

## Find out more...

Create Streets is a design practice, town-builder and think tank. We lead research, master-planning, design coding and community co-design to help develop and steward beautiful and popular 'gentle density' places.



If you would like to read our report **Stepping Off the Road to Nowhere** and find out more about vision-led transport planning then scan the QR code, or get in touch:

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## A Guide to Planning New Town Extensions

How changing transport modelling can trigger more beautiful housing and active travel in our towns and communities



# How to build town extensions on 60% less land



Connect new homes to the town centre



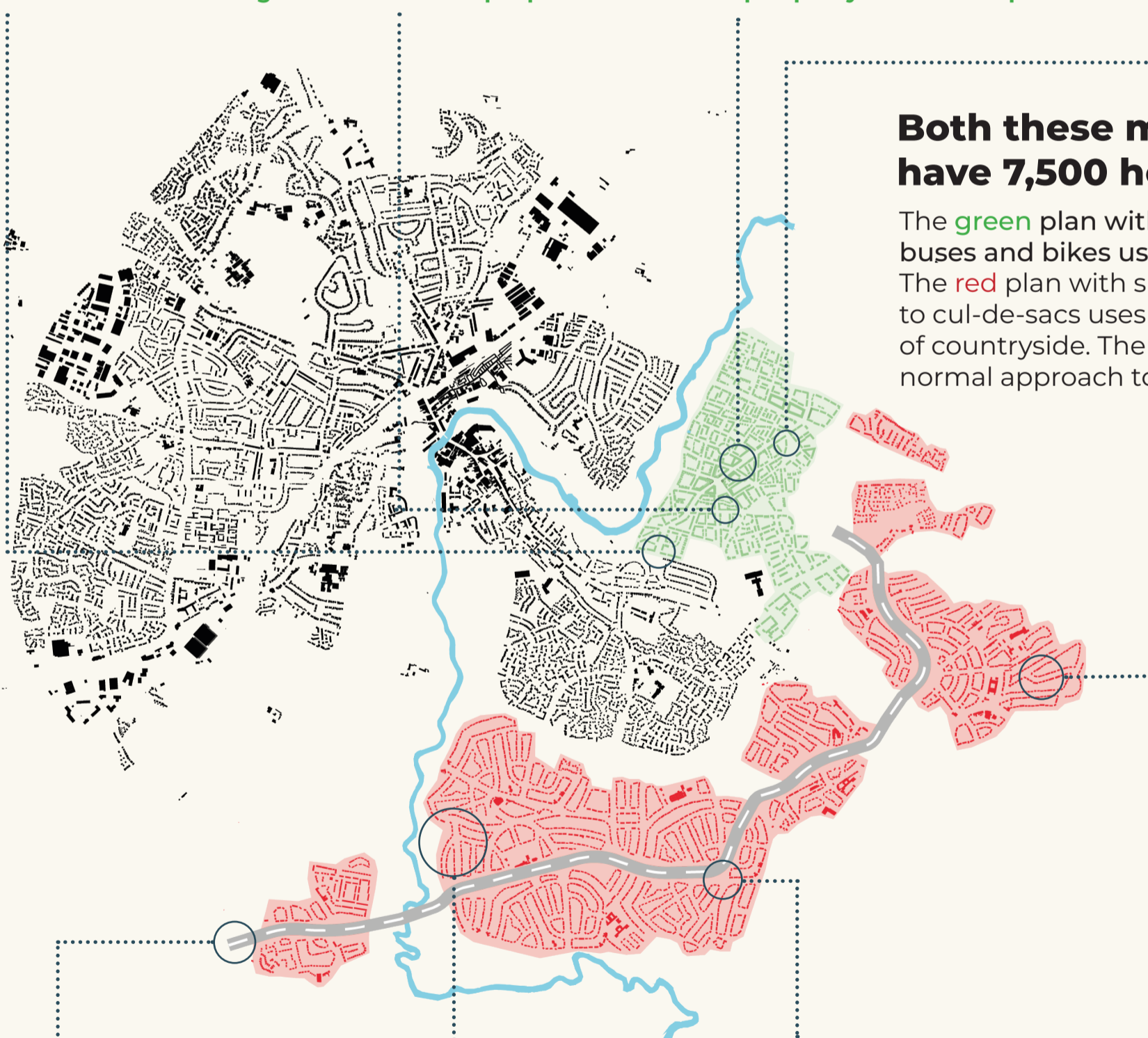
Increase bus and train frequency and reliability to give more choice to people



Create walkable local centres and high streets to boost prosperity



Build at gentle density between 50 to 70 homes per hectare



### Both these masterplans have 7,500 homes...

The **green** plan with gentle density, buses and bikes uses **120 hectares**. The **red** plan with sprawling drive-to cul-de-sacs uses **350 hectares** of countryside. The red plan is the normal approach today.



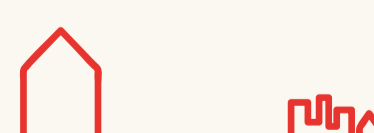
Don't rely on one large, expensive road, locking in car dependency and long-term liability for the state



Don't sprawl wastefully across the countryside at 10 to 30 homes per hectare



Don't create estates without centres or shops only on the roundabout



Don't create homes and streets too far away from stations and town centres

## Townbuilding, not housebuilding

New homes are normally built in low density sprawling developments, using twice as much countryside as necessary, lacking local shops and services and relying on heavily subsidised new roads. These lock in poor health and long-term liabilities for the state.



## Broken model = broken outcomes

Behind this development model is a little known, commonly used traffic modelling method called 'predict and provide.' This calculates current car use and projects much greater demand when new homes are built. This algorithm always demands more and bigger roads.



## Adopting vision-led planning

Instead of blindly following big road-producing algorithms, planners and communities are starting to adopt a 'vision-led' transport approach to make the kinds of places that they want to see, with services, shops, better public transport and active travel infrastructure.



## Building beautifully on much less land

We tested this approach in a case study on a low-density masterplan for the town of Chippenham with 7,500 homes, designed around a large £75m road. We showed how vision-led transport planning can create the same number of homes on **60% less land**.



## From roads to places

In our vision-led masterplan, the £75million infrastructure fund for the road scheme was instead spent on a range of positive town improvements that local residents wanted to see, like public transport, and active travel options.



## Cleaner and Greener

Testing our approach with a different traffic model that factored in these design choices (not ever-increasing car use) revealed a significant reduction in car trips, and a large increase in walking, cycling and public transport, not to mention less pollution and fewer carbon emissions.

**12,000**  
fewer car trips per day

**9,300**  
more people walking and cycling

**2,000**  
tonnes fewer carbon emissions per year

## What can you do next?

We're calling time on traffic algorithms deciding the shape of our towns. You can help make this happen too, starting with a few vital changes:

1. Adopt vision-led planning in your local authority transport plan
2. Use vision-led transport planning for all infrastructure grant funding
3. STOP 'predict and provide' traffic modelling for new development and town extensions

