

Oxford Street District

The Three Sections of the Consultation

Westminster City Council's consultation contains three sections.

Section One

This comprises twelve principles for the district and three specifically for Oxford Street. These are:

1. Have easy access for all to a beautiful, safe, clean, well-managed and improved district
2. Support economic growth across the district
3. Design and manage the district for flexibility
4. Enhance the area's remarkable assets and improve connections in the district
5. Prioritise pedestrians
6. Make the district better for cycling
7. Create beautiful streets and public spaces across the district
8. Enrich the cultural life of the district
9. Create much more green space, including many more street trees
10. Have an improved management plan to ensure the district is safe and well maintained
11. Improve safety
12. Improve air quality

Three principles are specific to Oxford Street:

1. Offer a wider range of attractions beyond traditional shopping
2. Make Oxford Street spectacular
3. Embrace Oxford Street's role as an important transport corridor for the West End

Section Two

This comprises elements of the Place Strategy to put the principles into practice. These are:

- Mix of land uses
- Streets and spaces
- Proposed operational approach
- Transport – Walking – Buses – Cycling – Vehicle access – London taxis – General traffic – Goods vehicles, servicing and deliveries – Road safety – Coaches – Air quality – Management – Accessibility for all
- Wayfinding and legibility
- Amenity
- Play
- Architectural quality
- Materials

- Lighting
- Landscape
- Culture and public art

Section Three

This comprises the Delivery Plan which looks in detail at nine zones:

- A. Marble Arch, a historic asset for the district, is the gateway to Oxford Street, Hyde Park, and the west, playing a critical role in movement through the centre of London
- B. A number of flagship stores are located here, as well as hotels, connecting with neighbouring residential areas
- C. Home to the world-famous Selfridges department store, Oxford Street connects Baker Street and the Mayfair streets of Duke Street, Orchard Street and North Audley Street
- D. Connects south Marylebone with the heart of Mayfair, Bond Street and the new Elizabeth Line, it is characterised by a network of historic streets
- E. The Cavendish Square to Hanover Square connection – providing links to green spaces and the new Elizabeth Line
- F. Oxford Circus, the set piece adjoining Oxford Street and Regent Street is an iconic destination and unique arrival point for many visitors to the district
- G. Characterised by the concentration of flagship stores it also provides connections through its side streets to East Marylebone into the north and Soho in the south
- H. This zone plays a key role in connecting Soho and Fitzrovia, and facilitating movement across the district and beyond with its new connections to the Elizabeth Line, with a diverse range of smaller shops and cafés
- I. This is a primary gateway to Oxford Street and arrival point from the new Elizabeth Line, linking the district with Tottenham Court Road and Bloomsbury, New Oxford Street, Holborn, St Giles, Seven Dials, Covent Garden and Charing Cross Road