

Appendix 4: Cabinet Report – Oxford Street District Place Strategy and Delivery Plan

	Relevant strategies/aims/objectives	Place Strategy principles	Proposed Strategy
Healthy Streets for London	a. Accessibility for pedestrians from all walks of life	<ul style="list-style-type: none"> - Significant footway widening and decluttering will provide relief from over-crowding and improve accessibility for pedestrians and wheelchair users - Improvements to connectivity from key transport nodes will improve accessibility for pedestrians and wheelchair users. - Access to the street and district for buses and other modes that facilitate disabled access will be retained 	✓
	b. Ease of crossing	<ul style="list-style-type: none"> - Improve controlled crossings (number, location, accessibility, green man time, pedestrian delay) - Improve permeability at non-controlled locations by reducing volume and speed of vehicles, reducing crossing distances and improving crossing comfort 	✓
	c. Shade and shelter	<ul style="list-style-type: none"> - Improve greenery in the area including additional trees - Improvements to the quality of public spaces in the area, including connections to the existing garden squares 	✓
	d. Places to stop	<ul style="list-style-type: none"> - Improve access and connectivity to the public park/squares - Improve the cultural offer of the area - Increase the amount of footway space - Provide more spaces adjacent to Oxford Street that may be free of traffic or with restricted traffic that allow pedestrians to dwell 	✓
	e. Not too noisy	<ul style="list-style-type: none"> - Reduce the volume and speed of vehicle traffic in the district - Increase the provision for tranquil spaces 	✓
	f. People choose to walk or cycle	<ul style="list-style-type: none"> - Improve conditions for cyclists across the district with specific routes for cyclists that provide missing connections across the West End - Provide a programme of improvements to pedestrian routes, with more comfortable and pedestrian priority street designs and improved permeability - Provide improved wayfinding and design places to encourage visitors to discover the neighbourhoods surrounding the Oxford Street district on foot 	✓
	g. People feel safe	<ul style="list-style-type: none"> - Deliver a safe, sustainable and well managed environment - Detailed study of road safety issues leading to a carefully developed set of proposals to address existing road safety issues. - Consider likely future changes to transport use and demand for walking and cycling to design a streetscape that is flexible and fit for purpose to meet future challenges. - Lighting strategy to improve safety 	✓
	h. There are things to see and do	<ul style="list-style-type: none"> - Improve the cultural offer of the area 	✓

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	i. People feel relaxed	<ul style="list-style-type: none"> - Deliver a safe, sustainable and well managed environment - Wider and decluttered footways on Oxford Street and at key locations in the district providing improved ease of movement - Oasis spaces provided for resting and waiting - Fewer vehicles travelling at lower speeds within the district (20mph zones) - Significant increases in greenery 	✓
	j. Clean air	<ul style="list-style-type: none"> - Reduced traffic volumes, speeds and congestion within the Oxford Street district (details TBD) - Reduction of bus movements in the area (reduced routes and shorter – more efficient dead running arrangements). - Set ambitious targets for zero emission vehicles on Oxford Street including buses ie. all electric by 20XX TBD. - Measures that encourage walking and cycling. - Increase greenery in the area - Work with TfL, taxis and BIDs for cleaner fleet - ULEZ from April 2019 in the area - WEP freight strategy 	✓

	Relevant strategies/aims/objectives	Place Strategy principles	Proposed Strategy
Mayor Transport Strategy	a. Active, inclusive and safe travel	<ul style="list-style-type: none"> - Improve conditions for walking throughout the district with wider and decluttered footways, new and improved crossings that minimise pedestrian delay, better signing and wayfinding, areas to wait and rest, reduced traffic volumes at reduced speeds, specific safety measures, areas of pedestrian priority. - Provide a coherent and comfortable cycle grid network across the district – no removal of cycle access from Oxford Street. Provide a significant uplift in cycle parking. - Improve accessibility for all, taking advantage of accessible cross-rail stations, retaining accessible bus access to Oxford Street, providing improved disabled parking locations, accessible taxi ranks design and the development of a palette of streetscape design measures sensitive to the requirements of disability groups that will significantly improve the ease of movement throughout the district for all pedestrians and wheelchair users. - Integrated security 	✓

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	<p>b. Making more efficient use of the street network</p>	<ul style="list-style-type: none"> - Proposed flexible streetscape design approach making the most efficient use of Oxford Street and surrounding district streets. - Prioritisation of buses and pedestrians during peak times, access for taxis maintained 24 hours in areas with less pedestrian stress, access for taxis and goods vehicles late evening to late morning. - Dual use footway / loading pads providing footway space during peak pedestrian times & space for servicing off-peak. - Dual use taxi ranks providing loading space in the morning and taxi ranks in the evening. - Designed to facilitate ad hoc or seasonal events. - Freight strategy for the district (retiming and consolidation) - Flexibility to develop and adjust timing of operation to face changing demand patterns over time. 	✓
	<p>c. Improving air quality and the environment</p>	<ul style="list-style-type: none"> - Reduced traffic volumes, speeds and congestion within the Oxford Street district (details TBD) - Reduction of bus movements in the area (reduced routes and shorter – more efficient dead running arrangements). - Set ambitious targets for zero emission vehicles on Oxford Street including buses. I.e. all electric by 20XX TBD. - Measures that encourage walking and cycling. - Increase greenery in the area - Work with TfL, taxis and BIDs for cleaner fleet - ULEZ from April 2019 in the area - WEP freight strategy 	✓
Walking Action Plan	<p>Plan for inner London highlights measures that can help in central London, by:</p> <p>a. Creating attractive places to improve the experience of walking, and inspiring people to walk more</p>	<ul style="list-style-type: none"> - Improve access and connectivity to the public park/squares - Improve the cultural offer of the area 	✓
	<p>b. Tackling barriers to walking, including overcrowded and cluttered pavements</p>	<ul style="list-style-type: none"> - Decluttering the street to provide more room for pedestrians - Reduce overcrowding in Oxford Street by widening pavements 	✓

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	c. Facilitating interchange with public transport by improving dispersal from stations	<ul style="list-style-type: none"> - Improve connections between stations - Providing space outside busy stations 	✓
	d. Promoting walking as an alternative to crowded public transport and private vehicle use	<ul style="list-style-type: none"> - Improve conditions for walking throughout the district with wider and decluttered footways, new and improved crossings that minimise pedestrian delay, better signing and wayfinding, areas to wait and rest, reduced traffic volumes at reduced speeds, specific safety measures, areas of pedestrian priority 	✓
Vision Zero Action Plan	<p>No one to be killed in or by a London bus by 2030, and for all deaths and serious injuries from road collisions to be eliminated from London's streets by 2041</p> <p>(4 fatalities involving buses in 5 years pre-2016 on Oxford Street)</p>	<ul style="list-style-type: none"> - Specific safety measures responding to the detailed analysis of existing safety issues. - Upgrades to pedestrian and cycling facilities district wide considering safety as a priority. - Reduced traffic at reduced speeds on Oxford Street (20mph implementation) - Explore removal of traffic from most critical locations - Significantly reduce buses operating with limited speeds (below 20mph desirable to reduce fatalities) with audible and visible signals. Remove dead-running buses from sensitive locations. - Work with WEP to change the delivery & service fleet 	✓