



STREET DESIGN PRINCIPLES

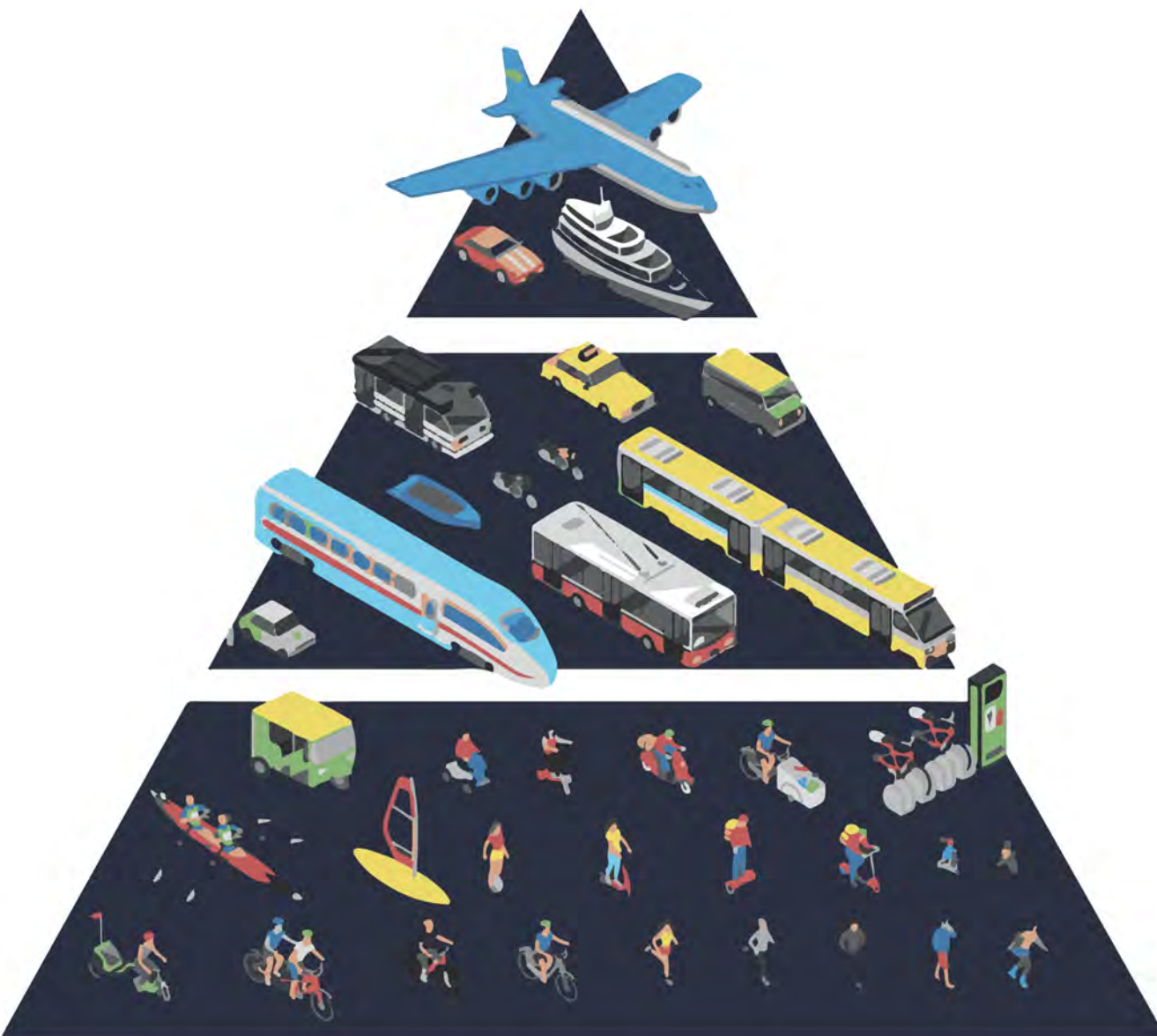
CHRISTOPHER MARTIN
@chris**cities**

urban
movement



Transport
should be a servant
to quality of life.

MOBILITY / MEAL HIERARCHY



JaJa

CLIMATE

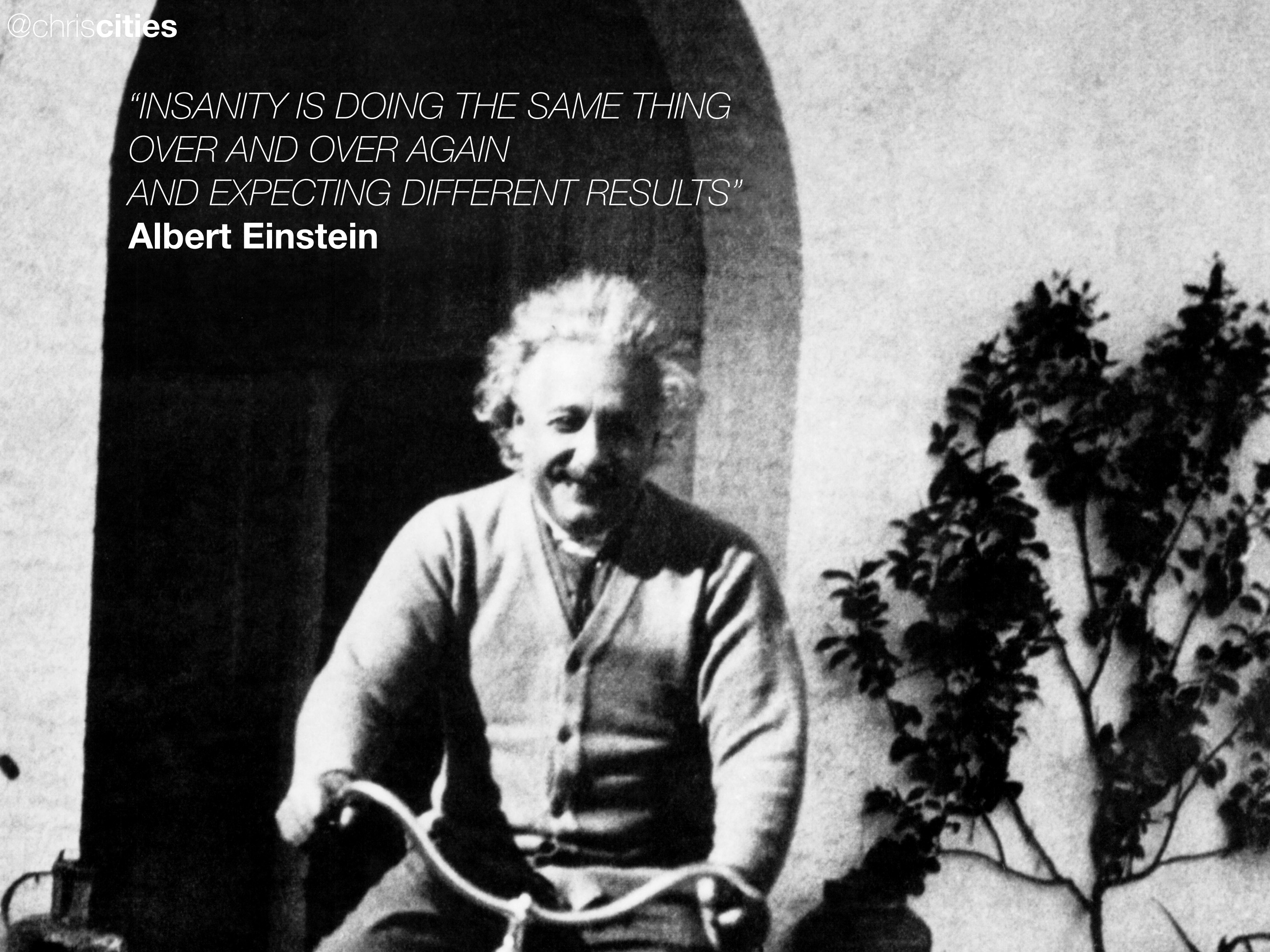
SAFE

STREETS

Delivering Zero Carbon Roads
in London by 2030

*"INSANITY IS DOING THE SAME THING
OVER AND OVER AGAIN
AND EXPECTING DIFFERENT RESULTS"*

Albert Einstein



DRIVE TO WORK / WORK TO DRIVE



WHY DO DANES CYCLE?

“BECAUSE THEY’RE WORIED ABOUT THE ENVIRONMENT” ?

5%

“BECAUSE IT’S CHEAP” ?

15%

“BECAUSE IT’S HEALTHY” ?

17%

“BECAUSE IT’S CONVENIENT, FAST, AND PLEASURABLE” ?

63%

ammersmith via Paddington
Epsom (All stations)

2 mins

ammersmith via Paddington
Barnet (All stations)

Who knows?







User experience

Design



THE LAW OF LEAST EFFORT

hedonism | 'hi:d(ə)nɪz(ə)m, 'hɛ:d(ə)nɪz(ə)m |
noun [mass noun]

the pursuit of pleasure; sensual self-indulgence.

- *Philosophy* the ethical theory that pleasure (in the sense of the satisfaction of desires) is the highest good and proper aim of human life.

ORIGIN

mid 19th century: from Greek **hēdonē** 'pleasure' + -ism.



HEDONISTIC URBANISM





1 MAKE IT INVITING



1 MAKE IT INVITING



1 MAKE IT INVITING



1 MAKE IT INVITING



The Pavement

2 PUT IT FIRST



2 PUT IT FIRST



2 PUT IT FIRST



2 PUT IT FIRST



2 PUT IT FIRST



3 MAKE IT EFFORTLESS



3 MAKE IT EFFORTLESS



3 MAKE IT EFFORTLESS



3 MAKE IT EFFORTLESS



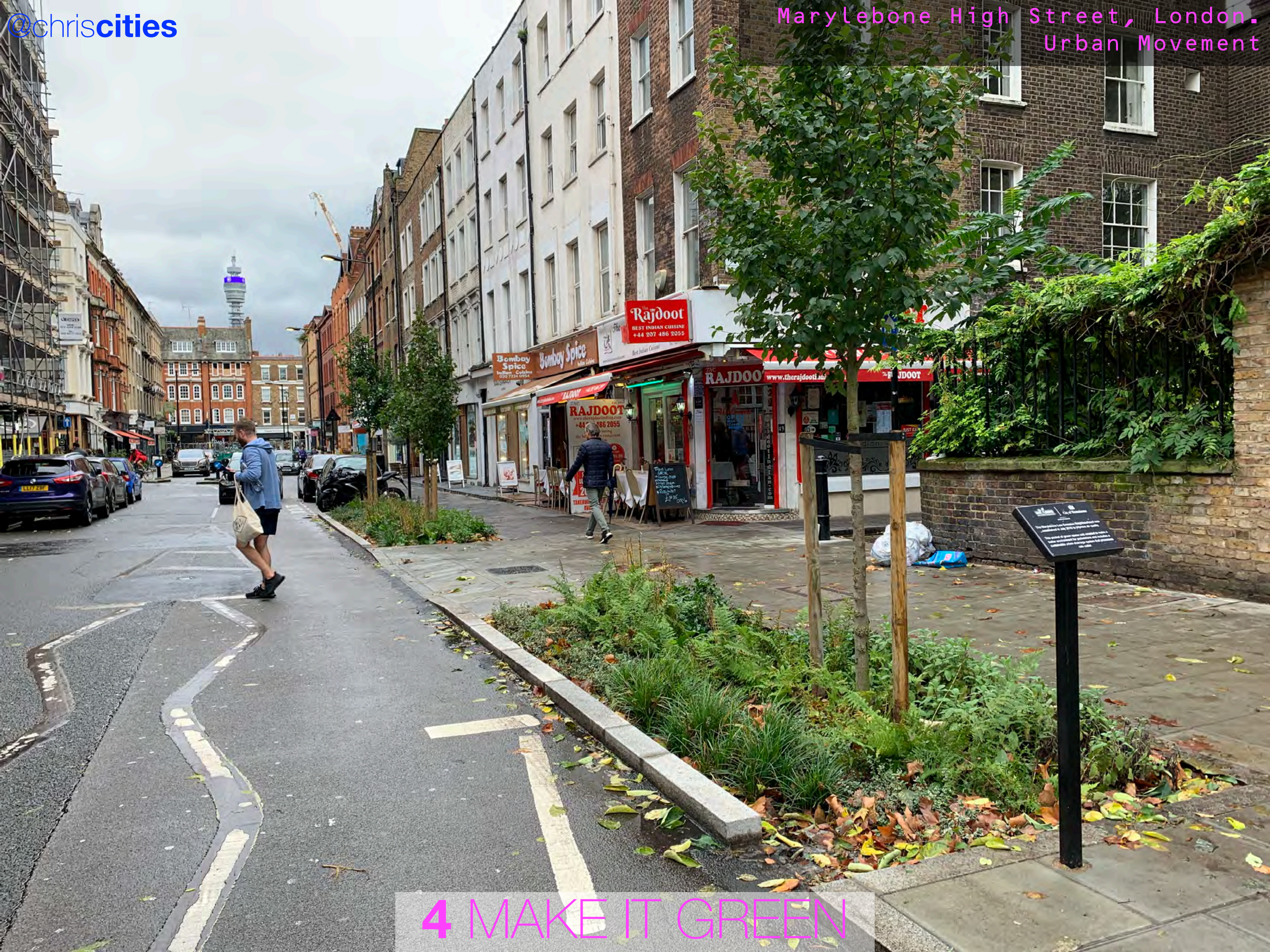
3 MAKE IT EFFORTLESS



3 MAKE IT EFFORTLESS



3 MAKE IT EFFORTLESS



4 MAKE IT GREEN



4 MAKE IT GREEN



4 MAKE IT GREEN





4 MAKE IT GREEN



5 JOIN IT UP!



5 JOIN IT UP!



5 JOIN IT UP!





6 MAKE IT GOOD FOR CHILDREN



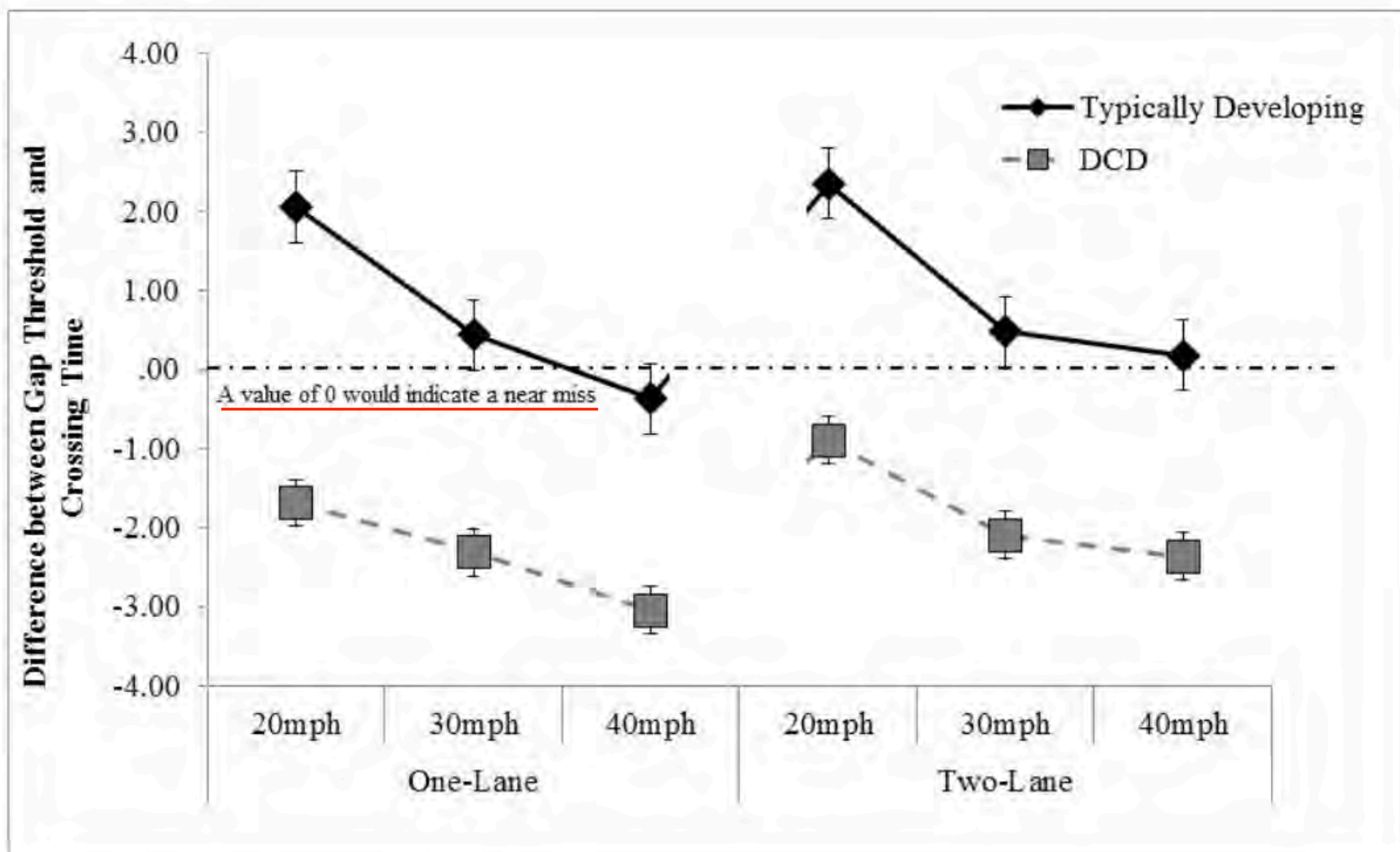
6 MAKE IT GOOD FOR CHILDREN

Designing Streets for Kids



Global Designing Cities Initiati

6 MAKE IT GOOD FOR CHILDREN



6 MAKE IT GOOD FOR CHILDREN



6 MAKE IT GOOD FOR CHILDREN

THE POPSICLE CITY

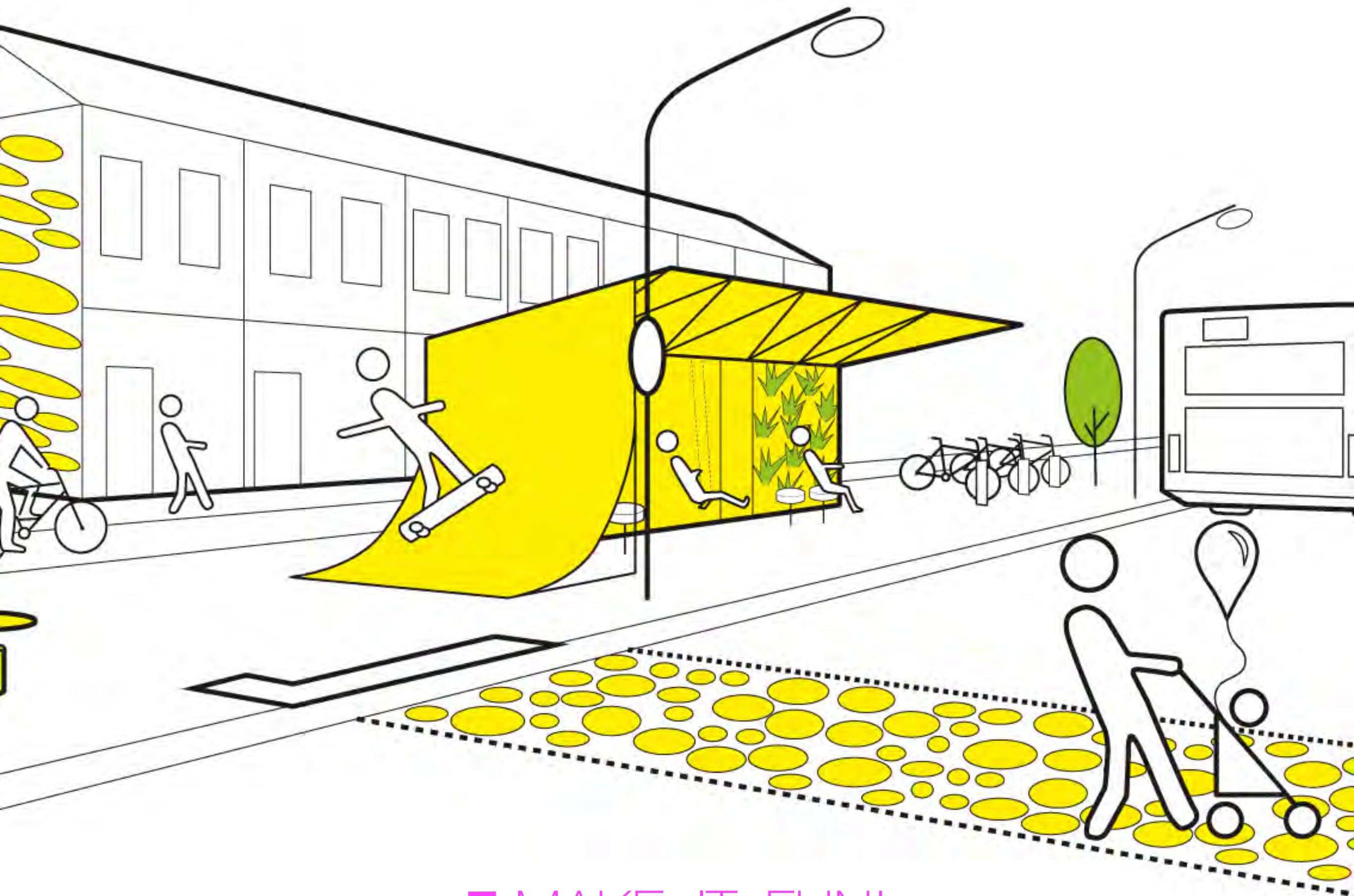




7 MAKE. IT. FUN!



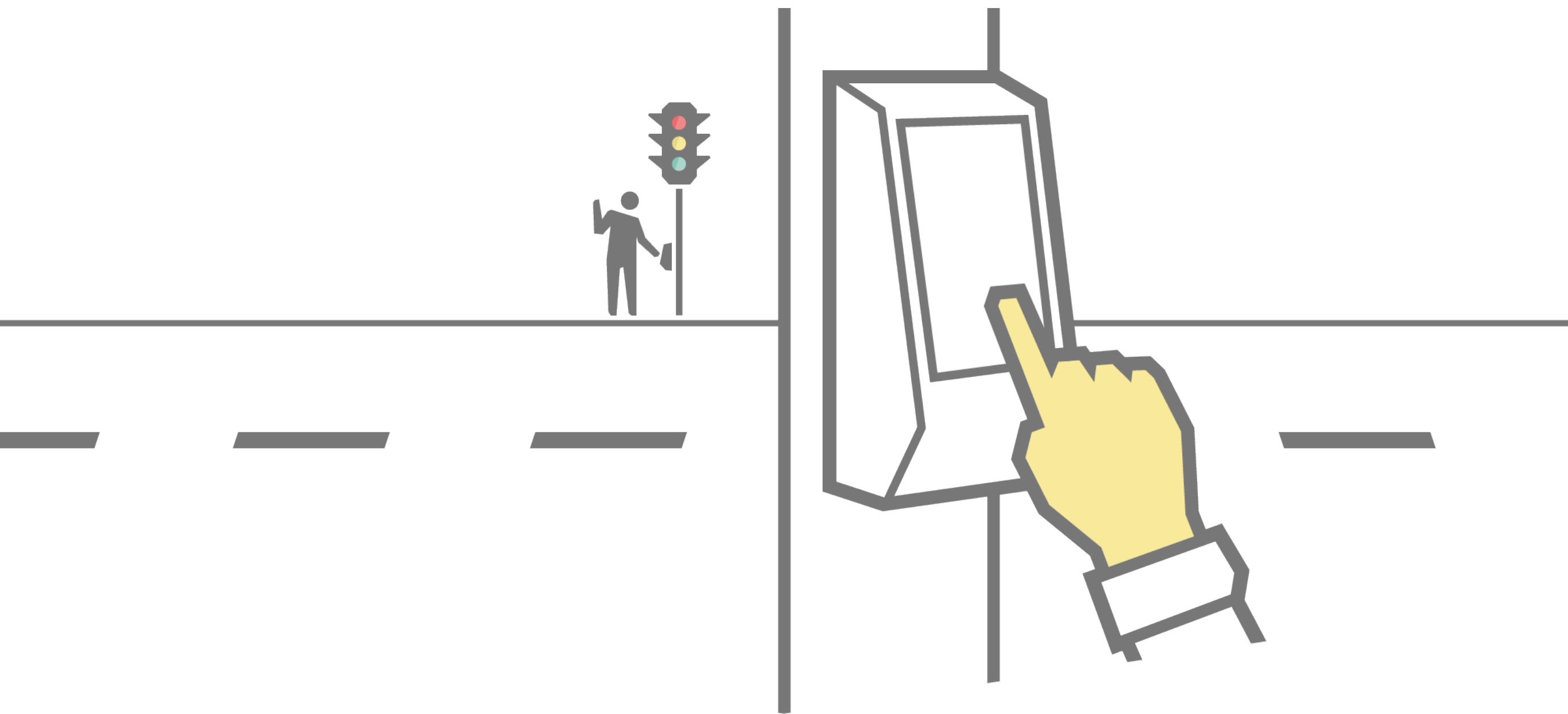
7 MAKE. IT. FUN!



7 MAKE. IT. FUN!



7 MAKE. IT. FUN!



7 MAKE. IT. FUN!



7 MAKE. IT. FUN!



7 MAKE. IT. FUN!

Principals for Great Streets





Streets for Everyone



Streets for Safety



Streets are
Multi-dimensional



Streets are Public Spaces



Streets are
Multi-Modal



Streets as Ecosystems



Great Streets
Create Value



Streets for Context



Streets can Change

HEDONISTIC URBANISM

CHRISTOPHER MARTIN

Co-Founder + Director of Urban Strategy at Urban Movement

Vice Chair of the UK Urban Design Group

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UN Habitat Planning + Climate Action Group

c.martin@urbanmovement.co.uk

@chris**cities**



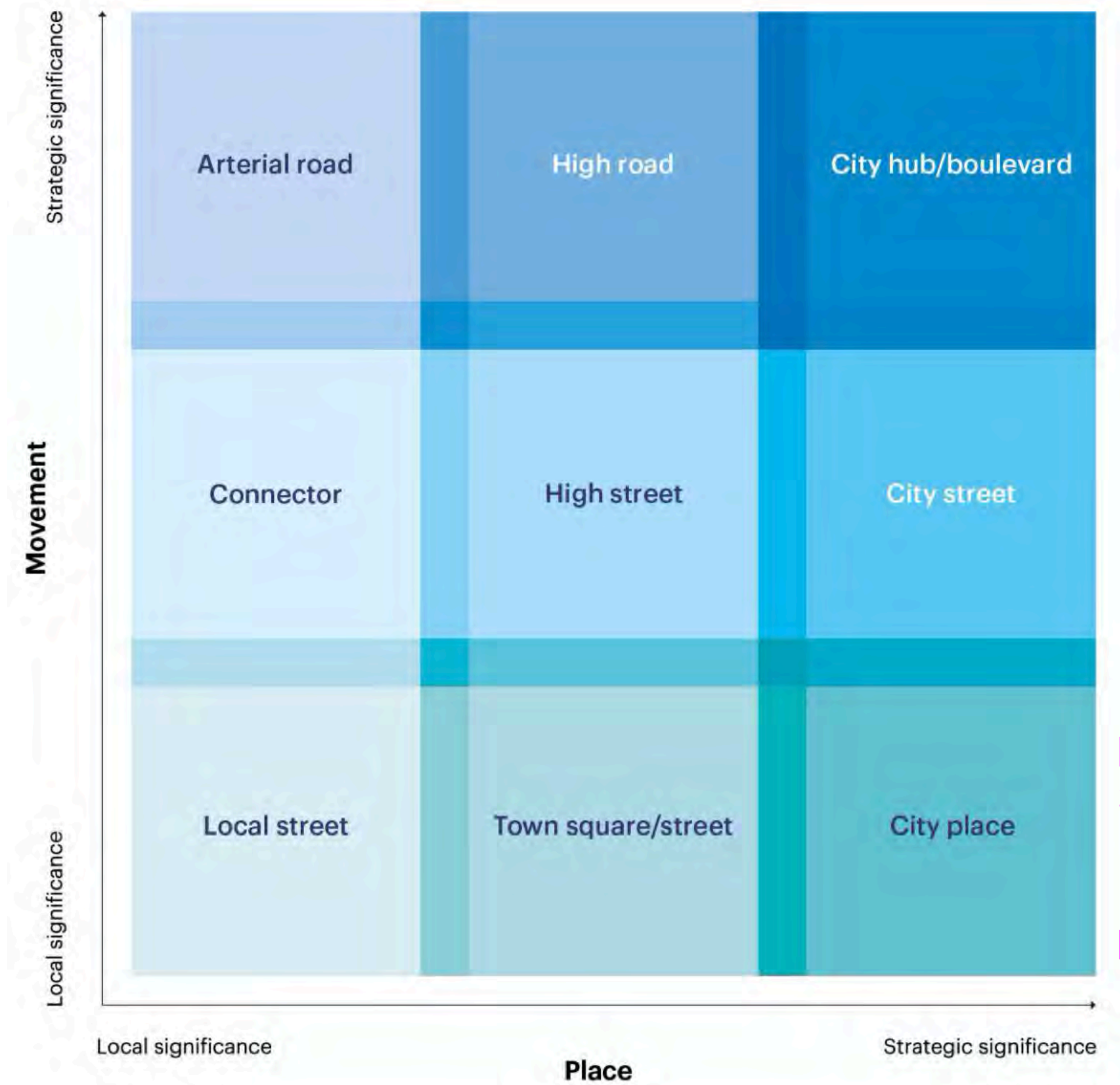
A high-angle photograph of a person walking across a zebra crossing. The person is holding a bright red umbrella and carrying a shopping bag. The crossing's black and white stripes create a strong diagonal pattern across the frame.

MOVEMENT + PLACE

CHRISTOPHER MARTIN
@chris**cities**

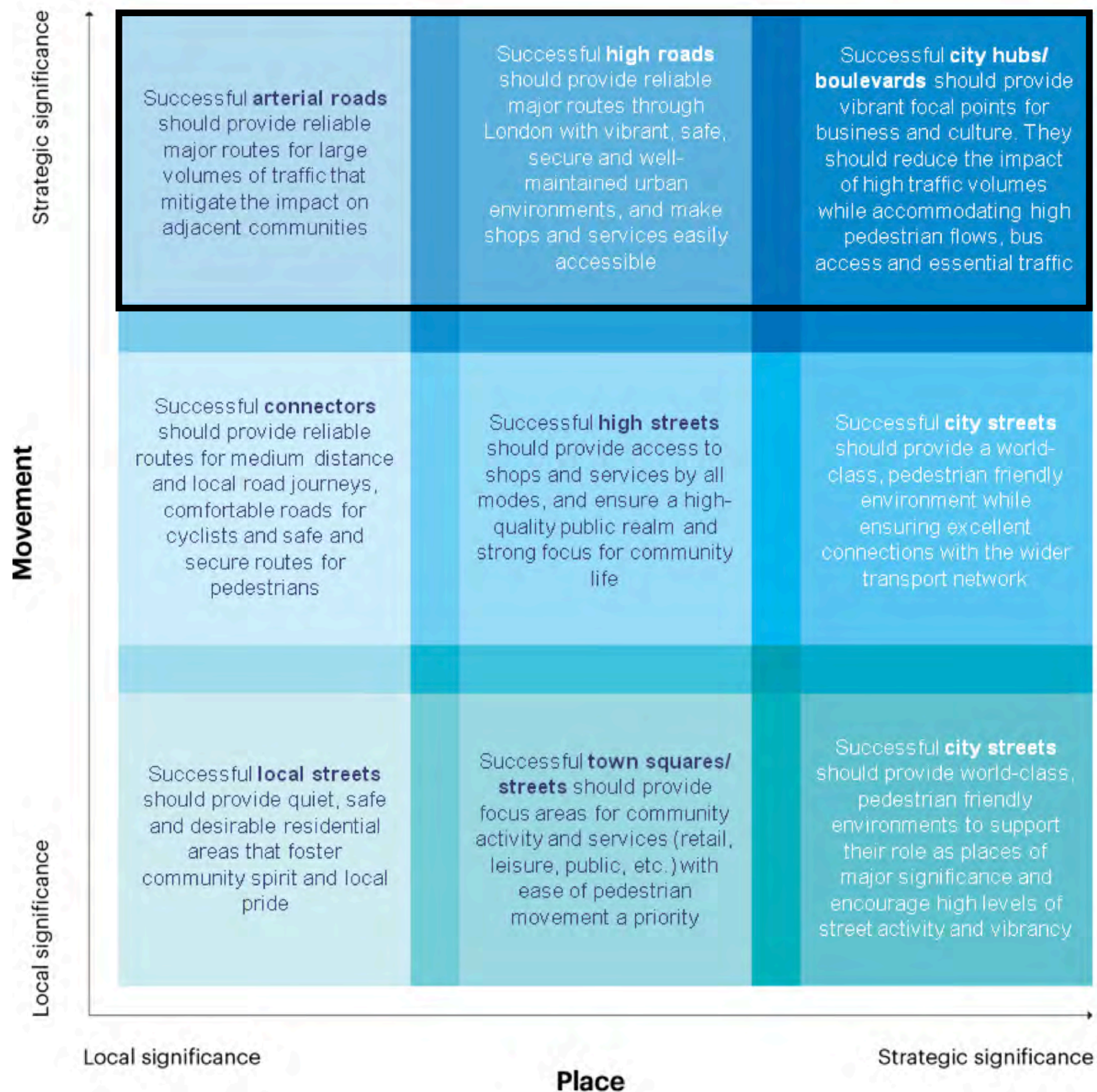
urban
movement

Movement + Place



Healthy
Streets
trend
towards
place

Movement + Place

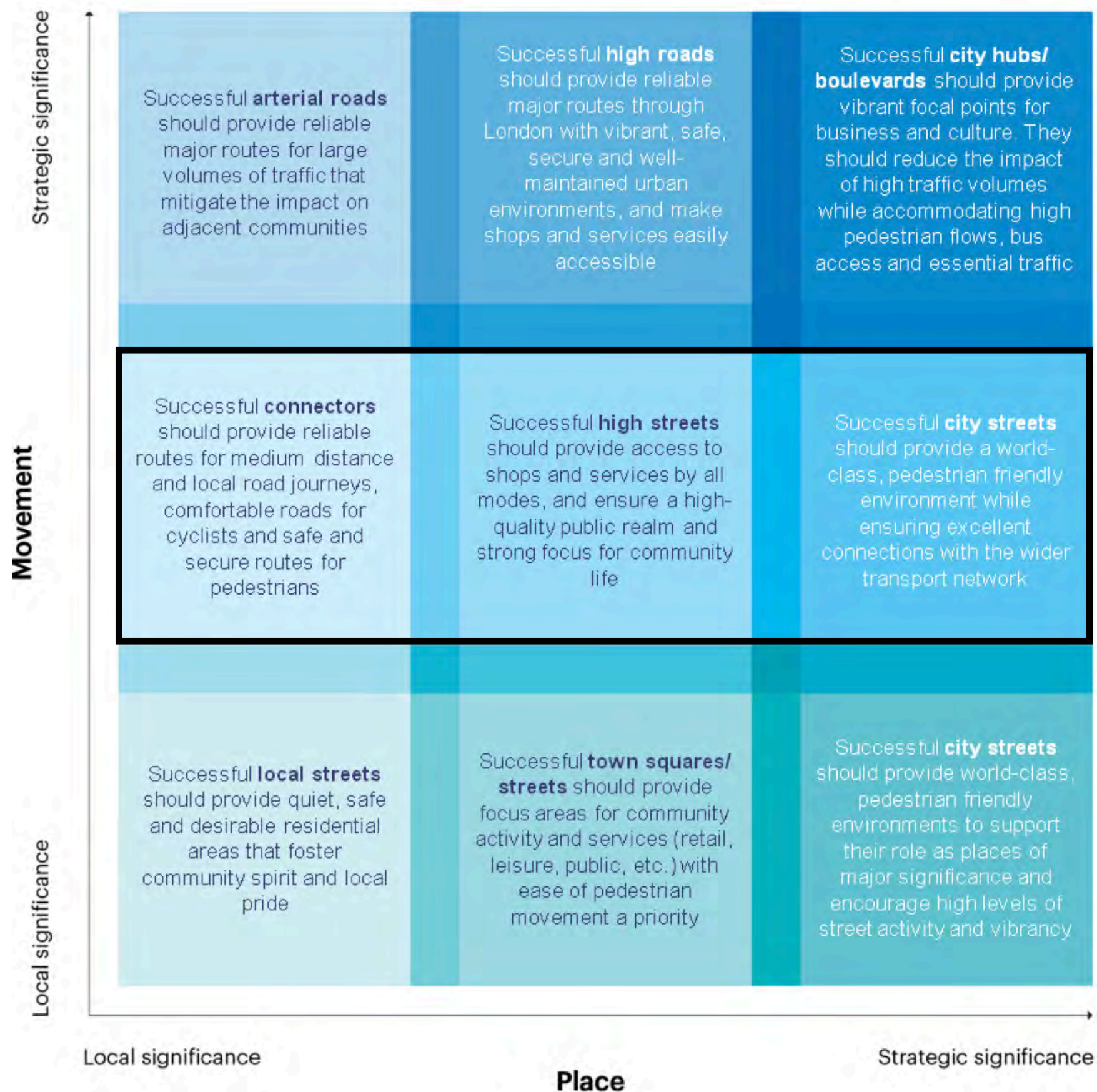




Finchley Rd

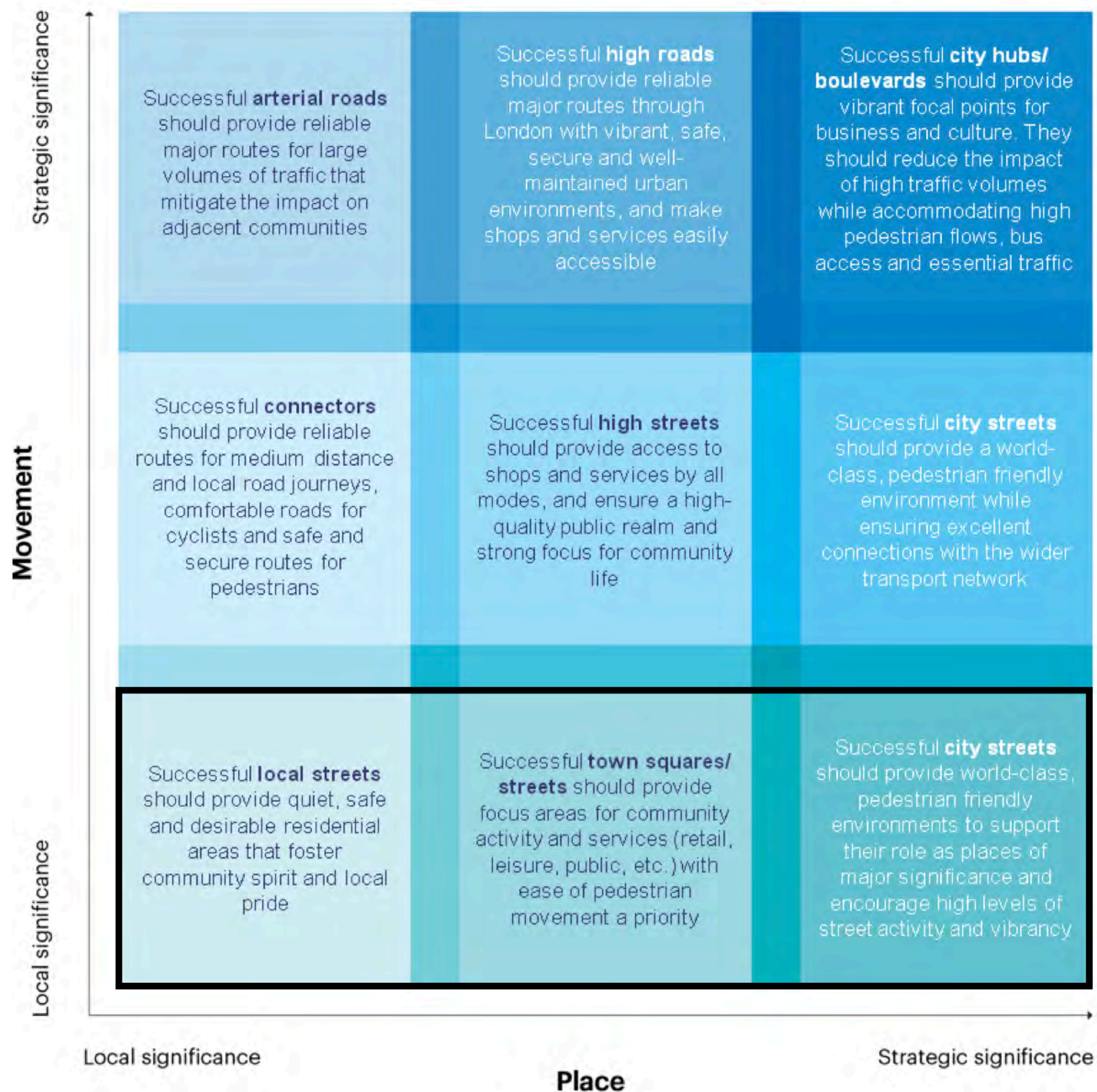
LEBARA PRICEWISE FOOD & WINE LEBARA

Movement + Place





Movement + Place





WOLF & LAMB

WOLF & LAMB

WOLF & LAMB
ALL DAY
PLANT-BASED
DINING
OPEN DAILY

REPAIRS
& ALTERATIONS
HICKS



STREET IMPROVEMENT MANUAL

Practical ideas for local councils tackling
Climate Change & Decarbonising Transport
Public Health, Obesity, COVID

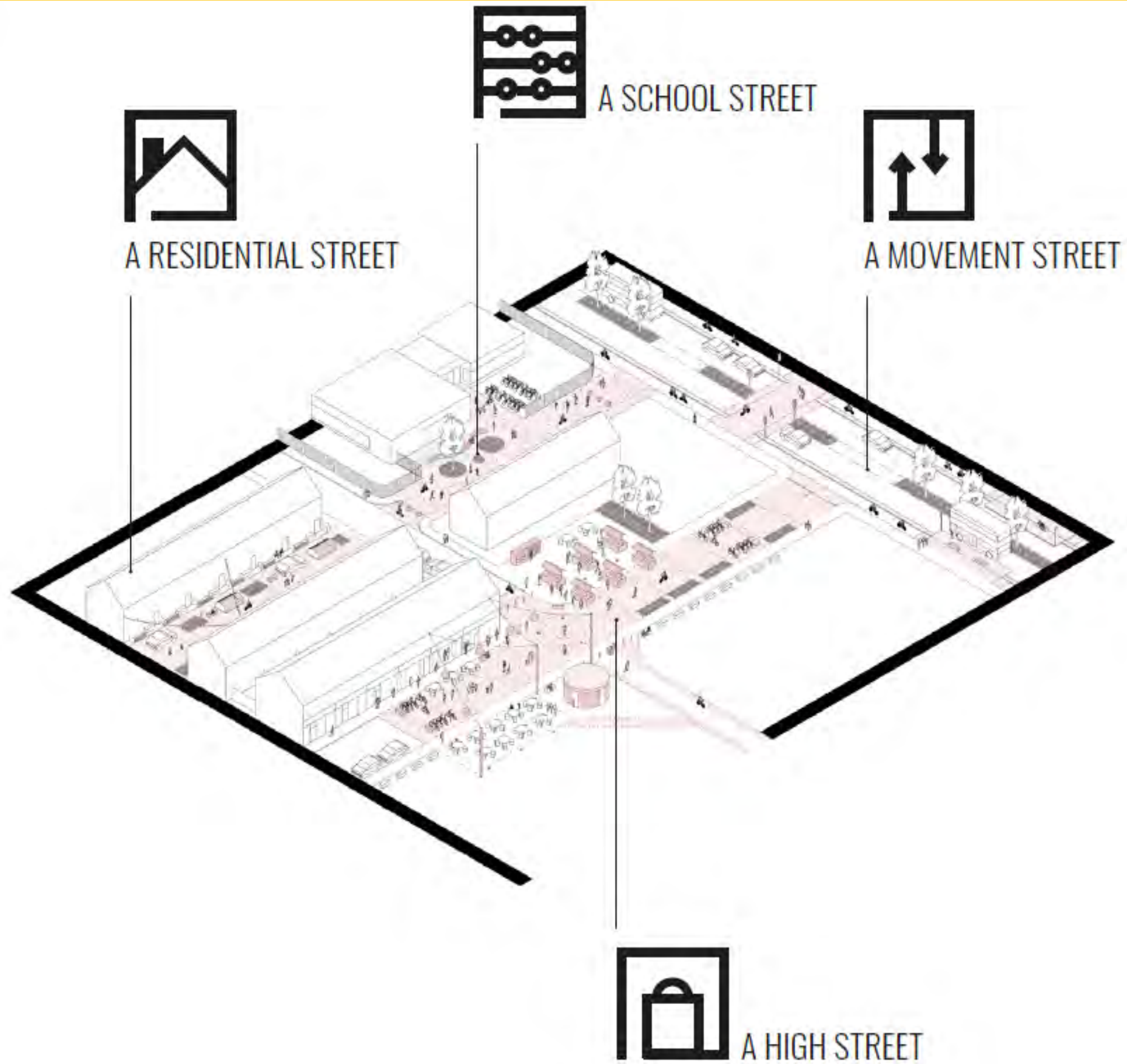
Legal and Technical

The Street Improvement Collaboration

COVID ——— 19
**SAFER
STREETS**
From recovery to resilience

IF_DO STREET SPACE

A Network Approach



Key aims

Create more space for people to socially distance and for businesses to thrive. Inclusive design is key to make sure everyone, including children and older people are welcome.

LABELS

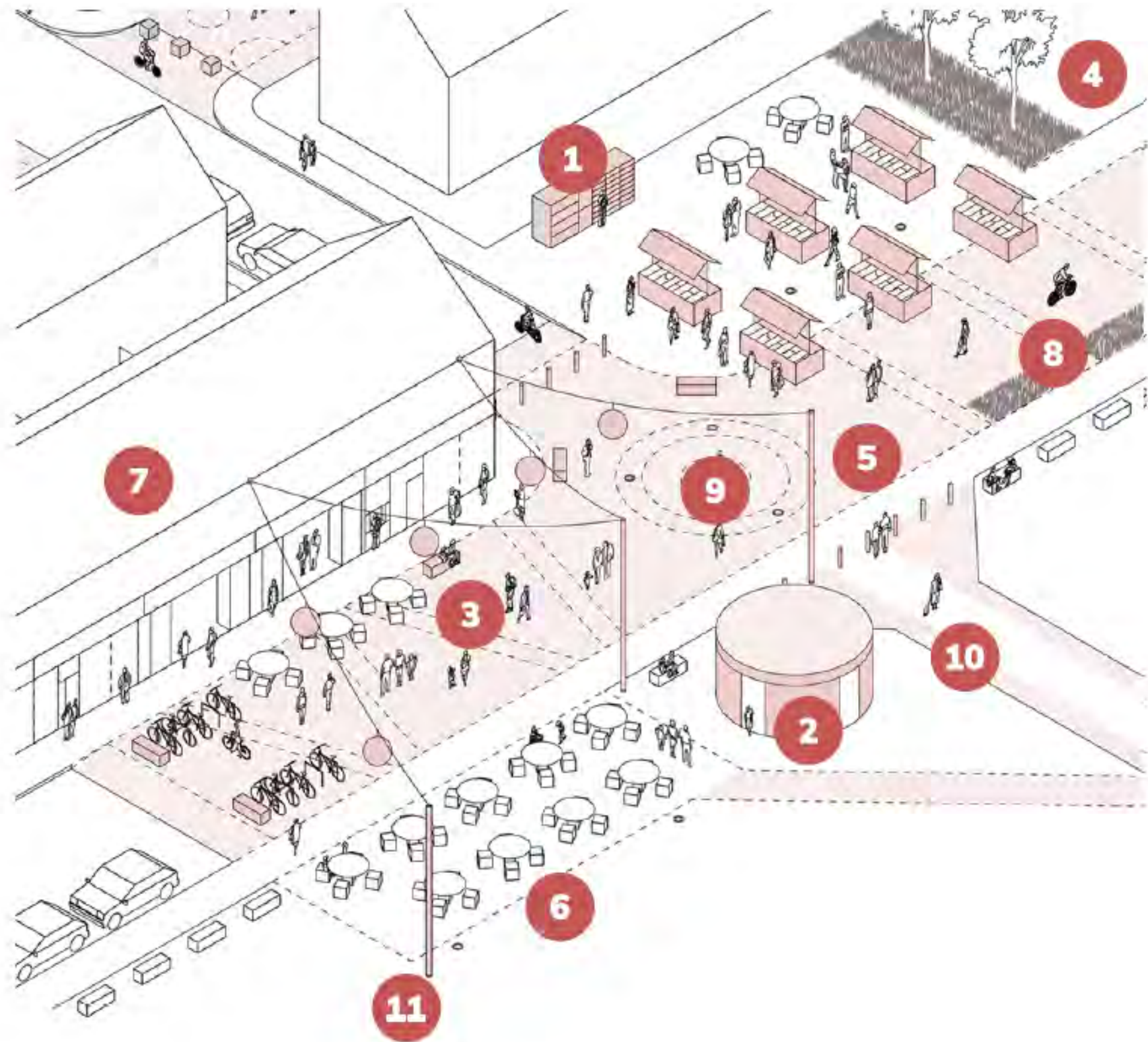
1. Make space outside shops/business using lane width or parking spaces
2. Material or decking kits for businesses
3. Outdoor programming, classes and cultural activities/hospitality
4. Restrict and slow traffic—allow access at 5mph
5. Open street areas
6. Market stalls or shop spillover
7. Open air theatre space
8. Alfresco dining and outdoor seating
9. Outdoor toilets
10. Movable barriers and gateway treatments
11. Meanwhile use shop space
12. Additional cycle parking
13. Public health guidance updates
14. Park access opened up
15. Additional crossing points
16. Divert bus routes
17. Ensure accessibility and inclusive design at all times



Credit: Street Pod

High Street with Restricted Access

1. Neighbourhood mobility hub
2. Toilets
3. Shared, slow streets—access only
4. Micromobility/bike parking zones
5. Space for social activities
6. Wifi hotspots and power points
7. Lighting
8. Greening/SUDS
9. Space for artistic and cultural performances
10. Improved park access
11. Review and monitor inclusiveness of public usetimes



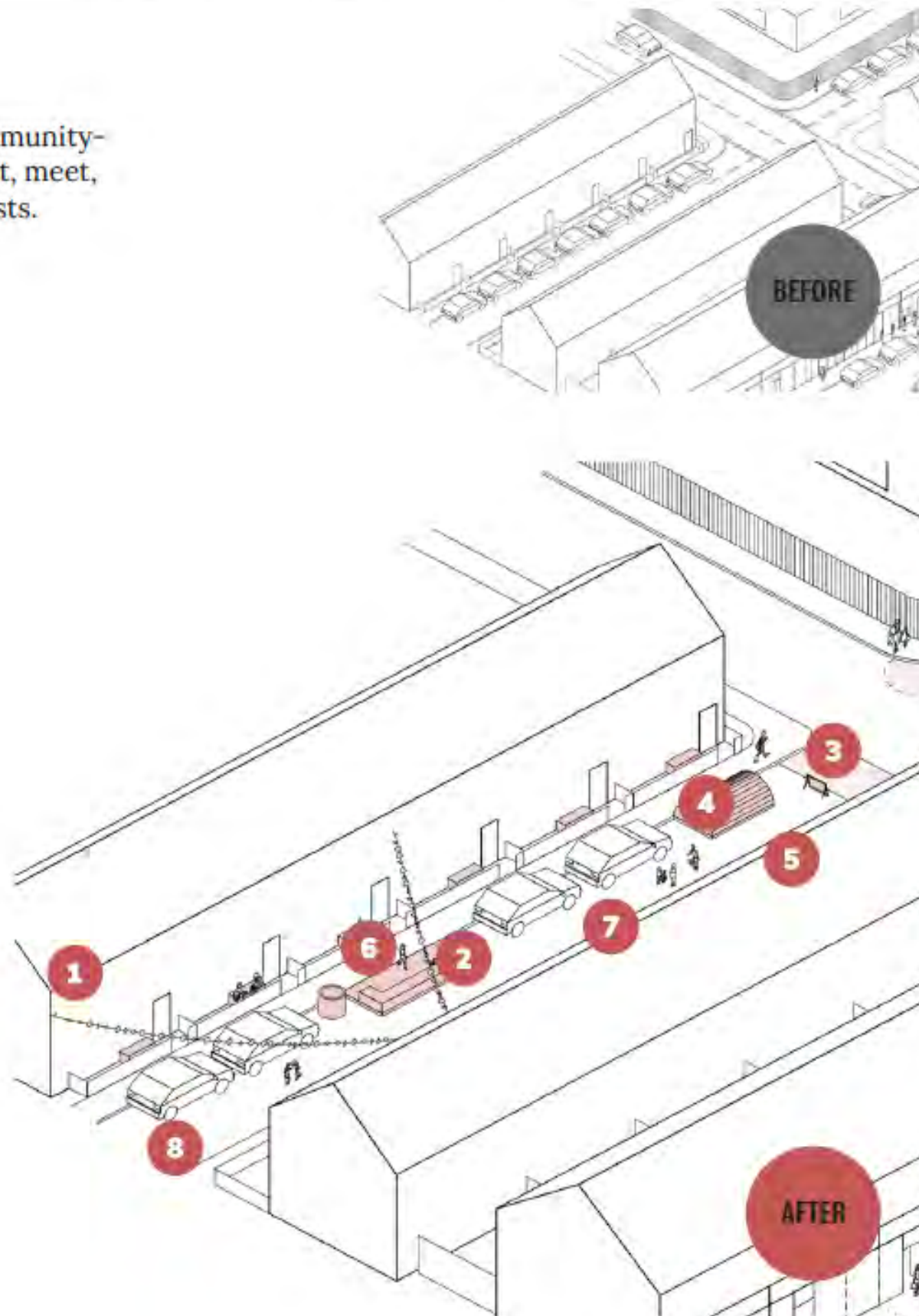
RECOVERY

Key aims

Turn residential streets into slow, community-orientated streets where people can sit, meet, exercise and play—where cars are guests.

LABELS

1. Hooks for bunting
2. Planters
3. Build out crossing point
4. Bike hangar
5. Temp play street signage
6. Parklet
7. Support social possibilities e.g. stoop/gardens
8. Restrict through traffic



Credit: @RailtonLTN / LB Lambeth



Credit: Colvestone Parklet, Hackney



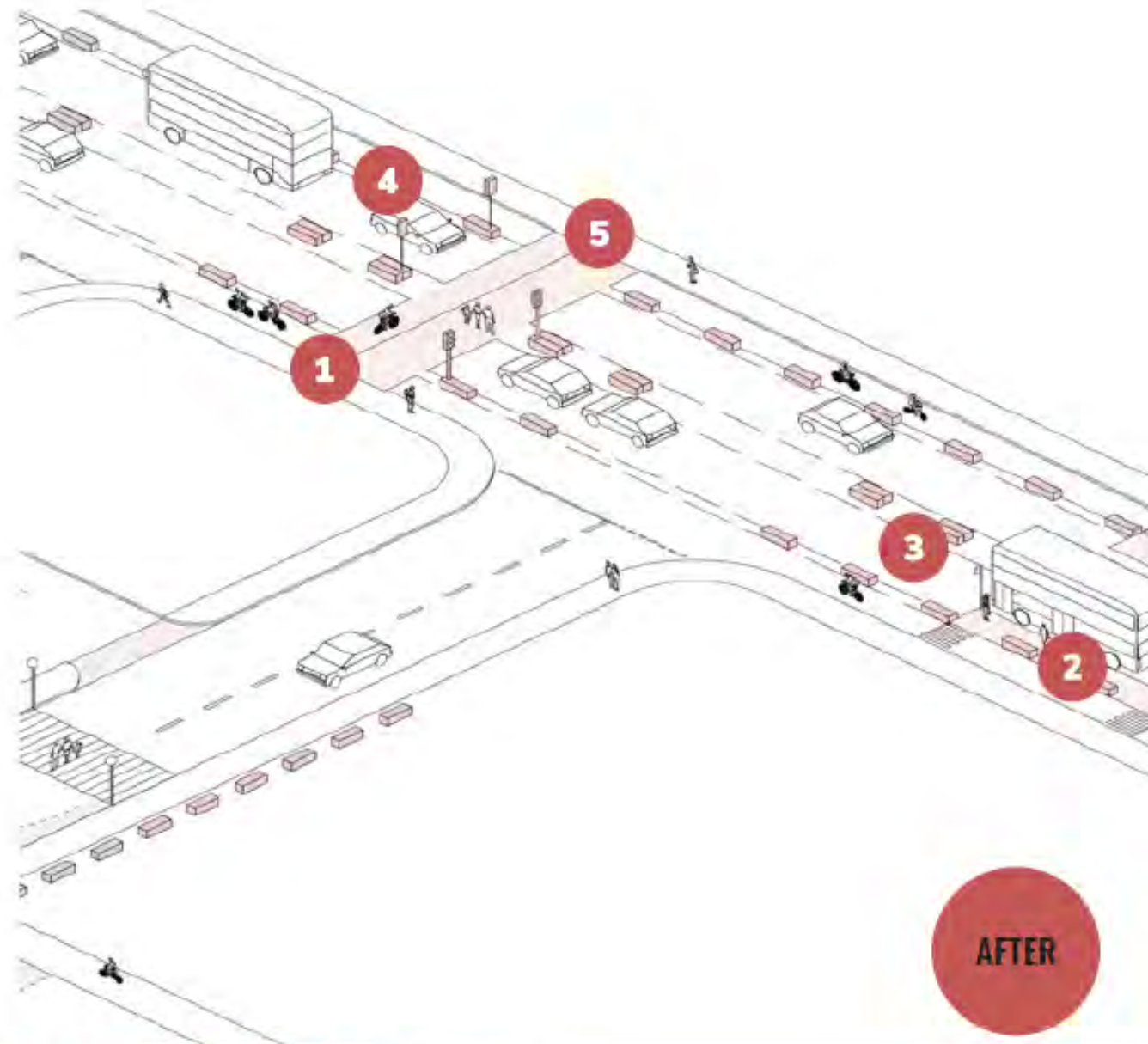
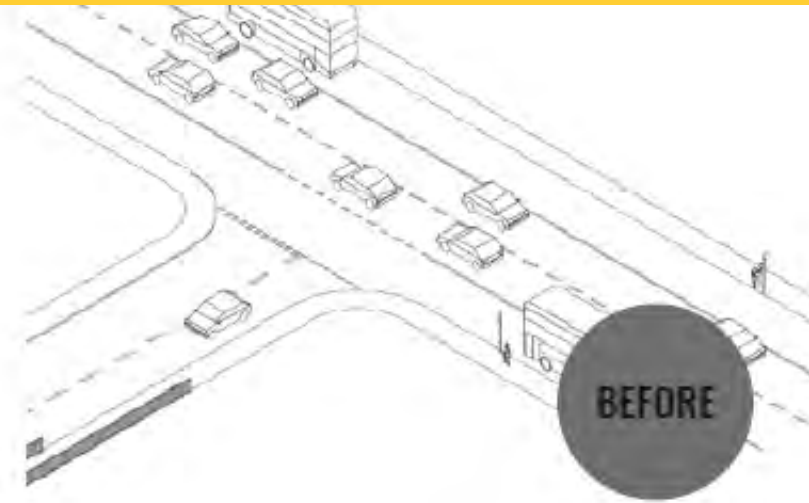
Credit: @GMLoveYourBike

Key aims

The government wants authorities to offer a real alternative to car driving and public transport by providing a safe network of direct and comfortable routes for socially distanced cycling and walking from home to all key destinations.

LABELS

1. Planters to segregate bike lanes
2. Build out for bus stop
3. Control speeds e.g. 20mph, narrowing
4. Make space for emergency vehicles at junctions
5. Automated signals (no press)





CHRISTOPHER MARTIN
Co-Founder + Director of Urban Strategy at Urban Movement
Vice Chair of the UK Urban Design Group
Board of Trustees of Living Streets
UN Habitat Planning + Climate Action Group

A high-angle photograph of a person walking across a zebra crossing. The person is holding a bright red umbrella and carrying a shopping bag. The crossing's white stripes on a dark background create a strong diagonal pattern across the entire image.

NETWORK PLANNING

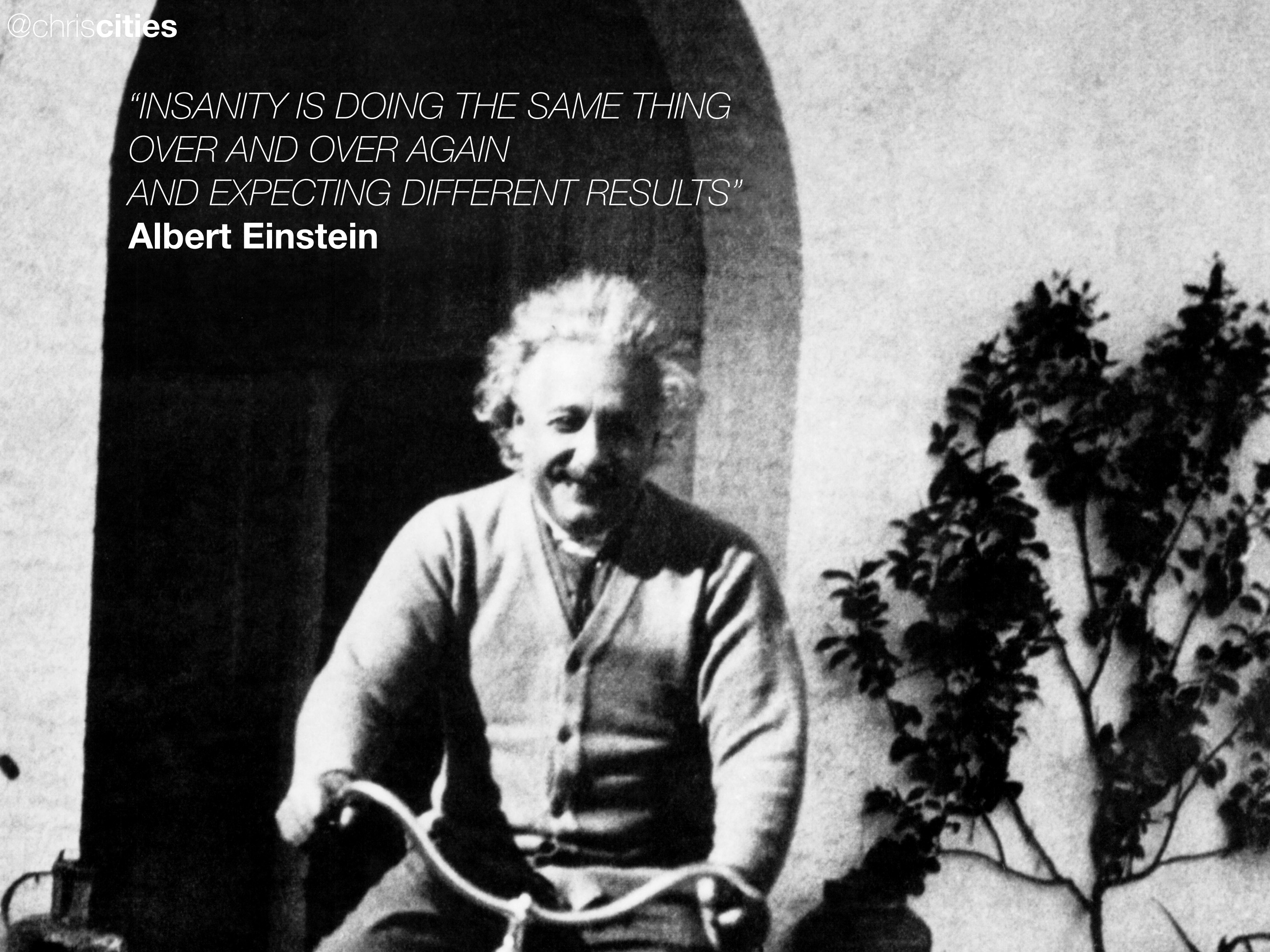
CHRISTOPHER MARTIN

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*"INSANITY IS DOING THE SAME THING
OVER AND OVER AGAIN
AND EXPECTING DIFFERENT RESULTS"*

Albert Einstein



1885





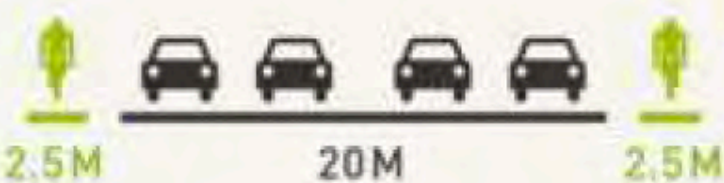
1950

TODAY





DATA SOURCES: KØBENHAVNS KOMMUNE,
TRAFIKSTYRELSEN, BANE DANMARK, WIKI



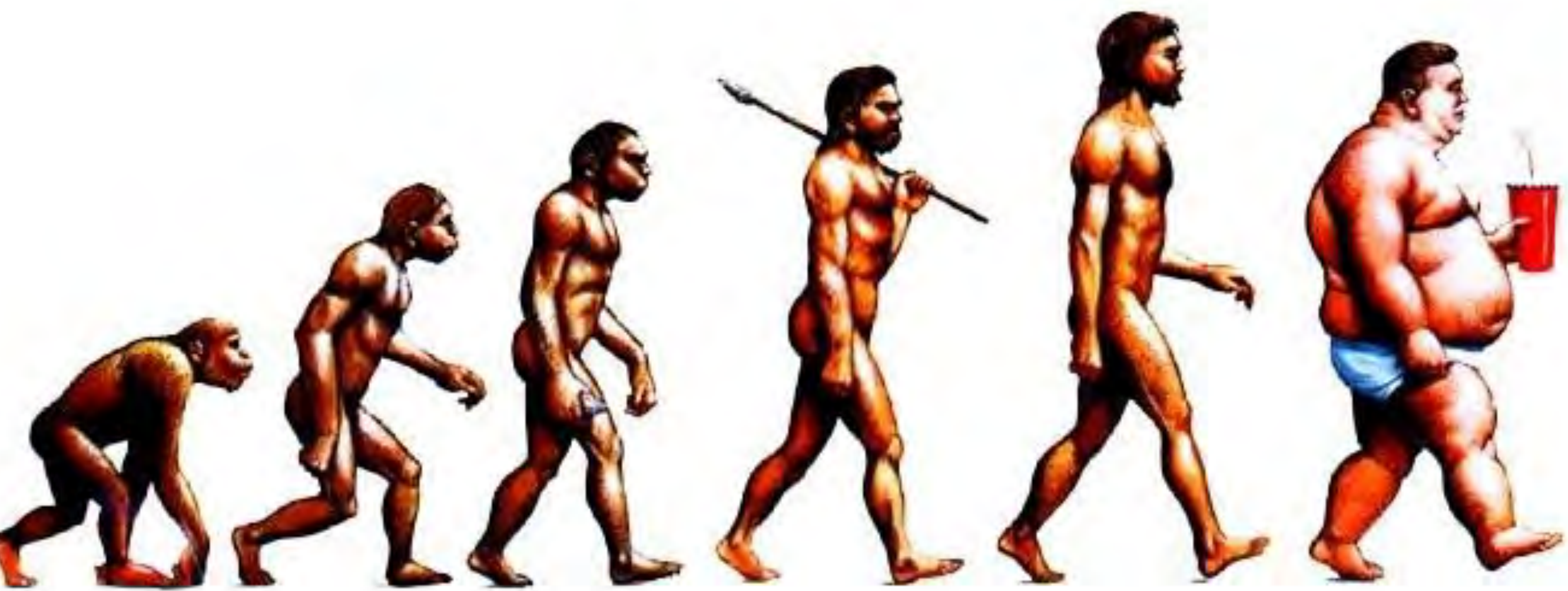
25% OF THE **SPACE**



95% OF THE **CAPACITY**



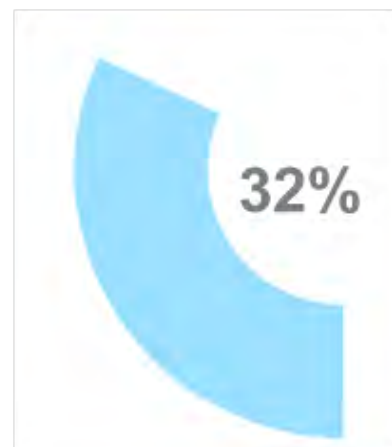
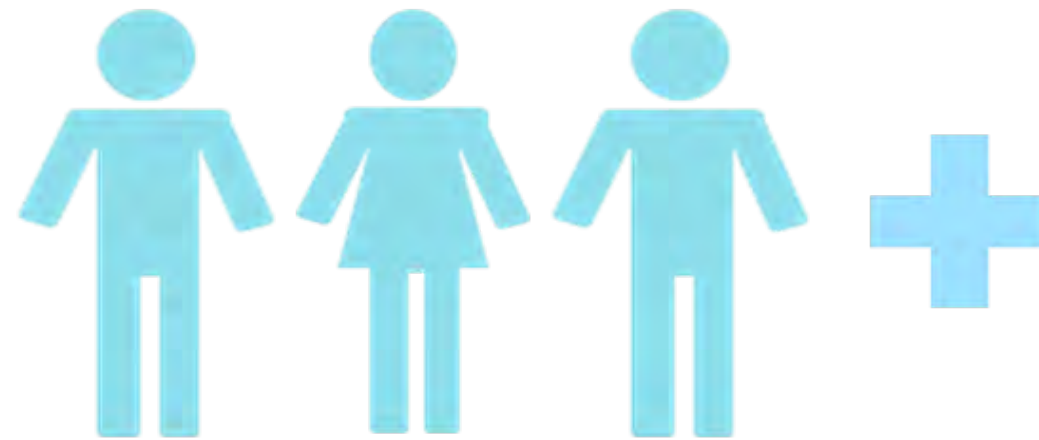
1.3% OF THE **COST**





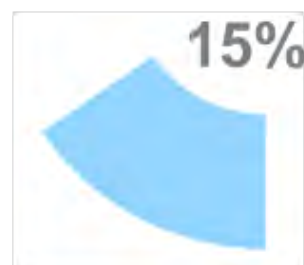
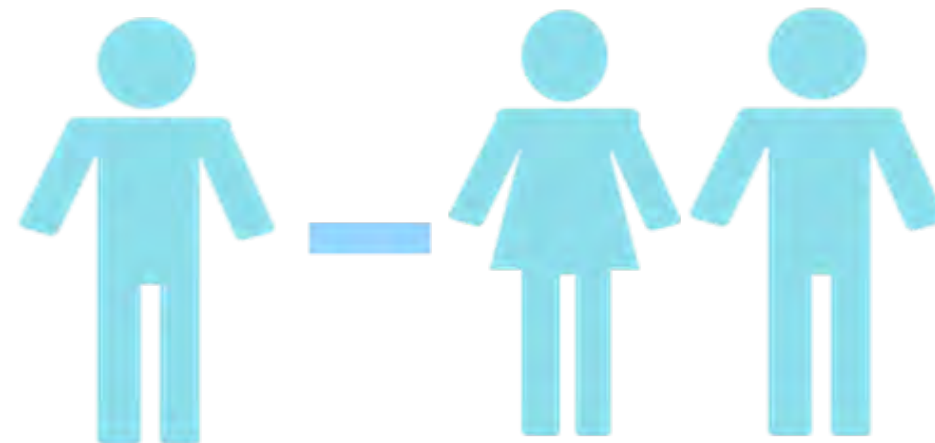
felt they could
depend on

more than 2 people*



felt they could
depend on

1 or 2 people*

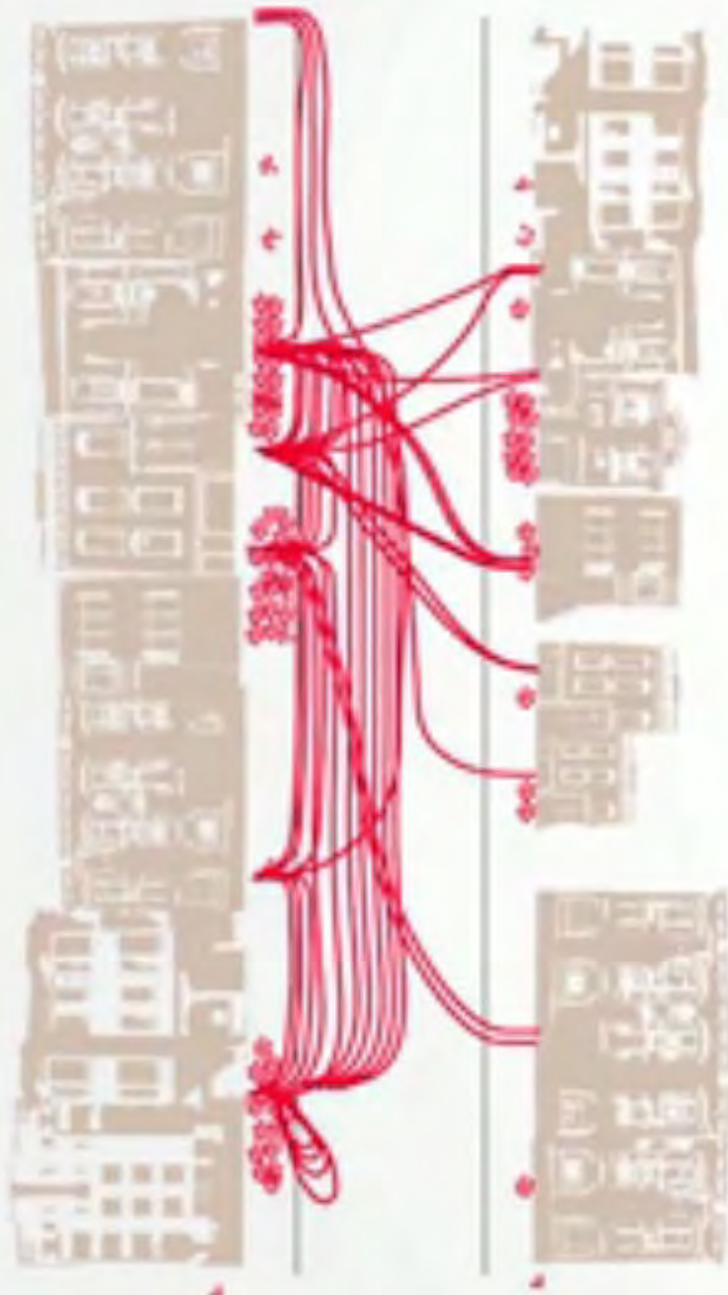


felt they could
depend on

No-one*

Social Interactions on Three Streets - Neighboring and Visiting

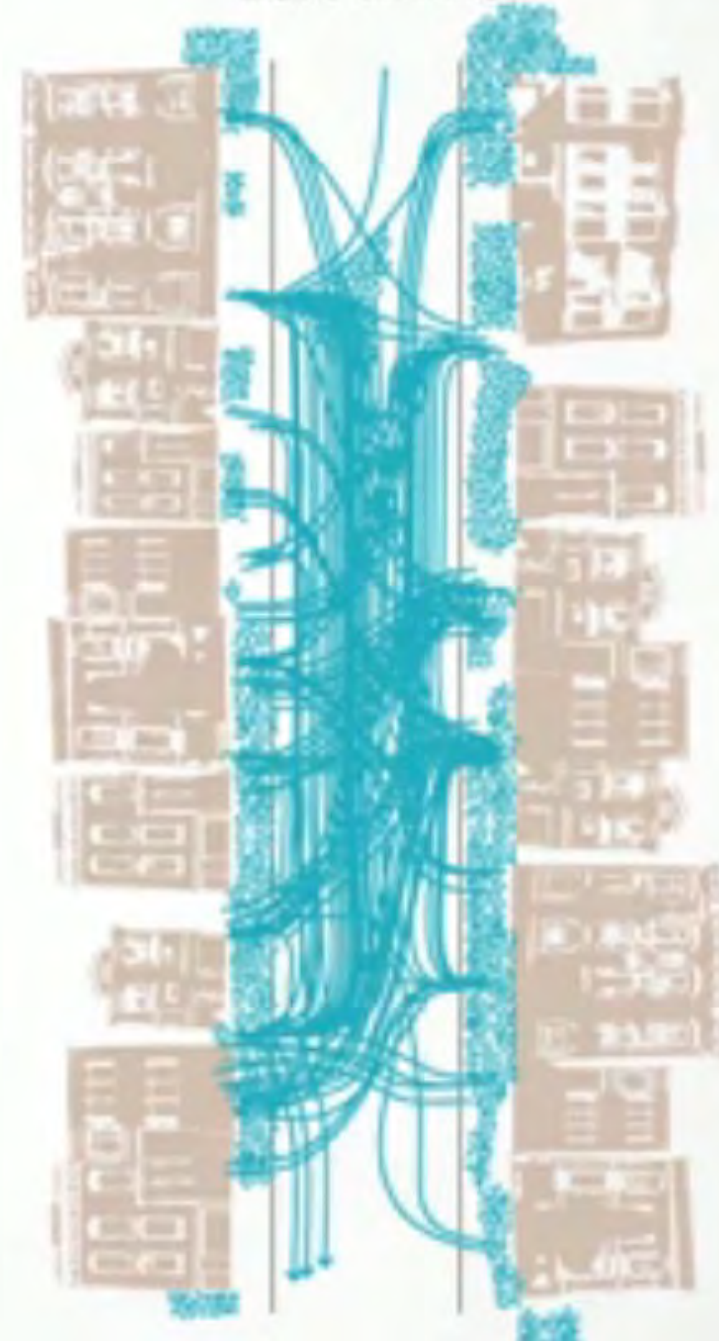
HEAVY TRAFFIC



MODERATE TRAFFIC

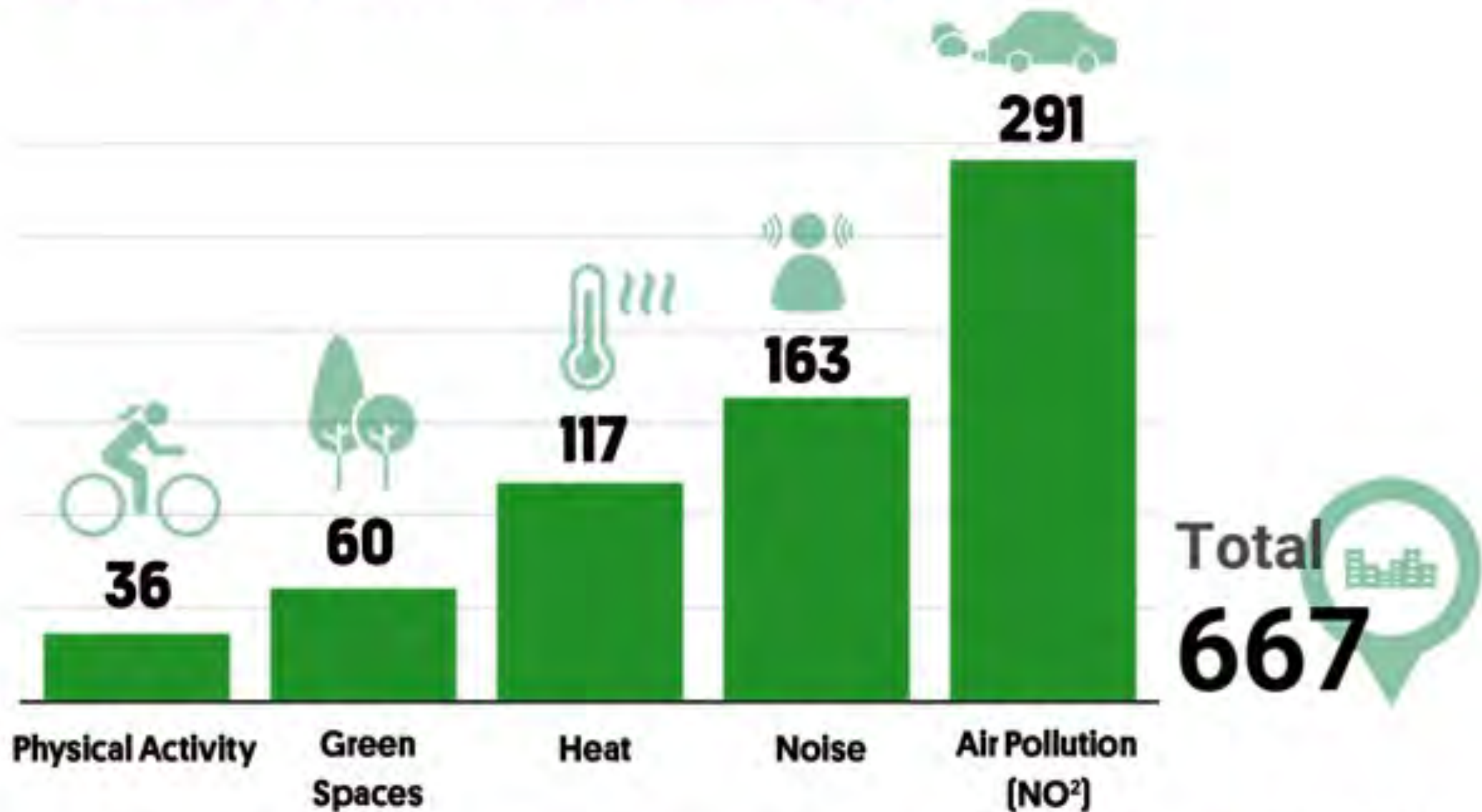


LIGHT TRAFFIC



Where people have friends
Where people gather

Annual Premature Deaths that the "Superblocks" Model Could Avoid in Barcelona



Source: Mueller et al. Changing the urban design of cities for health: the Superblock model. *Environment International*. 2019

People Killed Annually By

Inactivity
5,300,000



Smoking
5,000,000



Mosquitos
725,000



Snakes
50,000



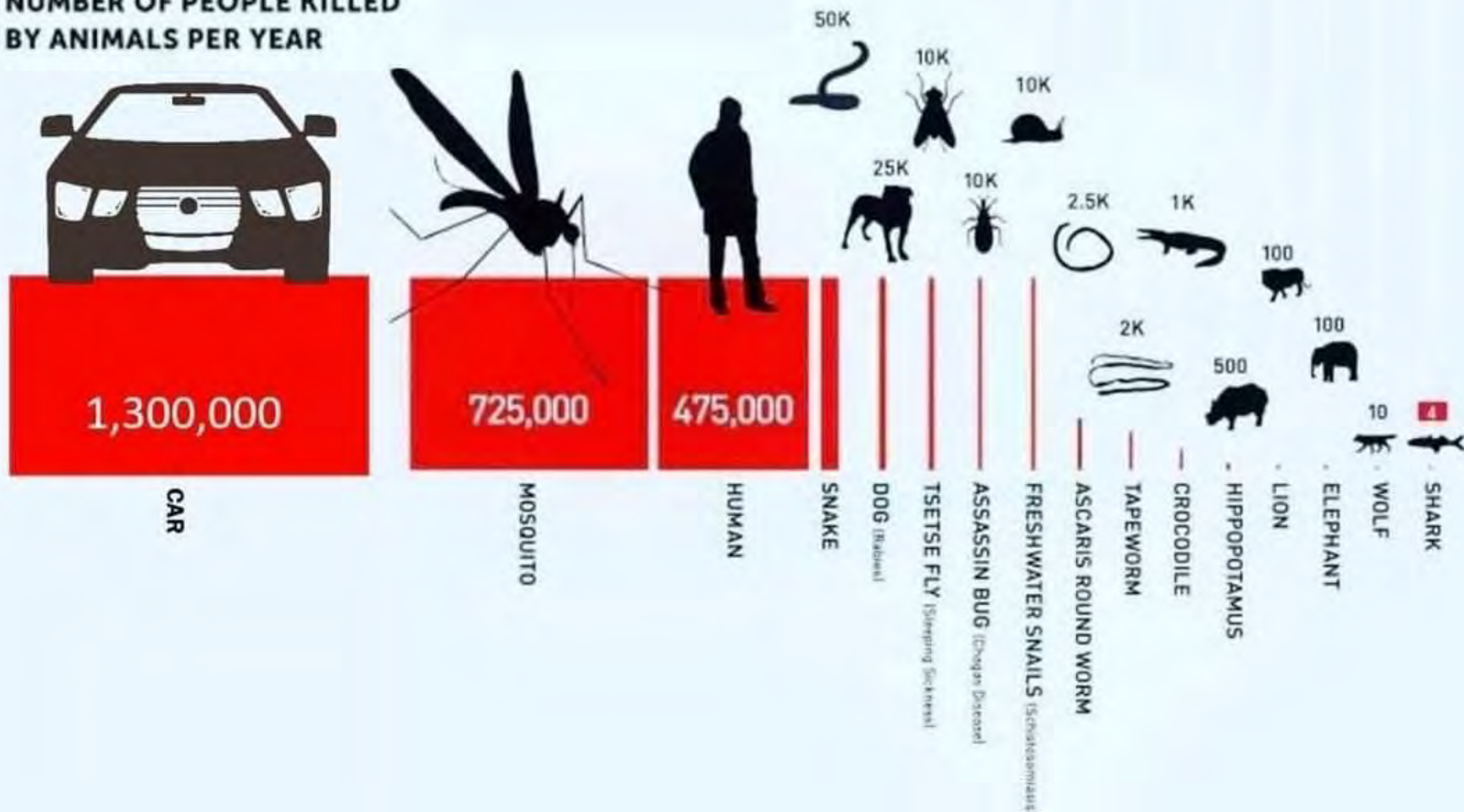
Sharks
10





WORLD'S DEADLIEST ANIMALS

NUMBER OF PEOPLE KILLED BY ANIMALS PER YEAR





The plan for Greater Manchester's cycling and walking network

The first 15 infrastructure projects that could be funded as part of Greater Manchester's cycling and walking infrastructure proposal.



Key

Dots: Crossing points and junction upgrades

Circles: Cycle parking at Metrolink Stations

Green lines: Confirmed Beelines

Yellow lines: Proposed Beelines

Thicker yellow lines: Proposed Beelines on a busy road, offering full segregation and public realm improvements

Wigan

Extension of the innovative Saddle Junction cycle facility to the southwest, connecting with Alexandra Park

Salford

Junction enhancements in Swinton and Walkden

Junction enhancement at Broad Street/Frederick Street

Complete transformation of Chapel Street East

Trafford

Upgrade to cycling and walking provision where Talbot Road meets White City Way and Seymour Grove

Bury

16 new or upgraded crossings and junctions

Cycle parking at nine stops on the Bury Metrolink line

Rochdale

Major enhancement to the high street in Castleton, including new facilities for cycling and walking

Oldham

Refurbishment of King Street West bridge

Refurbishment of Union Street West bridge

Tameside

Package of improvements including creating filtered neighbourhoods where people are prioritised over cars

Stockport

Gillbent Road crossing upgrade, Cheadle Hulme

New cycling and walking route from Brinnington to Stockport town centre

Manchester

Segregated cycling route to the city centre from Chorlton

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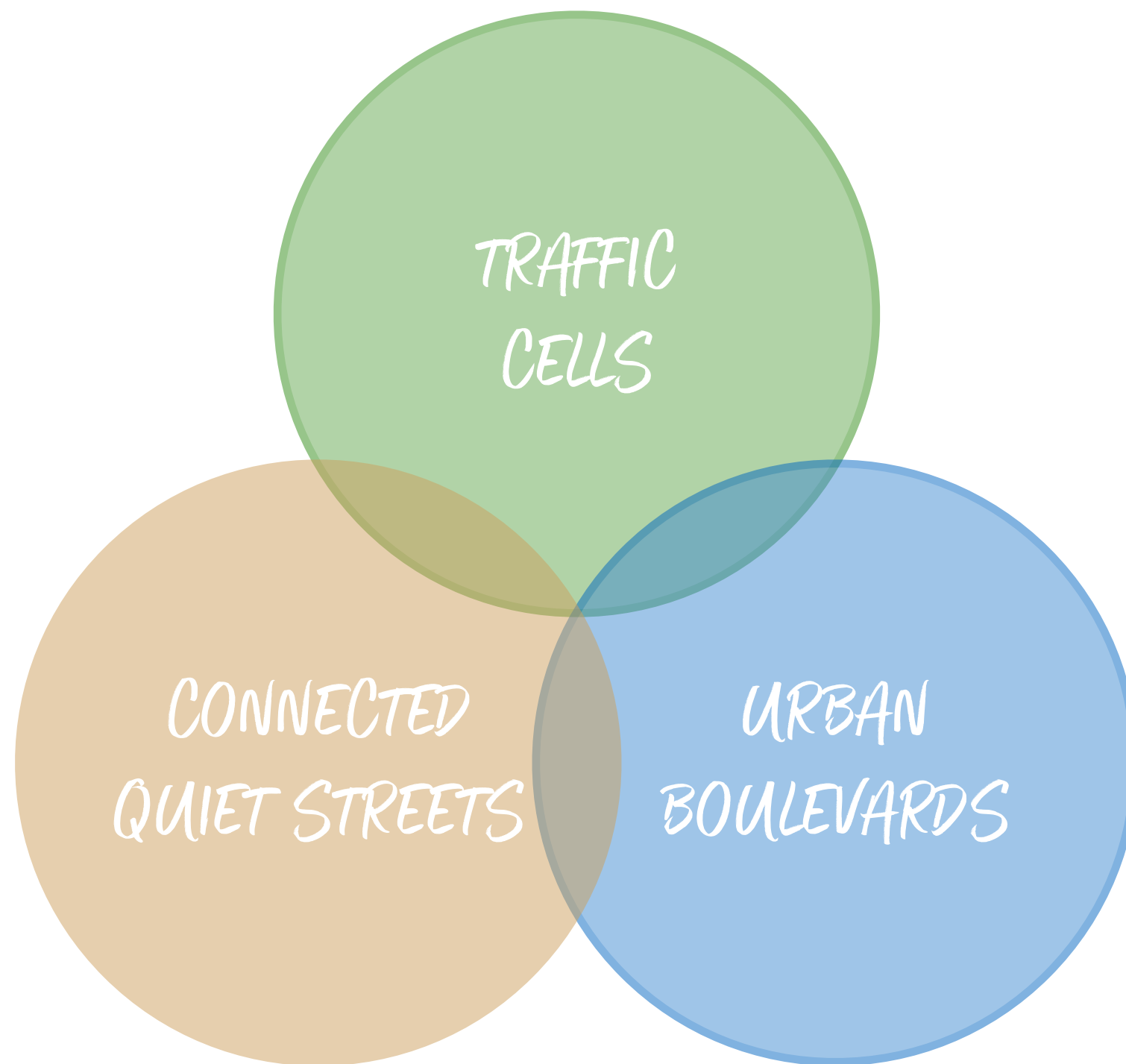
60 new or upgraded crossings or junctions

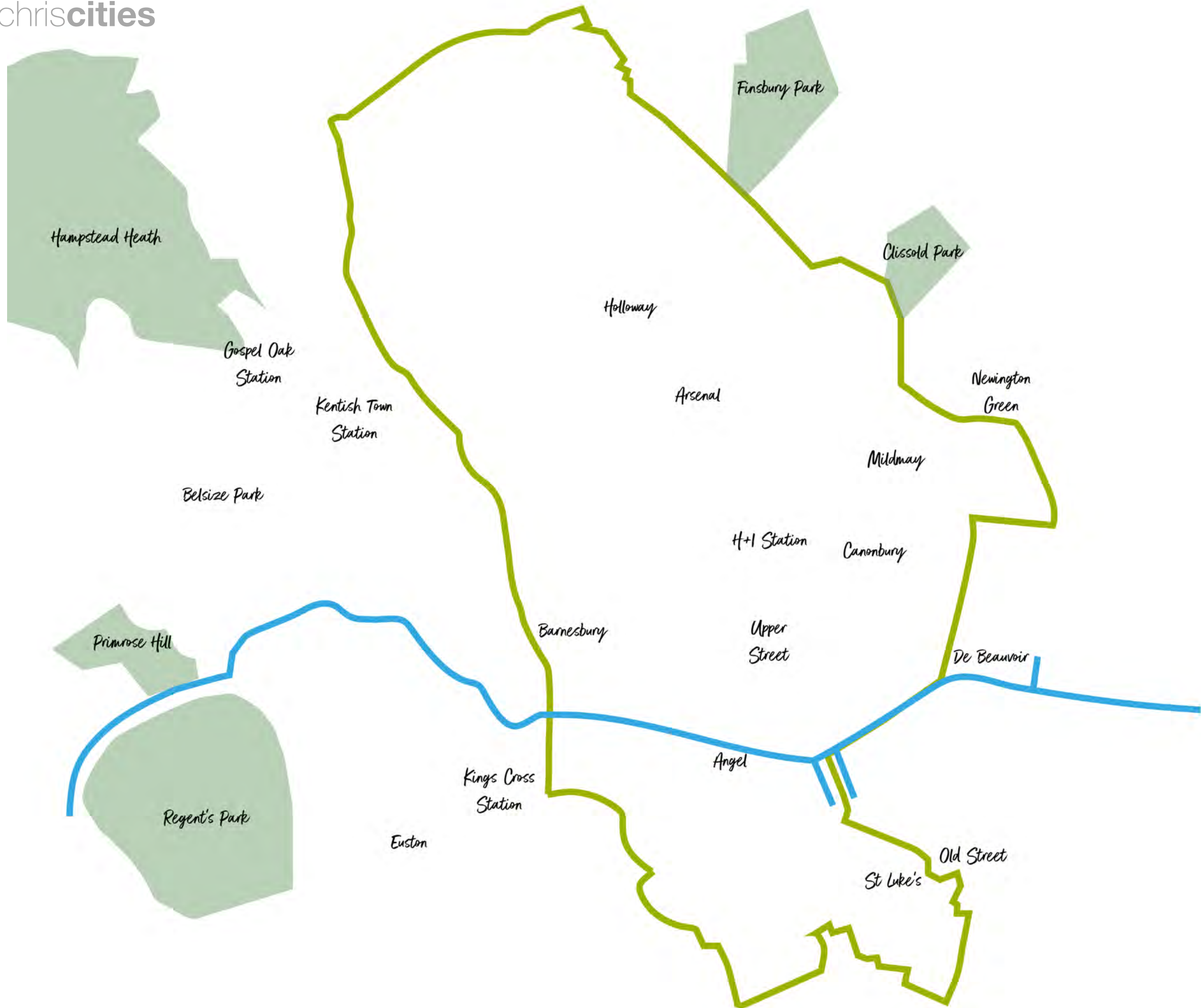
15 miles of new cycling and walking routes

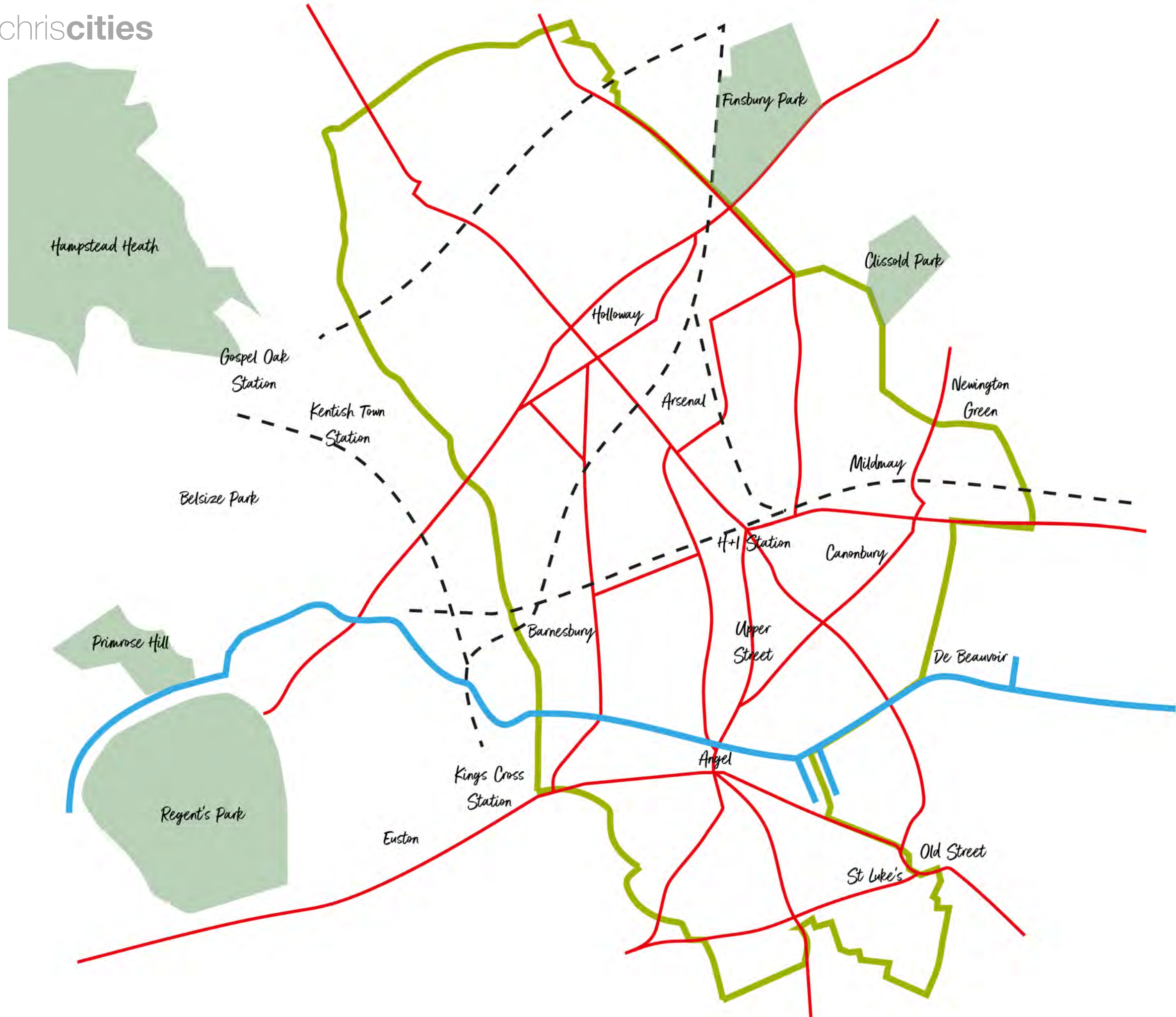
Six miles of Dutch-style segregated cycling lanes



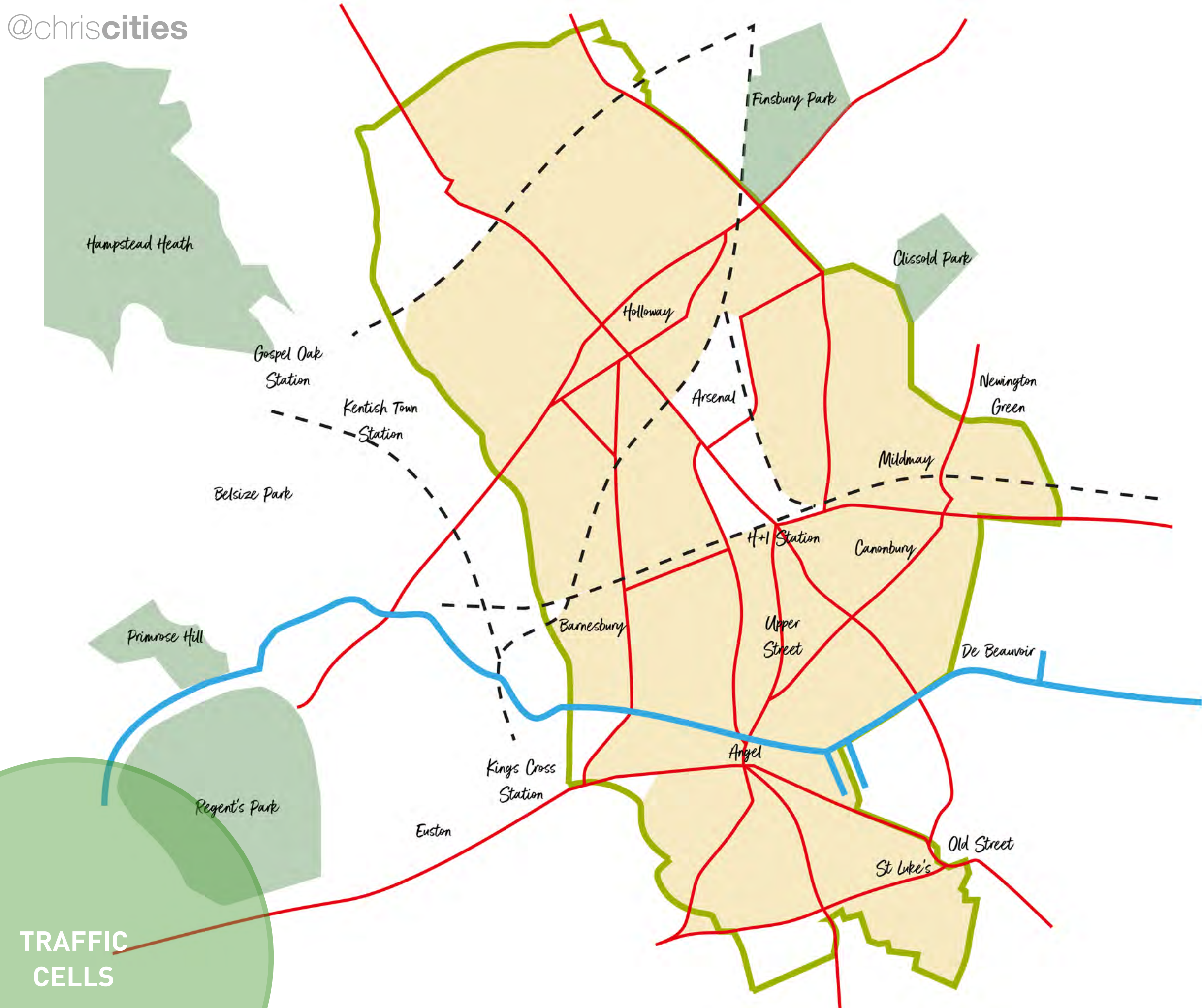
For detailed plans visit mappinggm.org.uk/beelines



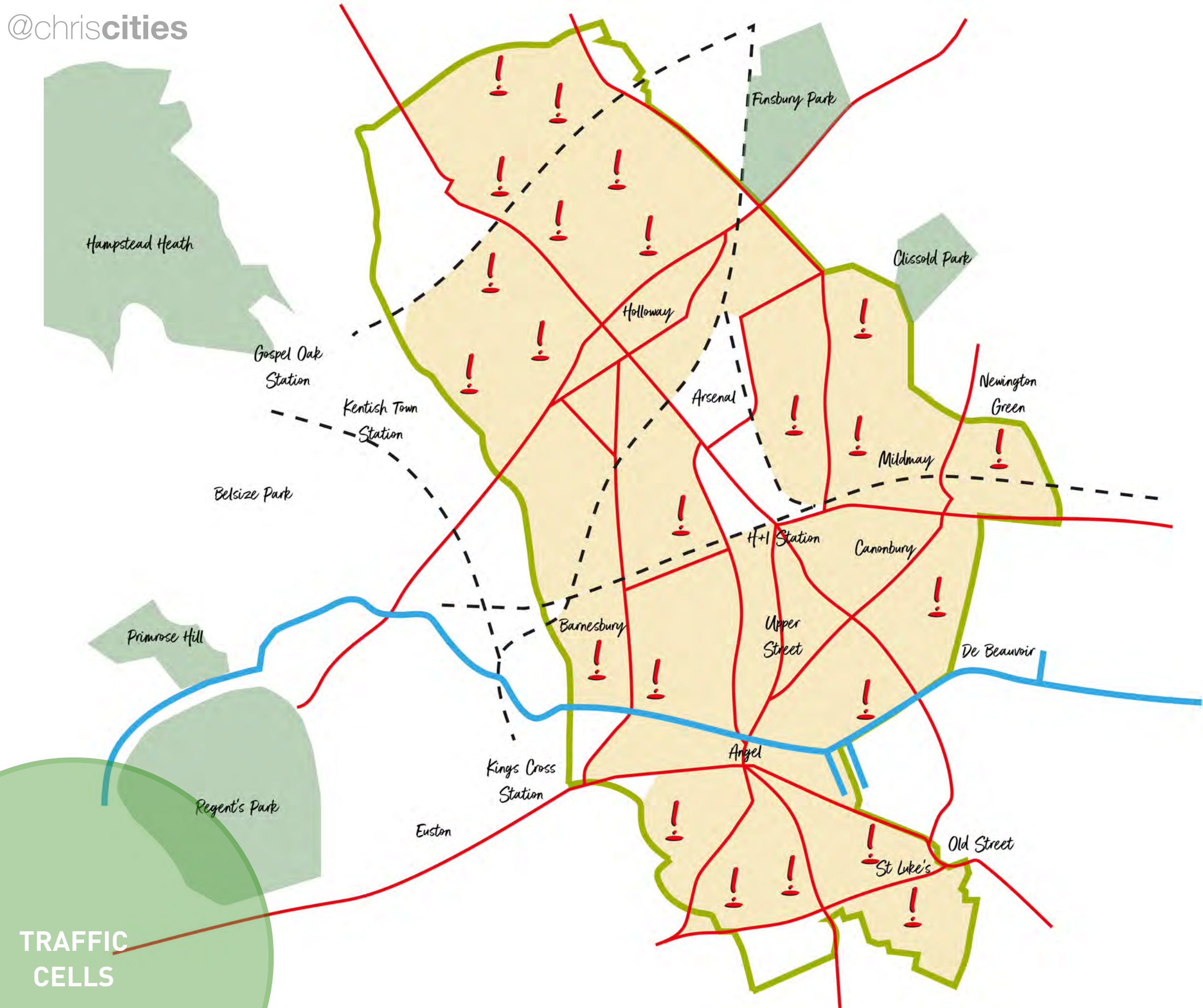














TRAFFIC
CELLS



TRAFFIC
CELLS



TRAFFIC
CELLS



TRAFFIC
CELLS



TRAFFIC
CELLS

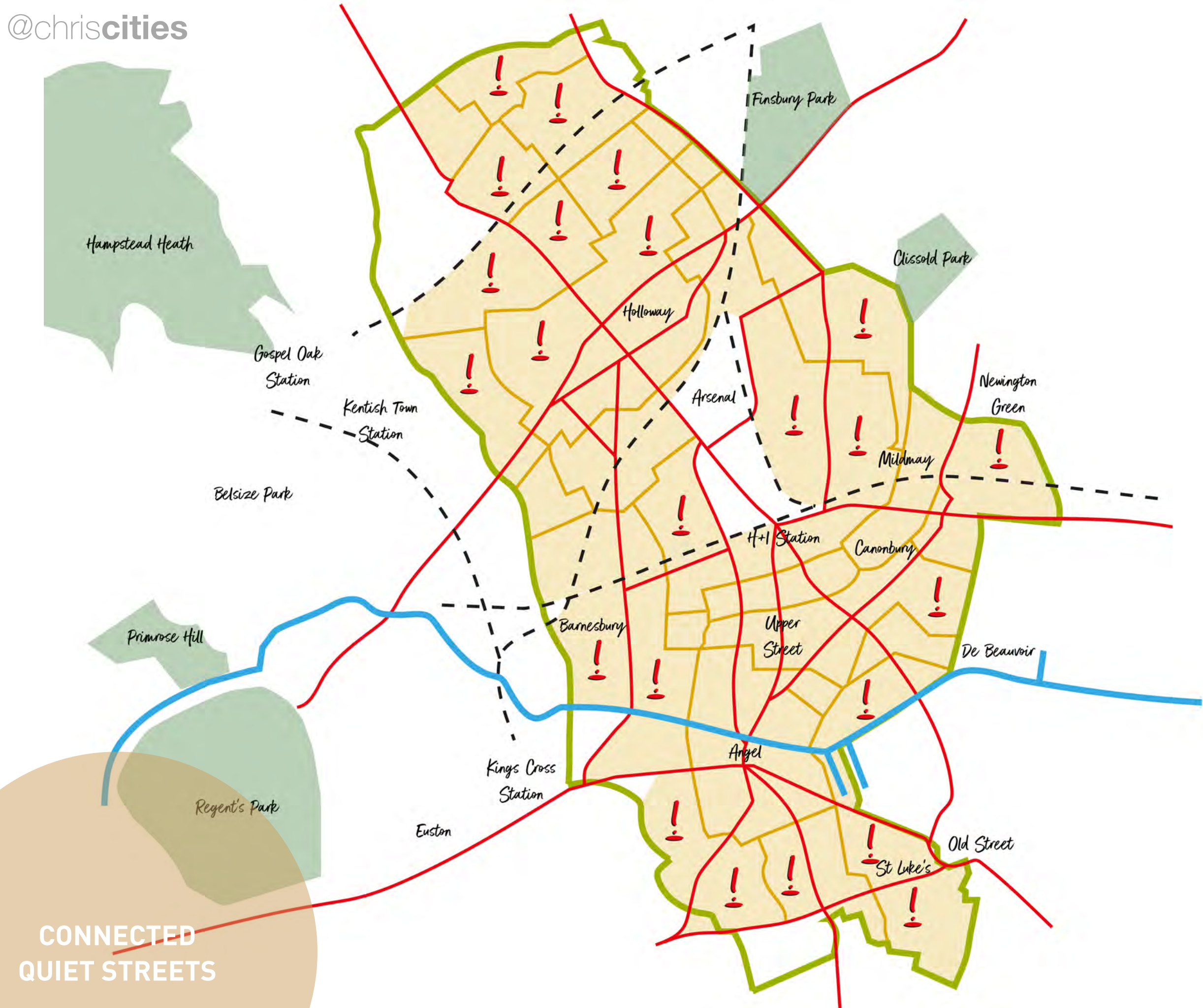


TRAFFIC
CELLS



TRAFFIC
CELLS

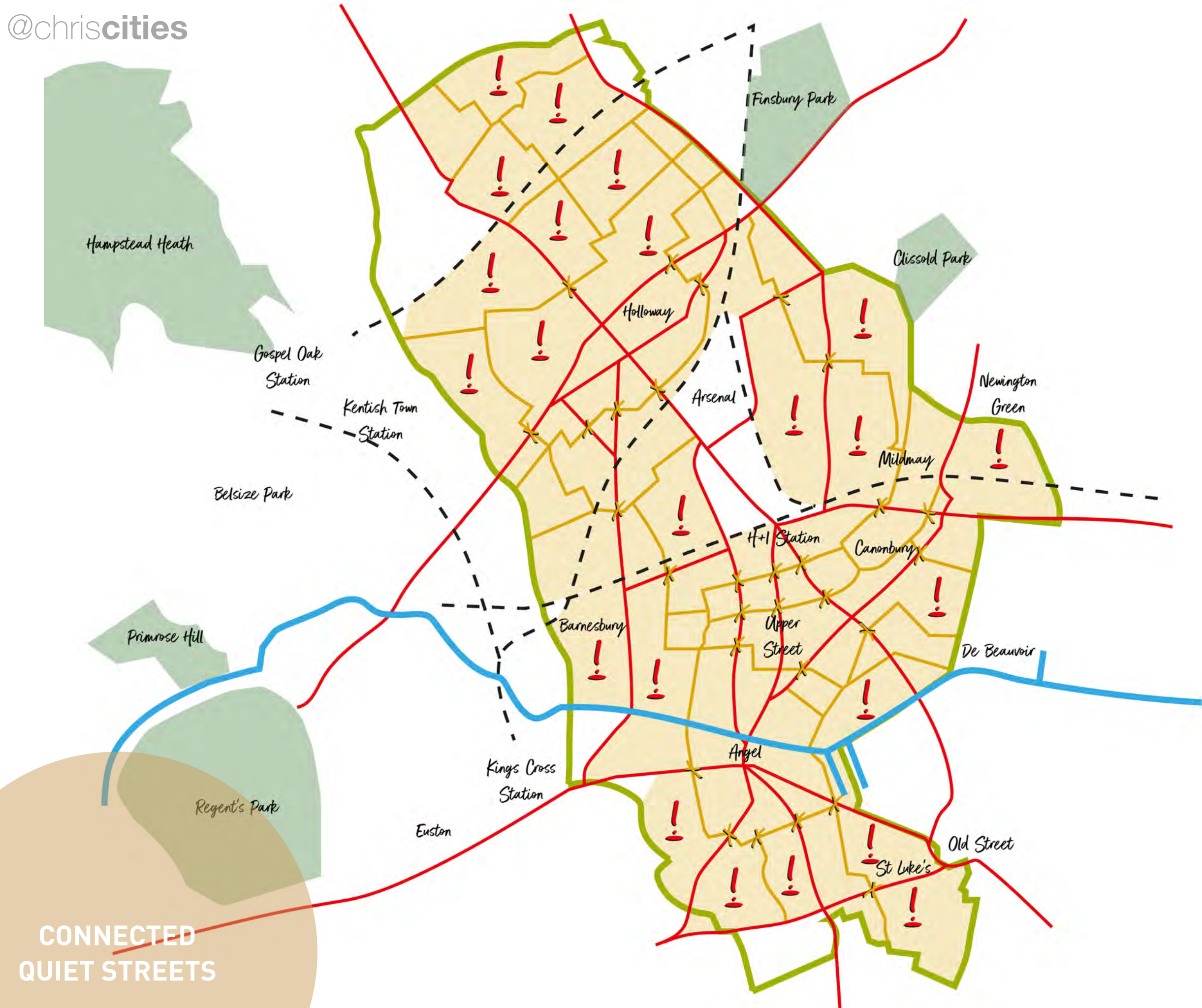




CONNECTED
QUIET STREETS



CONNECTED
QUIET STREETS



CONNECTED
QUIET STREETS



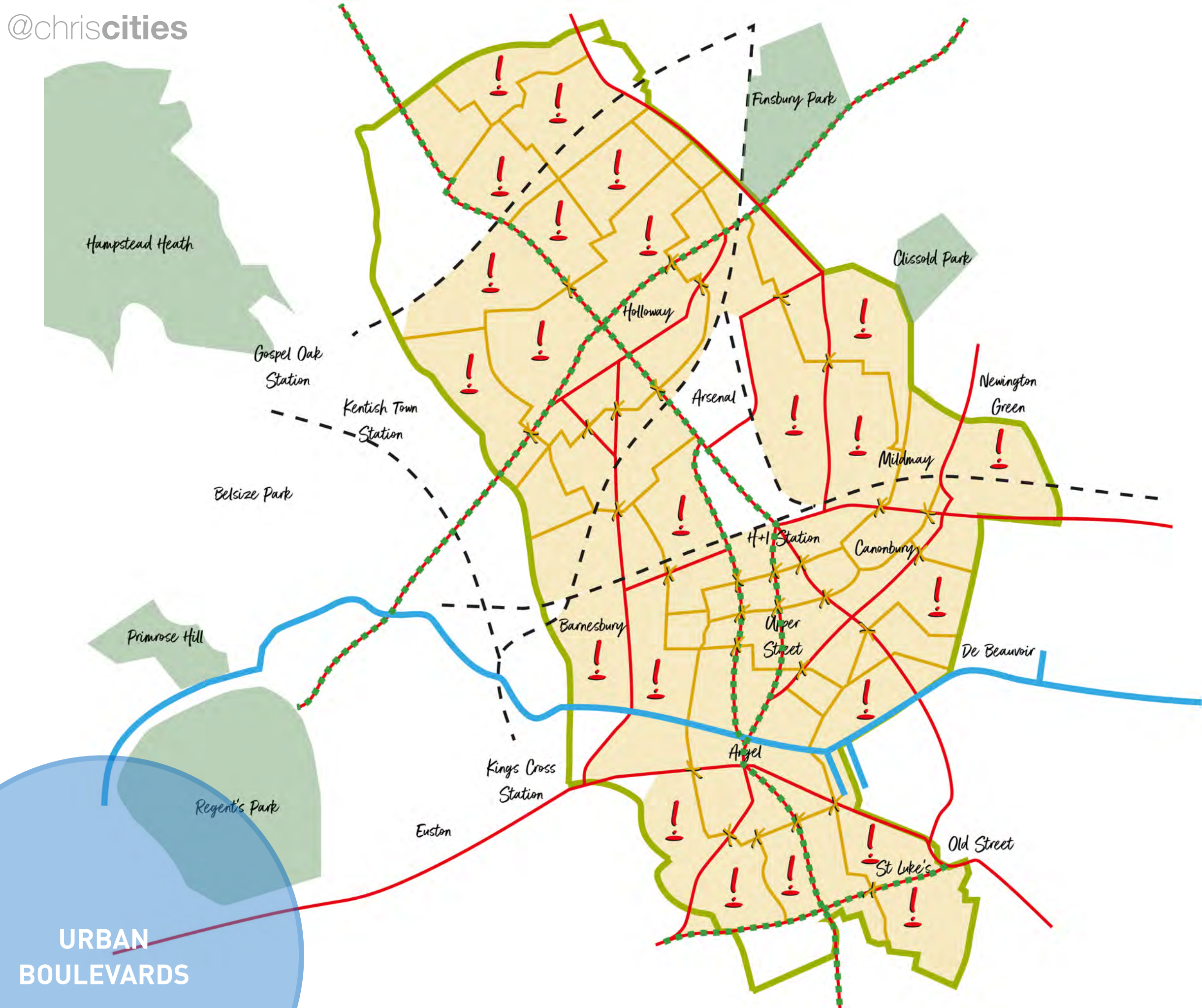
CONNECTED
QUIET STREETS



CONNECTED
QUIET STREETS



CONNECTED
QUIET STREETS





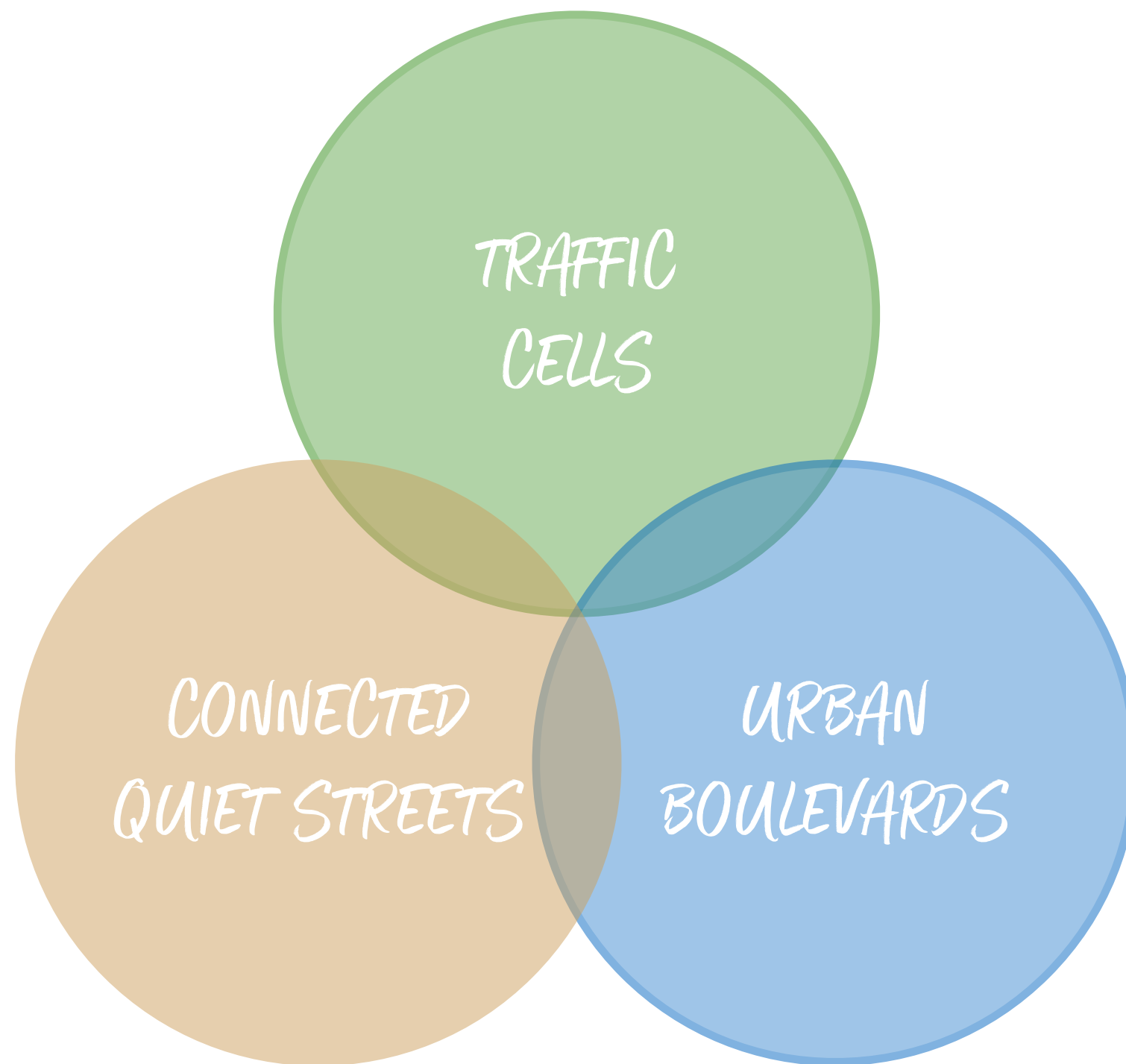
URBAN
BOULEVARDS



URBAN
BOULEVARDS



URBAN
BOULEVARDS







BEFORE



AFTER





Was the Titanic sunk by an iceberg or a design flaw?

urban
movement

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

@chriscities

Design Council.

April 2021

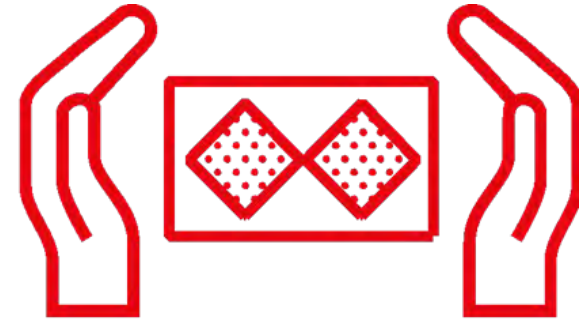




Sustainable Living



Health & Wellbeing

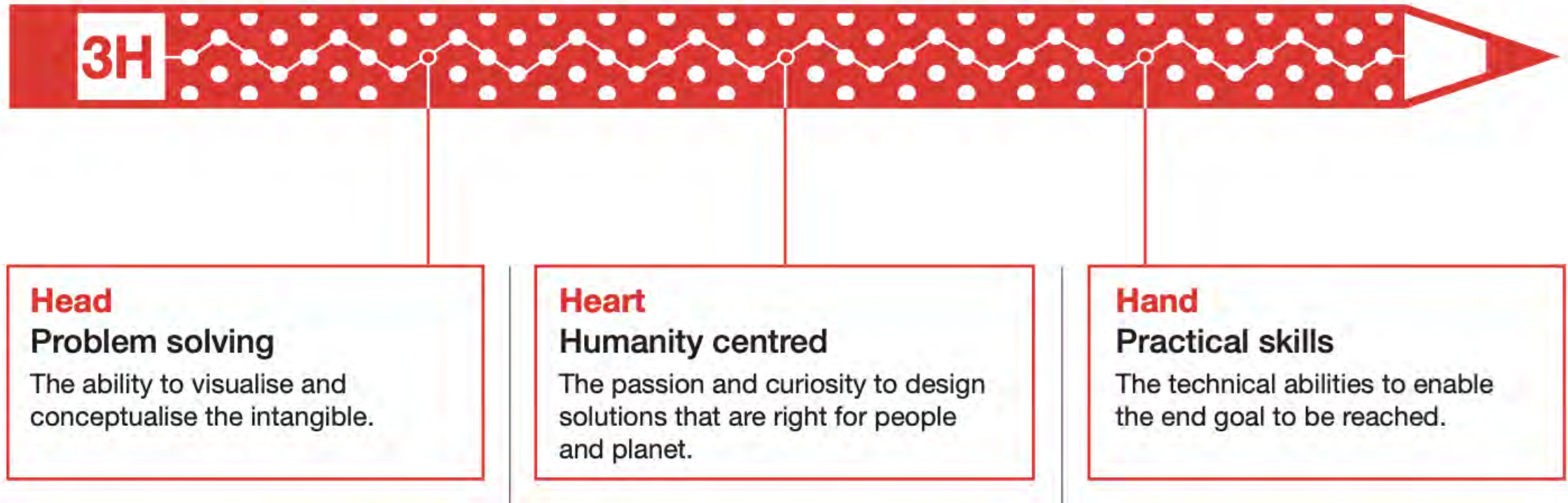


Design Skills

**Our vision is a world where design, as a force
for change, makes lives better for all.**

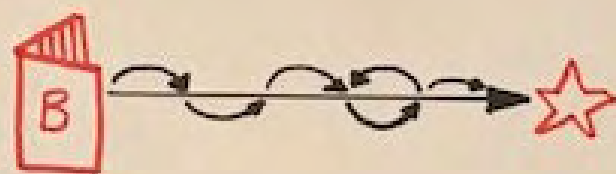
What is design?

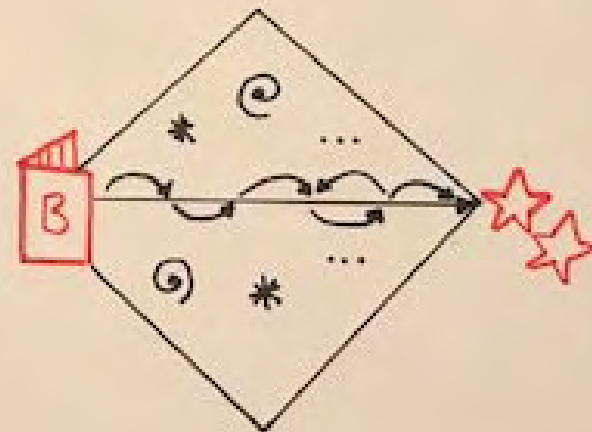
A mindset and skillset.
Critical thinking and creativity combined.
Much more than aesthetics.

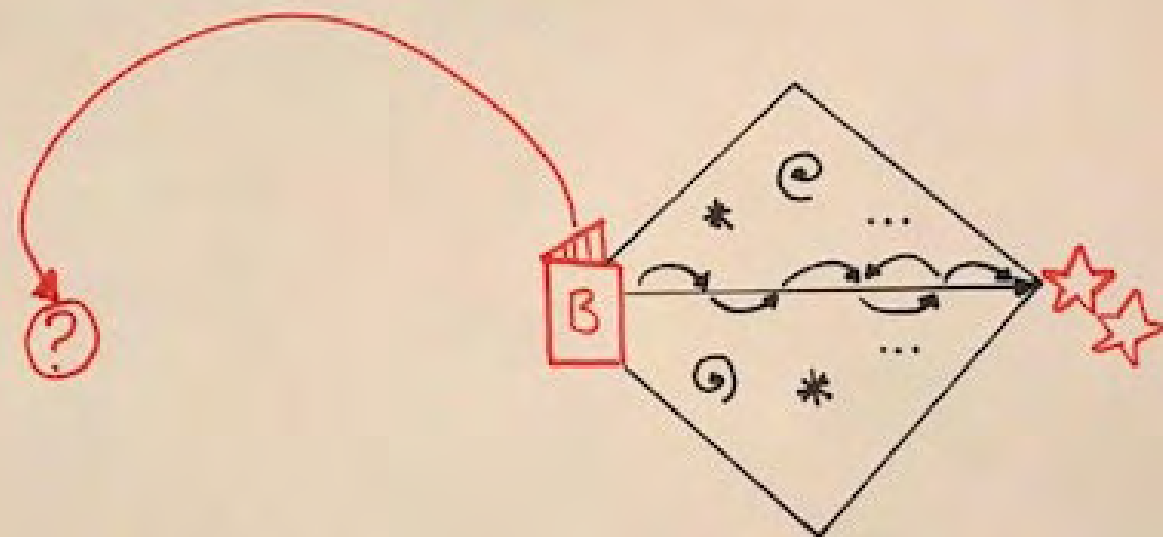


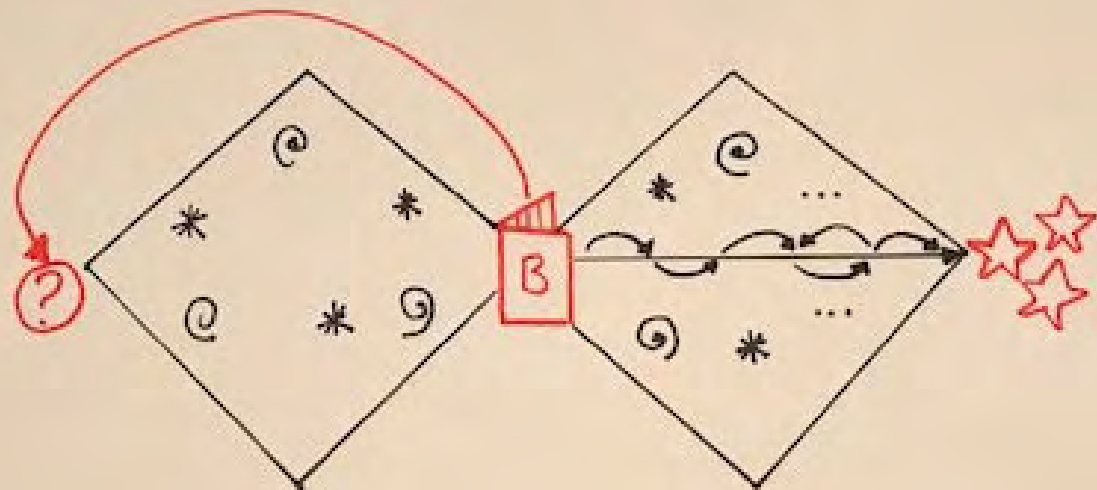


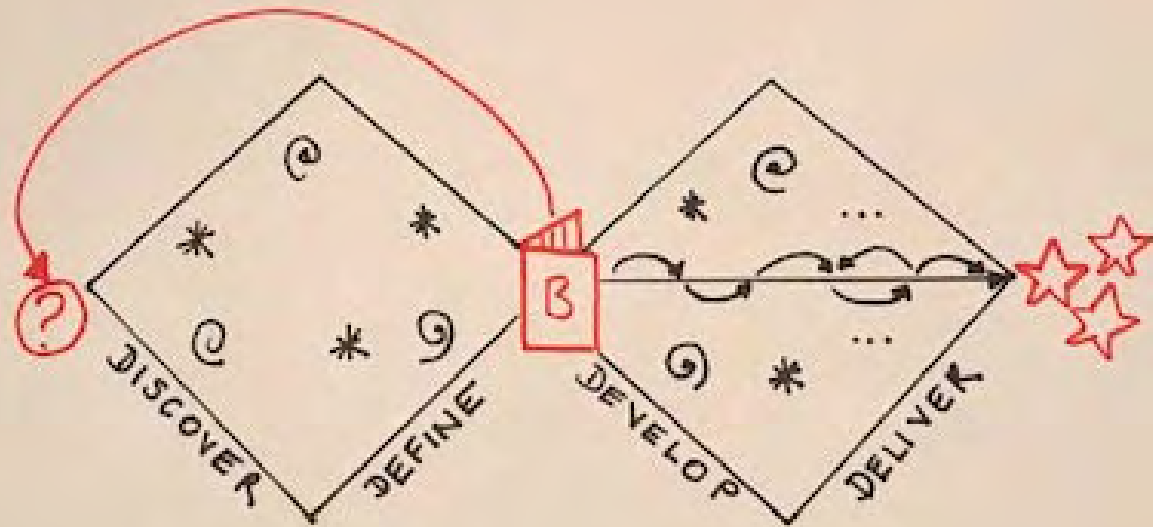


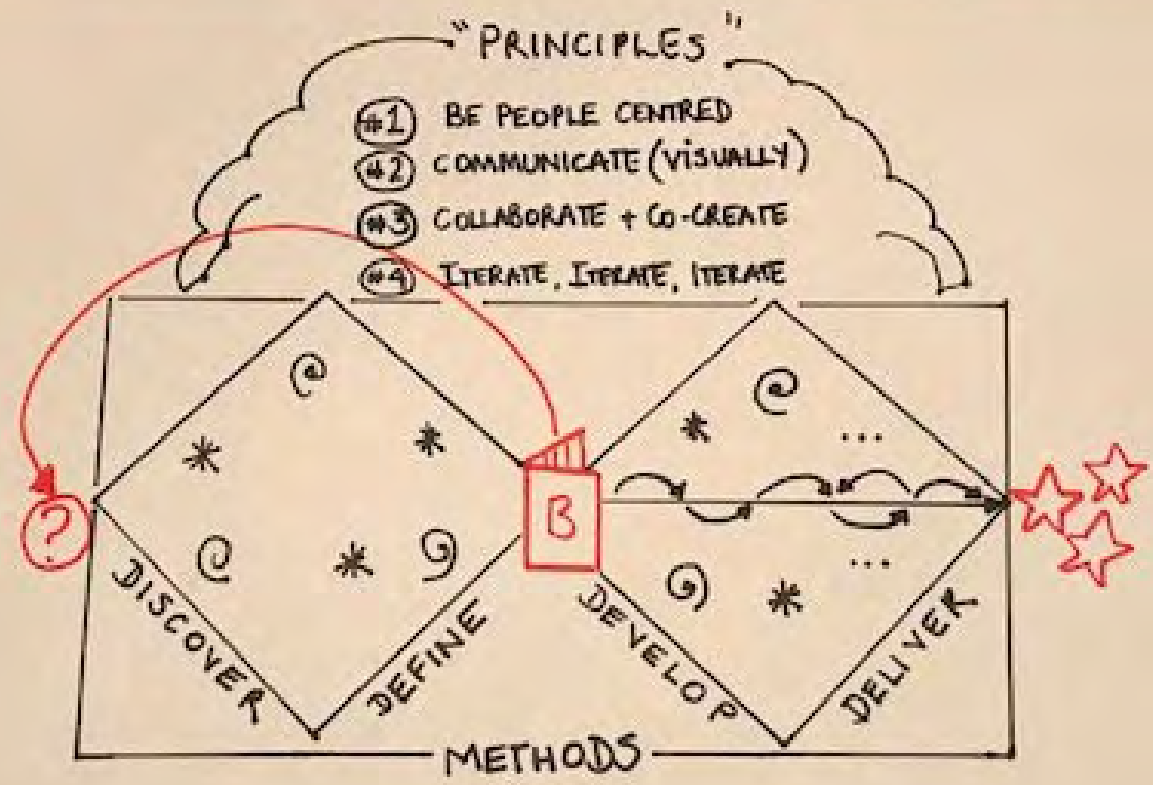












What this means



People centred: Don't jump straight to the solution but think about people's experience first

Inclusively: Work inclusively to bring in people with different perspectives

Co-create and collaborate: jointly create ideas and deliver them

Iterate, iterate, iterate: Test your way to a solution

Inclusive Environments Programme

Design Council's Inclusive Environments programme aims to raise awareness amongst built environment professionals about the importance of designing places that meet the needs of the diversity of people who want to use them.

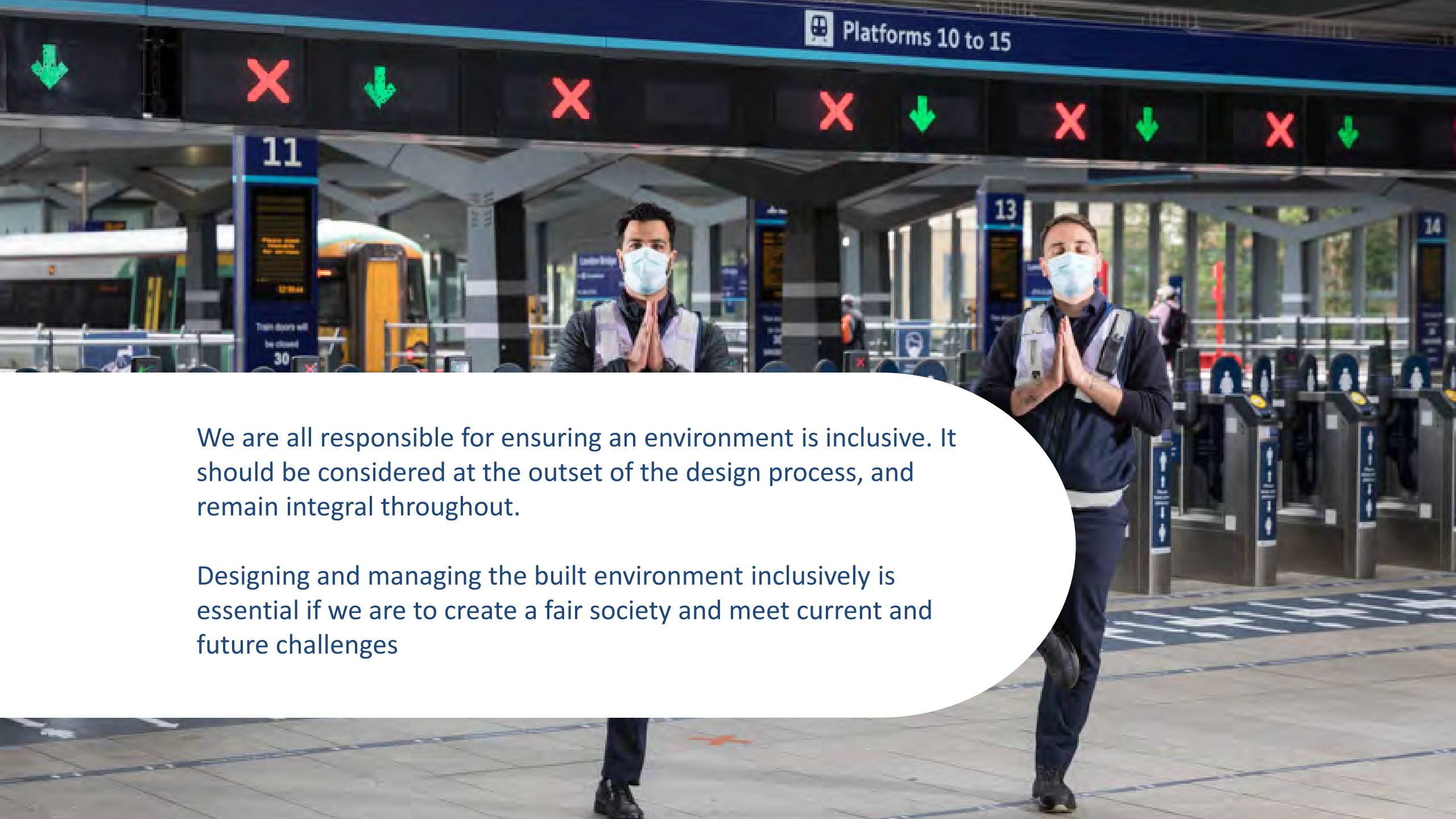




Inclusive design creates **environments** which can be used **safely, easily** and with dignity by all. It is convenient and **welcoming** with no disabling barriers, and provides **independent access** without additional undue effort, separation or special treatment for any group of people.



Inclusive design has a significant role to play in tackling social disadvantage, minimising risks to physical and mental health and creating economic resilience.



We are all responsible for ensuring an environment is inclusive. It should be considered at the outset of the design process, and remain integral throughout.

Designing and managing the built environment inclusively is essential if we are to create a fair society and meet current and future challenges

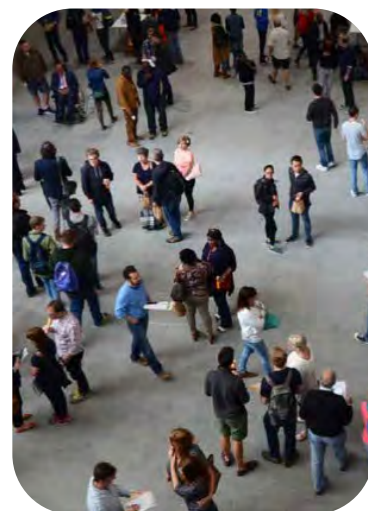
Five Principles

1.



Inclusive design places people at the heart of the design process

2.



Inclusive design acknowledges diversity and difference

3.



Inclusive design offers choice where a single design solution cannot

4.



Inclusive design provides for flexibility in use

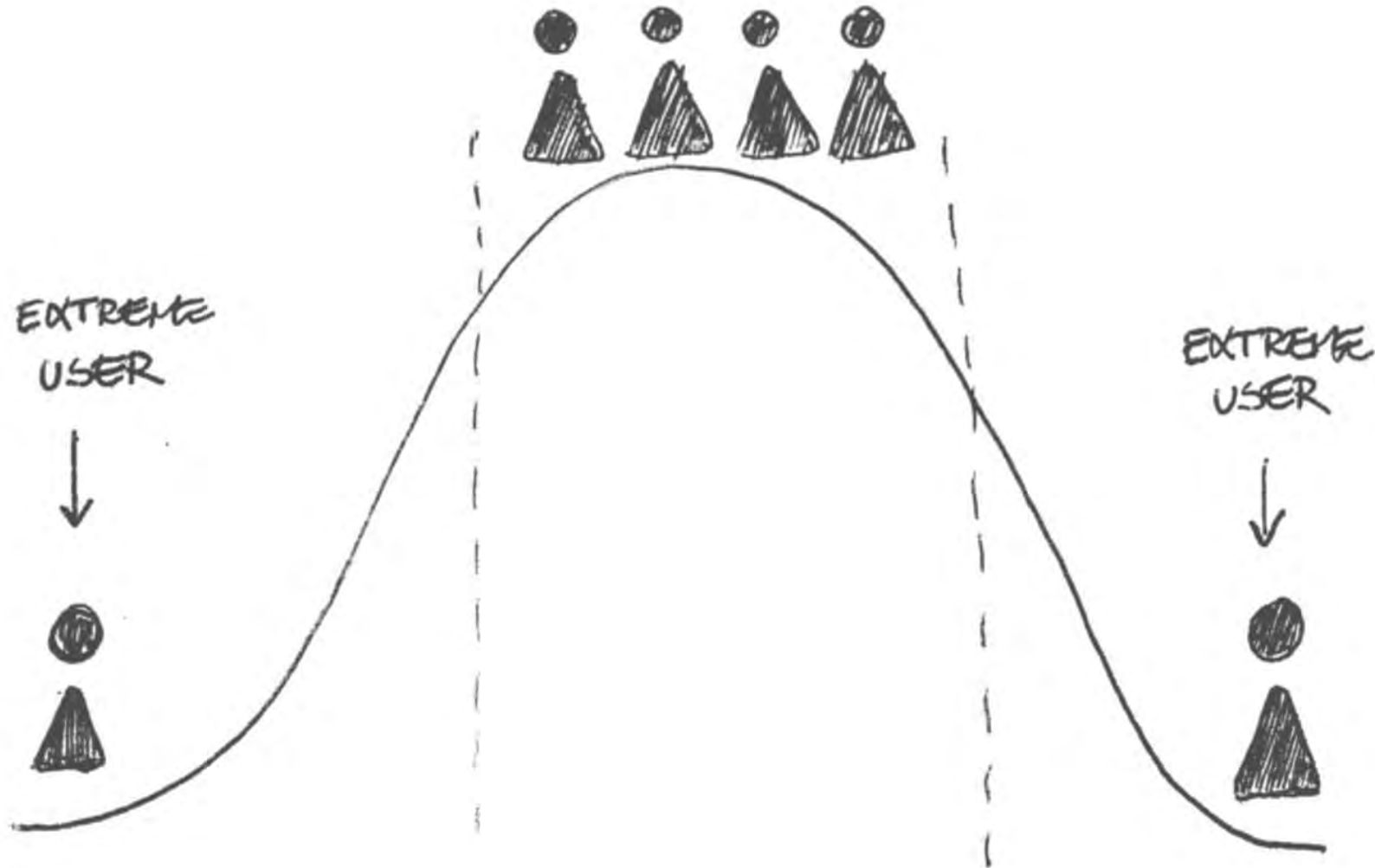
5.



Inclusive design provides buildings and environments that are convenient and enjoyable to use for everyone



Stakeholder Management



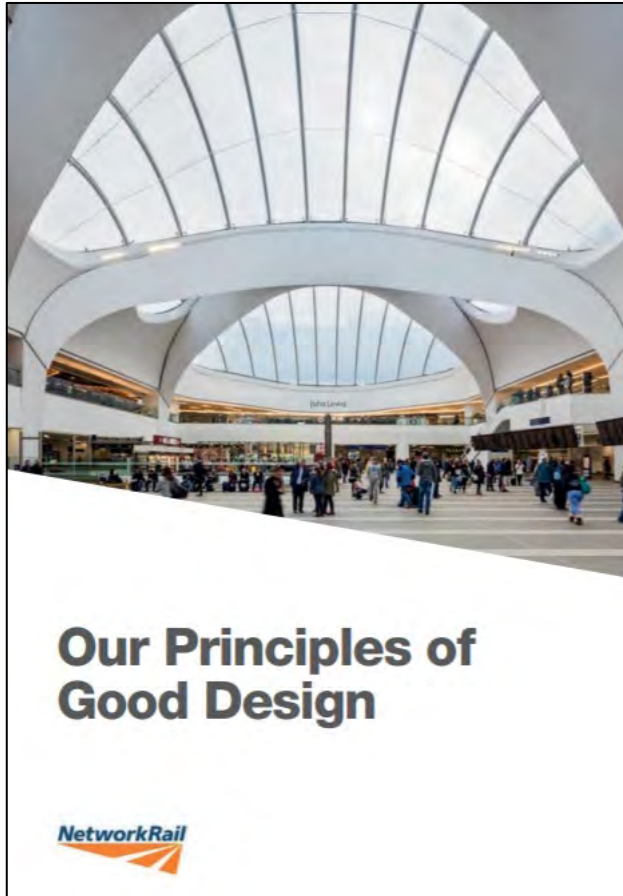








Translating a vision into reality



National Design Guide

Planning practice guidance for beautiful, enduring and successful places




Ministry of Housing,
Communities &
Local Government

Design Principles

Introducing the ten characteristics

35 Well-designed places have individual characteristics which work together to create its physical **Character**. The ten characteristics help to nurture and sustain a sense of **Community**. They work to positively address environmental issues affecting **Climate**. They all contribute towards the cross-cutting themes for good design set out in the National Planning Policy Framework.

36 The ten characteristics set out in Part 2 are:

- **Context** – enhances the surroundings.
- **Identity** – attractive and distinctive.
- **Built form** – a coherent pattern of development.
- **Movement** – accessible and easy to move around.
- **Nature** – enhanced and optimised.
- **Public spaces** – safe, social and inclusive.
- **Uses** – mixed and integrated.
- **Homes and buildings** – functional, healthy and sustainable.
- **Resources** – efficient and resilient.
- **Lifespan** – made to last.



The ten characteristics of well-designed places

Design Principles

1 CHARACTER

Regional Ambition

Developers will be expected to produce unique, innovative proposals that are grounded in a sound understanding of the local context and acknowledge the diversity of the West Midlands' communities and geography.

Local Distinctiveness

New development should respond to the qualities that characterise the locality's 'spirit of place' for residents, businesses and visitors. Schemes should contribute to the creative and cultural identity of the local environment and benefit local communities.

2 CONNECTIVITY & MOBILITY

Regional Network

New development must contribute to enhancing regional connectivity by integrating effectively to existing and planned transport networks, thinking beyond both site and administrative boundaries.

Modal Shift

Proposals should demonstrate an understanding of the changing face of transport and movement patterns across the West Midlands; promoting walking, cycling and public transport use.

3 FUTURE-READINESS

Climate Resilience

Developments should incorporate climate adaptation measures that respond to the short and long term impacts of climate change and address the environmental impact of the proposal across its lifecycle.

Delivering Low Carbon Development

Development proposals should seek to reduce greenhouse gas emissions by making clear, specific commitments to carbon reduction. The potential for new schemes to meet zero net carbon should be considered from the outset.

Technological Resilience

New development should harness technological innovation from the outset, to deliver adaptable buildings that respond to the rapidly changing digital, communication and infrastructure requirements of our businesses and communities.

4 HEALTH & WELLBEING

Building Active Communities

Development proposals should support healthy living environments and address health inequalities by providing access to nature and spaces for physical activity.

Promoting Wellbeing

New development should promote wellbeing and good mental health by fostering community, identifying opportunities to reduce social isolation and minimise loneliness.

5 ENGAGEMENT & STEWARDSHIP

Engagement

Consultation should reflect local social, economic and geographic diversity and enable key stakeholders to shape design solutions from an early stage.

Stewardship

Public spaces and facilities should be designed to encourage long term civic pride in local places. Developers must give early consideration to management and stewardship of places and put long term sustainable solutions in place.

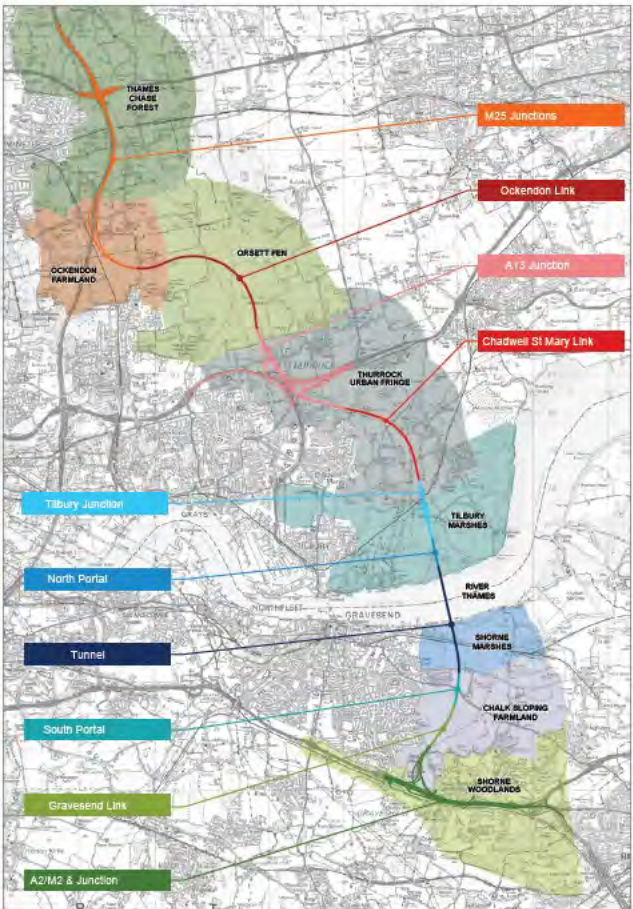
6 DELIVERY

Securing Social Value

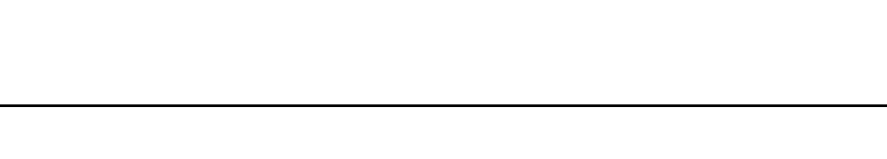
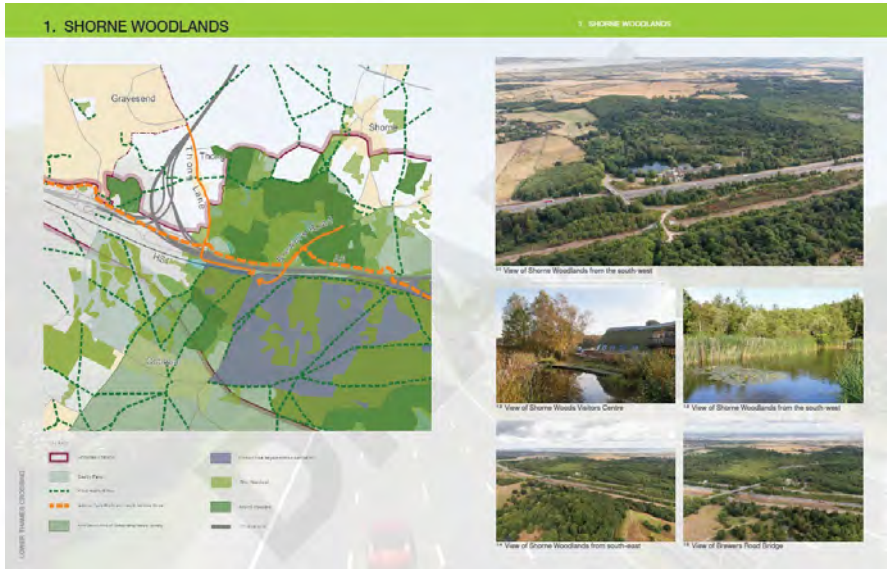
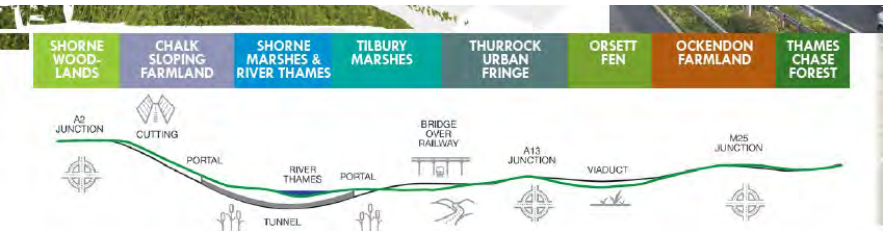
WMCA expects developers to promote social value throughout the development process and will seek to align all housing and regeneration investment decisions with its inclusive growth objectives through its Single Commissioning Framework.



Design Narrative



1 Map showing how the breakdown of engineering elements of LTC overlay onto landscape character areas.



1. SHORNE WOODLANDS

Characteristics

- Most elevated section of the route, rising to around 110 metres AOD
- Heavily wooded, particularly west of the LTO route, with extensive areas of woodland between Thong and Shorne
- Further areas of woodland, Claydon Wood, west of the LTO route, adjacent to the edge of Gravesend and existing central reservation
- Heavily trafficked A2 dual carriageway is a dominant feature, obscuring the tranquility of the adjacent landscape
- HD1, the high speed rail route to the south of the A2 is a cutting
- Existing green bridges over HD1, particularly around Thong Lane/ Breasars Road junction
- Cobham Hall and its associated historic park to south of the A2 and HD1
- Suburban areas of Gravesend along the north side of the A2, west of the LTO route, bringing urban influences to the landscape

Environmental Constraints

- Kent Downs AONB west of the LTO route, predominantly south of the A2 but extending north to include woodland between Thong and Shorne
- Several areas of ancient woodland between Thong and Shorne, as well as Claydon Wood
- SSDI covering much of the woodland east of Thong
- Cobham Park Registered Park and Garden south of the A2
- Shorne Woods Country Park east of Thong and Jocklyn Country Park west of Cobham

2. SHORNE WOODLANDS

Stakeholder and Community Concerns

Not for this section will be provided once statutory consultation responses are fully collected

Infrastructure Constraints

- Public rights of way, including Pigwidgeon Way National Cycle route along north side of the A2
- Overhead high voltage powerlines with pylons crossing A2 north to south
- High pressure buried gas pipelines
- HD1

Design Constraints

- Horizontal alignment driven by junction spacing on the A2 and avoidance of ancient woodland
- A2 widening and other works as far as possible, to minimise impacts on ancient woodland
- Slope roads over and under the A2 to allow for all direction interchange
- Lighting of A2 junction
- Local connector roads along both sides of the A2 to provide access to minor road networks
- Downs of high voltage powerlines and high pressure gas mains to minimise

1. SHORNE WOODLANDS

Construction Issues

- Prolonged construction period, estimated at around 4.5 years
- Compromised between Thong and A2 located in Green Belt, Farmland landscape, initially severed from Thong Lane and access from A2 compromised
- Short duration closures of local roads required including Thong Lane and Breasars Road bridges over A2
- Division of underground services alongside A2

Operational Issues

- Complex junction arrangement and interface with the local road network
- Weaving and merging movements
- Signage requirements
- Complex traffic management arrangements for maintenance activities
- Provision of space on connector roads to deal safely and effectively with incidents and accidents
- Operational boundaries with local road network and the rest of the strategic road network
- Off network access to signs and signals
- Provision for walking, cycling and horse riding

Opportunities

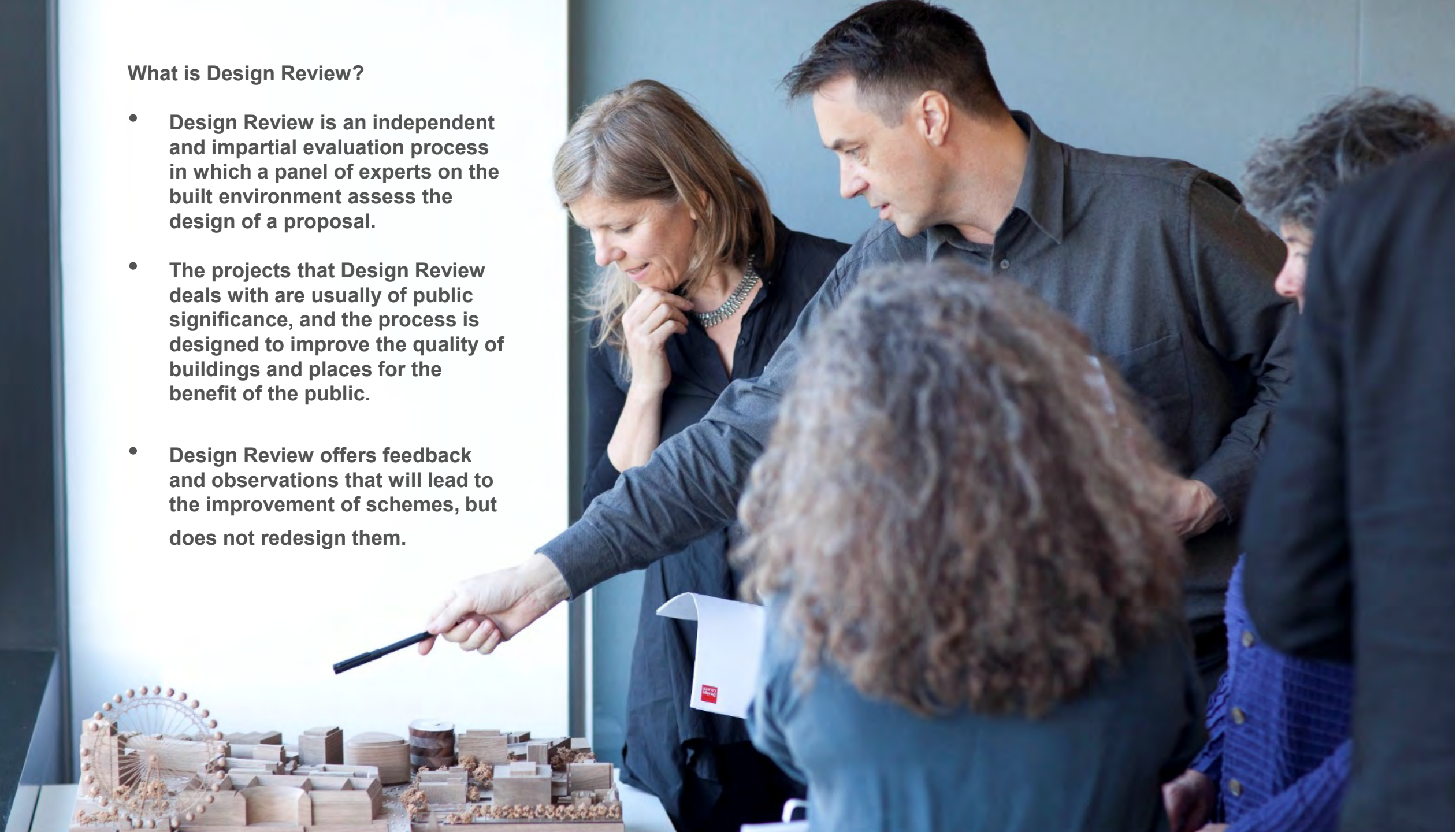
- Create strong and recognisable experience for users of A2 junction to signify the start or end of their journey on LTO
- New woodland planting to improve connectivity between Claydon Wood and Shorne Wood
- Potential to use green bridges to reconnect habitat and woodland severed by A2
- Potential for noise attenuation through landscape and architectural design
- Potential to improve the user experience on public rights of way particularly by improving connectivity between recreational areas north and south of the A2 corridor

DESIGN RESPONSE

- Minimise loss of existing trees and maximise new areas of planting
- Strengthen the wooded character of this section of the A2 and LTO junction by additional woodland planting along both sides of the A2 and associated connector roads and around the junctions and slip roads. This will increase visual containment of the A2 and provide a strong contrast for users between the enclosed, wooded A2 and the open landscape of the adjoining Chalk Gipping Farmland
- Consider green bridges for some of the minor road crossings over the A2 and LTO where the will provide connectivity of habitats and woodland and or will increase the wooded character experienced by users of the A2
- Review the location and design of rights of way crossings of the LTO junction and also roads to maximise convenience, safety, and quality of experience for rights of way users
- Consider using green bridges as landmarks structures to signalling entry to AONB

What is Design Review?

- Design Review is an independent and impartial evaluation process in which a panel of experts on the built environment assess the design of a proposal.
- The projects that Design Review deals with are usually of public significance, and the process is designed to improve the quality of buildings and places for the benefit of the public.
- Design Review offers feedback and observations that will lead to the improvement of schemes, but does not redesign them.





Independent

It is conducted by people who are unconnected with the scheme's promoters and decision makers, and it ensures that conflicts of interest do not arise.



Expert

It is carried out by suitably trained people who are experienced in design and know how to criticise constructively.



Timely

It takes place as early as possible in the design process, because this can avoid a great deal of wasted time. It also costs less to make changes at an early stage.



Accountable

The Review Panel and its advice must be clearly seen to work for the benefit of the public.



Multidisciplinary

It combines the different perspectives of architects, urban designers, urban and rural planners, landscape architects, engineers and other specialist experts to provide a complete, rounded assessment.



Objective

It appraises schemes according to reasoned, objective criteria rather than the stylistic tastes of individual panel members.



Transparent

The panel's remit, membership, governance processes and funding should always be in the public domain.



Proportionate

It is used on projects whose significance, either at local or national level, warrants the investment needed to provide the service.



Advisory

A design review panel does not make decisions, but it offers impartial advice for the people who do.



Accessible

Its findings and advice are clearly expressed in terms that design teams, decision makers and clients can all understand and make use of.

The Benefits of Design Review

Culture Change – Better design is seen as the norm

Better designed places

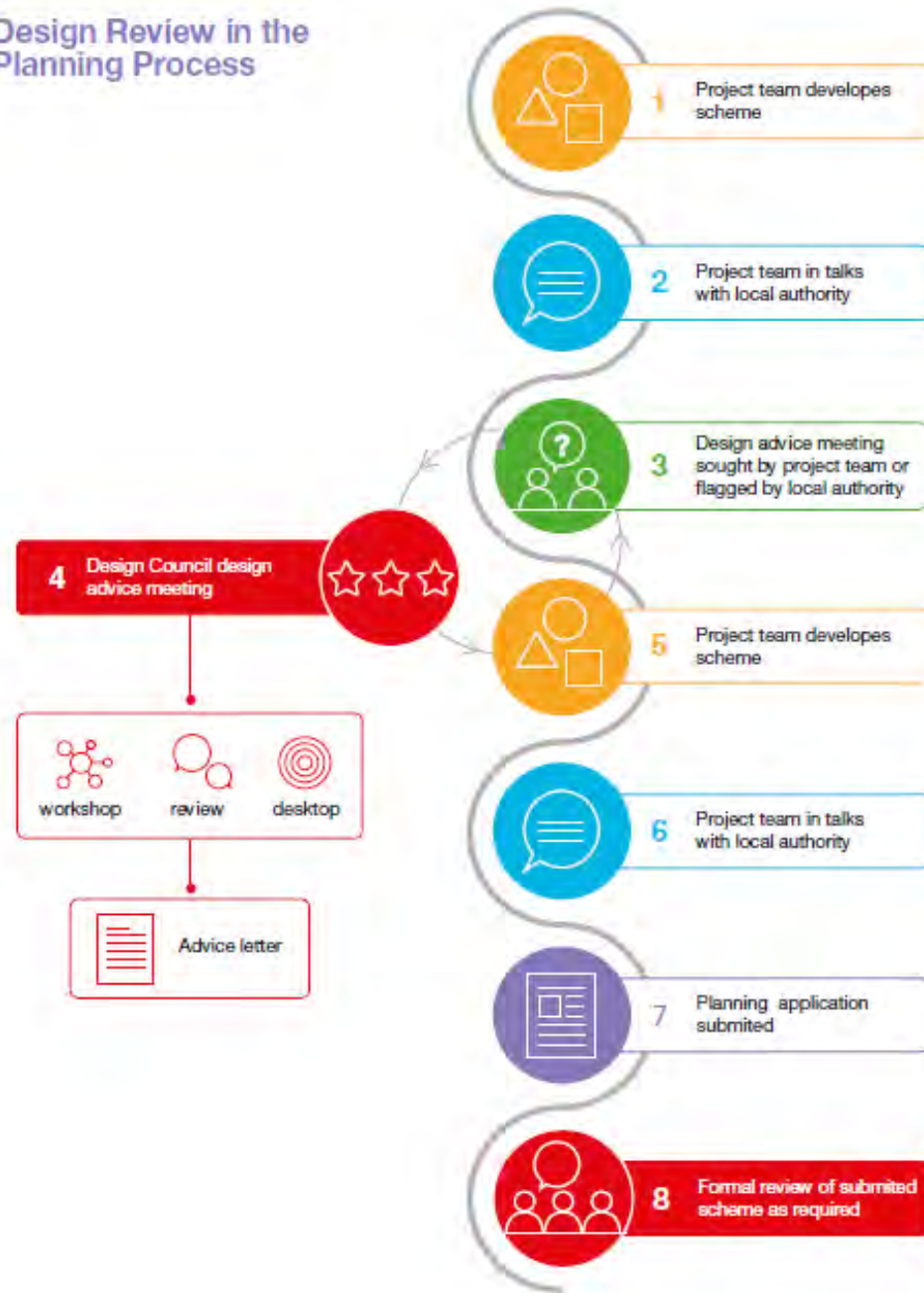
Greater confidence and understanding of design

More collaborative process

Speeds up planning process

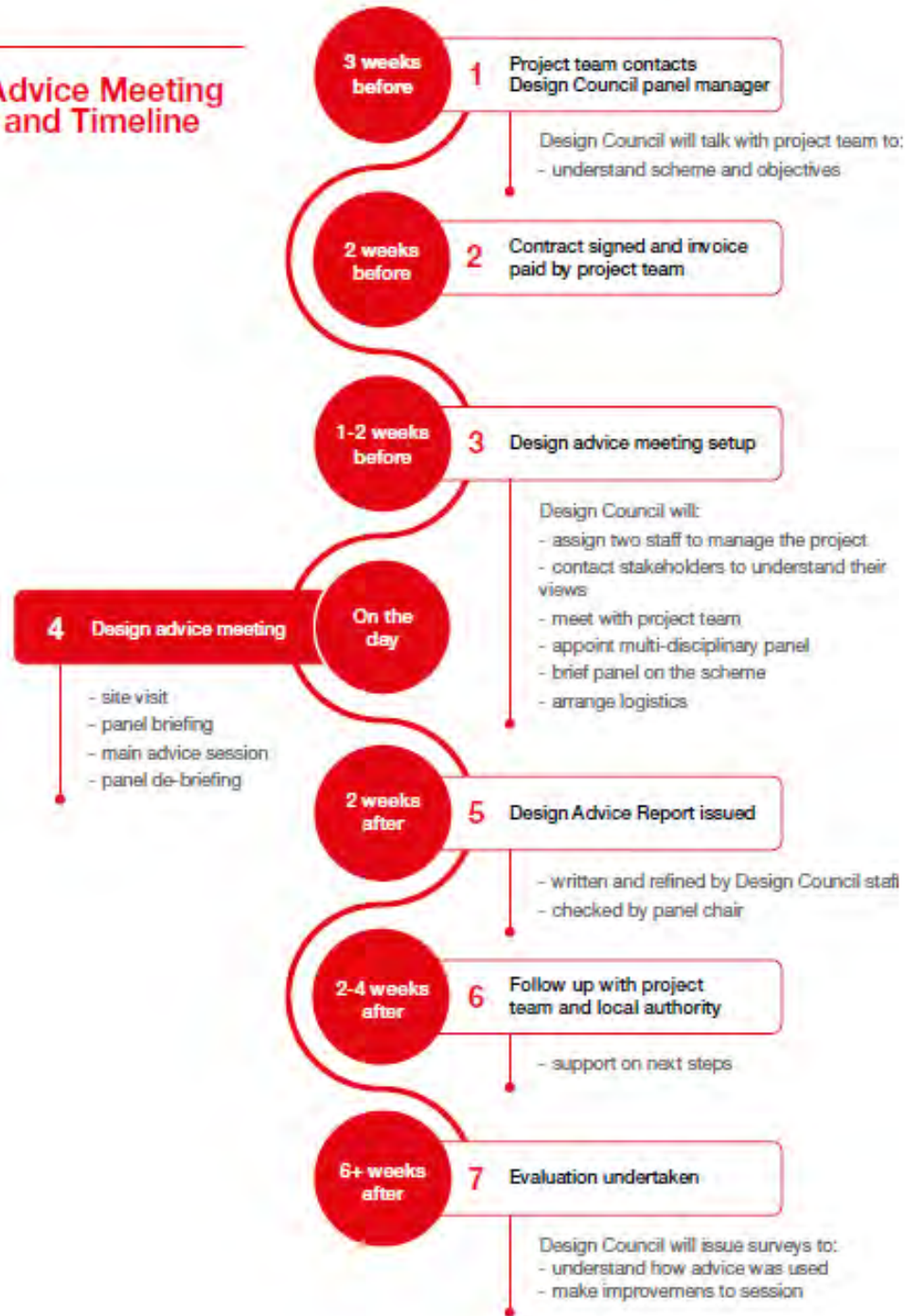


Design Review in the Planning Process



Design Review

Design Advice Meeting Process and Timeline





DESIGNING WITH HERITAGE

CHRISTOPHER MARTIN
@chris**cities**

urban
movement







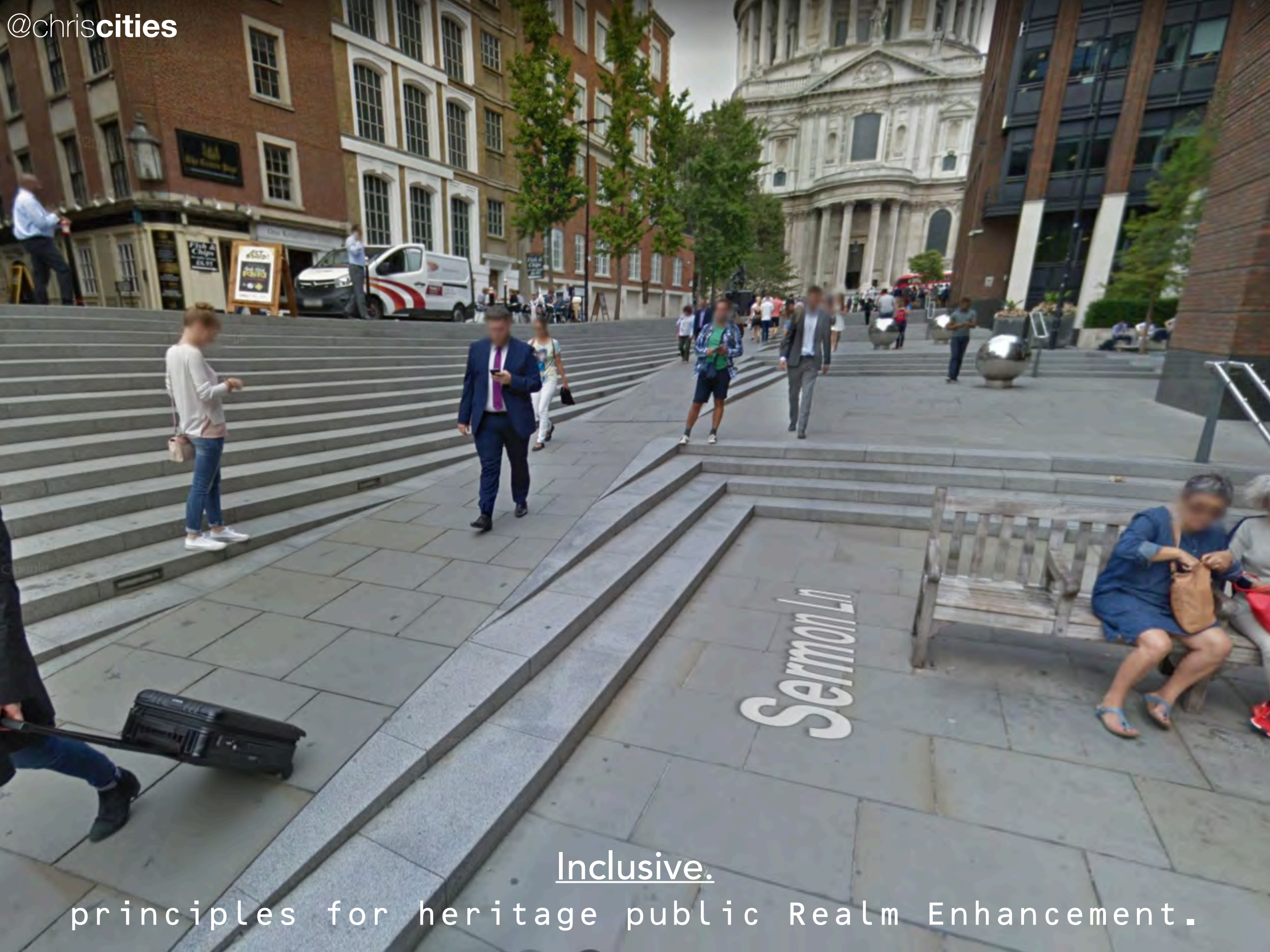






our approach.





Inclusive.

principles for heritage public Realm Enhancement.



Ease of Movement.

principles for heritage public Realm Enhancement.



A Healthy Environment.

principles for heritage public Realm Enhancement.



A High Quality Environment.

principles for heritage public Realm Enhancement.



Economic Benefit.

principles for heritage public Realm Enhancement.

Case Study
Creating the Canvas for Public Life in Bath

City of Bath - UNESCO World Heritage Centre

CHRISTOPHER MARTIN
Co-Founder + Director of Urban Strategy at Urban Movement
Vice Chair of the UK Urban Design Group
Board of Trustees of Living Streets
UN Habitat Planning + Climate Action Group



STREET DESIGN BEST PRACTICE

CHRISTOPHER MARTIN
@chris**cities**

urban
movement



Pedestrian Spaces - Strøget Copenhagen



Pedestrian Spaces - Buchanan Street Glasgow



Pedestrian Spaces - Woburn Walk London



Laneways + Alleys - Melbourne Laneways



Pedestrian Plazas - New York City Plaza Programme



Community Streets - Rue Alphonse-Guérin, Rennes



Community Streets - Venn Street London



Community Streets - With De Withstraat Rotterdam



Pedestrian Priority Streets - New Road Brighton



Pedestrian Priority Streets - Frodsham Street Chester



Pedestrian Priority Streets - Pavillion Road London

CHRISTOPHER MARTIN
Co-Founder + Director of Urban Strategy at Urban Movement
Vice Chair of the UK Urban Design Group
Board of Trustees of Living Streets
UN Habitat Planning + Climate Action Group



ECONOMIC ADVANTAGES

CHRISTOPHER MARTIN
@chris**cities**



PEOPLE PLACES,
MAKE MONEY



public realm improvements and business success.



public realm improvements and business success.



public realm improvements and business success.

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

Walking and cycling helps create
thriving high streets



As well as more customers, this brings benefits to the local community



Making it easy to walk and cycle to high streets means that more Londoners can enjoy these opportunities

SOCIAL VALUE

45%

of visitors to London high streets visit for
social and community
reasons



Source: Hall et al, 2017

Improving London high streets for walking and cycling led to a

216%

increase in people
stopping, sitting or socialising



Source: Carmona et al, 2018

THRIVING HIGH STREETS

Retail vacancy was **17% lower** after high street and town centre improvements...



...and retail rental values **rose by 7.5%**

Source: Carmona et al, 2018

Businesses may overestimate their customers' car use

Businesses on Lea Bridge Road think their customers travel to the area:

by car **63%**



by car **20%**

walk **49%**



walk **64%**

public transport **41%**



public transport **54%**

cycle **12%**



cycle **12%**

However, visitors said they travelled:

Source: London Borough of Waltham Forest

What do BID's say?

9 in 10

say walking and cycling creates vibrant areas

83%

say it attracts more customers

Source: Aldred & Sharkey, 2017



REDUCED ABSENTEEISM

Employees who
are physically
active take

27%



fewer

sick days

than their colleagues

Source: National Institute for Health and Care Excellence, 2012

Employees
who
cycle
regularly
take



fewer sick days
each year than
those who don't...

... this is worth



£128m

every year to the
national economy

Source: Hendriksen, et al, 2010

Source: Grous, 2011

A person who is active every day **reduces** their risk of⁶:

Type 2 diabetes

35-50% ▼

Depression

20-30% ▼

Coronary heart disease

20-35% ▼

Alzheimer's disease

20-35% ▼

Hip fracture

36-68% ▼

Breast cancer

20% ▼

Death

20-35% ▼

Colon cancer

30-50% ▼

Source: Department of Health, 2011

GLOBAL EVIDENCE

A study of businesses in **Portland** found people walking and cycling spent more in a month than drivers.

Source: Clifton et al., 2012

Streets with dedicated cycle lanes in **New York** saw a larger rise in retail sales compared to the surrounding area.

Source: New York DOT, 2014

Businesses on two **Dublin** shopping streets overestimated how many customers travel by car and underestimated how many cycle.

Source: O'Connor et al., 2011

People who walk and cycle in **San Francisco** visit shops more often and spend more in a month than drivers.

Source: Bent and Singa, 2009

In **Los Angeles** sales tax revenue rose by two thirds after cycle lanes were built – 14% higher than unimproved areas.

Source: McCormick, 2012

For every square metre of parking space in **Bern**, customers who cycled generated 7,500 EUR compared to 6,625 EUR from car drivers.

Source: [Fahrradportal](#) (online)

People who cycle to shops and supermarkets in **Copenhagen** spend more each year than people who drive. Two thirds of shopping trips and half the total revenue comes from customers on foot and cycle.

Source: Copenhagen Bicycle Account, 2012

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