

How Low Traffic Neighbourhoods can revive local shops



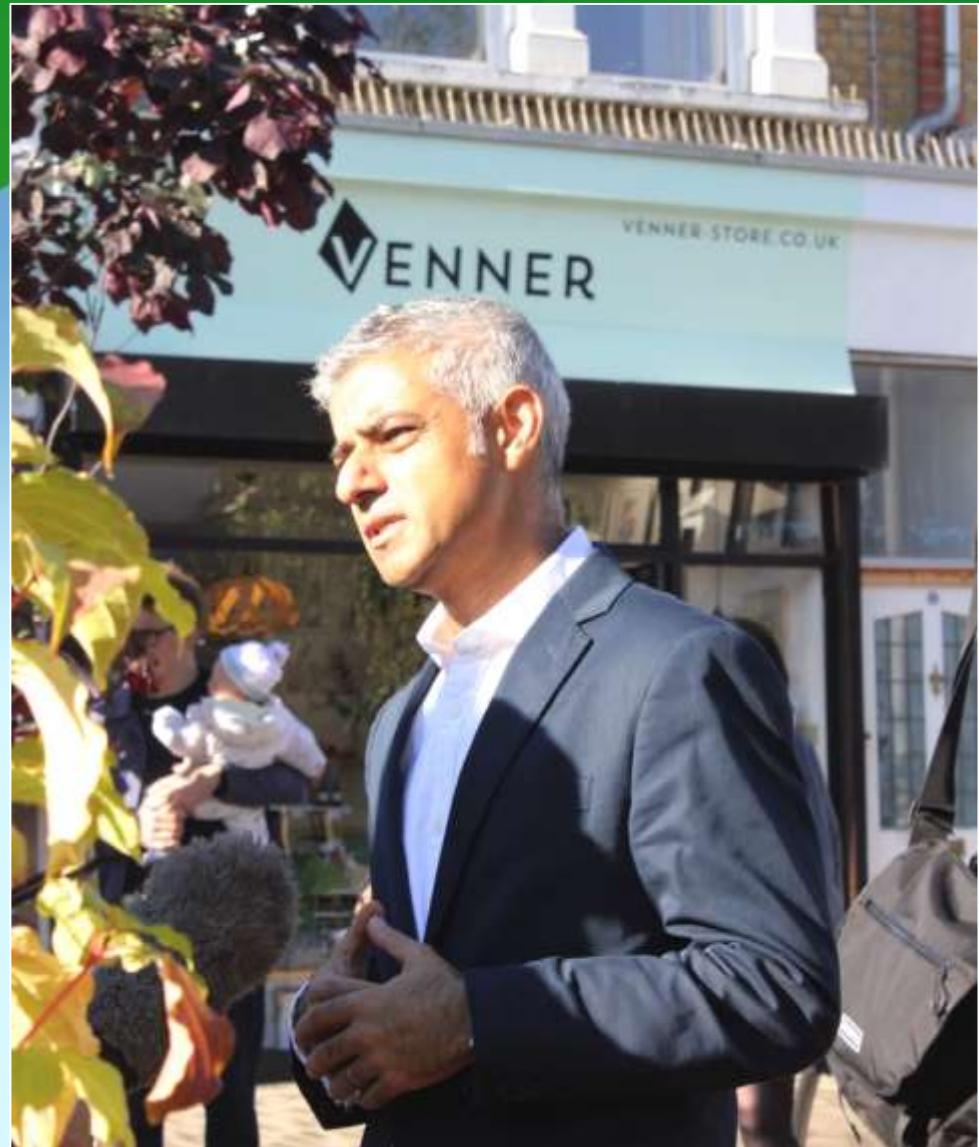
Paul Gasson @analogpuss

London Living Streets

<https://londonlivingstreets.com/>

Overview

- Mini Holland fundamentals
- Welcome to Orford & Francis Roads
- Challenges
- Learnings



Mini Holland Aims

Ambitious interventions to deliver ...

- **Less road danger**
- **More active travel**
- **Less air pollution**
- **Healthier population**
- **Less carbon emissions**
- **Streets for people**



Mini Holland programme strands

- Low traffic neighbourhoods
- Superhighway
- Town centre active travel links
- Active travel support



Low traffic neighbourhoods

Key features

- Removal of through motor traffic
- Active travel improvements
- Placemaking



Infrastructure delivered

So far ...

- 3 filtered residential cells
 - 46 modal filters
 - 60 blended crossings
 - 15 pocket parks
 - ~200 s-humps
- 24 parallel zebra crossings
- 22km segregated cycle track
- 300 cycle hangers
- 7 cycle parking hubs at stations



Orford Road ... from car domination ...



Before

... to streets for people



... to streets for people



... to streets for people



Francis Road



Before

Francis Road transformed



Francis Road transformed



Francis Road transformed



Francis Road transformed



Francis Road transformed

“Francis Road should be seen as an exemplar of applying the Healthy Streets Approach to local shopping streets” *Lucy Saunders, Public Health Specialist, TfL*



Key LTN challenges

Businesses

- Overcoming fear of change
- Overestimating car modal share
- Failing to capitalise on new opportunities
- Alienating customers by opposing scheme



63

Key LTN challenges Communities

- Developing vision & promoting benefits
- Building grassroots support
- Car-dependent/change averse residents' opposition
- Power of myths



Key LTN challenges

Councils

- Political leadership
- Ambition: scale & quality
- Council credibility
- Officer culture shift to healthy streets design
- Effective public engagement



Learnings

- Innovative businesses have most to gain
- Tension: current use vs. full public space redesign wins
- Local economy resilience: convenience products & experiential offerings
- Grassroots community vision & support



Learnings

Key council decisions

- Part of holistic investment strategy
- Genuine engagement & co-design practices
- Hiring expertise to complement officer team
 - Public comms
 - Placemaking





Paul Gasson @analogpuss
London Living Streets
<https://londonlivingstreets.com/>