

Market Place

Wild West End Garden

- A Partnership Project

3 January 2019

FitzWest
Fitzrovia West Neighbourhood Forum



City of Westminster



NEW
WEST END
COMPANY

Bond Street | Oxford Street | Regent Street

Market Place - a new garden by summer 2019

Aims

- Deliver Fitzwest vision of a liveable neighbourhood by creating a new much needed green space in the neighbourhood.
- Deliver Wild West End shared vision to:
 - improve the wellbeing of residents, workers and visitors by increasing connections to green space and nature and contributing to improvements in local air quality.
 - enhance biodiversity and ecological connectivity.
 - Raise awareness and promote the benefits of green infrastructure to inspire others to participate and create similar initiatives.
- Achieve Great Portland Estate's strategy of building strong relationships through ongoing positive engagement with local authorities, planning departments and the local communities.
- Create a high-quality greenspace in the West End that delivers NWEA's core strategy of new green spaces in the West End by 2020.

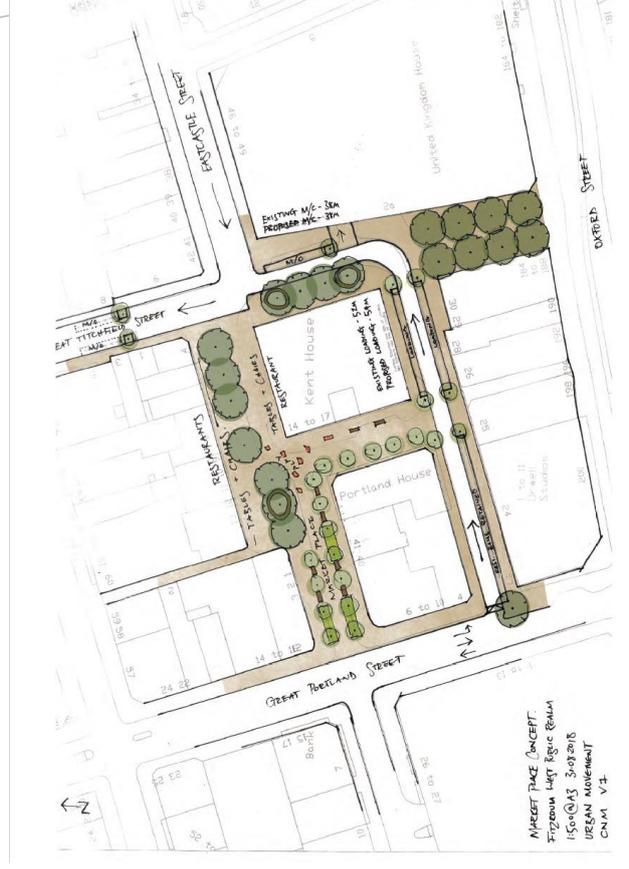
Objectives

- *Contribute to improving local air quality, and increasing biodiversity.*
- *Create a new public open space for greening, soft landscaping, and tree planting alongside space for public seating, and informal play.*
- *Build the new garden within cost, time and budget.*

‘Do-minimum’

‘Do maximum’

WCC Option (in Placeshaping consultation)** Fitzwest - Urban Movement Design Option**



- Add greenery, lighting, public art, special paving, signage and wayfinding.
- Widen footways where possible. Introduce raised loading pads to enlarge footways.
- Create additional wayfinding along Oxford Street to draw people North to this quarter.

- Traffic free throughout, except southern part of Market Place

*Fitzrovia West Public Realm Improvements Design Report- September 2018

**Oxford Street Place Shape Strategy and Delivery Plan 17.10.18 Draft

Further analysis

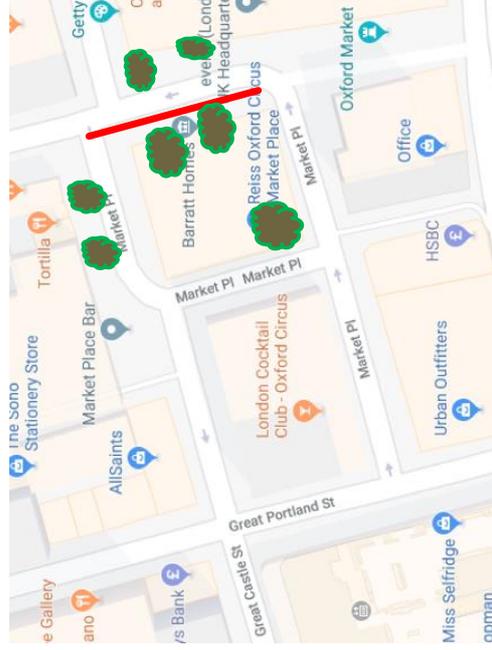
- Traffic surveys
- Loading surveys
- Site visits

| Counted Vehicle Movements - 7am to 7pm | Car | Taxi/hire | LGV/Van | HGV | Coach | M/C | Pedal Cycle | Total |
|--|-----------------|-----------|---------|-----|-------|-----|-------------|-------|
| Site 1 - Market Place | Weekday Average | 37 | 32 | 83 | 6 | 0 | 43 | 91 |
| | Saturday | 55 | 18 | 37 | 0 | 0 | 32 | 35 |
| Site 2 - Great Castle St | Weekday Average | 69 | 46 | 63 | 6 | 0 | 42 | 103 |
| | Saturday | 55 | 17 | 27 | 0 | 0 | 28 | 22 |

- Based on this information, as estimation of the average length of stay for a single vehicle in a single location is 16 minutes on weekdays and 35 minutes on Saturdays.
- During the 7am to 7pm period, all three loading bays had a combined average occupation of 45% on weekdays and 24% on Saturday.
- On weekdays the busiest period was between 9 and 11am, during which time the combined average occupation was 77%. During this period, there were times when LGVs double parked on and blocked the carriageway (Market Place outside Reiss) to make deliveries, as there were no available loading spaces. From 7am to 12pm there were LGVs regularly observed loading (informally) on the nearby single yellow lines on both sides of Great Titchfield Street, directly North of Loading Bay 1.
- On Saturday, between 9 and 11am, combined average occupation was 54%.

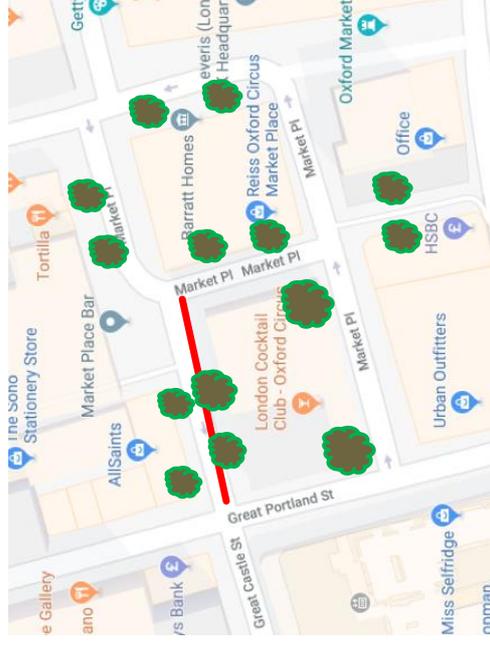
Leading to options

Option 1



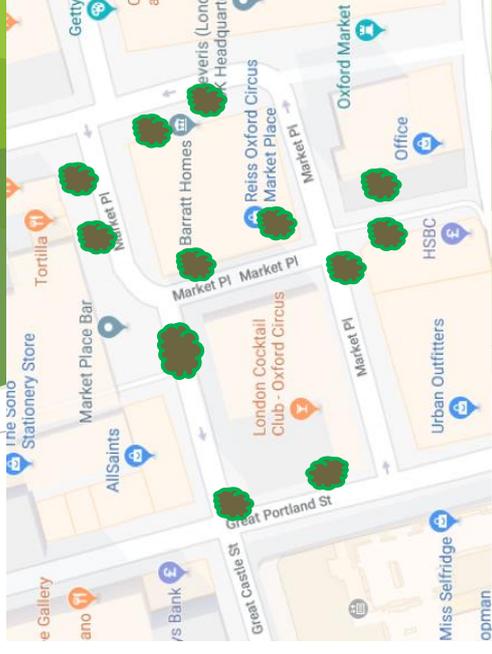
Close a section of Great Titchfield Street

Option 2



Traffic free on Great Castle part of Market Place area.

Option 3

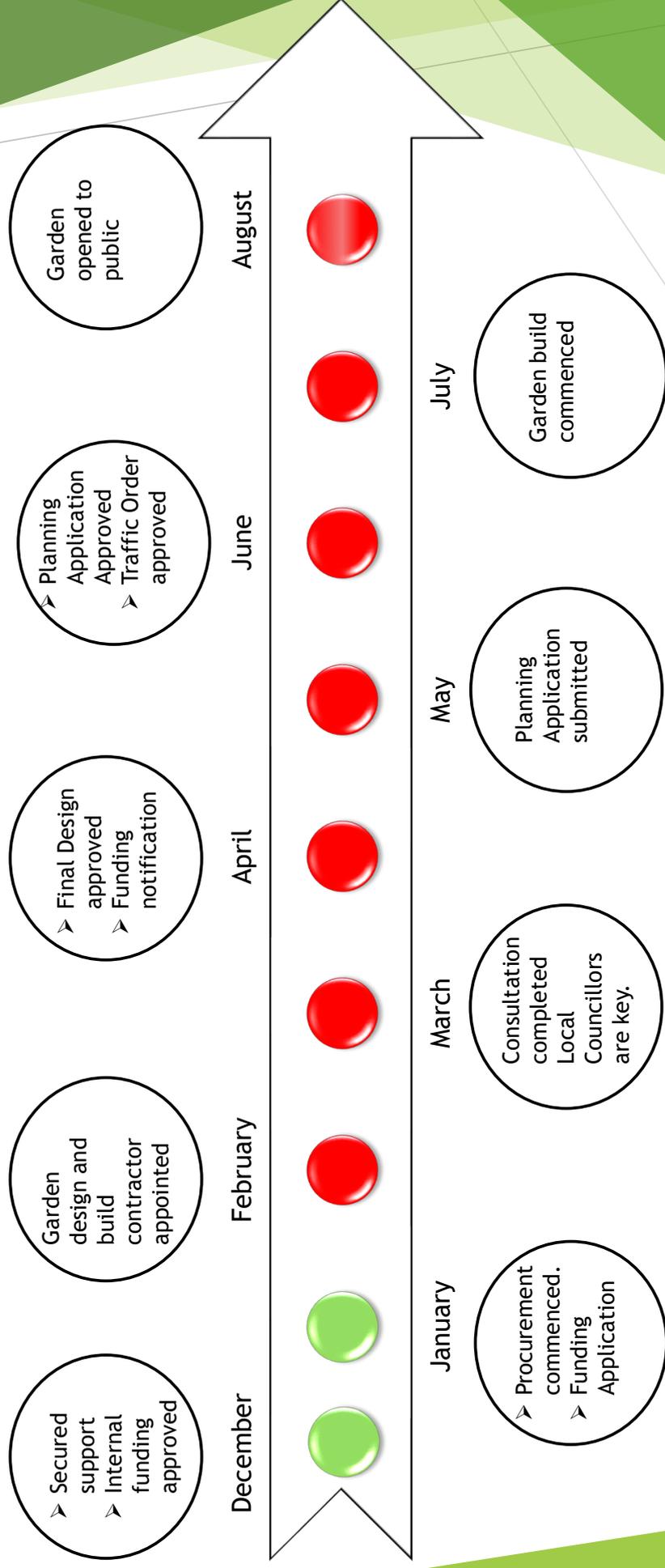


Planting and greening to all the gateways into the Market Place area to create a distinctive garden feel to the area.



Trial part of Urban Movement scheme to demonstrate it can work and work towards more ambitious scheme as part of the Oxford Street Place-shaping strategy

Milestones



High Level Cost Estimate

| Description | Cost |
|---------------------------------------|-------|
| Concept designs, surveys and consents | £35k |
| Detailed design Costs | £40k |
| Consultation | £10k |
| Implementation Costs | £80k |
| Maintenance and Management | £30k |
| Total | £195k |

Budget and funding

- New West End Company has allocated up to £100k.
- Great Portland Estate has confirmed £25k.

Funding Opportunities

- ▲ NWEF funding secured - Circa £100K
- ▲ Drinking Fountains for London: Applied
- ▲ Veolia Environmental Fund application ready
- ▲ Community Infrastructure Levy (CIL) needs Fitzwest and local Councillor support
- ▲ Pocket Parks Plus- Supporting Parks and Public Spaces (*Ministry of Housing Communities and Local Government*)

So Far

- ▶ Governance: Project Steering Group with **Fitzwest Neighbourhood Forum** and other partners set-up. First meeting 10 January 2019
- ▶ Kerbside usage survey indicates that vehicle movement in the area generally very low with light goods vehicles movements are the most prevalent
- ▶ Funding applied: Drinking Fountains for London
- ▶ Engagement with Fitzrovia West and Westminster City Council (WCC): present options, seek support and establish WCC's plan for the street on whether to build a temporary or permanent garden

Next Steps

- ▶ Partners to agree the preferred option to be taken forward, with WCC support
- ▶ Funding applications: CIL, Pocket Parks, Veolia Environmental Fund
- ▶ A mini tender competition for the garden design, construction, and up to a two-year maintenance contract with **Fitzwest on the selection panel**
- ▶ Secure Consents and Planning
- ▶ Monitoring and evaluation – WVE to develop
- ▶ Maintenance and management plan to be developed