

6.5 Reducing the need to travel and securing modal shift is dependent upon joint working between public and private sectors to design and implement an extensive range of measures in order to reduce the need to travel and, in particular, the need to travel by car.

6.6 In all matters of land use planning, priority will be given to sustainable means of transport with consideration given to user groups in accordance with the following user priority order: pedestrian – cyclist – public transport – private vehicle. Reducing design speeds on residential roads, where appropriate and economically viable can support sustainable modes of transport. Planning policies will contribute to securing modal shift by:

- Increasing the ‘self-sufficiency’ of the area and individual settlements by maximising opportunities to access employment, services and facilities as locally as possible;
- Ensuring that new developments are well connected to existing towns, services and facilities and that, where feasible, they contain an appropriate mix of land-uses;
- Improving travel options for public transport, cycling and walking; requiring development to be designed around easy access to these modes including the provision of new services and facilities and prioritised routes within existing urban areas;
- Improving the quality of parking in town centres, so it is convenient safe and secure, but where convenient and attractive alternatives to car use exist, or can be created managing parking supply at key destinations such as town centres and major retail and employment areas, in order to reduce congestion and level the playing field between the car and other travel options;
- Promoting the transfer of road based freight transport to rail and water where it is feasible to do so; and
- Promoting high speed electronic communications within all developments, allowing businesses to communicate effectively without travel and providing the opportunity for residents to work at home and more locally.

6.7 The County Council’s current parking standards for non-residential developments can be found within the Parking Supplementary Planning Guidance (March 2003) and for residential development within the Northamptonshire Place and Movement Guide (December 2008). This guidance is currently being reviewed and it is anticipated that new parking standards will be adopted in Autumn 2016. The Northamptonshire Parking Strategy (January 2013)<sup>71</sup> sets out that all developments will be assessed against these standards in order to determine the maximum parking requirement. Policy 8 requires the provision of parking in accordance with adopted standards and more detail will be provided in the Place Shaping SPD.

6.8 The funding and investment framework provided by the Plan will be critical to the successful delivery of a modal shift over its lifetime. The Sustainable Urban Extensions provide a major opportunity to forge new travel patterns and habits for new and existing communities. Alternatives to car use will need to be championed here and elsewhere through marketing, the use of technology such as smartcards and seed-funding or kick start funding of public transport, alongside the hard infrastructure provision.

<sup>71</sup> <http://www.northamptonshire.gov.uk/en/councilservices/Transport/TP/Documents/PDF%20Documents/Northamptonshire%20Parking%20Strategy.pdf>