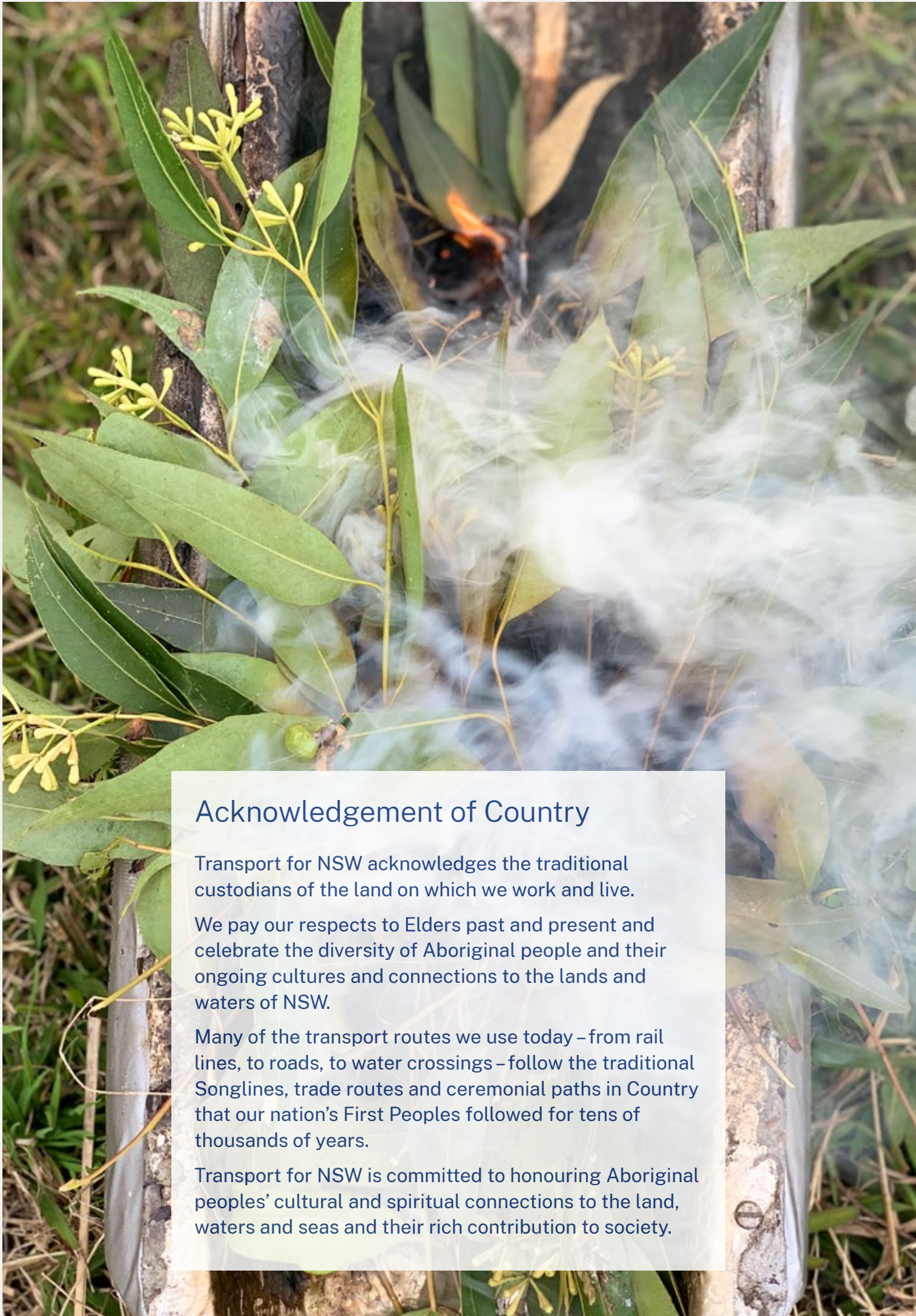


Oxford Street Revitalisation Project

Public Domain & Activation Strategy

November 2025





Acknowledgement of Country

Transport for NSW acknowledges the traditional custodians of the land on which we work and live.

We pay our respects to Elders past and present and celebrate the diversity of Aboriginal people and their ongoing cultures and connections to the lands and waters of NSW.

Many of the transport routes we use today – from rail lines, to roads, to water crossings – follow the traditional Songlines, trade routes and ceremonial paths in Country that our nation’s First Peoples followed for tens of thousands of years.

Transport for NSW is committed to honouring Aboriginal peoples’ cultural and spiritual connections to the land, waters and seas and their rich contribution to society.

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Executive Summary

A vision for the revitalisation of Oxford Street

Oxford Street is one of Australia’s most iconic, vibrant, and culturally significant streets. It is a place that has evolved over thousands of years, from its beginnings as an Aboriginal bush track, or *murru*, to an active high street that also serves as a vital connection between Sydney’s city centre and the Eastern Suburbs.

Known for its rich cultural history, lively street life, and diverse community, Oxford Street has always been more than just a place to travel through. It is a place for people to gather, work, socialise, and connect.

Transport for NSW (Transport) has worked with local councils (City of Sydney Council, Woollahra Municipal Council and Randwick City Council), the community, businesses and stakeholders to develop the Oxford Street Public Domain and Activation Strategy (the Strategy), a bold, place-based strategic vision. The Strategy identifies opportunities to enhance this iconic street into a safer, greener, more accessible, and people-friendly place that reflects the needs of its community and acknowledges its unique heritage and character.

A unique place for everyone

Oxford Street East, from Taylor Square to Centennial Parklands Gates, has a unique role serving as both a transport corridor and a cultural precinct.

The Strategy prioritises initiatives that will build on the best of Oxford Street, honouring its history and people, while delivering significant economic and social benefits for community, institutions and businesses. The Strategy offers a comprehensive approach to enhance public spaces and a framework of activities and events that will breathe renewed life into this vibrant precinct.

Its recommendations are consistent with Transport policy and reflect contributions from local councils and community.

At the heart of the Strategy is the intent that Oxford Street will be even more of a place where people of all ages, background, cultures and abilities feel safe, welcome and included. Whether you are an older person looking for a more comfortable place to sit or part of the LGBTIQA+ community wanting to celebrate or connect with others, or you have come to ‘shop until you drop’ and extend your day trip into the evening, we’re making Oxford Street a more people-friendly place that’s easier to move through, stop and enjoy.



The Strategy initiatives

In Transport’s discussions with stakeholders and community (including several thousand written responses, an online ‘Have Your Say’ survey, stakeholder workshops, and meetings with local businesses), a diverse range of public domain and activation initiatives were identified.

People told us they highly value Oxford Street’s unique character, cultural diversity, heritage, and connectivity, and also expressed a strong desire for:

- Wider, more accessible footpaths to make walking easier and more comfortable
- Greening initiatives, including more street tree plantings, to provide shade, improve air quality, and create more inviting spaces
- Additional outdoor dining opportunities to activate the street and attract people
- Public art and cultural expression to celebrate the precinct’s rich history and heritage including Aboriginal heritage
- Street life and events to make Oxford Street a vibrant destination for locals and visitors alike.

The key public domain and activation ideas from consultation were:

- 1 Improvements to footpaths
- 2 Tree plantings
- 3 Opportunities for more outdoor dining
- 4 Events and activations

Activation initiatives are broken into:



Cultural



Business



Seasonal



Play

Scan the QR code



For more information about The Oxford Street East Strategy go to: nswroads.work/osecycleway

The Strategy’s recommendations reflect these aspirations, ensuring the revitalisation of Oxford Street is shaped by the people who use it. We will be engaging further with councils, the community and businesses, and ensure the Strategy builds on the best aspects of Oxford Street to help achieve a main street that is a safe, green, accessible and economically sustainable place for everyone.

In the Strategy, public domain initiatives are split into locations, reflecting the importance of each of these areas:

- 1 Taylor Square
- 2 Streetscape upgrades
- 3 Glenmore Road
- 4 Public reserves and green spaces along Oxford Street
- 5 Centennial Parklands Gates intersection

Future Oxford Street East

Oxford Street East will be a high intensity main street that is connected, green, safe and accessible for everyone. It will support high levels of activity and host destination attractions and events of local, regional, and international significance.

Oxford Street will function as an important connector, mainly to serve public transport, walking, bike riding and other green transport options. Prioritising these transport modes will help NSW to meet its carbon emissions reduction targets and create a more vibrant, walkable street for shopping, dining and events.

The number of traffic lanes and the speed limit will be reduced to calm traffic, reduce noise and encourage more people to stay. There will generally be four traffic lanes instead of six and in off-peak times there will be on-street parking and loading for businesses, Paddington Markets, and events.



The streetscape will be tree-lined, support biodiversity and be more resilient to future threats such as heat and floods.

The street and footpaths will be equitable, comfortable, and accessible. It will be an environment for all walks of life, a place where people participate in public life with a focus on interaction and exchange.

Aboriginal peoples' deep connection to Country and the area's non-Aboriginal heritage will be acknowledged and celebrated through story-telling in physical and digital forms.

Collaboration between State Government, local government, businesses, and community is essential to achieve a successful place, enabling economic activity and connecting people, whatever their journey.



Strategic and Policy Context

Transport has a customer-first, place-led, multi-modal approach to managing transport in NSW. Streets comprise the majority of public space in NSW and they are used by many different people for all kinds of activities and journeys.

Transport’s Future Transport Strategy puts people and places at the centre of Transport planning and recognises the shift required to more sustainable transport options to reduce carbon emissions and congestion, while improving liveability, walkability and vibrancy of streets for local communities. Transport’s NSW Movement and Place Framework, Road User Space Allocation Policy, Active Transport Strategy, Beyond the A to B and other policies also support promoting public transport options, walking, cycling, mobility devices, and use of space that supports more successful and people-centered places.

“Prioritising road space for more efficient vehicles gets the most from our existing assets. It can reduce the number of private vehicle trips and improve the liveability and vibrancy of our communities.”

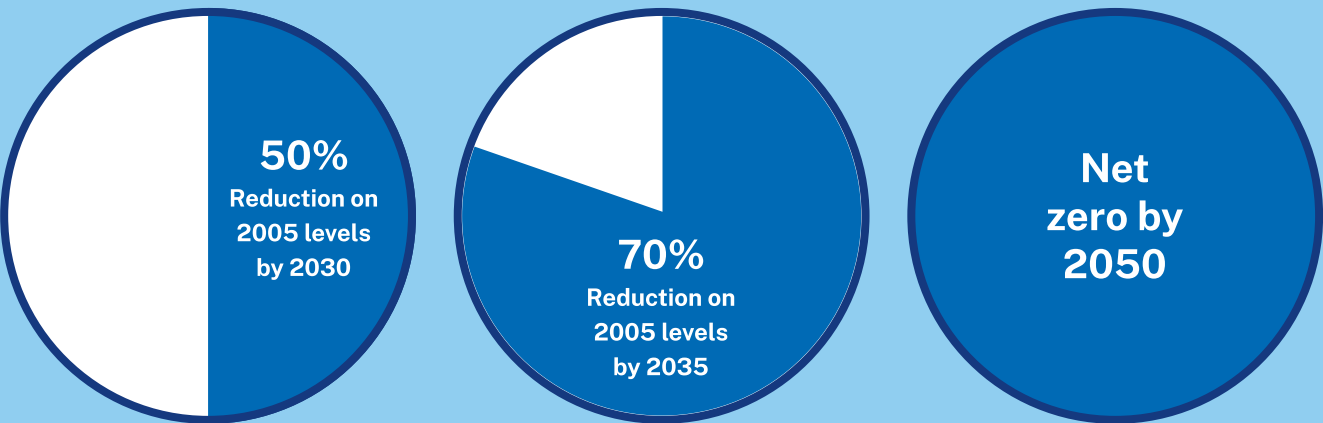
TfNSW Future Transport Strategy

The revitalisation of Oxford Street as a high intensity main street for people is consistent with State and local government direction to create green, attractive, connected and economically sustainable urban streets and places.

The Strategy reflects NSW Government, Transport for NSW and local council strategic policies (refer to Figure 1).

The NSW Environmental Planning and Assessment Act 1979 aims to promote good design and amenity of the built environment, including our streets.

The recent *Transport Administration Amendment Bill 2024* aims to: promote and enable active transport; promote mode shifting to active transport from other modes of transport; and improve the activation and accessibility of public spaces. The *NSW Climate Change (Net Zero Future) Act 2023* sets emissions targets (see below) that further supports conversion of roads to multi-modal sustainable streets with better place quality.



Combined, legislation and State and local policies support reducing Oxford Street’s movement function for cars and significantly increasing the street’s place function to create a street that is less congested, and more conducive to economic activity and activation for people.

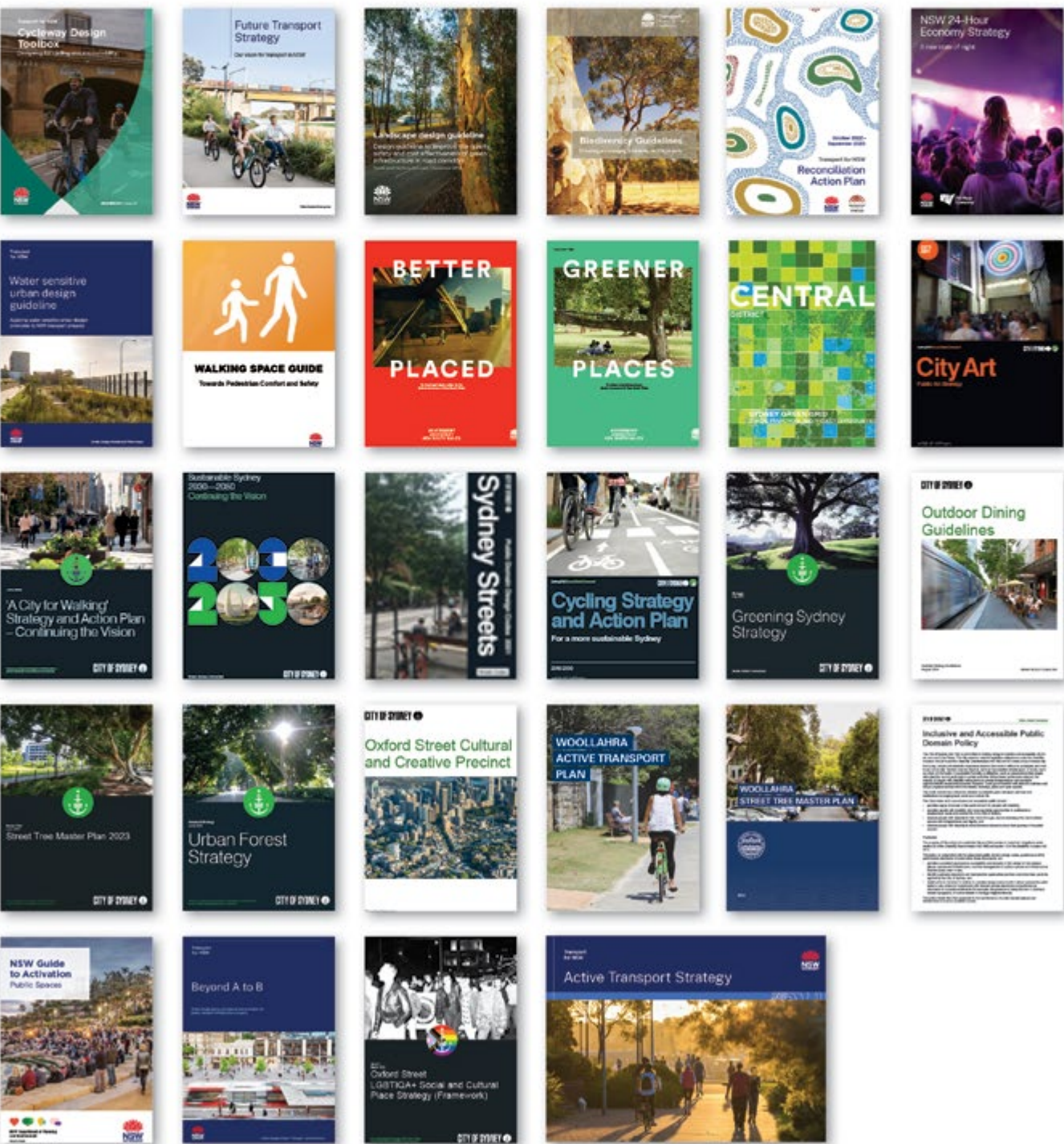


Figure 1 // A selection of State and local government policies, strategies and guidelines that are relevant to the Strategy.

Future Transport Strategy

Future Transport Strategy guides future planning, investment, delivery and operations. It puts people and places at the centre of Transport’s decision making, and reflects Transport’s “focus from moving vehicles to moving people” (Page 2). The Strategy aims to achieve three outcomes:

- 1 Connecting our customers’ whole lives
- 2 Successful places
- 3 Enabling economic activity

The Strategy notes “we will focus on getting more out of our existing investments, by reallocating road space to more efficient modes of transport like buses, walking, cycling and micromobility devices“ (Page 9) consistent with changes identified for Oxford Street which include reallocating existing road space to active transport, prioritising bus movements and planting street trees.



Figure 2 // Transport’s Future Transport Strategy – successful places for communities.

Road User Space Allocation Policy

In urban centres, road user space is constrained and needs to prioritise active and public transport along the street according to Transport’s Road User Space Allocation Policy (2024). The policy means that people walking, riding bikes, using micro-mobility devices and travelling on public transport, should be considered first and private vehicles considered last (refer Figure 3). This ordering is consistent with the Policy’s stated aim for the “overall reduction of the mode share of private motor vehicle trips within built-up areas”. Implementation of this policy will rejuvenate Oxford Street by creating a street that is more accessible and attractive to the most sustainable and space efficient transportation modes. Streets where foot traffic is higher and people want to spend more time are safer, more desirable and more economically successful. The Oxford Street revitalisation and future transport decisions regarding Oxford Street will comply with Transport’s Road User Space Allocation Policy.



Figure 3 // Road User Space Allocation Considerations from TfNSW’s Road User Space Allocation Policy.

NSW Movement and Place Framework

Transport’s NSW Movement and Place Framework (2024) is a cross-government framework for planning and managing roads and streets in NSW. The framework aims to create successful streets and roads by balancing the movement of people and goods with the amenity and quality of places. Oxford Street is a regional and international

destination that has a high street function and civic uses. The street is also an important multi-modal corridor that moves people and goods. Reduction in vehicle traffic using Oxford Street and expenditure on public domain improvements will enhance the street’s appeal to locals, visitors and tourists, especially during cultural and sporting events like Mardi Gras, Vivid Sydney, music concerts and events at Moore Park.

Aboriginal Art Strategy

Transport’s Aboriginal Art Strategy provides guidance on how to incorporate Aboriginal art into the transport network, including streets, enhancing cultural expression and visibility. The 2021 Strategy supports the Innovate Reconciliation Action Plan by fostering partnerships between Transport staff, construction contractors, urban designers, and the Aboriginal arts community. The strategy emphasises the importance of Aboriginal culture and heritage, aiming to heal and sustain Country, strengthen language and culture, and address disadvantage by integrating these elements into public spaces and transport infrastructure.

Active Transport Strategy

The revitalisation of Oxford Street and reinforcement of it as a multi-modal street is consistent with Transport’s Active Transport Strategy (2022) which aims to enable 15-minute neighbourhoods, encourage safer and better precincts and main streets, and promote walking and bike riding. The Strategy aims for walking and riding to be the preferred way for people to make short trips, reducing reliance on cars which increase congestion and carbon emissions.

Beyond the A to B

Transport’s 2024 Beyond the A to B provides place objectives, principles and considerations, as well as urban design processes to achieve Future Transport’s Successful Places for Communities goal. Beyond the A to B will help to shape implementation of the Public Domain and Activation Strategy.

NSW 24-Hour Economy Strategy

The 2024 Strategy seeks to “elevate Sydney and NSW as a global night-time economy leader” and achieve vibrant, coordinated precincts and places that promote safety, mobility, access, inclusion and authentic storytelling. The Oxford Street Public Domain and Activation Strategy is consistent with these desired outcomes.

NSW Public Spaces Charter

The 2021 Charter identifies the importance of public spaces as vital community assets, emphasising inclusivity, accessibility, and community engagement. The charter guides planning and management of public spaces, promoting a balance between social, environmental, and economic considerations. It envisions vibrant and inclusive spaces that cater to diverse community needs, fostering well-being and social connection, outcomes that align with a more successful Oxford Street.

Public Art in Transport Infrastructure – Guidance for Capital Projects

The 2024 Transport guidelines cover new, permanent public art. The guidelines will help to enable public art by Aboriginal and non-Aboriginal artists to be successfully integrated within the Oxford Street revitalisation.

Sydney Green Grid

Oxford Street is also identified as a vital walking and cycling link in the NSW Government Architect’s Sydney Green Grid (2017). Oxford Street is part of the “Eastern Suburbs Beaches Green Link”, which provides a green east-west connection between the beaches and Centennial Park, Bondi Junction, the Sydney CBD and the inner suburbs.

Walking Space Guide

Allowing adequate space for people walking on Oxford Street is very important. The Walking Space Guide (2020) provides a set of standards and tools to ensure sufficient space is provided to achieve comfortable environments which will encourage people to walk. Application of the Guide for Oxford Street will enable a more walkable Oxford Street and a safer and more active street.



Selected local council strategies

At the local council level, City of Sydney Council and Woollahra Council have existing place strategies for Oxford Street, parts of which are located in both Local Government Areas (LGA).

The council strategies celebrate the unique and special aspects of Oxford Street, while informing future place and urban design considerations for the street and locale.

Broadly and collectively, the strategies identify Oxford Street as a gateway and multi-modal village street, with a public domain that: is active with locals and tourists; pedestrian friendly; green and tree-lined; human-scale; conserves heritage; expresses Country; is inviting for people riding bikes; and, includes public open spaces with a range of activities and programs for the community.



The street has a reduced road space and reduced number of traffic lanes to enable widened footpaths with high quality materials and street furniture, dedicated cycleways (in the City of Sydney’s plans), tree planting and greening, outdoor dining, and a slower, quieter, people-friendly street.

The City of Sydney’s Oxford Street LGBTQIA+ Social & Cultural Place Strategy (2023)

The City of Sydney’s Oxford Street LGBTQIA+ Social & Cultural Place Strategy (2023) celebrates historic LGBTQIA+ places and spaces, notably Taylor Square and the Mardi Gras route, which are included in the State Heritage Register. Sustainable Sydney 2030-2050 (2022) recognises Taylor Square as a key destination and seeks to unify its disconnected parts and Edmondson movement. Sustainable Sydney also envisages significant street tree planting to reduce urban heat and make city streets more comfortable and attractive. The Oxford Street Cultural & Creative Precinct (2022) encourages cultural uses as a driver of Oxford Street’s future identity.

Woollahra Council’s Oxford Street & Paddington Place Plan 2019-2023

Woollahra Council’s Oxford Street & Paddington Place Plan 2019-2023 emphasises and values the importance of Oxford Street’s heritage, global and local fashion reputation, food and furniture offerings, cultural and artistic life, sense of community and human-scale architecture.

The Woollahra Active Transport Plan (2022)

The Woollahra Active Transport Plan (2022) aims to deliver attractive, vibrant and safe walking and cycling, especially in place destinations like Oxford Street, Paddington. Woollahra Council promotes Oxford Street as a walkable, vibrant and community-oriented environment that celebrates local culture and heritage.

The Opportunity

The way we transport ourselves is changing. NSW and the world are moving towards a greener, more sustainable future with new technology and lower carbon emissions. Significant streets in Sydney, like Oxford Street, are an important part of this change.

The NSW Government plans to enhance connectivity by improving walking, bike riding and bus travel along Oxford Street, one of Sydney’s most iconic, celebrated and historically important main streets.

A new dedicated bike path will connect Paddington Gates and Taylor Square, completing a missing link in Sydney’s bike network. The bike path will provide a healthy and viable alternative to cars and make the street more pleasant for people walking.

The bike path is part of a series of improvements to Oxford Street, enhancements that will help to attract more people, for longer, and bring more life to the internationally famous street, day and night.

A better street will result, one that puts people first and allows economic activity and creativity to flourish.

This reinvigorated street will be safer and calmer for people walking, greener, livelier, and more attractive to businesses. Motorists will drive slower and there will be fewer cars causing congestion. Buses will have priority and stop at shaded, accessible bus stops. Green spaces and pocket parks will link seamlessly to Oxford Street and stories of the area’s rich Aboriginal and non-Aboriginal past will be integrated within the public domain, communicated through public art.

These enhancements will help Oxford Street to become a more civic place for people with a role as both a high street and a connector.

The transformation will be a catalyst for investment in one of Australia’s most densely populated and culturally diverse areas. It opens the door for additional public space and activation improvements along Oxford Street, further increasing benefits to the community, businesses and visitors to the iconic strip.

The transformation makes Oxford Street quieter and less traffic dominated by:

 Widening footpaths for pedestrians and outdoor dining opportunities	 Keeping bus lanes during peak hours
 Providing kerb side parking and loading	 Space for outdoor dining, events and festivals, seating, signage and public artworks
 Planting street trees and shrubs	 Taking bikes off the footpath to a dedicated separated bike path
 Improving bus stops, making sure they’re more accessible	 Reducing traffic speed

Community Consultation

We ran an online Have your Say survey and online ideas board, had an intensive workshop to drill down into ideas and priorities and held in-depth meetings with local business owners.

While the survey responses provide valuable insights into what people think should happen on Oxford Street, the in-depth sessions with community and businesses enabled further exploration on what these initiatives could look like, why they are

important and detailed perspectives about why people feel a certain way. These findings have been cross-referenced and analysed using statistical data and real-life experiences. For more information on the public consultations carried out on Oxford Street East by Transport, please refer to Appendix B.

A summary of all the findings are presented below including Transport’s response.

Oxford Street overall: What we heard

Overall, people told us about the unique character and heritage of Oxford Street including the Aboriginal history of this place.

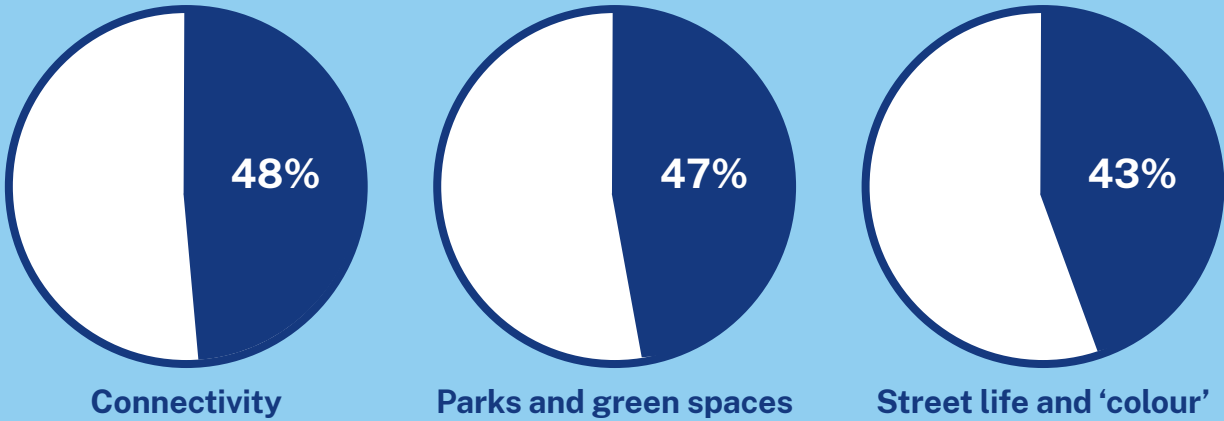
Participants in the workshop felt strongly that public space improvements and activations should align with appropriate uses, spatial and accessibility considerations, as well as the built, natural, and the cultural heritage of the locations. Feedback suggested there is ambition for the area to be further developed as a cultural and creative centre in Sydney. There was also strong support for Oxford Street to continue to identify as the home

of LGBTQIA+ storytelling. Some people indicated they felt areas around Paddington War Memorial and Paddington Town Hall were uninviting.

People in the workshop spoke about valuing the trees lining Oxford Street East, and particularly the jacarandas, which are highly valued as a defining feature of the place. There was strong support for more greenery to be introduced, such as pocket parks, echoing the sentiment in the online survey.

In the business one-on-one meetings we heard about preserving the character of the local area and recognising the importance of its unique heritage.

Most important aspects of Oxford Street currently



*Data from 'Have Your Say engagement report' // refer to appendix B.

Key overall themes to implement

- 1 More connectivity with cycleway and pedestrian crossings
- 2 Pocket parks and greening
- 3 Events and activations

What we’re doing

Transport is proposing to provide additional safe street crossings for people walking. We are proposing to enhance planting in parks and reserves. We are also proposing to fund a calendar of events, working in partnership with other government departments and councils. Refer to the following sections of this Strategy for greater detail about what this could look like.

Links to

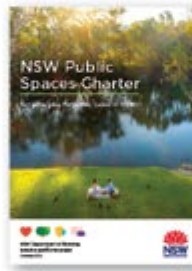
Examples of key policies include:



Transport’s NSW Movement and Place Framework



Transport’s Walking Space Guide



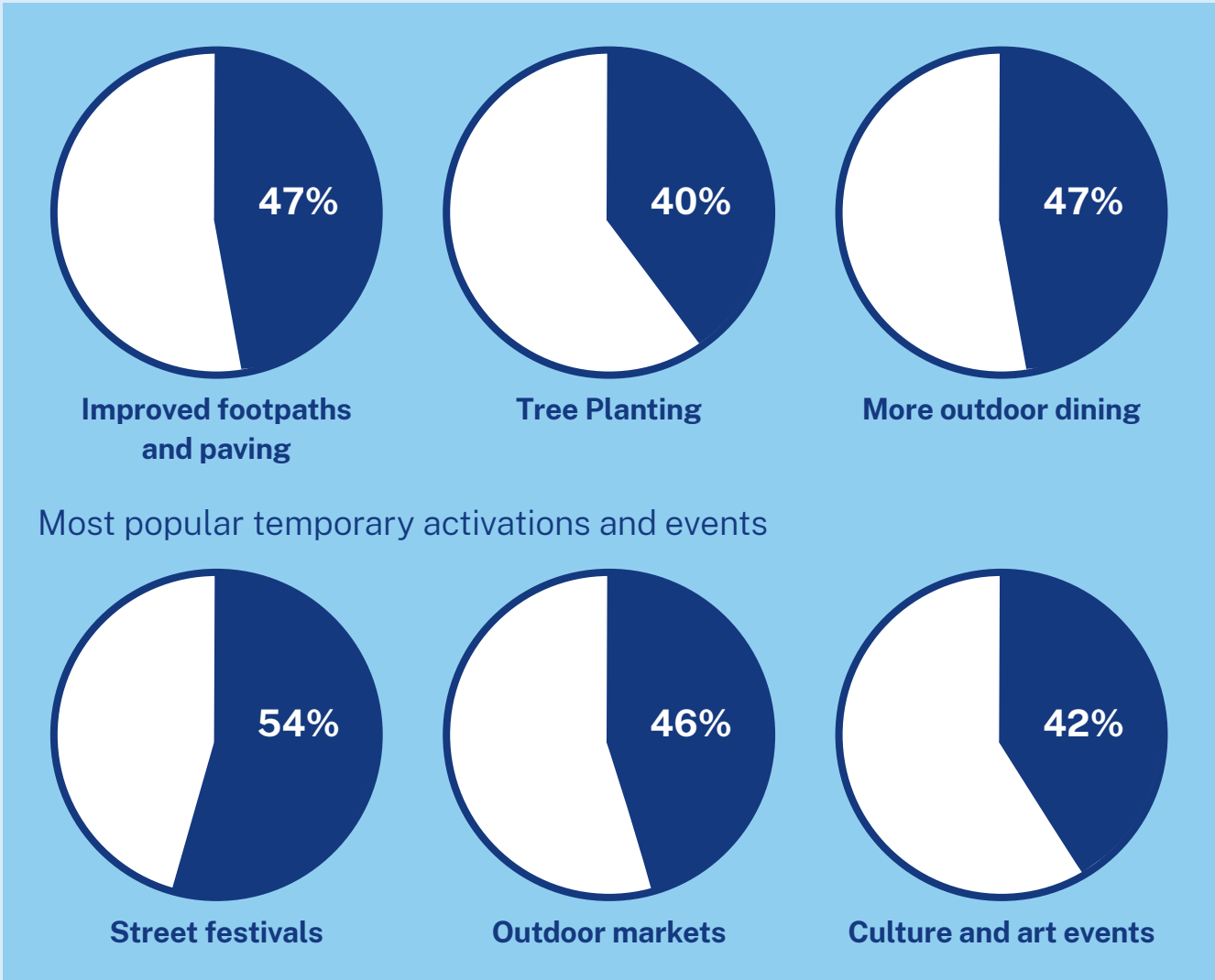
NSW Department of Planning, Industry and Environment’s NSW Public Spaces Charter

- 1. Oxford Street & Flinders Street Intersection Pedestrian Crossing at night
- 2. Nighttime streetscape
- 3. Public domain amenity
- 4. Existing outdoor dining Glenmore Road
- 5. Outdoor dining
- 6. Paddington Reservoir



The most important ideas: What we heard

Importance of different ideas to implement (percentages show 'very high' rating).



In the online survey, variations were observed across the different cohorts. For example, those who live locally, older respondents and those who identify as female, placed more importance on the historical and heritage aspects of Oxford Street, while younger respondents, those that identify as male, and visitors to the area placed greater importance on connectivity and vibrant street life.

Participants in the workshop were invited to consider any upgrades that would improve the visual appeal and the ease of movement along the whole street, including streetscape improvements and under-utilised spaces.

Several participants suggested activations and events when considering the entire street. Generally, people also supported streetscape upgrades like improved and accessible footpaths, improved lighting, and wayfinding. We also heard the aspiration to improve the appeal of open space along the street through public art and street planting.

In the business one-on-one meetings we heard that widening footpaths, including to create more space for the alfresco dining as well as activation and events including music and events potentially linked to events such as VIVID were important.

Key ideas to implement

- 4 Improvements to footpaths
- 5 Tree plantings
- 6 Opportunities for more outdoor dining
- 7 Events and activations

What we're doing

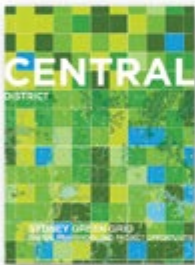
Transport is proposing to both widen and improve footpaths along sections of Oxford Street including Taylor Square. We are also proposing to plant new street trees where they are needed most. As part of the footpath widening we are proposing to work with councils and businesses to identify and expand the opportunity for outdoor dining. We are also proposing to work in partnership with other government departments, local councils and the private sector, and will potentially include options for music and lighting. As a result of this strategy and the feedback we have received we will consider the opportunity to expand Vivid Sydney with the relevant agencies. Refer to the following sections of this Strategy for greater detail about what we're doing.

Links to

Examples of key policies include:



NSW Government and the Office of the 24-Hour Economy Commissioner's NSW 24-hour Economy Strategy



Department for Planning and Environment and Office of the Government Architect's Sydney Green Grid



NSW Department of Planning and Environment's NSW Guide to Activation Public Spaces

- 1. Existing streetscape Paddington
- 2. Existing nighttime streetscape Glenmore Road
- 3. Barracks Reserve



The most important locations and improvements

Most important improvements (percentages show 'very important' rating).



From the survey we heard that improving the pedestrian spaces around the Centennial Park Gates intersection was the most important initiative. This was followed by improving the pedestrian environment around Taylor Square. We also heard that wider footpaths and new street furniture around Glenmore Road were very important.

Participants in the workshop said they strongly supported Oxford Street to continue to identify as the home of LGBTQIA+ storytelling, especially at Taylor Square. This would build on the recent opening of Qtopia which was represented in the workshop. People also spoke about how the intersection of Glenmore Road and Oxford Street East is valued as a prestigious fashion shopping destination.

They strongly supported activations that showcase the area's identity as a fashion precinct. The importance of a diverse and affordable retail offering was also raised and, in addition to established shops, there was very strong support for pop-up street markets and affordable farmers' markets. People spoke about valuing the trees lining Oxford Street East, particularly the jacarandas, which are highly valued as a defining feature of the place. Yet there was support for more greenery to be introduced, complementing Centennial Park.

In the business meetings, business owners spoke about the widening of footpaths where possible along Oxford Street to create areas for outdoor dining.

Key locations and ideas to implement

- 8 Improvements and widening to footpaths at key locations including Centennial Park Gates and Taylor Square
- 9 Wider footpaths and street furniture at key locations including Glenmore Road
- 10 Opportunities for more outdoor dining

What we're doing

Transport is proposing to both widen and improve the pavements on footpaths along sections of Oxford Street including Taylor Square and Centennial Park. Transport is also proposing to create better spaces for people walking to meet and socialise at key locations including Glenmore Road. As part of the footpath widening we are proposing to work with councils and businesses to identify and expand the opportunity for outdoor dining. Refer to the following sections of this Strategy for greater detail about what we're doing.

Links to

Examples of key policies include:



Transport's Beyond A to B



City of Sydney's Oxford Street LGBTQIA+ Social and Cultural Place Strategy



Woollahra Council's Oxford Street and Paddington Place Plan 2019-2023

- 1. Existing Oxford Street pedestrian pathway
- 2. Nighttime streetscape
- 3. Existing public domain pavements
- 4. Existing outdoor dining/ cafe space
- 5. Outdoor dining
- 6. Regent Street Reserve



Public Domain Initiatives and Priorities

Oxford Street is internationally celebrated as one of Australia’s most diverse, eclectic and historically important streets.

Many people have a deep connection to Oxford Street, its connectivity, parks and green spaces, the street life and ‘colour’, the food and drink on offer and the history and heritage buildings. First Nations people have ancestral links to the area that go back thousands of years, others have lived, worked or studied along Oxford Street, and for some people and groups it is a place of struggle, protest or pride.

Oxford Street today is a place for everyone at all times of the day and night. It’s a place for the whole community to share and visitors to experience and enjoy. The street is both a main street and a connector.

The Strategy aims to build on the best of Oxford Street with positive changes that reflect what the community and stakeholders need and the commitments that government has made, such as reducing carbon emissions and making the street safer and more comfortable for people walking, riding bikes and catching buses.

In developing this Strategy, we spoke with local councils, businesses, community, Greater Sydney Parklands and special interest groups to better understand the sort of place they want Oxford Street to be. The previous section of this Strategy describes what we heard, including what public domain initiatives the community would most like to see: improved footpaths and paving; tree plantings and more outdoor dining.

Figure 4 shows the process for how the public domain initiatives or ideas were identified and selected to be included in this Strategy and the next step which will involve further testing to determine if the ideas can be delivered.



Place value is determined by TfNSW's Urban Design team using Transport's Value Assessment System for Place (VASP) tool for valuing place outcomes in the conceptual stage of transport projects

Figure 4 // Public domain initiatives identification and selection process

A wide range of public domain initiatives have been identified, either by key stakeholders, Transport, the community or others. The initiatives were selected and prioritised in this Strategy based on several factors, including: the need on the ground as determined by Transport urban design specialists; preferences communicated by stakeholders and community; alignment with local and state government priorities and policies; and the

ease with which the initiatives could be delivered without, for example, causing too much disruption.

The main public domain initiatives and locations are described below (refer to Figure 5) with some images to give an idea of how things could look.

The final public domain and activation initiatives, locations and details will be confirmed with councils and stakeholders.

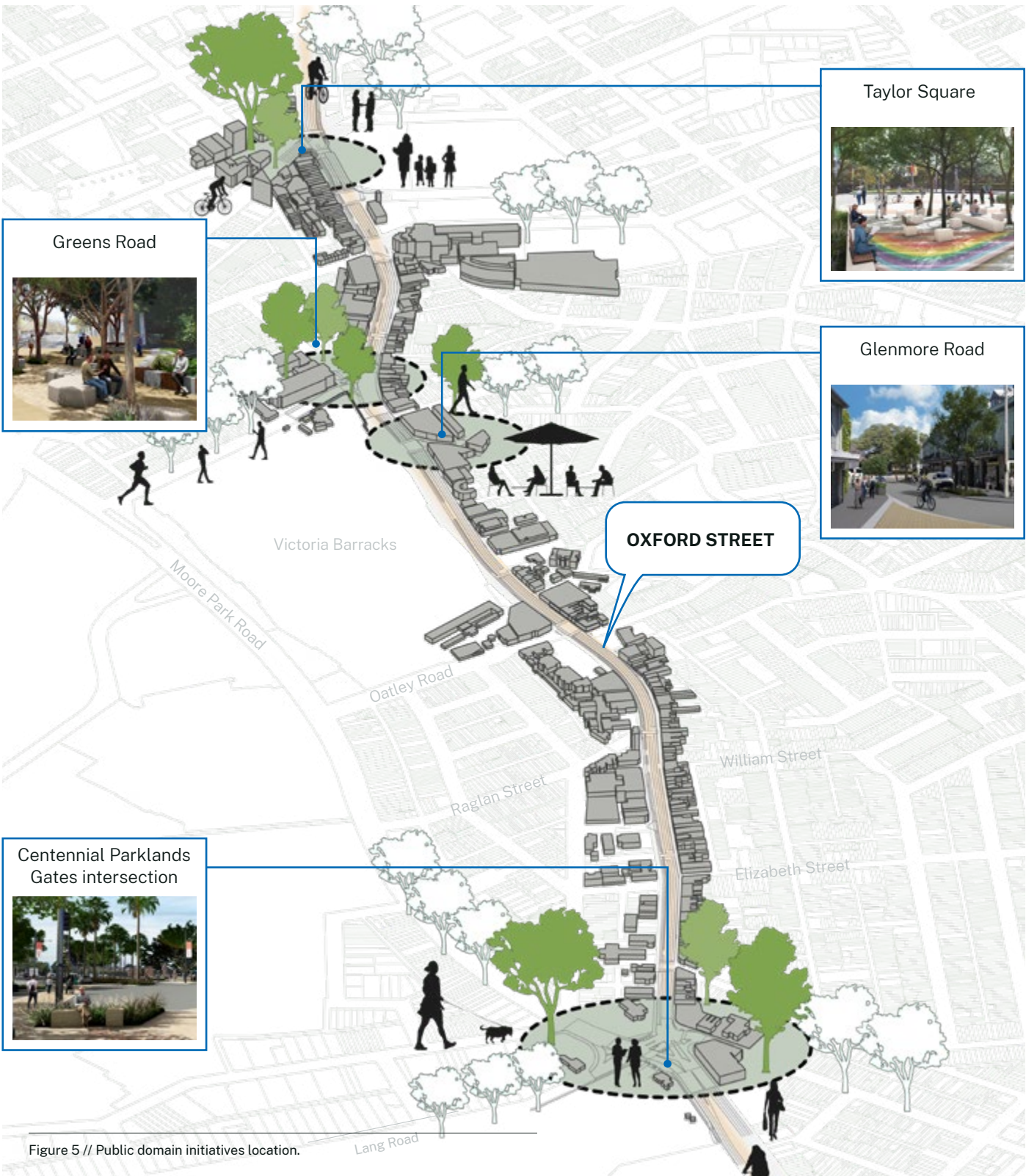


Figure 5 // Public domain initiatives location.



Oxford Street, a people place

Key Points

- Increased public domain quality, outdoor dining options and more space for walking and strolling
- Integration with Oxford Street bike path
- New street tree planting
- Retain heritage character and qualities of Paddington
- Integration of Cultural and Connection to Country
- Extend existing open green spaces
- Improved access and connectivity
- Prioritise pedestrian movement and spaces

Figure 6 // Public domain initiatives location plan.

Taylor Square – north and south-east



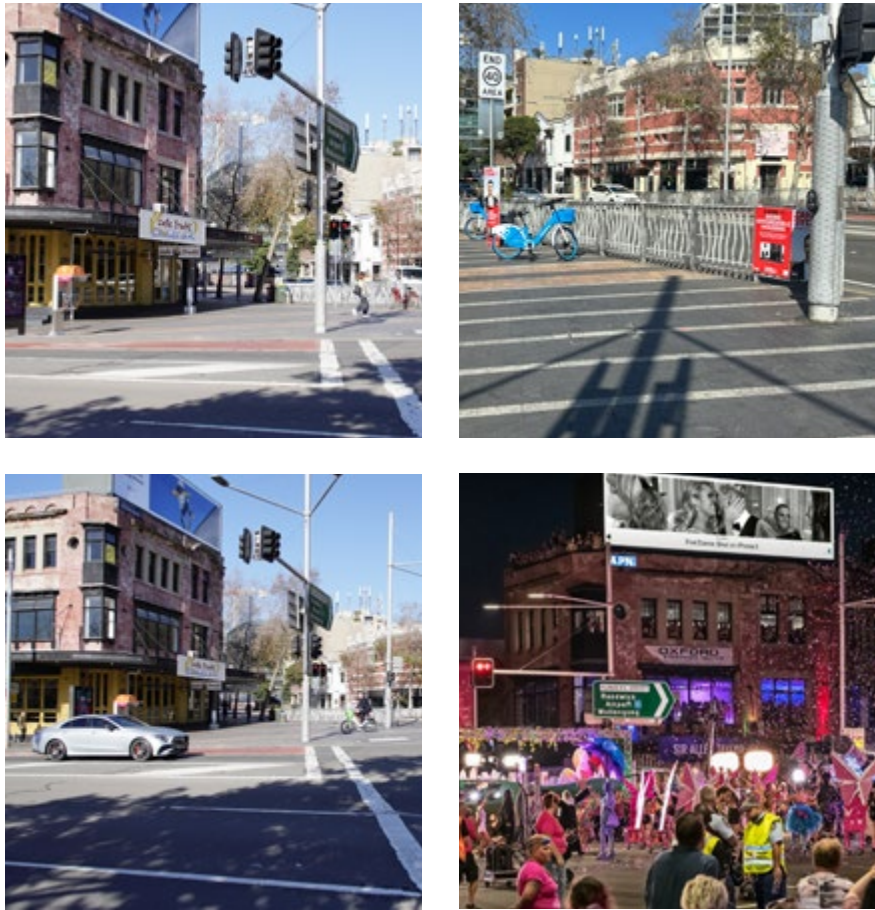
A world-famous State Heritage listed public place with special meaning for the LGBTQIA+ community, Taylor Square has potential to be a more comfortable space for people to spend time.



Indicative only, artist impression of potential Taylor Square-north and south-east, subject to further stakeholder and community input, and design development.

Taylor Square –north and south-east

The public domain initiatives will future-proof City of Sydney plans to expand Taylor Square and make it integrate better with surrounding cultural uses including Qtopia. Enhanced bicycle connections and reductions in road lanes and vehicle speed will calm Taylor Square and make it a safer place for people walking. On the northern and south-eastern parts of Taylor Square, footpaths will be widened and there will be public art, tree and shrub planting, bespoke street furniture and acknowledgment of Country to further enhance this highly significant public space.



Existing site photos.



Indicative only, artist impression of potential Taylor Square, subject to further stakeholder and community input, and design development.

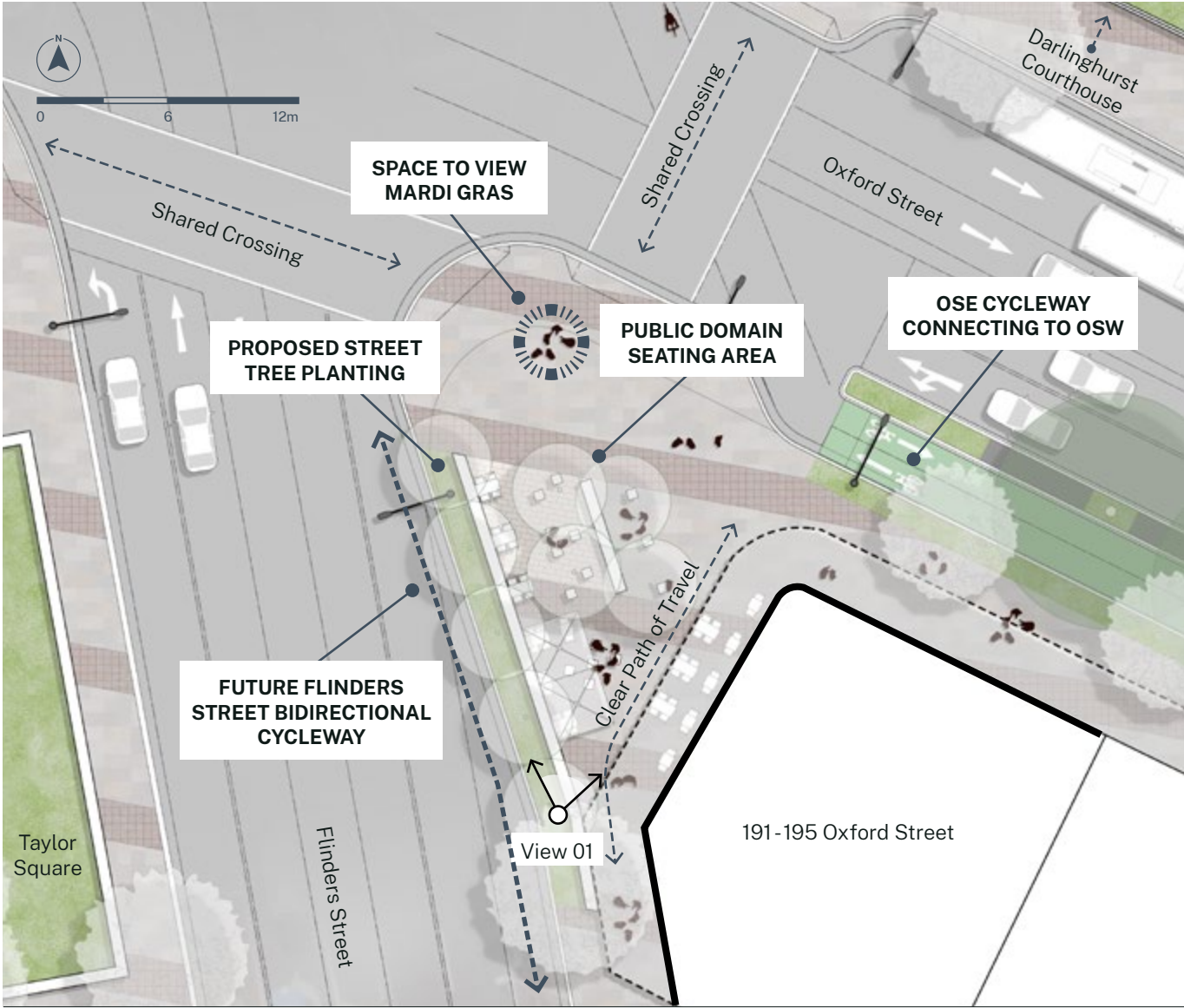
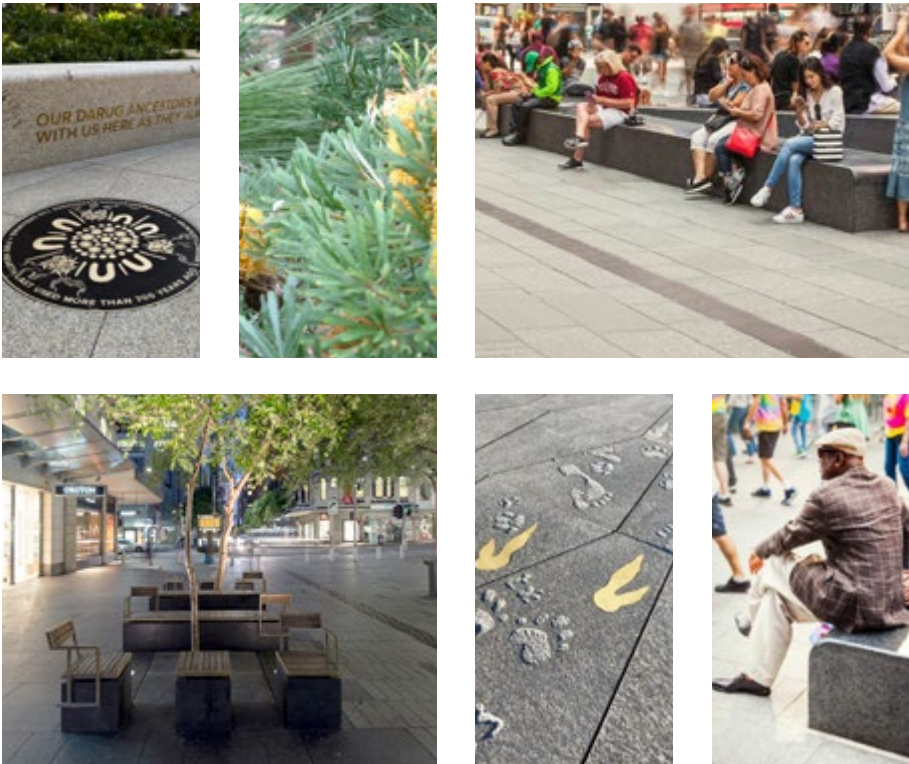


Figure 7 // Indicative only, Public Domain and Activation Plan of Taylor Square-north and south-east, subject to further stakeholder and community input, and design development.

Key Points

- Connected tree canopy, furniture and specialty pavements reflecting local history and place character.
- Stone seating walls to match existing character of Taylor Square public domain.
- Shrub planting to create buffers to footpaths.
- Retain existing feature pavement design.

Image Source:
Top left: Parramatta Square pavement interpretation
Top middle: Eastern Banksia Scrub planting mix
Top right: Time Square NYC, seating walls
Bottom left: Pitt Street Mall, seating and tree planting
Bottom middle: Parramatta Square pavement interpretation
Bottom right: Time Square NYC, seating walls



Centennial Parklands Gates intersection

This gateway to Centennial Parklands, Oxford Street and Queen Street is an important connection to one of Sydney’s best-known parks, to Paddington and to Woollahra, respectively.



Indicative only, artist impression of potential Centennial Parklands Gates intersection, subject to further stakeholder and community input, and design development.

Centennial Parklands Gates intersection

The current intersection and roadway will be calmed, rationalised and decluttered to improve amenity, views to the historic Paddington Gates, and accessibility and safety for people walking and riding bikes. There will be additional bicycle and pedestrian road crossings, and footpath widenings, to improve connectivity. Tree and shrub planting, wayfinding signage, street furniture and improved paving will increase comfort and walkability. The location will benefit from heritage interpretation and expression of Country, deepening connections to and understanding of past stories and peoples.



Existing site photos.



Indicative only, artist impression of potential Centennial Parklands Gate, subject to further stakeholder and community input, and design development.



Figure 8 // Indicative only, Public Domain and Activation Plan of Centennial Parklands Gates intersection, subject to further stakeholder and community input, and design development.

Key Points

- Feature gateway palm tree plantings in formal grid with mixed native understory planting.
- Opportunity for ‘Connection to Country’ though indigenous plantings and storytelling.
- Opportunity to integrate ornamental heritage features into public art piece/s.

Image Source:
Top left: Sandstone crazy pave
Top middle: Centennial Parklands Paddington gateway, with sandstone detailing
Right: Gateway tree planting - Livistona australis, Cabbage Palm
Bottom left: Native, Eastern Banksia Scrub planting mix



Oxford Street



Oxford Street is one of Sydney’s most popular walking streets, day and night. A reduction in speed limit, a change from six traffic lanes to four lanes, new street crossings, improved bus stops, and addition of separated bicycle lanes, will significantly improve walkability, accessibility, amenity and appeal.



Indicative only, artist impression of potential Oxford Street public domain enhancements, subject to further stakeholder and community input, and design development.

Oxford Street

Further public domain enhancements—such as tree and shrub planting, improved areas for outdoor dining, new street furniture and wayfinding signage, footpath widening and repaving and heritage interpretation -will make Oxford Street an even more attractive place for locals and visitors to walk, ride and spend time.

In addition to improvements to the footpath spaces along Oxford Street, public domain enhancements at key corners and intersections will provide better, more activated places to meet, shop and eat. These locations include Darlinghurst Road, Greens Road, Glenmore Road, Perry Lane, Jersey Road and Queen Street.



Existing site photos.



Indicative only, artist impression of potential cycleway, bus stop and improved public domain, subject to further stakeholder and community input, and design development.

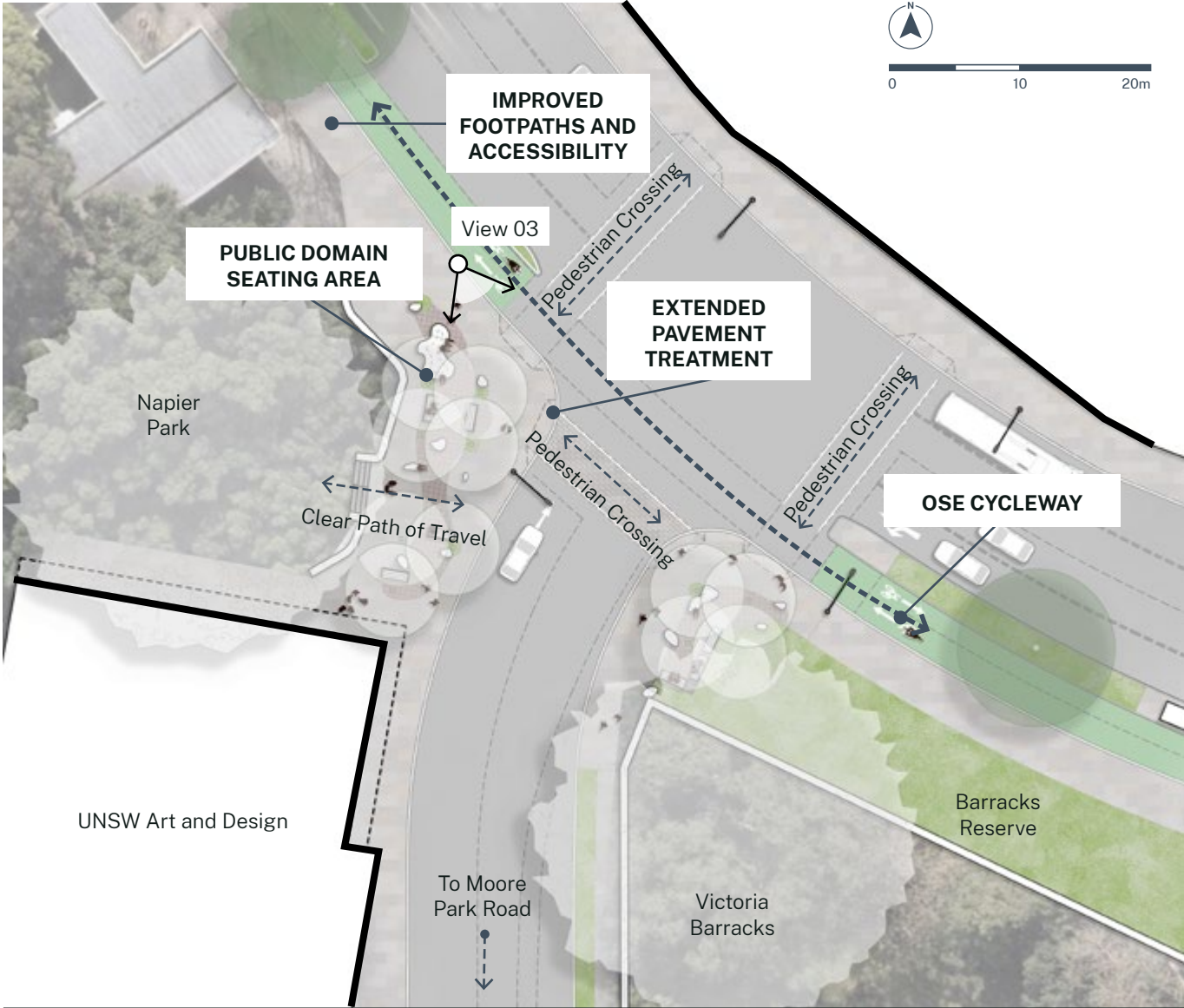


Figure 9 // Indicative only, Public Domain and Activation Plan of Oxford Street and Greens Road intersection, subject to further stakeholder and community input, and design development.

Key Points

- Tree canopy to act as gateway; connecting to existing significant trees.
- Proposed feature/ cultural low planting.
- Continuous raised pedestrian crossing over Greens Road.
- Retain existing planting & public domain bench seating to Napier Park.
- Natural sandstone boulders, with sculptural seating and planted edges.

Image Source:
Top Left: Garden of Cloud and stone, Sydney
Top right: Garden of Cloud and stone, Sydney
Bottom left: Feature stone unit pavement, with native planting edge



Glenmore Road

Glenmore Road is an important entrance to Paddington and Five Ways. Known for its high-end fashion boutiques, fine-grained shopfronts and eateries, this area will have an enlarged and enhanced public domain to attract and keep more visitors.



Indicative only, artist impression of potential Glenmore Road, subject to further stakeholder and community input, and design development.

Glenmore Road

Public domain initiatives will include footpath widening and repaving, pedestrian crossings at side streets, road treatments to slow vehicles, tree and shrub planting. The enhanced footpath spaces will provide opportunity for new street furniture and outdoor trading and dining.



Existing site photos.

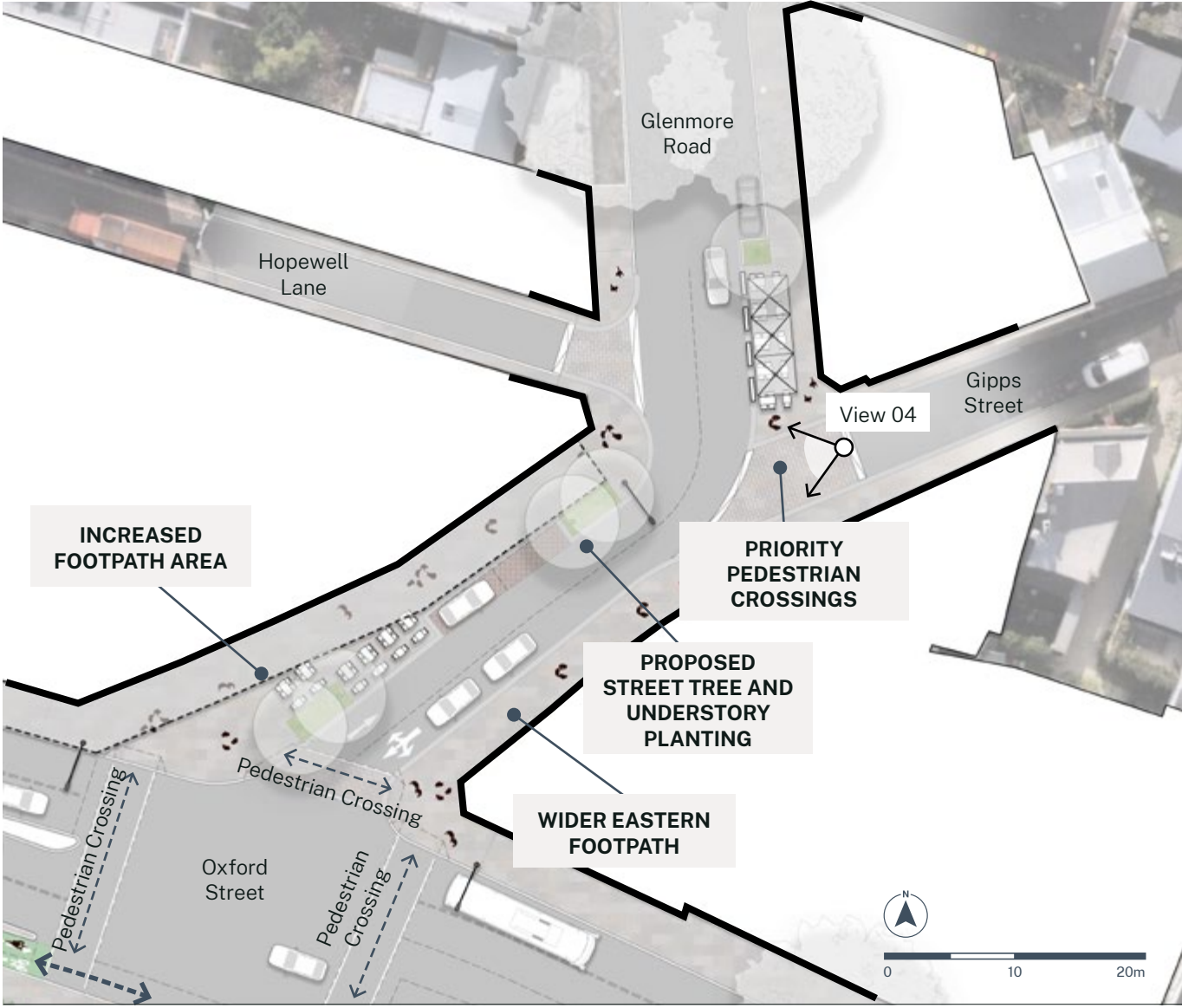


Figure 10 // Indicative only, Public Domain and Activation Plan of Glenmore Road, subject to further stakeholder and community input, and design development.

Key Points

- Proposed street tree with understory planting.
- Provide high-quality pavement treatment from building edge to edge.
- Increased public spaces for food and beverage, retail and day to day dwelling areas.
- Opportunity for temporary street closures for events.

Image Source:
Top left: Bourke Street, Surry Hills, Sydney
Top right: Temporary street closure Kirribilli, Sydney
Bottom left: Cafe spill out space, William Street, Paddington
Bottom right: Stanley Street, street event





Oxford Street public spaces

There are several existing public reserves and green spaces along Oxford Street that are valued by the community. These green spaces provide opportunities for socialising and relaxation, and some also provide important walking and cycling connections to Oxford Street's amenities and transport services. The spaces include: Three Saints Square next to St Vincents Hospital; Napier Street Park; Barracks Reserve; Paddington Reservoir; Regent Street Reserve; Strong Memorial Reserve; Ulster Street Reserve; and the small green space at Feasting Otter Fountain. Together, these spaces have tremendous potential to contribute additional social, environmental and economic benefits for the whole community.

Some of these public spaces are currently or have recently been upgraded by local councils in response to community needs. These spaces, along with reserves in good condition, do not currently need improvement.

Barracks Reserve and Strong Memorial Reserve present the highest opportunity for enhancement, with potential for improvements to accessibility and paving, street furniture, lighting, planting and more community friendly spaces that locals can easily access and enjoy.

Figure 11 // Existing open spaces along Oxford Street.

Process outcomes

	Taylor Square	Centennial Parklands Gate Intersection	Glenmore Road	Oxford Street	Oxford Street Public Spaces
Footpaths and Connectivity					
Public Domain Initiative					
Increasing footpath widths in locations to improve pedestrian safety and movement, and where appropriate to cater for outdoor trading, such as dining, and events.	●●●	●●●	●●●	●●●	●
Reducing clutter such as poles and signs to improve walkability and improve streetscape views.	●	●●●	●●	●●●	●
Improving accessibility and safety by providing consistent quality pedestrian pavements and tactile indicators where they are needed most.	●	●	●	●●●	●
Providing high quality location specific footpath pavements and tactile indicators that sensitively respond to heritage, culture and existing built form character.	●●	●●	●●	●	●
Providing wayfinding, information and other signage to help orientate people walking and riding bikes.	●●●	●●●	●●●	●●●	●
Planting to green the street and encourage people walking to cross the street where it is safer.	●●	●●●	●●	●●●	●
Making permanent the temporary Glenmore Road 'parklet' to create a widened space for outdoor trading and public recreation.	●	●	●●●	●	●
Narrowing Glenmore Road between Hopewell Lane and Oxford Street to increase footpath widths and opportunities for tree and shrub planting and outdoor dining.	●	●	●●●	●	●
Heritage and public art					
Using the cycleway surface en masse to communicate and celebrate important Aboriginal stories, in support of the reconciliation process.	●	●	●	●●●	●
Providing public artwork and interpretation that celebrates and acknowledges Aboriginal and non-Aboriginal culture and heritage.	●	●●●	●	●●●	●●●
Providing public artwork that celebrates and acknowledges LGBTQIA+ culture and Country where appropriate.	●●●	●	●	●	●

KEY
●●● = Top priority ●● = High priority ● = Priority ● = Not a priority or applicable to location
The final public domain and activation initiatives, locations and details will be confirmed with councils and stakeholders.

Figure 12 // Public domain initiatives, locations and priorities based on identification and selection process, including consultation outcomes and assessment.

	Taylor Square	Centennial Parklands Gate Intersection	Glenmore Road	Oxford Street	Oxford Street Public Spaces
Pedestrian and bike rider mobility and safety					
Public Domain Initiative					
Providing additional pedestrian and bicycle crossings at key intersections to improve accessibility and safety.	●	●●●	●●	●●●	●
Removing vehicle left-turn 'slip' lanes to increase public domain and make walking safer by reducing interaction between vehicles and people walking.	●	●●●	●	●●●	●
Providing dedicated bicycle lanes to encourage safe bike riding and use of other mobility devices.	●●●	●●●	●	●●●	●
Reducing traffic lanes and road space to shorten street crossing distances for people walking and help make the street less traffic dominated.	●●●	●●●	●●	●●●	●
Introducing traffic calming and continuous footpath type treatments (subject to drainage) at side streets to reinforce pedestrian priority and slow traffic.	●	●	●●	●●●	●
Providing safe pedestrian crossings at Hopewell Lane and Gipps Street to improve walkability and pedestrian safety.	●	●	●●	●	●
Amenity and comfort					
Providing tree and shrub planting to increase shade and mitigate climate change impacts such as urban heat.	●●●	●●●	●●●	●●●	●●
Reducing vehicle speed on Oxford Street to lessen noise, encourage outdoor dining where appropriate and make the street a safer place for everyone.	●●●	●●●	●	●●●	●
Ensuring lighting levels are safe for people walking and sightlines are clear to increase perceived and real personal safety.	●●●	●●	●●●	●●	●●
Providing new bus stops that are more accessible to all users, and are safe and comfortable, with protection from the weather.	●●●	●	●	●●●	●
Providing facilities that meet the needs of people who use public green spaces e.g. school children who attend Paddington Public School, adjacent to Strong Memorial Reserve.	●	●	●	●	●●
Providing high quality location specific public seating and other street furniture that sensitively responds to heritage, setting and built form character.	●●	●●	●●●	●●●	●

Business Support and Interim Activation Initiatives and Priorities

The activation of Oxford Street through interventions will contribute to realising the vision of creating a safe, vibrant and lively civic space that is welcoming to all people.

Activation refers to the social life of a public space, that is the number and diversity of people and how long they spend in a place. Activation is vital to the social, cultural and economic vibrancy of communities and contributes to sustainable, safe and well-managed public spaces. Activations can be permanent, such as playgrounds, seating, lighting and landscaping, or temporary, such as performances, markets or short-term activities testing permanent works (for example parklets or temporary lighting).

An investment in interim activations along Oxford Street will provide an opportunity to engage with the community and test and trial interventions that will lead to long-term change.

Consultation and engagement highlighted a strong community desire to see Oxford Street revitalised through interim activations and business support initiatives before, during and beyond the cycleway construction period.

Feedback identified a desire for a more vibrant, thriving and active street, with an emphasis on the importance of creating a welcoming and lively atmosphere that celebrates the unique qualities of Oxford Street, including its history and heritage.

- Aim of interim activations on Oxford Street:**
- Expand the delivery of the cycleway to embed place outcomes throughout the project
 - Encourage active transport use
 - Enhance connectivity by drawing people along and through Oxford Street
 - Increase the street vibrancy by creating an appealing and activated streetscape
 - Unearth 'hidden' spaces and create a sense of excitement and discovery
 - Increase community attachment to place
 - Encourage a thriving economy, day into night

- Objective of interim activations on Oxford Street:**
- Test and trial innovative and creative interventions that will lead to long-term change
 - Drive council collaboration and partnerships to realise street-wide activation
 - Provide reasons / opportunities for people to visit and dwell on Oxford Street

In analysing the feedback from community and the input from the local councils and Greater Sydney Parklands, four broad interim activation typologies have been identified.

Interim Activation		
Typology	Examples	Definition
Cultural	Music/Busking • Public art Exhibitions • Themed tours	Any interim art or cultural activity delivered in public spaces.
Business	Outdoor dining • Extended trading Pop-up shops • Promotions	Interim activities that support businesses along Oxford Street, day into night.
Seasonal	Markets • Festivals • Street parties Events	Regular or seasonal activations that bring the community together through a range of activities.
Play	Playgrounds • Parklets • Family activities • Lighting	Playful and surprising interventions that promote vibrancy, safety and dwell time.

Potential Activation Initiatives – to be confirmed with councils

Location	Cultural	Business	Seasonal	Play
1. Oxford Street wide	Walking tours exploring culture and heritage	Cultivated squares and piazzas	Street Festival in partnership with galleries and businesses	Fairy and festoon lighting to improve perceptions of safety
2. Taylor Square	Partnerships to explore 'hidden' spaces of Oxford St	More dining and night-time entertainment options	Programmed Festivals eg Music; Comedy etc	Seating and opportunities to gather
3. Glenmore Road / Jersey Road	Pop-up exhibitions and displays	Extended trading hours	Participation in Sydney CBD events eg VIVID activation, SxSW programming	Outdoor gyms
4. Memorial and Strong Reserves	Vacant store front activations	Alfresco dining	Seasonal events and markets	Games: chess, trampolines
5. Centennial Parklands Gates	Pop-up performances			Playgrounds and playful interventions
	Pop-up exhibitions			Greening
	Night-time entertainment			Parklets
	Live music including busking			Playgrounds/ playful infrastructure
	Public Art			
	Asphalt Art			
	Fashion focused activations			
	Heritage interpretation			

Several activation initiatives could be trialled before construction to actively evaluate long-term or permanent opportunities in key locations. These include:

- Short-term street closures at different times of the day and week
- Late night dining and plaza activations
- Public art installations that reflect the heritage and culture of Oxford Street
- Lighting, seating and greening interventions

In the longer term, activations on Oxford Street will continue to contribute to the vibrancy, liveliness and amenity of the street. Activations have the potential to foster a renewed sense of pride and attachment to Oxford Street for all the community and support in attracting people to the area by highlighting Oxford Street's character and strengths including art, design, fashion and food.

The final activation initiatives, locations and details, as well as delivery and maintenance matters, will be confirmed with councils and stakeholders.





Summary and Implementation

Indicative only, artist impression of potential public domain improvements on Greens Road, subject to further stakeholder and community input, and design development.

What happens next?

This Strategy for Oxford Street East provides guidance for the future revitalisation of one of Australia’s most recognisable and loved streets.

It envisages a people-friendly main street that is green, connected, accessible and safe, and supports and sustains economic activity, cultural activities and public life.

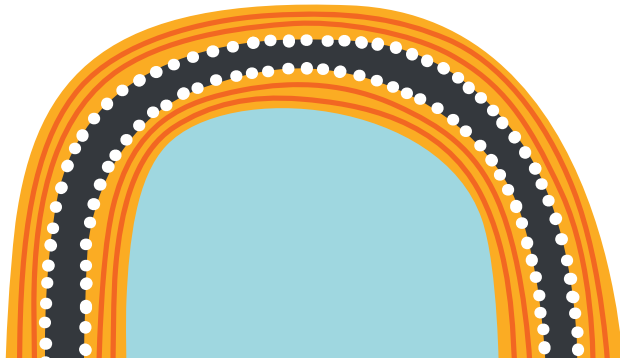
Importantly, the Strategy incorporates valuable input from local councils, businesses, the community and other stakeholders.

In the next phase, the Strategy will inform an Implementation Plan which will provide more in-depth detail about the public domain and activation initiatives from the Strategy, including how they will be designed and delivered with stakeholders, including local government.

Scan the QR code



For more information about The Oxford Street East Strategy go to: nswroads.work/osecycleway



Appendix

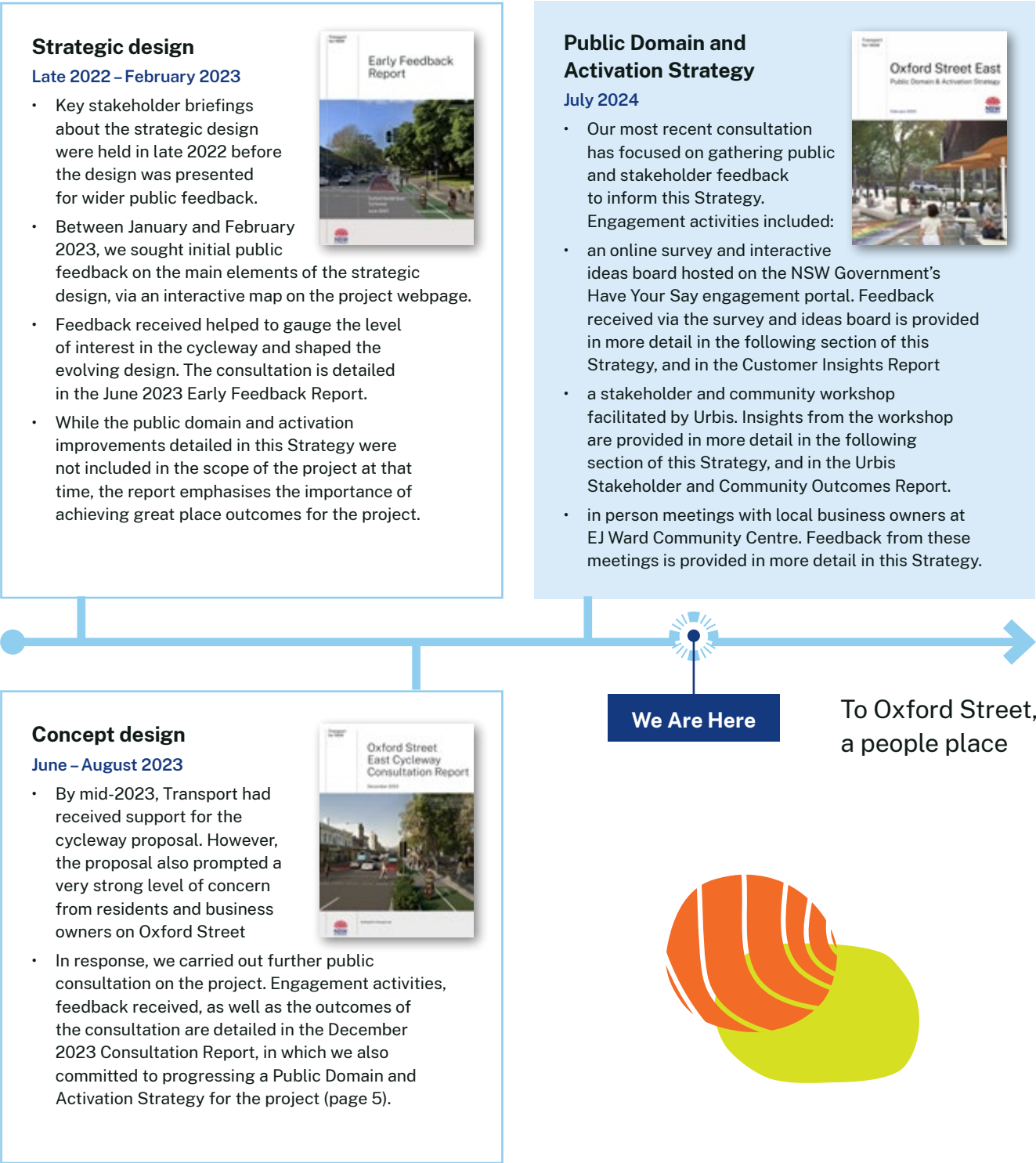
Appendix A // Stakeholder and Community Workshop Outcomes by Urbis

To see the Report please visit: nswroads.work/osecycleway

Appendix B // Have Your Say Survey Report by Customer Insights, Department of Customer Service

To see the Report please visit: nswroads.work/osecycleway

Appendix C // Timeline of Consultation on Oxford Street East



Appendix D // Aboriginal Design Principles by WSP Australia

To see the Report please visit: nswroads.work/osecycleway

Appendix E // Activation Case Studies

George Street, Sydney – Streets as Shared Spaces Program, City of Sydney

Through the Streets as Shared Spaces program the northern end of George Street in the centre of the Sydney CBD was closed off to create a colourful and inclusive new gathering space for people.

As part of the celebrations for Sydney WorldPride 2023, the road space was transformed into a vibrant new precinct featuring bright furniture and roving street performers to attract people walking and encourage people to spend time in the city.



Image Source:
Top left: George Street, Sydney. Credit: City of Sydney Council
Top Right: George Street, Sydney. Credit: City of Sydney Council
Bottom Left: George Street, Sydney. Credit: NSW Government
Bottom Right: Bike rider along George Street, Sydney. Credit: NSW Government

Darby Street, Newcastle – Streets as Shared Spaces Program

This project trialled a 30km/hr speed zone, widened footpaths, and introduced safer crossing points on Darby Street in Newcastle, enhancing vibrancy with outdoor dining and seating.

The project led to improved safety for people walking and riding bikes, enabling safer active transport routes and higher activated pedestrian areas, which in turn increased sales revenue along Darby Street. As a result, Council has retained the trial infrastructure and have used the data to inform further traffic calming upgrades.



Image Source:
Left: Darby Street, Newcastle. Credit: Destination NSW
Top Right: Darby Street, Newcastle. Credit: Newcastle Weekly
Bottom Right: Darby Street, Newcastle. Credit: Hunterhunter

Queen Street, Campbelltown – Streets as Shared Spaces Program

Campbelltown City Council tested lighter, quicker, cheaper place interventions to demonstrate to the community long-term ambitions for change through ‘Reimagining Campbelltown City Centre’.

The trial project included temporary seating, shading and greening, a play space, changes to parking and a calendar of programmed events.



Image Source:
Left: Lithgow Street, Campbelltown. Credit: NSW Government
Top Right: Forum Q, Lithgow Street, Campbelltown. Credit: Campbelltown City Council
Bottom Right: Christmas Markets, Lithgow Street, Campbelltown. Credit: Campbelltown City Council

