



CREATING ENJOYABLE CITIES

LOW TRAFFIC NEIGHBOURHOODS

CHRISTOPHER MARTIN













@chris**cities**

Current Model



Superblocks Model



- | | | | | | |
|---|--|---|------------------------------|---|--|
|  | PUBLIC TRANSPORT NETWORK |  | PRIVATE VEHICLE PASSING |  | DUM PROXIMITY AREA |
|  | BICYCLES MAIN NETWORK (BIKE LANE) |  | RESIDENTS VEHICLES |  | ACCESS CONTROL |
|  | BICYCLES SIGNPOSTS (REVERSE DIRECTION) |  | URBAN SERVICES AND EMERGENCY |  | BASIC TRAFFIC NETWORK |
|  | FREE PASSAGE OF BICYCLES |  | DUM CARRIERS |  | SINGLE PLATFORM (PEDESTRIANS PRIORITY) |

Large differences in the speed and mass of road users in the same space, must be eliminated where possible.

Vehicles can be forced to travel at lower speeds by design.

Where speed differences can't be eliminated, traffic types must be separated.

HIGHER SPENDS

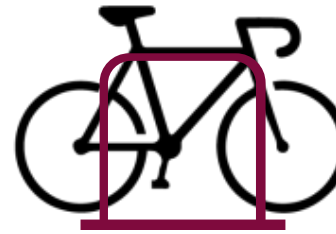


High street walking, cycling and public realm improvements can

increase retail sales
by up to **30%**

Source: Lawlor, 2013

Cycle parking delivers



5x

the retail spend per square metre than the same area of car parking

Source: Raje and Saffrey, 2016

People who walk and cycle take more trips to the high street over the course of a month

Average number of visits to local town centre each month, by mode



16 visits



12 visits



8 visits

Source: TfL 2014

Over a month, people who walk to the high street spend up to

40% more

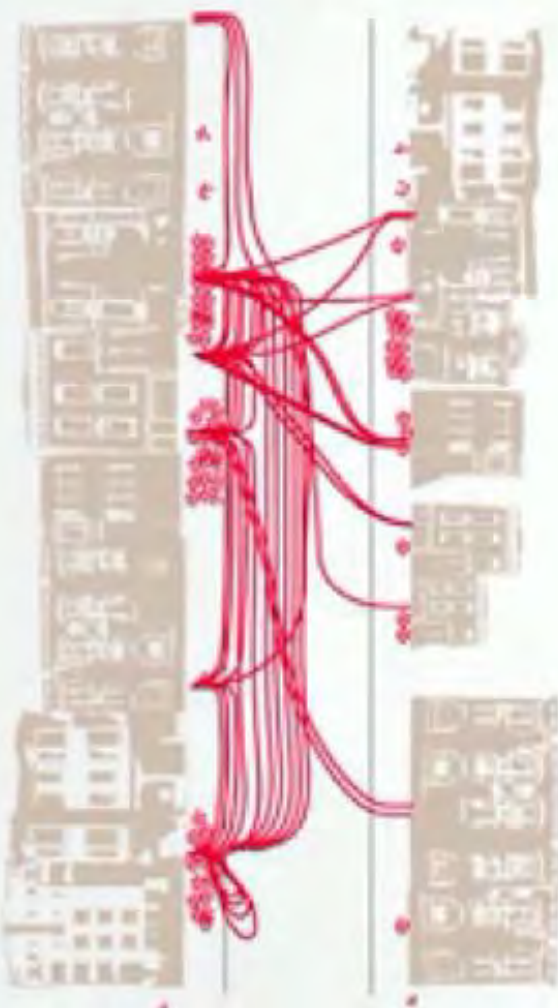


than people who drive to the high street

Source: TfL, 2013

Social Interactions on Three Streets - Neighboring and Visiting

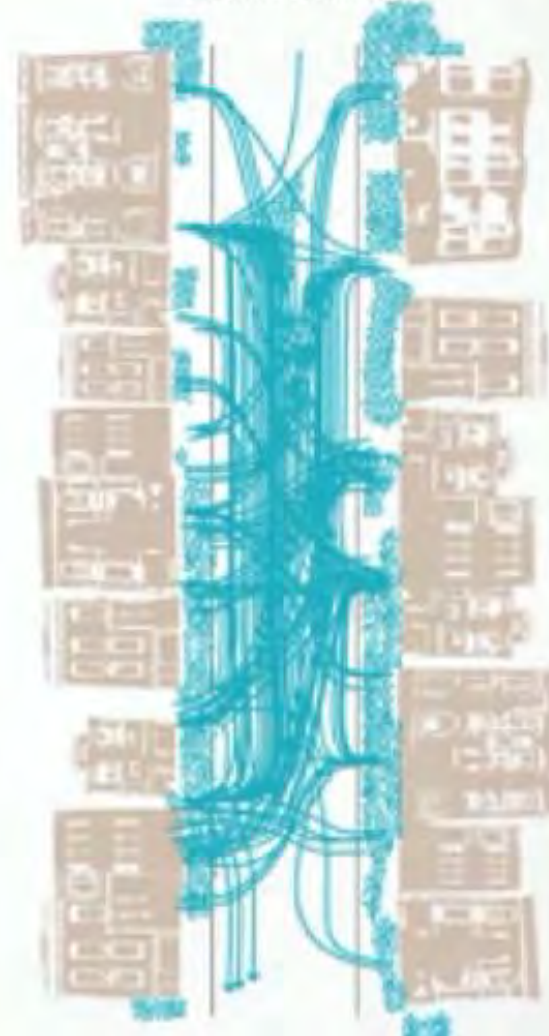
HEAVY TRAFFIC



MODERATE TRAFFIC



LIGHT TRAFFIC



Where people have friends
Where people gather

People Killed Annually By

Inactivity

5,300,000



Smoking

5,000,000



Mosquitos

725,000



Snakes

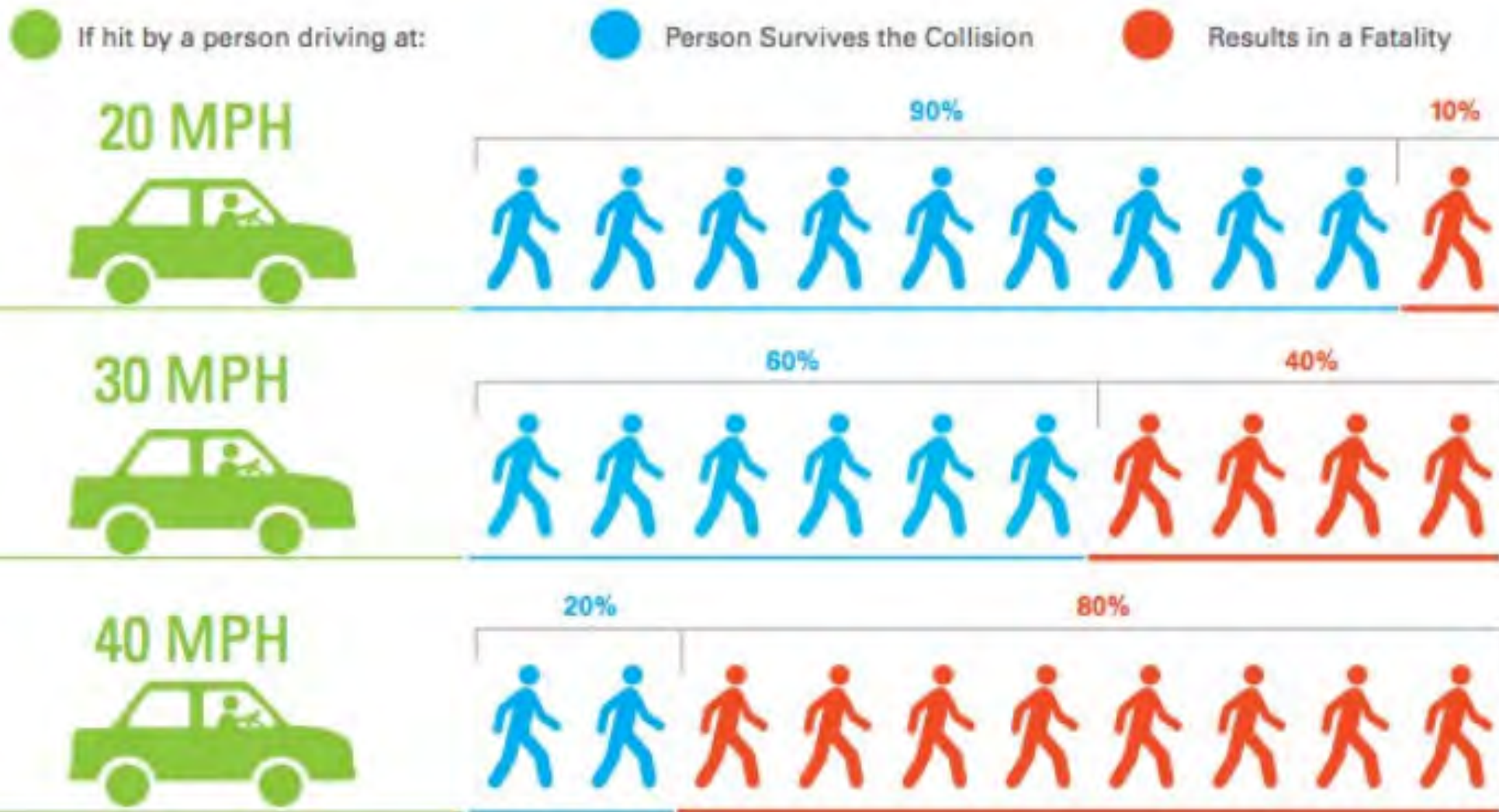
50,000



Sharks

10







50KM/h



40KM/h

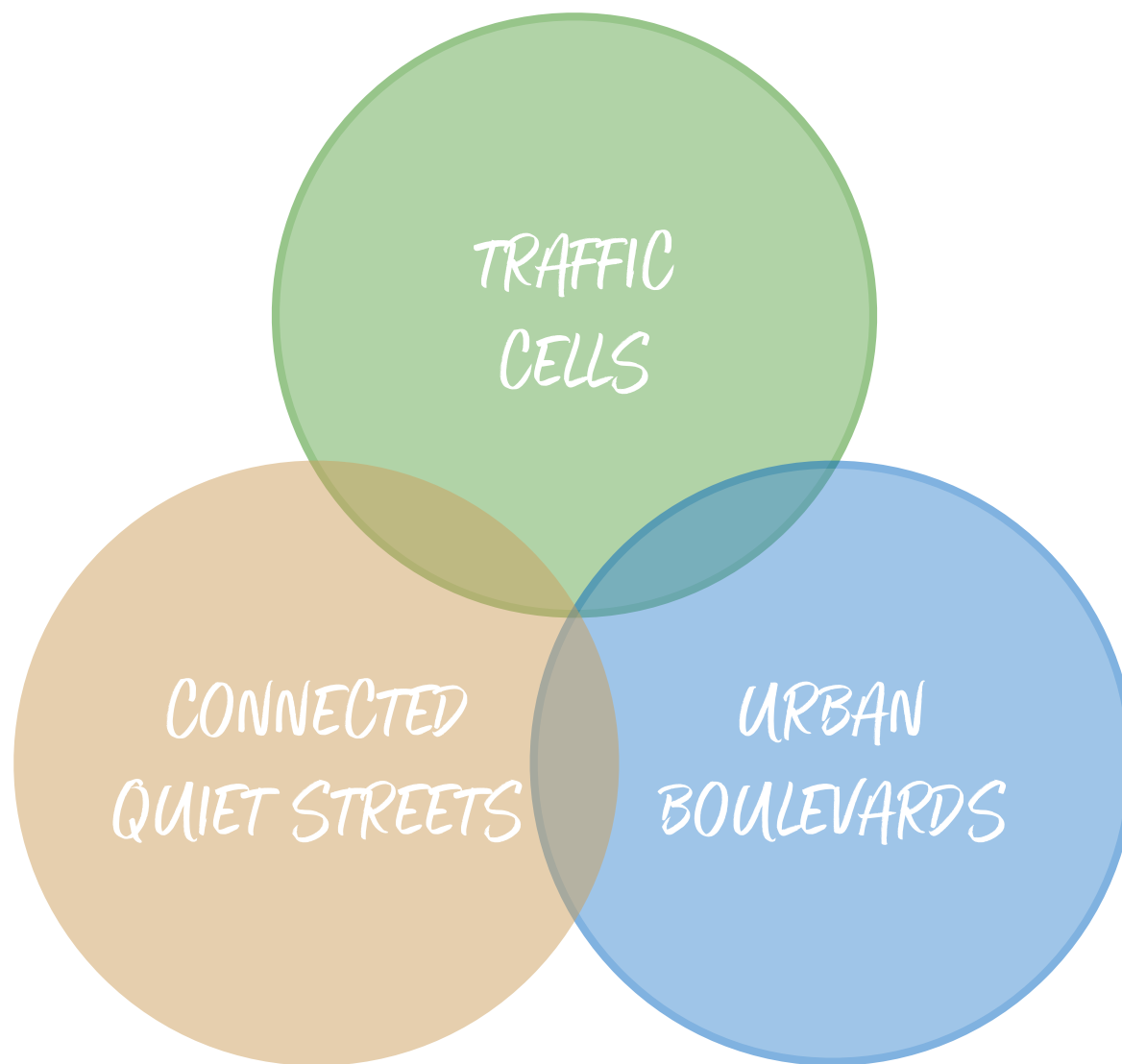
Traveling at higher speeds affects how much we focus on while we are behind the wheel.
A speed increase from 25 to 50 km/h reduces our field of vision by 75%.



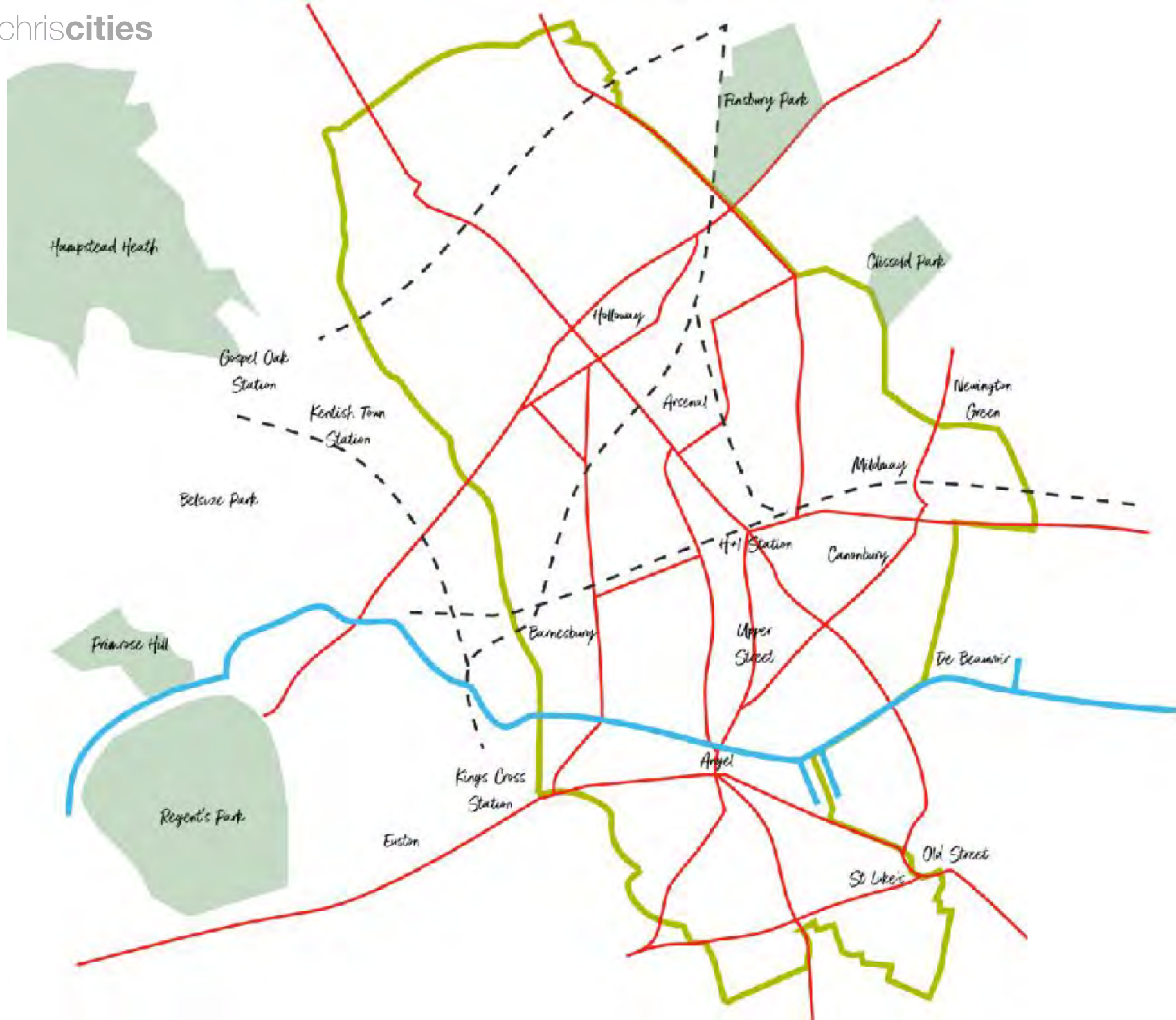
35KM/h



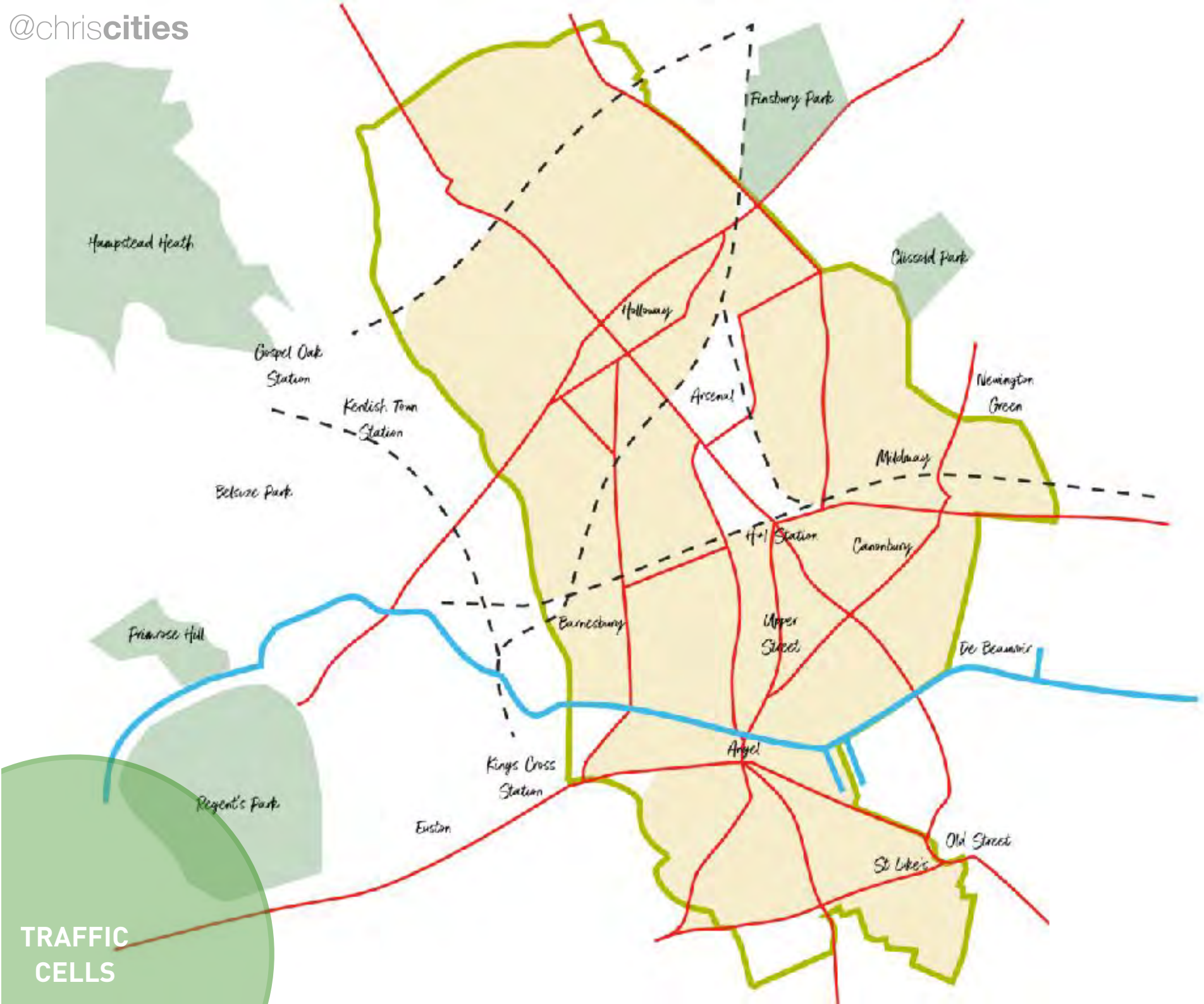
25KM/h





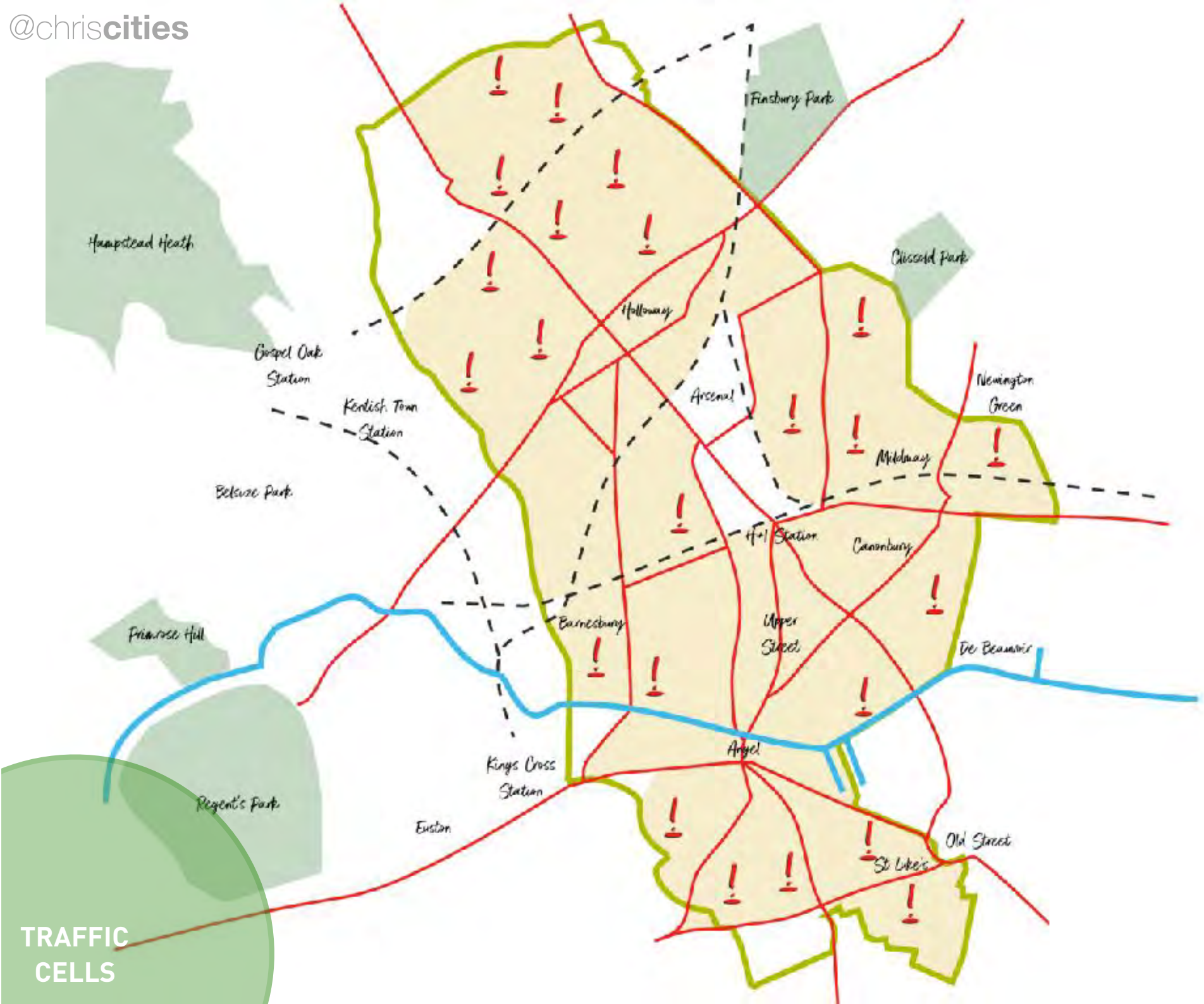












TRAFFIC
CELLS



TRAFFIC
CELLS





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CELLS



CONNECTED
QUIET STREETS



CONNECTED
QUIET STREETS



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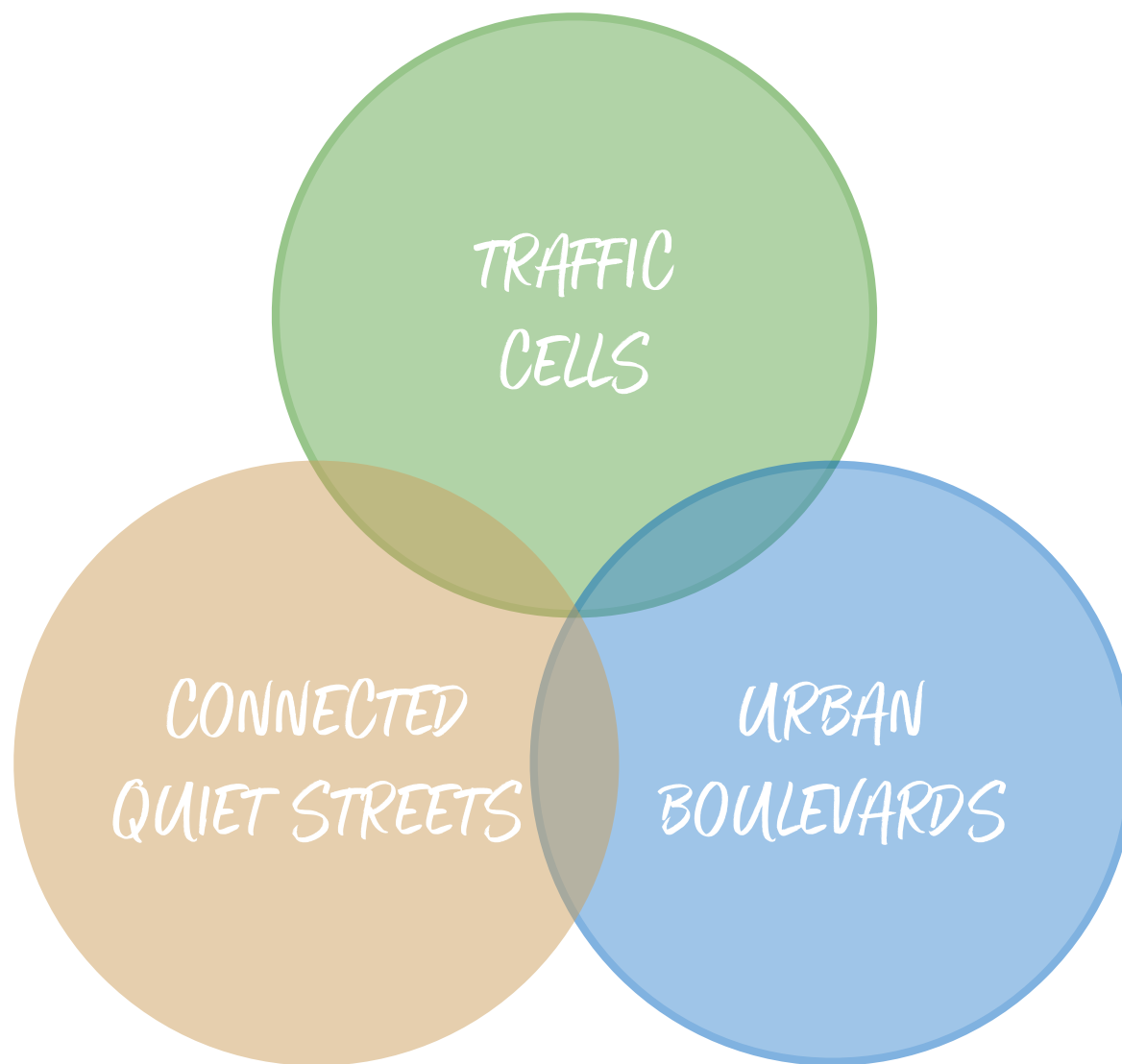




URBAN
BOULEVARDS



URBAN
BOULEVARDS

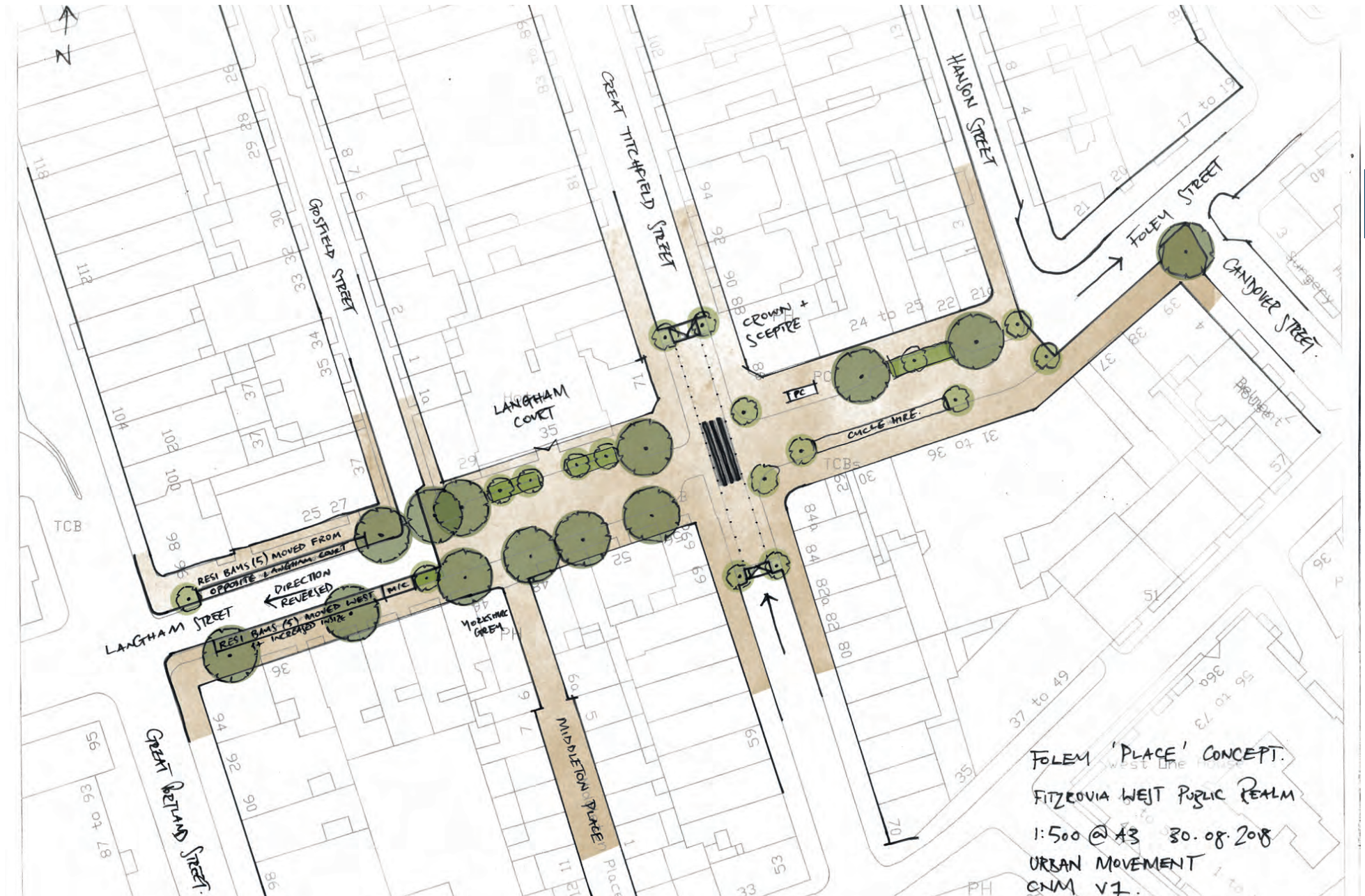








FOLEY PLACE CONCEPT



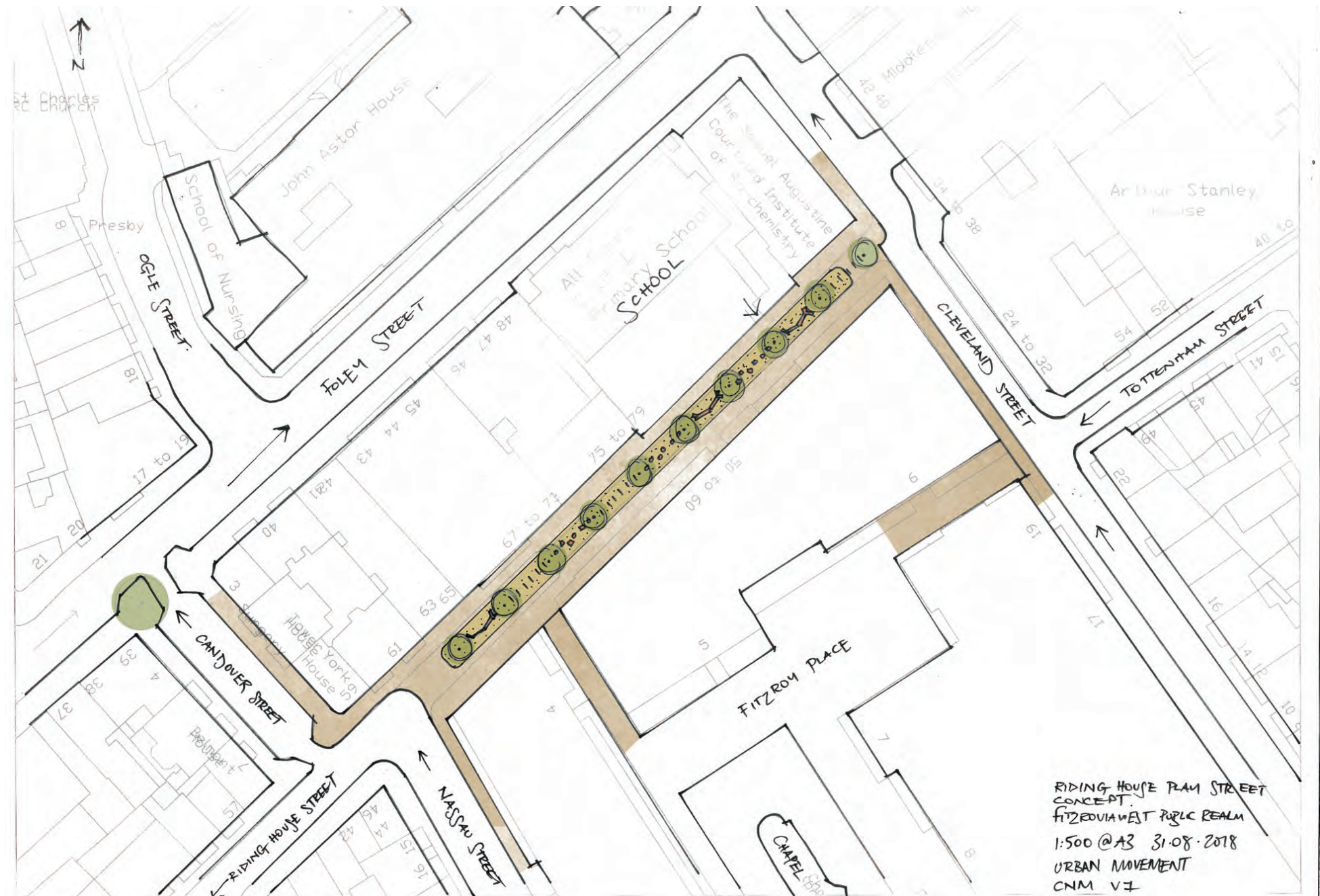
HOLCROFT PLACE CONCEPT



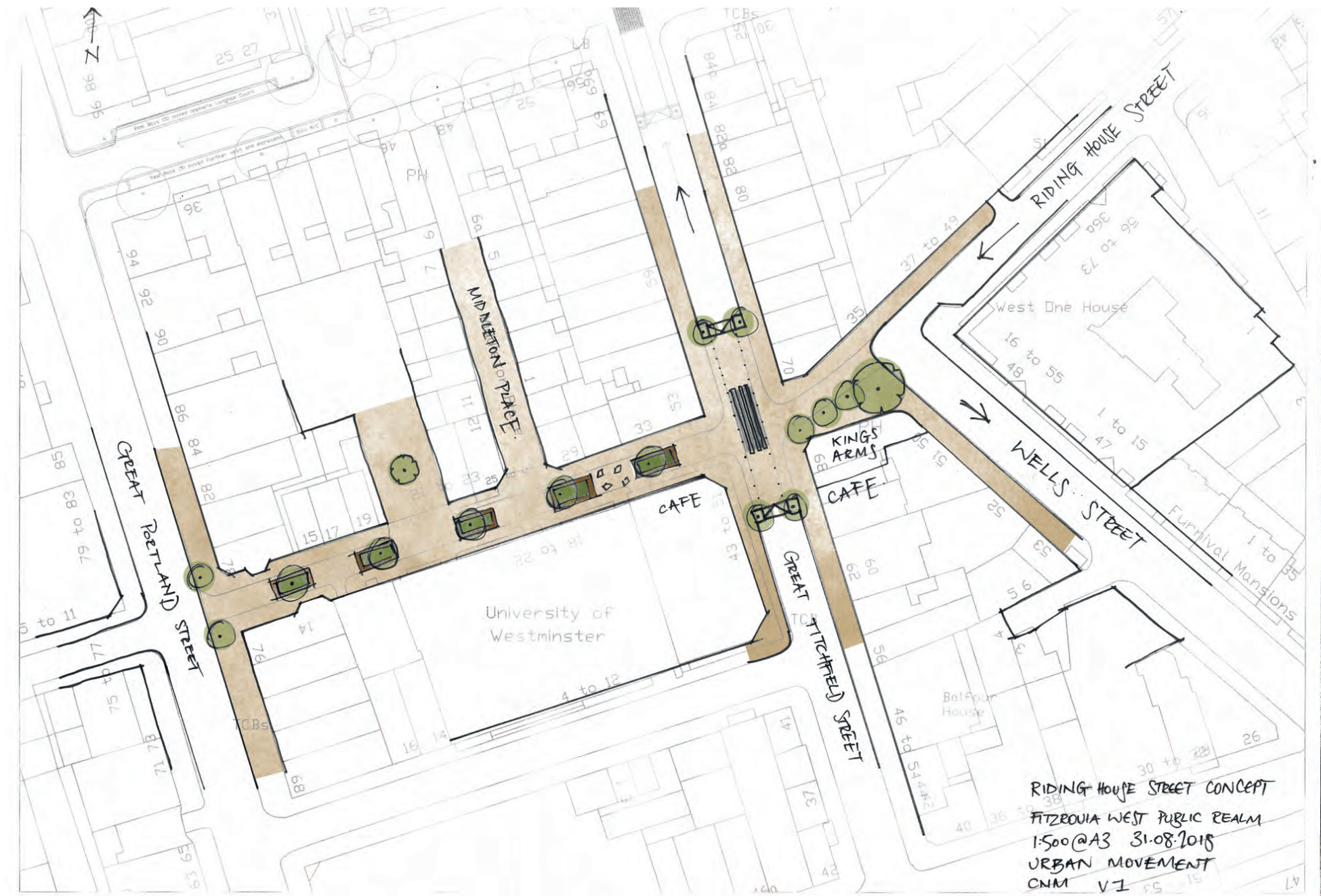
MARKET PLACE CONCEPT



RIDING HOUSE PLAY STREET CONCEPT



RIDING HOUSE STREET CONCEPT



3



COSTS

Linear Treatments - e.g segregated cycle tracks	Signalised and Formal Crossings	Point closures and Modal Filters	Placemaking treatments	Play streets	School streets
£200k / km	£25k	£5k	£100k	£3k	£2k

USEFUL EVIDENCE



Street improvements
(such as LTN improvements)
increased footfall by
7%–90%.

UK	Altrincham, Greater Manchester	Various public realm improvements and new market	Increased footfall by 25% and reduced retail vacancy 22.1%	Trafford Council, 2017
	Bristol	Various public realm improvements	Projected £1.4 million over ten	Drivers Jonas LLP and Colin Buchanon, 2008
	Coventry	Pedestrianisation, a new civic square, clearer signage and better placement of street furniture	25% in footfall on Saturdays	NWDA/RENEW Northwest, 2007
	Ealing	Improved lighting, street cleansing, de-cluttering, better signage	Improved visitor perception and reduction in crime	Ealing BID, 2009
	Kelso, The Scottish Borders	Public realm improvements better placement of street furniture	28% increase in footfall	Scottish Borders Council, 2016
	London (Wanstead High Street)	Intervention to increase walking for short trips	98% increase in pedestrian numbers	Tolley, 2011
	London	Canal towpath	£5.4 million in reduced absenteeism	Davis, 2010
	London (Shoreditch)	Temporary 'parklet'	20% increase in takings over three-month period	Hackney Council, 2017
	Sheffield	Peace Gardens	35% uplift in the number of visits for shopping and a net increase in spending of £4.2m	Genecon, 2010

CHRISTOPHER MARTIN
Co-Founder + Director of Urban Strategy at Urban Movement
Executive Committee of the Urban Design Group
UN Habitat Planning + Climate Action Group

c.martin@urbanmovement.co.uk
[@chriscities](https://twitter.com/chriscities)