



Have Your Say Oxford Street East

Prepared by Customer Insights, Department of Customer Service, for Transport for NSW

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Executive summary

The Department of Customer Service, in collaboration with Transport for NSW, engaged with residents, businesses and visitors to Oxford Street to identify what they value about the area, and understand the opinions and ideas of the community for creating a more vibrant and active street. The feedback received will help inform the development of the draft Public Domain and Activation Strategy for the area.

The consultation ran on the NSW Government Have Your Say online engagement platform from 3rd–31st of July 2024. A total of 1,138 survey submissions were received and 77 ideas posted on the ideas board. **Results reflect the views of those who participated in this consultation only.**

Importance of aspects of Oxford Street

Connectivity, the parks and green spaces and the street life and colour were the aspects of Oxford Street that most respondents reported overall as being of very high importance to them.



1. Connectivity



2. The parks and green spaces



3. The street life and 'colour'

When asked if there is anything else about Oxford Street that is important to them, respondents discussed a variety of topics, including Oxford Street's traffic flow and access for vehicles, desire for cycling infrastructure, urban revitalisation and pedestrian access and safety.

Importance of ideas for implementation

Improved footpaths and paving, tree plantings and more outdoor dining were the ideas for Oxford Street that most respondents reported overall as being of very high importance to them.



1. Improved footpaths and paving



2. Tree plantings



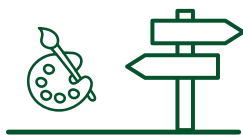
3. More outdoor dining

Importance of improvements to Oxford Street

Improving the pedestrian spaces around the Centennial Park Gates intersection, improving the pedestrian environment around Taylor Square and wider footpaths and new street furniture around Glenmore Road were the improvements for Oxford Street that the most respondents reported overall as being very important.



1. Improving the pedestrian spaces around Centennial Park Gates intersection, such as upgraded paving, signage and plantings



2. Improving the pedestrian environment around Taylor Square, such as upgraded signage and public art



3. Wider footpaths and new street furniture around Glenmore Road

Temporary activations and events

Street festivals, outdoor markets and culture and art events were the three temporary activations and events the largest proportion of respondents reported as being something they would like to see in and around Oxford Street.



1. Street festivals



2. Outdoor markets



3. Culture and art events

Variations across cohorts

Some variation was observed across the different cohorts. Those who live in the area, older respondents and females reported placing greater importance on the historical and heritage aspects of Oxford Street, whilst younger respondents, males and visitors to the area placed greater importance on connectivity and the vibrant street life.

Those who live in the area were more likely to rate current aspects of Oxford Street as being of higher importance to them, whilst those who do not live in the area and younger visitors were more likely to attribute greater importance to ideas for implementation and improvements.

The different cohorts were largely in agreement in regard to ideas for implementation to Oxford Street, and the importance of different improvements, with a particular focus on improving the pedestrian environment and green spaces.

Ideas board

An ideas board allowed participants to share ideas for revitalising Oxford Street East. The proposed cycleway was the dominant topic discussed (68 out of 77 ideas provided). Themes in support of the cycleway included improved safety for cyclists, encouraging more people to cycle and revitalising Oxford Street, the positive impact of increased foot traffic for local businesses and examples of successful cycling infrastructure in other cities around the world. Themes unsupportive of the cycleway included concerns over increased congestion, negative impacts of reduced parking on businesses, concerns for access for emergency vehicles and disruption during construction.

Background and methodology

Background

Transport for NSW has been reviewing feedback on the proposed Oxford Street East Cycleway, with the community strongly supporting Oxford Street remaining a safe, successful and economically vibrant destination. In direct response to this feedback, Transport for NSW is developing a draft Public Domain and Activation Strategy for the area, and want to understand the opinions and ideas of the community to create a more vibrant and active street.

The Department of Customer Service, in collaboration with Transport for NSW, sought feedback from Oxford Street residents, business owners, visitors, and the general community via the Have Your Say online consultation platform. The insights obtained from this consultation will help inform the development of the Public Domain and Activation Strategy.

Objectives

The consultation sought to:

- Identify what the community value about Oxford Street and the importance of different aspects of it;
- Measure community opinions on possible improvements;
- Understand what types of activations and events the community would like to see in and around Oxford Street;
- Compare the views and opinions of different types of community members, for example, local residents, business owners and visitors.

Methodology

The consultation was delivered through the NSW Government Have Your Say online platform from 3rd -31st July 2024 and included:

- Online survey: 6 questions, plus 4 demographic questions (1,138 submissions)
- Idea board: Ideas for a revitalised Oxford Street (77 ideas, 92 comments, 338 likes/dislikes)

Data handling and analysis was carried out within the Department of Customer Service using Q Research Software by a Senior Insights Advisor. Text analysis support was provided by the Data Analytics Centre. As respondents could chose to not answer a question, base sizes may vary.



3,028

Visitors to project page



1,138

Survey submissions

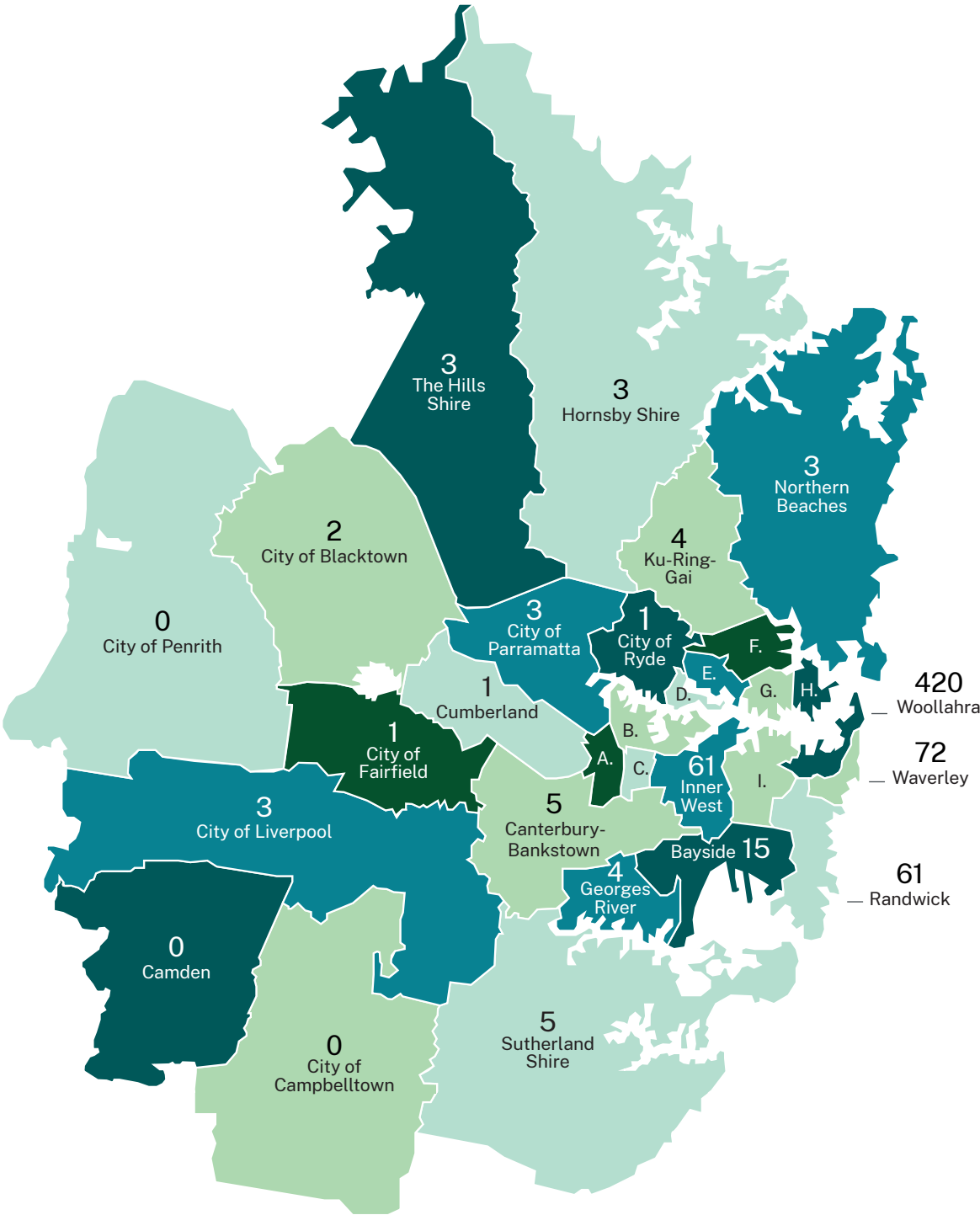


77

Idea board submissions

Survey respondent profile

Number of respondents across Sydney LGAs, noting that Oxford Street crosses the City of Sydney, Woollahra and Waverley LGAs.

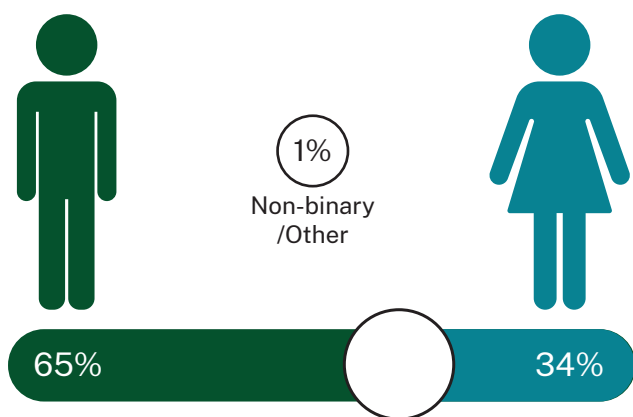


Key					
A. Strathfield	2	B. Canada Bay	3	C. Burwood	2
D. Hunters Hill	2	E. Lane Cove	1	F. Willoughby	4
G. North Sydney	14	H. Mosman	2	I. City of Sydney	374

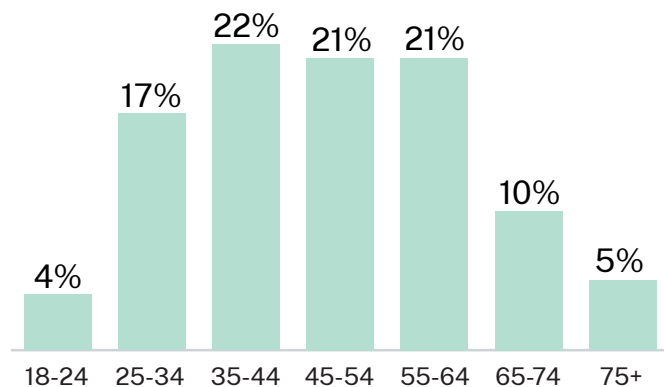
12
Postcodes outside
of Sydney

55
Postcodes not
provided

Survey respondent profile



Q. Please indicate your gender?
N=1,087



Q. What is your age group?
N=1,113



I live in the area
65%



I use public transport
along Oxford Street
53%



I visit the area
for leisure and
recreation
49%



I drive along Oxford
Street
40%



I ride along Oxford
Street
34%



I visit family and
friends in the area
29%



I walk or use a
mobility aid along
Oxford Street
23%



I work in the area
20%



I own a business in
the area
6%



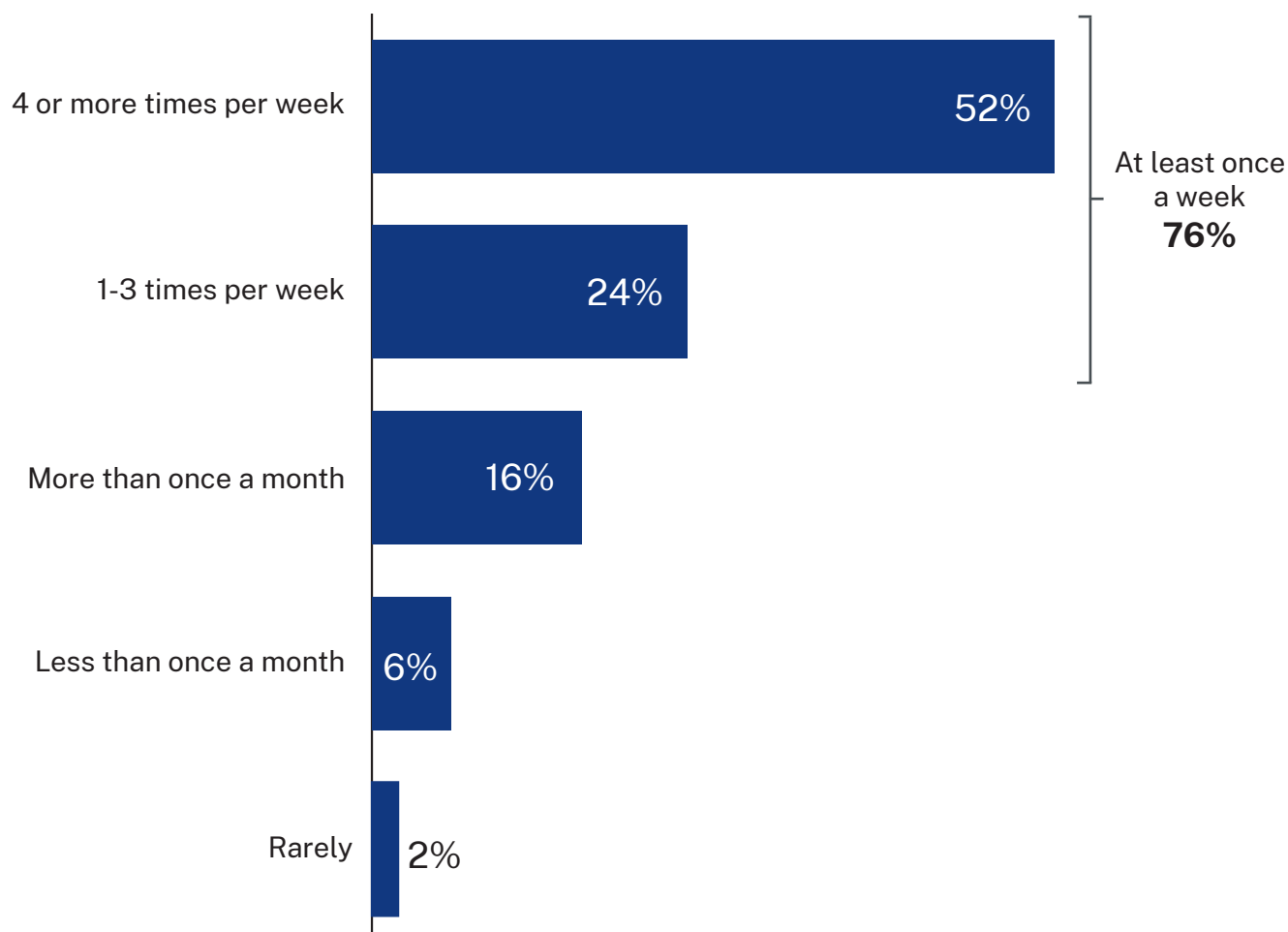
I study in the area
2%

Q. What best describes you in relation to Oxford Street? (Select all the apply)
N=1,138

Survey results:

Frequency of visits

3 out of 4 respondents (76%) visit Oxford Street at least once a week, with half stating that they visit 4 or more times a week (52%). As just 2% of respondents described their frequency of visits to Oxford Street as 'rarely', this suggests that most survey participants are active community members within the local area.



Frequency of visits was highest for:

-  Own a business in the area
-  Work in the area
-  Live in the area
-  Females
-  Those aged 65+

Frequency of visits was lowest for:

-  Do not live in the area
-  Visit for leisure and recreation
-  Ride along Oxford Street
-  Males
-  Those aged 18-35

Importance of different aspects of Oxford Street

Top 5 most important aspects of Oxford Street (% rating very high importance)



1. Connectivity
(48%)



2. The parks and
green spaces
(47%)



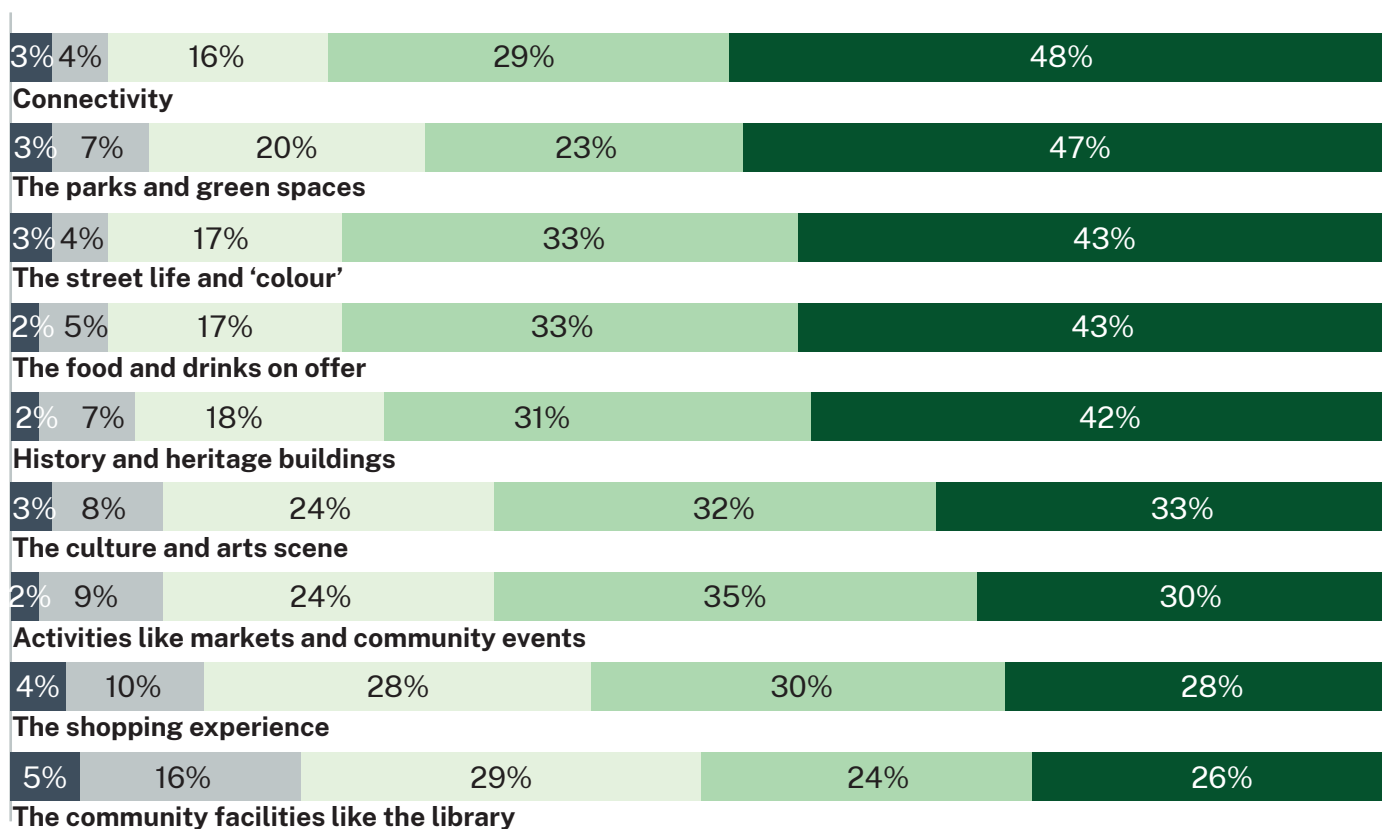
3. The street
life and 'colour'
(43%)



4. The food and
drink on offer
(43%)



5. The history
and heritage
buildings
(42%)



Very low Low Moderate High Very high



Respondents that live in the local area, frequent visitors (4 or more times a week) and females, were more likely to rate aspects of Oxford Street as being higher in importance to them, the only exceptions being non-local residents rating 'the culture and arts scene', and males rating 'the street life and colour', as marginally higher in importance.

Importance of different aspects of Oxford Street, by cohort

The ranking of the importance of different aspects of Oxford Street varied across the different cohorts of respondents.

Top 3 most important aspect of Oxford Street across cohorts (% rating very high importance)

Rank 1 Rank 2 Rank 3

	Connectivity	The parks and green spaces	The street life and 'colour'	The food and drinks on offer	History and heritage buildings
 Live in the area		50%		49%	47%
 Do not live in the area	51%	41%	41%		
 Aged 18 - 35	57%	47%	46%		
 Aged 65+	49%	55%			58%
 Males	47%	46%	46%		
 Females	51%	52%			53%
 Use public transport in the area	52%	52%			45%
 Visit for leisure and recreation	49%	48%	49%		
 Drive along Oxford St		47%		45%	47%
 Ride along Oxford St	55%	51%	45%		
 Visit family and friends in area	52%	51%	50%		
 Walk or use a mobility aid along Oxford St	51%	53%			49%
 Work in the area	53%	52%	47%		
 Own a business in the area	48%	60%			51%
 Study in the area	48%	48%		30%	

N=1,138

Q: How important are the following aspects of Oxford Street to you?

Note: 'The culture and arts scene', 'activities like markets and community events', 'the shopping experience' and 'the community facilities like the library', are not included in the table as they were not in the top 3 ranking for any cohort.

Other important aspects about Oxford Street

Top categories discussed:



24% Traffic and transport:

Connecting the eastern suburbs to the CBD. Importance of maintaining traffic flow and access for vehicles. Concerns of the impact of a cycleway.



18% Cycling infrastructure: Desire

for a safe and separated cycleway. Implementation of a cycleway viewed as a critical step for supporting safe travel.



16% Urban revitalisation: Desire

for a more vibrant and active street emphasising the importance of creating a welcoming and lively atmosphere.



15% Pedestrian safety and access:

Safe and accessible environment for pedestrians, especially for older and disabled users.



11% Cultural and community

engagement: A vibrant and thriving street. Celebrating the unique public space and heritage.



11% Local businesses: Importance

of maintaining a vibrant and diverse business environment. Focus on small, independent retailers.



5% Environmental sustainability:

Creating a more environmentally sustainable street, prioritising green spaces and reducing traffic.



5% Cultural preservation and

diversity: Retain area's cultural identity, preserving heritage buildings, art and creative spaces.



4% LGBTQAI+ inclusivity: A hub

with historical significance to the LGBTQAI+ community. Bring back the vibrant gay scene and nightlife.



"A heritage retail strip that has been the structural backbone of Paddington, Darlinghurst, and a critical transport artery connecting eastern suburbs with inner south, inner west and the CBD"



“Artworks such as sculptures, paintings and beautiful flowers are very important! And please protect all the heritage buildings/ places too”



“Parking and making it easy for cars to move quickly along Oxford Street”



*“Pedestrian friendly
and better cycling
infrastructure”*



N=769

Q: Is there anything else about Oxford Street that is important to you?

Importance of different ideas for implementation

Top 3 most important ideas for Oxford Street (% rating very high importance)



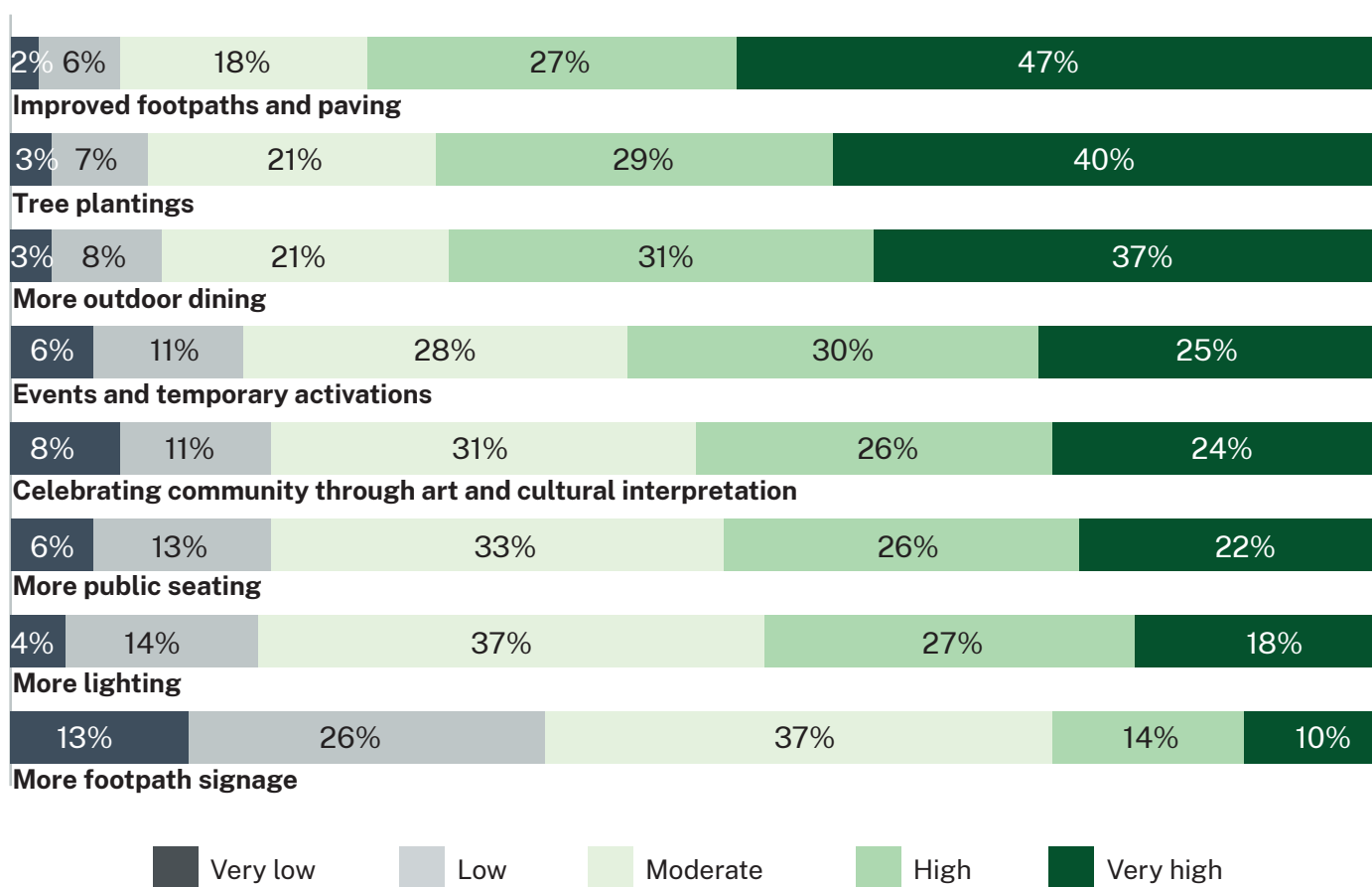
1. Improved footpaths and paving (47%)



2. Tree plantings (40%)



3. More outdoor dining (37%)



Younger respondents (aged 18-34), those that do not live in the local area, those that visit the area for leisure and recreation and/or that ride along Oxford Street, generally reported higher importance across ideas. Older respondents (aged 65+), frequent visitors (4 or more times a week), those that live in the area and/or drive along Oxford Street, generally reported lower importance across ideas.

Importance of different ideas for implementation, by cohort

Importance rankings of the different ideas for Oxford Street were relatively consistent across cohorts, with 'improved footpaths and paving' the idea receiving the most 'very high in importance' ratings by 14 of the 15 different cohorts examined.

Top 3 most important ideas for Oxford Street across cohorts (% rating very high importance)

Rank 1
 Rank 2
 Rank 3

	Improved footpaths and paving	Tree plantings	More outdoor dining	More public seating
 Live in the area	43%	37%	37%	
 Do not live in the area	54%	44%	37%	
 Aged 18 - 35	55%	48%	41%	
 Aged 65+	49%	40%		26%
 Males	49%	44%	40%	
 Females	44%	36%	35%	
 Use public transport in the area	51%	42%	36%	
 Visit for leisure and recreation	52%	44%	40%	
 Drive along Oxford St	42%	35%	34%	
 Ride along Oxford St	55%	48%	38%	
 Visit family and friends in area	53%	46%	36%	
 Walk or use a mobility aid along Oxford St	48%	41%	32%	
 Work in the area	45%	39%	37%	
 Own a business in the area	37%	32%	38%	
 Study in the area	61%	57%	39%	

N=1,138

Q: The following ideas could be implemented on Oxford Street. How important are the following aspects to you?

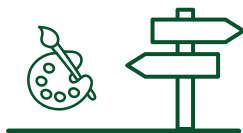
Note: 'Events and temporary activations', 'celebrating community through art and cultural interpretation', 'more lighting' and 'more footpath signage', are not included in the table as they were not in the top 3 ranking for any cohort.

Importance of improvements to Oxford Street

Top 3 most important improvements for Oxford Street (% rating very important)



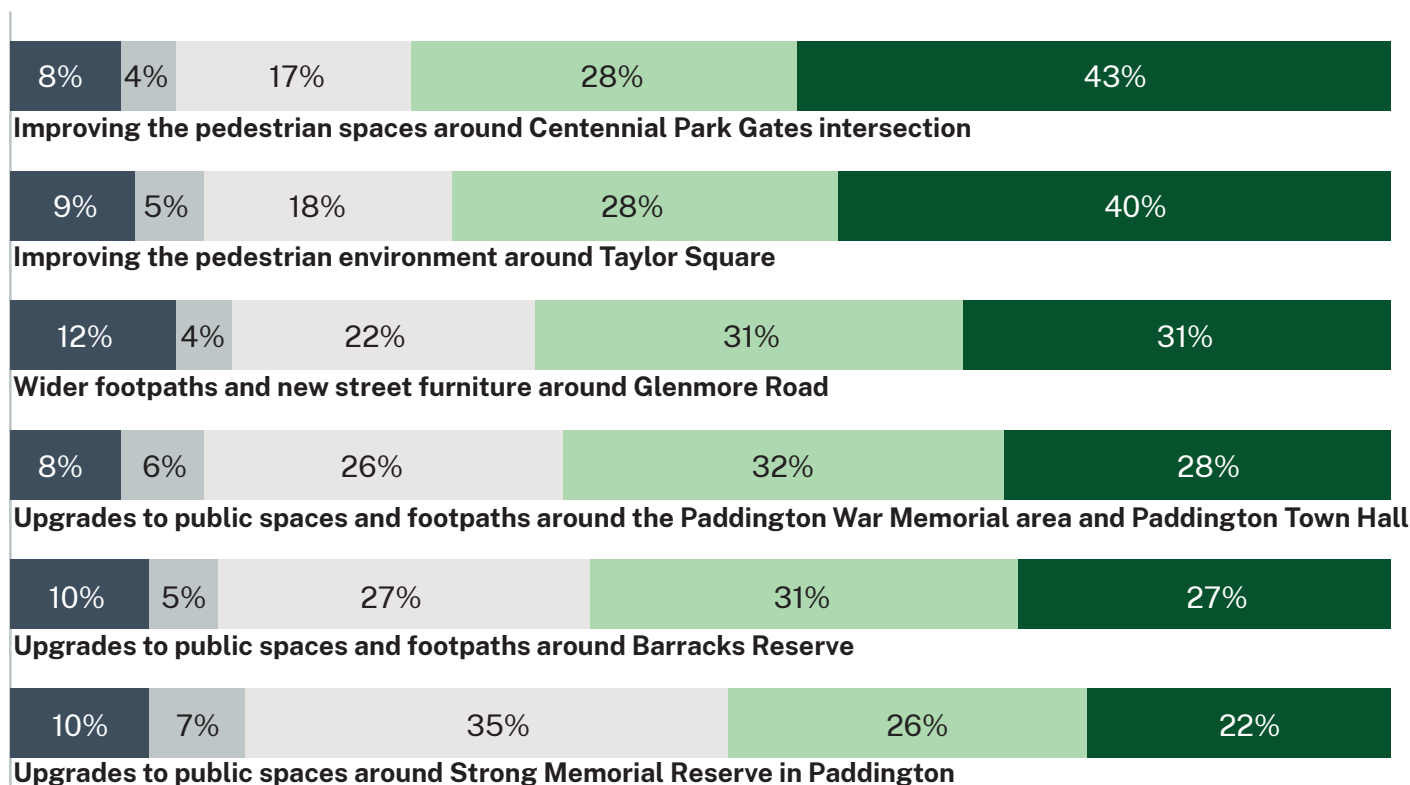
1. Improving the pedestrian spaces around Centennial Park Gates intersection, such as upgraded paving, signage and plantings (43%)



2. Improving the pedestrian environment around Taylor Square, such as upgraded signage and public art (40%)



3. Wider footpaths and new street furniture around Glenmore Road (31%)



Not important
 Somewhat important
 Neutral
 Important
 Very important



Younger respondents (aged 18-34), those that do not live in the local area, those that visit the area for leisure and recreation, those that ride along Oxford Street, those that visit family and friends in the area and/or males, generally reported higher importance across improvements. Those that live in the area and/or females, generally reported lower importance across improvements.

Importance of improvements to Oxford Street, by cohort

Improvements to Centennial Park Gates Intersection and Taylor Square were consistently ranked as the top 2 most important improvements for Oxford Street.

Top 3 most important improvements for Oxford Street across cohorts (% rating very important)

Rank 1 Rank 2 Rank 3

	Centennial Park Gates intersection	Taylor Square	Glenmore Road	Paddington War Memorial area and Paddington Town Hall	Barracks Reserve
 Live in the area	39%	36%	27%		
 Do not live in the area	52%	47%	40%		
 Aged 18 - 35	54%	49%	44%		
 Aged 65+	40%	35%	31%		
 Males	46%	47%	37%		
 Females	41%	30%		25%	
 Use public transport in the area	46%	39%	33%		
 Visit for leisure and recreation	52%	45%	37%		
 Drive along Oxford St	40%	33%	28%		
 Ride along Oxford St	59%	48%	42%		
 Visit family and friends in area	51%	44%	36%		
 Walk or use a mobility aid along Oxford St	44%	40%		29%	
 Work in the area	47%	41%	31%		
 Own a business in the area	42%	34%			29%
 Study in the area	52%	52%			48%

N=1,138

Q: How important are these improvements on Oxford Street to you?

Note: 'Upgrades to public spaces around Strong Memorial Reserve in Paddington', is not included in the table as it was not in the top 3 ranking for any cohort.

Temporary activations and events

Over half of respondents (54%) selected 'street festivals' as a temporary activation or event that they would like to see in and around Oxford Street.

Top 3 temporary activations or events (% of respondents that would like to see them)



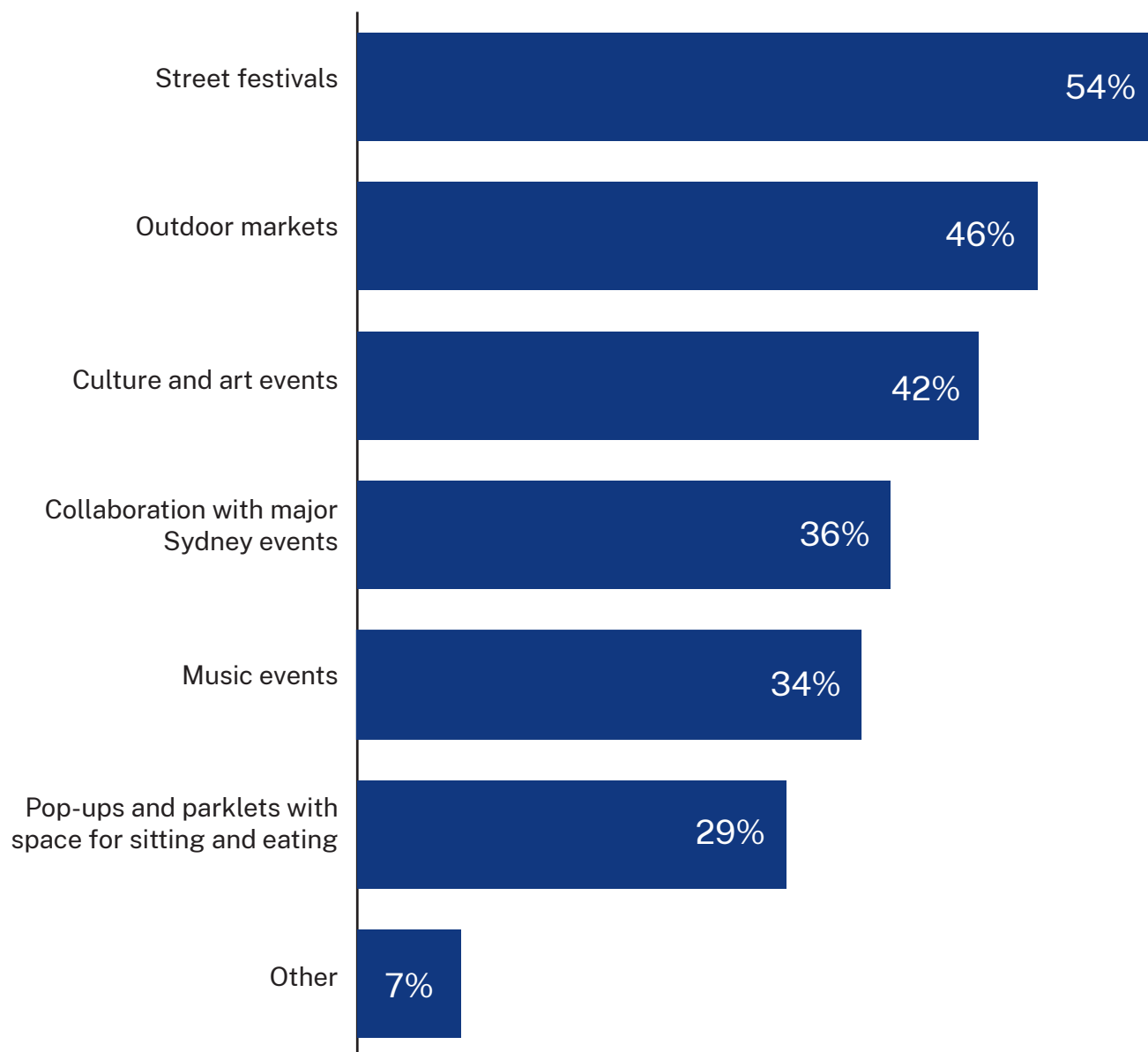
1. Street festivals
(54%)



2. Outdoor markets
(46%)



3. Culture and art
events
(42%)



N=1,138

Q: What type of temporary activations or events would you like to see in and around Oxford Street?
(Select up to 3)

Temporary activations and events, by cohort

‘Street festivals’ was selected most frequently as a temporary activation or event respondents would like to see in and around Oxford Street across 13 of the 15 cohorts, the exceptions being females and those aged 65+, who selected ‘culture and art events’ more frequently.

Top 3 temporary activations or events for Oxford Street across cohorts (% of respondents that would like to see them)

Rank 1 Rank 2 Rank 3

	Street festivals	Outdoor markets	Culture and art events	Collaboration with major Sydney events	Pop-ups and parklets
 Live in the area	53%	49%	42%		
 Do not live in the area	54%	41%	42%		
 Aged 18 - 35	64%	46%			40%
 Aged 65+	39%	46%	52%		
 Males	57%	45%		41%	
 Females	49%	49%	53%		
 Use public transport in the area	54%	45%	41%		
 Visit for leisure and recreation	58%	43%	42%		
 Drive along Oxford St	51%	46%	40%		
 Ride along Oxford St	55%	45%	43%		
 Visit family and friends in area	55%	45%	41%		
 Walk or use a mobility aid along Oxford St	52%	46%	41%		
 Work in the area	53%	44%	49%		
 Own a business in the area	58%	42%	48%		
 Study in the area	57%	39%			48%

N=1,138

Q: What type of temporary activations or events would you like to see in and around Oxford Street?
(Select up to 3)

Note: ‘Music events’, is not included in the table as it was not in the top 3 ranking for any cohort.

Ideas board:

Ideas board

The NSW community was invited to share their ideas for a revitalised Oxford Street East. A total of 77 ideas were posted on the ideas board, with 92 comments added and 338 likes/dislikes.

Respondents selected from a drop-down list of 7 categories that their idea came under, including an 'other' category.

Categories of ideas	Ideas
Streetscape upgrades	21
Business and marketing support	7
Diversity and inclusion programs	5
Events and activations	4
Open space upgrades	3
Gateway entrances	2
Other	35

Across the 77 ideas, 68 discussed the proposed cycleway. Of these 68, 3 were neutral/mixed in opinion, 29 were supportive of the cycleway and 36 were unsupportive.

Themes in support of the cycleway



Improved safety: Making cycling a safer form of transport and improving pedestrian safety.



Promoting cycling: Encouraging more people to cycle, with positive impacts of mental health and environmental sustainability.



Revitalising Oxford Street: Belief that making Oxford Street a more pedestrian and cycling friendly area could revitalise the street, making it a community hub.



Impact on businesses: Belief that a cycleway will lead to increased foot traffic in the area, benefiting local businesses.



Cities around the world: Comparisons to other cities around the world with successful cycling infrastructure, and the positive outcomes it has had for public spaces.

Themes unsupportive of the cycleway



Increased congestion: Impact of reducing Oxford Street to one lane in each direction on traffic congestion, potential for bottlenecks and increased traffic on surrounding residential streets.



Impact on businesses: Concerns of a negative impact on businesses from reducing vehicle access and parking.



Parking issues: Concerns that reducing parking spaces on Oxford Street will push parking demand onto nearby residential streets.



Emergency vehicle access: Concerns of restricted access for emergency vehicles.



Construction: Concerns of disruption to the local area during the construction process.

23 ideas discussed non-cycleway related improvements for Oxford Street (noting that some ideas discussed cycleway and non-cycleway ideas).

Suggested improvements to Oxford Street



Transport focused:

1. Improved bus services
2. Public electric vehicle chargers
3. Road and footpath upgrades



Urban design focused:

1. Public art
2. Improved greenspace
3. Pedestrian priority routes
4. Ongoing maintenance



Cycling focused:

1. Add bike parking
2. Add speed humps
3. Utilise Moore Park Road for cycling