



20TH MARCH
2025

Travel Plan

Academic House, 24-28 Oval Road London NW1 7DJ

Iceni Projects Limited on behalf of
Central Metropolitan Estates

20th March 2025

ICENI PROJECTS LIMITED
ON BEHALF OF CENTRAL
METROPOLITAN ESTATES

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ACADEMIC HOUSE, 24-28 OVAL ROAD LONDON NW1
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1. INTRODUCTION

- 1.1 Icen Projects Ltd have been appointed by Central Metropolitan Estates ('the Applicant') to produce a Travel Plan for the proposed development of Academic House, 24-28 Oval Road, London NW1 7DJ ('the Site').
- 1.2 Central Metropolitan Estates is the freehold owner of Academic House. The building's lawful use is Use Class E. It is partially occupied with a recording studio at basement level together with office use at basement, ground and sixth floors.
- 1.3 The Applicant is seeking full planning permission for a change of use from office (Class E) to enable a flexible office use (Class E) and education use (Class F1) at Academic House. There are no physical external or internal alterations proposed as part of the application.

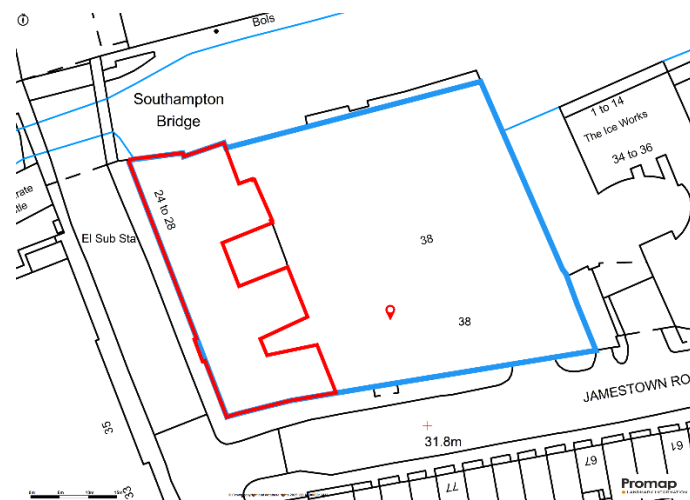
Report Objective

- 1.4 This Travel Plan will set out how the proposed scheme considers ways to reduce the number of vehicle trips and promote more sustainable travel options.
- 1.5 The report is structured as follows:
- Section 2: Site Context and Development Proposal;
 - Section 3: Planning Policies Relevant to a Travel Plan; and,
 - Section 4: Travel Plan Strategy

2. SITE CONTEXT AND DEVELOPMENT PROPOSALS

- 2.1 Academic House, originally known as Gilbey House, is located on the corner of Oval Road and Jamestown Road in the London Borough of Camden. The building is largely vacant and is currently office use (Class E). The entire building including the basement, ground and first to sixth floor is the subject of the application. The approximate location is shown in Figure 1.1, below.

Figure 1.1 Site Location



- 2.2 The proposed scheme seeks full planning permission for:

Change of use from commercial, business and service (Class E) to commercial, business and service use (Class E) and / or education use (Class F1) at Academic House, 24-28 Oval Road, London NW1 7DJ

3. PLANNING POLICIES RELEVANT TO A TRAVEL PLAN

- 3.1 A Travel Plan is incorporated within policy and regulation at a national, regional, and local level, as set out below.

National

National Planning Policy Framework (December 2024)

- 3.2 The National Planning Policy Framework (NPPF), which came into force in March 2012 and was updated in December 2024. Chapter 9 (Promoting Sustainable Transport) of the NPPF (2024) aims to manage patterns of growth to make full use of public transport, walking and cycling and focuses on sustainable development through realising opportunities from existing transport infrastructure.

London Plan (2021)

- 3.3 The London Plan (2021) is the overall strategic plan for London, and Chapter 10 looks at Transport to maximise growth and ensure that different parts of the city are connected in a sustainable and efficient way.
- 3.4 London Plan Policy T1 (Strategic Approach to Transport) states that all developments should facilitate the mayor's target of trips in London to be made by foot, cycle, or public transport. The policy notes that all developments should make the most effective use of land.
- 3.5 London Plan Policy T3 (Transport Capacity, Connectivity and Safeguarding) notes that all development proposals should support capacity, connectivity and other improvements to the bus network and ensure it can operate efficiently to, from and within developments, giving priority to buses and supporting infrastructure as needed.
- 3.6 London Plan Policy T6 (Car Parking) sets out that car-free development should be a starting point for all developments.

Camden Local Plan (2017)

- 3.7 Camden Local Plan (2017) sets out the local plan policy relevant to Transport matters. Camden Local Plan Policy T1 (Prioritising Walking, Cycling and Public Transport) seeks for all developments to prioritise walking, cycling and transport in the borough.
- 3.8 Camden Local Plan Policy T2 (Parking and Car-free development) notes the council will limit the availability of parking and require all new developments in the borough to be car-free.

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- 3.9 In addition, Camden Local Plan Policy A1 (Managing the Impact of Development) states that the Council will seek to protect the quality of life of occupiers and neighbours and will consider transport impacts, including the use of Travel Plans.

4. TRAVEL PLAN STRATEGY

- 4.1 This chapter outlines the Travel Plan Strategy for the proposed development at Academic House.
- 4.2 The Site is located in a highly sustainable location with a Public Transport Accessibility Level (PTAL) of 6a which shows excellent access to public transport. Camden Town Underground Station is located 0.3 miles (7-minute walk) southeast of the Site. Kentish Town West Overground Station is located 0.7 miles (15-minute walk) north of Academic House.
- 4.3 Bus services operate near the Site along Gloucester Avenue and Camden High Street. Camden Town Station is a 10-minute walk away, with multiple bus routes serving Camden High Street. Key bus services run along Gloucester Avenue and Parkway, south of the Site via Oval Road, as well as Camden High Street and Regent's Park Road, southeast of the Site via Jamestown Road. These four bus services operate at frequent intervals, with buses arriving every 2 to 5 minutes.
- 4.4 The development will be car-free, and the existing use aligns with the existing activity, therefore no parking is proposed.
- 4.5 The proposed flexible change of use from office (Class E) to a flexible office (Class E) and educational use (Class F1) is designed to operate in a manner that is consistent with the existing use of the building. The nature of the activities associated with both office and education uses are inherently similar in terms of intensity, frequency, and the type of comings and goings typically observed. Given the similarity in the nature of the existing office use and the proposed education use, it is anticipated that there will be no significant impact on the amenity of neighbouring properties. The increase in footfall will be regulated as the building will continue to operate predominantly during regular business hours, aligning with the existing office operations, ensuring that the surrounding area will not experience any new or intensified disturbances.
- 4.6 There are 100 cycle parking spaces associated with Academic House, which will be available for users of the proposed development. The provision aligns with the local and regional policies in promoting sustainable transport and supports Camden's commitment to active travel and reduce car dependency.

Travel Plan Strategy

- All occupiers, students and staff will be provided information on the transport facilities which serve the site or are in close proximity to the Site and will be encouraged to use sustainable travel modes including walking and cycling. This will include walking and cycling routes to stations and bus stops in the area.

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- Notices will be displayed in various areas within the building to make users of the building aware of the cycle parking, walking routes and public transport modes that serve the site.
 - A total of 100 cycle parking spaces will be available for all users, ensuring provision for both office and education occupiers. All occupants of the building will be made aware of the cycle facilities available on site and actively encouraged to use the cycle spaces.
 - Users will be made aware of the Santander Cycle Hire Station located on Arlington Road, a 3-minute walk (0.2 miles) from the Site.
 - An awareness of cycling through the recognition of National Bike week and Cycle schemes will be encouraged.
 - Walking activities will be encouraged, making the most use of the highly sustainable Site and the Regent's Canal Towpath north of Academic House.
 - The Applicant will raise awareness on the psychological and physical health benefits of walking and cycling.

4.7 In conclusion, the proposed development demonstrates a dedication towards encouraging sustainable modes of transport and walking and cycling to and from the Site. The highly sustainable location and prioritising car-free development exemplifies the Applicant's commitment to sustainable development principles, ensuring long-term benefits for the community and the environment.