

APPENDIX C: Consultation Responses

Grosvenor Property

Supports the traffic direction reversal on Park Street and North Audley Street to reduce traffic in Mayfair, with a request for post-implementation monitoring. The removal of Pay by Phone car parking will adversely affect retail customers.

Having queuing traffic on North Audley Street will impact restaurant seating areas. It is already a busy street full of pedestrians and it will be more dangerous. The air quality will be worse and the current level of disruption to the flow of traffic from deliveries will be unsustainable. The plans don't show how the access from Grosvenor Square will change but additionally, traffic could queue here affecting the tranquillity of the Square.

Westminster Response

The removal of the pay by phone bays on North Audley Street will be reviewed during Stage 1 design. The alignment of the Street across Oxford Street towards Orchard Street will be assessed.

The traffic modelling suggests that queuing will not reach the outdoor dining area on North Audley Street.

The traffic flows will be monitored throughout the OSP area post completion.

Real Estate Management Limited (REM Limited)

The proposed traffic changes may lead to longer routes for accessing the site, potentially increasing traffic on nearby streets and causing inconvenience for local residents and delivery vehicles.

Diagonal crossings would substantially improve the connectivity between these stores and Park House. In particular, the diagonal crossing on the south-west to north-east alignment at the Oxford Street junction with North Audley Street would provide a clear link between Selfridges and Park House to significantly improve the footfall at this end of Oxford Street.

Park House utilises North Row for access to its off-street loading bay, off-street parking and a residential entrance, which results in its constant usage throughout the day. The proposed public realm improvements include the relocation of parking bays from the south to the north side of North Row. This new arrangement will mean traffic picks up speed along North Row without any introduction of horizontal deflection to reduce traffic speeds and these changes may impact the amenity of residents along North Row as deliveries entering the residential entrance may stop on the road with no form of speed reduction for oncoming drivers, increasing the risk for this residential street and would negatively impact the safe operation of the

loading bay. Furthermore, Park House has residents on the eastern end of the building and an extension of the taxi rank would further harm their residential amenity in terms of late-night noise and anti-social behaviour. In our view, this extension would be better elsewhere.

Westminster Response

A meeting took place with Park House representatives on 14 November 2023. It was explained that there is traffic calming at either end of North Row and the relatively short link length means that high traffic speeds are not anticipated on this part of the street. Also queueing for the taxi rank opposite Park House is not expected. The taxi ranks are to discourage taxi circulation. Late evening demand for taxis at this location is not expected encourage noise or antisocial behaviour which would impact residents.

A diagonal crossing at this junction would impact on all the other pedestrian crossings, forcing them off the desire lines and narrowing the crossing areas. There would also be an impact on signal timings. There are a number of walking interventions that will help to encourage footfall outside Park House which include improved footways, wider crossings, and all-green pedestrian stages at the junctions (which will facilitate informal diagonal movements). The wayfinding strategy currently being developed will also serve to facilitate more footfall to Park House.

Paddington Residents' Active Concern on Transport (PRACT)

The group are concerned about the consequent delays to buses and other traffic in Oxford Street West and likely spillover effects to nearby streets.

WCC Response

The proposals have been carefully designed to fully mitigate the impact on traffic. Detailed traffic modelling has been undertaken and this has been externally audited and approved by TfL.

The Resident Society of Mayfair and St James (RSMSJ)

RSMSJ understand the overarching rationale of the proposals in Mayfair but are concerned about their negative impact on residents. For instance, the proposed reversal of traffic flow in Park Street and the creation of cul-de-sacs will cause disturbances and overall inconveniences.

The scheme proposes traffic flow reversal but fails to introduce measures to stop the current "rat-running" in the residential roads.

WCC Response

The proposed changes to Park Street, North Audley Street and Orchard Street reduce the amount of traffic passing northbound through Mayfair. This will benefit residents on these streets and the areas nearby. The changes also allow for improved junction arrangements on Oxford Street. Addressing other localised rat-running issues in Mayfair is not part of the scope of this project.

The Portman Estate

The Portman Estate supports the proposals for the Oxford Street West area. Particularly the reversal of Park Street and North Audley Street which will reduce through traffic in the Marylebone area. We support the new right hand turns into Portman Square south and Wigmore Street for northbound traffic. One principal comment is that the M&S redevelopment is now significantly delayed and so the widening of the west footway along Orchard Street should be included in the Oxford Street project at this stage. This can remain under review should the M&S scheme revive. We thank you City Council for progressing the scheme, for its funding proposal and for the ambitious delivery target.

There is concern about delay to buses in Oxford Street through them stopping in the carriageway. Concern about spillover on to Edgware Road from the Oxford Street West scheme.

Cycling provision around Portman Square is inadequate. The design of some right turns in that area puts cyclists in line with oncoming traffic which is extremely unpleasant. Please do not replicate this design for these changes. A contraflow for cyclists on the north side of Portman Square would help this as would redesigning these junctions so that drivers cannot use the right turn lane to go straight on.

WCC Response

Cyclists has been an important consideration throughout the design process. Providing space for cycling on Oxford Street would require reducing the footway width which would be at odds with the other scheme objectives. Instead, a network grid of cycling routes in the area is being developed by the Council Highways team, which are in various stages of development. This will include consideration of proposals for the Portman Square area.

The project will explore including cycle stand locations on the Legible London maps and providing more cycle parking across the study area.

Bus routes in this area are to remain on the existing alignments. The southbound bus, taxi and cycles only restriction on Orchard Street will not result in all other traffic being diverted onto Portman Square south. There are many other routes vehicles will take to avoid this route. The traffic modelling has taken this into account.