1 A Place Strategy for Lupus Street

What is the Place Strategy?

The Lupus Street Place Strategy is being developed as part of Westminster City Council's wider Pimlico Programme. It will set out a long-term vision for the high street, providing a roadmap to guide future proposals.

The strategy is based on the three themes of the Council's High Streets Framework, as shown below, to help unlock the potential of Lupus Street.

Safe, sustainable and welcoming places

Identifying opportunities for public space projects that improve safety, accessibility and the quality of the street

Vibrant and resilient economy

Strengthening the local economy through area-wide programmes that support businesses to improve the high street

Connected communities

Fostering a sense of community, supporting local initiatives and encouraging participation in existing community activities.

We want to hear from you!

Following on from your feedback throughout 2024-25, we have developed a draft of the Place Strategy showing the objectives for the transformation of Lupus Street and proposed improvements at specific locations.

We want to hear what matters most to you and what should be prioritised. Your insights will help finalise the Place Strategy to ensure that it reflects shared aspirations for the area and prioritise which proposals will be taken forward to the next stage.

We encourage all those who live, work and visit Lupus Street to complete the short online survey. It will be available from 27 October to 28 November 2025.

Scan the QR code or visit the link shown below to submit your feedback.



Plan showing project extent and key landmarks in the area

Timeline

Early 2024
Pimlico Community Conversations

Winter 2024/2025
Start of Lupus Street Place Strategy

Start

Autumn 2025
Public engagement on the objectives and proposed improvements

We Are Here !

- Exhibition
- Drop-in sessions
- Online surveys

Winter 2025/2026
Final Place Strategy published

Next steps

To find out more about the Pimlico Programme, please visit and sign up for regular updates at: **https://pimlicocommunityconversations.commonplace.is/**

If you have any queries, or would like more information, please contact us via email: **highstreets@westminster.gov.uk**

This project is developed by Westminster City Council alongside appointed transport consultants.

2 What we heard

To better understand Lupus Street, the Council gathered insights through the recent public engagement in the area. This includes the **Pimlico Conversations** held in early 2024, a **high street user survey** (304 respondents) and a **comprehensive business survey** (53 respondents) conducted throughout summer 2025. We also carried out a detailed analysis of the street to identify its strengths, challenges and opportunities.

Here is a summary of what we heard, which has informed the proposed vision and objectives for Lupus Street:

Safe, sustainable & welcoming places



Lupus Street has a historic 19th century layout with low-scale buildings and attractive views to the river. However, it faces poor public transport connectivity, lack of seating, low-quality public spaces and road safety concerns.

→ **74%** access Lupus Street by walking
→ **69%** can't think of reasons to dislike Lupus Street
→ **45%** describe its character positively

→ **The main challenges** for **walking** are: high traffic volume, limited pedestrian crossings and lack of spaces to sit and rest

(Based on the 2025 high street user survey)

Vibrant & resilient economy



Lupus Street is primarily busy in daytime. It mainly attracts local residents and offers a diverse mix of retail and services with a low vacancy rate. However, its limited variety of price points and concerns over safety and public space quality are negatively affecting its businesses.

→**49%** visit the high street to get everyday essentials
→**46%** visit the high street for taking a walk and leisure activities during the day
(Based on the 2025 high street user survey)

→**Top 3 challenges** for **businesses** are: poor quality of the public realm, safety issues and a lack of sense of high street identity
(Based on the 2025 business-owner survey)

Connected communities



The population around Lupus Street is predominantly young and culturally diverse. The area has a rich cultural heritage, with key social and education institutions shaping the street's unique local charater.

"Lupus Street is a lovely and lively street."
"I like the whole street because people are very nice especially the local shop keepers and staff, even the cafes are nice and we know each other."

→**20%** describe Lupus Street as a vibrant local high street with a 'community spirit'

(Based on the 2025 high street user survey)

Lupus Street priorities

Improving the quality of the public realm

→ Improved walking and cycling routes
→ Places to sit and rest
→ Greening and planting

Diversifying the high street's uses and supporting businesses

→ Shopfront improvements
→ Business support (advice and training)
→ More affordable shops
→ Health and wellbeing facilities

Supporting opportunities for social interactions and cultural activity

→ Family-friendly spaces
→ Support for social initiatives and community events

3 What are the objectives?

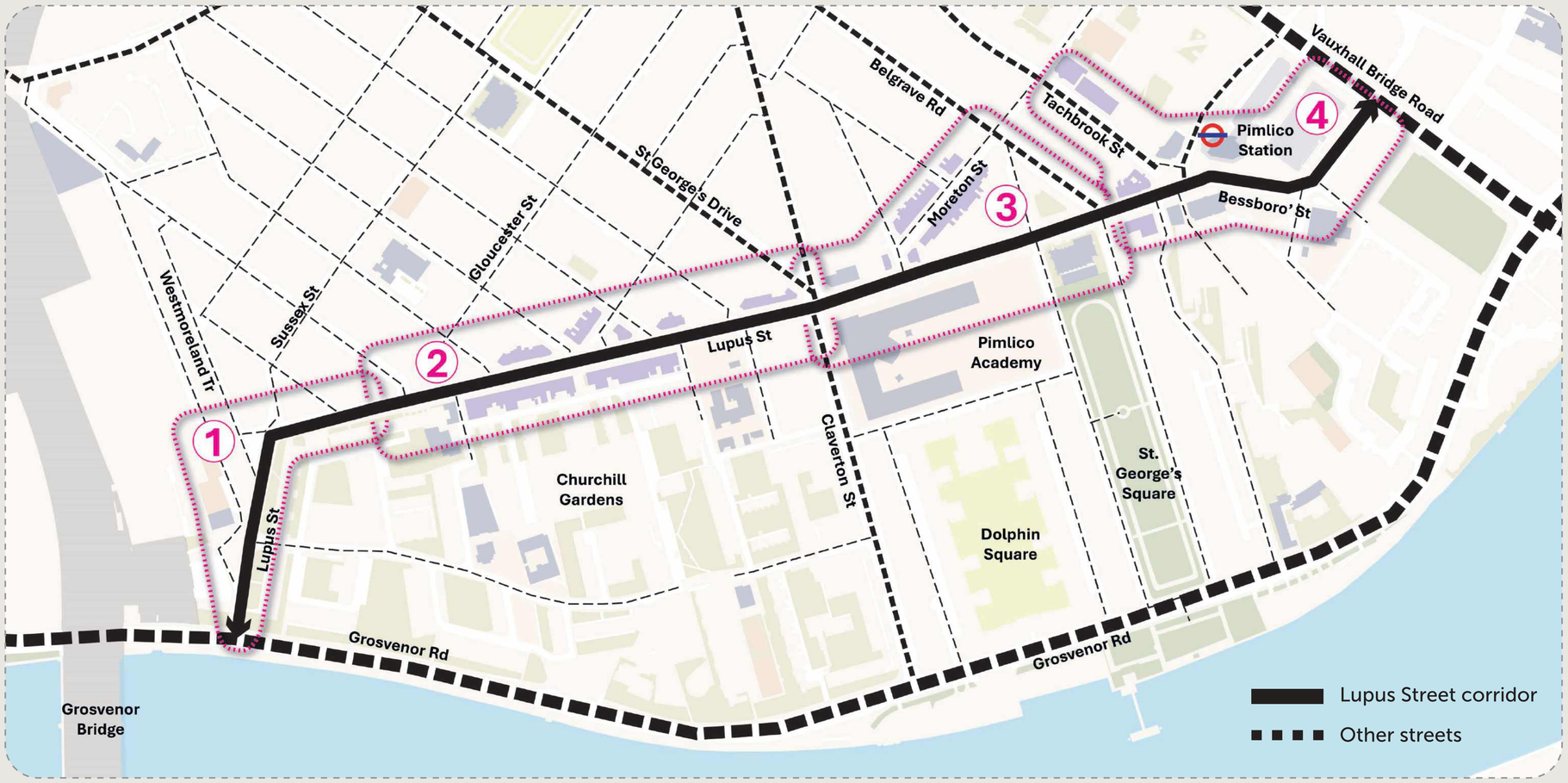
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Community feedback and analysis highlighted that Lupus Street is made up of distinct character areas, each with its own strengths, challenges and opportunities. Together, these character areas contribute to the street's overall identity.

The following objectives aim to celebrate the unique character areas and everyday experiences along each part of the street, while supporting its improvement as a whole.

We invite you to share your thoughts on the proposed objectives by scanning the QR code below. Your feedback will contribute to shaping the shared long-term vision for Lupus Street.



1 Lupus Street West

A neighbourhood focal point



- Improve **pedestrian accessibility and connectivity** between residential areas, nearby community facilities and the high street
- Address **road safety and accessibility** issues along the western bend of Lupus Street and junction between Westmoreland Terrace and Sussex Street
- Improve the **cycling experience** along Lupus Street

2 Lupus Street Centre, Churchill Gardens: *A vibrant high street*



- Celebrate the unique network of public spaces by **removing street clutter**, reinstating **walking routes** and delivering additional seating, street greening and wayfinding
- Deliver public space improvements to support businesses, such as reviewing **parking and servicing** arrangements, considering **improvements to shopfronts** and **al fresco dining**
- Improve north-south connectivity by **strengthening existing pedestrian routes** from Churchill Gardens to Pimlico North and prioritising pedestrian movement along Lupus Street (options include footway widening, improved crossings and traffic restrictions)

3 Lupus Street East: *A cultural & educational cluster*



- Celebrate and improve **access to local community assets and landmarks** (such as Pimlico Academy, St. Saviour's Church, Young England Kindergarten, St. George's Square)
- Address road safety issues around key junctions, with improvements which **prioritise pedestrian and cycle movement**, such as enhanced pedestrian crossings and cycle lanes
- Introduce **Sustainable Urban Drainage Systems** (SuDS) and street greening, where appropriate, to reduce air pollution and flood risk in the area

4 Pimlico Station, Bessborough Street: *A welcoming gateway*



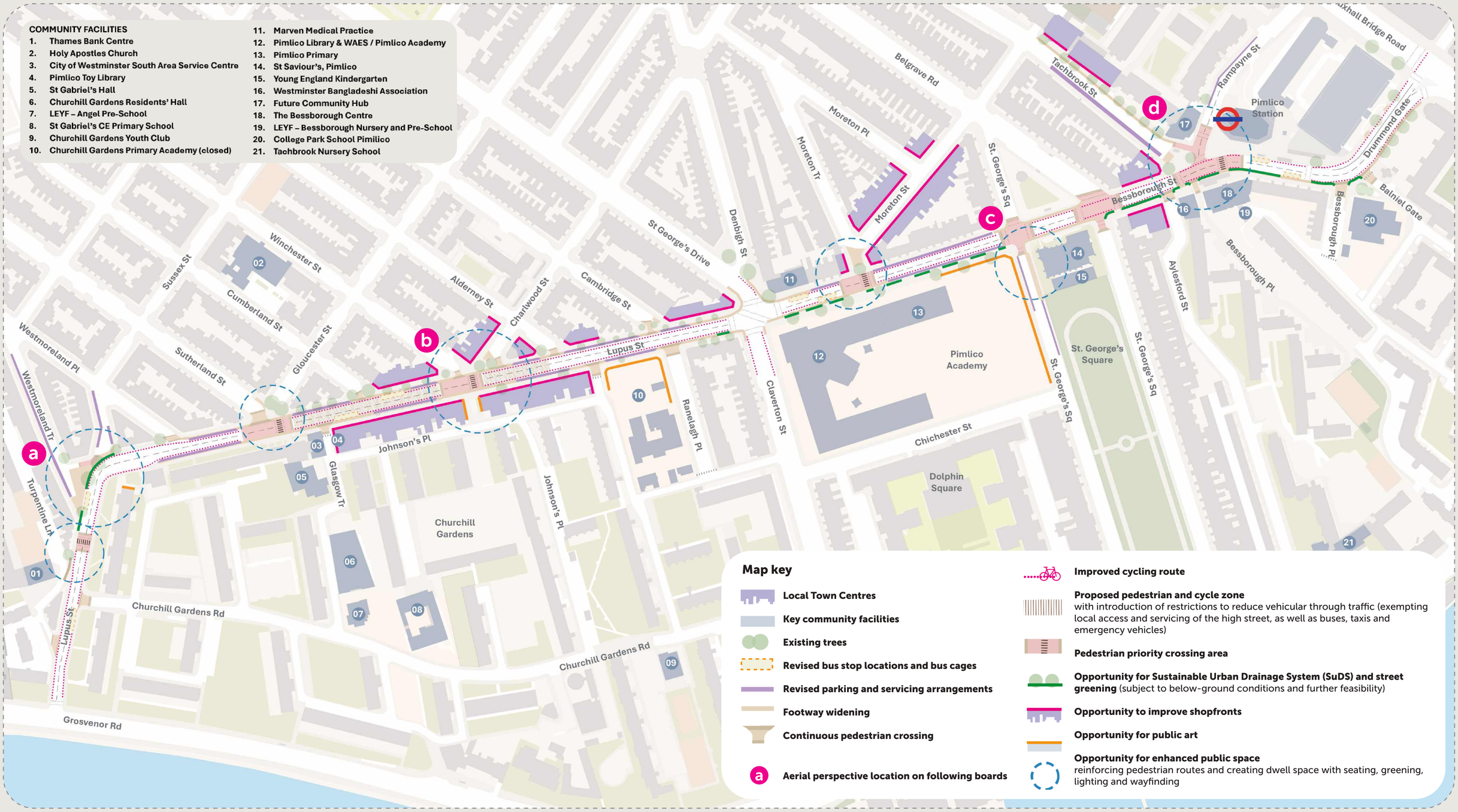
- Improve **access and connectivity** to Pimlico Station and the surrounding community facilities, by prioritising pedestrians and cyclists along Bessborough Street, Rampayne Street and Tachbrook Street
- Enhance the setting of community facilities and listed buildings by creating **spaces to rest and dwell** with additional seating, lighting and street greening (such as the Tachbrook Street piazza)
- Create a welcoming gateway to the area by enhancing Pimlico Station piazza's relationship to nearby community venues and the high street through **wayfinding and signage**

4 What are the proposed improvements?

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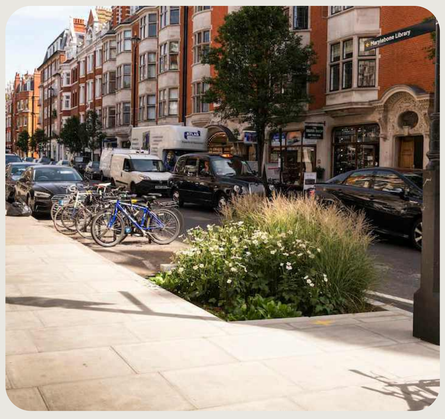
We have identified a range of potential improvements for Lupus Street and around Pimlico Station. These include design considerations for new public spaces, improvements to existing streetscapes and traffic management, opportunities to animate the high street with public art and interventions to support existing and future businesses. We would love to hear your feedback on the proposed improvements, which will help confirm priorities to be included in the final Lupus Street Place Strategy. **Scan the QR code below to have your say!**



Examples of similar projects



Continous pedestrian crossing
Clapham Old Town, London
Credit: Urban Movement



Sustainable Urban Drainage System & street greening
Marylebone High Street, London
Credit: Westminster City Council



Enhanced public space
St, John's Wood High Street, London
Credit: Westminster City Council



Shopfront improvements
Harrow Road, London
Credit: Westminster CIty Council



Public art
Queen's Park Canal side, London
Credit: Westminster City Council

5 What could the improvements look like?

These illustrative views show what the proposed improvements could look like at specific locations, demonstrating how Lupus Street could evolve in response to the objectives. These are initial ideas to be further shaped through discussion and collaboration, and will be subject to technical feasibility and funding.Your feedback will help us refine these proposals, clarify which improvements matter most and guide what is taken forward to the next design stage.

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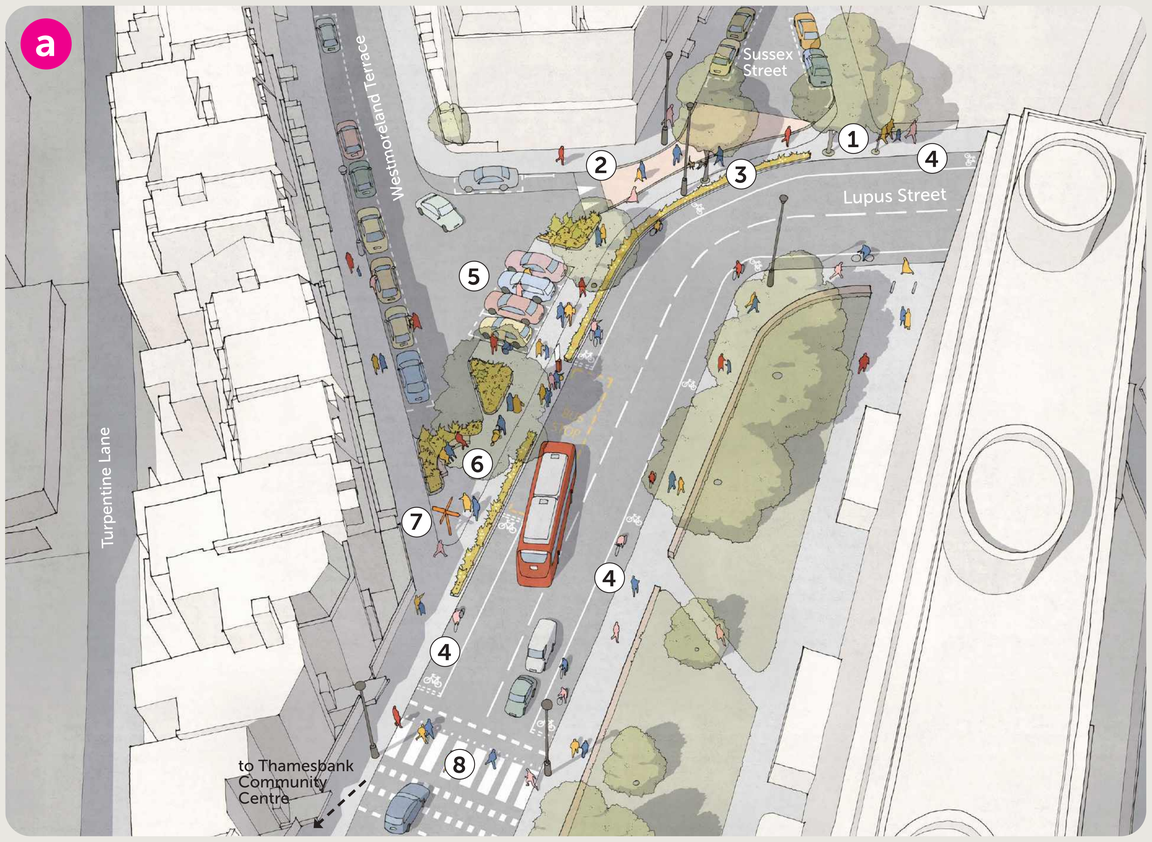
1. Lupus Street West: *A neighbourhood focal point*



View of Sussex Street and Westmoreland Terrace intersection - existing



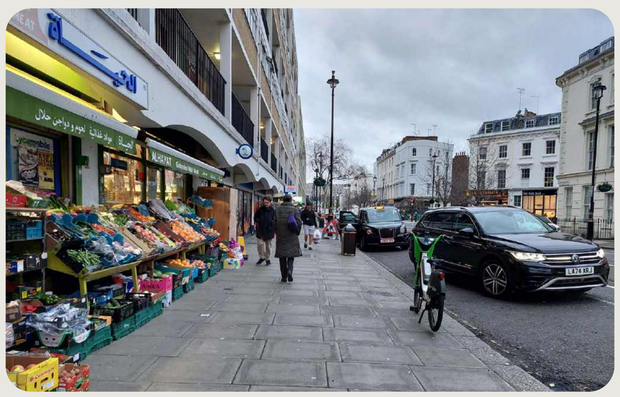
View towards Turpentine Lane - existing



Aerial perspective showing the proposed improvements to Lupus Street West

1. **Footway widening** to create an accessible walking route for pedestrians
2. **Continuous pedestrian crossing** from Sussex Street to Westmoreland Terrace
3. **Removal of existing metal guardrails with an opportunity for street greening** to create a clear divide between the footway and carriageway
4. **Improved cycle route**
5. **Revised parking and servicing arrangement**
6. **Opportunity for enhanced public space** with options of seating, greening, lighting and wayfinding
7. **Opportunity for wayfinding and signage**
8. **New pedestrian crossing** to better connect the residential areas (Churchill Garden Estate) to community facilities on Turpentine Lane

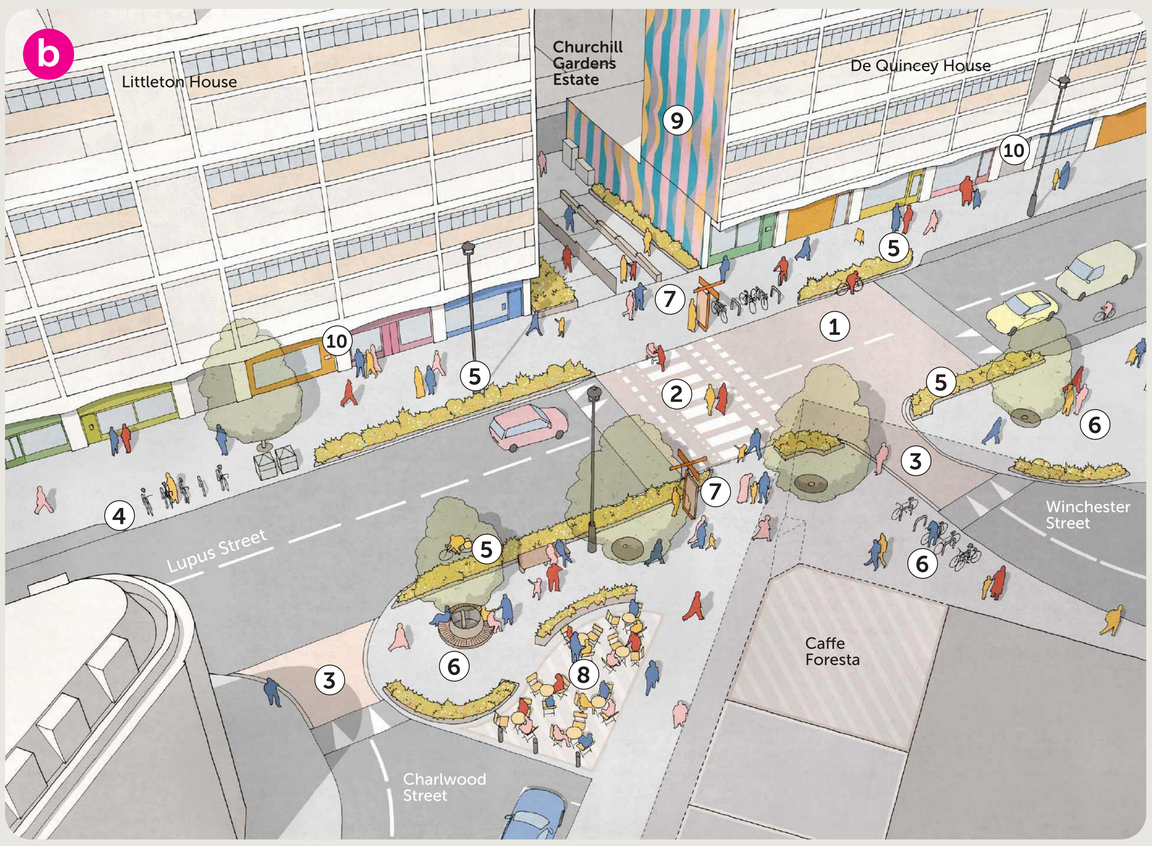
2. Lupus Street centre, Churchill Gardens: *A vibrant local high street*



View of Lupus Street Town Centre looking west - existing



View of Winchester Street piazza - existing



Aerial perspective showing the proposed improvements to Lupus Street centre, Churchill Gardens

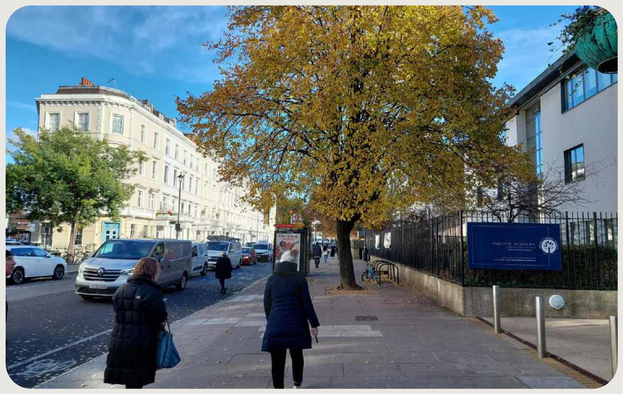
1. **Proposed pedestrian and cycle zone** with traffic-through restrictions (exempting local access and servicing, buses, taxis and emergency vehicles)
2. **Pedestrian priority crossing area** to improve accessibility between Churchill Gardens Estate and Lupus Street
3. **Continuous pedestrian crossings** across junctions with Lupus Street
4. **Footway widening**
5. **Opportunity for Sustainable Urban Drainage System (SuDS) and street greening**
6. **Opportunity for enhanced public space** with options of seating, greening, lighting and wayfinding
7. **Wayfinding and signage**
8. **Opportunity for al fresco dining** to compliment the F&B offer along Lupus Street and Charlwood Street
9. **Opportunity for public art**
10. **Opportunity to improve shopfronts**

6 What could the improvements look like?

These illustrative views show what the proposed improvements could look like at specific locations, demonstrating how Lupus Street could evolve in response to the objectives. These are initial ideas to be further shaped through discussion and collaboration, and will be subject to technical feasibility and funding.Your feedback will help us refine these proposals, clarify which improvements matter most and guide what is taken forward to the next design stage.

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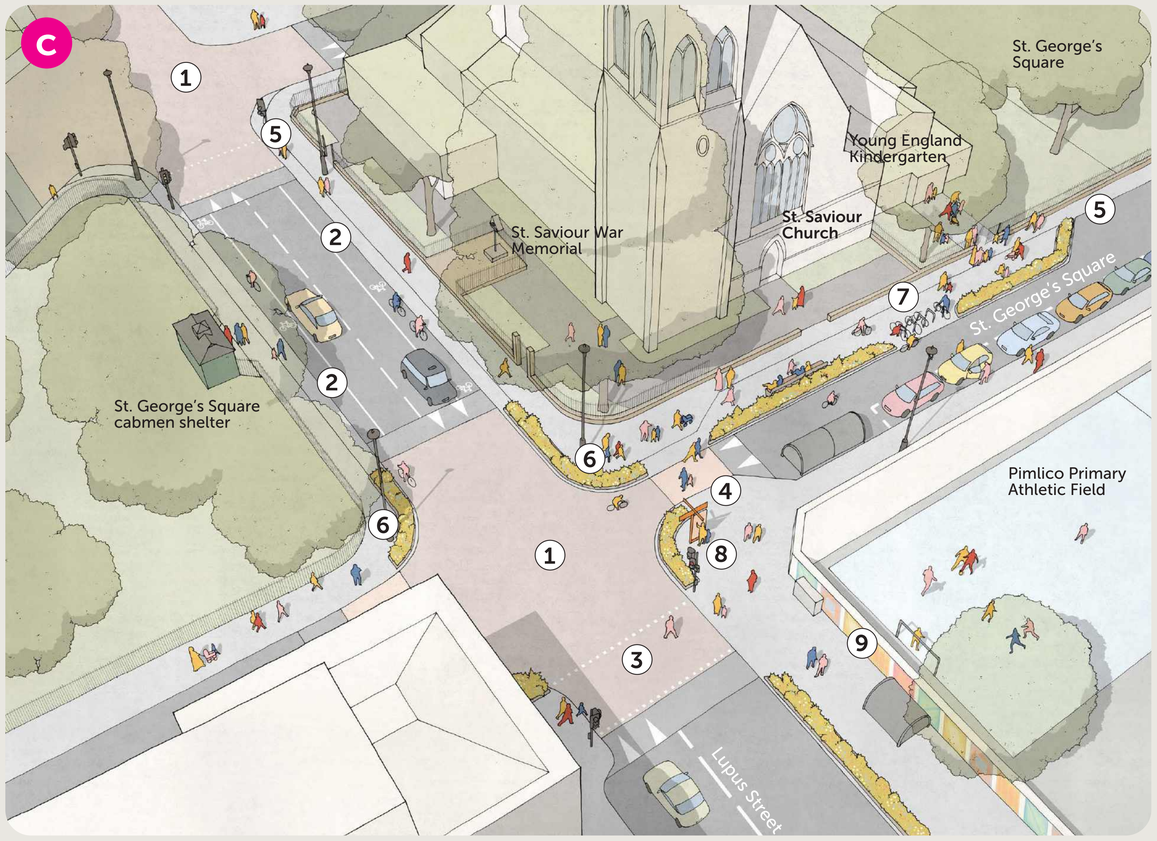
3. Lupus Street East: *Education & cultural cluster*



View of Lupus Street looking East (Pimlico Primary)



View of Lupus Street looking West (St. Saviour Church)



Aerial perspective showing the proposed improvements to Lupus Street East

1. **Pedestrian priority crossing area**
2. **Improved cycle route**
3. **New pedestrian crossing** leading to Pimlico Academy and surrounding community facilities
4. **Continuous pedestrian crossing** across junctions with Lupus Street
5. **Footway widening** to improve access to community facilities
6. **Opportunity for SuDS and street greening**
7. **Opportunity for enhanced public space** with options of seating, greening, lighting and wayfinding
8. **Wayfinding and signage**
9. **Opportunity for public art**

Improvements to this section of Lupus Street will be reviewed and further coordinated with the Active Streets and School Streets Programme

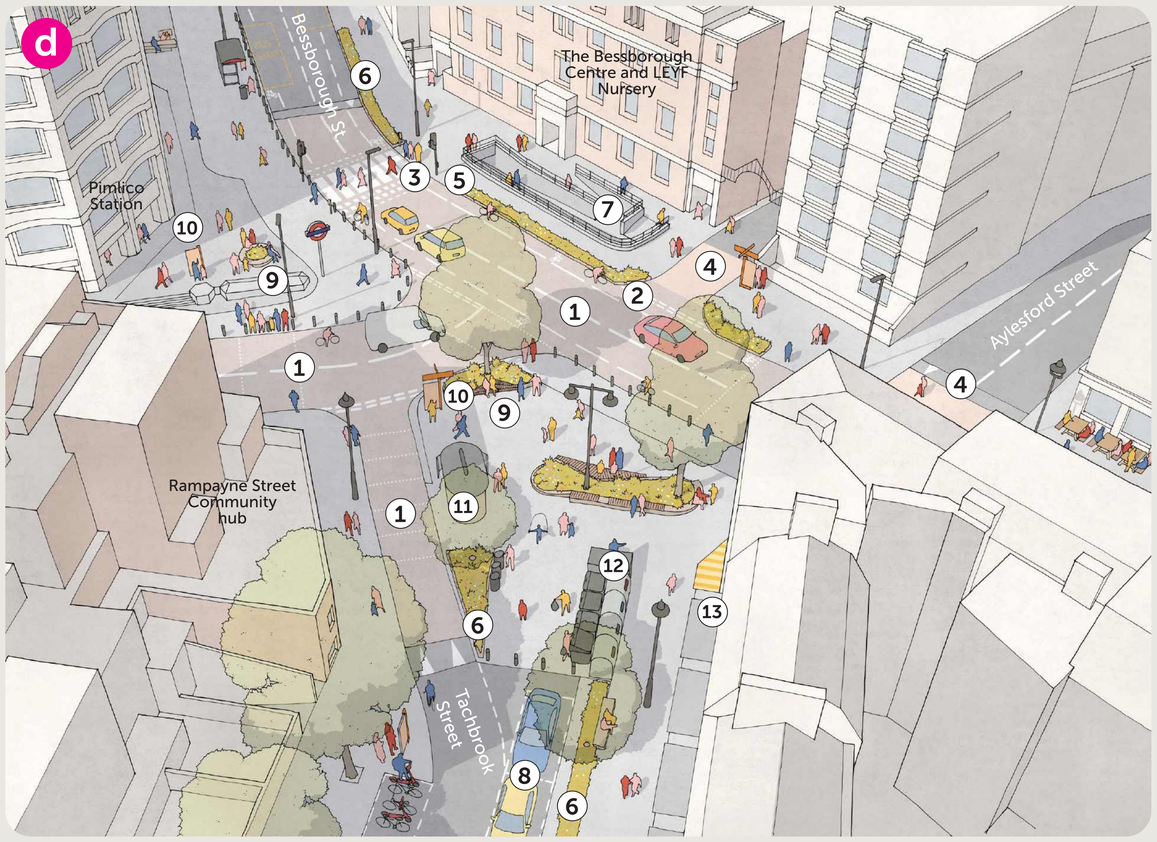
4. Pimlico Station, Bessborough Street: *A welcoming gateway*



View of Pimlico Station looking North - existing



View of Tachbrook Street piazza - existing



Aerial perspective showing the proposed improvements to Pimlico Station, Bessborough Street

1. **Pedestrian priority crossing area**
2. **Improved cycle route**
3. **New pedestrian crossing** leading to Pimlico Station piazza
4. **Continuous pedestrian crossing** across junctions with Lupus Street
5. **Footway widening** to improve access to community facilities
6. **Opportunity for SuDS and street greening**
7. **Opportunity to improve safety & security of the pedestrian subway** with measures such as CCTV
8. **Revised parking and servicing arrangements** along Tachbrook Street
9. **Opportunity for enhanced public space** with options of seating, greening, lighting and wayfinding
10. **Wayfinding and signage**
11. **Retained public toilet**
12. **Relocated micro-recycling bins**
13. **Opportunity to improve shopfronts**

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Have your say!

Scan the QR code or visit Commonplace to fill in the survey!

https://pimlicocommunityconversations.commonplace.is/en-GB/proposals/lupus-street-place-strategy-engagement-oct-november-2025/step1