

APPENDIX C: City for All and City Plan Policies

A City for All, 2018

This outlines Westminster City Council's ambition to create a city that benefits all its residents. This follows five themes:

- City of opportunity
- City that offers excellent local services
- Caring and fairing city
- Healthier and greener city
- City that celebrates its communities

Westminster City Plan, 2016

The current adopted policies are contained in Policy S7: West End Special Retail Policy Area (WESRPA). This states that the unique status and offer of the West End Special Retail Policy Area as a global shopping destination should be maintained and enhanced through:

- Improved retail space;
- Appropriate retail growth throughout the WESRPA, including provision of A1 retail along the Primary Shopping Frontages at least at basement, ground and first floor levels;
- Improved pedestrian environment to manage the significant pedestrian flows and address the adverse impacts of pedestrian congestion in the Primary Shopping Frontages;
- Improved public transport provision and access to it, including Crossrail stations at Tottenham Court Road and Bond Street;
- Development of Oasis Areas of rest, including seating areas, and A3 café and restaurant uses where appropriate in terms of scale and location, to support the main retail areas in WESRPA;
- Improved linkages to and from surrounding retail areas and visitor attractions; and
- Provision of appropriate service uses where they complement the shopping environment.

Similarly, Policy S5 concerning the Tottenham Court Road Opportunity Area requests A1 retail use at basement to first floor level for all frontages onto Oxford Street within the opportunity area, due to its role as the eastern gateway to the Oxford Street district.

The Oxford Street district falls into two Stress Areas, West End and Edgware Road, identified in the City Plan as areas where a saturation of night-time entertainment uses limits new uses.

These policies are in the process of being revised and a new City Plan was published for consultation in November 2018.

Westminster City Council consulted on a new draft Plan in November and December 2018. The City Council consulted on a new draft City Plan in November and December 2018. One of its aims is to enable local high streets to adapt to changing circumstances and to thrive in the future. Oxford Street is an international shopping centre and expectations for the quality and range of retail and entertainment offers are that they should be world class. The new draft City Plan will help to deliver this. The new draft policy proposed a change in approach that would create a lot more flexibility for change of use in response to the changing nature of retailing. It will seek to make high streets a destination for leisure and entertainment, whilst still maintaining the retail focus at its heart. This should help shopping centres to face the unprecedented challenges posed by online retailing, challenging sales figures and changing customer expectations in terms of a desire for exciting destinations and experiences.

The consultation on the City Plan attracted a large number of responses, providing a wide range of views on the suite of new draft policies. These consultation responses are being analysed and the policies amended accordingly before a second round of formal consultation takes place. Relevant policies are noted as follows:

- City Plan 2019 – 2040 Draft policies: <https://www.westminster.gov.uk/cityplan2040>
- Westminster City Plan (adopted 2016): <https://www.westminster.gov.uk/westminsters-city-plan-strategic-policies> and <https://www.westminster.gov.uk/unitary-development-plan-udp>
- London Plan (2016): <https://www.london.gov.uk/what-we-do/planning/london-plan/current-london-plan>