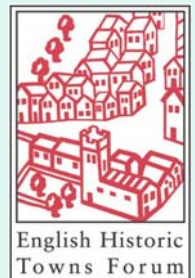


***Ecobuild Seminar: Sustainable Transport  
Earls Court, London 27<sup>th</sup> February 2008***

***Case Study Cambridge:  
Visions for Sustainable  
Transport for Sustainable  
Communities***

***Brian Human  
EHTF/Cambridge City Council***



# Consider

- **Cambridge - connectivity and innovation**
- **As a sustainable community**
- ***Quality Charter for Growth***



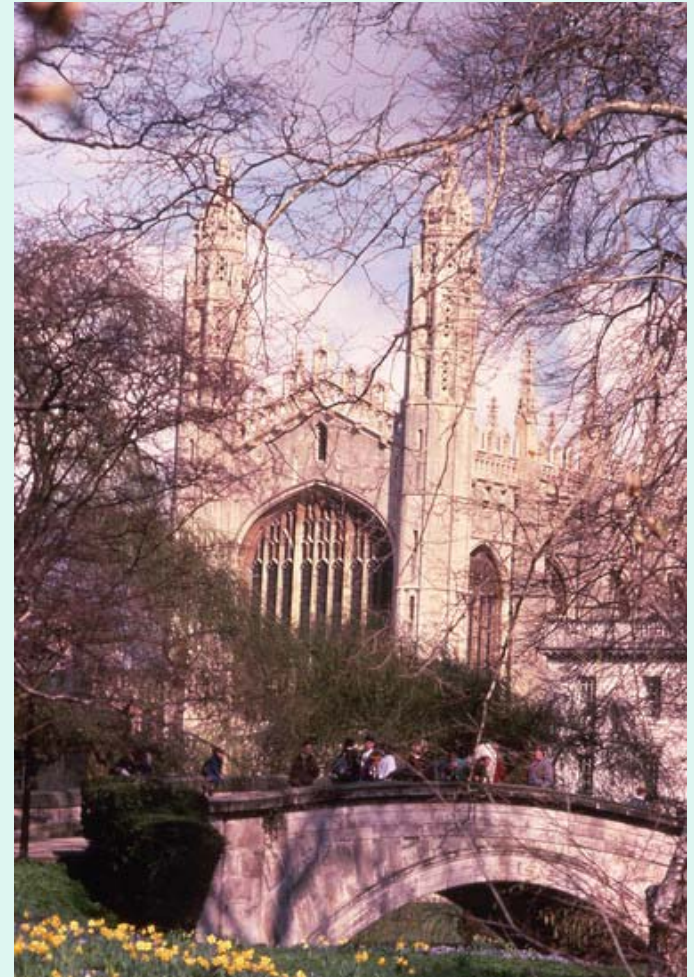
# Cambridge – Function

- Residential - 113,700
- Employment – 79,000 jobs, 44,000 commuters
- Sub-regional service centre
- Tourism – 4 million a year
- Growth – +16,900 urban area, + 6,000 Sub-region 1999-2016



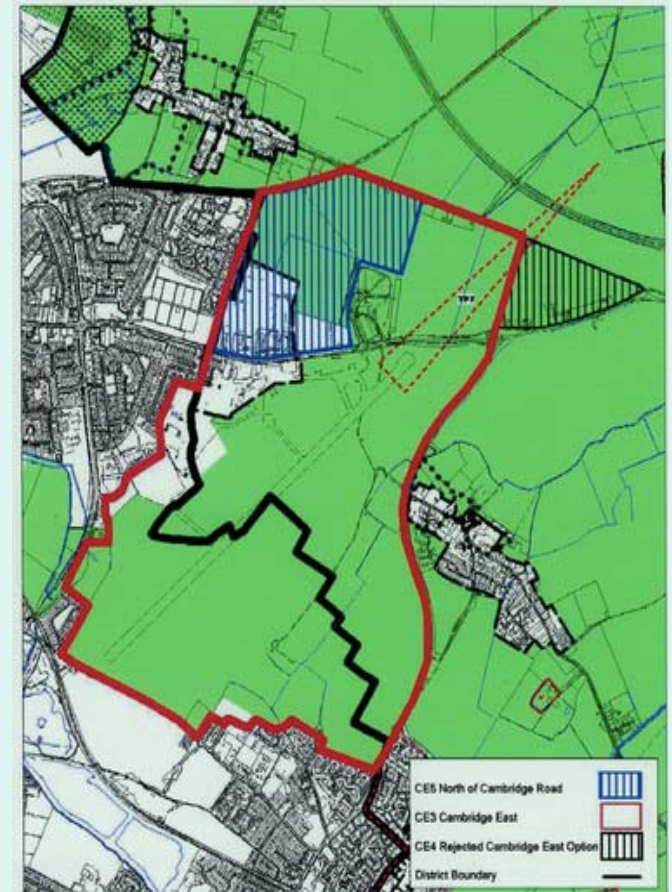
# Cambridge - Place

- **Historic City in Green Belt setting**
- **Medieval street pattern**
- **1578 Listed Buildings; 1000 LLBs; 5 Ancient Monuments; 11 Historic parks and gardens**
- **10 Conservation Areas (17% area)**



# Connectivity and Heritage in Tension

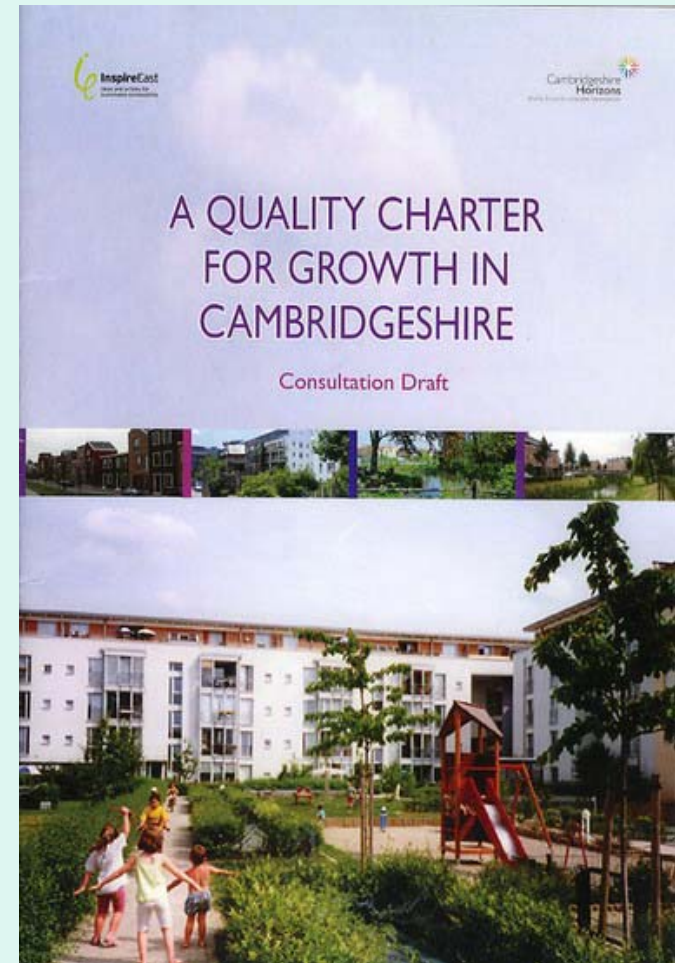
- **Aims**
  - Access & prosperity
  - Design & environment
- **Impacts**
  - Space & congestion
  - Damage & intrusion
  - Air quality & carbon
- **Accentuated**
  - City growth
  - General mobility & car ownership





# Quality Charter

- Codified in *A Quality Charter for Growth in Cambridgeshire*
- ‘Connectivity: places that are well-connected and enable easy access for all to jobs and services using sustainable modes.’
- Principles for transport and design
- Consultation Draft Sept 2007



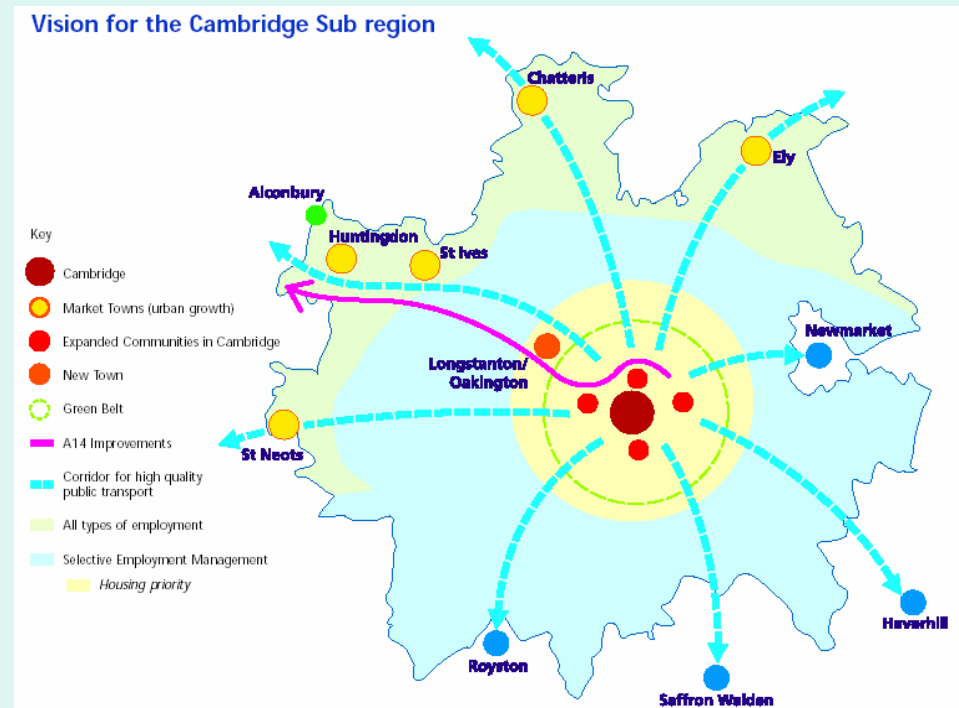
# 1. Live–Work: reducing the need to travel

- Strategic Land use planning locations
- Travel plans
- Mixed use
- Work close to home
- Work at home – broadband links



# 2. Linkages

- **Strategic:**  
Employment and service centres on desire lines
- **Local: Space Syntax model for assessments**





# 3. Rapid Transit Systems

- Cambridge Guided Bus



# 4. Public Transport

- **Growth**
- **Integration**
  - Between public transport systems
  - With other modes
  - With land use
- **Park and Ride**
  - 5 sites
  - 1.21m users 2001, 1.69m 2006



# 5. Bus Stops

- Well designed
- Information – real time
- Safety and weather protection
- Vandal proof



# 6. Cycling

- **Invest in cycling**
  - Paths and lanes
  - Parking
  - Added services
  - Training
  - Promotion
- **Planning for growth**
- **Cycle City**
  - 25% journeys to work
- ***Natural way to travel***





# 7. Streets, Footpaths, Other Links

- **Prioritise walking**
- **Consider user hierarchy**
- **Clear directions**
- **Quality experience**
  - Road safety
  - Community safety
  - Design & Environmental improvements





# 8. Easy Mobility for All

- **Wheelchairs**
- **Ambulant impaired**
- **Push chairs**
  - Ramps
  - Low floor & level boarding buses



# 9. Parking – discourage car use

- **Management public parking - charges**
- **Residential car parking**
  - **Standards - customised**
  - **Integrated into development – underground**
- **Car clubs**



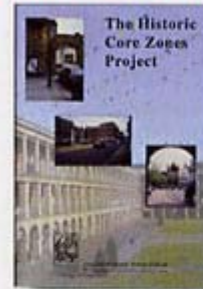
# 10. Planning and Design

- Planning policy - masterplanning
- Detailed applications
- Design led development
- Street design
  - DfT Manual for Streets
  - Cambridgeshire Street Design Guide
  - EHTF Core Zone Project

## TRANSPORT

### Historic Core Zones Project Report

£16



Signs, lines, humps and bumps – we need them to control traffic, but they often spoil the appearance of our most treasured town centres and historic places.

The Historic Core Zone schemes in Bury St Edmunds, Halifax, Lincoln and Shrewsbury exemplify a better approach to traffic control. Each of the schemes proved successful in its own way and we have learnt a good deal from these.

*(Sponsored by Marshalls)*

### Historic Core Zones Project Review

£6

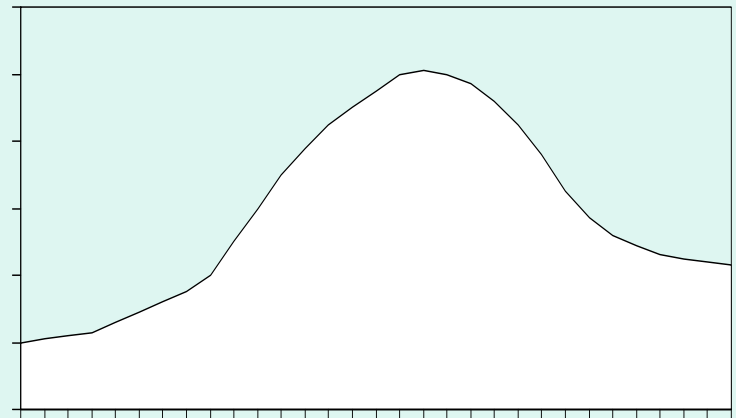


This review report reflects on the successes and failures of the schemes featured in the original report above and is the result of close working between EHTF and the Department for Transport. The four examples provide a pallet of measures which we believe can be applied to all historic towns where heritage and traffic live side by side.

# 11. Compliance

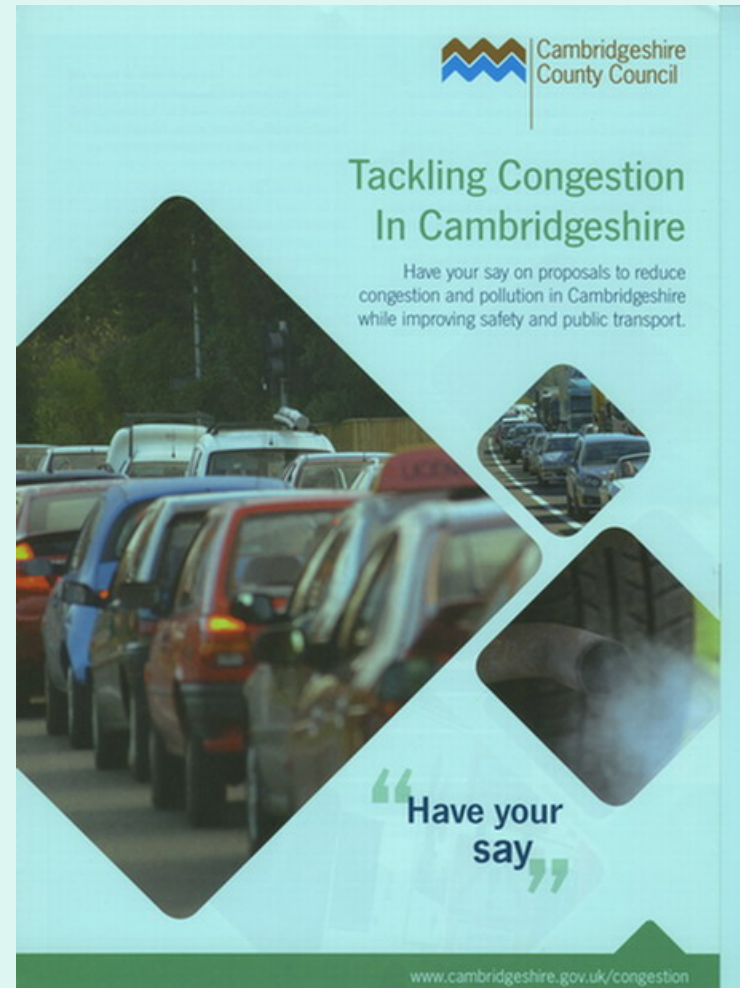
- **Transport Impact Assessments**
- **Design and Access Statements**
- **Monitoring and enforcement**

Development Quality:  
Guidance-Policy-Design-Completion



# And the future ?

- **Transport Innovation Fund**
  - Public transport – mode of choice
  - Cycling facilities
  - Encourage walking
  - Selective road building
  - Road user charging
  - Smarter choices & personalised support
  - £500m *package*





# Conclusion

- Vision
- Respect for place
- Integration
- Start with connectivity
- Leadership
- New behaviours

