# **REPORT**

# 14 Blackburn Road, West Hampstead

# Travel Plan

Client: Hampstead Asset Management Ltd and Fifth

State

Reference: PC5881-RHD-ZZ-XX-RP-R-0002

Status: S3/P02

Date: 10 April 2025





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### 1 Introduction

### 1.1 Preface

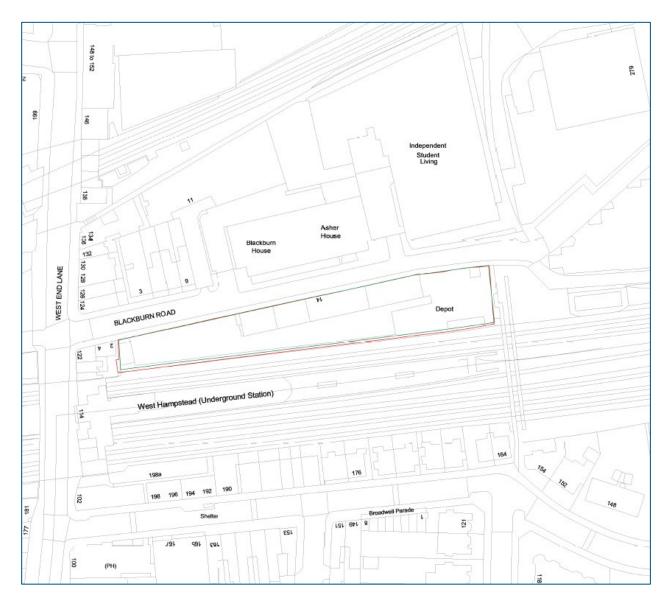
- 1.1.1 This Travel Plan (TP) has been prepared by Integrated Transport Planning (ITP, the UK-based transport consultancy of Royal HaskoningDHV (RHDHV)), on behalf of Hampstead Asset Management Ltd ('the Applicant') and their delivery partner Fifth State, who will be delivering the regeneration sought by the London Borough of Camden and proposed in the application. This TP has been prepared in association with a development at 14 Blackburn Road, West Hampstead, NW6 1RZ (the 'Site').
- 1.1.2 The Site is located in West Hamstead, within the London Borough of Camden (LBC). The Site is currently occupied by a builders' merchants (Builder Depot Limited 'BDL'). The Site forms part of the O2 Masterplan Site, which has been granted outline planning consent [planning reference 2022/0528/P].
- 1.1.3 The proposed development that forms the topic of this application is as follows:
  - "Demolition and redevelopment of the Site for a mixed-use development comprising purpose built student accommodation (Sui Generis), affordable housing (Use Class C3), lower ground and ground floor flexible commercial/business space comprising of showrooms, retail and ancillary offices (Use Class E/Sui Generis) and a café/PBSA amenity space (Use Class E/Sui Generis) and associated works including service yard, cycle parking, hard and soft landscaping, amenity spaces and plant." (the Proposed Development)
- 1.1.4 The local planning authority is LBC. Further to a pre-application consultation exercise with LBC, the following comment was provided in the written response:
  - "A Travel Plan in line with CPG Transport should be submitted with a future application."

### 1.2 The Existing Site

- 1.2.1 The Site is located on land between Blackburn Road and West Hampstead Station. The Site is bordered to the north by Blackburn Road and to the west by B510 West End Lane. To the south of the Site are railway lines servicing the Jubilee Transport for London (TfL). To the east of the Site is a shared footway / cycleway which connects commercial units to the west.
- 1.2.2 The Site measures approximately 0.24 Ha and is currently occupied by a Builders Depot, which includes a showroom measuring 640metres (m) GIA (Gross Internal Area).
- 1.2.3 The existing Site is accessed from Blackburn Road, and all servicing is undertaken from the service yard within the Site.
- 1.2.4 The Site is highly accessible by public transport, and achieves a Public Transport Accessibility Level (PTAL) of 6b at the western extent of the Site and 6a at the eastern extent of the Site. This represents the highest level of accessibility, as defined by Transport for London (TfL).
- 1.2.5 The Site location is indicated in Insert 1.1.



Insert 1.1 Site Location Plan



1.2.6 The Site is located within the O2 Masterplan Site, which formed the subject planning application 2022/0528/P which was approved subject to s106 agreement in December 2023. The consented outline O2 Masterplan is currently subject to a Section 73 (S73) application (reference: 2025/0484/P) for minor amendments that, at the time of writing this report, are awaiting decision. A Framework Travel Plan (FTP) was prepared as part of the application for the O2 Masterplan Site, and this has formed the basis of this TP.

# 1.3 Proposed Development

1.3.1 This application proposes redevelopment of 14 Blackburn Road, London, NW6 1RZ ('the site') for a mixed-use development comprising purpose-built student accommodation (PBSA), affordable housing and ground floor flexible commercial/business space (the Proposed Development). The Proposed Development has been developed to align with, and where possible, exceed the aspirations of the consented O2 Masterplan



- 1.3.2 The Proposed Development that forms the subject of this application seeks to provide the following:
  - 192 student rooms,
  - 35 affordable homes (C3),
  - 1,619 sqm of ground floor commercial floorspace to provide a new and enhanced business space that could include provision for the operation of the existing Site operator, and
  - Ground floor café space
- 1.3.3 The Proposed Development is 'car-free' and proposes on-site servicing facilities. Additionally, the Proposed Development includes an on-street loading bay on Blackburn Road at the western end of the Site.
- 1.3.4 Dedicated long-stay cycle parking will be provided on-site, as well as short-stay cycle parking in publicly accessible locations in adjacency of the Proposed Development to serve the requirements of the proposed uses.
- 1.3.5 The Proposed Development provides additional clearance at the Blackburn Road frontage of the Site to facilitate delivery of generously dimensioned high-quality pedestrian amenity. The proposed landscaping treatment includes delivery of some public realm at the eastern end of the Site and considers on-street cycle facilities to align with the parameters established within the outline consent for the O2 Masterplan.
- 1.3.6 The S73 application (reference: 2025/0484/P), registered on 11/02/2025, proposes amendments to the O2 Masterplan which are proposed to allow for amendments to the Detailed Element (Plots N3-E, N4 and N5) including additional height, alterations to the design, massing and footprint of the buildings; the replacement of Block N4D with the relocated community centre; additional residential floorspace (and corresponding reduction in floorspace within Outline Elements); revisions to unit mix and internal layouts; additional community (Class F2) floorspace, reduction in retail (Class E,a) floorspace, reduction in professional services (Class E,c) floorspace, additional blue badge parking and cycle parking; revised landscaping and additional public realm; and associated works. As outlined above, development Plots S8, N7 and N6 located in the west of the Site are approved in outline and form "Outline Element West". Development Plots N3, N2, N1 and S1 located in the east of the Site are approved in outline and form "Outline Element East". These plots together are referred to as the "Outline Elements." The Outline Elements are not affected by the amendments proposed as part of this Section 73 application except for a reduction in the maximum residential floor area proposed.

#### 1.4 What is a Travel Plan?

- 1.4.1 A TP is a package of measures designed to promote travel to/ from a Site by active and sustainable modes of transport, thereby reducing reliance on car usage. TPs are Site- specific and tailored to the individual requirements of the type of development and intended users of the Site.
- 1.4.2 TPs have a set of clear objectives which underpin the purpose of the TP. Appropriate measures are identified to help achieve the stated objectives, as well as appropriate monitoring and marketing techniques.



- 1.4.3 A robust TP can have a significant role in reducing the transport impacts of a development. The commitment of the occupier, local authority and other interested parties is crucial to the success of any TP, ensuring its implementation and progress.
- 1.4.4 'Camden Planning Guidance: Transport' (published 2021) sets the following overall aims for TPs in LBC:
  - "Promoting active and sustainable travel with the aim to increase mode share;
  - Reducing the traffic generated by the development to significantly reduce the number of non-essential car trips;
  - Encouraging good urban design principles that open up the permeability of the development for walking and cycling linked to the Design and Access Statement; and
  - Addressing any specific problems identified within the site's transport assessment."

### 1.5 Report Purpose

- 1.5.1 This document has been prepared in association with the Proposed Development and provides a framework for developing active and sustainable travel strategies for various user-types associated with the Proposed Development, subsequent to gaining planning permission.
- 1.5.2 As defined by Transport for London (TfL) guidance relating to Travel Plans, the overarching purpose of a Travel Plan is to encourage behaviour change with a view to encouraging the use of more sustainable modes of travel and reducing overall travel to and from the Site.

#### 1.6 Guidance

- 1.6.1 This TP has been developed regarding currently published TfL guidance. Reliance has also been made on the prevailing transport policy contained within the adopted London Plan and LBC Transport Planning Guidance (published 2021).
- 1.6.2 Subsequent to achieving planning consent, the framework presented in this document will be developed into dedicated TPs for each use at the Site. The detail and content of each TP will be determined in respect of the thresholds defined by LBC Transport Planning Guidance, which are set out in Table 1.1.

Table 1.1 Thresholds for TPs and New Developments – LBC SPD, Transport

Land Use	Criteria for a Local Level TP	Criteria for a Strategic Level TP
Residential	Between 50 and 80 units or where justified by travel demand or transport conditions	Equal or more than 80 units or where justified by travel demand or transport conditions
Retail	More than 20 staff but less than 1,000sqm	Equal or more than 1,000sqm
Food and Drink (Café/Restaurant)	More than 20 staff but less than 750sqm	Equal or more than 750sqm



1.6.3 Based on the thresholds published by the LBC it is anticipated that full TPs would be sought for the Site's student housing and builder's showroom elements, only.

### 1.7 Travel Plan Structure

- 1.7.1 Following this introduction, the FTP is structured as follows:
  - Section 2: Site Context
  - Section 3: Site Accessibility
  - Section 4: Proposed Development Summary
  - Section 5: Baseline Travel Position
  - Section 6: Travel Plan Objectives
  - Section 7: Travel Plan Measures and Responsibilities
  - Section 8: Targets, Monitoring and Reporting
  - Section 9: Action Plan

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### 2 Site Context

### 2.1 Preface

2.1.1 This Section of the TP provides an overview of the existing Site, the general locality and the surrounding highway network, providing baseline context.

#### 2.2 The Site

- 2.2.1 The Site is located in West Hampstead, to the northeast of West Hampstead station and is occupied by a builders' merchants (Builder Depot Limited 'BDL'). The existing Site operates with 35 employees.
- 2.2.2 The Site is located to the rear of properties fronting onto West End Lane in the heart of West Hampstead and extends east/west along Blackburn Road. The site abuts the railway to the south and is to the west of the allocated redevelopment site of the O2 Centre and car park.
- 2.2.3 The land surrounding the Site is a mix of commercial and residential, including student accommodation.

### 2.3 Local Highway Network

#### Blackburn Road

- 2.3.1 Blackburn Road extends for approximately 170m along the northern border of the Site, between West End Lane and Billy Fury Way. Blackburn Road is a two-way road formed of one lane of traffic in each direction.
- 2.3.2 To the west Blackburn Road connects to West End Lane via a simple priority junction. At the eastern extent of Blackburn Road, a cycle way and pedestrian route continue to the east, connecting into Homebase, but there is no through-route for vehicles. There is a turning head in the west for motor vehicles.
- 2.3.3 Blackburn Road is subject to a 20mph speed limit throughout, and benefits from street lighting throughout. There are footways on both sides of Blackburn Road, which connect into Billy Fury Way to the east. Billy Fury Way is a pedestrian-only route which connects Blackburn Road to Finchley Road & Frognal Station north-east of the Site. The route takes the form of a narrow alleyway, and has street lighting throughout.

#### West End Lane / B510

- 2.3.4 West End Lane extends for approximately 1.7kilometres (km), between the A5 to the south and Mill Lane to the north. West End Lane is a two-way road, and, in the vicinity of the Site, is formed of one lane of traffic in each direction.
- 2.3.5 West End Lane is subject to a 20mph speed limit, and has street lighting and wide footways on both sides of the carriageway.



### Strategic Road Network

- 2.3.6 The A41 is accessible less than 1km drive from the Site, approximately 950m (4 minutes' drive) north east of the Site. The A41 is part of the TfL Road Network, and extends between Bake Street station in the south, and Bicester to the north via Watford and Aylesbury.
- 2.3.7 From the A41, there are further connections to the Strategic Road Network. The A406 / North Circular Road is accessible via the Brent Cross Flyover approximately 13 minutes' drive (4.4km) from the Site. This road acts as ring road around Central London, from Chiswick to Woolwich via Tottenham.
- 2.3.8 The M1 can be accessed via junction 1 with the North Circular Road, which is located approximately 15 minutes' drive (5.1km) from the Site. The M1 extends north from London to Leeds, via Milton Keynes, Leicester, Nottingham and Sheffield. The M25 can be accessed via junction 21A with A405 North Orbital Road, approximately 30minutes drive (28km) from the Site. The M25 encircles Greater London, providing access to the suburbs of the city.

### 2.4 Existing Site Access

- 2.4.1 The Site is currently served by a vehicular access from Blackburn Road, which connects to an internal service yard within the Site. Within the Site service yard, a total of five parking spaces are provided. There is access to the existing building within the Site from the servicer yard and parking bays.
- 2.4.2 There is pedestrian access to the showroom aspect of the Proposed Development from the footway on Blackburn Road, which provides direct access to the existing building on the Site.

### 2.5 Local Waiting and Parking Restrictions

- 2.5.1 The Site is located within LBC's Controlled Parking Zone (CPZ) CA-R(A), which restricts parking Monday to Friday between the hours of 08:30 and 18:30.
- 2.5.2 The area surrounding the Site is also covered by existing CPZs, including the remainder of the Masterplan area. To the north of the Site is CA-P(b), to the west is CA-R (b) and to the east is CA-Q. These CPZs have the following restricted hours:
  - CA-P(b): Monday to Saturday 08:30 18:30,
  - CA-R(b): Monday to Saturday 08:30 22:00, and
  - CA-Q: Monday to Friday 08:30 18:30.
- 2.5.3 On Blackburn Road, double yellow waiting restrictions are in place along most of the road. At the west of Blackburn Road are marked out parking bays, with capacity for up to eight motor vehicles. In addition, there is one space for a car club vehicle, parking for motorbikes and Sheffield stands providing parking for up to 10 cycles.



# 3 Site Accessibility

### 3.1 Preface

3.1.1 This Section provides an overview of the active and sustainable transport connections into the Site, namely connections on foot, by cycle and by public transport.

### 3.2 Access on Foot

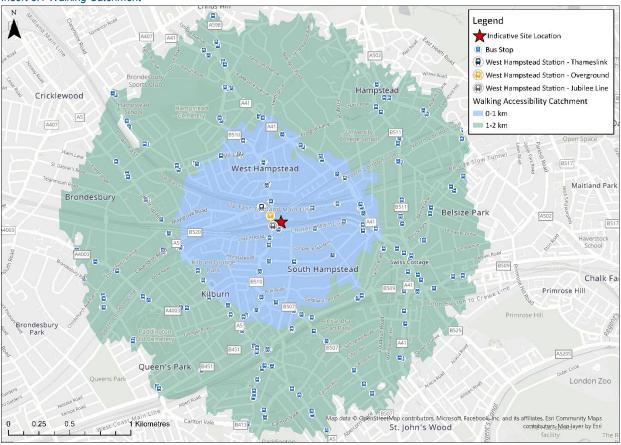
- 3.2.1 The Department for Transport's statistical release 'National Travel Survey, England' for 2023 identifies that walking is the most frequent mode used for very short distance trips, with 81% of all trips Under one mile being undertaken on foot.
- 3.2.2 In the vicinity of the Site, streets are provided with footways on both sides of the carriageway, which connect to local public transport connections including West Hampstead Underground, Overground and Thameslink Station.
- 3.2.3 The Site's accessibility by non-car modes of travel, including pedestrian accessibility and key public transport links, is presented as part of the mapping carried out in the Active Travel Zone (ATZ) Assessment as discussed in Section 4.
- 3.2.4 There are no dedicated pedestrian crossing infrastructure on Blackburn Road. There is a signalised crossing on West End Lane at the junction with Broadhurst Gardens, approximately 60m south of Blackburn Road. There is another signalised crossing point on West End Lane outside West Hampstead overground station, approximately 45m north of Blackburn Road.
- 3.2.5 On West End Lane, there are wide footways and good pedestrian provision throughout, especially in the vicinity of West Hampstead overground station.
- 3.2.6 A 1- and 2-km walking catchment from the Site is shown in **Insert 3.1** and in **Appendix A.**

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Insert 3.1 Walking Catchment



### 3.2.7 A summary of local amenities within walking distance of the Site are set out in **Table 3.1.**

Table 3.1 Local Amenities

Service Type	Service Name	Address	Approximate Walk Distance (m)
	38 no. restaurants and takeaways fronting West End Lane between 20m and 650m of site	West End Lane, London, NW6 1RD	20m – 650m
Food Outlet –	6 no. restaurants fronting Broadhurst Gardens between 150m and 250m of site	Broadhurst Gardens, London, NW6 3BQ	150m – 250m
Restaurant/Takeaway	25 no. restaurants and takeaways fronting Finchley Road between 750m and 1000m of site	Finchley Rd, London, NW3 5HS	750m – 1000m
	The O2 Centre, housing 3 restaurant and takeaway options	255 Finchley Rd, London NW3 6LU	600m
	Marks & Spencer	Heritage Lane Hardy Building, Unit 1, JeRoadan Place 25, London NW6 2BR	50m
Food Outlet – Shopping	Western Food Store	116 W End Ln, London NW6 2LS	50m
	Nisa Local	102 W End Ln, London NW6 2LS	90m
	Amazon Fresh	Unit 3, 160 W End Ln, London NW6 1HU	230m



Service Type	Service Name	Address	Approximate Walk Distance (m)
	Tesco Express	Lymington Mansions, W End Ln, London NW6 1SG	300m
	West Hampstead Greens	243 W End Ln, London NW6 1XN	350m
	Hampstead Food And Drinks	200 W End Ln, London NW6 1SG	350m
	Sainsbury's Local	204 W End Ln, London NW6 1SG	400m
	The Hampstead Butcher & Providore	244 W End Ln, London NW6 1LG	500m
	Peppercorns Natural Health Foods	260 W End Ln, London NW6 1LJ	550m
	Little Waitrose & Partners	319 W End Ln, London NW6 1RN	600m
	The Source Bulk Foods, West Hampstead	276 W End Ln, London NW6 1LJ	600m
	The O2 Centre, housing 2 shopping options	255 Finchley Rd, London NW3 6LU	600m
	6 no. grocery stores fronting Finchley Road between 750m and 1000m of site	Finchley Rd, London, NW3 5HS	750m – 1000m
	ATM at Tesco Express	Lymington Mansions, W End Ln, London NW6 1SG	300m
Access to Cash	ATM at Sainsbury's Local	204 W End Ln, London NW6 1SG	400m
	ATM in Sainsbury's, O2 Centre	255 Finchley Rd, London NW3 6LU	600m
	West End Green	Mill Ln, London NW6 1LU	650m
Access to Outdoor Space	Maygrove Peace Park	71 Maygrove Rd, London NW6 2EG	750m
	Kilburn Grange Park	London NW6 2JL	650m
	HIIT West Hampstead	198a Broadhurst Gardens, London NW6 3AY	150m
	Club Fit	Unit 1, Beckford Building, Heritage Ln, London NW6 2AQ	100m
Access to	The BJJ Place - West Hampstead Dojo	Unit 2, Beckford Building, WEST HAMPSTEAD SQUARE, London NW6 2AQ	140m
Recreation/Leisure	Drop Gym - West Hampstead	275 W End Ln, London NW6 1QS	450m
	3 no. fitness clubs in West heath Yard	174 Mill Ln, London NW6 1TB	750m
	Virgin Active	02 Centre, 255 Finchley Rd, London NW3 6LU	700m
	West Hampstead Hockey Club	25 Lymington Rd, London NW6 1HZ	600m
Access to Postal Services	West Hampstead Post Office	2 Sherriff Rd, London NW6 2AP	200m
Access to Community	St James' Church	2 Sherriff Rd, London NW6 2AP	200m
Access to Community Facilities	Emmanuel Church	Lyncroft Gardens, London NW6 1JU	700m



London Community Church	ervice Type	Service Name	Address	Approximate Walk Distance (m)
The Sherriff Centre		London Community Church		750m
Sidings Community Centre West Hampstead Community Centre To Dornfell St, London NW6 1QN 1000m  Access to Community Pharmacy Central Pharmacy  West Hampstead Medical Centre To Hampstead Medical Centre Surgery  West Hampstead Medical Centre To Solder Surgery To Cholmley Gardens Surgery To Cholm NW6 1XP To Cholmley Gardens Surgery To Cholm		Kingsgate Resource Centre		650m
West Hampstead Community Centre   17 Dornfell St, London NW6 1QN   1000m		The Sherriff Centre	2 Sherriff Rd, London NW6 2AP	200m
Access to Community   Pharmacy   225 W End Ln, London NW6 1XJ   240m		Sidings Community Centre	150 Brassey Rd, London NW6 2BA	800m
Pharmacy		West Hampstead Community Centre	17 Dornfell St, London NW6 1QN	1000m
Cholmley Gardens Surgery		Central Pharmacy	225 W End Ln, London NW6 1XJ	240m
Cholmley Gardens Surgery		West Hampstead Medical Centre	9 Solent Rd, London NW6 1TP	700m
Kingsgate Primary School  Rainbow Montessori School - West Hampstead Nursery  Bright Horizons West Hampstead Station Day Nursery and Preschool  Rilburn Grange Children's Centre  Bright Horizons West Hampstead Station Day Nursery and Preschool  Kilburn Grange Children's Centre  Bright Horizons West Hampstead Day Nursery and Preschool  Rilburn Grange Children's Centre  Bright Horizons West Hampstead Day Nursery and Preschool  N Family Club - West Hampstead Day Nursery Acol Nursery  Acol Nursery  Acol Nursery Centre  St Eugene de Mazenod Primary School  St Eugene de Mazenod Primary School  Broadhurst School  Broadhurst School  Nido Montessori Nursery  Casa Dei Bambini Montessori School  Pt Alames Church, Sherriff Rd, London NW6 ALS  St James Church, Sherriff Rd, London NW6 ABC  St James Church, Sherriff Rd, London NW6 ABC  Alameston Rd, North Maida Vall, London NW6 ABC  Broadhurst School  Mazenod Ave, North Maida Valle, London NW6 4LS  St Mary's C Of E Primary School  Quex Rd, London NW6 4PG  Broadhurst School  Poreencroft Gardens, London NW6 ABC  The Tenants Community Hall 48, Jacaranda House, London NW3 6EF  The Tenants Community Hall 48, Jacaranda House, London NW3 6EF  Casa Dei Bambini Montessori School  1 Dresden Cl, London NW6 1XP  750m	ura o m /	Cholmley Gardens Surgery		800m
Rainbow Montessori School - West Hampstead Nursery  Bright Horizons West Hampstead Station Day Nursery and Preschool  Kilburn Grange Children's Centre  Bright Horizons West Hampstead Day Nursery and Preschool  Rijburn Grange Children's Centre  Bright Horizons West Hampstead Day Nursery and Preschool  Rijburn Grange Children's Centre  Bright Horizons West Hampstead Day Nursery and Preschool  Rijburn Grange Children's Centre  Bright Horizons West Hampstead Day Nursery and Preschool  Rijburn Grange Children's Centre  Bright Horizons West Hampstead Day 11 Woodchurch Rd, London NW6 2JL  Stamily Club - West Hampstead 13 Woodchurch Rd, London NW6 3PL  Acol Nursery Centre 16 Acol Rd, London NW6 3AG 800m  St Eugene de Mazenod Primary School  St Eugene de Mazenod Primary School  St Mary's C Of E Primary School  Broadhurst School  Duex Rd, London NW6 4PG 800m  19 Greencroft Gardens, London NW6 3LP  Nido Montessori Nursery  49 Jacaranda House, Lithos Rd, Tenants NW3 6EF  The Tenants Community Hall 48, Jacaranda House, London NW3 6EF  Casa Dei Bambini Montessori School  1 Dresden Cl, London NW6 1XP  750m		Kingsgate Primary Lower School	1 Liddell Rd, London NW6 2DJ	600m
Hampstead Nursery  Bright Horizons West Hampstead Station Day Nursery and Preschool  Kilburn Grange Children's Centre  Bright Horizons West Hampstead Station NW6 3RU  Kilburn Grange Children's Centre  I Palmerston Rd, North Maida Vale, London NW6 2JL  Bright Horizons West Hampstead Day Nursery and Preschool  N Family Club - West Hampstead Nursery  Acol Nursery Centre  I 6 Acol Rd, London NW6 3AG  St Eugene de Mazenod Primary School  Broadhurst School  Roadhurst School  Day Roadranda House, Lithos Rd, Tenants NW3 6EF  Casa Dei Bambini Montessori School  London NW6 1XP  Zouth St Condon NW6 2DL  St Condon NW6 2DL  St Condon NW6 2DL  St Condon NW6 4PG  St Condon NW6 4PG  St Condon NW6 4PG  St Condon NW6 3LP  The Tenants Community Hall 48, Jacaranda House, London NW3 SEF  Casa Dei Bambini Montessori School  I Dresden CI, London NW6 1XP  Zouth		Kingsgate Primary School		700m
Day Nursery and Preschool  Kilburn Grange Children's Centre  Palmerston Rd, North Maida Vale, London NW6 2JL  Bright Horizons West Hampstead Day Nursery and Preschool  N Family Club - West Hampstead Nursery  Acol Nursery Centre  13 Woodchurch Rd, London NW6 3PL  Acol Nursery Centre  16 Acol Rd, London NW6 3AG  800m  Childcare Facility or School  St Eugene de Mazenod Primary School  St Mary's C Of E Primary School  Broadhurst School  Nido Montessori Nursery  Augened Ave, North Maida Vale, London NW6 4LS  800m  19 Greencroft Gardens, London NW6 3LP  Nido Montessori Nursery  49 Jacaranda House, Lithos Rd, Tenants NW3 6EF  The Tenants Community Hall 48, Jacaranda House, London NW3 6EF  Casa Dei Bambini Montessori School  1 Dresden Cl, London NW6 1XP  750m				200m
Rilburn Grange Children's Centre  Vale, London NW6 2JL  Bright Horizons West Hampstead Day Nursery and Preschool  N Family Club - West Hampstead Nursery  Acol Nursery Centre  16 Acol Rd, London NW6 3AG  800m  Childcare Facility or School  St Eugene de Mazenod Primary School  St Mary's C Of E Primary School  Broadhurst School  Nido Montessori Nursery  49 Jacaranda House, Lithos Rd, Tenants NW3 6EF  Lithos Pre-school  Casa Dei Bambini Montessori School  10 In Seden Cl, London NW6 1XP  750m				300m
Nursery and Preschool  N Family Club - West Hampstead Nursery  Acol Nursery Centre  16 Acol Rd, London NW6 3AG  800m  Childcare Facility or School  St Eugene de Mazenod Primary School  St Mary's C Of E Primary School  Broadhurst School  Nido Montessori Nursery  Agacaranda House, Lithos Rd, Tenants NW3 6EF  Lithos Pre-school  Casa Dei Bambini Montessori School  13 Woodchurch Rd, London NW6 3AG  Mazenod Ave, North Maida Vale, London NW6 4LS  800m  Agacaranda Ave, North Maida Vale, London NW6 4LS  800m  Agacaranda House, London NW6 4PG  The Tenants NW3 6EF  Casa Dei Bambini Montessori School  1 Dresden Cl, London NW6 1XP  750m		Kilburn Grange Children's Centre		650m
Nursery Acol Nursery Centre 16 Acol Rd, London NW6 3AG 800m Childcare Facility or School St Eugene de Mazenod Primary School St Mary's C Of E Primary School  Broadhurst School  Nido Montessori Nursery  19 Greencroft Gardens, London NW6 4PG Nido Montessori Nursery  49 Jacaranda House, Lithos Rd, Tenants NW3 6EF  The Tenants Community Hall 48, Jacaranda House, London NW3 6EF  Casa Dei Bambini Montessori School 1 Dresden Cl, London NW6 1XP 750m				650m
Childcare Facility or School  St Eugene de Mazenod Primary School  St Mary's C Of E Primary School  Broadhurst School  Nido Montessori Nursery  Mazenod Ave, North Maida Vale, London NW6 4LS  800m  19 Greencroft Gardens, London NW6 3LP  900m  49 Jacaranda House, Lithos Rd, Tenants NW3 6EF  The Tenants Community Hall 48, Jacaranda House, London NW3 6EF  Casa Dei Bambini Montessori School  1 Dresden CI, London NW6 1XP  750m				650m
School  St Eugene de Mazenod Primary School  St Mary's C Of E Primary School  Broadhurst School  Nido Montessori Nursery  Lithos Pre-school  Casa Dei Bambini Montessori School  St Eugene de Mazenod Primary School  Quex Rd, London NW6 4PG  Room  Poom  19 Greencroft Gardens, London  NW6 3LP  49 Jacaranda House, Lithos Rd,  Tenants NW3 6EF  The Tenants Community Hall 48,  Jacaranda House, London NW3  6EF  Casa Dei Bambini Montessori School  1 Dresden CI, London NW6 1XP  750m		Acol Nursery Centre	16 Acol Rd, London NW6 3AG	800m
Broadhurst School  19 Greencroft Gardens, London NW6 3LP  900m  Nido Montessori Nursery  49 Jacaranda House, Lithos Rd, Tenants NW3 6EF  The Tenants Community Hall 48, Jacaranda House, London NW3 6EF  Casa Dei Bambini Montessori School  1 Dresden Cl, London NW6 1XP  750m		St Eugene de Mazenod Primary School		800m
NW6 3LP  Nido Montessori Nursery  49 Jacaranda House, Lithos Rd, Tenants NW3 6EF  The Tenants Community Hall 48, Jacaranda House, London NW3 6EF  Casa Dei Bambini Montessori School  1 Dresden Cl, London NW6 1XP  750m		St Mary's C Of E Primary School	Quex Rd, London NW6 4PG	800m
Nido Montessori Nursery  Tenants NW3 6EF  The Tenants Community Hall 48, Jacaranda House, London NW3 6EF  Casa Dei Bambini Montessori School  1 Dresden CI, London NW6 1XP  700m  700m  700m		Broadhurst School		900m
Lithos Pre-school  Jacaranda House, London NW3  6EF  Casa Dei Bambini Montessori School  1 Dresden CI, London NW6 1XP  750m		Nido Montessori Nursery		700m
		Lithos Pre-school	Jacaranda House, London NW3	700m
		Casa Dei Bambini Montessori School	1 Dresden Cl, London NW6 1XP	750m
Bright Horizons JW3 Finchley Road Day Nursery and Preschool  JW3 Building, London NW3 6ET 800m			JW3 Building, London NW3 6ET	800m
Emmanuel C of E Primary School 152 - 158 Mill Ln, London NW6 1TF 750m		Emmanuel C of E Primary School	152 - 158 Mill Ln, London NW6 1TF	750m
Sidings Playgroup 150 Brassey Rd, London NW6 2BA 800m		Sidings Playgroup	150 Brassey Rd, London NW6 2BA	800m



Service Type	Service Name	Address	Approximate Walk Distance (m)
	West Hampstead Primary School	Dornfell St, London NW6 1QL	1000m
	Sington Nursery	1st Floor, Broomsleigh Street Broomsleigh, 80 Dornfell St, London NW6 1QW	1000m

# 3.3 Access by Cycle

- 3.3.1 The National Travel Survey (Table NTS0303) identifies that the average distance of a cycle trip, as a main mode of travel, was 3.0 miles in 2021 (circa 5,800m), which means that cycle trips from the Site are possible to a significant number of destinations, including Paddington Station, Notting Hill, Hampstead Heath, Regents Park and Euston Railway Station. Recognising that 3 miles is an average, longer journeys by cycle will be considered acceptable by some Site users.
- 3.3.2 Established cycle routes are present within the vicinity of the Site. The closest cycle route to the Site is London Cycle Network (LCN) route 50, which is accessible from Nutley Terrace approximately 750m east of the Site. LCN route 50 extends between Potters Bar and St James' park via Regent's Park.
- 3.3.3 A 3- and 5-km cycle catchment from the Site is shown in **Insert 3.2**, and in **Appendix A**.



Insert 3.2 Cycling Catchment East Finchley Hendon Legend Indicative Site Location M1 Hendon Central Temple Fortune Train Station - London Cycle Routes West Hendon Brent Cross Cycling Accessibility Catchment 0-3 km Golders Green Highgate 3-5 km Archway North Cricklewood Finsbury Park Dartmouth Park Dollis Hill Holloway Tufnell Park Hampstead Cricklewood Gospel Oak West Hampstead entish Town Belsize Park Highbury Willesden South Hampstead Kilburn Barnsbury Islingt Oueen's Park Harlesden St. John's Wood King's Cross Maida Vale Kensal Town Saint Paneras Clerkenwel @Marylebone Bloomsbury Holborn North Kensington Paddington Bayswater Map data antributo M M dras 5ft. Facebook, Inc. and its affilia ndon salsti Communi

London

### 3.4 Access by Public Transport

1.5

#### **Bus Services**

- 3.4.1 A summary of local bus stop locations, and the buses that serve each stop, is provided in Table 3.2 below.
- 3.4.2 The nearest bus stop to the site is located on Broadhurst Gardens (Stop C), approximately 68m south of the site and serving eastbound C11 services. The bus stop includes a shelter, benches and signage.
- 3.4.3 Westbound C11 services are accessible from West Hampstead Station / Broadhurst Gardens (Stop A), approximately 165m from the site. This stop is also served by northbound 139 and 328 buses and includes a shelter, benches and signage.
- 3.4.4 Southbound 139 and 328 services are accessible from West Hampstead Underground Station (Stop W), located approximately 88m from the site and featuring a stop post and signage.



Table 3.2 Bus Services Accessible from Site

					Weekday		Weekend	
Bus Stop	Distance	Service	Operator	Route	Peak Frequency	Hours of Operation	Frequency	Hours of Operation
Broadhurst	170m	C11	Metroline	Brent Cross -	12 per hour	05:44 -	Sat: 4 per hour	Sat: 05:42 - 00:13
Gardens (Stop C)	170111	CII	Travel	Archway	12 per flour	00:11	Sun: 3 per hour	Sun: 06:42 - 00:11
		139	Metroline	Golders Green -	16 per hour	00:11 -	Sat: 5 per hour	Sat: 00:32 - 00:02
		139	Travel	Waterloo	To per flour	23:43	Sun: 4 per hour	Sun: 00:32 - 23:43
West Hampstead	60m	328	Metroline	Golders	12 per bour	04:55 -	Sat: 4 per hour	Sat: 04:56 - 00:43
Underground Station (Stop W)	OOM	320	Travel	Green - 12 per hour	00:42	Sun: 4 per hour	Sun: 04:56 - 00:42	
		C11	Metroline	Brent	12 per hour	05:44 -	Sat: 4 per hour	Sat: 05:42 - 00:12
	C.	CII	Travel	Cross - Archway		00:11	Sun: 3 per hour	Sun: 06:42 - 00:11
		400	Metroline	Waterloo -	40 man havin	00:43 -	Sat: 5 per hour	Sat: 00:43 - 00:32
		Travel	Golders Green	16 per hour	00:32	Sun: 4 per hour	Sun: 00:43 - 00:31	
West Hampstead Station /		165m 328	Metroline	Chelsea - Golders	12 per hour	05:17 - 01:05	Sat: 4 per hour	Sat: 05:17 - 01:08
Broadhurst Gardens (Stop A)			Travel	Green			Sun: 4 per hour	Sun: 05:16 - 01:05
		C11 Metroline Travel Archway - Brent 12 per hour Cross	40 man havn	05:55 -	Sat: 4 per hour	Sat: 05:54 - 00:33		
			Travel	avel	12 per nour	00:33	Sun: 3 per hour	Sun: 06:54 - 00:33
		400	Metroline	Waterloo -	45	00:43 - 00:32	Sat: 5 per hour	Sat: 00:43 - 00:32
West Hampstead Thameslink Rail Station (Stop N)	139 190m 328	139	Travel	Golders Green	15 per hour		Sun: 4 per hour	Sun: 00:43 - 00:31
		000	Metroline	Chelsea -	40	05:17 -	Sat: 4 per hour	Sat: 05:17 - 01:09
		328	Travel	Golders Green	12 per hour	01:05	Sun: 4 per hour	Sun: 05:16 - 01:05
		044	Metroline	Archway -	40	05:56 -	Sat: 4 per hour	Sat: 05:55 - 00:34
		C11	Travel	Brent Cross	12 per hour	00:34	Sun: 3 per hour	Sun: 06:55 - 00:34



### Rail Services

- 3.4.5 A summary of destinations available from stations nearby the site can be found in **Table 3.3**.
- 3.4.6 The station closest to the site is West Hampstead Underground station, served by the Jubilee Line. The Mildmay Line on the London Overground is accessible from West Hampstead Overground station and Thameslink services are accessible from West Hampstead Thameslink
- 3.4.7 Further from the site but still within walking distance are Finchley Road Underground station, served by the Jubilee Line as well as the Metropolitan Line, and South Hampstead Overground station, served by the Lioness Line on the London Overground network.

Table 3.3 Summary of Services from Nearby Stations

Destination	Days of Operation	Frequency	Journey Time	Hours of Operation
West Hampstead O	verground			
Hampstead Heath	Mon-Sun	9 / hour	4 mins	06:04 - 23:30
Kensal Rise	Mon-Sun	9 / hour	5 mins	06:17 - 00:30
Highbury & Islington	Mon-Sun	9 / hour	16 mins	06:04 - 23:30
Gospel Oak	Mon-Sun	9 / hour	6 mins	06:04 - 23:30
Camden Road	Mon-Sun	9 / hour	11 mins	06:04 - 23:30
Willesden Junction	Mon-Sun	9 / hour	9 mins	06:17 - 00:30
Shepherds Bush	Mon-Sun	5 / hour	16 mins	06:32 - 23:08
Gunnersbury	Mon-Sun	5 / hour	20 mins	06:17 - 23:46
Richmond (London)	Mon-Sun	5 / hour	27 mins	06:17 - 23:46
Dalston Kingsland	Mon-Sun	9 / hour	20 mins	06:04 - 23:30
West Hampstead U	nderground			
Stanmore	Mon-Sun	18 / hour	21 mins	05:50 - 23:56
Stratford	Mon-Sun	26 / hour	36 mins	05:15 – 23:57
West Hampstead Ti	hameslink			
Elstree & Borehamwood	Mon-Sun	5 / hour	12 mins	04:52 - 03:52
London St Pancras	Mon-Sun	7 / hour	9 mins	04:42 - 04:20
Mill Hill Broadway	Mon-Sun	5 / hour	8 mins	04:52 - 03:52
St Albans City	Mon-Sun	6 / hour	12 mins	04:52 - 03:52
Farringdon	Mon-Sun	7 / hour	14 mins	04:42 - 04:20
Luton Airport Parkway	Mon-Sun	4 / hour	23 mins	04:52 - 03:52
Kentish Town	Mon-Sun	4 / hour	4 mins	05:01 - 04:20
City Thameslink	Mon-Sat	8 / hour	16 mins	04:42 - 22:39
Gatwick Airport	Mon-Sun	2 / hour	55 mins	04:42 - 04:20
Hendon	Mon-Sun	4 / hour	6 mins	04:52 - 03:52
Finchley Road Und	erground			



Destination	Days of Operation	Frequency	Journey Time	Hours of Operation
Stanmore	Mon-Sun	18 / hour	22 mins	05:50 – 23:56
Stratford	Mon-Sun	26 / hour	35 mins	05:15 – 23:57
Watford	Mon-Sun	7 / hour	35 mins	5:47 - 12:18
Amersham	Mon-Sun	4 / hour	44 mins	6:37 – 12:14
Chesham	Mon-Sun	2 / hour	51 mins	5:55 - 12:29
Uxbridge	Mon-Sun	10 / hour	33 mins	5:26 - 12:49
Aldgate	Mon-Sun	16 / hour	29 mins	5:45 - 11:39
South Hampstead (	Overground			
London Euston	Mon-Sun	4 / hour	7 mins	05:56 - 00:13
Queens Park (London)	Mon-Sun	4 / hour	4 mins	05:43 - 00:03
Wembley Central	Mon-Sun	4 / hour	16 mins	05:43 - 00:03
Willesden Junction	Mon-Sun	4 / hour	9 mins	05:43 - 00:03
Stonebridge Park	Mon-Sun	4 / hour	14 mins	05:43 - 00:03
Harlesden	Mon-Sun	4 / hour	11 mins	05:43 - 00:03
Kensal Green	Mon-Sun	4 / hour	6 mins	05:43 - 00:03
Watford Junction	Mon-Sun	4 / hour	43 mins	05:43 - 00:03
Harrow & Wealdstone	Mon-Sun	4 / hour	25 mins	05:43 - 00:03
Kilburn High Road	Mon-Sun	4 / hour	2 mins	05:43 - 00:03

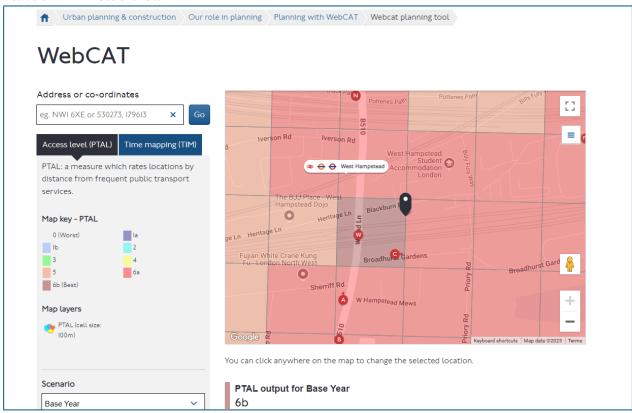
# 3.5 Public Transport Accessibility Level (PTAL)

- 3.5.1 Public Transport Accessibility Levels (PTALs) are the Greater London Authority's adopted methodology for the measurement of accessibility to a specific location, by public transport.
- 3.5.2 The methodology takes account of the walk time from a specific location to the point of access to public transport services. The methodology also accounts or the frequency of public transport services, to identify an average wait time for each accessible service.
- 3.5.3 The calculation allows bus services within a 640m walk distance of the 'point of interest' to be included within the calculation. Mainline rail and underground services located within 960m of the 'point of interest' can be included in the calculation.
- 3.5.4 The methodology calculates an Accessibility Index (AI), and the value of the AI equates to a PTAL rating, as summarised below:
  - PTAL Rating 1 (Al range 0 to 5) Very Poor
  - PTAL Rating 2 (Al range 5.01 to 10) –Poor.
  - PTAL Rating 3 (Al range 10.1 to 15) Moderate.
  - PTAL Rating 4 (Al range 15.1 to 20) Good.
  - PTAL Rating 5 (Al range 20.1 to 25) Very Good



- PTAL Rating 6 (Al range 25+) Excellent.
- 3.5.5 Measured from the centre of the Proposed Development, the Transport for London Planning Information Database identified that the Site achieves a PTAL rating of 6b at the east of the Site, and 6a at the west of the Site. This is defined as 'excellent', and a PTAL rating of 6b is the highest possible score.
- 3.5.6 The Site location and PTAL rating is shown in **Insert 3.3** and the full PTAL report can be found in **Appendix B.**

Insert 3.3 TfL PTAL Score for Site



### 3.6 Car Clubs

- 3.6.1 The following car clubs are located in the vicinity of the Site:
  - Zipcar one car, Blackburn Road (western edge of the Site, 45m east of junction with West End Lane).
  - Zipcar one car and one van, Sandwell Crescent (310m north of Blackburn Road / West End Lane junction).
  - Enterprise one car, Broadhurst Gardens (340m south of Blackburn Road / Finchley Road junction).
  - Enterprise two cars, Woodchurch Road (1000m south west of Blackburn Road / Finchley Road junction).



 Zipcar – two cars, Canfield Gardens (555m south of Blackburn Road / Finchley Road junction).



# 4 Proposed Development Summary

### 4.1 Preface

4.1.1 This Section of the TP sets out the Proposed Development, including the proposed access strategy.

## 4.2 Development Overview

- 4.2.1 The Proposed Development that forms the subject of this application seeks to provide the following:
  - 192 student rooms,
  - 35 affordable homes (C3),
  - 1,619 sqm of ground floor commercial floorspace to provide a new and enhanced business space that could include provision for the operation of the existing Site operator, and
  - Ground floor café space
- 4.2.2 The proposed commercial element of the Proposed Development will not operate as a traditional Builder's Merchants, but will take the form of a builders retail store/showroom, which forms a more compatible use with the surrounding land use while allowing the local business to continue to operate at the Site.
- 4.2.3 As outlined above, the Proposed Development comprises a series of terraced buildings, which would provide 192 Purpose-Built Student Accommodation (PBSA) units and 35 high-quality affordable residential units. The lower and ground floors are proposed to be comprised of a commercial showroom and PBSA amenity space, including a student café.
- 4.2.4 The Proposed Development is 'car-free' and in seeking to improve on the parameters established as part of the consented O2 Masterplan, proposes on-site servicing facilities. Additionally, the Proposed Development includes an on-street loading bay on Blackburn Road at the western end of the Site.
- 4.2.5 The Proposed Development would retain vehicular access from Blackburn Road, with this available for service vehicles related to the commercial elements of the Proposed Development. Service vehicles related to the residential elements of the Proposed Development would access the Site from Blackburn Road carriageway.
- 4.2.6 As set out above, there are no parking bays proposed within the Proposed Development on Blackburn Road. The Proposed Development is proposed to be entirely car-free.
- 4.2.7 Dedicated long-stay cycle parking would be provide on-site, as well as short-stay cycle parking in publicly accessible locations in adjacency of the Proposed Development to serve the requirements of the proposed uses.



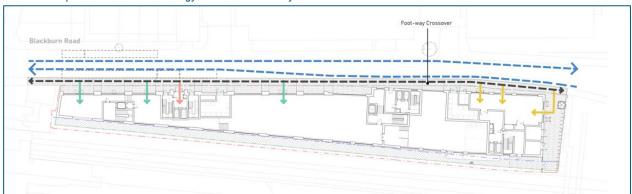
- 4.2.8 The Proposed Development provides additional clearance at the Blackburn Road frontage of the Site to facilitate delivery of generously dimensioned high-quality pedestrian amenity. The proposed landscaping treatment includes delivery of some public realm at the eastern end of the Site and considers on-street cycle facilities to align with the parameters established within the outline consent for the O2 Masterplan.
- 4.2.9 The Proposed Development would not extend onto TfL owned lane, and it is not considered that the Proposed Development would have detrimental effect on TfL infrastructure.

### 4.3 Proposed Site Access Strategy

### Pedestrian and Cyclist Access Strategy

4.3.1 The proposed pedestrian and cyclist access strategy is summarised in **Insert 4.1**, and discussed in more detail below.

Insert 4.1 Proposed Site Access Strategy - Pedestrian and Cyclist



- 4.3.2 The PBSA Entrance Lobby will be accessed via a patio area in the east of the Site. There will also be a direct access to the PBSA Café from the footways on Blackburn Road. There are also proposed to be separate accesses from the footway on Blackburn Road, which will connect to stairways and lifts from which the PBSA units on other floors of the Proposed Development can be accessed.
- 4.3.3 The affordable residential units are proposed to have a pedestrian access directly from the footway on Blackburn Road, which leads to stairways and lifts connecting to all floors of the Proposed Development.
- 4.3.4 The commercial showroom, which makes up the majority of the ground floor, will be accessed by pedestrians from accesses directly onto Blackburn Road. Stairways and lifts are provided to connect the commercial showroom on the ground floor and lower floors.
- 4.3.5 Short-stay cycle parking is provided within the Site layout, and is located within the patio in the east of the Site, which can be accessed from Blackburn Road. From the patio all aspects of the Proposed Development can be accessed via the footway on Blackburn Road.
- 4.3.6 Long stay cycle parking for the residential and PBSA aspects of the Proposed Development are located within the basement level of the Proposed Development, and lifts are provided to facilitate access to the basement from the ground floor access.



4.3.7 There is a pedestrian and cycle only access to Blackburn Road to the north and east at the eastern extent of Blackburn Road, which connects into the wider Masterplan.

### Vehicular Access Strategy

- 4.3.8 In adherence with the parameters established as part of the consented O2 Masterplan, the Proposed Development is designed to be completely car-free such that there is no dedicated vehicle access to the Site, except for the delivery and servicing strategy which is set out in Section 5.6.
- 4.3.9 The existing 'Car Club Only' parking bay on Blackburn Road will be retained, as indicated in the Site layout in **Appendix C**.

## 4.4 Cycle Parking

#### 'Long-Stay' Cycle Parking

- 4.4.1 To calculate cycle parking provision for the PBSA aspect of the Proposed Development, London Plan cycle parking standards have been applied to the proposed 192 student beds, and then a 20% uplift has been applied, in line with LBC Local Plan requirements. A total of 173 long-stay cycle parking spaces are proposed, of which 35 will be Sheffield stands, 130 will be two-tiered cycle stands and nine (5%) will be designed for adaptable / larger cycles.
- 4.4.2 London Plan cycle parking standards have also been applied to the residential aspect of the Proposed Development, and the 20% uplift applied. A total of 80 cycle parking is proposed, of which four (5%) will be for adaptable / larger cycles.
- 4.4.3 For the commercial showroom, London Plan standards require five long-stay cycle spaces. It is proposed that six cycle spaces will be provided in line with LBC Local Plan standards.
- 4.4.4 For the Student Café amenity, London Plan standards require one long-stay cycle parking space to be provided, and two cycle parking spaces are proposed in line with LBC Local Plan standards.
- 4.4.5 The long-stay cycle parking for the student and residential aspects of the Proposed Development will be located in the basement, and will be accessible via the lifts within the respective aspects of the Proposed Development.
- 4.4.6 Cycle parking provided at the Site is in line with BREEAM standards, which are included in **Appendix C.**

#### 'Short-Stay' Cycle Parking

- 4.4.7 The following short-stay cycle parking spaces are provided for each aspect of the Proposed Development:
  - PBSA 6 cycle spaces
  - Residential 3 cycle spaces
  - PBSA Café 10 cycle spaces
  - Commercial 18 cycle spaces



4.4.8 These cycle parking spaces have been calculated with regards to London Plan standards, with a 20% uplift applied in line with LBC Local Plan requirements.



### 5 Baseline Travel Demand

- 5.1.1 Before setting targets for this TP, a baseline travel provision needs to be established to provide a starting position from which the aspiration for encouraging further use of sustainable modes of travel can be defined. The position is established within the Transport Assessment (TA) prepared as part of this application, within which the travel demand for the proposed land uses has been assessed with regard to survey data of existing student, residential and industrial developments.
- 5.1.2 This section of the TP provides a summary of the TA's travel demand calculations, with these outcomes providing a preliminary baseline against which TP targets could be set.
- 5.1.3 It is envisaged that on first Site occupation, the baseline against which the success of the TP would be judged would be reviewed following a survey of travel patterns associated with the Proposed Development's occupiers.

### Purpose Built Student Accommodation (PBSA) - Modal Split

5.1.4 The assessment contained within the Transport Assessment that accompanies the planning application estimates the modal split of trips generated by the proposed student accommodation development at the Site, which is summarised in **Table 5.1**.

Table 5.1 PBSA - TRICS Assessment Estimated Modal Split and Mode Share Trip Generation

Mode of Travel	Census	Adjusted	Two-way Multi Modal Trips			
Mode of Travel	Modal Split Modal Split		АМ	РМ	Daily	
Underground, metro, light rail, tram	55%	61%	11	14	133	
Train	16%	18%	3	4	40	
Bus, minibus or coach	7%	8%	1	2	18	
Taxi	0%	0%	0	0	1	
Motorcycle, scooter or moped	1%	1%	0	0	2	
Driving a car or van	10%	0%	0	0	0	
Passenger in a car or van	1%	0%	0	0	0	
Bicycle	4%	5%	1	1	11	
On foot	6%	6%	1	1	14	
Total	100%	100%	18	22	219	

### Residential Development - Modal Split

5.1.5 The Transport Assessment that accompanies the planning application carried out a similar assessment to derive the anticipated modal split of trips generated by the residential aspect of the Proposed Development, which is summarised in **Table 5.2**.



Table 5.2 Residential - TRICS Assessment Estimated Modal Split and Mode Share Trip Generation

Mode of Travel	Census Adjusted		Two - way Multi Modal Trips			
Widde of Havei	Modal Split	mode split	АМ	РМ	Daily	
Underground, metro, light rail, tram	55%	61%	15	15	149	
Train	16%	18%	5	5	44	
Bus, minibus or coach	7%	8%	2	2	20	
Taxi	0%	0%	0	0	1	
Motorcycle, scooter or moped	1%	1%	0	0	3	
Driving a car or van	10%	0%	0	0	0	
Passenger in a car or van	1%	0%	0	0	0	
Bicycle	4%	5%	1	1	12	
On foot	6%	6%	2	2	16	
Total	100%	100%	25	25	244	

# Proposed Commercial Showroom – Modal Split

5.1.6 The Transport Assessment that accompanies the planning application set out the anticipated modal split of trips generated by the 'showroom' part of the Proposed Development. This assessment summarised in **Table 5.3**.

Table 5.3 Commercial Showroom - TRICS Assessment Estimated Modal Split and Mode Share Trip Generation

Made of Travel	Census 201	1 Adjusted	Two-way Multi Modal Trips		
Mode of Travel	Modal Split	Census mode split	AM	РМ	Daily
Underground, metro, light rail, tram	55%	61%	10	3	101
Train	16%	18%	5	2	55
Bus, minibus or coach	7%	8%	4	1	45
Taxi	0%	0%	0	0	3
Motorcycle, scooter or moped	1%	1%	0	0	5
Driving a car or van	10%	0%	0	0	0
Passenger in a car or van	1%	0%	0	0	0
Bicycle	4%	5%	1	0	8
On foot	6%	6%	3	1	35
Total	100%	100%	25	8	252



# 6 Travel Plan Objectives

6.1.1 The objectives of the TP are to benefit both the occupiers of the Site and the wider community and are developed to adhere to the requirements of Policy T4 of the London Plan and policies T2 and T3 of the Camden Local Plan. The objectives of this TP are the same as those established in the FTP prepared as part of the consented O2 Masterplan application, and are as follows:

# **Travel Plan Objectives**

- i. To encourage travel by active modes such as walking and cycling by highlighting the accessibility and health benefits of these modes.
- ii. To encourage a future modal shift towards sustainable modes, in particular active travel modes, by discouraging the use of the private car and single occupancy vehicle tris, where appropriate.
- iii. To facilitate the opportunities to achieve a healthy lifestyle for residents, employees and visitors to the Site.
- 6.1.2 Wider environmental, economic and health objectives also apply, such as:
  - Reducing carbon emissions and environmental impact;
  - Improving connectivity through the efficient distribution of travel information; and
  - Improving individual health and fitness.
- 6.1.3 These objectives should guide the setting of targets and the types of measures that are implemented. This TP addresses the future Site users' need for access to the Site by prioritising sustainable travel modes.
- 6.1.4 With consideration of the above, **Section 8** defines targets that will form a basis for assessing the effectiveness and success of the plan.



# 7 Travel Plan Measures and Responsibilities

### 7.1 Preface

7.1.1 This Section sets out how this TP is likely to be developed by operators of each land use, and how it will be managed on a day-to-day basis. This section also identifies measures which would be incorporated into final TP documents.

# 7.2 Travel Plan Coordinator (TPC)

- 7.2.1 To maximise the benefits of a TP, a Travel Plan Coordinator (TPC) will be appointed to manage the Plan on a day-to-day basis. For effective implementation of travel planning initiatives, the appointment of a separate TPC for each use operating at the Site is recommended, and would mean separate TPCs for the Sites residential, PBSA and employment uses.
- 7.2.2 The appointed TPC(s) would communicate the objectives of the TP to regular users, occupiers and residents for the Site. The objectives of each TP will be as detailed in **Section 6** of this FTP.
- 7.2.3 The TPCs will be responsible for the day-to-day management of each respective occupier's TP and will act as the point of communication between the occupier and LBC.
- 7.2.4 A TPC will be required for each of the businesses operating within the Proposed Development which fulfil the previously identified criteria. For all employers on-Site, this role is likely to be undertaken by a member of staff.
- 7.2.5 Each TPC on-Site will be able to utilise their own methods for communicating the TP's objectives with regular users. This will allow organisations to operate their TP within their company's wider management processes, which will vary throughout the Proposed Development. Tools that can be used by the TPC for the communication of information to staff could include:
  - Promotion and coordination of site sustainable travel measures and initiatives;
  - Provision of Travel Information Packs to regular users these could include public transport; maps and timetables and information on cycle routes;
  - Acting as a single point of contact for TP-related information;
  - TP noticeboards to display up-to-date information related to travel;
  - Staff intranet or company website;
  - Student forums and dedicated web interfaces; and
  - Coordinating the necessary annual data collection exercise required to monitor and report on the effectiveness of the TP

### 7.3 Travel Plan Measures

- 7.3.1 The FTP's 'measures' will take the form of:
  - 'hard' infrastructure measures on and around the Site that will help to achieve the FTP's objectives, such as the provision of secure parking; and



• 'soft' measures that will encourage sustainable travel, such as the provision of information associated with travel choices.

#### Hard Travel Plan Measures

- 7.3.2 The Proposed Development will utilise infrastructure to support sustainable travel. In particular, the Proposed Development will:
  - Deliver a completely car-free development, with the exclusion of bays for loading and delivery vehicles only.
  - Improvement to pedestrian routes along Blackburn Road, with a pedestrian footway with a minimum width of 2.4m to be provided connecting to footways on West End Lane.
  - Pedestrian area in the east of the Site outside the proposed PBSA café with associated tables and seating.
  - Short-stay cycle parking within the proposed patio in the east of the Site, from which safe access to the Proposed Development is available via footways on Blackburn Road.
  - Provide long and short-stay cycle parking at a level that accords with London Plan policy and LBC Local Plan uplift requirements, to encourages cycle use.

#### Soft Travel Plan Measures

- 7.3.3 The TPC for any given occupier will be able to select 'soft' TP measures that they consider will have the best opportunity to influence regular user travel. These measures will be promoted be the TPC with the intention of influencing travel behaviours, in line with the objectives of this document.
- 7.3.4 Soft measures implemented by TPCs could include:
  - Promotion of LBC sustainable transport initiatives, including the borrow a bike scheme (<a href="https://www.camden.gov.uk/borrow-a-bicycle">https://www.camden.gov.uk/borrow-a-bicycle</a>) and cycle skills courses (<a href="https://www.camden.gov.uk/cycle-skills-and-bike-maintenance-courses">https://www.camden.gov.uk/cycle-skills-and-bike-maintenance-courses</a>).
  - The use of promotional events, which could include 'Bike week', 'Bike2work week', 'National Liftshare day', 'World environment day', or 'walk to work week'.
  - Promotion of health walks and other led walks within LBC, and walking and cycling events across London.
  - Provision of travel information (e.g. website link to Journey Planner or bus Realtime information, use of TfL widgets, notice board, newsletter, travel advice to visitors).
  - Provision of travel information pack for Site residents on first Site occupation, including:
    - Incentives to support sustainable travel.
    - Pedestrian and cycle route mapping.
    - □ Public transport guides/mapping/
  - The incorporation of information relating to the sustainable travel credentials of the Site within the marketing pack for new residential development.
  - The formation of a TP steering group.
  - The publication of the TP's successes.
  - The promotion of car sharing.



- The provision of signage/wayfaring.
- Making residents aware of the cost savings available to frequent users of London's bicycle hire scheme.
- Highlight the health benefits associated with walking or cycling to/from work.
- The capping of car parking permits for Site residents.
- 7.3.5 The measures devised to encourage sustainable travel patterns to and from the Proposed Development will be in addition to the measures that will be in-built.
- 7.3.6 It is envisaged that TP Surveys would be commissioned by each TPC to understand development related travel patterns and to understand what 'soft' measures could be introduced as a means to encourage non-car travel.

### **Funding**

7.3.7 The operator of any TP will be responsible or funding the 'soft' measures contained within their Plan. The 'hard' measures will be implemented as part of the Proposed Development construction.



# 8 Targets, Monitoring and Reporting

### 8.1 Preface

8.1.1 A TP should have measurable outputs and targets against which the progress of the Plan can be judged. For full TPs, there is a requirement to monitor travel patterns and determine if the Plan is having a positive influence in terms of encouraging active and more sustainable travel patterns.

# 8.2 Modal Shift Targets

- 8.2.1 A suitable indicator of the success of a TP is the mode-split of users of a Site.
- 8.2.2 It is proposed that TP targets will be agreed upon with LBC officers no more than three months following the opening of any commercial or educational unit on-Site that qualifies for the preparation of a TP (refer to **Section 1.6**).
- 8.2.3 TfL guidance requires targets to be set over a minimum five-year time frame, with interim targets set at year one and year three.
- 8.2.4 Targets should be agreed upon with Borough Council Officers and should be SMART:
  - Specific
  - Measurable
  - Achievable
  - Realistic
  - Timed
- 8.2.5 Targets should relate directly to the objectives of the TP, which in this case are to encourage sustainable travel, maximise non-car use and promote the health benefits of travelling to the Proposed Development on foot or by cycle.
- 8.2.6 LBC TP guidance requires targets to be ambitious, and focus on a high mode share of active travel.
- 8.2.7 It is proposed that, in support of the 'car-free' nature of the Site, preliminary targets for each land use give consideration to the 'car driver' modal split of staff journeys and use this mode share as the benchmark to gauge whether the Site is performing as is expected for development in this location.
- 8.2.8 The targets suggested in this TP have been based on the targets proposed in the FTP prepared as part of the application for the consented O2 Masterplan application. Targets should be revisited following baselines surveys at the Site to establish existing modal split at the Proposed Development, and adjusted accordingly.
- 8.2.9 The proposed targets, based on the FTP associated with the consented O2 Masterplan application, are as follows:



### TP Preliminary Target – 5 years post unit occupation:

- Residents 8% reduction in public transport use, and 8% increase in walking and cycling trips
- Staff 8% reduction in public transport use, and 8% increase in walking and cycling trips

### 8.3 Travel Plan Monitoring

- 8.3.1 To understand how effective the 'measures' within a TP are in terms of their influence on travel patterns, regular TP monitoring should be undertaken.
- 8.3.2 Monitoring will be undertaken in line with the TP monitoring proposed in the Framework TP submitted as part of the consented O2 Masterplan application.
- 8.3.3 It is proposed that baseline surveys be undertaken within six months of first occupation at the Site, and subsequently surveys are to take place in year one, then every two years (year three and five) for five years following occupation.
- 8.3.4 The form of the monitoring procedure can be agreed upon with LBC. The monitoring surveys will be the responsibility of the TPC and would include:
  - Multi-modal counts of all trips to and from the Site, including a delivery and servicing vehicle count.
  - Use of on-site loading bays and on-site cycle parking, and
  - Uptake of TP measures.
- 8.3.5 Based on the outcome of the monitoring procedure, changes to a TP can be made to ensure that the 'soft measures' implemented are those which are most effective in securing the objectives of the TP.
- 8.3.6 The outcome of the monitoring procedure allows the TPC to understand if the TP is being effective in meeting adopted targets. The travel surveys will be assessed against the targets established, to determine how effective the measures at the site are.

### 8.4 Reporting

- 8.4.1 The outcome of the monitoring process should be reported to LBC.
- 8.4.2 The results of the monitoring process should enable a review of a TP to be undertaken, the purpose being to ensure that the adopted measures are effective.



### 9 Action Plan

- 9.1.1 The TfL guidelines on the preparation of TPs require an Action Plan to be prepared. The purpose of the Action Plan is to identify actions for TP development, refinement and implementation.
- 9.1.2 The Action Plan for this TP is provided below.

Table 9.1 Action Plan (continued overleaf)

Action	Responsibility	Timescale	Notes
For each Site occupier - determine the requirement for a TP	Site Occupier / Site Landlord	Prior to Occupation	Prior to signing the lease, ensure the Site occupier is aware of their obligation to prepare a TP, based on the floor area definitions provided in this document. If the area/staff numbers fall below the thresholds defined in Table 1.1 then no action is required.
For Site occupiers that require a TP, appoint a Travel Plan Coordinator (TPC)	Site Occupier	Within 3 months of occupation	The TPC is to be provided a copy of this FTP
Prepare a TP for submission to LBC.	TPC	Agree on the content of the TP with LBC within 6 months of occupation	The document can be prepared by the TPC or by an appointed external organisation, on the TPCs behalf. The commitments made within the document should be in context with the level of travel demand anticipated.  The document should be based on the content of this FTP.
Communicate the objectives of the TP to staff and initiate 'measures' designed to encourage sustainable travel patterns.	TPC	On-going	Measures can be initiated in advance of agreeing on the content of the TP with Officers
Year 1 of Site occupation - Monitor travel demand and travel mode split (full TPs only – refer to Table 1-1)	TPC	Within 9 months of occupation – the content of the questionnaire is to be agreed with LBC	Circulate a Travel Questionnaire or undertake an alternative survey methodology (to be agreed upon), to establish existing travel patterns and mode split.
Year 1 of Site occupation - Report outcome of TP monitoring to the Borough.	TPC	Within 12 months of occupation	Prepare a short report identifying the results of the questionnaire survey, and confirming the travel incentives that are currently being undertaken to encourage sustainable travel patterns. This could involve entering data into the iTRACE website. Provide LBC with a copy of the report.
TP Review	TPC	On-going, further to the TP monitoring procedure	The TPC will be allowed to review and change the 'measures' undertaken as part of the TP so that only effective measures are utilised as a means to encourage sustainable travel.
Years 3 and 5 of Site occupation - Monitor travel	TPC	Monitoring should be undertaken at a time of year which is broadly	Circulate a Travel Questionnaire to staff, to establish their travel patterns and mode split. The

### Project related



Action	Responsibility	Timescale	Notes
demand and travel mode split (TPs only – refer to Table 1.1).		consistent with the timing of the Year 1 travel survey.	questionnaire should allow a comparison to be made with the result of the Year 1 survey.
Years 3 and 5 of Site occupation - Report outcome of TP monitoring to Borough	TPC	Within 3 months of the Year 3 or Year 5 travel survey	Prepare a short report identifying the results of the questionnaire survey, and confirming the travel incentives that are currently being undertaken to encourage sustainable travel patterns.  This could involve entering data into the iTRACE website. Provide LBS with a copy of the report.

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### 10 Summary

- 10.1.1 This TP has been prepared by Integrated Transport Planning (ITP, the UK-based transport consultancy of Royal HaskoningDHV (RHDHV)), on behalf of Hampstead Asset Management Ltd ('the Applicant') and their delivery partner Fifth State, who will be delivering the regeneration sought by the LBC and proposed in the application. This TP has been prepared in association with a development at 14 Blackburn Road, West Hampstead, NW6 1RZ (the 'Site').
- 10.1.2 The Site is located in West Hamstead, within the London Borough of Camden (LBC). The Site is currently occupied by a builders' merchants (Builder Depot Limited 'BDL'). The Site forms part of the O2 Masterplan Site, which has been granted outline planning consent [planning reference 2022/0528/P].
- 10.1.3 The planning application that forms the topic of this application proposes redevelopment of the Site for a mixed-use development comprising student housing, affordable C3 self-contained housing and ground floor commercial space (in combination referred herein as 'the Proposed Development').
- 10.1.4 The Proposed Development comprises a series of terraced buildings, which would provide 192 Purpose-Built Student Accommodation (PBSA) units and 35 high-quality affordable residential units. The lower and ground floors are proposed to be comprised of a commercial showroom and PBSA amenity space, including a student café.
- 10.1.5 The Proposed Development would be car-free, and cycle parking would be provided for all lane uses, in accordance with the standard published in the London Plan, and the uplift required in the LBC Local Plan.
- 10.1.6 The Site is located within the O2 Masterplan.
- 10.1.7 The Site has excellent access to public transport services, with a PTAL of between 6a and 6b, which are the highest available scores.
- 10.1.8 The objectives of any future TP at the Site would be to:

### **Travel Plan Objectives**

- i. Promote access to / from the Site via walking and cycling as the most sustainable modes of travel;
- ii. Instil and uphold the 'car-free' nature of the Proposed Development;
- iii. Actively identify and highlight opportunities for sustainable travel within the context of local walking, cycling and public transport infrastructure;
- iv. Promote a healthy lifestyle to regular users at the Site through encouraging active travel.
- 10.1.9 All of the Site's occupiers would be required to produce a TP, where the floor area or unit numbers exceed the threshold published by LBC.

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#### Project related



- 10.1.10 TPs would implement 'soft' measures, designed to encourage sustainable travel, and in particular to encourage active travel. The 'soft' measures would complement the 'hard' infrastructure measures that would be in-built to the Proposed Development.
- 10.1.11 TPs would be required to set targets against which the success of the TP would be judged. Preliminary targets have been set out as follows:

#### **TP Preliminary Target – 5 years post unit occupation:**

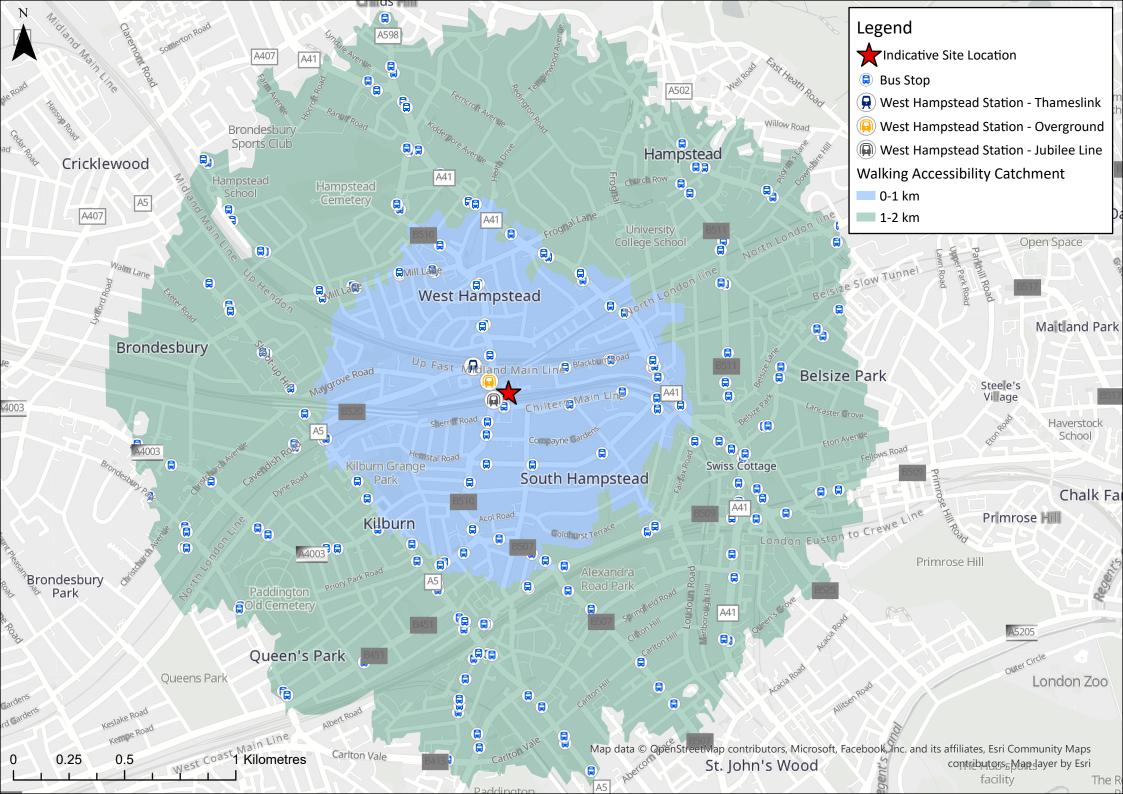
- Residents 8% reduction in public transport use, and 8% increase in walking and cycling trips
- Staff 8% reduction in public transport use, and 8% increase in walking and cycling trips
- 10.1.12 TP monitoring would be undertaken in years one, three and five of the Proposed Development's occupation. Monitoring would take the form of travel surveys, and the results would be shared with the local authority to ensure compliance and effectiveness.

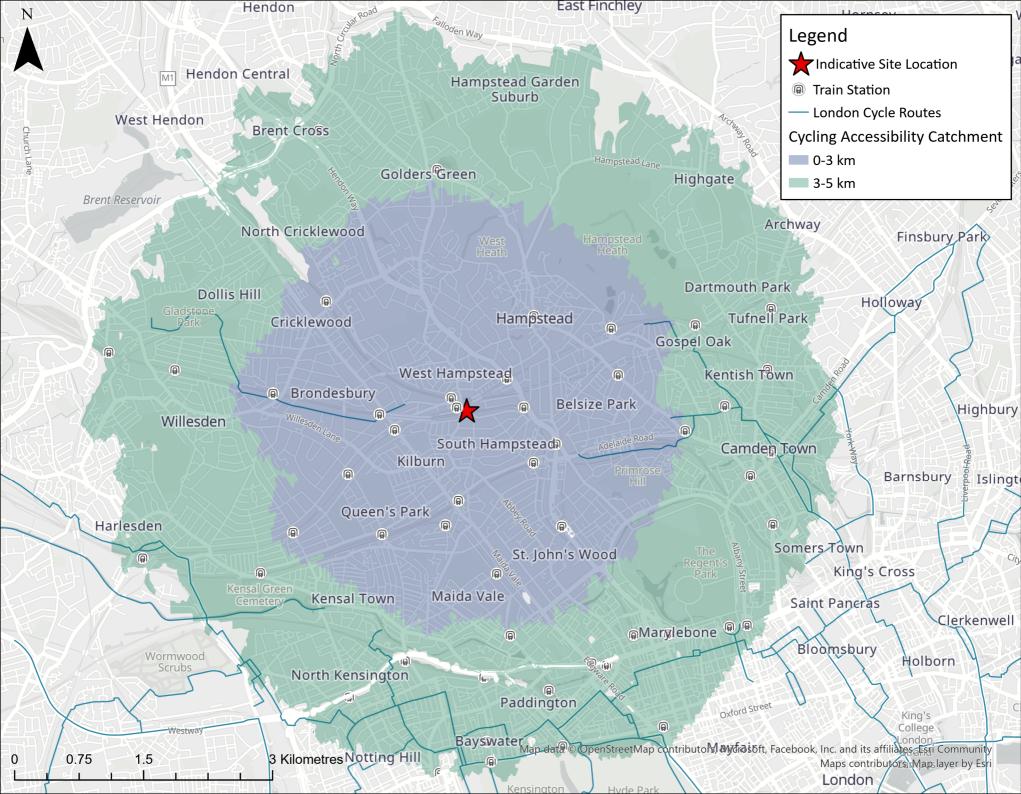
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# **Appendix A – Walking and Cycling Plots**

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## Appendix B - PTAL Report

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#### WebCAT PTAL Report

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Site Details

Grid Cell: 102512

Easting: 525645 Northing: 184752

Report Date: 14/03/2025 Scenario: Base Year

### Calculation Parameters

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Day of Week: M-F Time Period: AM Peak Walk Speed: 4.8 kph

Bus Node Max Walk Access Time (mins): 8

Bus Reliability Factor: 2.0

LU Station Max Walk Access Time (mins): 12

LU Reliability Factor: 0.75

National Rail Station Max Walk Access Time (mins): 12

National Rail Reliability Factor: 0.75

Mode	Stop Route	Distance (metre	s)	Frequen	cy (vph)	Walk Ti	me (mins)
SWT (mi	ns) TAT (mi	lns) EDF	Weight	ΑI			
Bus	WEST HAMPSTEAD	STATION C11	302.28	7.5	3.78	6	9.78
3.07	0.5 1.53						
Bus	WEST HAMPSTEAD	STATION 139	302.28	7.5	3.78	6	9.78
3.07	0.5 1.53						
Bus	WEST HAMPSTEAD	STATION 328	302.28	9	3.78	5.33	9.11
3.29	1 3.29						
Bus	FNCH R 02 CENTE	RE HOMEBASE	268	307.45	5	3.84	8
11.84	2.53 0.5	1.27					
Bus	FNCH R 02 CENTE		187	307.45	5.5	3.84	7.45
11.3	2.66 0.5	1.33					
Rail		'CLPHMJ2-STFD 2	L50 '	246.16	3.67	3.08	8.92
12	2.5 1	2.5					
Rail		'STFD-CLPHMJ2 2	Y11 '	246.16	3.67	3.08	8.92
12	2.5 0.5	1.25					
LUL	_	'Amer-AldgateFa	st '	864.82	1	10.81	30.75
41.56	0.72 0.5	0.36					
LUL	Finchley Road	'Ches-AldgateFa	st '	864.82	2	10.81	15.75
26.56	1.13 0.5	0.56					
LUL	Finchley Road	'Uxbridge-AldSl	ow '	864.82	5.33	10.81	6.38
17.19	1.75 0.5	0.87					
LUL	Finchley Road	'BakerSt-AmerFa	st '	864.82	1.33	10.81	23.31
34.12	0.88 0.5	0.44					
LUL	Finchley Road	'Watford-BStree	tSF '	864.82	2.33	10.81	13.63
24.44	1.23 0.5	0.61	_				
LUL	Finchley Road	'Watford-AldSfa	st '	864.82	3.67	10.81	8.92
19.73	1.52 0.5	0.76					
LUL	Finchley Road	'Aldg-WatfordSl	ow '	864.82	3.67	10.81	8.92

19.73	1.52 0.5	0.76				
LUL	Finchley Road	'BakStr-WatfordSlow '	864.82	1.67	10.81	18.71
29.52	1.02 0.5	0.51	001102	1.07	10.01	10.71
LUL	Finchley Road	'BkStr-UxbridgeSFast '	864.82	2.33	10.81	13.63
24.44	1.23 0.5	0.61	004.02	2.33	10.01	13.03
LUL	Finchley Road	'Uxbridge-BStreetSl '	864.82	3.67	10.81	8.92
19.73	1.52 0.5	0.76	004.02	3.07	10.01	0.52
LUL	Finchley Road	'Ald-HarrowHill '	864.82	1.33	10.81	23.31
34.12	0.88 0.5	0.44	004.02	1.33	10.01	23.31
LUL	Finchley Road	'BStreet-WembleyPk '	864.82	0.33	10.81	91.66
102.47	0.29 0.5	0.15	004.02	0.55	10.01	J1.00
102.47 LUL	Finchley Road	'BakerSt-HarrowHill '	864.82	0.67	10.81	45.53
56.34	0.53 0.5	0.27	004.02	0.07	10.01	43.33
LUL	West Hampstead	'WembleyPark-Stratfo '	224.11	3.67	2.8	8.92
11.73	2.56 0.5	-	224.11	3.07	2.0	0.92
LUL		1.28 'WillesdenGreen-Stra'	224.11	4 22	2.8	7.68
	West Hampstead		224.11	4.33	2.0	7.00
10.48	2.86 0.5	<pre>1.43 'Stanmore-Stratford '</pre>	224 11	17 (	2.0	2 45
LUL	West Hampstead		224.11	17.65	2.8	2.45
5.25	5.71 1	5.71	F2F 67	0 22	6 57	01.66
Rail	West Hampstead	'BEDFDM-SUTTON 1013 '	525.67	0.33	6.57	91.66
98.23	0.31 0.5	0.15	F2F 67	4	c ==	20 75
Rail	West Hampstead	'STALBCY-SVNOAKS 2E11'	525.67	1	6.57	30.75
37.32	0.8 0.5	0.4				
Rail	West Hampstead	'BEDFDM-SVNOAKS 2E19 '	525.67	0.33	6.57	91.66
98.23	0.31 0.5	0.15				
Rail	West Hampstead	'LUTON-SVNOAKS 2E21 '	525.67	0.33	6.57	91.66
98.23	0.31 0.5	0.15				
Rail	West Hampstead	'STALBCY-SVNOAKS 2E95'	525.67	0.33	6.57	91.66
98.23	0.31 0.5	0.15				
Rail	•	'SUTTON-LUTON 2000 '	525.67	0.33	6.57	91.66
98.23	0.31 0.5	0.15				
Rail	West Hampstead		525.67	0.33	6.57	91.66
98.23	0.31 0.5	0.15				
Rail	West Hampstead	'SUTTON-STALBCY 2006 '	525.67	0.33	6.57	91.66
98.23	0.31 0.5	0.15				
Rail			525.67	1	6.57	30.75
37.32	0.8 0.5	0.4				
Rail	•	'LUTON-SUTTON 2017 '	525.67	0.67	6.57	45.53
52.1	0.58 0.5	0.29				
Rail	•	'STALBCY-SUTTON 2021 '	525.67	0.33	6.57	91.66
98.23	0.31 0.5	0.15				
Rail	•	'STALBCY-SUTTON 2029 '	525.67	0.67	6.57	45.53
52.1	0.58 0.5	0.29				
Rail	West Hampstead	'LUTON-BCKNHMJ 2S91 '	525.67	0.33	6.57	91.66
98.23	0.31 0.5	0.15				
Rail	West Hampstead	'STALBCY-BROMLYS 2S93'	525.67	0.33	6.57	91.66
98.23	0.31 0.5	0.15				
Rail	West Hampstead	'BRGHTN-BEDFDM 2T02 '	525.67	0.33	6.57	91.66
98.23	0.31 0.5	0.15				
Rail	West Hampstead	'BRGHTN-BEDFDM 2T04 '	525.67	0.33	6.57	91.66
98.23	0.31 0.5	0.15				
Rail	West Hampstead	'SUTTON-STALBCY 2V02 '	525.67	0.33	6.57	91.66
98.23	0.31 0.5	0.15				
Rail	West Hampstead	'SUTTON-STALBCY 2V08 '	525.67	0.67	6.57	45.53
	•					

52.1	0.58	0.5	0.29				
Rail	West	Hampstead	'BEDFDM-SUTTON 2V15 '	525.67	0.33	6.57	91.66
98.23	0.31	0.5	0.15				
Rail	West	Hampstead	'SUTTON-BEDFDM 2V16 '	525.67	0.33	6.57	91.66
98.23	0.31	0.5	0.15				
Rail	West	Hampstead	'LUTON-SUTTON 2V19 '	525.67	0.33	6.57	91.66
98.23	0.31	0.5	0.15				
Rail	West	Hampstead	'STALBCY-SUTTON 2V27 '	525.67	0.33	6.57	91.66
98.23	0.31	0.5	0.15				
Rail	West	Hampstead	'LUTON-SUTTON 2V31 '	525.67	0.33	6.57	91.66
98.23	0.31	0.5	0.15				
Rail	West	Hampstead	'ORPNGTN-STALBCY 2D93'	525.67	0.33	6.57	91.66
98.23	0.31	0.5	0.15				
Rail	West	Hampstead	'ORPNGTN-LUTON 2D95 '	525.67	0.33	6.57	91.66
98.23	0.31	0.5	0.15				
Rail	West	Hampstead	'SVNOAKS-STALBCY 2E59'	525.67	0.67	6.57	45.53
52.1	0.58	0.5	0.29				
Rail	West	Hampstead	'SVNOAKS-LUTON 2E61 '	525.67	0.33	6.57	91.66
98.23	0.31	0.5	0.15				
Rail	West	Hampstead	'SVNOAKS-WHMPSTM 2E63'	525.67	0.33	6.57	91.66
98.23	0.31	0.5	0.15				
Rail	West	Hampstead	'BROMLYS-LUTON 2E93 '	525.67	0.33	6.57	91.66
98.23	0.31	0.5	0.15				

Total Grid Cell AI: 33.63

PTAL: 6a

#### WebCAT PTAL Report

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Site Details

Grid Cell: 101967

Easting: 525545 Northing: 184652

Report Date: 14/03/2025 Scenario: Base Year

## Calculation Parameters

Day of Week: M-F

Time Period: AM Peak Walk Speed: 4.8 kph

Bus Node Max Walk Access Time (mins): 8

Bus Reliability Factor: 2.0

LU Station Max Walk Access Time (mins): 12

LU Reliability Factor: 0.75

National Rail Station Max Walk Access Time (mins): 12

National Rail Reliability Factor: 0.75

Mode	Stop Route	Distance (metre	s)	Frequen	cy (vph)	Walk Ti	me (mins)
SWT (mi	ns) TAT (mi	ns) EDF	Weight	ΑI			
Bus	WEST END LN SHE	RRIFF RD 139	142.87	7.5	1.79	6	7.79
3.85	0.5 1.93						
Bus	WEST END LN SHE	RRIFF RD 328	142.87	9	1.79	5.33	7.12
4.21	1 4.21						
Bus	W HAMP STN BROA	DHURST GS	C11	122.82	7.5	1.54	6
7.54	3.98 0.5	1.99					
Bus	FNCH R O2 CENTR	E HOMEBASE	268	416.93	5	5.21	8
13.21	2.27 0.5	1.14					
Bus	FNCH R O2 CENTR		187	416.93	5.5	5.21	7.45
12.67	2.37 0.5	1.18					
Rail		'CLPHMJ2-STFD 2	L50 '	89.71	3.67	1.12	8.92
10.05	2.99 1	2.99					
Rail		'STFD-CLPHMJ2 2	Y11 '	89.71	3.67	1.12	8.92
10.05	2.99 0.5	1.49					
LUL	Finchley Road	'Amer-AldgateFa	st '	880.34	1	11	30.75
41.75	0.72 0.5	0.36					
LUL	Finchley Road	'Ches-AldgateFa	st '	880.34	2	11	15.75
26.75	1.12 0.5	0.56					
LUL	Finchley Road	'Uxbridge-AldSl	ow '	880.34	5.33	11	6.38
17.38	1.73 0.5	0.86					
LUL	Finchley Road	'BakerSt-AmerFa	st '	880.34	1.33	11	23.31
34.31	0.87 0.5	0.44					
LUL	Finchley Road	'Watford-BStree	tSF '	880.34	2.33	11	13.63
24.63	1.22 0.5	0.61					
LUL	Finchley Road	'Watford-AldSfa	st '	880.34	3.67	11	8.92
19.93	1.51 0.5	0.75					
LUL	Finchley Road	'Aldg-WatfordSl	ow '	880.34	3.67	11	8.92

19.93	1.51 0.5	0.75				
LUL	Finchley Road	'BakStr-WatfordSlow '	880.34	1.67	11	18.71
29.72	1.01 0.5	0.5		_,_,		
LUL	Finchley Road	'BkStr-UxbridgeSFast '	880.34	2.33	11	13.63
24.63	1.22 0.5	0.61		_,,,,		
LUL	Finchley Road	'Uxbridge-BStreetSl '	880.34	3.67	11	8.92
19.93	1.51 0.5	0.75				•••
LUL	Finchley Road	'Ald-HarrowHill '	880.34	1.33	11	23.31
34.31	0.87 0.5	0.44	000.54	1.33		23.31
LUL	Finchley Road	'BStreet-WembleyPk '	880.34	0.33	11	91.66
102.66	0.29 0.5	0.15	000.51	0.33		31.00
LUL	Finchley Road	'BakerSt-HarrowHill '	880.34	0.67	11	45.53
56.53	0.53 0.5	0.27	000.54	0.07		43.33
LUL	West Hampstead	'WembleyPark-Stratfo '	24.64	3.67	0.31	8.92
9.23	3.25 0.5	1.62	21.01	3.07	0.51	0.32
LUL	West Hampstead	'WillesdenGreen-Stra '	24.64	4.33	0.31	7.68
7.99	3.76 0.5	1.88	27.07	4.33	0.51	7.00
LUL	West Hampstead	'Stanmore-Stratford '	24.64	17.65	0.31	2.45
2.76	10.88 1	10.88	27.07	17.05	0.51	2.73
Rail	West Hampstead	'BEDFDM-SUTTON 1013 '	369.23	0.33	4.62	91.66
96.27	0.31 0.5	0.16	303.23	0.55	4.02	J1.00
Rail	West Hampstead	'STALBCY-SVNOAKS 2E11'	369.23	1	4.62	30.75
35.37	0.85 0.5	0.42	309.23	1	4.02	30.73
Rail	West Hampstead	'BEDFDM-SVNOAKS 2E19 '	369.23	0.33	4.62	91.66
96.27	0.31 0.5	0.16	309.23	0.55	4.02	91.00
Rail	West Hampstead	'LUTON-SVNOAKS 2E21 '	369.23	0.33	4.62	91.66
96.27	0.31 0.5	0.16	309.23	0.55	4.02	91.00
Rail	West Hampstead	'STALBCY-SVNOAKS 2E95'	369.23	0.33	4.62	91.66
96.27	0.31 0.5	0.16	309.23	0.33	4.02	91.00
Rail	West Hampstead	'SUTTON-LUTON 2000 '	369.23	0.33	4.62	91.66
96.27	0.31 0.5	0.16	303.23	0.55	4.02	J1.00
Rail	West Hampstead	'SUTTON-BEDFDM 2004 '	369.23	0.33	4.62	91.66
96.27	0.31 0.5	0.16	303.23	0.55	4.02	J1.00
Rail	West Hampstead	'SUTTON-STALBCY 2006 '	369.23	0.33	4.62	91.66
96.27	0.31 0.5	0.16	303.23	0.55	4.02	J1.00
			369.23	1	4.62	30.75
35.37	0.85 0.5	0.42	309.23	<b>T</b>	4.02	30.73
Rail		'LUTON-SUTTON 2017 '	360 23	0.67	4.62	45.53
50.14	0.6 0.5	0.3	303.23	0.07	4.02	40.00
Rail		'STALBCY-SUTTON 2021 '	369.23	0.33	4.62	91.66
96.27	0.31 0.5	0.16	303.23	0.55	4.02	J1.00
Rail		'STALBCY-SUTTON 2029 '	369.23	0.67	4.62	45.53
50.14	0.6 0.5	0.3	303.23	0.07	4.02	40.00
Rail		'LUTON-BCKNHMJ 2S91 '	369.23	0.33	4.62	91.66
96.27	0.31 0.5	0.16	303.23	0.55	4.02	J1.00
Rail		'STALBCY-BROMLYS 2S93'	369 23	a 33	4.62	91.66
96.27	0.31 0.5	0.16	303.23	0.55	7.02	J1.00
Rail		'BRGHTN-BEDFDM 2T02 '	360 23	0.33	4.62	91.66
96.27	0.31 0.5	0.16	303.23	0.55	7.02	J1.00
Rail		'BRGHTN-BEDFDM 2T04 '	360 23	0.33	4.62	91.66
96.27	0.31 0.5	0.16	202.43	دد. ه	7.02	JI.00
Rail		'SUTTON-STALBCY 2V02 '	369.23	0.33	4.62	91.66
96.27	0.31 0.5	0.16	202.23	دد. ه	7.02	JI.00
Rail		'SUTTON-STALBCY 2V08 '	369.23	0.67	4.62	45.53
MATT	ese Hampsecau	SOLICH STALBEL 2000	202.23	0.07		

50.14	0.6	0.5	0.3				
Rail	West	Hampstead	'BEDFDM-SUTTON 2V15 '	369.23	0.33	4.62	91.66
96.27	0.31	0.5	0.16				
Rail	West	Hampstead	'SUTTON-BEDFDM 2V16 '	369.23	0.33	4.62	91.66
96.27	0.31	0.5	0.16				
Rail	West	Hampstead	'LUTON-SUTTON 2V19 '	369.23	0.33	4.62	91.66
96.27	0.31	0.5	0.16				
Rail	West	Hampstead	'STALBCY-SUTTON 2V27 '	369.23	0.33	4.62	91.66
96.27	0.31	0.5	0.16				
Rail	West	Hampstead	'LUTON-SUTTON 2V31 '	369.23	0.33	4.62	91.66
96.27	0.31	0.5	0.16				
Rail	West	Hampstead	'ORPNGTN-STALBCY 2D93'	369.23	0.33	4.62	91.66
96.27	0.31	0.5	0.16				
Rail	West	Hampstead	'ORPNGTN-LUTON 2D95 '	369.23	0.33	4.62	91.66
96.27	0.31	0.5	0.16				
Rail	West	Hampstead	'SVNOAKS-STALBCY 2E59'	369.23	0.67	4.62	45.53
50.14	0.6	0.5	0.3				
Rail	West	Hampstead	'SVNOAKS-LUTON 2E61 '	369.23	0.33	4.62	91.66
96.27	0.31	0.5	0.16				
Rail	West	Hampstead	'SVNOAKS-WHMPSTM 2E63'	369.23	0.33	4.62	91.66
96.27	0.31	0.5	0.16				
Rail	West	Hampstead	'BROMLYS-LUTON 2E93 '	369.23	0.33	4.62	91.66
96.27	0.31	0.5	0.16				

Total Grid Cell AI: 42.08

PTAL: 6b



## **Appendix C – Proposed Site Layout**

28 March 2025 **TP** PC5881-RHD-ZZ-XX-RP-R-0002 36

