

## **APPENDIX C: Consultation Responses**

### ***FitzWest Neighbourhood Forum and Fitzrovia Neighbourhood Association***

- a. The groups oppose the proposals to make Great Titchfield Street into a thoroughfare road and ask that restrictions be placed on this road for lorries north of Mortimer Street after 7pm and at weekends.
- b. The groups question Westminster City Council's previous claim that traffic levels would not increase in Fitzrovia in the future.
- c. The residents of Percy/Windmill/Store Street fear the consequences of the larger anticipated volumes of traffic diverted onto their residential streets from Oxford Street.
- d. The groups are concerned about increased traffic and air pollution associated with the proposed axis between Wigmore/Mortimer/Goodge Street.
- e. Support for pedestrian improvements at Margaret Street/Great Titchfield Street and Mortimer/Great Titchfield Street junctions, with a request for pedestrian flow measurement and the maximisation of pedestrian space.

### ***The Fitzrovia Partnership***

The Fitzrovia Partnership welcome the proposals for the scheme and support the completion of proposed works by Spring 2026. The Partnership supports the conversion of Mortimer Street to two-way traffic, welcoming an ease of traffic around the Westminster/Camden boundary. The Fitzrovia Partnership emphasise the need for consulting businesses on any proposal to make Great Titchfield Street one-way southbound.

The Group have the following concerns:

- a. A general concern of The Fitzrovia Partnership is the proposals parking provisions (cycle and cycle hire), particularly that they don't seem to differentiate between the two. The Partnership suggest an increase in both types of cycle parking be implemented to reduce the amount of abandonment currently seen in the area.
- b. Changing the one-way direction on Great Titchfield Street, as it contradicts its role as a local shopping and residential street in Fitzrovia.

- c. Suggestion that traffic using the new two-way Margaret Street should be encouraged to turn left or right at Mortimer Street to leave the area instead of continuing along Great Titchfield Street.

### **Westminster City Council Response**

*The Council does not anticipate an increase in traffic on Great Titchfield Street as a result of the Oxford Street scheme. The traffic data to date indicates that the traffic flows on Great Titchfield Street and Mortimer Street reduced by approximately 30% or more from November 2016 to September 2022.*

#### *Impact of Servicing*

*The proposed network includes alternative northbound routes that vehicles will take such as via Great Portland Street and Regent Street. Both of these routes are better suited to larger vehicles and provides a more direct route with fewer turning movements required. This will help to draw vehicles away from Great Titchfield Street, particularly larger HGVs.*

#### *Rathbone Place and nearby streets; rat run to Russell Square*

*The detailed traffic modelling suggests that the traffic flow on Rathbone Place will be similar to today but reversed. This means that while some routes feeding this street from the north will see reductions in traffic, other routes from Rathbone Place will see increases. It is not the case that all existing general traffic eastbound on Oxford Street will turn onto Rathbone Place. The modelling shows that as there are number of alternative routes for vehicles to choose from the impact on each street will be negligible.*

#### *Wigmore-Mortimer-Goodge Street axis*

*The route westbound on Mortimer Street to Wigmore Street is being made more direct with the removal of the gyratory system via Margaret Street and Henrietta Place. Therefore the route already exists and is just being adjusted to reduce the length and number of turns. This means that there are no expected wider traffic reassignment impacts. The proposals will also help to create more civilised streets with the introduction of two-way traffic.*

#### *Cycle Parking*

*Cycle parking infrastructure is proposed to be increased through the OSP. Further enhancement to cycle infrastructure will be pursued with the Council Highways team which is in alignment with OSP proposals.*

*Following further engagement on the proposal details with local resident groups/forums, the Council has updated the design for Great Titchfield Street to include measures that will improve conditions for pedestrians and introduce a calmed street environment with expected reductions in vehicle speeds. A commitment has been made to monitor traffic flows following construction.*

### ***The Marylebone Association***

#### *Cavendish Place - Mortimer Street two-way working*

Under the present proposals, westbound traffic will have a ready option to Oxford Street through Marylebone and Fitzrovia (this is already the case for eastbound traffic) - on roads that are already about three times as congested as the present Oxford Street but are not held up by stopping buses.

#### *WCC Response*

*There is an existing westbound route via Great Titchfield Street, Margaret Street and Henrietta Place. The proposals remove this large gyratory, one-way system and replaces it with more direct two-way streets, which provides more options to drivers and reduces the length of car journeys.*

The rerouting in Orchard Street would mean that traffic that now comes down Baker Street/Orchard Street, that presently can cross Oxford Street and get through into Mayfair will now need to turn right at Portman Square and left down Park Street to do the same thing. This seems to be a recipe for congestion - it will impose an awkward traffic manoeuvre and put further pressure on already very busy junctions.

#### *WCC Response*

*Not all southbound traffic on Baker Street would wait until the last moment to move across to Portman Street. The modelling shows that most vehicles would already be southbound on Gloucester Place under the proposed scenario.*

### ***The Howard De Walden Estate***

The Howard De Walden Estate is strongly supportive of the proposals and would like to be included in future discourse with the project team, as the proposals develop.

***The Westminster Property Association***

The WPA strongly supports Westminster City Council's Oxford Street Programme.