

# 65-69 Holmes Road

Student Pick-Up and Drop-Off Management Scheme

Hallmark Property Group

October 2023

Quality information

Prepared by	Checked by	Verified by	Approved by
Abby Bennett Senior Transport Planner	Karen Brisley Principal Transport Planner	Alec Prince Regional Director	Alec Prince Regional Director

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**Prepared for:**

Hallmark Property Group

**Prepared by:**

AECOM Limited  
Midpoint, Alencon Link  
Basingstoke  
Hampshire RG21 7PP  
United Kingdom

T: +44(0)1256 310200  
aecom.com

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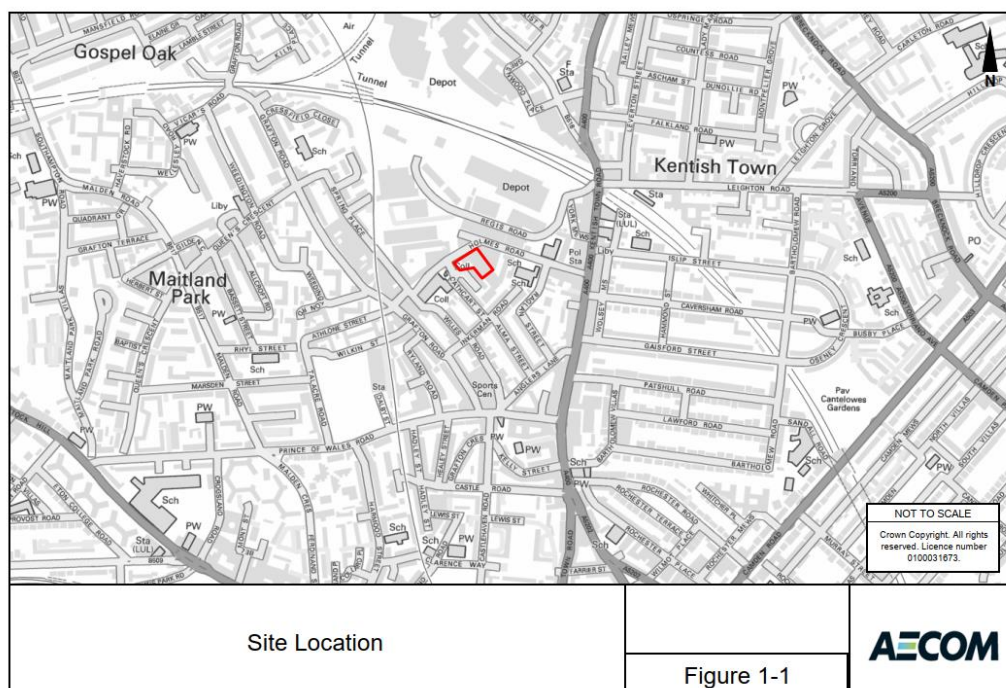
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# 1. Introduction

## Context

- 1.1 This update to the Student Pick-Up and Drop-Off Management Plan has been prepared by AECOM on behalf of Hallmark Property Group (Hallmark) to support the proposals for an additional 11 units of student accommodation at 'The Stay Club' at 65-69 Holmes Road, Camden NW5 3AU. A site location plan is included at **Figure 1-1**.
- 1.2 The development was approved on the 6th March 2014 for the *'Erection of part seven, part three storey building above two basement levels to provide student accommodation comprising 273 units, with ancillary facilities (sui generis), warehouse (Class B8) at basement and ground floor levels and coffee shop (Class A1) at ground floor level following the demolition of existing B8 buildings'* (ref: 2013/7130/P).
- 1.3 The initial Student Pick-Up and Drop-Off Management Plan was submitted in August 2016 to address the s106 conditions associated with the approved application 2015/5435/P. An updated scheme comprising 341 rooms and 439 bed spaces was consented in July 2018 (ref: 2017/6786/P).
- 1.4 Hallmark is seeking to provide an additional 11 units in a seventh-floor extension. The proposed 11 rooms are in addition to the consented 341 rooms and 439 bed spaces which would bring the total number of rooms at the site to 352 and the maximum number of students to 450 (450 beds). The existing Class B8 Warehouse on site has recently been granted permission to be converted into Class E office use (ref: 2020/3698/P).
- 1.5 The current on-site student accommodation is managed by The Stay Club, which is a separate but associated company of Hallmark. This report should be read in conjunction with the Student Travel Plan (STP) also prepared to support the development proposals.
- 1.6 This report supports the STP, by setting out the framework for the drop-off and collection of students at key times of the year i.e. during the start and end of term. This is particularly important due to the car-free nature of the development and the restricted level of on-street parking available within the surrounding Controlled Parking Zone (CPZ). This document forms an update to the initial Student Pick-Up and Drop-Off Management Plan submitted as part of application 2015/5435/P.

**Figure 1-1 Site Location**



## Structure

1.7 The remainder of this report is structured as follows:

- **Section 2** sets out the context of the development, including information concerning travel arrangements for students;
- **Section 3** presents the proposed drop-off and collection arrangements; and,
- **Section 4** provides a summary of the report

## 2. Development Context

### Background to the Development

- 2.1 The consented and constructed development comprises 341 bedrooms for student accommodation (439 bed spaces), 2,292 sqm of B8 warehouse/showroom space and a commercial unit (coffee shop), as well as ancillary facilities. Planning permission has recently been granted to convert the existing B8 warehouse space into Class E office use at the location of the loading bay (ref: 2020/3698/P).
- 2.2 It is proposed to build an extension to the seventh floor of the existing development with a floor area of 306sqm to provide 11 single student bedrooms bringing the total number of rooms to 352 and the total number of bed spaces to 450.
- 2.3 The development is car-free, with no car parking spaces provided for residents of the student accommodation or the warehouse (future Class E) land use.

### Off-site Arrangements

- 2.4 Kentish Town Underground and rail station is located approximately 400m to the northeast of the site. Northbound bus stops are located approximately 300m from the site (Stop KE) with southbound bus stops (Stop KB and KC) within 400m (less than a five-minute walk) on Kentish Town Road. Students will therefore be encouraged to use public transport, where possible.
- 2.5 Holmes Road lies within the West Kentish Town (Outer) CPZ, with restrictions applying Monday-Friday 08:30-18:30. Roads surrounding the site including Cathcart Street, Regis Road, Spring Place, Willes Road, Inkerman Road, Alma Street and Raglan Street are included within this zone.
- 2.6 It is noted that for the West Kentish Town (Inner) CPZ, which includes Grafton Road, Athlone Street, Weedington Road and Warden Road, restrictions apply Monday to Friday between 09:00 and 11:00. On-street parking is therefore available outside of these hours on these roads that are within approximately 200-300m of the site.
- 2.7 There are no public car parks within close proximity of the site.

### Student Travel

- 2.8 Under 'normal' circumstances, students will travel to / from the development site using sustainable transport modes such as walking, cycling or using public transport. Upon occupation of a student apartment and as part of the STP process, residents are provided with travel information concerning the local area and the options that are available for travelling to and from the site.
- 2.9 As the development is car-free, students are not able to park on-site and there is a restricted level of on-street parking available within the surrounding CPZ. Students are informed from the outset that no parking is provided on site and as such, are discouraged from bringing any private vehicles with them during the period of their stay and through the STP they are actively encouraged to use public transport, and/ or to walk and cycle. Students are provided with induction materials and are invited to attend an induction meeting, which amongst other subjects, will encourage the use of sustainable transport.

## 3. Student Pick-Up / Drop-Off Arrangements

### Context

- 3.1 Outside of the 'normal' operational periods of the development, there will be localised peaks in activity at the site, including when students arrive at the start of term and leave at the end of term.
- 3.2 During such periods, which create a short term demand for parking, the Stay Club have put together a Management Plan to provide advice and information for students, including details of the intake strategy.
- 3.3 A drop-off and collection schedule will be operated by the The Stay Club, thus organising and staggering the times for pick-ups and drop-offs so that no vehicle remains in the vicinity of the site for any longer than necessary.
- 3.4 Students are strongly advised to travel by public transport when arriving/departing at the start/end of term. However, in the event that a car is needed when moving in or out of their accommodation, it is proposed that students can utilise the four pay-and-display parking spaces located adjacent to the student accommodation entrance on Holmes Road for a short period of time. These bays have a maximum stay of two hours; however, time may be restricted further as part of the management plan, as set out below. The management plan will be continually reviewed based on experience of students moving in/out.
- 3.5 The student accommodation units are furnished which means that students should not need to bring any large pieces of furniture or bulky items with them when they move in / out.
- 3.6 As such, it is not essential for them to be dropped off / collected from immediately outside the building and therefore they will be able to carry their belongings from nearby parking facilities instead or they will be able to travel by public transport modes.

### Pick-Up / Drop-Off Management Measures

- 3.7 A series of measures have been developed to manage the drop-off/pick-up of students at the development and these are outlined in detail below:
  - Students will be contacted to confirm their accommodation details. At this time, information regarding how to travel to and from the site is provided, so that students can choose how they would like to travel when moving in/out. The site benefits from excellent links to public transport and residents are strongly encouraged to make use of the major London Underground or Overground or bus services on their arrival and departure day.
  - Students will be asked to notify the management company of whether or not they need to travel by car / private vehicle and, if so, each student will be provided with a date and timeslot of when they can move in/out.
  - The students will then confirm their date and time slot, and those who notified that they will be arriving by car will be able to park in one of the four pay-and-display bays adjacent to the student accommodation entrance on Holmes Road, to allow loading/unloading. The site management team will be present on-site throughout the moving in/out period and staff will be on hand to direct and accompany new residents to their rooms.
- 3.8 It is made clear to residents that the allocation of time slots is for their benefit to ensure a smooth and trouble-free arrival / departure experience and to minimise any localised disruption in terms of vehicular movements.

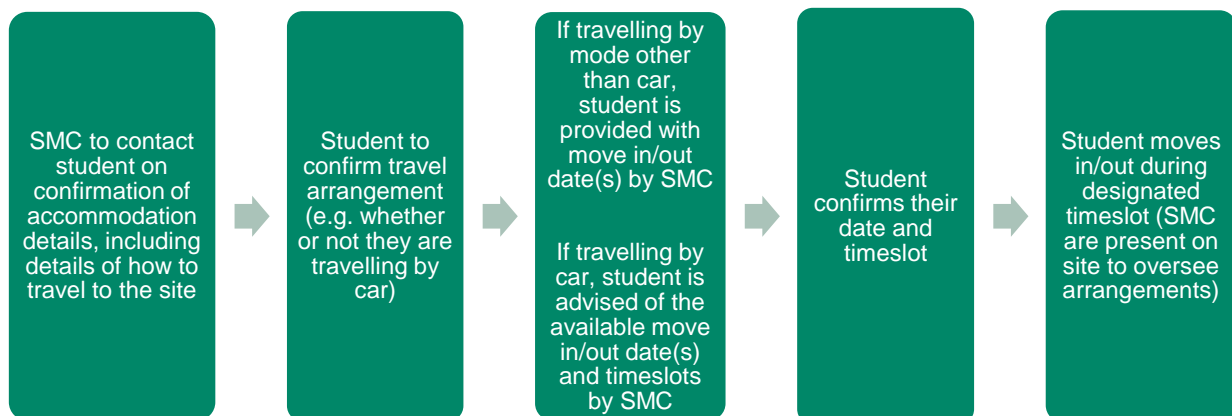
### Pick-Up / Drop-Off Schedule

- 3.9 Student movements are expected to start in mid-August and end in October. The arrival and departure of residents is carefully planned and coordinated by the management team and, wherever possible, will be staggered over this period.



- 3.10 When a particularly intense intake period occurs, The Stay Club management team will liaise with the community police officer and where required, traffic management, local residents and business associations, to brief them on the planned intake weekends and, where necessary, agree a strategy for management of vehicle movements. It is stressed to all prospective student residents that there is no onsite parking and public transport should be utilised as much as possible.
- 3.11 To provide a worst-case example, a drop-off / pick-up schedule has been prepared based on the following:
- A total of 450 students (note this represents a worst-case scenario, as not all rooms with the capacity for double occupancy will be fully occupied)
  - 10 days are provided for students to move in/out (most likely to be weekends)
  - That up to four cars could park in the pay-and-display bays located adjacent to the site on Holmes Road.
- 3.12 Dividing the maximum number of students (450) by the 10 days available for students to move in/out indicates that 45 students could be expected to move in/out of the development per day. As it is proposed that four spaces are made available, this is equivalent to 11 students per space, per day. To facilitate this, moving would occur between 09:00-18:00, which would allow a 45-minute timeslot per vehicle. This would represent a worst-case scenario, as it assumes all students will drive, that all of the rooms with capacity for double occupancy are occupied and that arrivals/departures occur over a 10-day period, instead of being spread over the mid-August to October period.
- 3.13 It is also noted that if some students do not drive then the move period could be reduced from 10 days, or alternatively more time could be provided for residents to move in or out. **Figure 3-1** below summarises the actions of the drop-off/pick-up schedule.

**Figure 3-1: Action Summary: Drop-Off / Pick-Up Schedule**



## Other Parking Arrangements

- 3.14 As mentioned in **Section 2.2**, there are no public car parks in the vicinity of the site. However, four pay and display spaces are available on Holmes Road adjacent to the site (with a maximum stay of two hours), which can be used for parking and unloading if available. Further permit holder parking bays are located along Holmes Road and Cathcart Street, which are available to use outside of the Mon-Fri 08:30-18:30 restrictions.
- 3.15 Public car parking is also available outside the hours of 09:00-11:00 Monday to Friday on roads such as Grafton Road, Athlone Street, Weedington Road and Warden Road, which are approximately 200-300m from the site. Students could therefore use these areas if they arrive early or once they have unloaded.

- 3.16 No other parking arrangements have been made; however, the implementation of the drop-off/pick-up schedule will be monitored and should it be considered necessary, supplementary alternative measures will be investigated.

## 4. Summary

- 4.1 AECOM has been commissioned by Hallmark Property Group to prepare an update to the Student Pick-Up and Drop-Off Management Scheme at the 65-69 Holmes Road student accommodation development located within the London Borough of Camden. The update is designed to support the proposals for the provision of 11 additional student accommodation units to those consented previously.
- 4.2 This report focusses on the student accommodation and outlines a framework drop-off and collection schedule for the student residents, to manage the pick-up and drop-off activity at key times of the year, i.e. at the start and end of term. This is of particular importance due to the car-free nature of the development and the restricted level of on-street parking available within the surrounding Controlled Parking Zone (CPZ).
- 4.3 A series of management measures/actions have been outlined, as summarised in **Figure 3-1**. The schedule for the worst-case scenario (if all students were to arrive during the same period, drive and if the maximum number of beds were occupied) would result in a 10 day move in/out period, and is based on using the four pay-and-display parking spaces adjacent to the site on Holmes Road, with each student having a 45-minute timeslot to load/unload.
- 4.4 The Stay Club provide detailed check-in and arrival information for residents and students are strongly advised to travel by public transport when moving in and out of the site. It is also noted that The Stay Club continues to engage in discussions regarding the management procedure with local residents and London Borough of Camden.

