
2.1 High Streets Framework

The Westminster High Streets Framework aims to revitalise local high streets outside the West End, supporting thriving and inclusive places that better meet the needs of residents, workers, and visitors. It is organised around three main themes and 14 strategic objectives to realise the vision.

In Paddington-Bayswater, the framework has been refined through engagement with residents and stakeholders to ensure that its objectives are reflective of community priorities, focusing on what people value most about their high street.

This framework and community's feedback forms the basis of the Place Strategy.

Westminster High Streets Framework





Westbourne Grove and Queensway priorities

Creating a welcoming and safe street environment

- Provide spaces to dwell and socialise
- Incorporate more planting and green spaces
- Consider outdoor spaces for local events and services (markets and festivals)
- Improve safety by day and night
- Improve the walking experience
- Provide cycling infrastructure
- Introduce environmental and sustainable features

Diversifying the high street's uses and improving its retail offer

- Diversify uses and retail offer to include health and well-being facilities
- Support a mix of chain and independent shops
- Enhance the range of essential products and services
- Provide flexible workspace for start-ups and/or local creative businesses
- Provide opportunities for upskilling and training
- Better promote the area's local offer
- Offer more business support

Creating opportunities for social interactions and cultural activity

- Provide inclusive spaces for arts and culture
- Promote the area's culture and heritage assets
- Provide family-friendly spaces for community activities
- Support initiatives for social activities among neighbours

2.2 Strategy components

Based on Westminster High Streets Framework, the Place Strategy sets out a comprehensive vision addressing the high streets' priorities and bring together the aspirations of local communities and stakeholders.

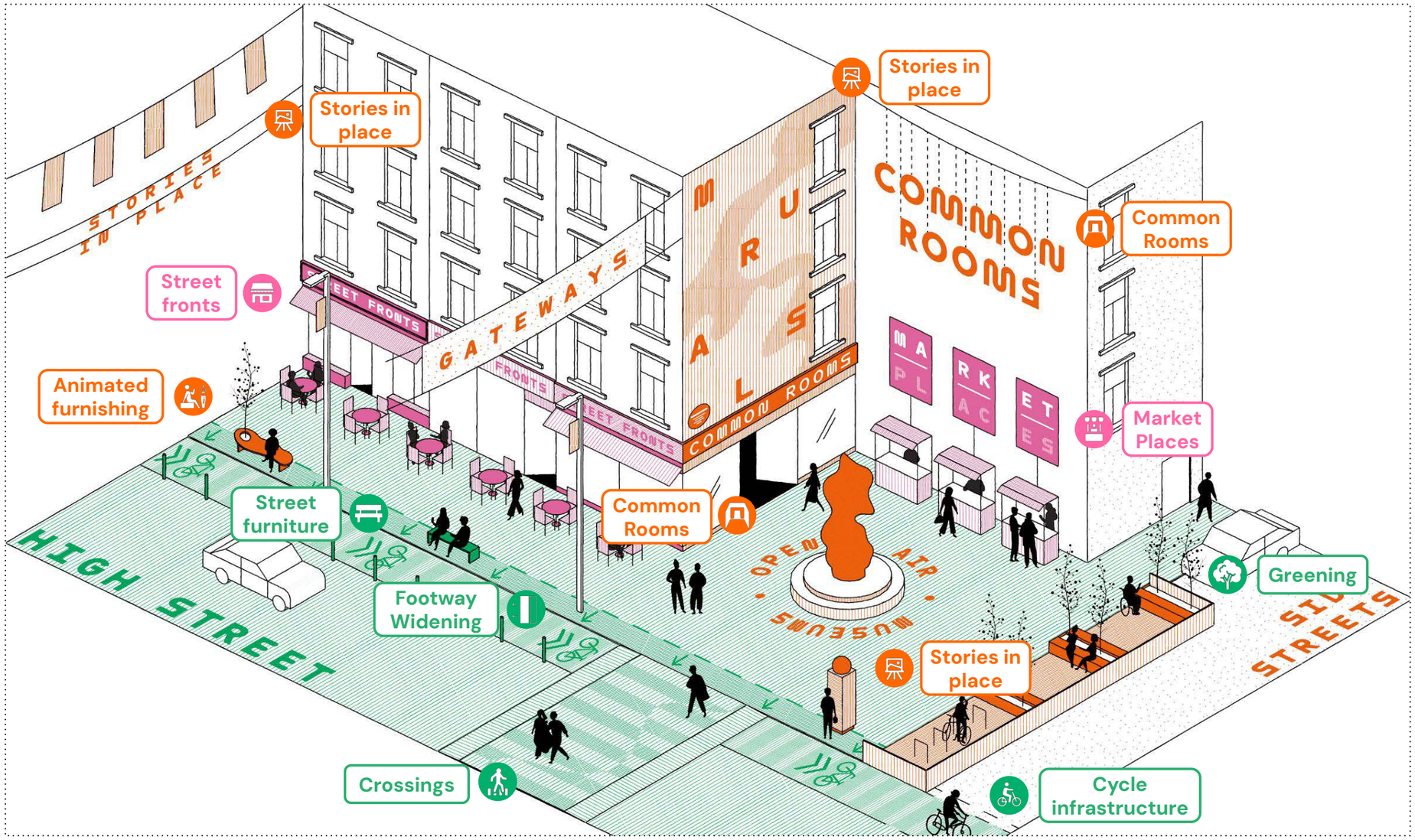
The strategy comprises a variety of project types guided by strategic design principles.

Together, they enable a holistic approach to the future transformation of Westbourne Grove, Queensway and Porchester Road and allow for an incremental implementation of projects by various stakeholders.

The illustration on this page is a generic diagram to show how these components come together, from diversifying the business and community offer to improving the vibrancy and diversity of ground-floor retail, while enhancing the public spaces between buildings.

Note: This 3D view is for illustration only.

Proposals will be subject to feasibility studies and further community engagement.



Place activation

Projects that enhance the area's character through cultural activity, animation and diversity of uses on the high street

Market places
Vibrant markets that support local vendors and celebrate cultural diversity on the high street

Street fronts
Improve shops and non-retail facades to enhance visual appeal, accessibility and activate frontages

Business support & Curate On
Support for independent businesses, fostering diverse, high-quality ground floor uses

Stories in place
Public art and interactive wayfinding that celebrates local heritage and identity

Common rooms
Revitalising vacant spaces to become cultural hubs for community events, and social connection

Animated furnishing
Creative street furniture that animates the streetscape and encourages interaction

Movement and streetscape

Projects that improve movement, usability, and accessibility through public realm design and traffic management measures

Footway widening
Expand and declutter foot-ways to improve pedestrian comfort and enable flexible kerbside uses

Crossings
New and upgraded crossings to improve pedestrian safety

Street furniture
Upgrade street furniture in targeted locations (seating, lighting, etc.) to support safety and accessibility

Cycle infrastructure
Enhancing cycling infrastructure to improve cyclist safety and encourage active travel

Greening
Trees and planting to strengthen connection to nature and support biodiversity targets

Traffic management
Measures to improve safety and efficiency of movement for all modes of transport

2.3 Project types

The Place Strategy sets out a range of opportunities to combine streetscape improvements with place activation. This creates clusters of activity and memorable focal points along the high streets.

These are identified as:

- → **Gateways:** An arrival experience at key entry points, transforming transitional spaces into welcoming, memorable places.
- → **Focal civic spaces:** A civic heart on the high street with public realm improvements that encourage social interaction and support biodiversity.
- → **Side streets:** Vital side streets with greenery, seating, play features, and cycle infrastructure to create inviting community spaces at key junctions.

Gateways



↑ Black Hand, London
Credit: Chris Ofili

Focal civic spaces



↑ Vauxhall Walk and Missing Link, London
Credits: Erect Architecture and RIBA

Side streets



↑ Marylebone Lane, London
Credit: Publica

Market places



↑ Marylebone Farmers' Market, London
Credits: London Farmers' Markets

Street fronts



↑ Tomtom Coffee House - Elizabeth Street. Credits: Tomtom Coffee House

Business support and curate on



↑ Cezar – Woolwich. Credits Turner Works

Stories in place



↑ Eltham High Street, London
Credit: East Architecture

Common rooms



↑Walworth Library, London
Credits: AOC

Animated furnishing



↑ Swivel, London Design Festival
Credit: Sabine Marcelis

Crossings



↑ Clapham Old Town, London
Credits: Urban Movement

Footway widening



St. John's Wood High Street, London
Credit: Context Office and WCC

Street furniture



Strand Aldwych, London
Credits: Furnitubes

Greening



Marylebone High Street, London
Credit: Westminster City Council (WCC)

Cycle infrastructure



Early release lights, London
Credit: Westminster City Council (WCC)

Traffic management



↑ Pedestrian and cycle zone, Camden London. Credits: Camden Cyclists

3 Engagement



↑ Queensway

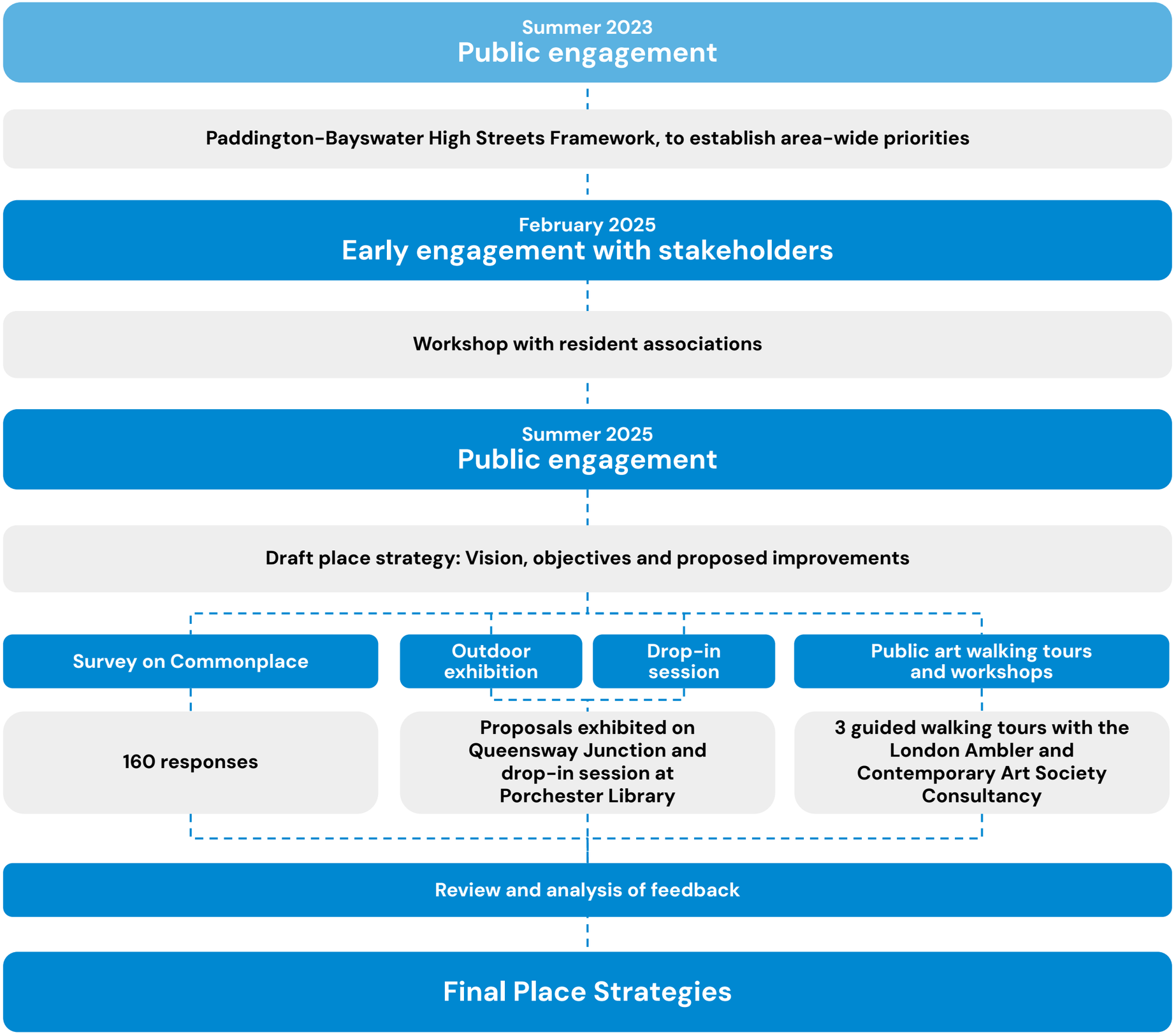
3.1 Engagement process

The Place Strategy has been developed collaboratively through a multi-stage engagement process. Initial insights were gathered in Summer 2023, which informed the emerging Westminster High Streets Framework and captured the early ambitions of local communities

Building on this, continuous engagement with local groups, residents' associations and stakeholders helped shape the draft vision for the high streets.

A six-week public engagement was conducted in August-September 2025 to understand the level of support for the objectives and proposed improvements.

Inputs from this engagement helped refine the Place Strategy and finalise the proposals presented in this report.



3.2 Engagement findings

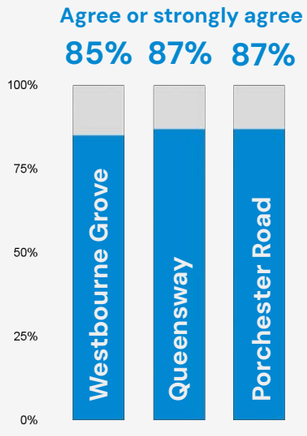
Feedback was captured from a total of **160 responses** to the online surveys. It highlighted a strong community support to the overall objectives and proposed improvements on all three high streets.

Comments received were from a wide range of age groups (19-70s). The largest age group of respondents was **35–44** (15.6%), equally followed by the **25–34** and **60–64** age groups (13.1%).

93% of respondents indicated that they live nearby. Results also highlight that respondents had multiple connections to the area such as visiting the high street frequently and commuting through the high street.

Refer to Appendix B for more detail on the engagement feedback.

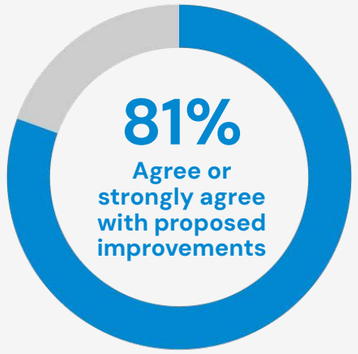
Level of support of objectives



160 Responses
Source: Commonplace

Feedback showed general support for safer, calmer streets. Respondents emphasised traffic calming, wider pavements, greenery, seating, and vibrant local shops, while prioritising pedestrian and cyclist safety over decorative public art.

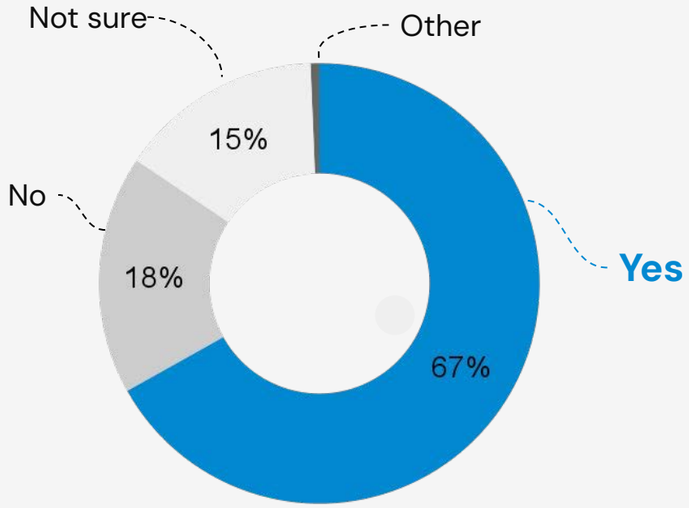
Level of support of proposed improvements



160 Responses
Source: Commonplace

Feedback showed general support for safer, greener, and more vibrant streets. Respondents emphasised pedestrian experience, public realm upgrades, and local business support, while noting traffic, parking, and congestion concerns

Support for traffic restriction opportunity on Queensway Junction



160 Responses
Source: Commonplace



↑ **Queensway Junction**

Strong support for through-traffic restriction on Queensway (North of Westbourne Grove) to improve pedestrian and cyclist safety. 67% of respondents are in favour of exploring the opportunity, emphasising safer streets, greener spaces, wider pavements, seating, and improved crossings.

Those not in favour (18%) stressed on maintaining car access and managing congestion.

3.2 Engagement findings

The analysis of open-ended responses (422 comments) from the survey reveal the communities' specific priorities, concerns and suggestions.

This includes people's aspirations for safer and more comfortable walking and cycling. Concerns addressed traffic movement and gentrification across the area. Suggestions for improving shopfronts, greening and activation of the public space were supported and seen as positive improvements.

Additionally, this analysis reveals a number of specific locations where people spoke of both opportunities and challenges associated to these spaces (see diagram on right).

Refer to Appendix B for more detail on the engagement feedback

From 422 processed comments
Source: Commonplace

Key priorities mentioned

Priority No. 1

Pedestrian experience

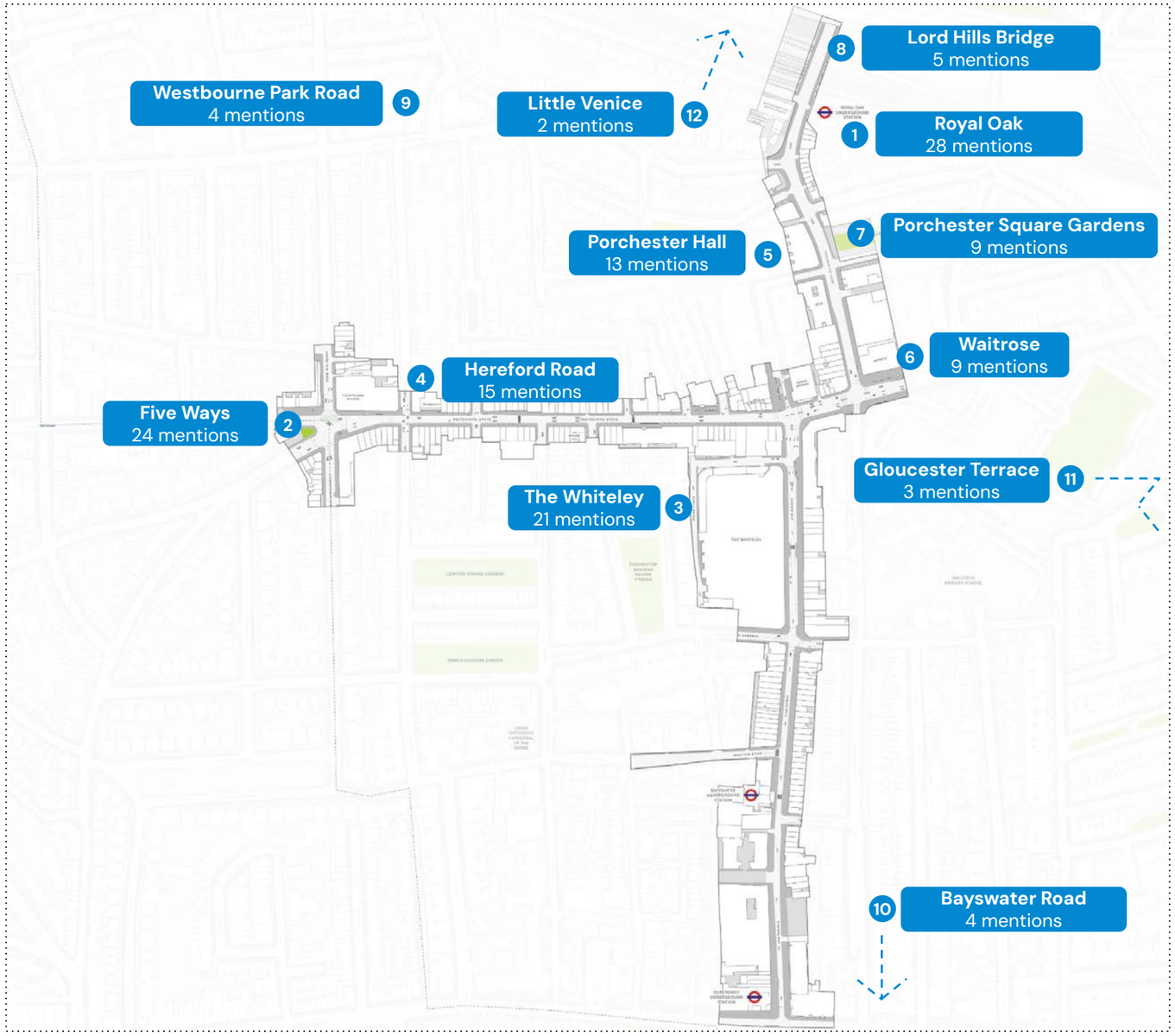
Priority No. 2

Traffic management

Priority No. 3

Quality of the public realm

Key locations mentioned



Findings per theme

Pedestrian experience (40%)
Support for wider and more accessible pavements, safer crossings, decluttering and improving comfort for all pedestrians

Traffic management (31%)
Support for slower speeds and additional crossings on Westbourne Grove, limiting rat-running on Queensway, and keeping bus and delivery operations smooth

Public realm quality (30%)
Support for clean, well-maintained streets, consistent shopfronts, local businesses, safe deliveries, and features to attract visitors

Cycling experience (18%)
Interest in safe cycle lanes and priority signals, balanced to avoid pedestrian and traffic conflicts

Greening (16%)
Support for more trees, planters, and greenery, well integrated without obstructing movement

Seating, public art and markets (14%)
Support for seating, subtle and functional public artwork, and small recurring local markets

4 Strategic framework



↑ **Westbourne Grove**

4.1 Vision

Westbourne Grove, Queensway, and Porchester Road are envisioned as **one cohesive cluster where heritage and localism meet creative energy.**

- → **Westbourne Grove flourishes** as a vibrant independent quarter, while retaining its residential character.
- → **Queensway thrives** as a multicultural anchor with vibrant food and leisure.
- → **Porchester Road is enhanced** as a community civic hub for local services, activities and events.

The high streets are connected to form a welcoming local town centre with a thriving retail and leisure economy, where safer walking and cycling are prioritised, social interactions are nurtured and connectivity to the surroundings is increased.



→ This diagrammatic map sets out a shared vision and visualises the key objectives for Westbourne Grove, Queensway and Porchester Road, showing how each street could evolve through safer movement, greener spaces, stronger high street life and public art rooted in local stories. It also highlights the key focus locations (Five Ways and Queensway Junction) as welcoming civic spaces for the whole neighbourhood.

4.2 Objectives



Westbourne Grove

- → Balance pedestrian movement, alfresco and business operation
- → Improve safety for cyclists and link to wider cycling networks
- → Protect strategic and local movement routes
- → Increase greening
- → Protect the current retail, food and beverage offer, while supporting new functions and activities
- → Introduce public art to highlight local stories and heritage



Queensway

- → Retain existing footways and flexible loading bays
- → Investigate additional opportunities for greening and seating
- → Support shopfront improvements
- → Improve the high street offer through Curate On programme
- → Support evening and leisure offer
- → Introduce public art to highlight local stories and heritage
- → Create a welcoming arrival from Bayswater Road



Porchester Road

- → Create a welcoming arrival from Royal Oak Station
- → Investigate greening opportunities to enhance the link to Hyde Park
- → Improve safety and accessibility of side street crossings
- → Support shopfront improvements
- → Support community activities at Porchester Centre
- → Deliver community-focused artwork to reflect the local character and heritage

Focus Locations

Five Ways:
A gateway and focal civic space

- → Improve pedestrian safety and accessibility and reduce crossing time
- → Support strategic and local movement between local neighbourhoods
- → Increase greening
- → Create a welcoming arrival to the neighbourhood
- → Promote the area's local character and heritage

Queensway Junction:
A focal civic space

- → Improve the crossing's safety and accessibility
- → Enhance the connection between the high streets
- → Create a focal civic space for the neighbourhood

4.3 Strategy

The strategy is a framework combining proposals to improve the streetscape, movement and enhance place activation initiatives across the high street.

The strategy consists of seven key components in targeted locations:

- → Movement
- → Streetscape
- → Street fronts
- → Public art
- → Cultural activation
- → Curate On
- → Business Support



↑ **Strategy for Westbourne Grove, Queensway and Porchester Road**

4.4 Movement and streetscape

The ambition

Westbourne Grove, Queensway and Porchester Road as a welcoming, accessible and inclusive cluster of high streets for all.

A high-quality and comfortable streetscape and continuous crossings enable pedestrians to comfortably move through the high street and find opportunities to rest and socialise in the public space. Rationalised kerbsides facilitate business servicing, greening, seating, lighting, waste management and parking.

Approach

- → **Comfortable walking routes:** Declutter footways and introduce continuous crossings for better accessibility, safety and pedestrian comfort levels.
- → **Enhanced pedestrian crossings at main junctions:** Improve connectivity and pedestrian safety with continuous surfaces, improved waiting times and wider footway around junctions.
- → **Integrated pedestrian-cycle zone** on Queensway (north of Westbourne Grove).
- → **Inviting side streets:** Identify opportunities to create calmer and thriving spaces on side streets.
- → **Safer cycling routes:** Support cycling across the area with improved cycling infrastructure.
- → **Traffic movement:** Ensure traffic movement requirements, servicing needs and parking provisions are rationalised and consolidated.
- → **Flexible kerbside use:** Rationalise and consolidate kerbside activity to improve the high street's functional needs while integrating seating and greening opportunities.
- → **Seasonal lighting:** Feature seasonal and festive lighting to celebrate the local community's cultural identity while respecting the street's heritage. Overall street lighting to be considered in conjunction with public realm proposals.
- → **Increased greening:** Identify a range of opportunities for greening while maintaining key sightlines, accessibility and servicing requirements.
- → **Enhanced biodiversity and climate-resilience:** Introduce a variety of trees and plants species and maximise sustainable urban drainage.



↑ Copenhagen crossing — Clapham Old Town, London



↑ Diagonal Crossings — Oxford Circus



↑ Balanced streetscape — Marylebone High Street



↑ Flexible kerbside with greening, vehicle and cycle parking — Marylebone High Street, London

4.4 Movement and streetscape

Location opportunities

The plan shows the proposed interventions to improve movement flow and enhance the streetscape environment across the area: Safer crossings, better cycling links, improved public spaces, stronger connections, and friendlier side streets.

- → **Enhanced junctions and footway widening** at Five Ways and Queensway Junction.
- → **Safer and continuous crossings to side street** to clearly indicate pedestrian priority, delivered through approaches such as zebra and Copenhagen crossings.
- → **Traffic restriction on Queensway (north of Westbourne Grove)** to facilitate the creation of a new pedestrian and cycle zone.
- → **Introduction of new cycling infrastructure,** including safer cycling along Westbourne Grove and a safer junction at Hereford Road.



↑ **Proposed movement and streetscape strategy for the area**

Place activation

4.5 Street fronts

The ambition

A cluster of streets that feels like a cohesive and characterful town centre where each street plays a complementary role. A vibrant destination with lively façades and welcoming fronts that celebrate local identity and draw people in, helping to boost resilience.

Approach

- → **Shopfront improvements:** Enhance the visual appeal and character of shops. ensure new shopfronts curate well-lit and transparent ground floors that contribute to soft lighting spill out and generate a safer and more engaging street atmosphere by night.
- → **Accessible forecourts**: Remove clutter to improve accessibility to shops while maintaining safe pedestrian flows.
- → **Alfresco dining**: Identify locations to support alfresco dining that contribute to the creation of a pleasant and lively street atmosphere.
- → **Ground level animation**: Transform inactive ground-floor frontages into inviting spaces that contribute to a lively, safe, and continuous street experience.



↑ **Shopfront improvements, Friends Cafe — Woolwich, London.** Credit: Turner Works



↑ **Alfresco dining — Marylebone Lane, London.** Credit: Time Out London



↑ **Ground level animation — Dashi Ramen, Stockholm.** Credit: Behance.net



↑ **Shopfront and upper levels improvements — Powis Street, Woolwich Town Centre.** Credit: Turner Works

Place activation

4.5 Street fronts

Location opportunities

The priority for Westbourne Grove, Queensway, and Porchester Road is to enhance the architectural character and retail activity.

Shopfront improvement

Opportunities identified across all three high streets.

Queensway Market

Market activity on Queensway Car Park site will create a lively diverse destination.

Alfresco dining to be supported along building frontages where space is available.



↑ **Proposed street front strategy for the area**

Place activation

4.6 Public art

The ambition

A vibrant, legible and welcoming ecosystem of high streets, where public art is part of everyday life: Places to pause, meet and navigate; cues that foster civic pride, surface local stories and the area's unique history with visible landmarks. Opportunities include celebrating the lost River Westbourne, facilitates spaces to meet and revitalises public assets.

The outcome: A recognisable cultural thread that restores pride and dwell-time and sets a framework for ongoing series alongside permanent anchors.

Approach

- → **Telling local stories and celebrating cultural identity:** Highlight the area's unique history and identity with artworks that are unmistakably of Bayswater and Lancaster Gate.
- → **Purposeful art:** Design artworks and furnishings that invite interactions and playfulness or enhance the local assets. Prioritise functional pieces that improve the everyday experience of the street.
- → **Unified through a creative thread:** Provide a unifying thread that links the distinct characters of Westbourne Grove, Queensway, and Porchester Road into a cohesive and legible destination. Opportunities include lamp column banners or pavement inlays.
- → **Meaningful engagement:** Engage and co-shape with local community groups and stakeholders throughout the process, including young people.



↑ **Black Hands at PEER by Chris Ofili — Hoxton, London.** Credit PEER gallery website



↑ **Westminster Notes by James Lambert . Curated by CAS*C — Victoria Embankment Gardens, Westminster London.** Credit: Dirk Lindner



↑ **Spectra by Tod Hanson. Curated by CAS*C– London School of Economics.** Credit: Andy Keate



↑ **Yunus Emre primary school by Nicole Mollet & Jose De Hartog — The Hague.** Credit Jose Den Hartog



↑ **Trialogue by Greenaway & Greenaway — Wembley Park.** Credit: Chris Winter



↑ **Swivel by Sabine Marcelis — St Giles Square, London.** Credit: London Festival of Architecture

Place activation

4.6 Public art

Strategy

Gateways and entrances
Create high impact welcoming gateways into the high street at Five Ways, Lords Hill Bridge, and Bayswater Road to create a memorable and strong sense of arrival and local identity.

Celebrate civic centres
Anchor and revitalise key community centres and assets on the high street to instil civic pride and the heart of the high street. Locations include Paddington Library and Queensway public toilets.

Moments of meeting
Introduce welcoming points to meet, rest and talk, address the widely noted absence of places to stop and sit on the high street by creating places to pause and exchange that restores community connection. Opportunities include animated furnishings such as seating and telephone boxes.

Location opportunities

This plan sets out the existing and potential sites available for meaningful public art to connect and bring pride of place to the three high streets.

Not all locations are intended to be delivered. The locations selected will be curated to ensure the output facilitates a holistic streetscape environment and town centre, sensitive to the conservation area setting.



↑ **Public art strategy for the area**

Place activation

4.7 Cultural activation

The ambition

Bayswater becomes a new London cultural destination that encourages residents, workers and visitors to stay in the area and stimulate a vibrant daytime and evening economy.

Reflect the vibrant and culturally diverse character and communities of the area through arts and cultural activities that brings people together.

Approach

- → **Increased arts and cultural programming across all three high streets:** Provide activities for families and young people and support pop-up and seasonal activity.
- → **Enhanced night-time economy** with culture and leisure activities. Support retailers to host evening events and activities.
- → **Continuous engagement and collaborations:** Support opportunities for local cultural organisations and seek partnerships with local stakeholders for delivery.

Strategy

- → **Outdoor events and seasonal displays:** Performance, events, workshops and walking tours to activate public spaces.
- → **Indoor programming:** Cultural programming and workshops to activate vacant or underused spaces and retail units in the evening.
- → **Seasonal Markets:** Seasonal and indoor markets to showcase creative makers explore the transition from online platforms to the world of physical trade. Opportunities include Christmas markets, makers markets, the Teenage market.



↑ **Outdoor events — Designing the Magic Carpet, Nutford Place, Edgware Road, London**



↑ **Indoor Programming — Punchdrunk Lost Lending Library pop-up, Brent, London**



↑ **Evening events at CasildART gallery — Connaught Village, London.** Credit: CasildART

Place activation

4.8 Curate On

The ambition

Supporting Queensway, Westbourne Grove and Porchester Road to grow as a retail and leisure local town centre destination.

Ensuring a diverse mix of offerings that cater to different age groups, price points, and activities, supporting both the daytime and evening economy.

Approach

Develop and deliver the council-led Curate On programme, which establishes a series of tools and tactics to improve the quality of offer on Paddington-Bayswater high streets.

- → **Retail Strategy:** A vision for the future of ground floor high street offer based off the local character, market analysis and future high street trends.
- → **Meanwhile On:** A Council-led Pop-Up and Meanwhile Activations programme to address retail vacancy, first launched in 2021 in the West End. It aims to transform vacant or underused shops with emerging brands with shorter-term tenancies.
- → **High street matchmaking platform:** A Council-developed platform, designed to facilitate and streamline direct introductions between landlords and council-approved businesses, and support new businesses in the early stages of opening a physical store.
- → **High Street Rental Auctions:** A national tool allowing the Council to require landlords to rent out persistently vacant commercial properties to new businesses or community groups.

More information here: Have Your Say Today - Curate On - Paddington-Bayswater High Streets.



↑ Big Sister Café, delivered through Meanwhile On in Paddington — Edgware Road. Credit: Root and Erect



↑ Hades delivered through Meanwhile On — Regent Street



↑ Nourish Hub — Shepherds Bush, London



↑ Vacant shop on Queensway, London

Place activation

4.8 Curate On

The retail strategy

Ambition

From clustered streets to a unified town centre

Westbourne Grove, Queensway and Porchester Road together have the potential to operate as a single Bayswater town centre with complementary roles that strengthen one another: Boutique and creative retail on Westbourne Grove, multicultural food and leisure anchors on Queensway, and civic and community functions along Porchester Road.

Approach

- → **Curated offer:** Diversify beyond food & beverage by supporting creative independent retail, health and leisure services, start-ups, financial services, intersected with affordable retail and workspace.
- → **Destination dining:** Encourage restaurants, cafes and bars to the area that locals and visitors come specifically for, either due to unique cuisine, setting or reputation.
- → **Social value:** Support increase of family-friendly offer across all three streets.
- → **Enhance evening economy:** Grow cultural and entertainment activities across all three street. Opportunity to grow a cultural hub at Paddington Library and Porchester Hall.
- → **New markets:** Facilitate a regular outdoor market at Queensway, such as a farmers' market and seasonal activity. Support opportunities for an indoor market bespoke foods and products to create a local destination explore the transition from online platforms to the world of physical trade.
- → **Flexible public realm:** Green, shaded, and active outdoor spaces enabling retail and leisure to spill into the street.

The full retail strategy will follow this publication, attached as Appendix D.



↑ **Everyday conveniences — All Greens, London**



↑ **Independent retailers — The New Craftsman, London**



↑ **Ottie and the Bea bookshop — Framlingham, Woodbridge.** Credit: Ottie and the Bea bookshop



↑ **Destination dining — St John and The Ivy, Marylebone Lane, London.** Credit: Time Out London



↑ **Algerian Coffee — Soho, London.** Credit: Laura Gallant for Time Out

Place activation

4.9 Business support

The ambition

A resilient, sustainable, and successful high street, where businesses are empowered to grow and contribute to the local economy.

Approach

Roll-out the council-led business support programme specifically targeting high street businesses.

- → **Business Resilience Programme:** Providing free expert assistance to help ensure businesses are ready and able to deal with a range of security and other risks that could otherwise seriously disrupt business activity.
- → **Visual Merchandising:** Scheme to support local shop owners refresh their window displays to attract more customers and boost business success.
- → **Shopfront Improvement scheme:** A Providing business owners with free architectural services and physical works to enhance their external shopfronts.
- → **Business safety and contingency planning:** Plan for business continuity management to help businesses in emergency preparedness and accounting for the impacts of major incidents and support return to 'business as usual' as soon as possible.

More information is available here: Have Your Say Today - Business Resilience Programme - Paddington-Bayswater High Streets



↑ **Shopfront Improvements, Cezar — Woolwich, London.** Credit: Turner Works



↑ **By Rotation — Regents Street, London**



↑ **Praed Street, London**



↑ **Every One Every Day - Barking and Dagenham, London.** Credit: Every One Every Day.

5 Focus locations

Queensway Junction



↑ Queensway Junction (looking West towards Westbourne Grove)

Five Ways



↑ Five Ways (looking South East towards Chepstow Place)

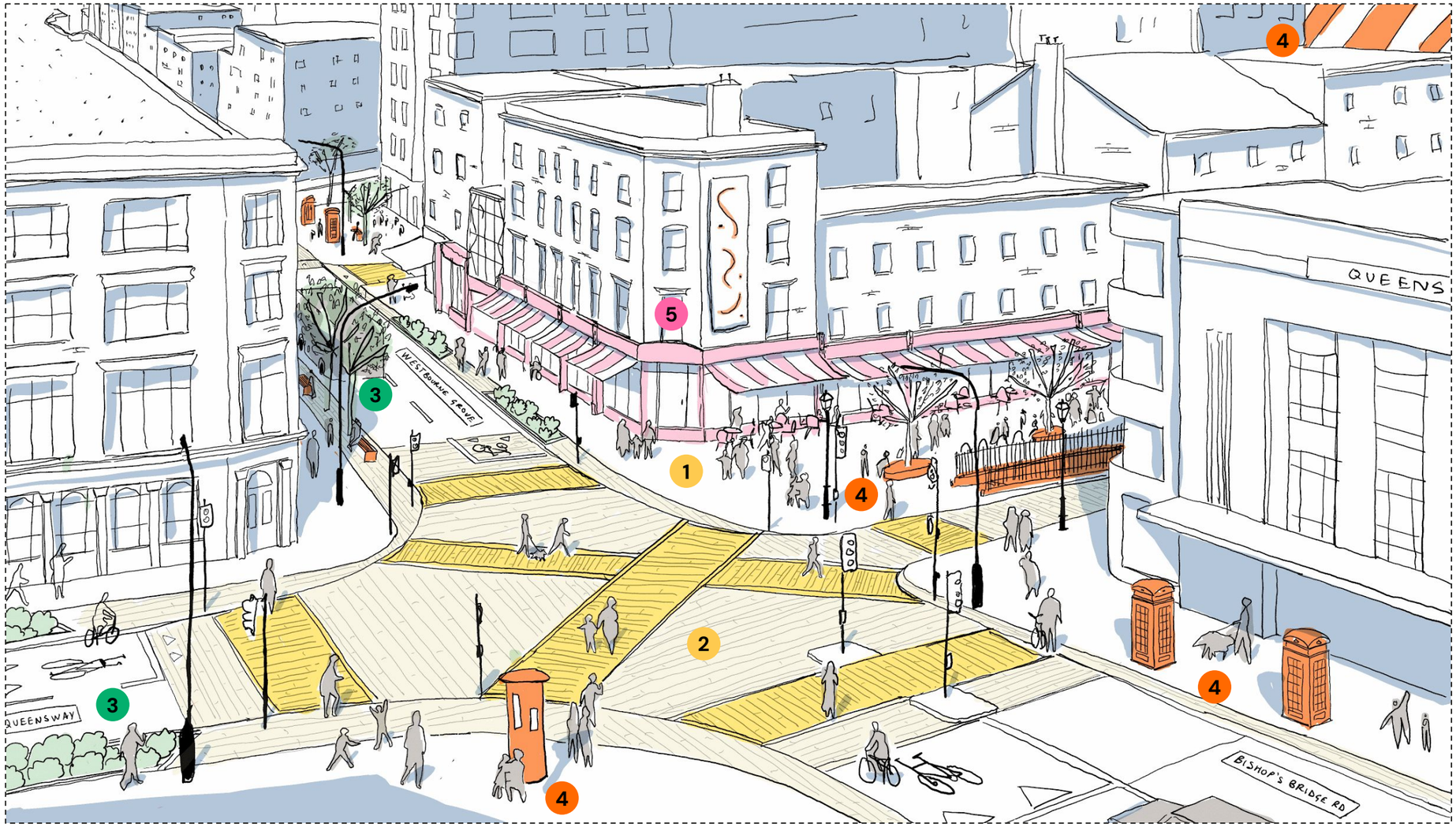
5.1 Queensway Junction



The proposal

The intersection of Queensway and Westbourne Grove is one of the main arrival points to Bayswater high streets. Currently, this encounter is uncomfortable for pedestrians. Yet, the public space has a strong potential to become a memorable focal civic space offering a welcoming sense of arrival.

The proposal is to strengthen Queensway Junction as a focal civic space at the heart of the neighbourhood: a pedestrian-friendly and green connection between Queensway and Westbourne Grove where opportunities for social interactions, seating and public art are integrated to highlight the area's cultural assets.



↑ Illustrative view showing what the improvements could look like on Queensway Junction.

1. **Improved public space** with a ped-cycle zone and opportunity for seating and additional greening to form a local square at the heart of the town centre.
2. **Pedestrian-friendly crossing** with improved accessibility, comfort levels and safety.
3. **Greening opportunities** combined to other kerbside uses.
4. **A distinctive gateway:** establishing a memorable entry point with a strong sense of place with artwork that showcases local destinations and tell the local stories.
5. **Active frontages:** Support shopfront improvements and opportunities for alfresco dining.

Note: This 3D view is for illustration only.
Proposals will be subject to feasibility studies and further community engagement.

5.2 Five Ways

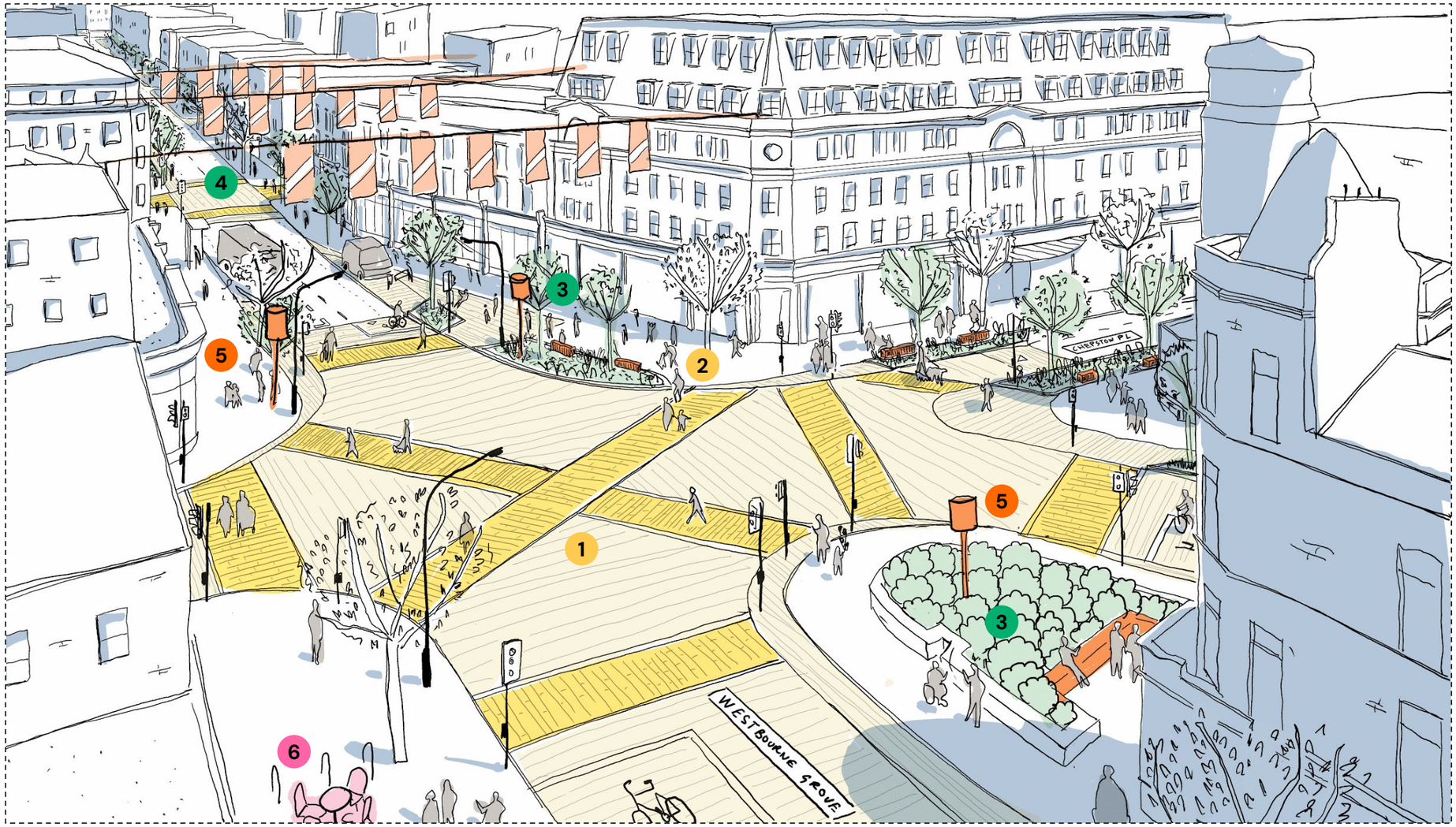


The proposal

Five Ways Junction is an important location on Westbourne Grove — a key east–west pedestrian route and a notable turning point during Notting Hill Carnival. It links four distinct residential neighbourhoods and has historically gained significance as a focal point for the community, marked by its characteristic architecture.

However, the area currently feels unwelcoming due to poor levels of pedestrian comfort.

With support from local communities, the proposal aims to transform Five Ways into a welcoming gateway and key crossing point into the borough. The improvements include a new diagonal pedestrian crossing, gateway artwork rooted in local heritage, new places to pause and rest, and enhanced greenery. The design will also maintain vehicle movement and support public transport operations.



↑ Illustrative view showing what the improvements could look like on Five Ways.

1. **Pedestrian-friendly crossing:** Diagonal crossing with improved accessibility, comfort levels and safety.
2. **Enhanced public space:** Decluttering, footway widening with opportunities for seating.
3. **Additional greening opportunities combined to other kerbside uses** enhancing the existing greenery across the junction and improving air quality.
4. **Safer cycling route:** Improving cycling infrastructure at Hereford Road.
5. **A distinctive gateway:** Establishing a memorable entry point with a strong sense of place with artwork that showcases local destinations and tell the local stories.
6. **Active frontages:** Support shopfront improvements and opportunities for alfresco dining.

Note: This 3D view is for illustration only.
Proposals will be subject to feasibility studies and further community engagement.

6 Project opportunities

Paddington Library



↑ Paddington Library

Queensway Market



↑ Queensway car park

Place activation

6.1 Paddington Library



The proposal

Paddington Library is a main community asset in Bayswater offering an exhibition space, study desks and a range of community activities with two adult and children's sections.

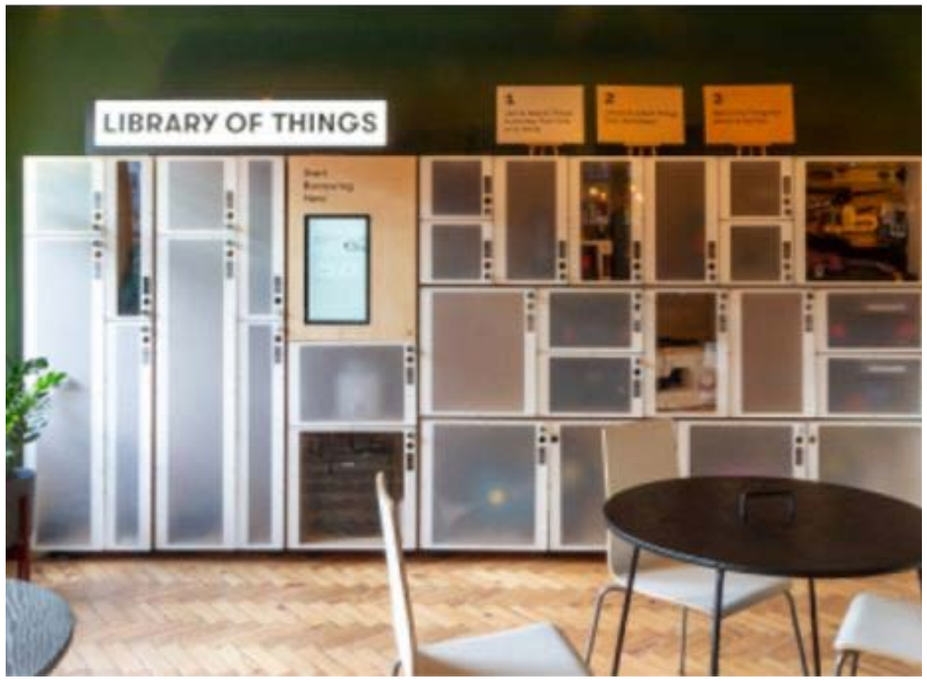
Refurbishing the library's spaces is an opportunity to support its role to become a vibrant community common room hub on the high street.

This could be delivered through a combination of Curate On initiatives and physical enhancements, supporting existing activities and facilitating a range of new community uses to the library space.



↑ **Walworth Library — Walworth Road, Elephant and Castle, London.** Credit: AOC Architecture

Warm and welcoming spaces
Create an inviting environment for the community to spend time and gather.



↑ **Library of Things at Upper Norwood Library hub — Crystal Palace**

Good quality facilities
Expand the range and quality of borrowing facilities, such as the Library of Things.



↑ **Living Room Library — Fore Street, Edmonton, London**

Flexible use for community programming
Enhance the library's role, through flexible design, to become a community hub for educational, cultural and community functions and events.

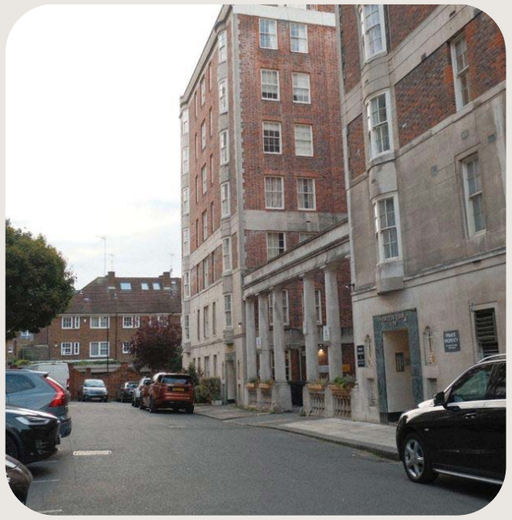


↑ **Walworth Library — Walworth Road, Elephant and Castle, London.** Credit: AOC Architecture

Display local heritage and stories
Incorporate a museum for local artifacts, imagery and exhibits to showcase the local heritage and unique stories of Bayswater.

Place activation

6.2 Queensway Market



The proposal

Introducing a market to Bayswater is an opportunity to create a community focused destination that enriches daily life, boosts local business and brings new energy on Queensway.

The idea has received strong community support with a preference to a weekly farmers market. The current location identified is on the Queensway car park site, which will become a new public space in conjunction with the approved planning application for Queensway Market.

Respondents' preferences for a market for Queensway

55%
of respondents would prefer a weekly farmers market

41%
of respondents would support both a weekly farmers market and a seasonal market

37%
of respondents would prefer a seasonal market



Image credits: Columbiaroad.info cktravels.com

160 Responses
Source: Commonplace



London Farmers' Market, London
Credit: London Farmers' Market

- → Showcasing local craftsmanship and talent featuring high quality products
- → Celebrating seasonal events, bringing people together
- → Introducing new offer to the area to fill a gap on current offer
- → Can be tested as a short-term option

7 Next steps



↑ **Porchester Road**

7 Next steps

The Place Strategy offers a comprehensive roadmap for practical and incremental improvements on the high streets. Acknowledging future developments, it is a shared tool for all stakeholders to achieve the vision, develop, fund and deliver the range of proposals.

While some of the projects included in this strategy have been progressing as part of the Delivery Plan 2024, other ambitious proposals are identified at the concept stage. Specific future projects will be subject to detailed design development and further public engagement.

The next steps will be:

- → Project briefs in coordination with key stakeholders and partners.
- → Project development including feasibility studies, cost estimates, technical considerations.
- → Continuous engagement with stakeholders, local communities and partners.
- → Scoping funding contributions and securing approvals for project delivery.
- → Detailed design phases, tender, mobilisation and implementation.

Project type	Project	Estimated timeframe	Estimated complexity	Estimated impact	Estimated budget
Streetscape and movement	**Public realm scheme * FiveWays / Westbourne Grove**	🟠	🟠	🟠	🟠
Place activation	**Shopfront improvements**	🟡	🟢	🟡	🟠
Place activation	**Public art commissions** (murals)	🟡	🟠	🟡	🟡
Place activation	**Public art commissions** (installations, animated furnishings)	🟡	🟠	🟡	🟠
Place activation	**Public art commissions** (temporary)	🟢	🟡	🟡	🟡
Place activation	**Markets**	🟡	🟠	🟠	🟡
Place activation	**Activation grants**	🟢	🟡	🟠	🟢
Place activation	**Curate on** Meanwhile On	🟢	🟢	🟠	🟡
Place activation	**Curate on** High Street matchmaking platform	🟢	🟢	🟠	🟢
Place activation	**Curate on** High Street Rental Auctions	🟢	🟡	🟠	🟢

↑ Proposals are evaluated against four criteria. This approach ensures that strategic planning and decision-making are evidence-based, deliverable and aligned with the overall vision to improve Westbourne Grove, Queensway and Porchester Road.

*** Public realm scheme (FiveWays Junction and Westbourne Grove):** decluttering, footway widening, crossings, cycling infrastructure, parking and servicing rearrangements, traffic management measures, street furniture, and greening

Key				
🟠	**Long term** (3+ years)	**High** level of complexity	**High** impact	**High** cost
🟡	**Medium term** (1-3 years)	**Moderate** level of complexity	**Moderate** impact	**Moderate** cost
🟢	**Short term** (< 1 years)	**Low** level of complexity	**Low** impact	**Low** cost

City of Westminster