

Chapter 32 Better Travel Choices

32.1 Introduction

- 32.1.1 The borough has one of the lowest rates of car ownership nationally, but many of the streets are still dominated by parking and vehicular traffic. By making it easier to live without a car, the borough can meet its vision of improving residents' quality of life, improving the local built environment, and taking action on our environmental challenges.
- 32.1.2 Better Travel Choices is an integral part of the vision Building on Success. It is central to upholding the residential quality of life of the borough.

CO3 Strategic Objective for Better Travel Choices

Our strategic objective for better travel choices is for walking, cycling and public transport to be safe, easy, attractive and inclusive for all and preferred by residents and visitors to private car ownership and use.

32.2 What this means for the borough

- 32.2.1 The provision of new public transport services, and improvements to existing services, both inclusive to all, will make it easier for borough residents to choose to use public transport over the private car. In some areas, such as Kensal, new rail infrastructure would transform access to the public transport network and facilitate significant regeneration.
- 32.2.2 In a borough with such a high concentration of shops, businesses, and arts and cultural facilities, walking and cycling can often be the quickest and easiest way of getting to places, as well as providing significant health benefits. Through constantly improving the street environment, removing and bridging existing barriers, supporting the London Cycle Hire Scheme and by ensuring new development provides the appropriate facilities, the Council will ensure that the number of journeys made on foot and by bicycle increases. Where residents need to use a car, a dense network of on-street car club bays will mean they do not need to own their own vehicle. The communities surrounding the Earl's Court one-way system are currently blighted by traffic. This would be improved by returning the roads to two-way operation and by securing improvements to the pedestrian environment.
- 32.2.3 The Council will ensure that new developments include all the facilities that will enable residents, workers and visitors to make better travel choices. Travel Plans will be standard for all types of development and will ensure that walking and cycling is easy, that strong incentives are in place to encourage the use of public transport, and that organisations are committed to reducing the use of private cars.
- 32.2.4 An integral part of reducing the negative impacts of car use in the borough is to ensure that car parking levels are minimised in new development. Over the lifetime of the plan maximum parking standards will be reduced and new residential development will increasingly include no car parking at all except for essential need. The current adopted car and cycle parking standards will be set out in a supplementary planning document.