Further opportunities for the second stage of the transformation of Oxford Street
Contents

This document sets out opportunities for the second stage of the transformation of Oxford Street's public realm, which are described in the following sections:

1. A staged approach to the design and implementation of the public realm's transformation
2. What is the justification for the urban design principles that will guide the design of the second stage of transformation
3. How the first stage of the public realm's transformation will inform the second stage
4. What the process is for developing the second stage of transformation
5. Looking across the district street by street:
   - what are the existing issues
   - what are the potential opportunities that transformation offers

Note: This document is to be read in conjunction with Oxford Street Public Consultation material November 2017
Introduction

1. A staged approach to the design and implementation of the public realm’s transformation

The transformation of Oxford Street and the surrounding district to create an identifiable district within the West End is an ambitious and challenging prospect, but one that is an immensely exciting opportunity to address its long standing issues that will create a unique place for today and fit for the future. A place that is not only to live, work and visit but also celebrating culture and social interaction.

The scale and complexity of the project is such that time is needed to develop a comprehensive masterplan for the district, therefore the transformation is being approached in two stages.

STAGE 1

The bases for the transformation of Oxford Street will be established in the first stage. The changes to how traffic (buses, taxis and service vehicles) moves through and accesses the district enables new public spaces to be created on Oxford Street while maintaining north - south traffic routes.

These changes mean that the pedestrian experience of being on Oxford Street will alter dramatically from a vehicle dominated space with all the negatives impacts of crowding, pollution and safety to that of being in a place for people who will be able to move freely, with places to rest, that is accessible and welcoming to all.

The transformation of Oxford Street not only addresses the traffic issues but also rationalisation of its associated street clutter, the existing carriageway can be raised to provide a consistent accessible surface and the inclusion of a range of public art interventions and cultural events will celebrate the start of its transformation.

STAGE 2

The process of transforming Oxford Street’s public realm will continue after the first stage. The focus of the second stage will be to develop an integrated district.

The second stage will demonstrate how a multi-disciplinary approach to the design and use of the public realm at a district-wide scale will be the catalyst for its successful transformation and reflect the agendas of ‘Healthy Streets for London’ (TfL 2017) and the Mayor’s Good Growth by Design (2017).
### Design Principles

#### 2. What is the justification for the urban design principles that will guide the design of the second stage of transformation

The ‘Oxford Street District’ reflects the area of public realm transformation which is defined by Wigmore Street to the north, Brook Street to the south, Regent Street to the east and Edgware Road / Park Lane to the west. A detailed site analysis of the area has enabled a set of Urban Design Principles to be established that aim to respond to the issues and opportunities within the District.

### Design Vision Statement

Transform Oxford Street into one of the world’s best public spaces which, together with its wider district, offers a multi-layered experience that combines commerce with culture, art, and play while continuing to provide pleasant places to work and live.

<table>
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<tr>
<th>URBAN DESIGN PRINCIPLES</th>
<th>RATIONALE</th>
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| Strengthen the identity and coherence of Oxford Street and its surrounding streets and spaces | - The historic impact of Oxford Street as a key east west vehicular link has severed its north and south neighbourhoods. This has resulted in a zone of underused street and spaces enclosed by inactive blank facades immediately off Oxford Street  
- Oxford Street with its immediate zone of backs and underused spaces has created a disconnect from the historic Great Estates  
- There is a retail mono culture fronting on to Oxford Street which has limited active frontages from developing on adjacent streets making potential routes off Oxford Street unattractive  
- The existing public realm lacks the quality to unify the eclectic architecture along Oxford Street with few listed building despite the number of adjacent Conservation Areas  
- Existing public realm design policies have been applied in consistently across the District |
| Create a greener environment | - The narrow footways and the locations of statutory services have limited space to accommodate trees  
- Historically there were few street trees planted in the District  
- Where there has been tree planting especially on Oxford Street many are now too close to the buildings resulting in leaning of the canopies, others have affected the pavement through shallow root growth and are not thriving  
- The London Squares within the study area provide the green infrastructure but there is a lack of green corridor connections  
- There is a lack of alternative greening such as planters to soften the environment |
| Refine hierarchy of streets and spaces | - Traffic dominance throughout the study area has compromised the expression of a spatial hierarchy that is suitable for pedestrians  
- The lack of spatial definition has resulted in an poorly connected public realm that lacks legibility |
## Design Principles

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| Improve connections within the District | • Oxford Street, St Christopher’s Place, James Street, South Molton Street and Bond Street are the main destinations within the study area, which experience concentrated pedestrian use  
• The location of the street trading kiosks and other streetscape elements has resulted in restricted sightlines and subsequent pedestrian use from Oxford Street decreasing permeability across the study area  
• Limited pedestrian use of the side streets has restricted their activation and attractiveness as a thoroughfare  
• Limited visual permeability into the side streets and their subsequent underuse discourages exploration and reduces understanding of the area.  
• Lack of spatial clarity and legibility limits the understanding of proximity to nearby cultural or retail destinations  
• Cavendish Square despite being so close to Oxford Street is poorly connected for pedestrians and isolated from its historic surroundings. |
| Create an accessible and welcoming place | • Inconsistent layout of crossing points and application of tactile materials restricts legibility and accessibility  
• Overcrowding of footways makes it difficult for wheelchair users and those with visual impairments to navigate  
• Inadequate signage and wayfinding elements do not enable alternative more comfortable routes to be used to and from key destinations  
• Limited streetscape facilities such as seating, shelter and public toilets  
• Lack of calm, green spaces to relax and rest away from the intensity of Oxford Street  
• Location of street furniture and cycle parking create obstacles and trip hazards |
| Evolve a place of culture, play & activity | • The intense focus on retail along Oxford Street has created a monoculture that has excluded the inclusion of attractions for other visitor groups  
• Limited ground floor uses in combination with inactive and blank facades has resulted in few opportunities to activate streets and spaces  
• Predominance of vehicles across the district and narrow footways restrict the inclusion of events and public art installations  
• Both lack of space and quality of the public realm within the district to provide activation with playful features  
• The cultural institutions such as The Wallace Collection, Royal Academy of Arts, the Handel Museum & Wigmore Hall have not been promoted as part of what the district has to offer beyond that of shopping |
3. How the first stage of the public realm’s transformation will inform the second stage

It is anticipated that the first stage will be completed before the opening of the Elizabeth Line on 9 December 2018. As the first stage beds in, analysis and design development will take place before the second stage is implemented. The phased approach to delivery provides the opportunity to review aspects of the first stage which will inform and enhance the design of the second stage.

The first stage of the transformation of Oxford Street and its district enables an assessment of what works and what does not work so well, what needs to be improved and what else can be done to realise the opportunities created by transformation, which could include the following:

What can be tested in the first stage of Transformation

- Seating locations and types (formal & informal)
- Planting and greening proposals
- Water feature locations & type
- Locations for public art
- Hostile vehicular measures
- Types of events / activities and their locations
- Playfulness elements forms / locations

What can be learnt from the first stage of Transformation

- Comments from residents, stakeholder & retailers
- Potential changes in land uses, especially night-time economy
- Potential infrastructure/ design requirements for the events
- Pedestrian movement patterns through the district at different times
- Impact of events on pedestrian movement patterns
- How effective signage has been
- Have there been issues of people not finding destinations legible
- How are the security hostile vehicular measures (HVM) on the side streets working
- Accessibility comments, where and what are the issues
- Management issues
4. What the process is for developing the second stage of transformation

A public realm master plan is a document that sets out a strategy to improve the streets and spaces of a place based on an iterative process between a design team and the community and key stakeholders.

This project provides a unique and exciting opportunity to use the public realm as a catalyst:

- to make the District coherent while retaining and celebrating its wealth of architectural heritage and unique urban qualities
- to enhance and re-interpret Oxford Street as an international landmark
- to create a people orientated place that is accessible and easy to navigate
- to encourage and attract informal and cultural events
- to integrate with proposed third party schemes within and around the District

The Process

1. The development of a public realm strategy is based on robust site analysis that includes historic development, townscape qualities, land uses, pedestrian, cycle and vehicular movement, location of street clutter, accessibility issues, existing trees and green spaces, underused spaces, existing paving materials and those associated with new developments
2. Explore how existing Design policies inform the public realm strategy
3. Explore and understand opportunities and issues within the existing public realm
4. A range of public realm design principles are being developed which will evolve design responses to specific areas within the District
5. At each key stage there would be a series of community and stakeholder workshops that will inform the emerging public realm strategy and its design principles.
6. Reviewed by leading urban design professionals to ensure the proposals are responding to current thinking
7. Once a draft public realm strategy is agreed then the means of shaping its delivery will be established through a series of discussions on key elements such as creating a spatial hierarchy, applying a vocabulary of paving materials, tree planting locations, street furniture rationalisation, formal and informal seating, lighting strategy, aspect of playfulness what and where, means of actual and intuitive wayfinding, events spaces and locations for public art, evolving security advice and its implication to the public realm
8. Throughout the process plans and diagrams are used as the basis for discussion to illustrate ideas and to record comments. These are not a design for the streets and spaces.

The Public Realm Strategy

This document provides an initial analysis of how the design principles can be applied to a transformed district, identifying the potential opportunities and solutions suitable for the streets and spaces.
5. Looking across the district street by street:
- what are the existing issues,
- what are the potential opportunities that transformation offers

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**Masterplan Areas**

1. Oxford Street - Selfridges
2. Oxford Street - Bond Street
3. Oxford Street - John Lewis
4. Oxford Circus
5. Wigmore Street
6. St Christopher’s Place & James Street
7. Stratford Place
8. Marylebone Lane
9. Henrietta Place
10. Old Cavendish Street
11. Cavendish Square
12. John Prince’s Street
13. Woodstock Street & Dering Street
14. Davies Street
15. Binney Street & Gilbert Street
16. Brown Hart Gardens

Other proposed / under construction public realm schemes
**Oxford Street Transformation**

**1. Oxford Street - Selfridges**

**Current Situation**

- Selfridges zone is dominated by a number of vehicles: buses, taxis & pedicabs
- Pinch points created by bus bays, the line of trees & seating that are set back from the kerb
- Constant heavy traffic flow obliterates views and ease of pedestrian access across Oxford Street
- Cluttered environment on the footways reduces pedestrian space

**Opportunities**

- Improve setting that complements the significance of this iconic building facade
- Rationalise street furniture & tree planting to improve pedestrian movement and accessibility
- Improve visibility of entrance to Selfridges
- Rationalise street trading kiosk locations to allow views from the side streets to Oxford Street
- Create space for people to meet and relax
Design Rationale

Pedestrianisation of Oxford Street provides potential opportunities to transform the space from a traffic dominated street to a high quality public space. North - south vehicular routes Orchard Street and Duke Street create thresholds into the Selfridges area. Pedestrian crossings will be widened and improved to accommodate increased pedestrian flow.

- Opportunity to create a setting that complements the building’s iconic facade
- Sequence of spaces, a piazza space outside Selfridges to appreciate the building and provide views of Brown Hart Gardens.
- To create a re imagined garden square
- Formal tree planting defines spaces either side of main entrance
- Bespoke seating between the trees will enhance the experience of being within the space
- Water fountains can be playful focal points within the new space
- Ambient lighting between the trees will reinforce the variety of spaces
- New street lighting will enhance the night time experience
- Decluttered streets to south allow for improved connections & views from Brown Hart Gardens
- Improvements to the side streets to complement transformed Oxford Street and relationship with The Grosvenor Estate
- Provision for emergency access
- Opportunity for adaptable space for arts and events
- HVM measures included

Sloane Square, London
2. Oxford Street - Bond Street

Current Situation

- Entrance to Bond Street Station is obscured by clutter on the footways
- Public realm outside Bond Street Station on Marylebone Lane nearing completion
- Bus bay within narrowest part of Oxford Street results in creating pinch points on the footway space

Analysis

Analysis of the current situation includes:

Opportunities

- Improve pedestrian environment outside tube stations
- Rationalise street furniture
- Encourage walking and intuitive wayfinding through new paving approach
- Create sense of arrival at key interchange
- Open views to the side streets and station entrance
To create a gateway to Oxford Street at this key transport node that will be a high quality pedestrian space, which will enhance the sense of arrival. Embrace and express the fine grain historic street pattern through uncluttered environment, consistent and continuous paving approach plus hanging street art to highlight side streets. Carefully placed feature trees maximise pedestrian space and open up the views from the lowest point in Oxford Street reflecting the natural landform and the subtle curve in alignment of the street.

- De-cluttered and rationalised streetscape elements at the thresholds with side street will improve north south connectivity
- New street lighting with different intensities will enhance the night time experience & navigation
- Create visual connections to adjacent zones on Oxford Street
- Open space outside the entry/ exits to the station to accommodate increased pedestrian flow, as well to orientate and meet with others
- HVM measures included
Analysis

Current Situation

Inadequate amount of seating and not compliant with accessibility requirements

Street furniture clutter making it difficult for pedestrians to walk comfortably along the street

Oxford Street dominated by heavy traffic flow

Opportunities

• Create new public spaces for people to rest & relax
• Improve street lighting and rationalise street furniture
• Improve relationship with side streets and squares
• Improve links to the side streets to encourage activation and discovery
Design Rationale

Large city blocks such as John Lewis and House of Fraser provide an opportunity to create series of places with varied spatial qualities. Tree lined boulevard interspersed with open piazza spaces that will integrate with the side streets and strengthen physical and visual connections. Trees give enclosure and a sense of place enhanced with bespoke seating. Narrow carriageway on Holles Street / Harewood Place allows visual connection and pedestrian link with Cavendish Square and Hanover Square.

- Widened pedestrian crossing at Holles Street junction to accommodate increase in pedestrian flow
- Different tree species will add to distinctive character of zone
- Semi mature trees incorporating bespoke seating to provide new meeting and/or relaxation points
- New street lighting with different intensities will enhance the night time experience and reinforces hierarchy of spaces
- HVM measures included
- Opportunity for artistic seasonal catenary lighting

3. Oxford Street - John Lewis

Mariahilferstrasse, Vienna
Analysis

4. Oxford Circus

Current Situation

Series of listed buildings facing the circus

Lack of cycle parking provision

Street trading kiosk under the canopy is a visual clutter and detracts from the colonnade

Opportunities

- Create a gateway to Oxford Street
- Enhance the setting of the Circus
- Declutter the street furniture and allow more pedestrian space for a comfortable movement
- Encourage walking and intuitive wayfinding through paving approach design
Design Rationale

4. Oxford Circus

Oxford Circus belies its status as an iconic place within London through the dominance of traffic and the large numbers of pedestrians moving to and from the underground and along Oxford Street and Regent Street. Pedestrianisation of Oxford Street enables the existing junction to be re-configured which will create an improved pedestrian environment by reducing the road space making crossing Regent Street easier. The opportunity to transform the public realm within provides the opportunity to create a new public space will give a sense of arrival, a key gateway into Oxford Street west, as well as complement the setting of the listed buildings.

- Extend pedestrian space to its increase capacity to accommodate heavy pedestrian movement.
- Provide a new setting to complement the architectural set piece that forms Oxford Circus
- New paving and bespoke street lighting as part of the new public realm
- Introduce a gateway feature or series of features that celebrate the form of the Circus and help orientation particular when arriving from the underground

Key
- Station entry / exits
- Key retail store entrance
- Emergency access
- Vehicular movement
- Pedestrian crossings
- Potential street trading kiosk
- Street lighting column
- Line of HVM
- Opportunity for public art
- Cycle stands
Opportunities

- To improve the setting of Wigmore Hall
- Encourage pedestrians to walk along and across Wigmore Street and discover its side streets
- Introduce tree planting where possible
- Declutter footway space
- Rationalise cycle parking
- Make better connections with Marylebone Lane through improved crossing points
- Better wayfinding to Oxford Street
Transformation provides an opportunity to unify Wigmore Street’s rich architecture by creating high quality streetscape. Tree planting and greening where possible will connect and improve relationship between Portman Square and Cavendish Square. Wigmore Street is a key interface between the great estates to the north and emerging Oxford Street district that will strengthen connections through improved and increased number of pedestrian crossings and a raised table crossing that enables connection between Marylebone Lane to the north & south. Public transport on Wigmore Street will invigorate and activate the street.

- Increased and improved pedestrian crossings on Wigmore Street
- Hanging art feature junctions as part of wayfinding and giving identity to the street
- New street lighting with different intensities will enhance the night time experience
- Realigned kerbs to give consistent road width and increase footway width where possible

Key

- Pedestrian movement
- Proposed cycle stands
- Seating
- Street lighting column
- Opportunity for hanging art

West Smithfield, London
Wigmore Hall is a key cultural attractor that forms part of the identity of Wigmore Street. Opportunity to highlight and give more presence to the entrance of the Hall through widened footway, high quality paving, new tree planting, decorative historic lamps and a drop off area. Improved relationship with re-designed and extended Cavendish Square gardens.

- Increased and improved pedestrian crossings on Wigmore Street
- Hanging art feature at key junctions as part of wayfinding and giving identity to the street
- New street lighting with different intensities will enhance the night time experience
- Realigned kerbs to give consistent road width and increase footway width where possible

**Key**
- Wigmore Hall entrance
- Pedestrian movement
- Proposed cycle stands
- Seating
- Street lighting column
- Opportunity for hanging art
Analysis

6. St Christopher’s Place & James Street

Current Situation

- Footways occupied with alfresco seating results in limited pedestrian space
- Clutter with kiosk, cycle stands, telephone booth on James Street
- Kiosk on Oxford Street footway side blocks views and leaves a narrow passage for pedestrians to move and discover Bird Street
- Selfridges east entrance currently under construction
- Dominance of on street parking and wide carriageway does not allow visual connection between St Christopher’s Place and Selfridges

Opportunities

- To improve the setting and extend the character of St Christopher’s Place quarter - to be seen as a whole
- To improve the pedestrian links with Oxford Street
- Encourage walking on James Street and discover Wigmore Street through innovative art
- To create a new neighbourhood that has boutique shopping and eating / entertainment focus
- Reduce impact of road space and loading / parking within streets to create a pedestrian friendly zone
- Open views from Oxford Street to encourage pedestrian movement
- Opportunity for greening within some streets
Design Rationale

St Christopher’s Place and James Street are key destination spaces within the district for their boutique retail and alfresco offer. Opportunity to establish an emerging new quarter that extends its character and embraces qualities of Picton Street, Barratt Street and Bird Street through high quality public realm. Improve and complement the relationship between this fine grain quarter and Selfridges. High quality streetscape will seamlessly connect Oxford Street to Wigmore Street providing choice of movement routes to pedestrians. Also, to explore the interesting leisure and boutique shopping experience.

- Improve pedestrian links particularly to the new bus stops on Wigmore Street from Oxford Street
- Establish a new neighbourhood based on the small scale character of the streets and their existing / emerging uses through application of consistent paving
- Create a pedestrian oriented areas to encourage further alfresco opportunities
- Significance of lighting for place making and as a navigation tool
- Catenary lighting to provide ambience and sense of place to James St
- At Oxford Street and Wigmore Street junctions introduce threshold lighting to direct people to new the bus stops on Wigmore Street
- Introduce trees or greening where possible to add character to streets
- HVM measures to be included as required

Key

Vehicular Movement

- Opportunity for hanging art feature
- Opportunity for catenary lighting
- Potential street trading kiosk
- Seating
- Street lighting column

Line of HVM

Cycle stands

HVM measures to be included as required
Current Situation

Despite its fantastic architecture and setting very few people explore this part of the district.

Series of listed buildings

Carriageway is too dominant

Tired public realm and poor planting

Opportunities

- Create new public space to attract people from Oxford Street
- Improve the settings for the listed buildings
- New soft landscaping and some tree planting to create green oasis
- New bespoke street lighting and decorative lighting scheme

Bond Street tube station nearly completion
To create a new shared use public space to better integrate Stratford Place with Oxford Street and enhance this unique street within the district though sympathetic public realm design. The emphasis is to incorporate more planting and greenery into the space at a low level to complement the setting of the buildings and their architecture.

- New paving and bespoke street lighting columns
- Planting at low level to help soften the feel of the street
- Planting of semi mature trees
- Lighting of Stratford House to highlight the architecture and create a focal point for the street at night
Current Situation

Street trading kiosk on Marylebone Lane blocking views from Oxford Street

Lack of active frontages on Henrietta Place

Cycle hire on Marylebone Lane reduces pedestrian movement space

New developments on Marylebone Lane

Opportunities

- Improved pedestrian connection from Oxford Street to Wigmore Street
- To complement access to the new Bond Street station entrance
- Rationalised the access and loading bays
- To improve the setting of Radisson Hotel
- Better sense of orientation for pedestrians arriving at new underground station
Design Rationale

Re-instate historic pedestrian link from Oxford Street to Wigmore Street and further to Marylebone High Street

- Declutter access from Oxford Street by relocation of street trading kiosk and cycle hire to create clear sightlines
- New entrance to London Underground station on Marylebone Lane will improve pedestrian connections with Henrietta Place and Wigmore Street
- Public art opportunity to enhance wayfinding
- Opportunity to activate Marylebone Lane pedestrian zone through potential for alfresco adjacent to Debenhams
Current Situation

Vere Street is a key north-south route for traffic

Wide carriageway and narrow footways

Cycle hire is the dominant function of space

Listed church on Vere Street/Chapel Place provides informal seating opportunities

Chapel Place passage as a poor quality shortcut

Opportunities

- Improve the setting for the listed church
- Relocate cycle hire to create a more flexible public space
- Widen footways of Henrietta Place and Vere Street to provide more space especially around new bus stops
- Encourage walking and discovery of the district using art as an attractor
- Greening of traffic streets and Chapel Place to soften landscape
To improve the connections to and from Oxford Street through a series of public realm improvements that connect people to the new bus stops and link them to the retail and entertainment neighbourhoods of Wigmore Street and Marylebone High Street. The traffic management changes present an opportunity to highlight some of the areas hidden gems like St Peter’s Church through the use of art as an attractor to pull people from Oxford Street up to Henrietta Place and then into the wider district.

- Provide a new setting to complement St Peter’s Church and incorporate public seating to encourage better use of Chapel Place
- Use art to create new experiences that add another dimension to the district
- New paving and bespoke street lighting
- More trees to help soften this part of the district
- New consolidated Cycle Hire Hub serving the district
Analysis

10. Old Cavendish Street

Current Situation

Orientation and location of kiosk restricts sight lines

Location of street furniture poorly located i.e bike stands within a pedestrianised space

Seating at the back of the kiosk

Servicing is predominate use of the street

Inactive frontages and servicing means the street has not evolved despite its potential

Opportunities

- Extend the public space
- More opportunities for rest and relaxation
- Introduce more greening and natural elements
- Encourage new walking routes
- Relocate and re-orientate the street trading kiosk
- Improve sight lines
Re-organise the street’s role and function to provide an enlarged and flexible public space that connects Henrietta Street and Oxford Street. Creation of new public space will provide greater opportunity to invigorate the space, draw more pedestrians into the space and improve the setting to the entrances of key department stores. The aspiration is to enhance the experience by introducing greening, water features and ambient lighting.

- New paving throughout and shared space to maintain servicing access to the department stores
- New bespoke street lighting columns and lighting strategy designed to enhance the night time experience of this new space
- Creative solutions to support the hostile vehicle mitigation strategy for the district
- New water features with informal seating integrated to allow for interaction
- High canopy semi mature trees incorporating bespoke seating to provide new meeting and/or relaxation points
- Opportunities for alfresco
- Potential street trading kiosk to open up sight lines and support the activation of the new space
Analysis

11. Cavendish Square

Current Situation

Cluttered with motorcycle parking, one way system around the square creates severance for pedestrians

Existing footway spaces around the Gardens cluttered with street furniture

Poorly sited bins detract from entrance to the Gardens

Entry / exit to the underground car park restricts the opportunity to access the south east corner of the Gardens for pedestrians

Visually dominant carriageways cause severance between the Gardens and its surrounding

Wall around the garden creates a visual and physical barrier to the Gardens
11. Cavendish Square

Current Situation

- Holles Street dominated with bus stands that block views to Cavendish Square from Oxford Street
- Junction at Oxford Street dominated by traffic movement and infrastructure
- Bus stands on Harewood Place block the visual connection between Hanover Square and Cavendish Square
- Wide carriageway on Harewood Place results in narrow footways with pinch points created by streetscape elements

Opportunities

- Rationalise the street furniture
- Establish visual link between Cavendish Square and Hanover Square
- Extend footways by rationalising road space
- Improve setting for Cavendish Square
- Improve access into Cavendish Gardens
- Re-design Cavendish Square to connect and integrate the gardens within the built environment
- Improve pedestrian connections through the Garden
- Integrate with Hanover Square public realm scheme
Re-establish the landscape quality of the gardens within Cavendish Square through its redesign and streetscape improvements. Reconnect the historic gardens to its immediate built surroundings.

- Extend the boundary of Cavendish Square’s Gardens to increase the green value of this significant public space
- Re-configure the entrances to the Gardens to improve their accessibility to new pedestrian crossings and establish visual link with Hanover Square
- Enhance the relationship with Hanover Square
- New high quality paving and sympathetic kerb layout will redefine the relationship of Cavendish Square with the adjacent buildings
- Location for events and public art opportunities

Key
- Station entry / exits
- Key retail store entrance
- Car park vehicular entry / exit
- Pedestrian movement
- Visual link
- Opportunity for public art
- Potential street trading kiosk
- Cycle stands
- Street lighting column
Opportunities

11. Cavendish Square

Leicester Square, London

Madrid

Queens Square, Crawley

Chelsea Flower Show, London
**Current Situation**

- **Very wide carriageway is uninviting for pedestrians to cross**
- **High concentration of bus stands on John Prince’s Street obstructs views from Oxford Street**
- **Informal pedestrian crossings due to lack of clarity and legibility within the space**
- **Active frontages would benefit from an improved public realm**
- **Concentrated numbers of motorcycle parking blocks to the facade on Margaret Street**
- **Street furniture clutters already narrow footways**

**Opportunities**

- Improve connectivity between Oxford Street and Cavendish Square
- Improve visibility and legibility to encourage pedestrians to use alternative routes
- Rationalise and declutter the public realm environment
- Provide opportunities for extending al fresco areas
- Create increased area to dwell when exiting Oxford Circus station
Relocation of bus stands from the southern end of John Prince’s Street provides an opportunity to create a public space just off Oxford Street as well as improved pedestrian connection to Cavendish Square.

- Activate through rationalisation of street trading kiosks
- Improved setting for the existing alfresco on John Prince’s street
- Decluttered environment will improve visual connection between Oxford Street and Margaret Street
- Improved public realm on Margaret Street will encourage walking from Regent Street towards Cavendish Square, Wigmore Street and along Henrietta Place

Key
- Station entry / exits
- Key retail store entrance
- Pedestrian movement
- Vehicular movement
- Alfresco
- Street lighting column
- Potential street trading kiosk
- Line of HVM
- Opportunity for public art
- High quality paving
- Opportunity for tree planting
- Loading bay
- Proposed bus stop
13. Woodstock Street & Dering Street

Current Situation

- Dering Street dominated by delivery vehicles
- Narrow footways on Dering Street means that pedestrians walk on the carriageway during peak times
- Street trading kiosk on both streets block views to Oxford Street and obstruct pedestrian movement
- Clutter behind the kiosk on Woodstock Street at the junction with Oxford Street restricts sight lines & pedestrian movement
- New development and Crossrail station in Hanover Square under construction

Opportunities

- Improve links between the new Crossrail station and Oxford Street
- Rationalise loading bays
- Encourage walking and intuitive wayfinding through decluttering
- Provide opportunities for activation through an improved public realm
- Create a better connection with Bond Street public realm scheme
Dering Street and Woodstock Street will play a key role in providing an alternative east-west pedestrian route from the new Bond Street Elizabeth Line station at Hanover Square.

- Creation of shared space with high quality public realm will encourage pedestrians to use Dering Street and Woodstock Street
- Relocating the street trading kiosks will improve sight lines, give more space for pedestrians and improve relationship with Oxford Street creating a more pedestrian environment
- New hanging gateway feature on New Bond Street will enhance its location
- Improved public realm and increased pedestrian flow will activate the streets with opportunities for alfresco on WoodStock Street and Dering Street
- Connect with the New Bond Street public realm scheme
14. Davies Street

Current Situation

Street clutter makes it difficult for visitors to find South Molton Street and discourages exploration of the area.

Street trading kiosk blocks the views to and from South Molton Street.

Crossrail station nearing completion.

South Molton Street alfresco.

Opportunities

- Declutter the environment to improve ease of pedestrian movement through the area.
- Rationalise locations of street trading kiosk and street furniture.
- Enhance and highlight the thresholds and entrances to the stations.
- Reduce the visual dominance of black top surface on carriageway use.
- Improve legibility and wayfinding.
- Introduce public art to enhance wayfinding.
The new Bond Street Elizabeth Line provides a key new destination within the area requires improvement to the public realm in order to accommodate the increased pedestrian numbers likely to enter the district from this location. Improvements to all the streets connected to Davies Street will provide pedestrians choice of movement and activate the underused streets and spaces.

- Paving design will guide people to Oxford Street as well as to South Molton Lane & Davies Mews
- New hanging public art as a gateway features to South Molton Street
- Kerb lines laid flush will guide service vehicles and taxis
- Opportunity to activate South Molton Lane through catenary lighting and creating a shared space
Analysis

15. Binney Street & Gilbert Street

Current Situation

Street trading kiosk obstruct most of the footway space discouraging pedestrians from using the side streets

- Binney Street & Gilbert Street
- Street trading kiosk obstruct most of the footway space discouraging pedestrians from using the side streets

Both streets with existing greening in private gardens making it a pleasant walk as a secondary route adjacent to Oxford Street

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Opportunities

- Rationalise parking bays to accommodate tree planting where possible
- Declutter the environment to encourage east-west pedestrian movement from Weighhouse Street (new Crossrail station) to Brown Hart Gardens and Oxford Street
- Rationalise street trading kiosk locations to allow views from the side streets
- Encourage walking and intuitive wayfinding through similar paving coherency

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- Encourage walking and intuitive wayfinding through similar paving coherency
Design Rationale

Weighhouse Street will be an important pedestrian link from the Bond Street Elizabeth Line station which will further activate the street. Visual links to Brown Hart Gardens will provide orientation to and from the station. Weighhouse Street in conjunction with Gilbert Street and Binney Street will form alternative walking routes to Oxford Street.

- High quality shared space complementing the rich architecture and reducing the dominance of carriageway - Binney Street, Gilbert Street and Weighhouse Street
- Seamlessly connecting the spaces through consistent approach to the paving
- Opportunity for tree planting and greening
- New street lighting will enhance the night time experience and improve wayfinding
- HVM measures included on side streets
- Opportunity for alfresco to activate Weighhouse Street

Key

- Station entry / exits
- Vehicular movement
- Potential street trading kiosk
- Street lighting column
- Proposed cycle stands
- Line of HVM
Analysis

Current Situation

- Closely positioned street trading kiosk, telephone booth, bins and cycle stands block the entrance and views into Lumley Street.
- View of Selfridges from Balderton Street detracted by street clutter.
- Balderton Street cluttered with kiosk, telephone booth and toilets obstructing pedestrian movement and views from Oxford Street.
- Potential to enhance connections to Brown Hart Gardens.

Opportunities

- Improve visual & physical connection between Brown Hart Gardens and Oxford Street.
- Enhance the public realm of these residential streets as places of pedestrian through movement.
- Declutter the environment to encourage east-west pedestrian movement from Weighhouse Street to Oxford Street & North Audley Street.
Design Rationale

Pedestrianisation of Oxford Street and new Bond Street Elizabeth Line station on Weighhouse Street are the catalysts that will provide the opportunity to integrate North Mayfair and focal points like Brown Hart Gardens with Oxford Street. Improvements to Balderton Street & Lumley Street with decluttered thresholds and clear sight lines will form key linkages that can be alternative pedestrian routes to the south of Oxford Street.

- High quality shared space complementing the rich architecture and reducing the dominance of carriageway on Brown Hart Gardens, North Row, Balderton Street and Lumley Street
- Seamlessly connecting the spaces through consistent approach to the paving
- Opportunity for tree planting and greening that will soften the environment
- Opportunity to improve the setting of Brown Hart Gardens
- New street lighting will enhance the night time experience
- HVM measures included

Key

- Brown Hart Gardens entrances
- Entrances to key buildings
- Vehicular movement
- Pedestrian movement
- Street lighting column
- Potential street trading kiosk
- Line of HVM
- Cycle stands

Lines

- Parking provision
- Taxi bays
- The Beaumont Hotel
- Providence Court
- George Yard
- Balderton Street
- Line of HVM
- North Row
- Cycle stands

Oxford Street Transformation