8 Appendix A: Area appraisal

8 Area appraisal

This appendix provides a data-driven and photographic overview of Westbourne Grove, Queensway, and Porchester Road, forming a foundation for the Place Strategy. The following data points are used to map and help understand some of the aspects of the area:

- → **Transport, movement and collisions:** Main bus, tube, and cycle connections.
- → **Heritage and character:** Listed buildings, conservation areas, and historic and architectural features.
- → **Activation:** Types of activity on the streets (retail, residential, commercial, leisure, etc).
- → **Developments planned and known**: Current and proposed projects shaping the area.
- → **Crime clusters (2023) –** Areas with recorded incidents for safety insights.

Data for Westbourne Grove and Porchester Road are presented together for the purpose of this report.



↑ **Westbourne Grove**



↑ **Queensway**



↑ **Porchester Road**

8.1 Movement and public realm

Strengths

The three high streets benefit from their central location, within walking distance from the West End and Hyde park, are well connected by public transport, resulting in high footfall that includes residents, national and international visitors.

All three high streets serve as an important strategic movement route for buses and vehicles, with Porchester Road providing access to the Westway and the Harrow Road.

- → 3 underground stations
- → 7 bus routes
- → 28,700 average daytime footfall



↑ Centrally located with excellent transport links and multiple public transport options, with strong daytime and weekend footfall



↑ Some existing Copenhagen crossing



↑ Proximity to Hyde Park and the West End enhances the area's tourist appeal. Source: domusnova



↑ Pocket of green on Five Ways, Westbourne Grove



↑ Alfresco dining activates streetscape on Westbourne Grove



↑ Wide footways on Queensway



↑ bike racks located to provide parking and pedestrian safety



↑ Clear pavements on Westbourne Grove

8.1 Movement and public realm

Challenges

All three high streets significantly lack public spaces to sit, pause and dwell. This results in users of the high street having to purchase something in order to stop and sit. This can also be a particular challenge for older residents with long walking distances between destinations, shade and shelter.

Westbourne Grove's success as a café and leisure destination conflicts with the street's narrow footways, high volume of large vehicles, and poor pedestrian crossings at the main junctions (Queensway and Five Ways), making pedestrian movement constrained and crossings intimidating. Narrow footways and lack of public space provide limited greening opportunities along the high street.

There are limited opportunities to implement segregated cycle lanes due to narrow carriageways. However, improvements to junctions would reduce cyclist collisions and improve safety.



↑ Limited places to sit, rest and dwell



↑ Small public space at Queensway (north)



↑ Lack of safe cycle routes



↑ Poor arrival experience at Queensway from Hyde Park









↑ Narrow footways, café spill-out and street furniture cause congestion and accessibility issues,

↑ Waste management issues, Westbourne Grove





↑ Vehicle dominated junctions creates a difficult pedestrian crossing and weak arrival experience to Westminster



↑ Insufficient crossing points compromise permeability and safety for pedestrians

8.2 Movement and collisions

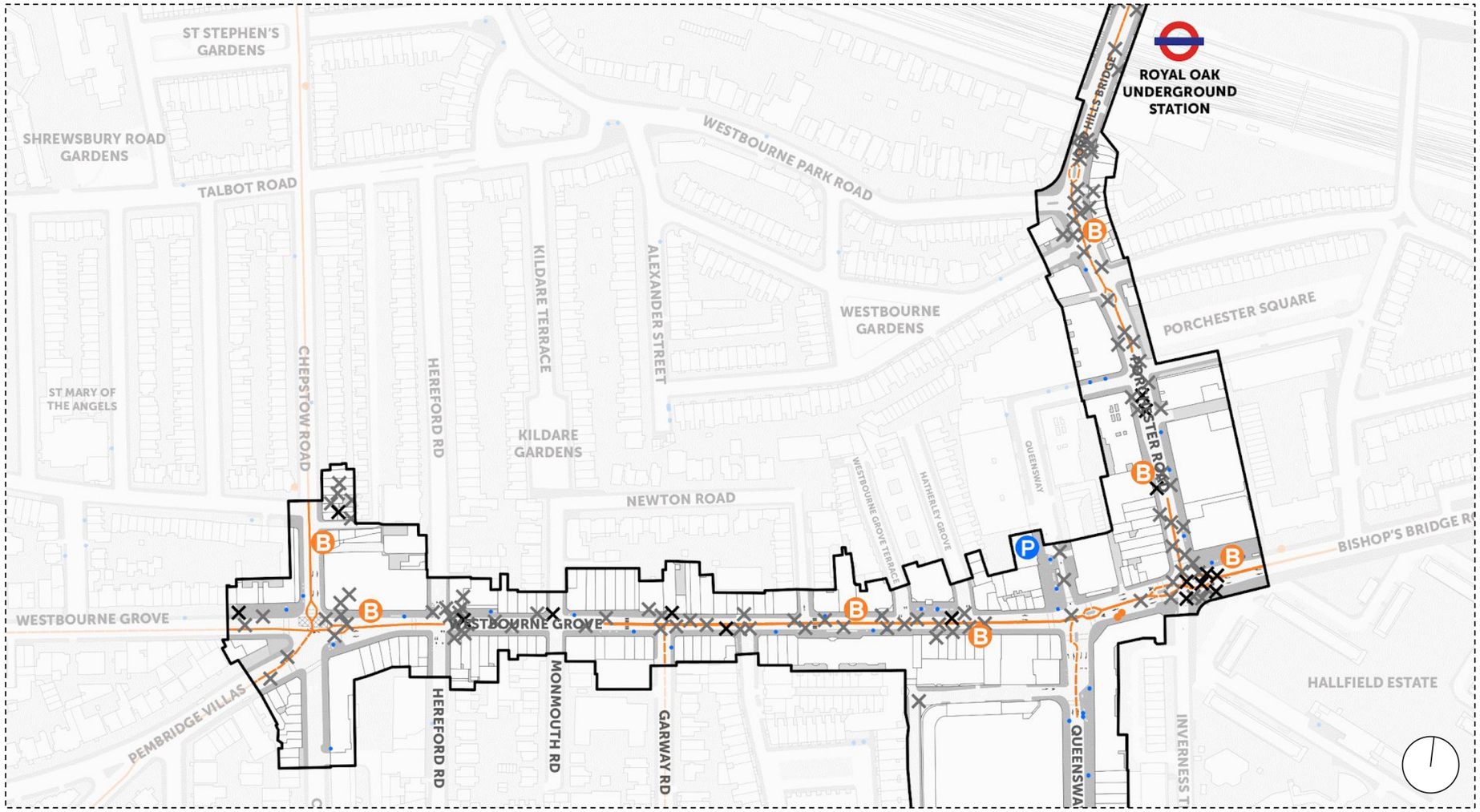
Westbourne Grove & Porchester Road

The map shows key transport links and recorded collisions for 2023.

The area is well serviced by buses (7, 23, 27, 36, 70, N7, N27) and Royal Oak underground station in Zone 2 (Circle and Hammersmith and City lines) resulting in a 4-6b PTAL rating.

On Westbourne Grove, collision clusters at intersections (particularly Hereford Road, Garway Road, and Westbourne Grove Terrace) suggest traffic management issues.

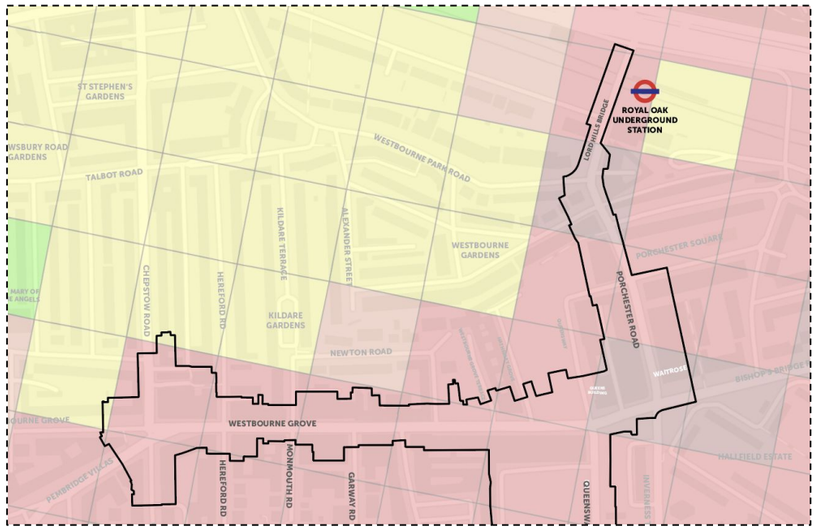
On Porchester Road, many collisions are concentrated near Royal Oak Station and Porchester Square.



↑ Transport data on Westbourne Grove and Porchester Road

Key

- Car parking
- Cycle parking
- Reported *slight* collision Nov. 2020 to Nov. 2025 *Data: TfL Road Safety data report*
- Reported *serious* collision Nov. 2020 to Nov. 2025 *Data: TfL Road Safety data report*
- Bus routes
- Bus stops
- Underground station



↑ PTAL rating for Westbourne Grove and Porchester Road

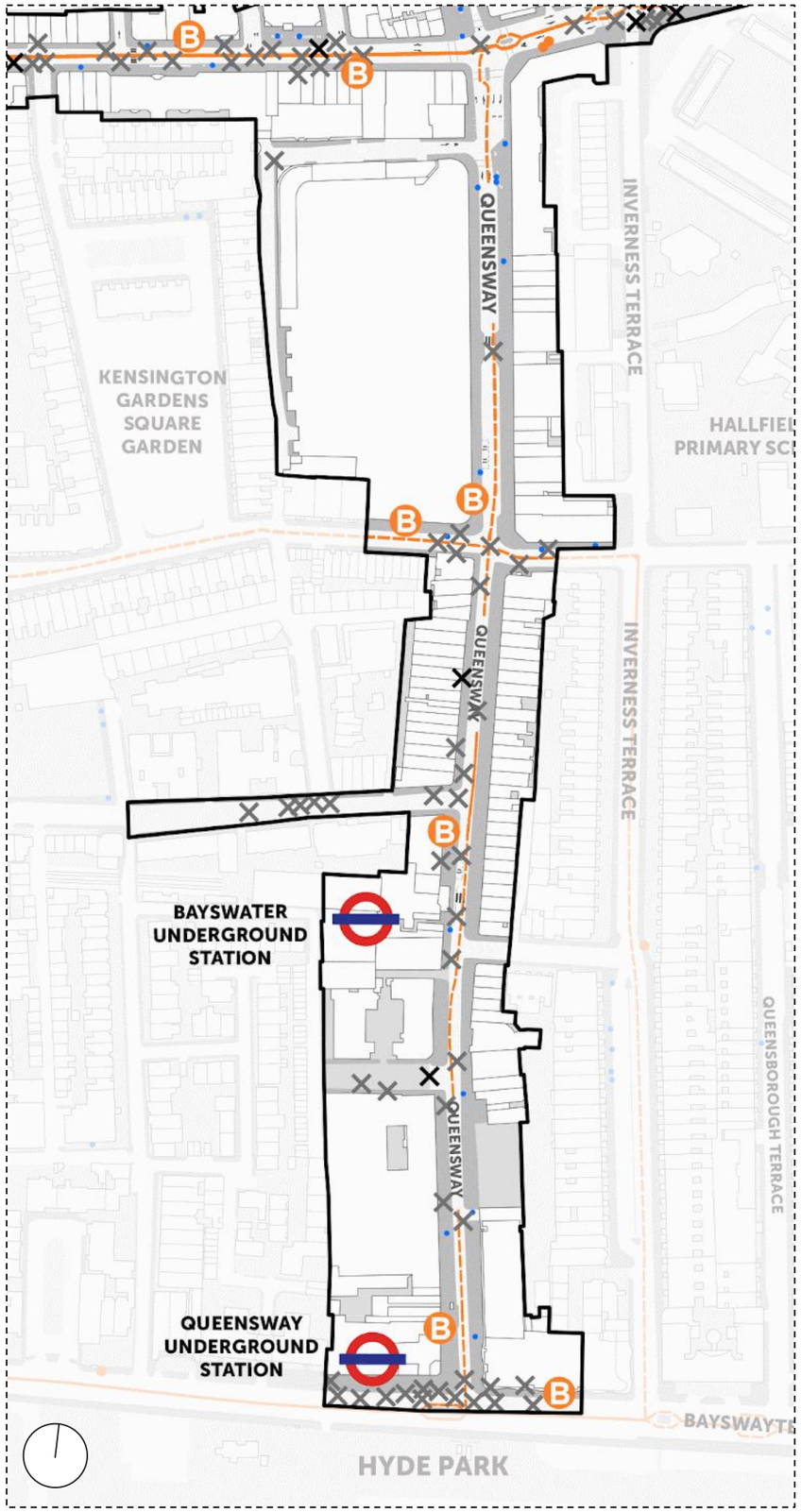
8.2 Movement and collisions

Queensway

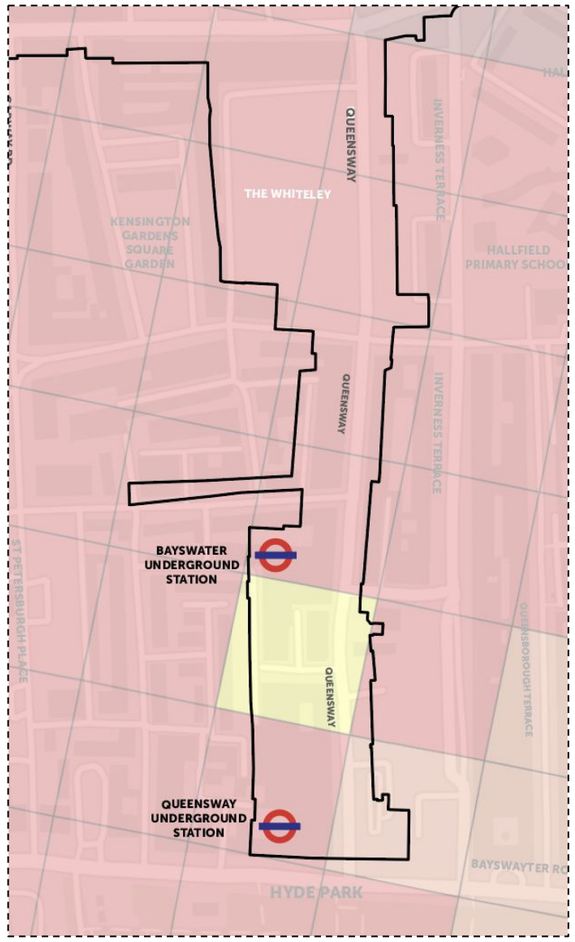
The map shows key transport links and recorded collisions for 2023.

The area is well serviced by buses (70) and two underground stations Bayswater (Circle and District Line) and Queensway (Central line) in Zone 1, resulting in a 4-6a PTAL rating.

Collision activities concentrated at the intersection with Porchester Gardens and near the Bayswater station. Many others at the intersection with Bayswater Road highlight the potential traffic management issues at that junction.



↑ Transport data on Queensway



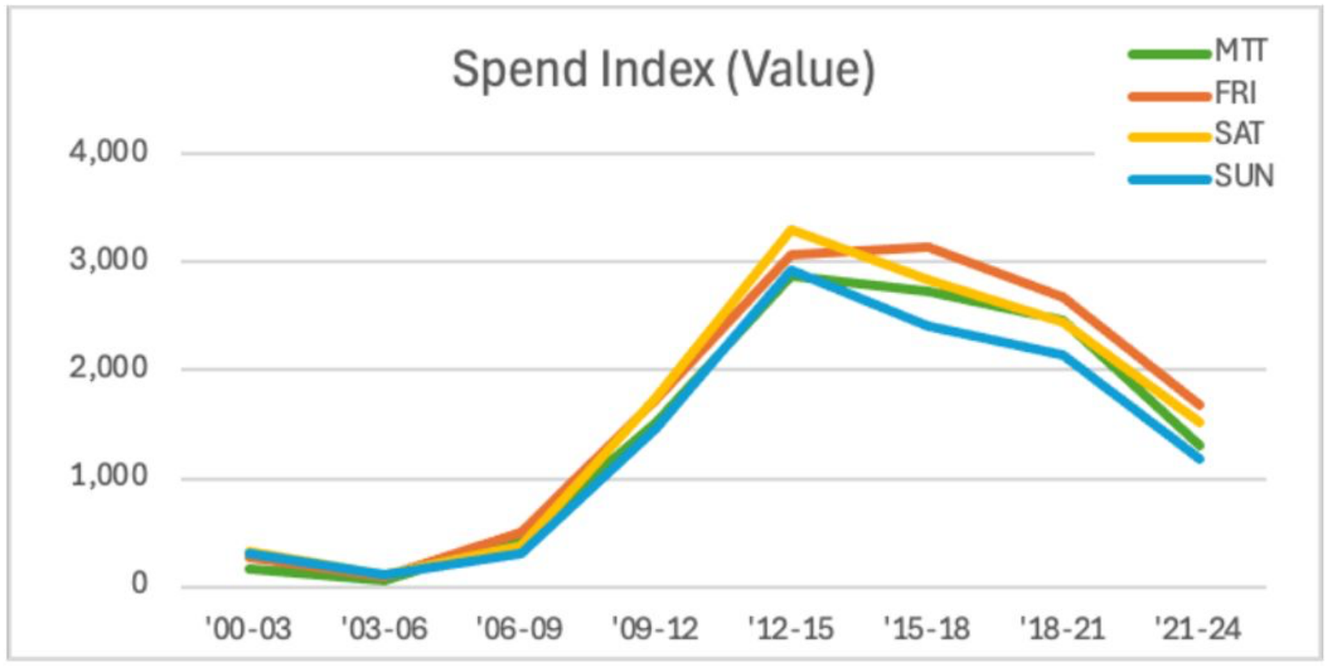
↑ PTAL rating for Queensway

8.3 Footfall and spend

Didobi, BT Mobility data identifies that Queensway, Westbourne Grove and Porchester Road are predominantly used by local resident, with a smaller number of visitors and workers. However, much of the offer on Queensway is targeted at visitors.

Praed Street has the highest overall daytime footfall of the Paddington – Bayswater high streets, due to the high number of visitors travelling through the area.

Spend is consistent across all days of the week, peaking at 12pm and 3pm.



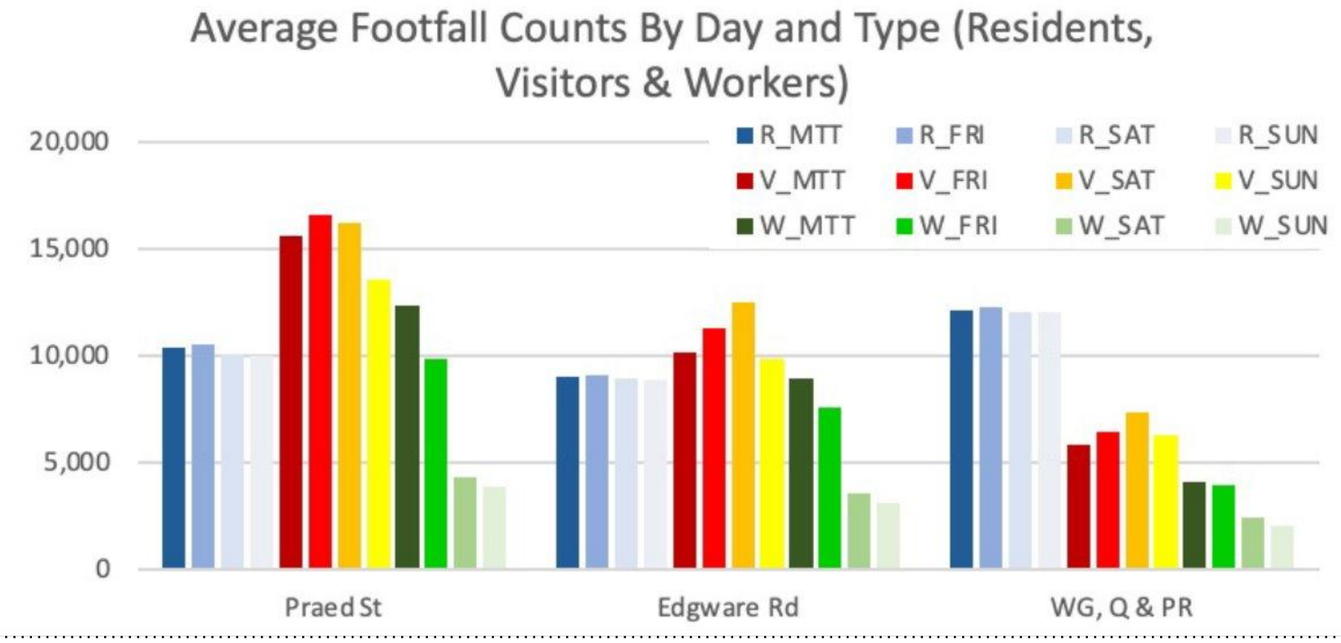
Key

V Visitors

R Residents

W Workers

↑ **Average footfall counts by day and type across Paddington** – Bayswater high streets. Source: Didobi, BT Mobility data



↑ **Spend data for Queensway, Westbourne Grove and Porchester Road**. Source: Didobi, Mastercard data

8.4 Heritage and character

Queensway, Westbourne Grove and Porchester Road sit across three conservation areas: Bayswater, Westbourne and Queensway.

Each street has its own character shaped by its architectural form and heritage. The area's rich architectural heritage and multicultural identity give each high street a distinctive sense of place. Georgian parades, Victorian terraces and historic civic buildings remain key assets. Building heights range from four to six storeys. Frontages are active across both sides of the high streets.

However, inconsistent shopfront quality, high turnover and under-celebrated landmarks weaken overall coherence. High tenant turnover and inconsistent upkeep fragment streetscapes, though Westbourne Grove is slightly better.



↑ Grade II* listed Porchester Hall and Paddington Library built in 1923-25 on Porchester Road



↑ Victorian parade on Porchester Road



↑ The Whitely on Queensway Looking down on Queensway from the roof © Veerle Evens



↑ Cohesive Victorian architecture on Queensway



↑ Post war architecture and Bayswater station



↑ T. Elliot and Sons building on Westbourne Grove



↑ 33-53 Westbourne Grove, five storey terrace



↑ The Baynards, 1 Chepstow Place, built in 1912 as an arctic fur store and textiles shop

8.4 Heritage and character

The area's character and charm is stemmed from its architectural heritage features.

However, it's notable that there is no public art across the three high streets. opportunity lies in commissioning artworks that celebrate the local stories and history of the area.

Community feedback has highlighted a desire for art that celebrates local heritage and stories or is functional, that restores a sense of place and provides amenity.



↑ Limited public art on the high streets leaves space for graffiti, Westbourne Grove





↑ Poor condition of Lord's Hill Bridge on Porchester Rd



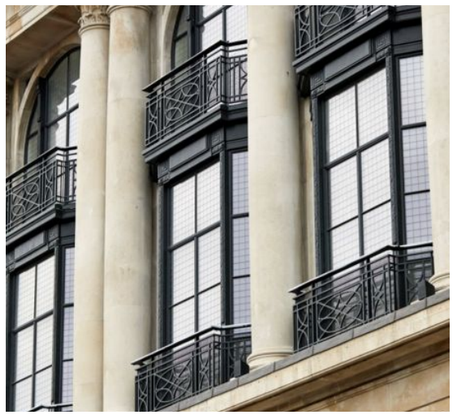
↑ Grade II listed 26 Westbourne Grove



↑ Grade II listed 26 Westbourne Grove



↑ Art deco Queens building on Bishops Bridge Road



↑ art deco Queens building on Bishops Bridge Road





↑ Whiteley's clock



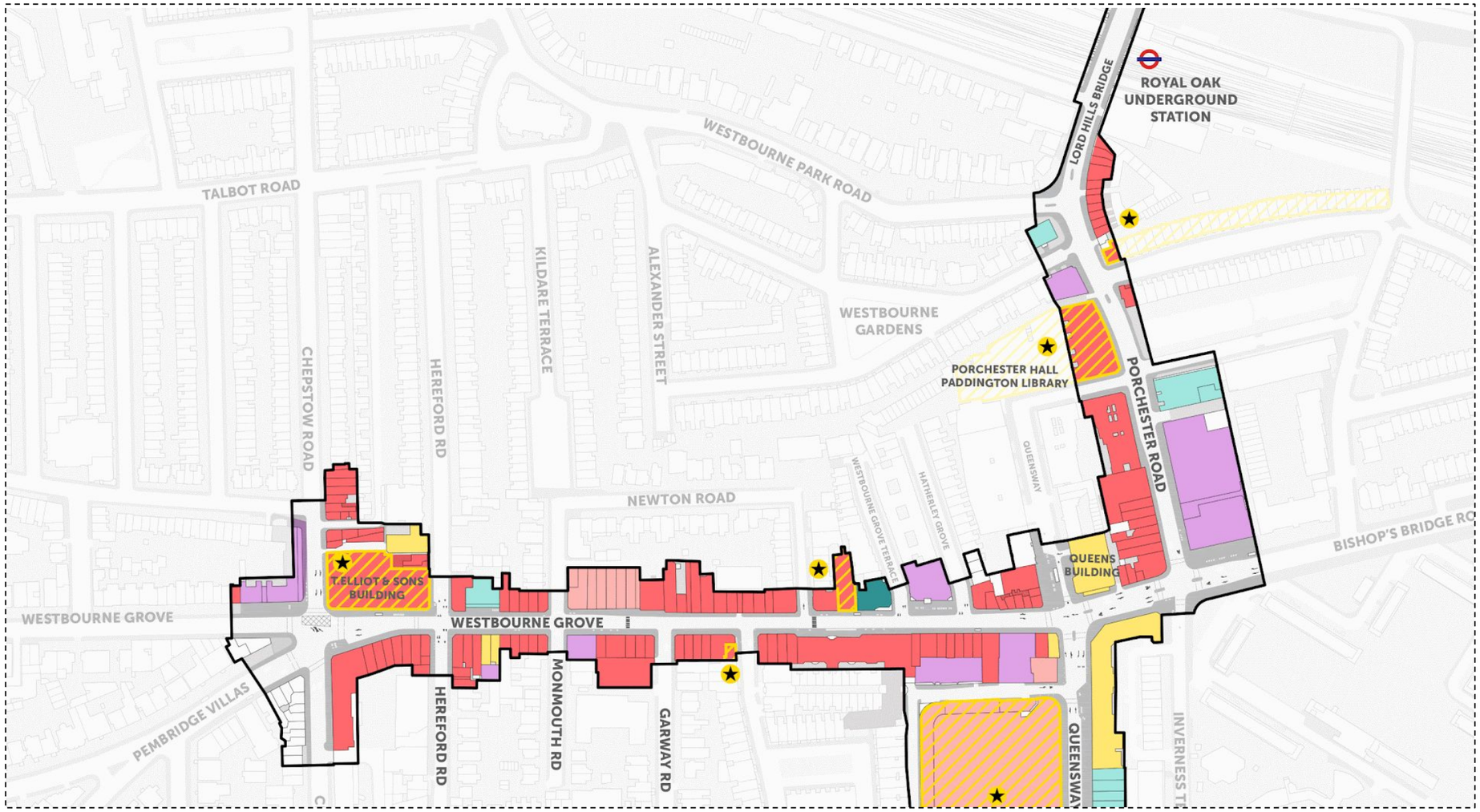
↑ Queensway public toilets

8.4 Heritage and character

Westbourne Grove & Porchester Road

The building typology across Westbourne Grove and Porchester Road is mostly made up of three to four storey Victorian historic terraces on both sides, built from 1840s. These are intersected with occasional recessed post-war and mixed-age inserts. This results in a strong sense of architectural cohesion and decorative features across the upper levels.

Buildings of merit include; Porchester Hall, the art deco Queens Building and T. Elliott and Sons building.



↑ Heritage assessment on Westbourne Grove and Porchester Road

Key

- Historic (Pre-1919)
- Mixed age (partly historic)
  Construction of mixed age with historic elements
- Interwar (1919 - 1944)
- Postwar (1945 - 1959)
- Sixties / Seventies (1960 - 1979)
- Modern (1980 - today)
- Mixed age (other)
  Construction of mixed age with elements from other periods
- Listed buildings



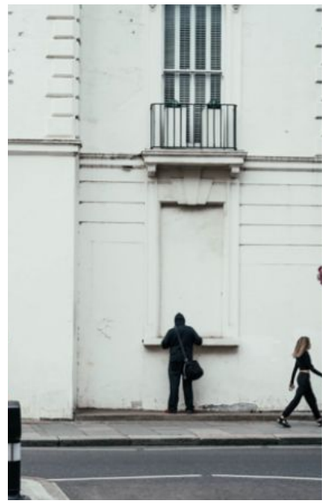
↑ The Queens building on Bishops Bridge Road



↑ Grade II listed 26 Westbourne Grove



↑ Porchester Hall and Paddington Library



↑ Grade II listed Gloucester Terrace

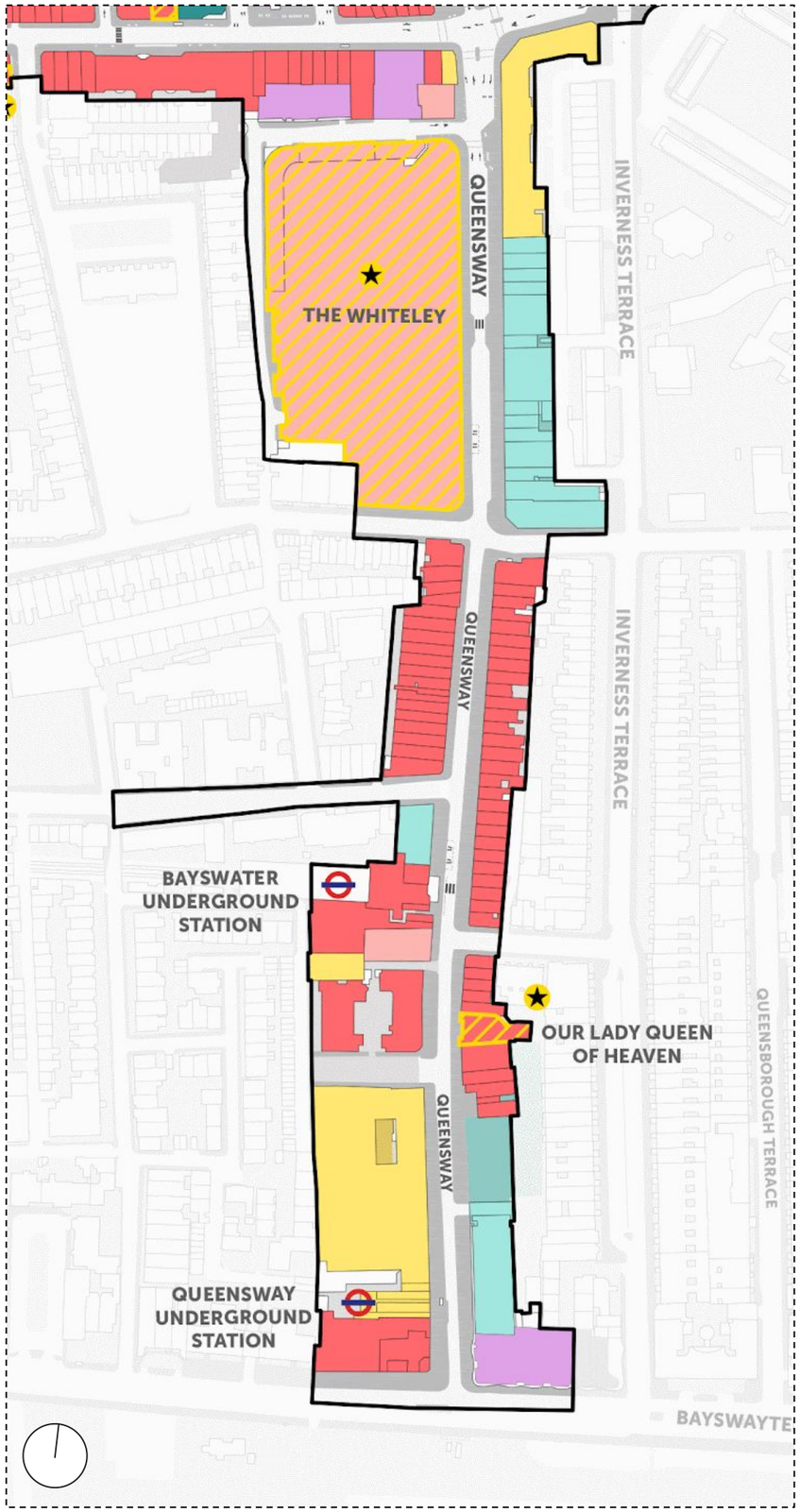
8.4 Heritage and character

Queensway

Queensway's architectural character dates back to the mid-19th and early 20th centuries when the area underwent significant urbanisation.

The central stretch of the street is the most cohesive lined with four to five storey historic terrace buildings.

At the north end, Whiteley's stands out as a local landmark with its grand Edwardian architecture colonnades and dome. In contrast, the post-war buildings opposite create a stark difference in character, resulting in a lack of overall cohesion for this section of the street. Interwar developments to the south also creates a break in cohesion with neighbouring historical buildings.



↑ Heritage assessment on Queensway

8.4 Heritage and character

Queensway

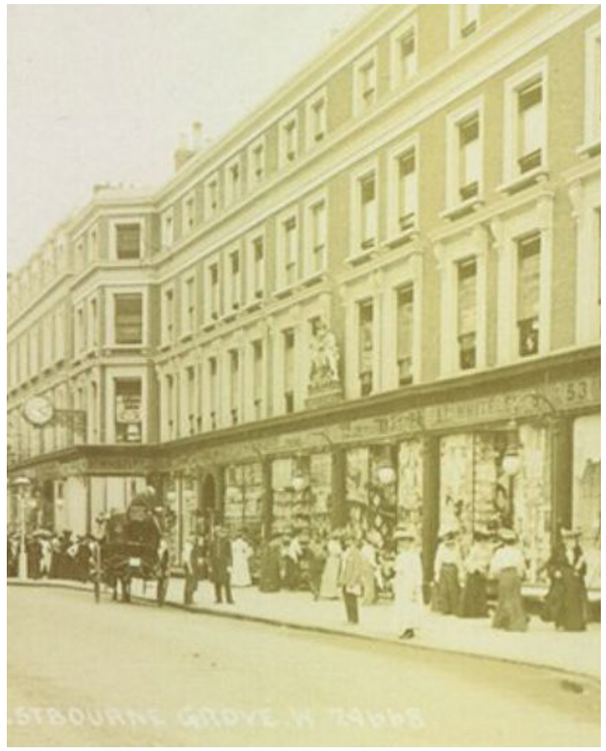
Shopping and retail have been integral to Queensway and Westbourne Grove since the 1800s with the establishment of Whiteleys

Founded by William Whiteley, inspired by the 1851 Great Exhibition, it began as a "Fancy Goods" shop on Westbourne Grove, expanding into a sprawling department store by the 1870s via strategic acquisitions.

In 1907, the Whiteley family opened a grand Edwardian building in 1911, featuring opulent architecture – colonnades, a domed roof, rooftop golf, and even a theatre – and becoming a symbol of middle-class leisure, even referenced in George Bernard Shaw's Pygmalion.

In the 1980s, the building was converted into a shopping centre under United Drapers Stores. Although Edwardian façade and design elements were preserved, it adopted contemporary features like a multiplex cinema and restaurants.

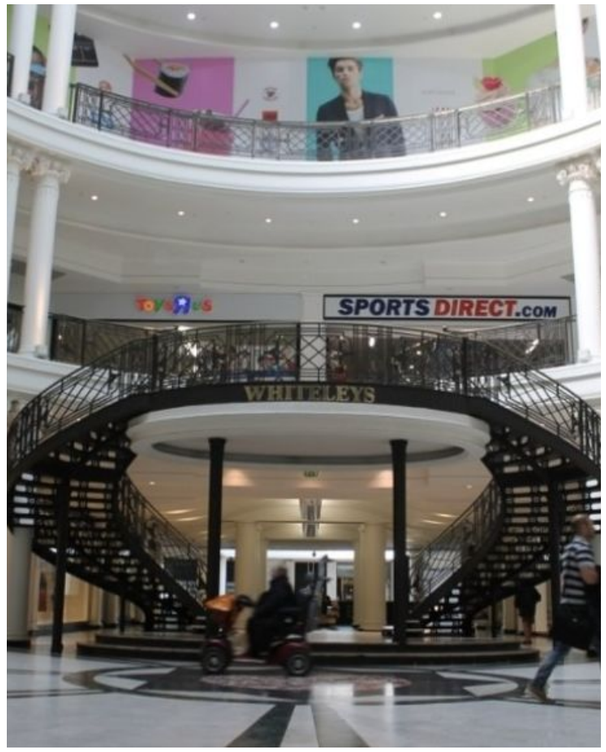
The 2008 launch of Westfield London in Shepherd's Bush, a vast, well-connected retail complex with over 300 stores, drew away Whiteley's customer base, resulting in the department store closure.



↑ Whiteleys original shops on Westbourne Grove, circa. 1886, Source: cemetryclub.wordpress.com



↑ Whiteleys department store in 1921 on Queensway. Credit: Heritage Images/Getty Images



↑ Whiteleys shopping centre. Source: Londonist



↑ The Whitely on Queensway today, post redevelopment

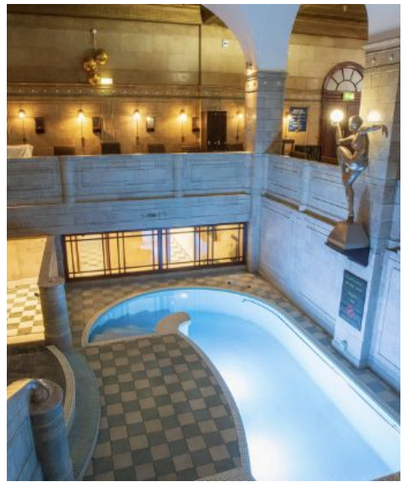
8.5 Activation

Across Westbourne Grove and Queensway, lively retail, food and leisure scenes animates the streetscape by day, supported by convenience, community and leisure provision at the Porchester Centre and Library on Porchester Road. 2023 Public engagement identified Westbourne Grove as a well-loved high street on account of its high-quality cafes and retail.

However, the area suffers from a fragmented identity. High number of souvenir shops currently dominate Queensway reducing the quality of offer. Although, Queensway has previously had a lively multi-cultural evening food scene, cultural evening activity is limited across the three high streets. The area boasts a rich history as the pioneer of leisure, still home to London's oldest spa and Turkish Baths – Porchester Centre, and Queens Skate Dine Bowl - the capital's first all-year indoor ice rink, opened in 1930. Community feedback noted the significant loss of Whiteley's department store, which served as a local anchor destination for the area. The cinema previously at the Queens building, was also noted as a loss. Community spaces are also limited.

- → 234 high street units
- → 41% leisure, 28% retail, 20% service
- → 5 - 21% fluctuating vacancy

Vacancy levels have improved on Queensway and Westbourne Grove reporting 21% in 2023 to 5% in 2025 (Co-Star April 2025)



↑ Local assets Porchester Spa, London's oldest spa and Turkish Baths



↑ Community provision at Paddington Library



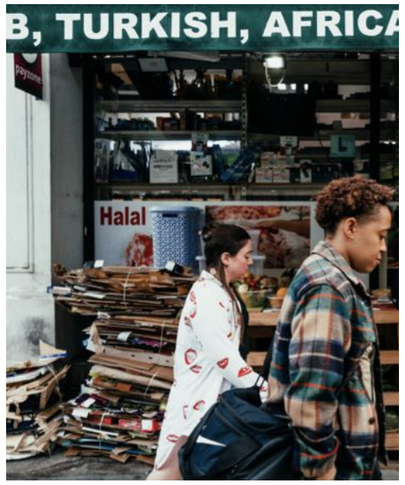
↑ Queens Skate Dine Bowl



↑ Evening dining economy Queensway



↑ High end café culture on Westbourne Grove



↑ Cluttered forecourts, Porchester Road



↑ High number of souvenir shops on Queensway



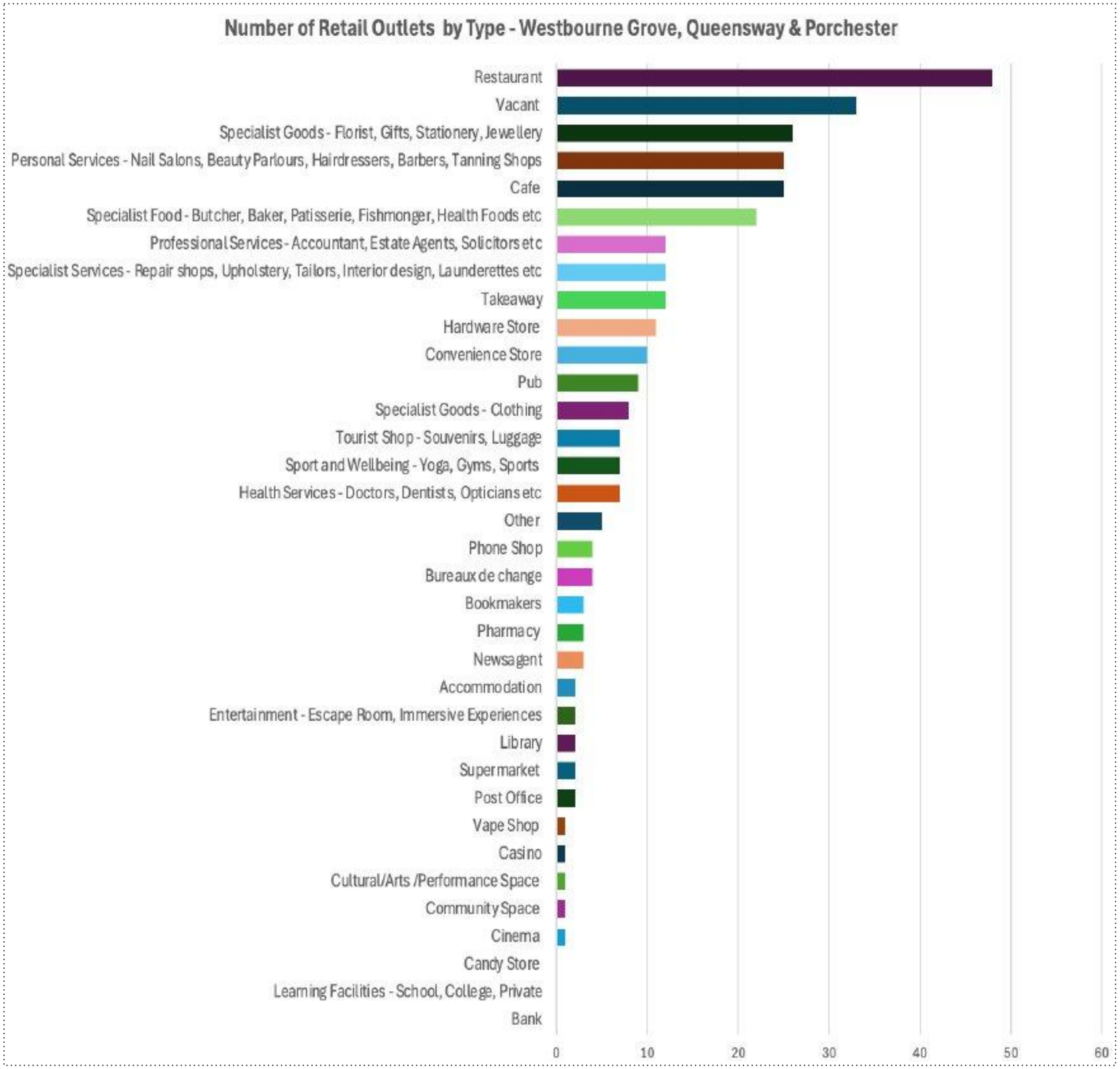


↑ Vacancy on Queensway

8.5 Activation

The table sets out the current mix of ground floor offer on Queensway, Westbourne Grove and Porchester Road from April 2025.

Whilst preparing this document there are a significant number new businesses scheduled to be opened on Queensway.



↑ **Number of ground floor outlets on Queensway, Westbourne Grove and Porchester Road.** Source: Local Data Company, Field Survey April 2025

8.6 Developments

Many major developments on Queensway are either already underway or granted or in planning.

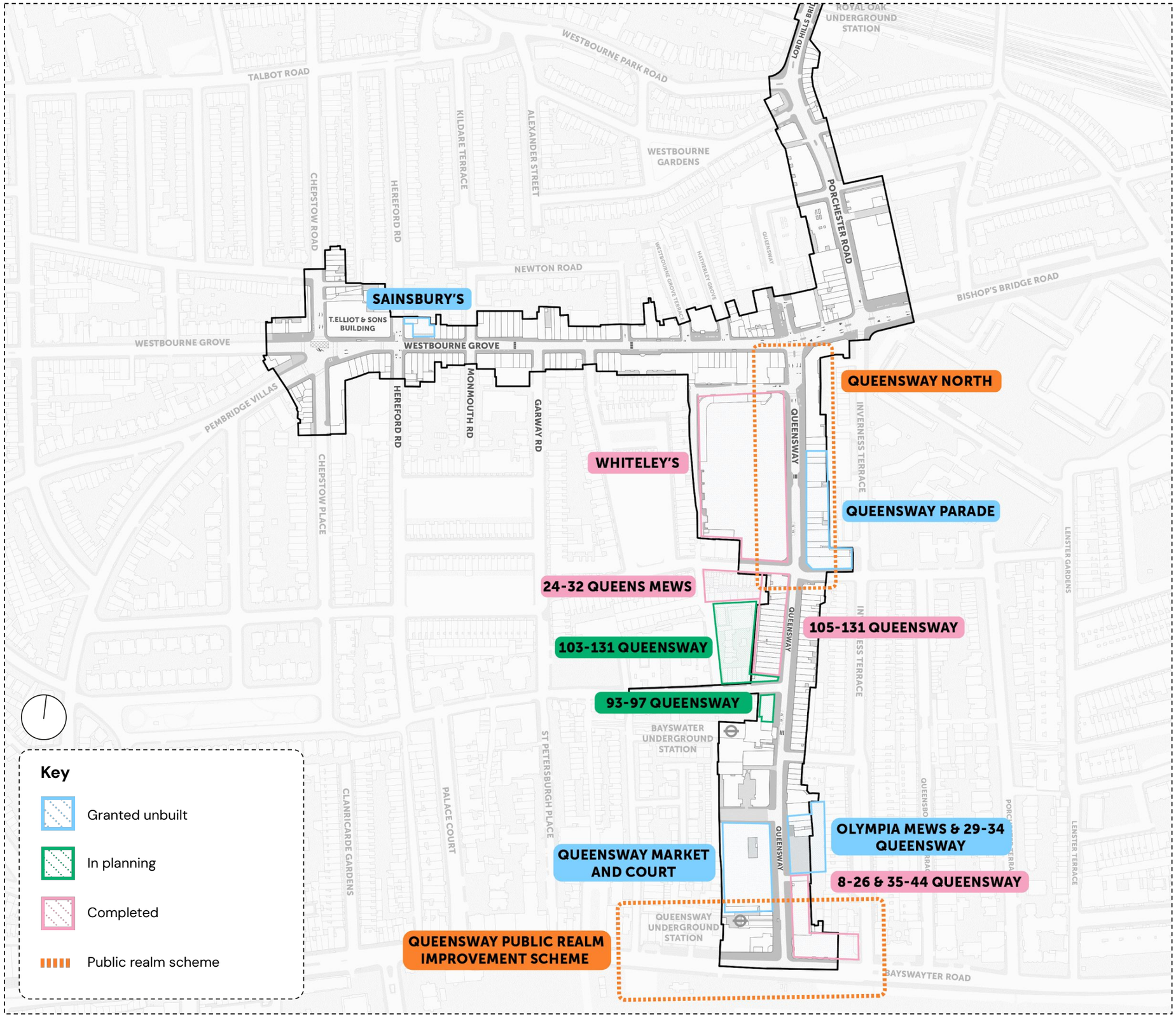
Notably the Whiteley's, 105-131 Queensway and Park Modern have recently been completed.

Planning permission has been granted for redevelopment of Queensway Parade, Queensway Market and 28-34 Queensway, which will complete the transformation at both ends of the street.

The redevelopments are being led by a mix of large private landowners.

These developments are complemented by public realm schemes – Queensway North and Queensway public realm improvement scheme led by Westminster City Council.

No developments are currently proposed on Porchester Road. A planning application has been grant for 86-94 Westbourne Grove, however, is yet to be implemented. Community engagement has taken play on a new draft proposal.



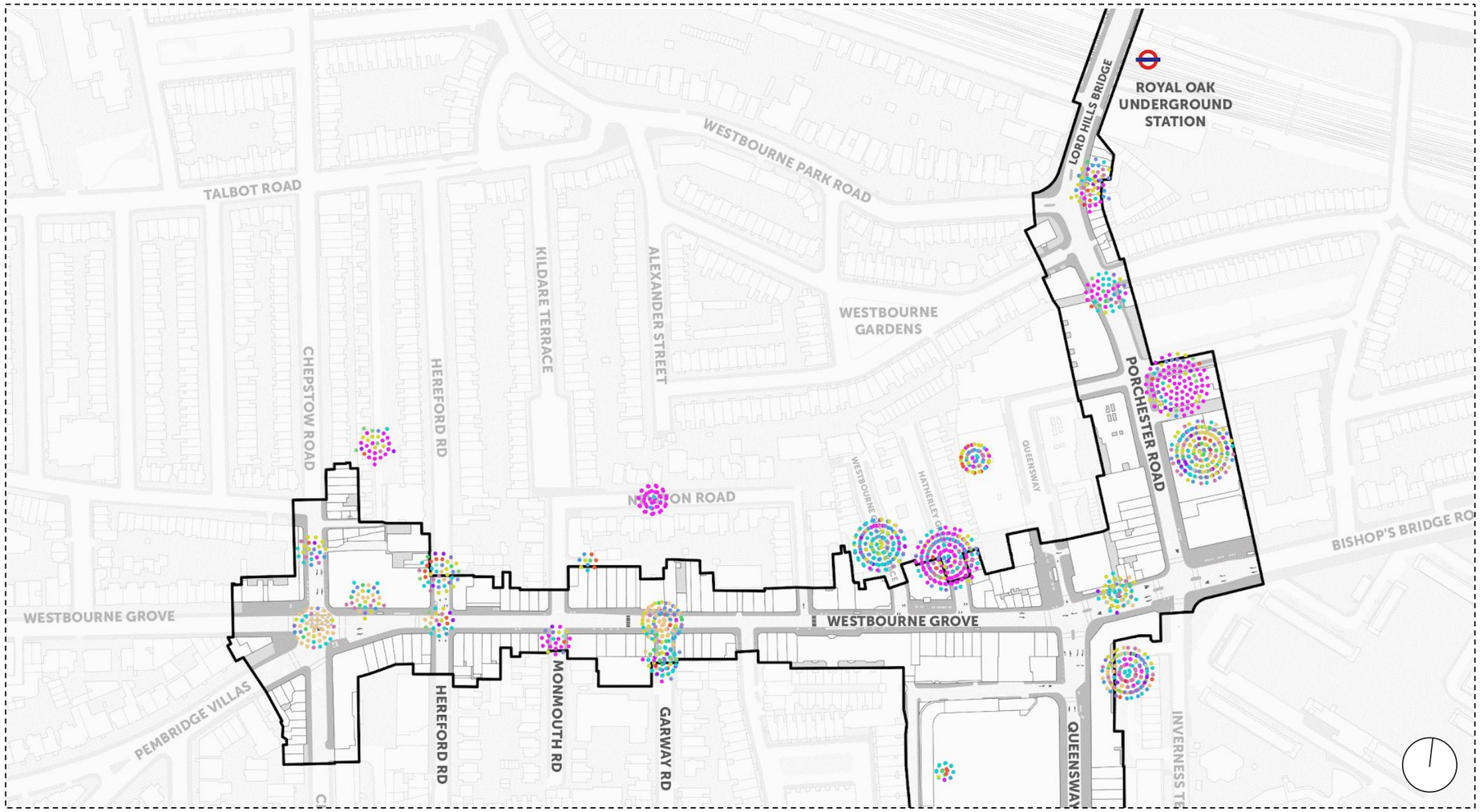
↑ **Development pipeline Queensway**

8.7
Crime clusters

Westbourne Grove & Porchester Road

Crime cluster along the street are showing at low levels for the national average with concentrations near Westbourne Grove Terrace and Hatherley Grove. Antisocial behaviour and theft as predominant crimes reported along with shoplifting on the Western end of the street.

Data sourced from the Met Police public database for the period January–December 2023.



↑ **Crime clusters data Westbourne Grove and Porchester Road (Year 2023)**

Key

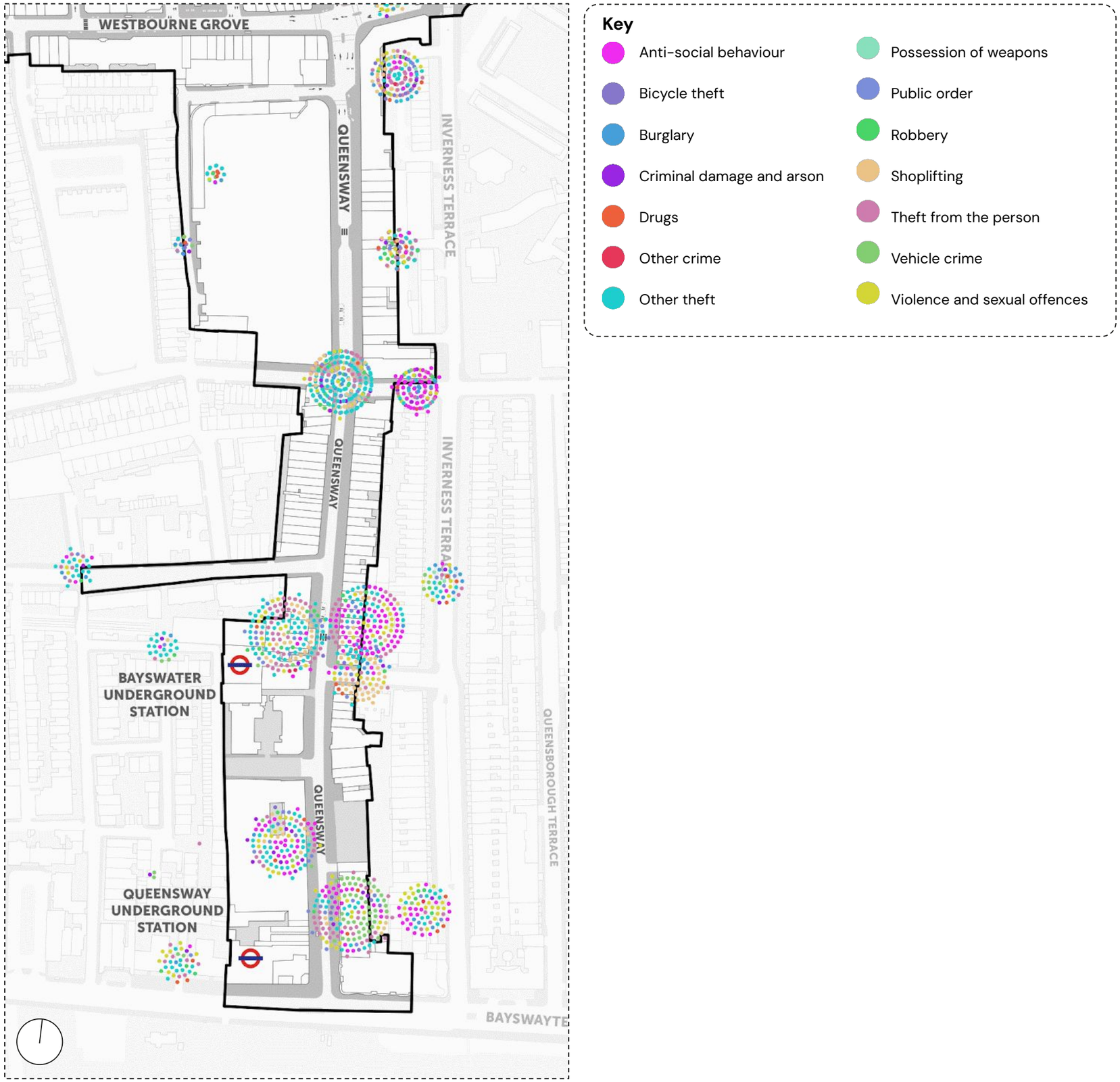
- Anti-social behaviour
- Bicycle theft
- Burglary
- Criminal damage and arson
- Drugs
- Other crime
- Other theft
- Possession of weapons
- Public order
- Robbery
- Shoplifting
- Theft from the person
- Vehicle crime
- Violence and sexual offences

8.7 Crime clusters

Queensway

Queensway recorded relatively high levels of crime (data from year 2023) with clusters near the stations where antisocial behaviour, violence, and theft were most common. Additional hotspots, mainly antisocial behaviour, were also recorded along and around Queensborough Terrace to the east of Queensway (top of the image).

Data sourced from the Met Police public database for the period January–December 2023.



↑ Crime clusters data Queensway (year 2023)

8.8 Focus locations

Historic photos of Queensway Junction and Five Ways.



↑ **Queensway Junction/ Westbourne Grove**. 1905 © Hulton Archive / Getty Images



↑ **Five Ways Junction on Westbourne Grove**

8.8 Focus locations

Queensway Junction

Queensway Junction strengthened 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.



↑ Queensway Junction

Challenges

1. **Poor pedestrian crossing:** the crossing feels unsafe for pedestrians due to traffic and poor crossing configuration
2. → **Lack of pedestrian comfort:** lack of seating, greenery, or amenities in the public space
3. → **Inactive frontages:** nearby shopfronts are vacant, detracting from the junction's potential.

Opportunities

4. **Improved public space** with a ped-cycle zone and opportunity for seating and additional greening
5. **Pedestrian-friendly crossing** with improved accessibility, comfort levels and safety
6. **Wayfinding and public art features** to inject a welcoming sense of arrival to the area
7. **Shopfront improvements**

8.8 Focus locations

Five Ways

Five Ways strengthened as a pedestrian-friendly space through an improved pedestrian crossing, integrated spaces to pause and rest and enhanced greening.

While respecting movement and public transport functionalities, the proposal transforms Five Ways into a focal civic hub at the heart of the neighbourhood, highlighting its local character as a quiet, walkable and sociable part of Westbourne Grove though public art and wayfinding features.



↑ Five Ways

Challenges

1. **Difficult and unsafe crossing**: queuing and crossing time not optimised in the current layout
2. **Poor pedestrian comfort levels:** cluttered footways and lack of seating and wayfinding
3. **Vehicle dominance:** traffic noise and pollution contributing to a stressful environment
4. **Poor sense of arrival**

Opportunities

5. **Pedestrian-friendly crossing** with improved accessibility, comfort levels and safety
6. **Spaces to pause and rest**
7. **Additional opportunities for greening** enhancing the existing greenery across the junction and improving air quality
8. **Wayfinding and public art features** to reflect Five Ways local identity and heritage