



100 Chalk Farm Road

Delivery & Servicing Plan

Prepared by Icen Projects

Submitted on behalf of Regal Chalk Farm Ltd

January 2024



Delivery and Servicing Plan

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Iceni Projects Limited on behalf of Regal Chalk Farm
Limited

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1. INTRODUCTION

1.1 This Delivery and Servicing Plan (DSP) has been prepared by Icen Projects Ltd on behalf of Regal Chalk Farm Limited ('the Applicant') in support of an application for full planning permission for the redevelopment of 100 Chalk Farm Road ('the Site') within the London Borough of Camden ('LBC').

1.2 A listed building consent application accompanies the application for works to the adjacent Roundhouse, which is a Grade II* listed building.

1.3 The Site is located on the south-western side of Chalk Farm Road and borders the mainline railway into Euston, with the Juniper Crescent Housing Estate to the south. It lies within the Regents Canal Conservation Area, to which the existing building on the site is a neutral contributor. To the west, the site is adjacent to the Grade II* listed Roundhouse theatre and live music venue. Beyond that, to the north-west is Chalk Farm Underground Station. To the east is the Petrol Filling Station site, which forms part of the Camden Goods Yard development and is currently in use as a temporary supermarket.

1.4 The development will provide 265 student accommodation units, together with 950 sqm (GEA) of commercial space, 24 affordable residential units, with public realm improvements, new areas of landscaping, amenity and play space, and improved accessibility to the site.

1.5 The description of development is as follows:

“Demolition of existing buildings and redevelopment of the site to provide two buildings ranging in height from 6 to 12 storeys containing purpose-built student accommodation (PBSA) with 265 rooms, associated amenity and ancillary space (Sui Generis), 24 affordable residential homes (Class C3), ground floor commercial space (Class E) together with public realm, access, servicing, and other associated works.”

1.6 Full details and scope of the planning application is described in the submitted Town Planning Statement, prepared by Gerald Eve LLP.

1.7 This report details the transport case for the Proposed Development. The proposals have been the subject of pre-application discussions with the LBC, as well as Transport for London (TfL) and the Greater London Authority (GLA) officers.

1.8 This DSP identifies the proposed strategy to accommodate delivery and servicing vehicles at the Site with the Proposed Development in place. It therefore provides information such as timings of deliveries, frequency, type of delivery vehicle and proposed arrangements.

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- 1.9 The occupiers / tenants for the proposed uses at the site are currently not on-site and therefore this DSP aims to establish the policies and principles that these future occupiers must adhere to.
- 1.10 The DSP will be implemented prior to occupation of the Proposed Development and will be regularly reviewed by future occupants, in conjunction with the LBC, to ensure it remains current. If it is deemed that a revised strategy is necessary, then an updated DSP will be provided.
- 1.11 The main objectives of this DSP are:
- To reduce the impacts of delivery and servicing movements on the local highway network;
 - To facilitate sustainable movement for delivery and servicing to the Site where possible; and
 - To manage delivery and servicing activities to reduce the number where possible, and ensure they take place in an appropriate and logistical manner.
- 1.12 This DSP is intended to be a living document, and the appointed management company / site occupants will be made aware, with the students provided with the relevant information via a welcome pack.

2. SERVICING STRATEGY

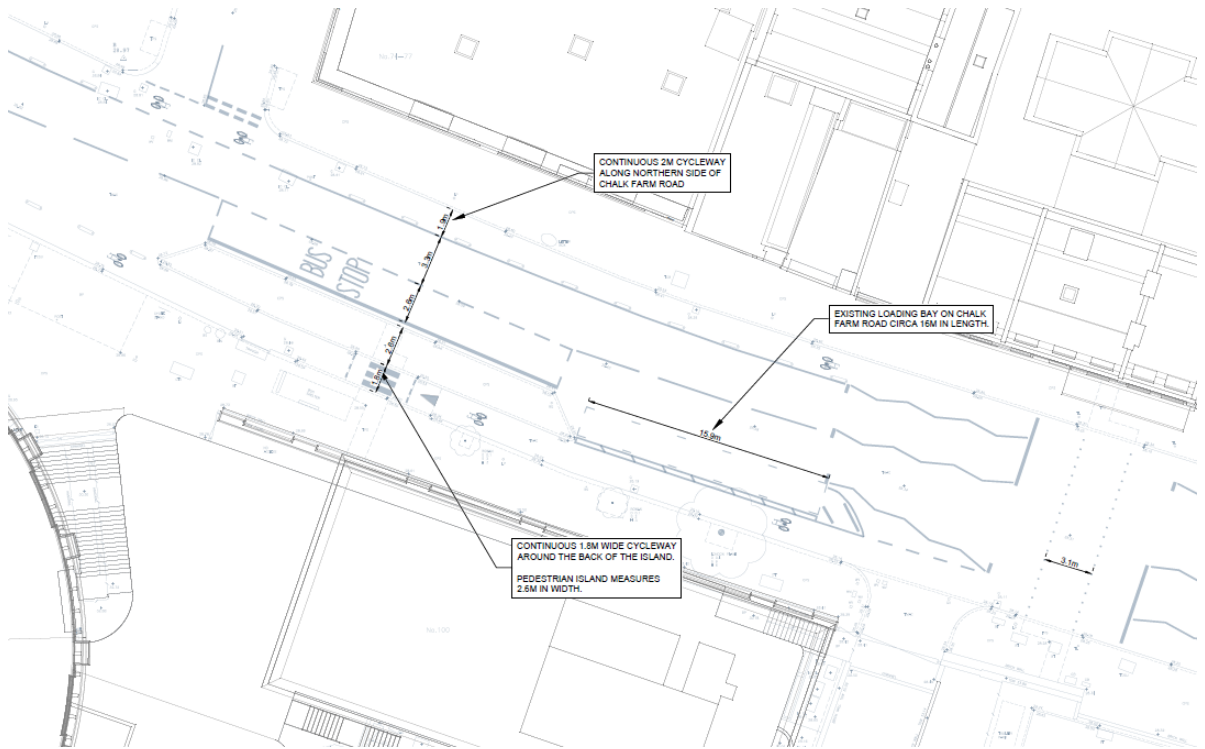
Site Location

- 2.1 The Site is located to the south of Chalk Farm Road (A502), within Camden Town Centre, and is adjacent to the Camden Roundhouse theatre / live music venue (to the west). A London Overground railway line forms the southern boundary of the Site, and to the east is a parcel of land which has been subject to a recent planning permission and is currently under a temporary use as a foodstore with associated parking.
- 2.2 A full description of the site location and local highway network / accessibility of the site is provided within the TA which accompanies this application.

Surrounding Highway Network

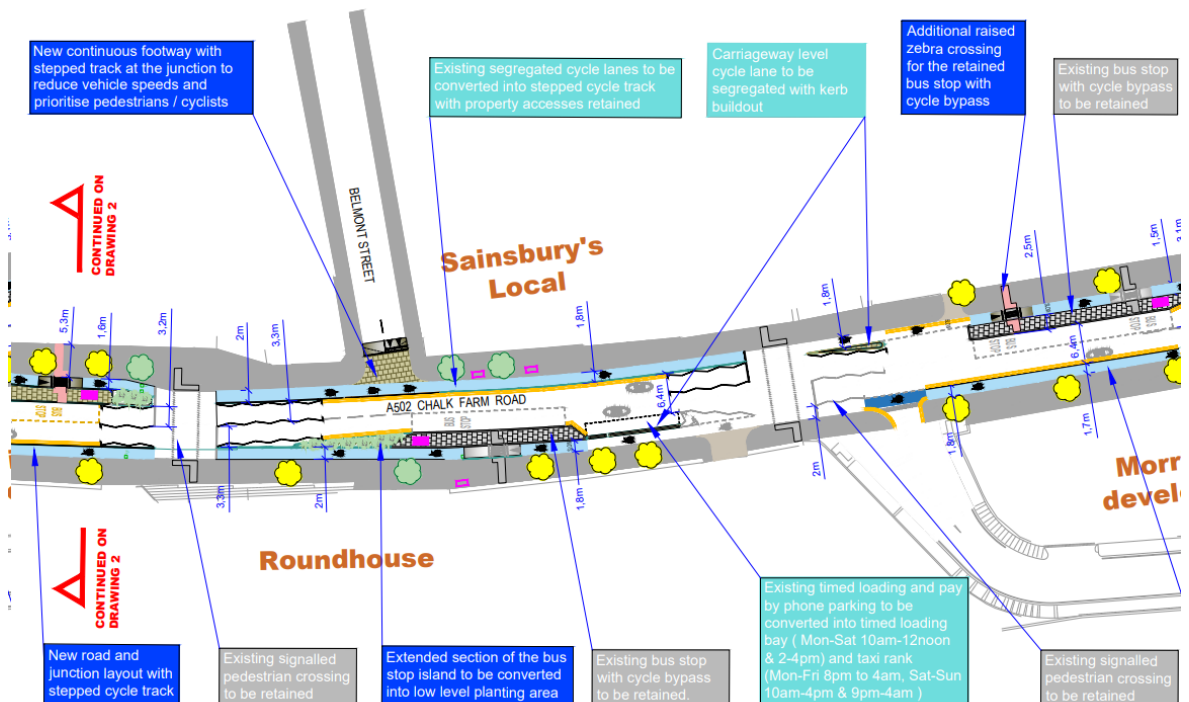
- 2.3 Chalk Farm Road is a two-way road running along the site frontage, forming part of the A502 which becomes Haverstock Hill almost immediately to the west, and is Camden High Street to the east, where it operates under a one-way (westbound) arrangement.
- 2.4 As detailed fully within the TA, the highway within the vicinity of the Site has been subject to changes within recent years, which during the pre-application stage have been trial changes introduced by LBC. These predominantly relate to the installation of the cycle lane, but also a set-down bay for loading / pay by phone parking, and a bus stop with associated refuge island (i.e. a 'floating' bus island). The current arrangement at the time of writing, illustrated via a Topographical survey, is shown in **Figure 2.1**.

Figure 2.1 – Current Chalk Farm Road Condition



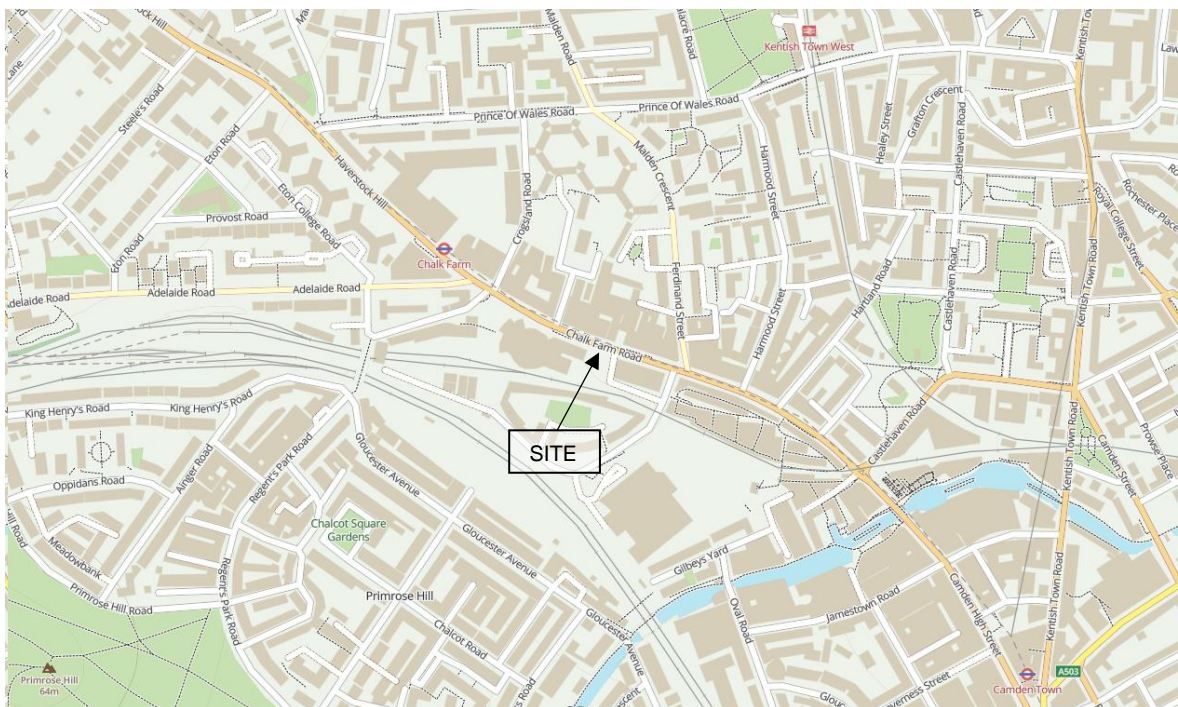
2.5 These trial changes were subject to consultation during the period of September and October 2021, and as of November 2023, LBC have confirmed that a number of the changes will be made permanent from January 2024, as per the screenshot in **Figure 2.2**.

Figure 2.2 – LBC Improvement Works on Chalk Farm Road



- 2.6 A traffic order has therefore now been granted to amend the operation of the on-street bay fronting the Site as per the screenshot. This was previously restricted as loading only between the hours of 10am and Noon, and then 2 to 4pm, and then provided pay by phone parking during the hours of 08:30am – 10am, Noon – 2pm and 4-11pm.
- 2.7 However, under the new arrangement, this bay will now be for the use of taxis only (stopping by all other vehicles prohibited) between the hours of Midnight – 7am, and 7pm – Midnight on Monday to Friday and between the hours of Midnight – 4am and 10am – Midnight on Saturday and Sunday, and for loading / unloading by any vehicle outside of these hours (i.e. between 7am and 7pm on weekdays).
- 2.8 The remainder of the local highway network is shown in **Figure 2.3**.

Figure 2.3 – Local Highway Network



Proposed Servicing Strategy

- 2.9 Servicing arrangements for the Proposed Development have been considered to ensure delivery and servicing vehicles can be accommodated whilst minimising impact on the local network.
- 2.10 Subsequent to discussions undertaken with LBC at the pre-application stage, it is proposed to utilise the existing on-street bay present on Chalk Farm Road directly fronting the Site to service the Proposed Development (shown in **Figure 2.2**).

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- 2.11 As mentioned, with the changes to be implemented by LBC's traffic order, this bay will facilitate loading during the hours of 7am and 7pm Monday to Friday, and between 4am and 10am on weekends. The majority of deliveries to the Proposed Development will take place during the week, and it is considered that the permitted hours will allow sufficient time for them to be undertaken. Notwithstanding, as part of the ongoing DSP procedure, all occupants of the Proposed Development will be made aware of these time restrictions, and in-turn be told to inform delivery drivers / program delivers accordingly, where possible.
- 2.12 Given the length of this bay, there is sufficient space within this bay to accommodate multiple deliveries at once.
- 2.13 However, should the above bay not have space in it, or deliveries be made outside of the regulated times, it is noted that as part of the LBC changes to be implemented along Chalk Farm Road, they are installing a new loading bay on the opposite side of the road just prior to the Croggsland Road junction. This bay will therefore be circa 80m from the Site (equivalent to a 1-minute walk) and can be safely accessed by the signalised pedestrian crossing adjacent to the Roundhouse.
- 2.14 The provision of these bays therefore provide sufficient opportunity to service the Proposed Development, especially given the relatively low level of trips expected with the uses to be implemented.
- 2.15 Notwithstanding the above, deliveries via cargo bike are expected to be an important mode in future years, especially within London. This is encouraged via this DSP as set out in later sections, but in terms of infrastructure the Proposed Development is well-suited to accommodate deliveries by cargo bikes given the provision of Sheffield stands both on the Chalk Farm Road footway, and within the Site itself.

Types, Times and Frequency of Delivery Vehicles

- 2.16 It is expected that the only regular deliveries to the purpose built student accommodation and affordable housing units would be Royal Mail / internal post deliveries. The remainder will be ad-hoc deliveries made by courier companies, including food deliveries and Amazon / other general shopping providers. Whilst some of these suppliers will deliver during a pre-determined time slot, these are often varied and therefore it is difficult to plan for such deliveries. **Table 2.1** details the type of delivery likely to be made to these uses, in addition to likely frequency, typical vehicle type, typical dwell time and typical vehicle length.

Table 2.1 Typical Delivery Vehicles

Delivery Type	Frequency	Typical Vehicle	Typical Vehicle Length	Typical Dwell Time
Postal Delivery	Daily (pass-by)	On-foot / Cycle / Transit Van	2m to 6m	10 minutes
General Deliveries	Ad hoc	Cycle / Car / Transit Van / Box Van	2m to 8m	5–15 minutes

2.17 Deliveries to the student accommodation and affordable housing units would typically be undertaken by a mix of small to medium sized vehicles (cycles, motorcycles, cars and vans), except for refuse collection.

2.18 For the commercial units, the exact uses of these are not known at this stage of the planning application and therefore the detail of deliveries will be confirmed in the full DSP to be secured by condition. However, it is expected that these could result in a delivery being made by a larger vehicle i.e. a 7.5tonne Box Van or possibly occasionally a 10m Rigid, for the supply of goods and materials.

2.19 The Transport Assessment (TA) submitted with this application includes an assessment of the expected number of servicing trips associated with the Proposed Development. This assessment shows that the Proposed Development is expected to generate 14 daily servicing / delivery trips, spread across the day.

2.20 Where possible these deliveries will be managed to endeavour to minimise the number of movements associated with the Proposed Development at anyone time.

Refuse Collection

2.21 Refuse collection is also proposed to take place from the bay on Chalk Farm Road. The Proposed Development includes separate bin stores for each use, further details on which are provided within the accompanying Design & Access Statement (DAS).

2.22 The Proposed Development then incorporates a temporary refuse storage area on the ground floor level towards the front of the Site, as shown in the extract of the layout plan at **Figure 2.4**.

Figure 2.4 – Location of Temporary Refuse Collection Area



2.23 On collection days, the refuse / recycling will be moved from the respective stores by the on-site team (or individual managers of units as appropriate) to this temporary area, which ensures it is in a suitable location for collection from Chalk Farm Road from the refuse / recycling vehicle. Further details on this are provided within the Design and Access Statement which accompanies the planning application submission.

3. SERVICING MANAGEMENT

- 3.1 For the student accommodation, a Student Management Company will be appointed at the Site, and this will include overseeing servicing operations as necessary. They will therefore be made aware of the delivery and servicing strategy, the use of the on-street bays and the restrictions in place in order to make sure there is smooth operation of all servicing activity at the Proposed Development.
- 3.2 Students who move into the development will also be provided with an information pack on their arrival day. This information pack will provide the same information on the delivery and servicing arrangements at the Site. Students will therefore be able to let delivery drivers know the restrictions in place and the opportunities available for them to stop on Chalk Farm Road. They will also be encouraged to arrange for deliveries / servicing to take place at a convenient time i.e. outside of peak hours.
- 3.3 The same approach will be taken for the residential units, where it is expected that a Registered Provider will be in place who will provide overall management of the units. They will therefore communicate the delivery and servicing arrangements to future tenants and assist with any queries on this matter.
- 3.4 Deliveries / servicing of the two commercial units will be managed individually by the respective management of the occupiers themselves. They will be instructed to inform delivery drivers of the servicing requirements at the Site i.e. to switch vehicle engines off when stationary.
- 3.5 For Deliveroo / Uber Eats style deliveries the majority of these take place on bicycle. The Proposed Development therefore includes a number of short-stay cycle parking spaces in the form of secure Sheffield stands, located conveniently near to the entrance to the buildings. These stands will therefore allow the delivery drivers to park their bikes while delivering to the property.
- 3.6 As mentioned, cargo bikes are to be encouraged as a main mode of delivery vehicle for the Proposed Development, and via the DSP, occupants will be made aware of LBCs 'Try-A-Bike' scheme, which includes the potential to firstly loan a bike, but also pay monthly for an e-cargo bike which may be something the commercial units can utilise to make deliveries, if appropriate.
- 3.7 Any site maintenance style servicing trips will be pre-arranged where necessary, with the delivery time and duration agreed with the site management company to help minimise the impact upon the daily servicing requirements.
- 3.8 In general, this DSP will ensure that the following procedures are in place for the Proposed Development:

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- The respective management teams will issue written / email instructions to all scheduled suppliers who book deliveries setting out the delivery procedures to be adopted.
 - The management teams will encourage the use of smaller vehicles for deliveries where possible and subject to the type of goods being delivered, specifically encouraging Cargo bikes but if not then electric vehicles.
 - Deliveries will be scheduled where possible so as to avoid the morning and evening peak hours and any conflict with refuse collection.
 - Drivers will be informed that vehicle engines must be switched off whilst goods are being loaded / unloaded (i.e. when their vehicle is stationary).
 - If possible, a member of the on-site teams will 'sign and oversee' each delivery to ensure they are made within the allocated areas and completed efficiently in order to minimise dwell times.

3.9 Where possible, the on-site management teams will monitor the level of deliveries being made to the Proposed Development, and review the success of the full DSP once it is implemented. Based on this monitoring, if considered necessary / appropriate, they will implement changes to the strategy.

Student Move-In / Move-Out

3.10 Given the location of the Site, which benefits from a public transport accessibility level (PTAL) of 6a (i.e. excellent accessibility), there is excellent opportunity for move-in / move-out to take place via modes other than the car.

3.11 Unlike university owned accommodation, there is no specific date when all applications for privately owned / managed accommodation need to be received. Typically, the student accommodation market is a very gradual market, with a steady stream of bookings typically from November through to a peak period in August. Given this, it is not expected that all tenants will arrive on a single weekend.

3.12 Prior to move-in, the appointed Student Management Company will issue a Welcome Pack (to be issued electronically to all students), which will include details of the Site and how it is run. The Student Management Company will also seek to ensure that the arrival of students are spaced out accordingly, and when the welcome packs are issued students will be asked to complete a form indicating their date of arrival and timeslot of when they would like to check in.

3.13 At this point, the students will also be made aware of the restrictions that they would face if they attempt to arrive by private car, and therefore will be strongly encouraged to utilise public transport.

3.14 If students / parents ignore the instructions in the welcome packs / arranged timeslots, then the student management company reserve the right to refuse access until they are able to accept them.

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- 3.15 The student management company will employ additional staffing support, in the form of either contracted security staff or head office staff, on popular move-in weekends, which will be there to assist in directing new students to drop off and reception areas.
- 3.16 The move-out process is significantly less constrained than the move-in period due to individual courses finishing at different times and therefore students moving out over a prolonged period of time at the end of the academic year. All students will be advised prior to the end of their tenancy agreement of the move-out procedure and dates on which they would be expected to vacate.

4. CONCLUSION

- 4.1 This document sets out the proposed delivery and servicing plan for the Proposed Development at the Site.
- 4.2 The proposals make use of the existing loading bay available on Chalk Farm Road, which provides opportunity for delivery and servicing vehicles to set down within the immediate vicinity of the development. An assessment of the use of the loading bay is provided within the TA.
- 4.3 An assessment has also been undertaken to determine the expected number of delivery and servicing trips to be made to the Site, which has shown there is expected to be 14 vehicles during daily. However, this document sets out a mitigation strategy to encourage deliveries not to overlap where possible, and also to avoid being undertaken during the peak hours, where possible.
- 4.4 The Delivery and Servicing Plan will ensure that occupants are aware of the strategy in place and the mitigation measures that they should abide to.
- 4.5 It is therefore considered that an appropriate delivery and servicing management strategy is in place at this development to ensure the vehicles can be accommodated without any significant transport or highways impact to the local network.