

# FRAMEWORK TRAVEL PLAN

OCTOBER 2024

# JAMESTOWN ROAD



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# Framework Travel Plan

33-35 Jamestown Road, London, NW1 7DB and 211 Arlington Road, London, NW1 7HD

Iceni Projects Limited on behalf of 4C-Jamestown Road Ltd

October 2024

ICENI PROJECTS LIMITED  
ON BEHALF OF 4C-  
JAMESTOWN ROAD LTD

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Framework Travel Plan  
33-35 JAMESTOWN ROAD, LONDON, NW1 7DB AND  
211 ARLINGTON ROAD, LONDON, NW1 7HD

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# 1. INTRODUCTION

1.1 This Framework Travel Plan (FTP) has been prepared by Icen Projects Ltd on behalf of 4C-Jamestown Road Ltd ('the Applicant') in support of an application for full planning permission for their proposals at 33-35 Jamestown Road, London, NW1 7DB and 211 Arlington Road, London, NW1 7HD ('the Site').

1.2 The proposals seek to optimise a previously developed brownfield site for a mix of high quality student accommodation and affordable housing and flexible commercial space. The description of development subject to this planning application submission is as follows:

*Demolition of existing buildings and structures to facilitate the creation of a new building comprising basement, ground plus six storey building for a mix of Purpose Built Student Accommodation (Sui Generis), flexible commercial (Class E) and ground plus five Residential (Class C3) uses with ancillary plant, courtyards, access, hard and soft landscaping, cycle parking, highway works and all other works associated with the development.*

1.3 Full details and scope of the planning application from a transport perspective is described in the submitted Transport Assessment (TA), which have been subject to pre-application discussions with the LBC.

1.4 This FTP identifies a range of outline initiatives to increase and encourage the use of sustainable modes of travel to and from the Site, which will be supplemented by targets as necessary.

1.5 The Site is currently at the planning application stage. As such, the travel patterns of future students / residents / workers / visitors generated by the Proposed Development cannot be exactly determined at this stage. This FTP has therefore been produced to provide an overarching, site wide approach to promote and encourage sustainable travel as a whole.

1.6 As part of the planning application submission, details regarding bus, cycle and pedestrian requirements for the Site have also been provided within an associated Transport Assessment (TA).

1.7 Once planning permission is granted, the occupier will submit a detailed Travel Plan (TP) prior to occupation that is in accordance with this FTP. These outline initiatives will be reviewed and agreed for inclusion within the TP once the development is occupied.

1.8 The delivery of the TP should be secured via S106 Agreement and a summary of measures is shown at the end of the report.

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## **What is a Travel Plan?**

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- 1.9 Travel Plans provide a long-term management strategy to support sustainable and active travel at new developments. Every development has potential implications for local transport systems to a lesser or greater degree. The way that these implications are managed is fundamental to the scale of transport effects associated with the development.
- 1.10 The TP is therefore essentially a series of initiatives that are introduced by an organisation to provide all users of a development with an enhanced range of sustainable transport opportunities. The overriding objective of a TP is to reduce the level of single occupancy car use for all journeys and to maximise the use of other sustainable forms of travel such as walking, cycling and public transport.
- 1.11 A TP can bring several benefits to a new development for the developer, the local authority and the ultimate users of the Site. Some of which include:
- Less congestion and therefore improved safety on local roads by promoting alternatives to the car;
  - Reduced highway capacity problems by promoting sustainable travel choices;
  - Local environmental improvements from reduced congestion, carbon emissions, pollution and noise;
  - Improving the attractiveness of a development to potential occupiers / users;
  - Increasing the opportunities for active healthy travel, such as walking and cycling;
  - Reducing the demand for parking spaces and therefore enabling land to be put to more cost-effective / commercially beneficial use and freeing space for active travel initiatives;
  - Improving the travel choice, quality and affordability available to all users; and
- Increased opportunities to feed into corporate social responsibility or sustainability initiatives.

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## Transport Planning Policy Context

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- 1.12 The following section provides a review of the relevant transport planning policy in relation to the proposed development and this FTP.
- 1.13 The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these should be applied. It provides a framework within which locally-prepared plans for housing and other development can be produced. Planning law requires that applications for planning permission be determined in accordance with local development plans and that the NPPF must be taken into account when preparing the development plan and is therefore a material consideration in planning decisions. The main objective of the NPPF is to achieve sustainable development.
- 1.14 The NPPF was adopted in March 2012, however, there has since been several revisions and the latest version was adopted in December 2023.
- 1.15 In relation to TP's, the NPPF states *"All developments that will generate significant amounts of movement should be required to provide a travel plan."*
- 1.16 The NPPF also sets out that new developments should look to encourage the use of sustainable modes of transport, and the TP will be a key tool to facilitate this.
- 1.17 The National Planning Practice Guidance (NPPG), which was adopted in March 2014, states the following:
- Travel Plans are long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on the evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling).*
- Travel Plans should where possible, be considered in parallel to development proposals and readily integrated into the design and occupation of the new site rather than retrofitted after occupation.*
- 1.18 With regard to local policy, both the London Plan and LBC's adopted Local Plan sets out a focus towards sustainable travel and encouraging the use of walking and cycling.
- 1.19 This FTP therefore accords with, and supports, the relevant transport related planning policies.

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## 2. SUSTAINABLE TRAVEL MODES

### Site Location

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- 2.1 The Site is located at 33-35 Jamestown Road and 211 Arlington Road, Camden, London, NW1 7DL which is on the southern side of Jamestown Road and the western side of Arlington Road.
- 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.

### Public Transport Assessment

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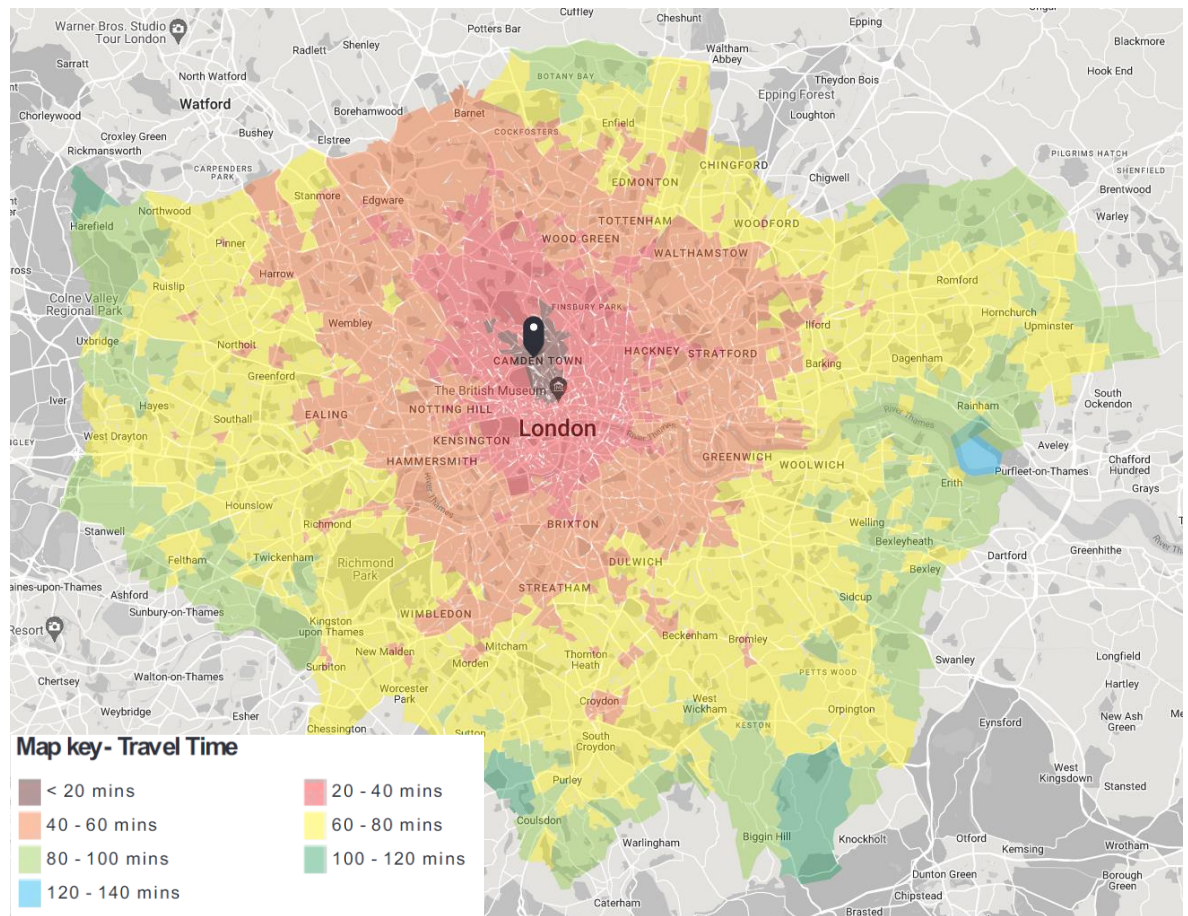
#### Public Transport Accessibility Level (PTAL)

- 2.3 A review of the PTAL mapping system has demonstrated that the Site is located in an area with a PTAL of 6a, equivalent to excellent accessibility. The PTAL report is included at **Appendix A1** for reference.

#### Time Mapping

- 2.4 TfL also adopt a Time Mapping feature (TIM) which analyses the length of time it takes to travel to or from a selected location using public transport. **Figure 2.1** therefore shows the extent of area within London that is available within set travel times from the Site during the AM peak hour.

**Figure 2.1 – TIM of Site**



- 2.5 As can be seen, a wide extent of London is accessible from the Site within reasonable travel times on public transport, with the majority of Central London accessible within a 20-to-40-minute journey. It is evident that there are a wide range of educational establishments, facilities and amenities located within a reasonable travel distance when using public transport, which will therefore form a reliable mode of travel to / from the Site.

### Rail Services

- 2.6 Camden Town London Underground (LU) Station provides access to the Northern Line and is located within 400m of the site, which equates to a circa 5-minute walk or 2-minute cycle. Camden Road London Overground (LO) Station provides access to the Overground Line and is located within 750m of the site, which equates to a 9-minute walk or 2-minute cycle.
- 2.7 Both of these stations provide frequent access to a range of destinations across London as well as the opportunity for further onwards travel.

### Bus Services

- 2.8 There are several bus stops located within the vicinity of the Site, as shown by the red markers on the plan extracted from TfL's website at **Figure 2.2**.

**Figure 2.2 – Local Bus Stops**



- 2.9 As shown in **Figure 2.2**, bus stops are provided at various intervals in the surrounding area, with the main route shown along Camden High Street and Kentish Town Road. Additional bus stops are also provided along the A4201 and A503.
- 2.10 The nearest bus stop is located to the south of the Site along the A4201 Parkway and is named as Camden High Street (Stop CX). The bus stop is circa 300m from the Site and can be accessed along Arlington Road via wide footpaths on either side of the road. The bus stop benefits from a shelter, seating and flagpole which displays the bus timetables that serve this stop.
- 2.11 If additional services are required, then Camden Town Station (Stop X) is circa 100m further east and can be accessed via wide footpaths and a signal-controlled crossing. This stop provides access to a wider range of services and benefits from a shelter, seating, and flagpole.

- 2.12 The above-mentioned stops provide access to a range of bus services which operate seven days a week. **Table 2.1** provides a summary of these services which have been taken from the TFL website, with a bus route map included in **Appendix A2**.

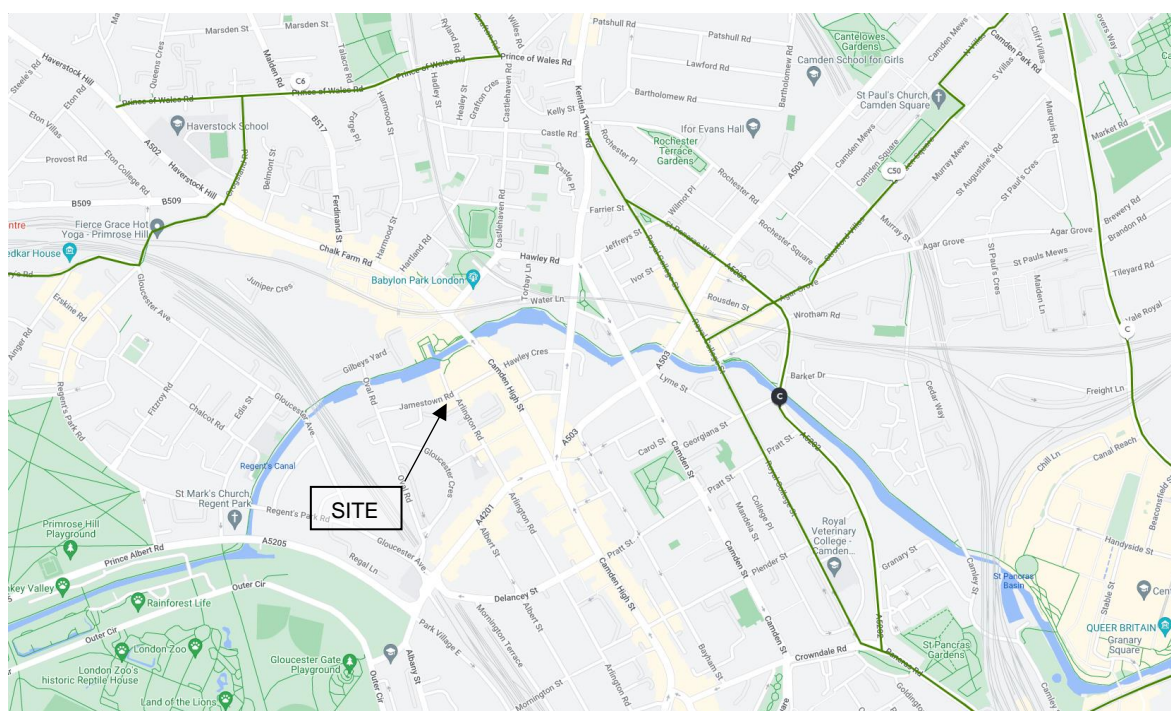
**Table 2.1 Bus Services**

Service	Route	Frequency (Buses per hour)
1	Royal Free Hospital – Canada Water Bus Station	4 - 5
24	Claverton Street / Churchill Gardens – Royal Free Hospital	5
27	Hammersmith Stn / H&c and Circle Lines – Hartland Road / Camden Market	4 - 5
31	Bayham Street – White City Bus Station	4 - 5
88	Parliament Hill Fields – Omnibus Clapham	4
274	Angel Islington – Lancaster Gate Station	4 - 5
N5	Edgware Bus Station – Whitehall / Trafalgar Square	2
N27	Hammersmith Bus Station – Hartland Road / Camden Market	2
N28	Bayham Street – Mapleton Crescent	2
N31	Bayham Street – Clapham Junction Station	2

## Cycling

- 2.13 The local area provides good opportunity for cycling, giving the relatively low-trafficked nature of the majority of the roads and the speed restriction in place (20mph). Specifically, the section between Camden High Street and Arlington Road has been traffic calmed to give more priority to cycles. This was trialled during the COVID-19 pandemic and has now become a permanent piece of infrastructure.
- 2.14 The roads surrounding the Site are well-used by cyclists and many of the junctions have advanced stop lines, which gives cyclists separation from vehicle traffic and the opportunity to move ahead of vehicles.
- 2.15 The nearest TfL cycleway is Cycleway 6, which can be accessed from Royal College Street via Jamestown Road, Camden High Street, Hawley Road and Jeffreys Street totalling circa 750m which is equivalent to a 3-minute cycle. Cycleway 6 provides access to the wider cycle network such as Cycleway 27, Cycleway 41 and Cycleway 50.
- 2.16 **Figure 2.3** provides an extract from TfL's cycle mapping system showing the surrounding cycle network.

**Figure 2.3 – TfL Cycle Map Extract**



- 2.17 In terms of cycle hire stations, the Site benefits from a large section of TfL Santander Cycle Hire Docks on the eastern side of Arlington Road, almost immediately opposite the site frontage, which has a total of 24 docking stations for standard and electric bicycles. Further south, there are 4 sheffield cycle stands open to the public.
- 2.18 Therefore, when considering the existing cycle infrastructure, it is considered that there is a good opportunity for cyclists to travel to and from the Site for all purposes such as commuting and leisure.

### **Walking and Local Amenities**

- 2.19 There are several existing local amenities available in the area, and this is continually being enhanced by the level of development occurring locally. These amenities are accessible from the Site on footways of a good standard and width, that are well-lit.
- 2.20 This TA includes an Active Travel Zone (ATZ) assessment in **Section 5** which analyses the routes to key local amenities and looks for improvements with regard to pedestrian connectivity. The key amenities included within this ATZ assessment, as well as various other amenities that are available within the vicinity of the Site, are detailed in **Table 2.2**.

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**Table 2.2 Local Amenities**

Amenity	Approximate Walking Distance from Site
Local Shops / Restaurants	100m
Cavendish Primary School	200m
Bus Stop	280m
Pure Gym London Camden	350m
Co-op Food Store	400m
Camden Town Station	400m
Boots Pharmacy	400m
North Bridge House – Prep School	500m
Sainsburys Food Store	550m
Regents Park	700m
Camden Road Station	750m
NW1 Dental Care	750m

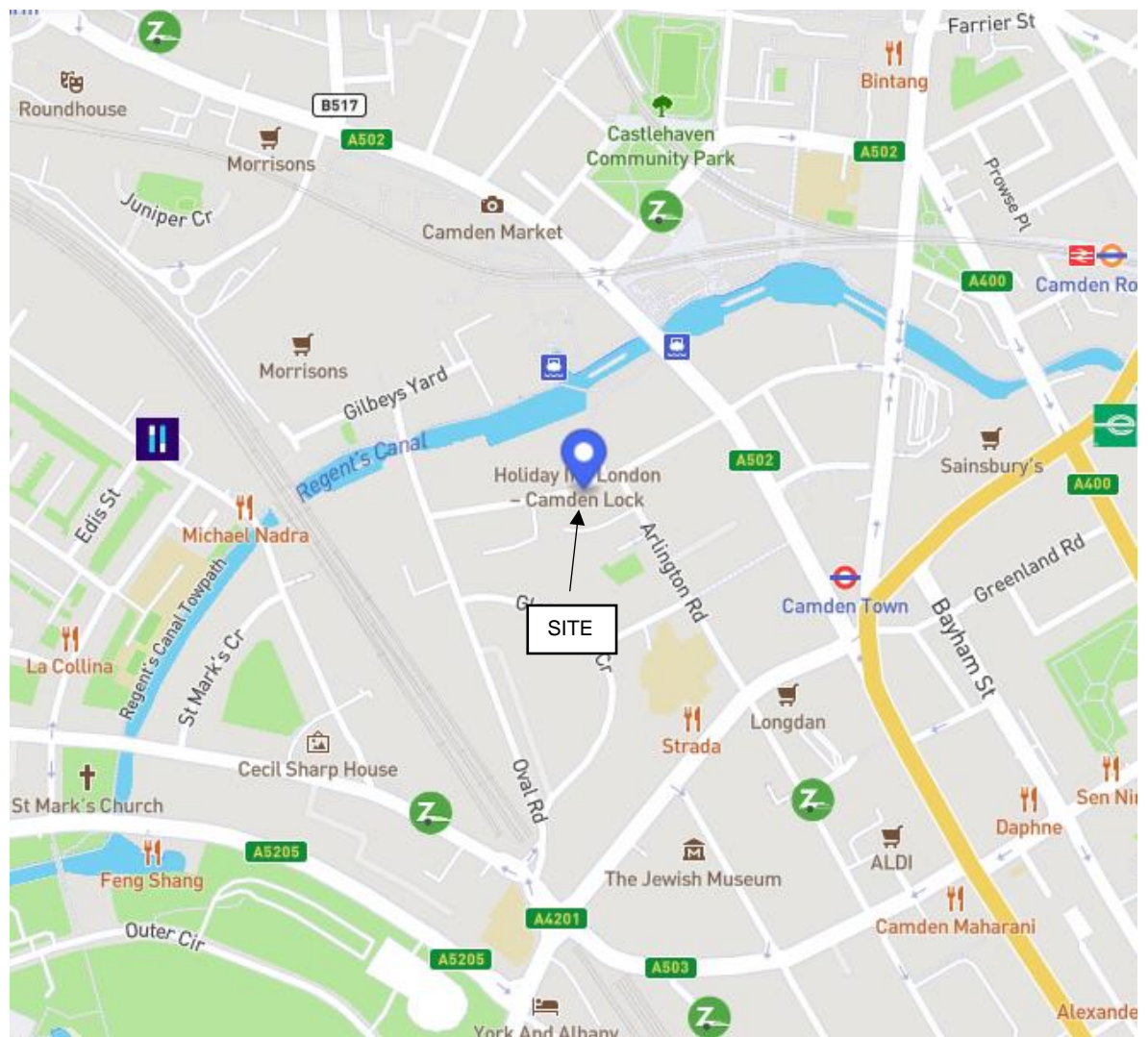
- 2.21 Pedestrian access to the majority of these amenities from the Site are from Jamestown Road and Arlington Road before continuing on the surrounding footways, which benefit from several crossing points including signalised crossings at junctions in the area. Further analysis of these routes is provided within the ATZ assessment.

### **Car Clubs**

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- 2.22 Car clubs provide a sustainable alternative to the private car if needing to drive somewhere; they ensure flexibility and affordability for their users and resultingly reduce car ownership.
- 2.23 With reference to ComoUK (the leading shared transport organisation) website, there are several car club spaces located within the vicinity of the Site, as shown in **Figure 2.4**.

Figure 2.4 – Car Club Locations



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### 3. OBJECTIVES AND TARGETS

#### **The Focus of the Travel Plan**

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- 3.1 The proposals are for a car-free development with no car parking provided. It is therefore clear that car use at the Proposed Development is going to be minimal, if not non-existent. It should also be noted that all future occupants will be restricted from applying for local on-street parking permits, secured by a legal agreement.
- 3.2 This FTP is therefore focussed on encouraging future students, residents, workers and visitors to travel by sustainable modes, with a preference for walking and cycling but also via the use of public transport where necessary.

#### **Objectives**

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- 3.3 There are a number of objectives that the implementation of this FTP, and the future finalised TP, is intended to help fulfil. These objectives are:
- To positively influence the travel behaviour of future occupiers of the proposed development;
  - To generate fewer single-occupancy car trips than would otherwise be the case by encouraging a modal shift in travel;
  - To help improve the health of occupiers;
  - To ensure sufficient facilities are available to accommodate the journeys that would otherwise be undertaken by the private vehicle.

#### **Targets**

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- 3.4 The objectives set out above provide the structure for the FTP. Where applicable, targets can also be included within a FTP to help achieve the objectives. Targets are measurable goals which provide an assessment criteria to determine the progress of the TP and are therefore essential for monitoring the success of the TP. Targets should be designed to be SMART (Specific, Measurable, Achievable, Realistic and Time-bound).
- 3.5 It is considered that targets can fall under two categories; quantifiable actions i.e. a modal shift in transport or non-quantifiable actions i.e. achieving something by a certain milestone.

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- 3.6 The targets for this development will be finalised within the TP, however, the below provides an early indication on what these are likely to be:
- Appointing a Travel Plan Co-Ordinator (TPC) prior to the first occupation of the site;
  - Undertaking a monitoring survey on an annual basis, starting from a year after first occupation;
  - A minimum of 80% of trips to be made by walking, cycling or using public transport, as per the aspirations of the Mayor's Transport Strategy;
  - Promote the opportunities to travel by public transport, walking and cycling for visitors to the Site.
- 3.7 It is anticipated that the quantifiable targets set out above should be achieved by the fifth year of the TP being in operation. Notwithstanding, these targets are ambitious given the likely high-proportion of travel being undertaken by sustainable modes from the outset with the public transport, walking and cycling opportunities available and no car parking being provided at the development.
- 3.8 It is therefore considered that it is more accurate to set non-quantifiable targets to ensure that sufficient measures are implemented to promote the use of sustainable travel. At this stage, with the development at planning application stage, the targets are not based on baseline data and it is therefore considered that these may need to be adjusted once an accurate baseline mode share has been established.
- 3.9 In order to determine the baseline data, surveys will be undertaken either at 50% occupancy or 6 months after first occupation, whichever happens first. These surveys will focus on the student accommodation and affordable housing units given they will form the majority of trips associated with the proposed development.
- 3.10 To help achieve these targets, the following sections set out how the TP will be managed and what measures will be implemented.

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## 4. TRAVEL PLAN MANAGEMENT

- 4.1 In order to ensure that the FTP and subsequent TP are as successful as possible it is essential that it is managed in such a way that all parties are aware of the aims, objectives and options available to them in terms of travelling to the site using sustainable modes of transport. It is essential that there is a point of contact for the occupants and the local authority, and also a driving force behind the implementation of the measures contained within the plan. To achieve this, a TPC will be appointed.

### **The Travel Plan Co-ordinator and Associated Support**

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- 4.2 It is proposed that the TPC will be a named individual staff member appointed by the on-site management company, who will commence this role on first occupation, and from then-on will take overall responsibility for the development of the TP. Once appointed, the TPC's contact details will be provided to LBC via the updated TP.

- 4.3 The role of the TPC will be as follows:

- To promote and encourage the use of travel modes other than the car.
- To provide a point of contact and travel information for occupants of the proposed development.
- To ensure that all relevant information is provided to the occupiers and that up-to-date information is clearly displayed in communal areas, website, on an app (if appropriate) etc.
- To arrange for travel surveys to be undertaken where necessary.

### **Monitoring and Review Mechanisms**

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- 4.4 An objective of the FTP is that there will be an on-going review process including bi-annual monitoring to be conducted at the end of years 1, 3 and 5. As stated previously, this process will start either at 50% occupancy or 6 months after first occupation, whichever comes first. This is based on the student accommodation use given that is the main element of the proposed development. The monitoring will then be undertaken on the anniversary of this date each year. The TPC will form a contact point for communication with the local authority who will be involved in the monitoring process.
- 4.5 The travel habits of site occupants will act as the baseline data, which will be obtained via the surveys, and the monitoring will enable an assessment of how these travel habits have changed over time.

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### **Sustaining Interest**

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- 4.6 It is important to sustain interest and commitment to the FTP to ensure its success. The TPC will need to be proactive in ensuring information is available and up-to-date. The TPC will also need to ensure that occupants are aware of the TP and the travel options available to them.

### **Marketing and Communication**

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- 4.7 In addition to the initiatives already outlined with the FTP, there will need to be an ongoing marketing and communication of information following on from the launch.
- 4.8 For the student accommodation, it is proposed that each student will receive a 'Welcome Pack' which will include a summarised version of the Travel Plan and all relevant information on public transport facilities, car club facilities, local walking routes, cycling networks and contact details for local taxi operators.
- 4.9 The Travel Plan will be continually marketed through the provision and updating of travel information. It is considered that this travel information can be provided within communal areas across the Site, as well as on any website / app that is developed.

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## 5. TRAVEL PLAN MEASURES

- 5.1 Where applicable, measures can be included in the FTP to help achieve the objectives. These measures are set out in this chapter which include initiatives to promote increases in the use of cycling, walking and public transport. TPs are evolving documents that need to remain adaptable to changing working practices and local conditions. Therefore, the list of measures is by no means exhaustive and additional measures could be identified and implemented in the future.

### **Measures to reduce car use**

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- 5.2 As detailed within the TA, the Proposed Development is car free with no parking provided on-site. Occupants will also be restricted from applying for local car parking permits through a clause proposed for inclusion within the Section 106 Agreement. It is considered that this will limit car ownership and resultingly limit associated car trips. Students, residents and employees will be made aware of both these points prior to moving in / starting employment.
- 5.3 Notwithstanding the above, the TPC will make occupants aware of the car club facilities that are available within the vicinity of the Site should a vehicle be deemed an absolute necessity.
- 5.4 All student rooms and residential units will be provided with adequate facilities to work / study from home, including where possible high-speed internet connections, allowing them to access learning resources online where possible and avoiding the need to travel.
- 5.5 The Proposed Development is also located within a highly accessible location with regards to retail opportunities which will therefore encourage trips to these facilities by sustainable modes.

### **Measures to encourage cycling**

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- 5.6 Cycle parking will be provided across the Proposed Development in accordance with the London Plan standards which will ensure that cycle parking facilities are available for all in safe and secure locations. The TPC will ensure that this cycle parking is maintained appropriately and will monitor its usage to determine if any changes need to be made.
- 5.7 This in itself is likely to encourage cycle use, which will then be further promoted via the provision of information on the local cycle network routes and details of local cycle stores. In addition, details of the cycle buddy network to encourage cyclists to join each other on cycling trips, either for employment or leisure purposes will be provided.

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- 5.8 The TPC will also explore any opportunities with local cycle shops for discounts on cycle equipment for students.
- 5.9 LBC also provide cycle training and maintenance via their cycle skill courses, which will be communicated to occupants via the TPC.

#### **Measures to encourage walking**

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- 5.10 Occupiers of the development will be made aware of the pedestrian network available to them and what facilities are available within a reasonable walking distance.
- 5.11 The TPC will also ensure the health benefits of walking are known and help with any queries they may have on accessing places on-foot.

#### **Measures to increase the use of public transport**

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- 5.12 Increased accessibility to, and use of, public transport is considered to be a key element of any TP. As detailed within the TA the site benefits from excellent public transport accessibility, with frequent train and bus services accessible within a reasonable walking and cycling distance. The TPC will ensure that occupants have access to up-to-date public transport information, including bus / train timetables and company contact information.
- 5.13 The TPC will also ensure that students are aware of the TfL initiative which provides them with a 30% discount on travelcards and bus / tram passes.

#### **Measures to promote the Travel Plan**

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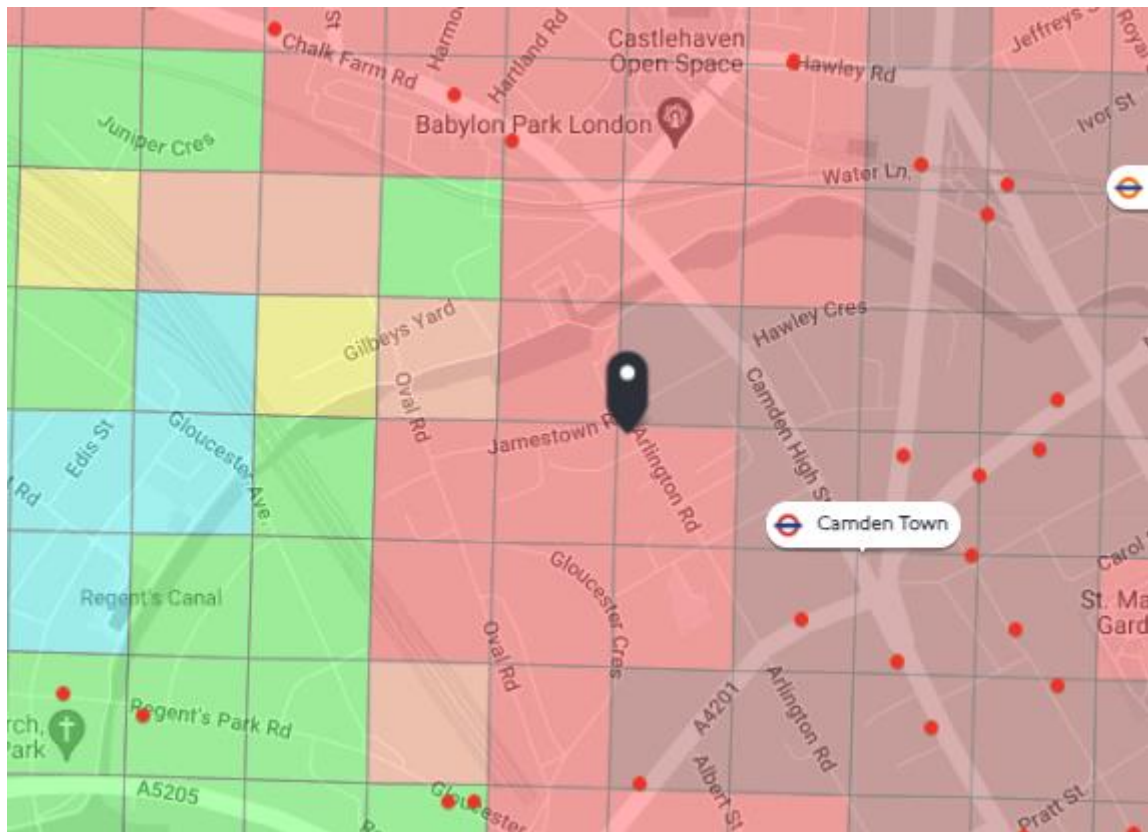
- 5.14 All new students will also be provided with welcome packs, which will include information regarding the TP i.e. local amenities, walking and cycling routes etc. and the measures in place to increase sustainable travel. The management company for the affordable housing units, and individual management of the commercial unit, will also be encouraged to ensure residents / employees are aware of the Travel Plan and it's associated measures / benefits.
- 5.15 The TPC will also review national and local events that can be used to promote the TP, for example 'Walk to Work Day' and 'Bike Week'.

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## **6. SUMMARY & CONCLUSIONS**

- 6.1 The measures and initiatives recommended within this FTP are considered to be sufficient to encourage occupants to travel in a sustainable manner by promoting and securing initiatives and incentives which would minimise the need to travel by private car.
- 6.2 The monitoring and review process will ensure the FTP and subsequent TPs remain live documents and will sustain the necessary efforts for it to reach its objectives.
- 6.3 This framework identifies that the Site has good opportunities for occupants to use existing modes of transport other than the car.
- 6.4 Taking all of the above into account, it is considered that this Proposed Development not only has good access to the existing walking, cycling and public transport networks, but will also ensure that with the additional measures incorporated as part of the development, occupiers will be encouraged to use modes of transport other than the car.
- 6.5 The final TP should be secured via S106 agreement.

## **A1. PTAL REPORT**



## WebCAT PTAL Report

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### Site Details

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Grid Cell: 98233

Easting: 528745

Northing: 183952

Report Date: 30/08/2024

Scenario: Base Year

### Calculation Parameters

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Day of Week: M-F



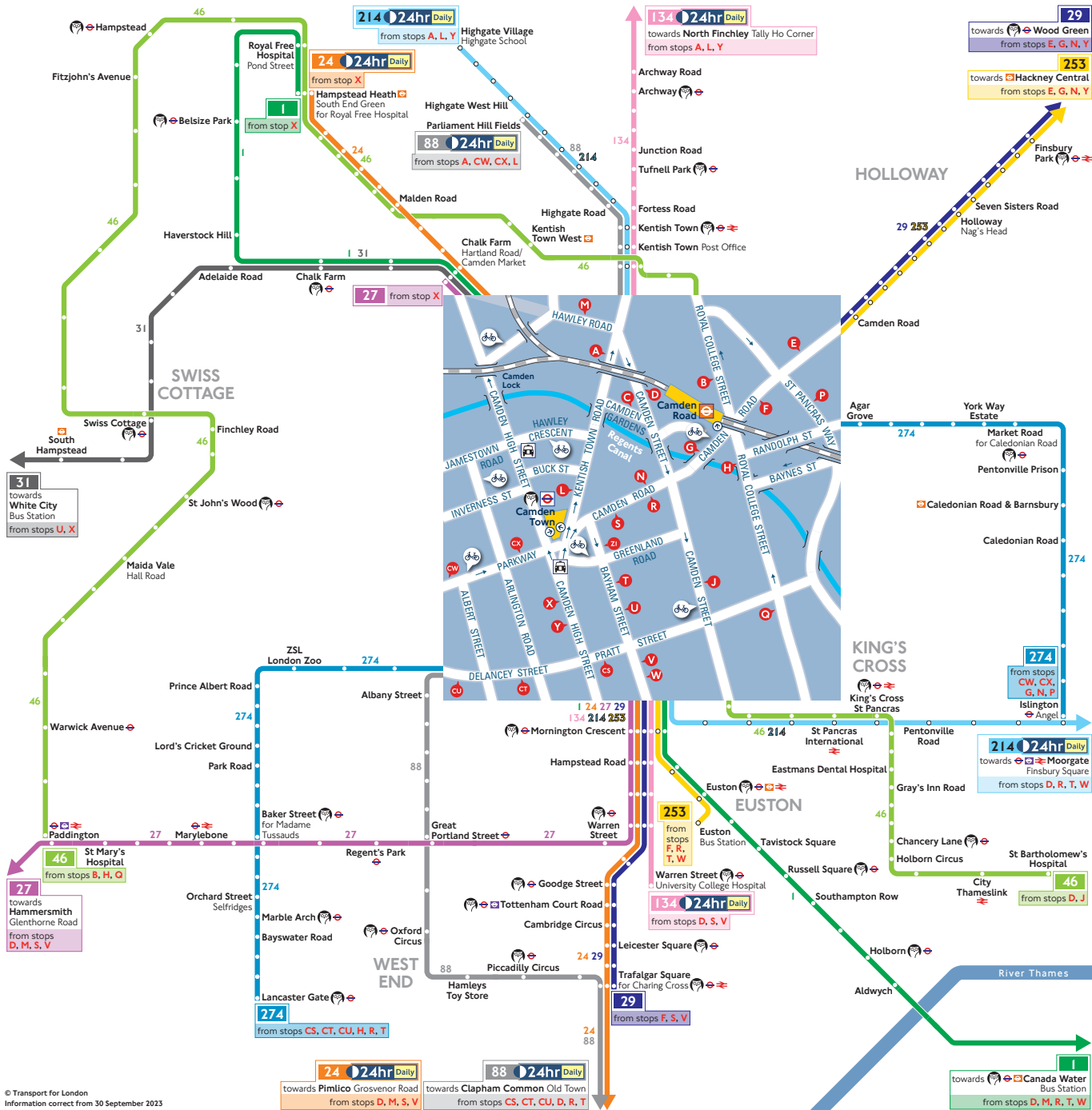
Rail	Camden Road 'CLPHMJ2-STFD 2L50 ' 1.77 1 1.77	641.32	3.67	8.02	8.92	16.94	
Rail	Camden Road 'STFD-CLPHMJ2 2Y11 ' 1.77 0.5 0.89	641.32	3.67	8.02	8.92	16.94	
LUL	Camden Town 'Edgware-Morden ' 2.14	234.64	9	2.93	4.08	7.02	4.28 0.5
LUL	Camden Town 'Morden-HighBarnet ' 5.24	234.64	14.67	2.93	2.79	5.73	5.24 1
LUL	Camden Town 'MillHillE-Morden ' 0.57	234.64	1.33	2.93	23.31	26.24	1.14 0.5
LUL	Camden Town 'Morden-Edgware ' 1.48	234.64	4.67	2.93	7.17	10.11	2.97 0.5
LUL	Camden Town 'HighBarnet-Morden ' 0.16	234.64	0.33	2.93	91.66	94.59	0.32 0.5
LUL	Camden Town 'Kennington-Edgware ' 2.62	234.64	14.67	2.93	2.79	5.73	5.24 0.5
LUL	Camden Town 'HighBarnet-Kenningt ' 1.61	234.64	5.33	2.93	6.38	9.31	3.22 0.5
LUL	Camden Town 'MillHill-Morden ' 0.69	234.64	1.67	2.93	18.71	21.65	1.39 0.5
LUL	Mornington Crescent 'MillHillE-Kenningt ' 1.04 0.5 0.52	809.96	1.67	10.12	18.71	28.84	

Total Grid Cell AI: 39.84

PTAL: 6a

## **A2. BUS INFORMATION**

## Buses from Camden Town











## How to use this map



- Find your destination on the map
- See the coloured lines on the map for the bus routes that go to your destination
- Check the map (at the end of each coloured line) for the bus stops to catch your bus from
- Use the central map to find the nearest bus stop for your route
- Look for the bus stop letters at the top of the stop (see example for stop **A** to the right)



## Key

	Connections with London Underground
	Connections with London Overground
	Connections with Elizabeth line
	Connections with National Rail
	Connections with river boats
	Cycle hire docking station
	Taxi rank
	Tube station with 24-hour service Friday and Saturday nights

## Ways to pay

- |  |  |
|--|--|
|   | <p>Use contactless (card or device). It's the same fare as Oyster pay as you go and you don't need to top up</p>   |
|   | <p>Download the free TfL app to top up or buy a ticket anytime, anywhere, or visit <a href="http://tfl.gov.uk/oyster">tfl.gov.uk/oyster</a>.<br/>Alternatively, find your nearest Oyster Ticket Stop at <a href="http://tfl.gov.uk/ticketstopfinder">tfl.gov.uk/ticketstopfinder</a> or visit your nearest TfL station</p> |
| <p>The Hopper fare offers you unlimited pay as you go Bus and Tram journeys within one hour.<br/>Always use the same card or device to touch in</p>                                  |  |
| <p>If you fail to show on demand a ticket, validated smartcard or other travel authority valid for the whole of your journey you may be liable for a penalty fare or prosecuted.</p> |  |