



Consultations@tfl.gov.uk

22 December 2017

Dear Sir/Madam,

Oxford Street Transformation

Thank you for the opportunity to comment on the transformation of Oxford Street.

Marble Arch BID represents 200 businesses along Edgware Road and at Marble Arch, including offices, hotels, clubs, shops, restaurants and schools.

In June 2017, the BID responded with cautious support for proposals and these previous representations still stand. Whilst we see benefits for the wider West End from the proposals to transform Oxford Street, we note the following important impacts for which we are seeking your assurance can be discussed and addressed where possible over the forthcoming months:

Scope of Transformation Geography

1. We appreciate the phasing timetable for transformation. We would like reassurance that there will be a more comprehensive plan up to and including Marble Arch and Great Cumberland Place, to achieve a single integrated customer experience from Oxford Circus to Marble Arch. Fundamentally, the phase one works should extend to Great Cumberland Place so that Oxford Street continues to be seen as a single continuous offer. Marble Arch is a key gateway to the West End and Oxford Street, and bridging as it does the gap between Hyde Park and Oxford Street, these three important locations deserve greater priority and a co-ordinated treatment which should include better pedestrian crossings, improving access to Oxford Street from Hyde Park.
2. We continue to seek improvements to the presentation, internal layout and signage at Marble Arch Underground station. Currently, passengers using the station do not realise that there are alternative entrances and exits to the station, specifically the Entrances and Exits at Oxford Street southside at Park Lane and Hyde Park by the Marble Arch monument due to partially obscured signage and other customer information. Step free access is of course also desirable and achievable.
3. We welcome the proposed pavement widening on the north side of Oxford Street at Marble Arch following our work with TfL to improve the junction.

The Marble Arch monument

4. The setting of the Marble Arch, which attracts millions of visitors each year and lies within one of central London's biggest public spaces, is not within the proposals and it continues to suffer severance from Oxford Street and Hyde Park, damaging its status as a national monument. Its inclusion within the final transformation package would be very much welcomed. We are seeking a firm commitment,

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funding and timescales for these works albeit they will follow the current proposals. Alongside our members we will look forward to working with TfL to catalyse this change.

5. We are pleased to read that no additional bus stops and stands are proposed at the Marble Arch gyratory and Tyburn Way. However, the existing stands need to be addressed as they form permanent severance around the park and national monument in their current configuration. Reversing this impact should be an objective of the scheme. The central islands would perform far better as a public space if Tyburn Way itself were to be closed.

Future management of the newly created pedestrianised public realm

6. It will be important to include the far west of Oxford Street, Marble Arch and the southern end of Edgware Road in the proposed 24-hour management arrangements for the new Oxford Street, and that we be engaged during their development.

Edgware Road

7. We are concerned about the impact of traffic being diverted onto the surrounding road network and the knock-on implications this will have on traffic flows on the Hyde Park Estate and the Portman Estate on either side of Edgware Road as well as Edgware Road itself. Due to the absence of green man phases on several junctions on Edgware Road, additional traffic could worsen the current difficulties faced by pedestrians.
8. We welcome the introduction of pedestrian phases at the junction of Seymour Street and Great Cumberland Place.
9. We would support the introduction of a 20 mph zone for Edgware Road and the immediately adjoining area, to protect pedestrians, pupils attending our many local schools, cyclists and other vulnerable road users. This would complement those zones already being trialled through the Marylebone Low Emission Neighbourhood, in which the BID plays a part.

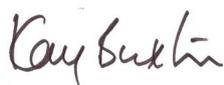
Business Servicing

10. Some of our members share concerns about servicing in the event of increased traffic congestion, especially our hotel members.

Marble Arch's heritage, local and international appeal deserves to be matched by high quality public realm standards, place-making and customer and visitor experiences and whilst we do note some impacts in the transition phase, we welcome the beginnings of investment in the wider West End.

We are grateful for the opportunity to respond and look forward to our continuing involvement in the process.

Your faithfully,



Kay Buxton
Chief Executive

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