

# Public Domain and Activation Strategy – share your ideas for Oxford Street East

## Oxford Street East Cycleway

July 2024



Transport for NSW acknowledges the Gadigal people of the Eora Nation as the Traditional Custodians of the lands on which we work and pays respect to Elders past and present.

### Transport for NSW is proposing a two-way separated cycleway between Paddington Gates and Taylor Square.

Last February, we asked for your early feedback on a high-level strategic design for the cycleway and listened to more feedback from the community in June 2023.

While views on the project have been mixed, we have heard a common aspiration for Oxford Street to grow as a vibrant, successful, and welcoming destination.

In response to this feedback and in collaboration with local councils, Transport is asking for your ideas to create a more vibrant and active street.

### Share your ideas for Oxford Street

We want your ideas on what could directly benefit the local community, as well as your feedback on what is most important. Your input will help shape and prioritise ideas to inform a draft Public Domain and Activation Strategy.

### How to provide your ideas

You can provide your ideas via our online portal. To access the portal, scan the QR code or visit: [haveyoursay.nsw.gov.au/oxford-street-east](https://haveyoursay.nsw.gov.au/oxford-street-east)

You can use the portal to:

- Complete the survey
- Share your ideas of what you would like to see by **midnight, Wednesday 31 July 2024.**

A targeted workshop will also be held with representatives from local stakeholder organisations and randomly selected members of the community. We will also be talking to the many business owners we met during last year's consultation.

### Place and activation ideas

We have identified six place and activation categories that could be included:

**Open space upgrades** to create places for people to dwell and spend time in Oxford Street. This could include planting, public art, seating, bike racks, water fountains and lighting.

**Business and marketing support** to assist local businesses both during construction of the cycleway and once delivered. This could include marketing, pop up events, promotions, and business advice.

**Gateway entrances** to mark and celebrate the significant entry points to Oxford Street. This could include planting, public art and ideas that celebrate culture and heritage.

**Streetscape upgrades** to improve the street's amenity for people walking. This could include safer and more accessible footpaths, kerb realignments, paving, seating, and planting.



**Access and inclusion programs** to help Oxford Street become more accessible and welcoming to a range of people. This could include LGBTQI+ programs and wayfinding.

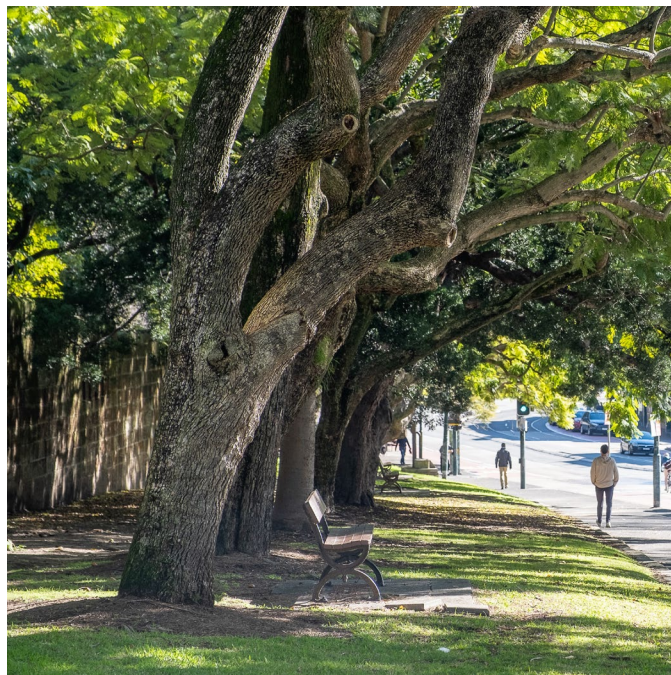
**Events and activations** to help enliven Oxford Street and attract visitors to the area. These events could highlight Oxford Street's strengths (art, design, fashion, and food) or link with established festivals such as Vivid or Mardi Gras.



Paddington town hall, Transport for NSW

## Keep in touch

If you have any questions about the project, please contact us at [osecycleway@transport.nsw.gov.au](mailto:osecycleway@transport.nsw.gov.au) or by phone on **1800 684 490**



Barracks Reserve, Transport for NSW

## Contact us



Project Infoline **1800 684 490**



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**Visit the online portal go to**  
**[haveyoursay.nsw.gov.au/oxford-street-east](https://haveyoursay.nsw.gov.au/oxford-street-east)**



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