

Appendix 3 – Place Strategy Principles

Principles for the District

1. Make the district inclusive, accessible and liveable
2. Support economic growth across the district and promote innovation and experimentation
3. Design for flexibility
4. Build from existing and connect the whole district
5. Prioritise pedestrians and value every space
6. Make the district better for cycling
7. Create beautifully designed streets, gateways and a diversity of public spaces across the district
8. Enrich the cultural life & identity of the district
9. Take every opportunity to add additional trees and planting, creating new green spaces and revitalising the garden squares
10. Take immediate steps to address management
11. Improve safety
12. Improve air quality and manage freight and servicing movements

Principles for Oxford Street

13. Diversify land use and extend the life of Oxford Street
14. Make Oxford Street spectacular
15. Embrace Oxford Street's role as an important transport corridor for the West End