REPORT

14 Blackburn Road

Transport Assessment

Client:	Hampstead Asset Management Ltd. and Fifth State
Reference:	PC5881-RHD-ZZ-XX-RP-R-0001
Status:	S3/P01
Date:	3 April 2025

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Royal HaskoningDHV

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1 Introduction

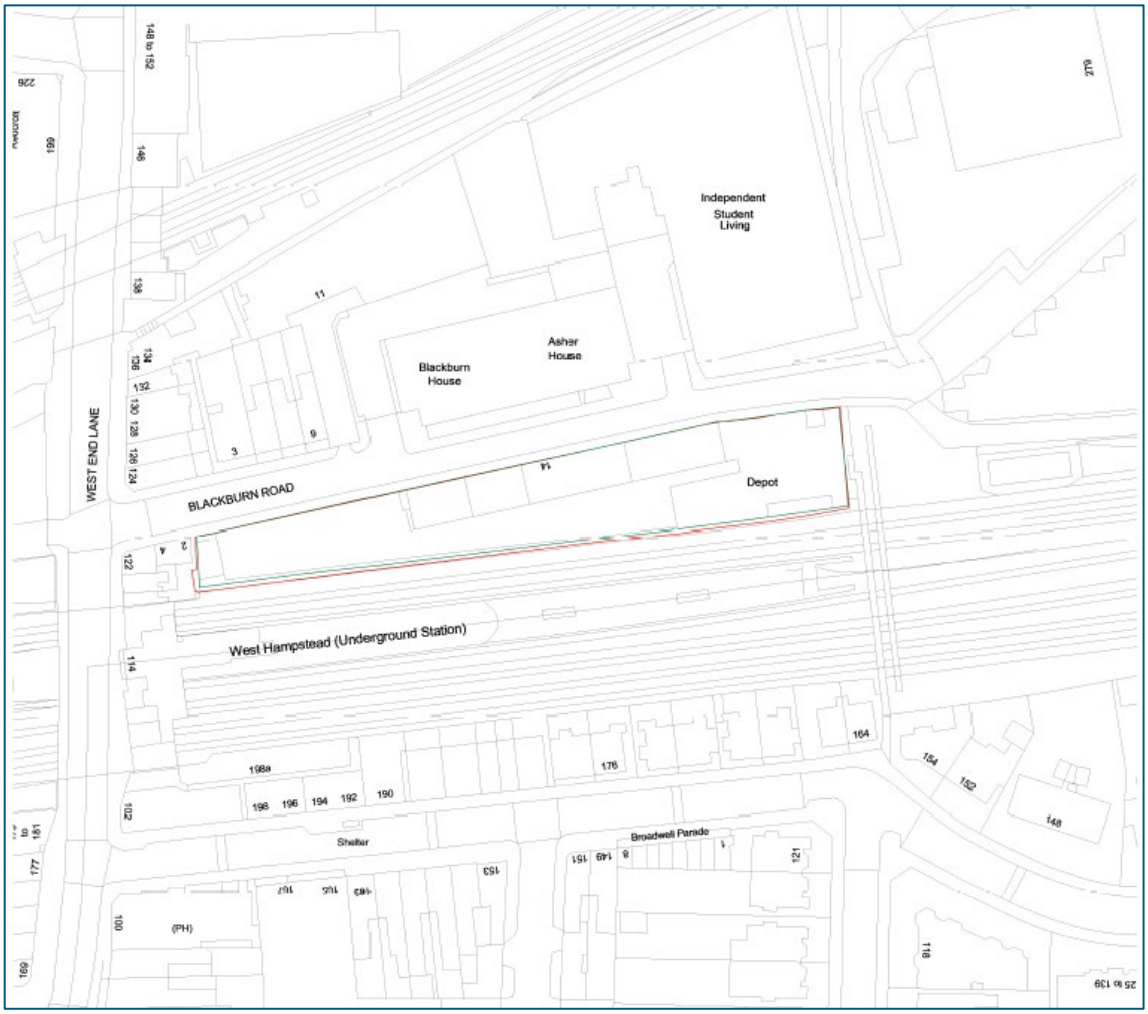
1.1 Preface

1.1.1 This Transport Assessment (TA) has been prepared by 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 TA 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') - a family owned and run business. The Site forms part of the O2 Masterplan Site, which has been granted outline planning consent (planning reference 2022/0528/P) and 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.

1.1.3 The Site location is outlined in red in **Insert 1.1**.

Insert 1.1 Site Location Plan



1.1.4 The planning application that forms the topic of this TA proposes the following:

"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')

1.1.5 This TA presents the transport considerations of the Proposed Development and assesses the transport impact of the Proposed Development at London-wide and local levels, whilst discussing strategies and measures for mitigating the residual transport impact that may arise from the development once fully operational. The TA has been prepared with reference to Transport for London's (TfL's) guidance on preparation of 'Healthy Streets' TAs.

1.2 Relevant Planning History

Application Site

1.2.1 Permission was granted in 2022 for full planning permission (REF: PWX0202103) for the following development:

"Redevelopment of whole site by the erection of a 4 storey eastern block comprising two Class B8 and eight Class B1 units with associated service yard, together with a 4 storey plus basement western block comprising 8 dwellinghouses and 6 self-contained flats with associated underground carparking"

1.2.2 The application was granted permission subject to a Section 106 (s106) agreement. The 2002 consent has been implemented.

1.2.3 The 2002 application included a total of 14 car parking bays within a basement, servicing the residential aspect of the development. Six additional car parking bays would serve the commercial aspect of the development.

1.2.4 The Site was subject to further application in 2024 which sought to amend the 2002 application. That application (REF: 2024/1145/P) was submitted in August 2024 and sought permission for the following:

"Erection of three floors of commercial floorspace (Use Class (E(g)) over to 5th to 7th floors with cycle parking, and associated works (the proposed development is designed to be developed above the eastern block granted planning permission on 06/01/04 under Ref: PWX0202103 as amended by 2023/1292/P dated 25/07/24 for redevelopment of whole site by the erection of a 4 storey eastern block comprising two Class B8 and eight Class B1 units with associated service yard, together with a 4 storey plus basement western block comprising 8 dwellinghouses and 6 self-contained flats with associated underground car-parking which has been lawfully implemented)."

1.2.5 A decision for application 2024/1145/P has not yet been reached.

1.2.6 The Site is located within the O2 Masterplan Site, which formed the subject of planning application 2022/0528/P, which was approved subject to s106 agreement in December 2023. The Masterplan application comprised the following:

"Detailed planning permission for Development Plots N3-E, N4, and N5 and Outline planning permission for Development Plots N1, N2, N3, N6, N7, S1 and S8, including demolition of all existing structures and associated works, and redevelopment to include residential development (Class C3), commercial, business and service uses (Class E), local community uses (Class F2), and Sui Generis leisure uses (including cinema and drinking establishments) together with all landscaping, public realm, cycle parking and disabled car parking, highway works and infrastructure within and associated with those Development Plots, in accordance with the Development Specification. "

1.2.7 The Masterplan includes the O2 site, a Homebase site and associated parking. The Site addressed within this report forms a parcel of land situated at the western extent of the O2 Masterplan. **Insert 1-2** below provides an overview of the site boundary, shown by a dashed blue line, within context of the consented O2 Masterplan.

Insert 1.2: Site Boundary in Context of O2 Masterplan

Source: Illustrative Masterplan extract from AHMM Design and Access Statement page 77

1.2.8 The O2 Masterplan application included a combination of detailed and outline proposals, to be delivered in phases. The application associated with this TA is located on plot S8 of the Masterplan, which is included in Phase 2b of the application. As outlined earlier in this Section, the consented outline masterplan application is subject to a S73 application for minor amendments (reference: 2025/0484/P) that are discussed in further detail later in this Section. It is however noted that, plot S8, which incorporates the Proposed Development, is an 'outline' element of the consented O2 Masterplan and the Outline Elements are not affected by the

amendments proposed as part of the S73 application except for a reduction in the maximum residential floor area proposed.

1.2.9 The proposal for Phase 2 within the O2 Masterplan Application included the following:

"Phase 2 – Outline Proposals (Development Plots S8, N7 and N6):

- *Up to 36,150sq.m (GIA) of residential floorspace including an allowance for blue badge car parking and basements; - 35% affordable housing by floorspace;*
- *Up to 860sq. m (GIA) of retail; - Up to 200sq.m (GIA) of food and drink;*
- *Up to 1,200sq.m (GIA) of medical services; - Up to 300sq. m (GIA) of non residential creche/day centre or nursery;*
- *Up to 300sq. m (GIA) of office/workspace; and*
- *Up to 300sq. m (GIA) of drinking establishment."*

1.2.10 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.

1.2.11 Figure 35 of the submitted TA for the O2 masterplan details the strategy for vehicular access for the masterplan as a whole, including plot S8. This figure is replicated below (**Insert 1-3**). The figure shows Blackburn Road as a vehicular access to plot S8, and illustrates the location of a future vehicular turning head to the east of the current Blackburn Road terminus.

Insert 1.3: Proposed O2 Masterplan Vehicular Access Strategy

1.2.12 The TA prepared for the O2 Masterplan application identifies the location of proposed blue-badge parking bays within the masterplan, as indicated in **Insert 1.4**. It is noted that the S73 application (reference: 2025/0484/P) for the consented O2 Masterplan does not propose amendments to these elements of the consented parameters. There are no proposed parking bays within plot S8. The Proposed Development, to which this TA relates, does not include any on-site car parking.

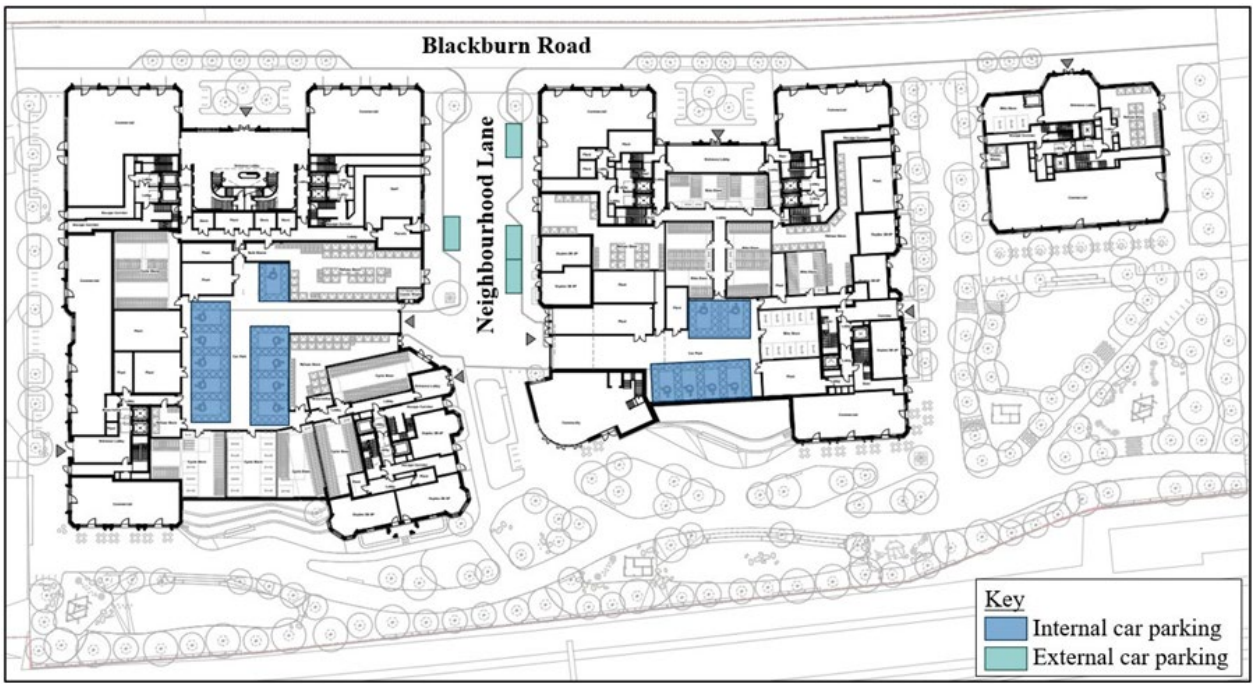
Insert 1.4 Proposed Parking Bays within Masterplan, Plot S8

Source: 2022/0528/P, Transport Assessment, 2022

1.2.13 The Transport Statement associated with the S73 application notes that "*consistent with the consented development, the development will be car-free with the exception of disabled car parking spaces. In accordance with London Plan (2021) Policy T6 standards, a total of 1 space per 3% of dwellings will be provided from the outset. No passive provision of disabled car parking will be available, which is consistent with the approach agreed with TfL and LBC Officers for the consented development. Based on the revised proposals, a total of 20 disabled car parking spaces will be provided (an uplift of two spaces compared to the consented development). Six of the spaces will be provided internally within Plot N4 and 10 of the spaces will be provided internally within Plot N5. Access to the internal car parking within Plots N4 and N5 will be controlled by gated control access, consistent with the consented proposals. Only Blue Badge holders will be able to obtain a permit for a parking spaces. In line with the consented development and London Plan (2021) Policy T6, no visitor car parking will be available*." Further to the above, **Insert 1.5**

below includes an excerpt of the Blue Badge parking layout presented in the S73 application (reference: 2025/0484/P).

Insert 1.5: Consented O2 Masterplan S73 Proposed Car Parking Layout



Source: 2025/0484/P, Transport Assessment, 2025

1.2.14 The TA prepared for the O2 Masterplan application refers to a proposed access strategy that includes on-carriageway cycle access from Blackburn Road, and cyclist- and pedestrian-only access from the east and north-east, as shown in **Insert 1.6**.

Insert 1.6 Cycle Access to Masterplan

Source: 2022/0528/P, Transport Assessment, 2022

1.2.15 The proposed servicing strategy for the masterplan is set out in the O2 Masterplan TA and is indicated in **Insert 1.7**. In the consented outline scheme, it is proposed that the development at the Site on Blackburn Road is serviced from the kerbside.

Insert 1.7 Masterplan Servicing Strategy

Source: 2022/0528/P, Transport Assessment, 2022

1.2.16 The Transport Statement associated with the S73 application presents further refinement of the servicing strategy that proposed amendments with regards to the servicing of the detailed plots of the consented O2 Masterplan but, as per the above mentioned amendments, do not proposed changes to the 'outline plots' including plot S8 which incorporates the Proposed Development.

Other Relevant Development Projects

1.2.17 Opposite the Site, and on the northern side of Blackburn Road, is a 347-room student housing complex, which secured planning approval following an appeal (planning application number 2009/5823/P, subsequent amended under application numbers 2011/3893/P and 22015/5488/P). Planning application 2009/5823/P was proposed car-free, except for four disabled user parking bays. This development has been implemented and is operational.

1.2.18 Planning application 2017/7072/P proposes the extension of the existing student housing development by 41 rooms. The additional student housing would be provided without the provision of any additional on-site car parking. The associated committee report says that "*all deliveries, refuse and recycling collections and other servicing activity would continue as existing and be accommodated from the public highway in the general vicinity of the site*." Planning was secured following the signing of a legal agreement in July 2023. It is understood that at the time of writing, application 2017/7072/P has not been implemented.

1.2.19 It is understood that refuse collection for the student development is undertaken by the LBC weekly, with collections taking place on a Saturday.

1.3 The Site

1.3.1 The Site is located on land between Blackburn Road and West Hampstead Underground Station. The Site is bordered to the north by Blackburn Road and commercial properties to the west. To the south of the Site are railway lines servicing the Jubilee Transport for London (TfL). To the east, the Site is bound by footway that forms the northern connection to a footbridge known as the 'Granny Dripping Steps' that provides north-south connectivity over the rail track from Blackburn Road at the north to Broadhurst Gardens to the south.

1.3.2 The Site measures approximately 0.24 hectares (Ha) and is currently occupied by a builders' merchants (Builder Depot Ltd (BDL)), which is a family owned and run business.

1.3.3 The existing Site is accessed from Blackburn Road, and all servicing is undertaken from a service yard within the Site.

1.3.4 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. These represent the highest levels of accessibility, as defined by Transport for London (TfL). Further details are set out in **Section 3.5**.

1.4 Proposed Development Overview

1.4.1 This application relates to the Proposed Development as set out in **Section 1.1.4**.

1.4.2 The Proposed Development has been developed to align with, and where possible, exceed the aspirations of the consented O2 Masterplan.

1.4.3 The Proposed Development 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
- 145 sqm ground floor PBSA café space

1.4.4 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.

1.4.5 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 building to serve the requirements of the proposed uses.

1.4.6 The Proposed Development provides additional clearance at the Blackburn Road frontage of the Site to facilitate the delivery of generously dimensioned high-quality pedestrian amenity. The proposed landscaping treatment includes delivery of new 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.

1.5 Pre-Application Consultation

1.5.1 Extensive pre-application engagements have been conducted as part of the preparation of this application. Notably, RHDHV have attended meetings with TfL and the GLA on 14/05/2024 and 18/07/2024, respectively. Furthermore, a workshop was conducted with LBC Design and Highways officers at LBC Offices on 24/10/2024 to discuss the proposed interface of the Site with the public highway at Blackburn Road. RHDHV also attended a Design Review Panel on 29/11/2024 to benefit from relevant design input from the expert panel for supporting design development in respect of active travel and public realm considerations.

1.5.2 Further to the above, a pre-application meeting was held with LBC in November 2024. Comments were received dated 16th December 2024, which included the following points:

- A full TA is required to be prepared with the application, including multi-modal trip generation and an Active Travel Zone (ATZ) Assessment.
- A Travel Plan should be prepared to be submitted with the application, in line with TfL and LBC Transport guidance.
- Contributions to public realm improvements on Blackburn Road are welcomed.
- Cycle parking should be provided in accordance with London Plan standards.
- The Proposed Development could consider off-site contributions to provide a disabled parking space and Electric Vehicle parking facilities on the public highway.
- A Construction Management Plan (CMP) should be prepared to be submitted with the application, in line with LBC guidance on construction management.
- An outline Delivery and Servicing Plan (DSP) would be prepared with the application, with a detailed DSP prepared should the Proposed Development receive permission.

1.5.3 The LBC comments are provided for reference at **Appendix A**.

1.6 Supporting Documents

1.6.1 Following advice for applicants within London, a Framework Travel Plan (FTP), a Delivery and Servicing Plan (DSP), an ATZ Assessment and an Outline Construction and Logistics Plan (CLP) have been prepared by RHDHV in support of the Proposed Development. These documents form part of the planning application submission with the FTP and DSP submitted as stand-alone panning documents. The ATZ and CLP are submitted as appendices to this document.

1.7 Report Structure

1.7.1 Following this Section, the report is structured as follows:

- **Section 2** describes the Site and the existing highway context in the vicinity of the Site,
- **Section 3** presents a review of the accessibility of the Site by active and sustainable modes of travel,
- **Section 4** following TfL's 'Healthy Streets' TA guidance, presents an ATZ Assessment,
- **Section 5** describes the Proposed Development, including proposed access strategy and delivery and servicing strategy,

- **Section 6** presents estimation of multi-modal trip generation for the Proposed Development and considers the net impact of the Proposed Development in trip terms,
- **Section 7** considers management measures and supporting documents prepared to support the Proposed Deve;opment,
- **Section 8** presents a review of relevant local, regional and national policies, and
- **Section 9** provides a summary and conclusion to this report.

2 Site and Surroundings

2.1 Preface

2.1.1 This Section of the TA 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. The Site measures approximately 0.24 Ha.

2.2.2 The Site is currently occupied by a builders' merchants (Builder Depot Ltd (BDL)) which is a family owned and run business. BDL is a builders' merchant selling a range of own brand as well as branded builders' tools and materials principally to the building trade. The business' principal clients are small local builders and tradespersons in LBC undertaking household refurbishment and upgrade projects. The existing Site operates with 35 employees.

2.2.3 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.

2.2.4 The site falls within a wider consented masterplan (The 02 Centre- 2022/0528/P) to provide a mixed-use development which extends to the Finchley Road tube station to the East. 14 Blackburn Road is within Outline Phase 2 of the O2 masterplan, referred to as plot S8.

2.2.5 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 forms a cul-de-sac for vehicular traffic but benefits from pedestrian and cycle permeability via dedicated facilities at the eastern extents of the carriageway.

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 the commercial premises that are located to the west of the existing O2 Centre, but, as outlined above, there is no through-route for vehicles. There is a turning head to the east of the carriageway at Blackburn Road for motor vehicles.

2.3.3 Blackburn Road is subject to a 20mph speed limit, and benefits from street lighting. There are footways on both sides of Blackburn Road, which connect into Billy Fury Way to the east.

2.3.4 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 an alleyway and has street lighting throughout. It is noted that the amenity of pedestrians using Billy Fury Way is likely to be improved because of the implementation of 2017/7072/P, which proposes a more open streetscape on the Proposed Development's eastern side.

West End Lane / B510

2.3.5 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.

2.3.6 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

2.3.7 The A41 Finchley Road is accessible less than 1km drive from the Site, an approximate 4 minute drive to the north-east. 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.

2.3.8 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 4.4km (13 minutes' drive) from the Site. This road acts as ring road around Central London, from Chiswick to Woolwich via Tottenham.

2.3.9 The M1 can be accessed via junction 1 with the North Circular Road, which is located an approximate 15-minute 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, a total of five parking spaces are provided. There is access to the existing building within the Site from the service 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. To the west of Blackburn Road on-street parking bays are provided with capacity for some eight cars. In addition, there is one space for a car club vehicle, parking for motorbikes and Sheffield stands providing parking for up to 10 cycles.

2.5.4 In addition to the above, an 'electrical vehicle charging point only' on-street bay is provided adjacent to a 'solo motorcycle only' bay with capacity for some four motorcycles.

2.5.5 Notably, there are no kerb markings observed in vicinity of the Site, indicating that there are no 'no loading' restrictions in place. In this regard, the LBC online guidance states the following:

"*Loading or unloading can take place on single or double yellow lines without kerb markings, for an unlimited time before 11am and after the end of controlled hours, or 6.30pm (whichever is earlier).*

After 11am and until the end of controlled hours or 6.30pm, whichever is earlier:

- *heavy goods vehicles over 3.5 tonnes can load or unload for up to 40 minutes*
- *cars and light goods vehicles for up to 20 minutes*"

2.5.6 The LBC guidance also states that *"any vehicle may load or unload for up to 20 minutes within a resident permit bay or paid for parking bay. The use of dedicated bays such as car club, disabled, electric charging, market trader and doctor should be avoided."*

2.5.7 In respect of the above, there is some 60m length of kerbside area to the west and 25m to the east of the proposed Site access, the operation of which is discussed in the following section.

2.6 Highway Safety

2.6.1 A review of the personal injury accident record for the local highway, covering a five-year period, is presented in **Section 4**. The review also forms part of the ATZ assessment included in **Appendix B**.

2.7 Summary

2.7.1 This section of the report has provided an overview of the Site, including its surroundings and the local highway network. The existing site, occupied by Builder Depot Limited, is situated to the north of West Hampstead Underground Station forms part of a wider masterplan for mixed-use Proposed Development. The surrounding area includes a mix of commercial and residential properties. Key roads such as Blackburn Road and West End Lane have been described, highlighting their connectivity, speed limits, and pedestrian and cycle facilities.

2.7.2 An overview of connectivity to the strategic road network has also been provided with an overview of a highway safety review carried out as part of the ATZ assessment which is discussed further at **Section 4**.

3 Active and Sustainable 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.

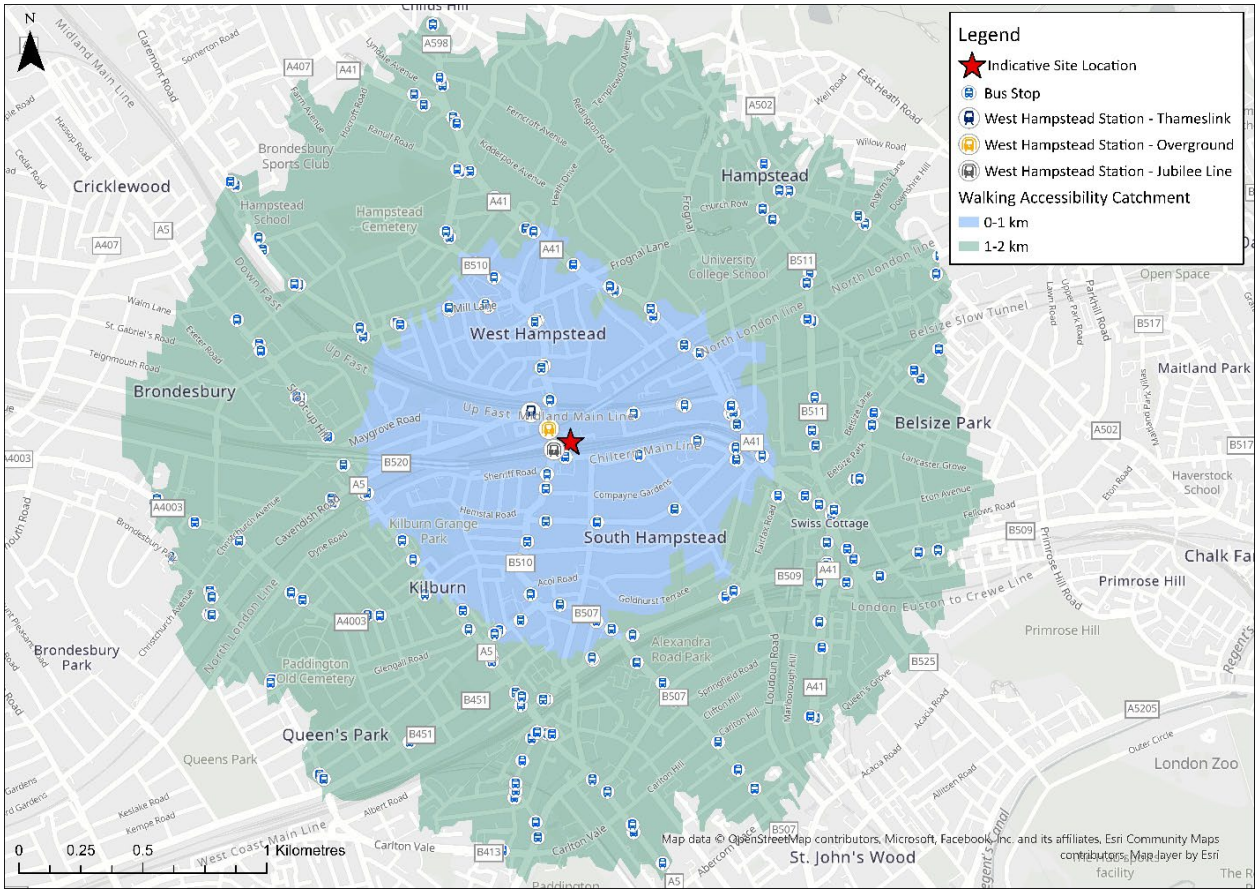
3.2.3 The Site's accessibility by non-car modes of travel, including pedestrian accessibility and key public transport links, is presented as part of the mapping carried out in the ATZ Assessment as discussed in **Section 4**.

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 walking catchment assessment of the Site is shown at **Insert 3-1** and at a higher resolution within **Appendix C**.

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)
Food Outlet – Restaurant/Takeaway	38 no. restaurants and takeaways fronting West End Lane between 20m and 650m of site	West End Lane, London, NW6 1RD	20m – 650m
	6 no. restaurants fronting Broadhurst Gardens between 150m and 250m of site	Broadhurst Gardens, London, NW6 3BQ	150m – 250m
	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
Food Outlet – Shopping	Marks & Spencer	Heritage Lane Hardy Building, Unit 1, JeRoadan Place 25, London NW6 2BR	50m
	Western Food Store	116 W End Ln, London NW6 2LS	50m
	Nisa Local	102 W End Ln, London NW6 2LS	90m

Service Type	Service Name	Address	Approximate Walk Distance (m)
	Amazon Fresh	Unit 3, 160 W End Ln, London NW6 1HU	230m
	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
Access to Cash	ATM at Tesco Express	Lymington Mansions, W End Ln, London NW6 1SG	300m
	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
Access to Outdoor Space	West End Green	Mill Ln, London NW6 1LU	650m
	Maygrove Peace Park	71 Maygrove Rd, London NW6 2EG	750m
	Kilburn Grange Park	London NW6 2JL	650m
Access to Recreation/Leisure	HIIT West Hampstead	198a Broadhurst Gardens, London NW6 3AY	150m
	Club Fiit	Unit 1, Beckford Building, Heritage Ln, London NW6 2AQ	100m
	The BJJ Place - West Hampstead Dojo	Unit 2, Beckford Building, WEST HAMPSTEAD SQUARE, London NW6 2AQ	140m
	DropGym - 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
	St James' Church	2 Sherriff Rd, London NW6 2AP	200m

Service Type	Service Name	Address	Approximate Walk Distance (m)
Access to Community Facilities	Emmanuel Church	Lyncroft Gardens, London NW6 1JU	700m
	London Community Church	O2 Centre, 255 Finchley Rd, London NW3 6LU	750m
	Kingsgate Resource Centre	208 Webheath, Palmerston Rd, London NW6 2JU	650m
	The Sherriff Centre	2 Sherriff Rd, London NW6 2AP	200m
	Sidings Community Centre	150 Brassey Rd, London NW6 2BA	800m
	West Hampstead Community Centre	17 Dornfell St, London NW6 1QN	1000m
Access to Community Pharmacy	Central Pharmacy	225 W End Ln, London NW6 1XJ	240m
Access to Doctor's Surgery	West Hampstead Medical Centre	9 Solent Rd, London NW6 1TP	700m
	Cholmley Gardens Surgery	1 Cholmley Gdns, London NW6 1AE	800m
Childcare Facility or School	Kingsgate Primary Lower School	1 Liddell Rd, London NW6 2DJ	600m
	Kingsgate Primary School	96 Kingsgate Rd, London NW6 2JG	700m
	Rainbow Montessori School - West Hampstead Nursery	St James Church, Sherriff Rd, London NW6 2AP	200m
	Bright Horizons West Hampstead Station Day Nursery and Preschool	88 Compayne Gardens, London NW6 3RU	300m
	Kilburn Grange Children's Centre	1 Palmerston Rd, North Maida Vale, London NW6 2JL	650m
	Bright Horizons West Hampstead Day Nursery and Preschool	11 Woodchurch Rd, London NW6 3PL	650m
	N Family Club - West Hampstead Nursery	13 Woodchurch Rd, London NW6 3PL	650m
	Acol Nursery Centre	16 Acol Rd, London NW6 3AG	800m
	St Eugene de Mazenod Primary School	Mazenod Ave, North Maida Vale, London NW6 4LS	800m
	St Mary's C Of E Primary School	Quex Rd, London NW6 4PG	800m
	Broadhurst School	19 Greencroft Gardens, London NW6 3LP	900m
	Nido Montessori Nursery	49 Jacaranda House, Lithos Rd, Tenants NW3 6EF	700m
	Lithos Pre-school	The Tenants Community Hall 48, Jacaranda House, London NW3 6EF	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

Service Type	Service Name	Address	Approximate Walk Distance (m)
	Emmanuel C of E Primary School	152 - 158 Mill Ln, London NW6 1TF	750m
	Sidings Playgroup	150 Brassey Rd, London NW6 2BA	800m
	West Hampstead Primary School	Dornfell St, London NW6 1QL	1000m
	Sington Nursery	1st Floor, Broomsleigh Street Broomseligh, 80 Dornfell St, London NW6 1QW	1000m

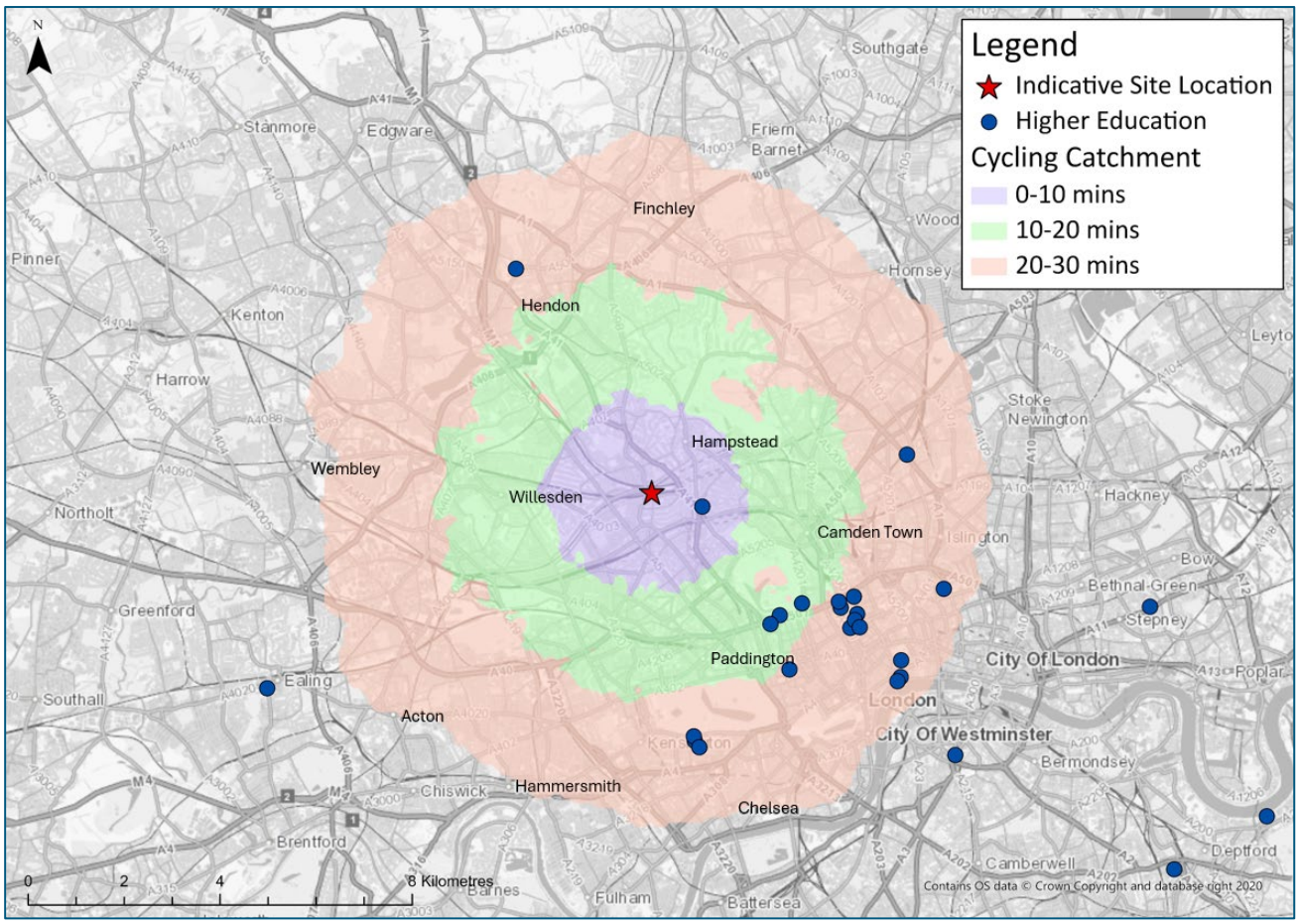
3.3 Access by Cycle

3.3.1 The National Travel Survey (Table NTS0303) identifies that the average length 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 cycle catchment assessment of the Site is shown in **Insert 3-2** and at a higher resolution within **Appendix D**. the plan illustrates the location for several higher education establishments, the majority of which are located within a cycle time of 20 to 25 minutes.

Insert 3.2 Cycling Catchment



3.4 Access by Public Transport

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

Bus Stop	Distance	Service	Operator	Route	Weekday		Weekend	
					Peak Frequency	Hours of Operation	Frequency	Hours of Operation
Broadhurst Gardens (Stop C)	170m	C11	Metroline Travel	Brent Cross - Archway	12 per hour	05:44 - 00:11	Sat: 4 per hour	Sat: 05:42 - 00:13
							Sun: 3 per hour	Sun: 06:42 - 00:11
West Hampstead Underground Station (Stop W)	60m	139	Metroline Travel	Golders Green - Waterloo	16 per hour	00:11 - 23:43	Sat: 5 per hour	Sat: 00:32 - 00:02
							Sun: 4 per hour	Sun: 00:32 - 23:43
		328	Metroline Travel	Golders Green - Chelsea	12 per hour	04:55 - 00:42	Sat: 4 per hour	Sat: 04:56 - 00:43
							Sun: 4 per hour	Sun: 04:56 - 00:42
		C11	Metroline Travel	Brent Cross - Archway	12 per hour	05:44 - 00:11	Sat: 4 per hour	Sat: 05:42 - 00:12
							Sun: 3 per hour	Sun: 06:42 - 00:11
West Hampstead Station / Broadhurst Gardens (Stop A)	165m	139	Metroline Travel	Waterloo - Golders Green	16 per hour	00:43 - 00:32	Sat: 5 per hour	Sat: 00:43 - 00:32
							Sun: 4 per hour	Sun: 00:43 - 00:31
		328	Metroline Travel	Chelsea - Golders Green	12 per hour	05:17 - 01:05	Sat: 4 per hour	Sat: 05:17 - 01:08
							Sun: 4 per hour	Sun: 05:16 - 01:05
		C11	Metroline Travel	Archway - Brent Cross	12 per hour	05:55 - 00:33	Sat: 4 per hour	Sat: 05:54 - 00:33
							Sun: 3 per hour	Sun: 06:54 - 00:33
West Hampstead Thameslink Rail Station (Stop N)	190m	139	Metroline Travel	Waterloo - Golders Green	15 per hour	00:43 - 00:32	Sat: 5 per hour	Sat: 00:43 - 00:32
							Sun: 4 per hour	Sun: 00:43 - 00:31
		328	Metroline Travel	Chelsea - Golders Green	12 per hour	05:17 - 01:05	Sat: 4 per hour	Sat: 05:17 - 01:09
							Sun: 4 per hour	Sun: 05:16 - 01:05
		C11	Metroline Travel	Archway - Brent Cross	12 per hour	05:56 - 00:34	Sat: 4 per hour	Sat: 05:55 - 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 Overground				
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 Underground				
Stanmore	Mon-Sun	18 / hour	21 mins	05:50 – 23:56
Stratford	Mon-Sun	26 / hour	36 mins	05:15 – 23:57
West Hampstead Thameslink				
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

Destination	Days of Operation	Frequency	Journey Time	Hours of Operation
Finchley Road Underground				
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.

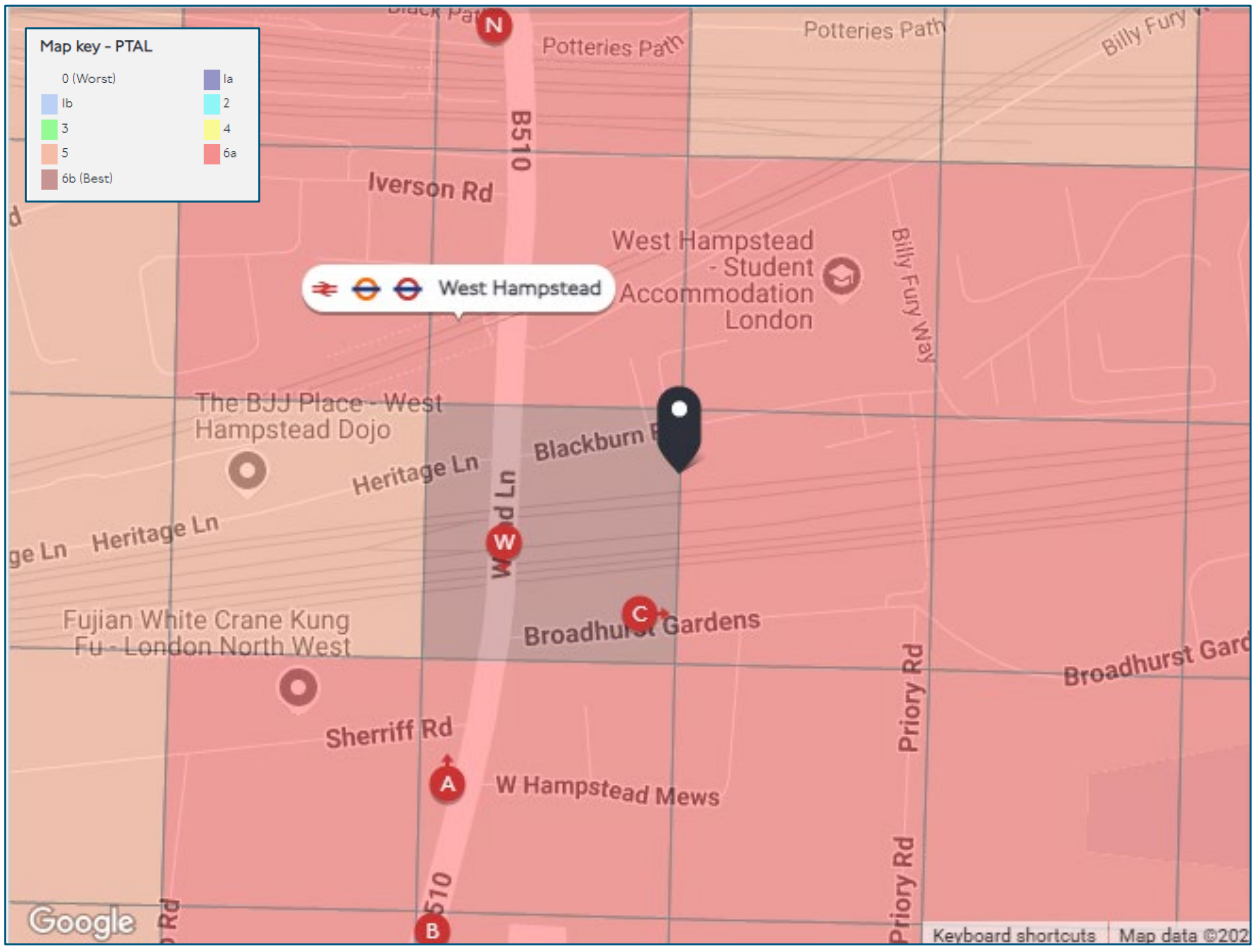
3.5.4 The methodology calculates an Accessibility Index (AI) and the value of the AI equates to a PTAL rating, as summarised below:

- PTAL Rating 1 (AI range 0 to 5) – Very Poor
- PTAL Rating 2 (AI range 5.01 to 10) –Poor
- PTAL Rating 3 (AI range 10.1 to 15) – Moderate
- PTAL Rating 4 (AI range 15.1 to 20) – Good
- PTAL Rating 5 (AI range 20.1 to 25) – Very Good
- PTAL Rating 6 (AI range 25+) – Excellent

3.5.5 Measured from the centre of the Site, 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 E**.

Insert 3.3 TfL PTAL Mapping of Local Area

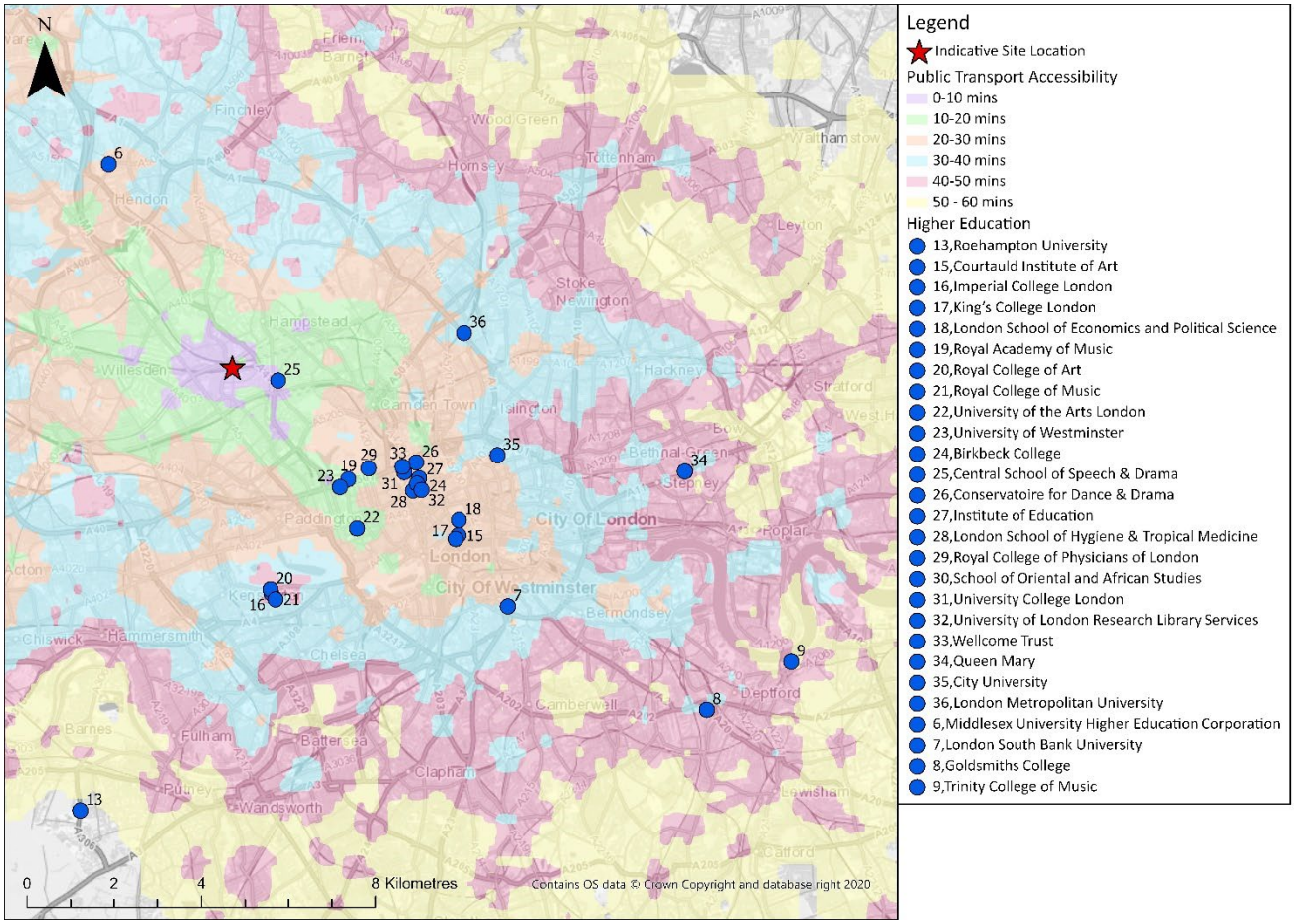


3.6 Public Transport Journey Times

3.6.1 **Insert 3.4** illustrates the journey time from the Site to higher education establishments, by public transport.

3.6.2 A substantial number of campuses are located on and around the A501 Marylebone Road and in the vicinity of Euston Square underground station. For most higher education establishments shown on the mapping, it is likely that students would travel from the Site via the Jubilee Line (West Hampstead Station), changing at Baker Street to one of the Circle, Hammersmith and Fulham and Metropolitan Lines. Alternatively, bus service 139 provides a direct connection to Marylebone, within a walk distance of several higher education facilities or connecting public transport services.

Insert 3.4: Public Transport Isochrone Plan



3.7 Age-related Requirements for Site Access

3.7.1 Infrastructure is provided locally to support sustainable travel patterns for both older and younger generations.

3.7.2 The nearest bus stop to the Site, located on Broadhurst Gardens, is provided with a shelter and seating.

3.7.3 Footways with a smooth and level surface are provided on Blackburn Road for approximately 50m east of the junction with West End Lane. A raised pedestrian crossing with tactile paving is present at this junction.

3.7.4 A Pelican crossing on West End Lane, located approximately 60m north of the Site. It is equipped with drop-kerbs and tactile paving.

3.7.5 Pedestrian crossing facilities, including drop-kerbs and tactile paving, are provided at the signalised junction between West End Lane and Broadhurst Gardens.

3.7.6 On Blackburn Road, the footway at the north of the carriageway becomes uneven, approximately 50m east of the junction with West End Lane, between two service yard accesses. Tactile paving is also absent at the accesses.

3.7.7 In adjacency of the Site, existing footways are served by dropped kerbs with minimal colour or surface contrasts to assist visually impaired users.

3.7.8 Streetlighting is present on all highways in the vicinity of the Site.

3.7.9 The Proposed Development seeks to address the current inconsistencies in pedestrian amenity in vicinity of the Site. Proposed improvements to pedestrian amenity at Blackburn Road are described at **Section 5**.

3.8 Access by those with a Disability

3.8.1 Those with mobility-impairment could be affected by the issues raised in **Section 3.6** of this report.

3.8.2 Footways and crossing are observed to be generally flat and of good quality, but the uneven footway and lack of tactile paving opposite the Site on Blackburn Road is not conducive for access by those that are mobility impaired.

3.8.3 As mentioned above, the Proposed Development seeks to address the current disparities in pedestrian amenity, specifically regarding access or passage by mobility impaired and visually impaired users. Proposed improvements to pedestrian amenity at Blackburn Road are described at **Section 5**.

3.9 Car Clubs

3.9.1 The following car clubs are 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).

3.10 Summary

3.10.1 This section of the TA provides a detailed analysis of pedestrian and accessibility, and public transport connectivity surrounding the site on Blackburn Road.

3.10.2 The site is surrounded by streets with footways on both sides providing pedestrian routes to West Hampstead Interchange and West End Land. The area offers a range of amenities within walking distance, including retail outlets, healthcare facilities, food sites and fitness clubs.

3.10.3 The Site is within walking distance of West Hampstead stations, from which Thameslink, Overground and Jubilee London Underground services can be accessed. The Site is also within walking distance of Finchley Road, from which the Metropolitan Underground service can be accessed. Several bus stops are located within walking distance from the Site, which provide access to a range of services. The Site has a PTAL rating of between 6a and 6b, which is defined as ‘excellent’.

4 Active Travel Zone Assessment

4.1 Preface

4.1.1 The ATZ assessment methodology has been developed by TfL to assess how future users of the Site will be able to carry out journeys that are essential to support 'car- free' lifestyles. The ATZ is a study area that is defined by a 20-minute cycle from the Site.

4.1.2 With consideration of the Proposed Development, an ATZ assessment has been prepared separately to present detailed considerations relating to active travel in the vicinity of the Site. The ATZ assessment is provided in **Appendix B**. A summary of the assessment methodology and reporting is provided below.

4.1.3 The ATZ assessment methodology involves desktop analysis through developing a series of maps and field assessments including a pictorial log of 'key journey' routes. The extent of the Key Destination Routes (KDRs) have sought to be consistent with the requirements of TfL and LBC, as identified during pre- application discussions.

4.2 ATZ Assessment Methodology and Findings

4.2.1 The key outputs from the ATZ assessment are summarised as follows:

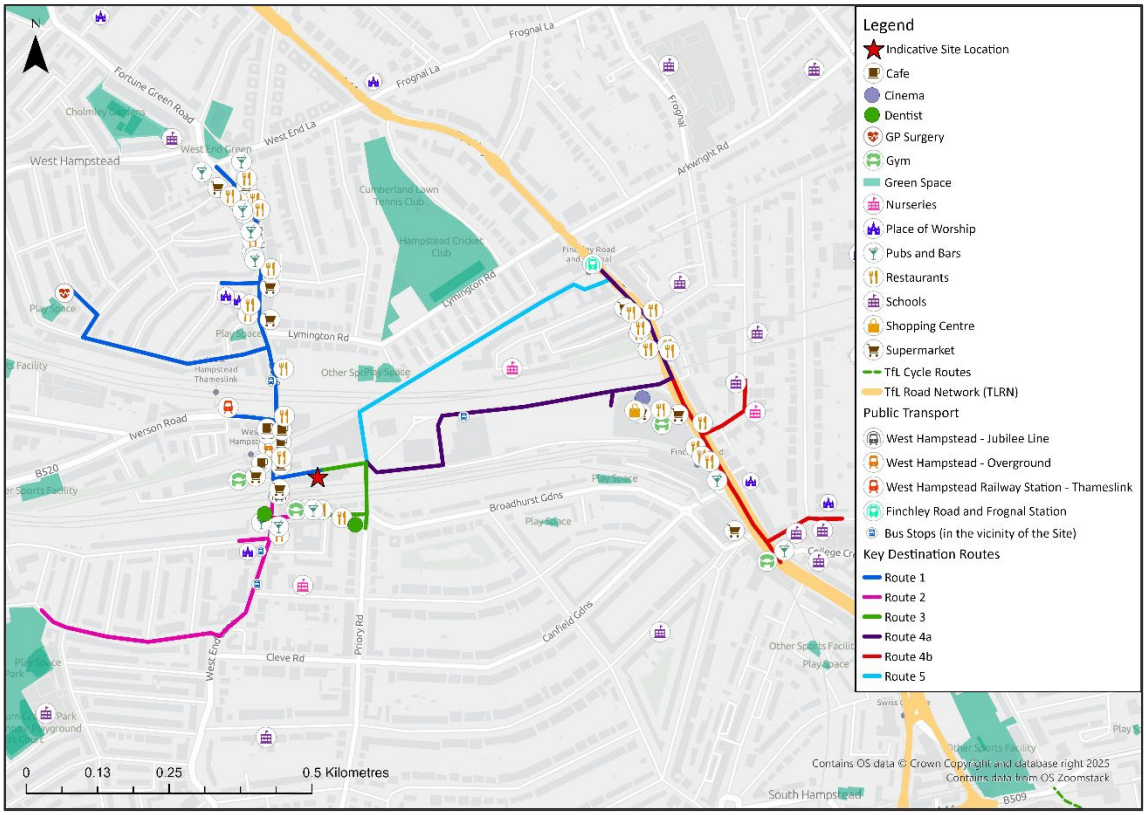
- **Desktop Analysis:**
  - Map 1: The ATZ – All potential key active travel destinations
  - Map 2: Neighbourhood Safety and Important Journeys
  - Map 3: ATZ Neighbourhood healthy characteristics check
- **Site Analysis:** Site visit documenting the following output
  - Photographic Survey; and
  - Site Survey Commentary, based on the HSIs, identifying the worst section of routes and suggesting improvements.
- **Highway Safety Review**: a review of Killed and Seriously Injured (KSIs) data clusters in the vicinity of KDRs with a focus on incidents associated with active travel.

4.2.2 During the desktop analysis, a series of KDRs were identified to key destinations surrounding the Site. These KDRs are indicated in Insert 4-1, and are as follows:

- **Route 1** – to shops, restaurants, cafés, bars and West Hampstead station (Overground) on the B510 West End Lane. Route 1 branches to West Hampstead Thameslink station on Iverson Road via the B510 West End Lane. Additionally, Route 1 branches to West Hampstead Medical Centre on Solent Road via the B510 West End Lane and Sumatra Road, and to Hampstead Synagogue on Dennington Park Road via the B510 West End Lane.
- **Route 2** to Kilburn Grange Park via the B510 West End Lane and Hemstal Road. Route 2 branches to St James's Church and other facilities/amenities via the B510 West End Lane and Sherriff Road. Route 2 also branches to a gym, a café and a bar via the B510 West End Lane and Broadhurst Gardens. From the B510 West End Lane, West Hampstead station – Jubilee line and bus stops can be accessed.

- **Route 3** – to a Dentist on Priory Road via the Granny Dripping Steps from Blackburn Road and to restaurants and bars on Broadhurst Gardens.
- **Route 4a** – to Sainsbury's, restaurants, shops, bars and Finchley Road and Frognal station on A41 Finchley Road via Blackburn Road.
- **Route 4b** – to the O2 Centre, restaurants, bars, shops, a gym and Holy Trinity Church on the A41 Finchley Road. Route 4b branches to Holy Trinity Church of England Primary School, South Hampstead High School and St Thomas More Church on Trinity Walk and Maresfield Gardens via Blackburn Road and the A41 Finchley Road. Route 4b also branches to South Hampstead Junior School and North Bridge House - Pre-Prep School Hampstead on Netherhall Gardens via Blackburn Road and the A41 Finchley Road.
- **Route 5** – to Finchley Road and Frognal station on Finchley Road via Billy Fury Way

Insert 4.1: ATZ Map 2 – Key Destination Routes



4.2.3 An important element of the ATZ assessment is the analysis of highway safety statistics in relation to the KDRs, to identify any prevailing road safety issues that may affect daily users of the Proposed Development. In this regard, this ATZ assessment provides a review of personal injury accident data obtained from the TfL Road Safety Data. Collision data recorded between 2019 and 2023 has been obtained in order to facilitate assessment of the five most recent years of complete data available.

4.2.4 A review of the collisions along the KDRs has been undertaken, with particular reference to 'killed' or 'seriously injured' (KSI) collisions. The review has identified 129 'slight' collisions and 18 KSIs along the six KDRs. Two KSIs were recorded as 'fatal' and 16 were recorded as 'serious' severity during the 5-year period. A summary of the 'slight' collisions and the KSIs are shown in **Table 4-1**.

4.2.5 Collision clusters are defined as two serious or one or more fatal collisions within a 30m radius, involving a pedestrian or cyclist.

Table 4.1: Highway Safety Review Summary

KDRs	Number of Recorded Incidents	Slight	Serious	Killed ('Fatal')	Pedestrian Casualties	Cyclist Casualties	Identified Active Travel Collision Clusters
1	61	52	8	1	14	16	2
2	19	17	2	0	8	2	0
3	3	2	1	0	2	1	0
4a	24	21	2	1	5	4	1
4b	40	37	3	0	9	6	0
5	0	0	0	0	0	0	0
Total	**147**	**129**	**16**	**2**	**38**	**29**	**3**

4.2.6 For routes with overlapping sections, the PICs on those sections have only been assessed in one route to avoid counting a PIC more than once. Collisions and clusters on the shared section of KDR 4a and KDR 4b between the Site and the junction of Blackburn Road and the A41 Finchley Road have been counted as part of KDR 4a.

4.2.7 Collisions and clusters on the shared section of KDR 4a and KDR 5 between the entrance to Billy Fury Way on the A41 Finchley Road and Finchley Road and Frognal station have been assessed as part of KDR 4a.

4.2.8 In seeking to identify any trends in collision causality, a review of the three collision clusters identified at **Table 4-1** is presented below.

4.2.9 KDR 1 includes two active travel collision clusters. One cluster is located on West End Lane at the junction with Iverson Road. This cluster includes two 'serious' active travel collisions and both collisions involved pedestrians. One collision was recorded in 2022 and involved a pedestrian crossing at a pedestrian crossing being struck by a 'powered two-wheeler'. The second collision was recorded in 2019 and involved a pedestrian crossing the road not on a crossing being struck by a car.

4.2.10 The second active travel cluster on KDR 1 is located on West End Lane, near the junction with Inglewood Road. This cluster includes one 'serious' collision and one 'fatal' collision. The 'fatal' collision occurred in 2019 at the junction of West End Lane and Inglewood Road and the 'serious' collision occurred in 2022 approximately 25m to the south of the junction with Inglewood Road. The 'fatal' collision involved a cyclist and the nature of the collision is not provided within the TfL data. The 'serious' collision involved a pedestrian crossing the road not on a crossing being struck by a car.

4.2.11 KDR 4a includes one active travel collision cluster on Finchley Road, to the north of the junction with Lithos Road. This cluster includes one 'fatal' collision and one 'serious' collision. The 'serious' collision occurred in 2023 and involved a pedestrian crossing the road not on a crossing being struck by a motorcycle. The 'fatal' collision occurred in 2019 and involved a pedestrian being struck by a 'Goods Vehicle'.

4.2.12 The site analysis presented in the ATZ Assessment **Appendix B** includes consideration of any potential factors that may attribute to the identified clusters of PIC data, and suggests improvements where such is deemed relevant.

4.2.13 The ATZ Site Analysis involves an appraisal of the KDRs regarding TfL's Healthy Street Indicators (HSIs), which are defined as follows:

- ***Pedestrians from all walks of life*:** London's streets should be welcoming places for everyone to walk, spend time in and engage in community life.
- ***People choose to walk, cycle and use public transport***: A successful transport system enables more people to walk and cycle more often.
- ***Clean air***: Improving air quality delivers benefits for everyone and reduces unfair health inequalities.
- ***People feel safe***: The whole community should feel comfortable and safe on our streets at all times. People should not feel worried about road danger.
- ***Not too noisy***: Reducing the noise impacts of traffic will directly benefit health and improve the ambience of our streets.
- ***Easy to cross***: Making streets easier to cross is important to encourage more walking and to connect communities.
- ***Places to stop and rest***: A lack of resting places can limit mobility for certain groups of people.
- ***Shade and shelter***: Providing shade and shelter enables everybody to use our streets, whatever the weather.
- ***People feel relaxed***: More people will walk or cycle if our streets are not dominated by motor traffic, and if pavements and cycle paths are not overcrowded, dirty or in disrepair.
- ***Things to see and do***: People are more likely to use our streets when their journey is interesting and stimulating, with attractive views, buildings, planting and street art.

4.2.14 As per the ATZ assessment methodology, a site visit was carried out on Thursday 23rd January 2025 during the hours of daylight and a nighttime visit was carried out during the hours of darkness on Thursday 6th February 2025. During the site visit, 'point of view' (POV) photography was taken along each KDR, which is included in the full ATZ assessment in **Appendix B** of this report.

4.2.15 The site investigation presented includes a qualitative assessment of each KDR in the context of TfL's ten Healthy Streets Indicators. For each route, the worst section and suggested improvements are identified.

4.2.16 A summary of the findings is set out below, with the full report and recommendations included in **Appendix B**.

- KDR1
  - **Daytime Observations**: Busy footways, moderate pedestrian and cycle activity, wide footways, benches, trees, and crossing facilities.
  - **Nighttime Observations**: Lower noise levels, fewer motorized vehicles, natural surveillance, and a sense of safety on main roads but less so on side roads.
- KDR2

- **Daytime Observations**: On-street cycle lanes, wide footways, moderate noise, limited resting places, frequent trees, and difficult crossings.
- **Nighttime Observations**: Generally low noise levels, pleasant air quality, calm residential streets, and limited natural surveillance.

- KDR3
  - **Daytime Observations**: Level footways, high noise from trains, intermediate resting points, minimal shelter, and no formal crossings.
  - **Nighttime Observations**: Quiet but high noise when trains pass, no lighting on Granny Dripping Steps, and a heightened sense of risk to personal safety.
- KDR4a
  - **Daytime Observations**: Bus stops, bicycle stands, high traffic volume, seating at bus stops, and some difficulty crossing.
  - **Nighttime Observations**: Similar to daytime, with illuminated bus stops and limited natural surveillance on commercial access roads.
- KDR4b
  - **Daytime Observations**: High pedestrian activity, steep gradients, seating at bus stops, and barriers preventing unsafe crossings.
  - **Nighttime Observations**: Good natural surveillance, but fewer mobility-impaired users on steep gradients.
- KDR5
  - **Daytime Observations**: Very few pedestrians, narrow footways, low noise levels, no resting places, and isolated feeling.
  - **Nighttime Observations**: Similar to daytime, with a sense of isolation and limited natural surveillance.

5 Proposed Development

5.1 Preface

5.1.1 This Section of the TA sets out the Proposed Development, including the proposed access strategy and proposed delivery and servicing arrangements.

5.2 Development Overview

5.2.1 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
- 145 sqm ground floor PBSA café space

5.2.2 The commercial element of the Proposed Development will **not** operate as a traditional builder's merchants but will take the form of a builder's 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.

5.2.3 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 PBSA café.

5.2.4 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.

5.2.5 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.

5.2.6 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.

5.2.7 Dedicated long-stay cycle parking would be provided on-site for all uses in adherence to the London Plan and incorporating the uplift in numbers that is required by the Camden Local Plan. Similarly, to accord with the London Plan and the Camden Local Plan, short-stay cycle parking is proposed in publicly accessible locations in adjacency of the proposed building to serve the requirements of the proposed uses.

5.2.8 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.

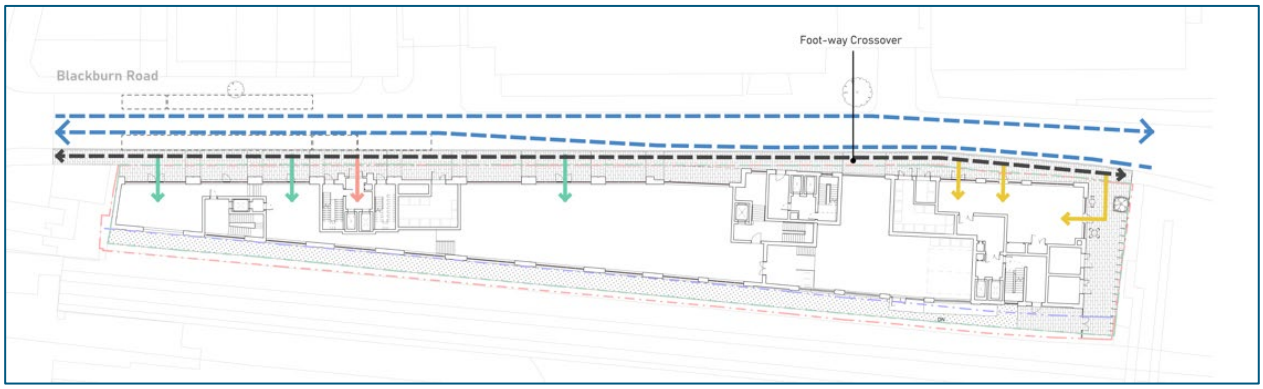
5.2.9 The Proposed Development would not extend onto TfL owned lane, and would not have detrimental effect on TfL infrastructure.

5.3 Proposed Site Access Strategy

Pedestrian and Cyclist Access

5.3.1 The proposed pedestrian and cyclist access strategy is summarised in **Insert 5-1**, and discussed in more detail below.

Insert 5.1 Proposed Site Access Strategy - Pedestrian and Cyclist



5.3.2 The PBSA Entrance Lobby would be accessible via pedestrian access points at the east of the Site. The PBSA café use would also be accessible from two points of access the eastern end of the Site. A separate point of access is proposed further west of the PBSA café entrance, at the Blackburn Road frontage of the Site, which would connect to stairways and lifts serving access to the PBSA units.

5.3.3 The affordable residential units are proposed to have a pedestrian access directly from the footway on Blackburn Road via proposed dedicated access point at the western side of the Site, which lead to stairways and lifts connecting to all floors of the residential element of the Proposed Development.

5.3.4 The commercial showroom, which makes up the majority of the ground floor, would be accessible for pedestrians from three dedicated points of accesses directly onto Blackburn Road. Stairways and lifts are provided internally to connect the ground floor commercial showroom and the other levels of that element of the Proposed Development.

5.3.5 In respect of access for cyclists, short-stay cycle parking is proposed provided within the Site layout and is located within the proposed public realm at the east of the Site, which can be accessed from Blackburn Road. From the public realm all aspects of the Proposed Development can be accessed via the footway on Blackburn Road.

5.3.6 Long stay cycle parking for the residential and PBSA aspects of the Proposed Development are located within the lower ground level of the Proposed Development, and lifts are provided to facilitate access to the lower ground from the ground floor access.

5.3.7 Long stay cycle parking for the ground floor commercial use is proposed at ground floor in a secured area between the showroom and the service yard. Long stay cycle storage for the café use is proposed within a secured area at ground level within the proposed café area.

Vehicular Access Strategy

5.3.8 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**.

5.3.9 An on-street loading bay is proposed at the western side of the Blackburn Road frontage of the Site, as indicated in a suggested arrangement of Blackburn Road in vicinity of the Site, as presented at **Appendix F**.

5.4 Blackburn Road Proposals

5.4.1 The Proposed Development has been designed to provide 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. A proposed arrangement for Blackburn Road, including suggested kerbside restrictions is provided at **Appendix F**.

5.4.2 The proposed improved footway on Blackburn Road at the northern frontage of the Site is indicated in **Insert 5-2** and in **Appendix G** The proposed footway has been designed to provide widths of 3.5-3.7m to the west of the Site, while facilitating a minimum width of 2.4m at a point of local narrowing.

5.4.3 With consideration of cyclist activity, the proposed arrangement for Blackburn Road, as highlighted at **Appendix F,** includes a suggested measures for accommodating cycle amenity at Blackburn Road in line with the parameters consented as part of the consented outline O2 Masterplan. In this regard, reference has been made to Figure 4.6 of Chapter 4 of the London Cycle Design Standards (LCDS), which suggests that 'integration with other vehicles' is appropriate for locations with 'Medium' and 'High' places functions, at Local Street and City Place street typologies that would be of relevance to the proposed form and function of Blackburn Road as part of the wider O2 Masterplan. Furthermore, in seeking to facilitate a suitable environment for creation of an on-carriageway cycle route at Blackburn Road, double blip 'no loading at anytime' restrictions are suggested to the east and north of the carriageway at Blackburn Road to regulate locations where kerbside loading can take place to maintain clear sightlines and lines of travel for cyclists. An indicative layout of the suggested arrangement of Blackburn Road is provided at **Insert 5.3**, with a higher resolution plan of such provided at **Appendix F.**

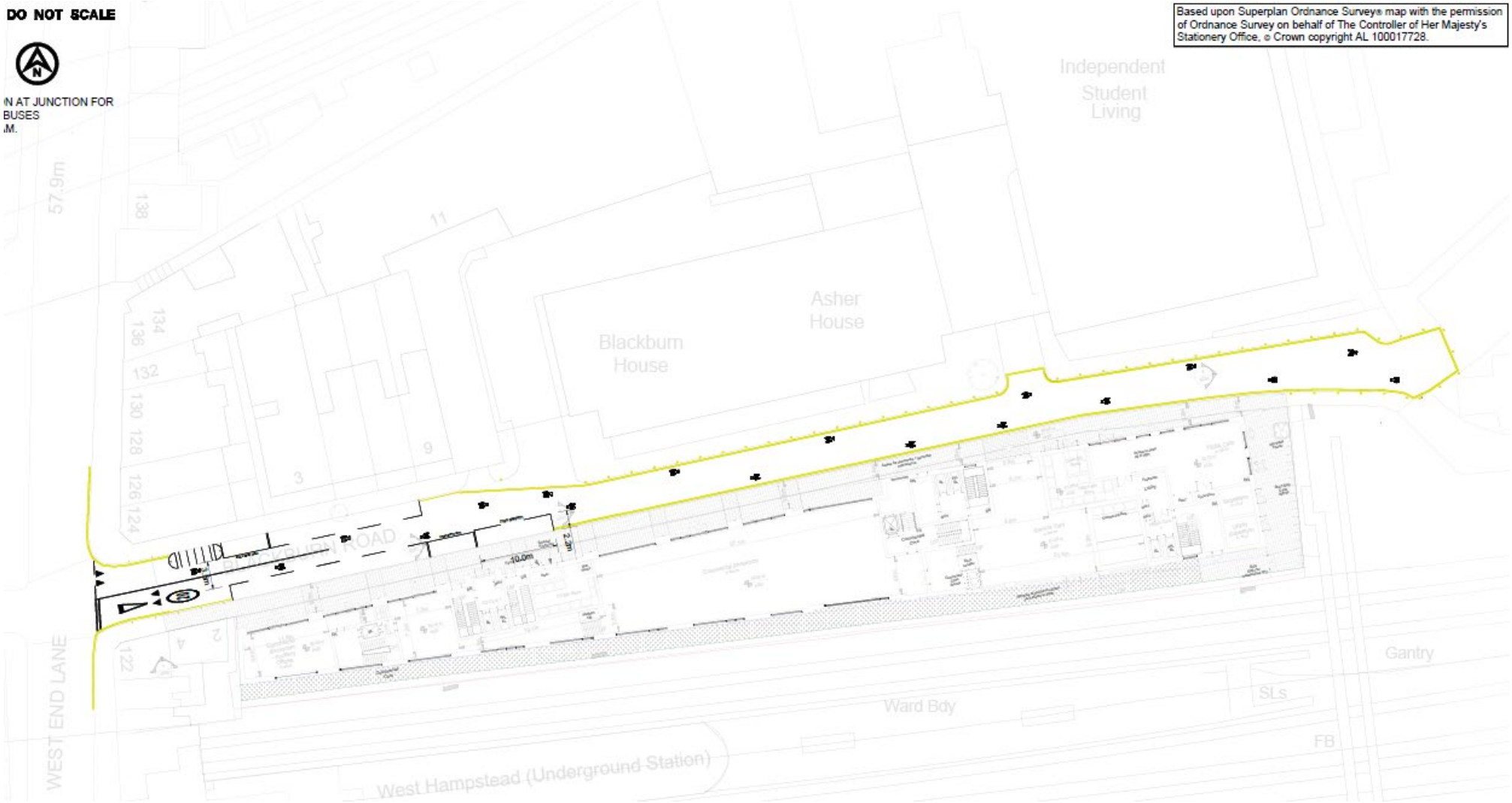
5.4.4 The proposed pedestrian improvements have been designed to respond to recommendations that have arisen from the ATZ assessment discussed at **Section 4**, while providing sufficient pedestrian amenity to accommodate existing pedestrian demand, as well as pedestrian trips generated by the Proposed Development and the wider O2 Masterplan. A Pedestrian Comfort Level assessment has been undertaken on Blackburn Road, with the results presented in **Section 7**.

5.4.5 The access to the private service yard within the Proposed Development is proposed as a footway crossover, to give priority to pedestrian traffic. The gated access to the service yard is proposed to have a transparent mesh treatment, to facilitate pedestrian intervisibility, to reduce risks associated with interaction between vehicles turning in and out of the service yard and pedestrians and cyclists traversing the Blackburn Road frontage of the Site. The proposed access gate is indicated in **Insert 5.2.**

Insert 5.2 Proposed Access Gate Computer Generated Imagery – Envisaged Gate Treatment

Royal HaskoningDHV

Insert 5.3 Proposed Blackburn Road Layout



5.5 Cycle Parking

'Long-Stay' Cycle Parking

5.5.1 Dedicated long-stay cycle parking will be provided on-site for all uses in adherence to the London Plan and incorporating the uplift in numbers that is required by the Camden Local Plan.

5.5.2 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 Camden 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.

5.5.3 Similarly, 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.

5.5.4 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 Camden Local Plan standards.

5.5.5 For the PBSA 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 Camden Local Plan standards.

5.5.6 The long-stay cycle parking for the student and residential aspects of the Proposed Development are proposed to be located in the lower ground floor and will be accessible via the lifts within the respective aspects of the Proposed Development.

5.5.7 Long stay cycle parking for the ground floor commercial use is proposed at ground floor in a secured area between the showroom and the service yard. Long stay cycle storage for the café use is proposed within a secured area at ground level within the proposed café area.

5.5.8 It is further noted that the proposed cycle parking provision is in line with the requirements of BREEAM standards. The long-stay cycle parking provisions for the Proposed Development are presented at architectural drawings provided at **Appendix G**.

'Short-Stay' Cycle Parking

5.5.9 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

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

5.5.11 All short stay cycle spaces are proposed to be provided within the proposed public realm to the east of the Site, from which all aspects of the Proposed Development can be accessed on foot via the footways on Blackburn Road.

5.6 Delivery and Servicing Access

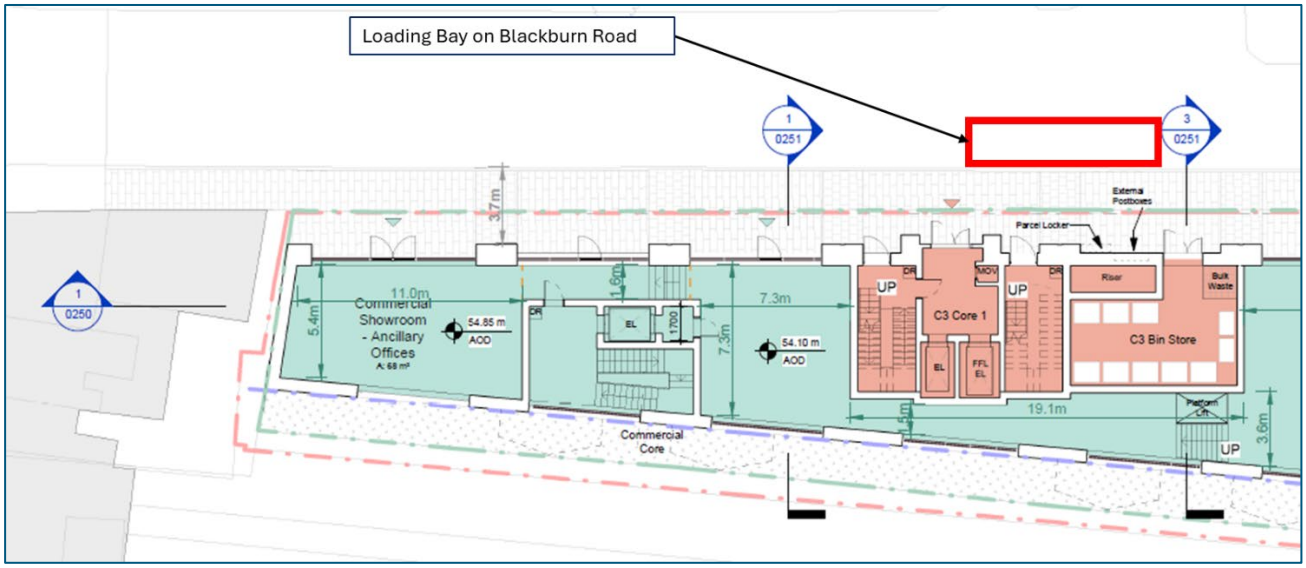
5.6.1 The parameters established as part of the outline consent for the O2 Masterplan proposed kerbside (on-street) loading/unloading for the Proposed Development parcel on Blackburn Road (the Site). Similarly, the consented O2 Masterplan proposed on-street refuse collection at Blackburn Road.

5.6.2 In seeking to improve on the parameters established as part of the consented O2 Masterplan, the Proposed Development incorporates on-site servicing facilities. The proposed on-site servicing area incorporates two loading bays and provides sufficient clearance for an additional servicing vehicle to be able to wait within the Site, away from the public highway, as necessary, while affording suitable clearance for vehicles to egress the loading bay.

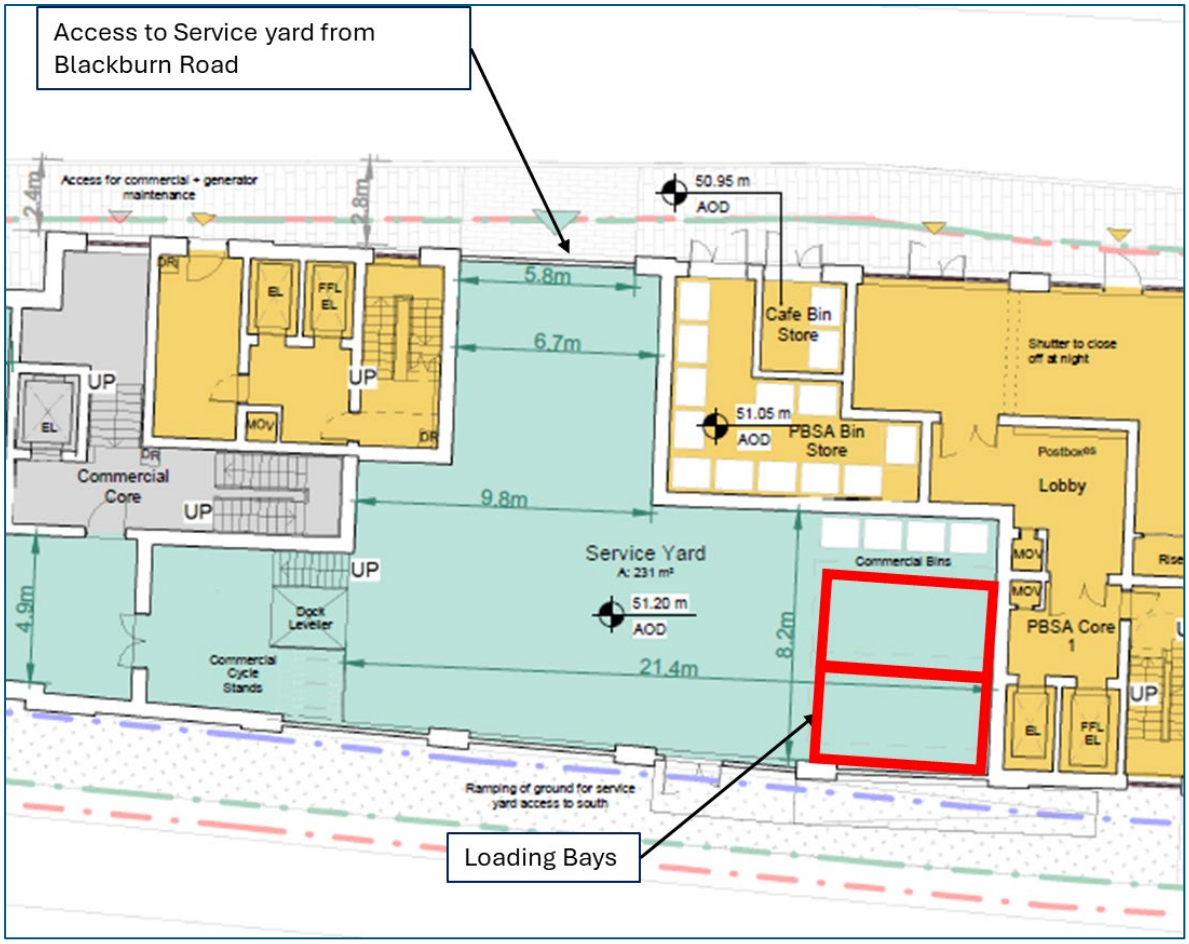
5.6.3 In addition to the above, the Proposed Development proposes provision of an on-street loading bay on Blackburn Road at the western end of the Site.

5.6.4 The location, orientation, and access arrangements for the servicing provision outlined above are detailed in the following sections. The Proposed Development's proposed service areas are illustrated in **Insert 5-3** and **Insert 5-4**.

Insert 5.4: Proposed Layby on Blackburn Road (PBSA (including ancillary office) and residential,)



Insert 5.5: Proposed On-site Service Yard at Ground Level



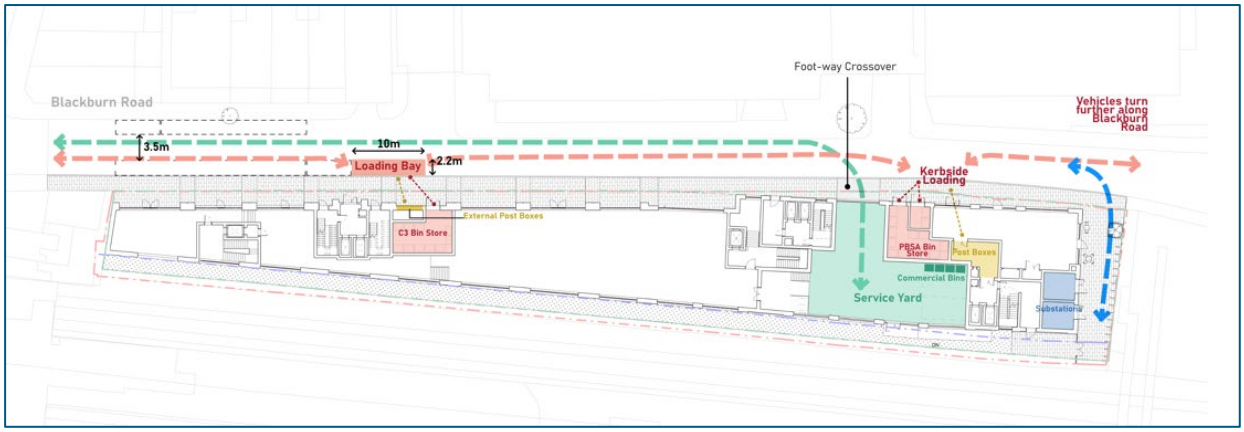
5.7 Proposed Arrangements for Deliveries and Collections

5.7.1 A detailed description of proposed arrangements for deliveries and collections is provided below, with an overview of such summarised by use as follows:

- PBSA, Café and C3 residential use: Collection and deliveries to be carried out via the proposed on-street loading bay and existing kerbside areas (double yellow waiting restrictions) adjacent to the Site.
- Commercial use: Collection and deliveries to be carried out via the proposed on-site Service Yard.

5.7.2 The proposed servicing strategy at the Site is indicated in **Insert 5-5**.

Insert 5.6 Proposed Site Servicing Strategy



PBSA and Residential Elements

5.7.3 It is anticipated that the majority of typical deliveries and collections associated with the PBSA and C3 residential use would be parcel and food deliveries. To this end, it is expected that most delivery/collection vehicles attending the Site would be small vans and other Light Goods Vehicles (LGVs). It is envisaged that such vehicles would use the proposed on-street loading bay or kerbside area in adjacency of the Blackburn Road frontage of the Site (marked with double yellow lines, which permit loading activities) to load/unload. Smaller vehicles can also utilise the pay-and-display parking bays if required.

5.7.4 In line with the typical daily activity associated with PBSA and residential uses, LGV dwell times are expected to be short, typically ranging between 2 and 10 minutes.

Commercial Use

5.7.5 It is noted that the proposed commercial use at ground level is will no longer operate as a traditional builder's merchants but will take the form of showroom spaces.

5.7.6 It is anticipated that the proposed commercial use would be serviced by light vans, with fewer and smaller vehicles than the builder's merchant use that currently operates at the Site.

5.7.7 The proposed service yard would accommodate all servicing activity related to the proposed commercial use. The loading bays provided within the on-site service yard have been designed to accommodate light vans, with typical access/egress manoeuvres being modelled using a 4.6-tonne panel van design vehicle.

5.7.8 The proposed service yard has been designed to accommodate infrequent access by larger goods vehicles. Swept path analysis presented at **Appendix H** indicates that a 7.5t box van can enter and exit the service yard when the two proposed loading bays are occupied.

Café Use

5.7.9 It is proposed that vehicles servicing the café ancillary to the PBSA use would utilise the dedicated loading bay or the double yellow lines on Blackburn Road.

5.8 Refuse Collection

PBSA and Residential Refuse Collection

5.8.1 As outlined above, the parameters established as part of the outline consent for the O2 Masterplan proposed on-street refuse collection at Blackburn Road. Accordingly, it is proposed that refuse collection for the proposed PBSA, café and residential uses are carried out on-street via the Blackburn Road frontage of the Site.

5.8.2 Waste storage for the residential component of the Proposed Development is located at ground floor level. A dedicated storage area with external access directly from Blackburn Road has been provided to facilitate efficient waste management.

5.8.3 The Site's PBSA Waste storage is also proposed at ground level, and would be directly accessible on-street from Blackburn Road. A registered private waste carrier or Council vehicle (as per the PBSA site opposite) would collect Waste for the PBSA units, operating a 'paid for' service.

Refuse collection will be carried out from Blackburn Road, where a refuse collection vehicle will park adjacent to the proposed bin store, as indicated in the Site servicing strategy in. Operatives will manually move the bins to the vehicle, with the bin store positioned within an acceptable drag distance of 10m as per LBC waste collection guidance.

5.8.4 The waste storage areas have been designed to accommodate the anticipated residential waste arisings, based on a weekly waste collection service. The design aligns with the requirements set out in LBCs document, *Waste Storage and Arrangements for Residential and Commercial Units (a supporting document for planning guidance CPG1: Design, Storage, and Collection of Recycling and Waste).*

5.8.5 There is an existing student accommodation site, operated by iQ, on Blackburn Road to the east of the Site, and the LBC planning application resources have been interrogated to understand the refuse collection strategy at this operational development. It is understood that refuse collection takes place from within the Site, with vehicles exiting onto the carriageway via Asher House. It is recommended that, if practicable, the refuse collection for the student aspect of the Proposed Development would be undertaken by the same contracted refuse collection service as the iQ student development, therefore reducing the need for additional refuse vehicles accessing Blackburn Road. Residential waste collection would be undertaken by Council vehicles as part of the street's existing waste collection regime.

5.8.6 In the instance that refuse collection on Blackburn Road is required by separate vehicles to those that service the iQ student development, refuse collection would take place from Blackburn Road and refuse vehicles would turn as indicated in Swept Path Analysis included in **Appendix H** of this report.

Commercial Refuse Collection

5.8.7 Commercial waste storage will be located within the private service yard, which is accessible from Blackburn Road. The proposed service yard provides opportunity for private refuse collection services to serve the proposed commercial use at ground floor level.

5.9 Road Safety Audit

5.9.1 A Stage 1 Road Safety Audit (RSA) was conducted on 24th March 2025 in accordance with GG 119 by an independent audit team from ITP. The audit examined the highway works associated with the Proposed Development, focusing on the access arrangements, loading bay provision, and pedestrian facilities.

5.9.2 The audit identified four potential safety concerns relating to the turning head geometry, parking enforcement, carriageway surface condition, and existing pedestrian crossing facilities. A Designer's Response has been prepared that addresses each of these concerns, agreeing with the recommendations regarding parking restrictions and carriageway resurfacing, while providing reasoned justification where recommendations were not accepted.

5.9.3 The Proposed Development incorporates appropriate safety measures including waiting restrictions throughout the Proposed Development extents, carriageway resurfacing, and improved drainage to address potential surface water issues.

5.9.4 The full Stage 1 Road Safety Audit report and Designer's Response are appended to this TA at **Appendix I**.

6 London-Wide Network

6.1 Preface

6.1.1 In accordance with the TfL Healthy Streets TA format, this Section assesses how users will travel to and from the Proposed Development via various modes of travel. To this end, this Section presents a multi-modal trip generation assessment for the proposed land uses.

6.1.2 In particular, this Section assesses the net change in trips resulting from the Proposed Development in comparison to that of the extant use of the Site. The net change in total person trips is based on Census mode share data which has been adjusted to reflect the car free nature of the Proposed Development.

6.1.3 In addition to the above, this Section provides estimates of servicing vehicle trip generation which has informed the design of proposed servicing arrangements (as discussed in **Section 5**) and associated management strategies (outlined in **Section 7**).

6.2 Proposed Trip Generation

6.2.1 This section presents the trip generation assessment for the Proposed Development, which consists of:

- 192 Purpose-Built Student Accommodation (PBSA) with an ancillary café
- 35 Affordable residential units
- 1,619 sqm of commercial showroom space

6.2.2 The assessment methodology utilises the TRICS database (version 7.11.4), the industry-standard tool for evaluating Proposed Development-related trip attraction and generation, with appropriate site selection criteria for each land use. Census 2011 journey to work data has been applied to establish modal splits, with adjustments made to reflect the car-free nature of the Proposed Development. Each component of the Proposed Development is assessed separately in the following sections.

Proposed PBSA Trip Generation

6.2.3 The trip generation assessment for the PBSA Proposed Development has been undertaken using TRICS database version 7.11.4, the industry-standard tool for evaluating development-related trip attraction and generation. The following TRICS criteria was applied to ensure appropriate comparison sites were selected:

- Land use: 03 – Residential
- Category: G – Student accommodation
- Surveys: Multi-modal surveys only
- Surveys undertaken during Covid travel restrictions removed
- Location: Greater London sites

6.2.4 The specific sites selected for this assessment are detailed in **Table 6.1** and associated details are provided in **Appendix J**.

Table 6.1: TRICS Assessment Survey Sites – Student Accommodation Use

TRICS Site Ref	Description	Town/City	No. Students	Survey Day	Survey Date
CN-03-G-01	Student Flats	Camden	571	Tuesday	14/11/2017
KI-03-G-01	Student Flats	Kingston	200	Wednesday	12/06/2019
KI-03-G-02	Student Flats	Kingston	300	Wednesday	26/06/2019
LB-03-G-02	Student Flats	Lambeth	1100	Tuesday	27/11/2018

6.2.5 The peak hour and daily (12-hour) trip rates from the TRICS assessment sites are shown in **Table 6.2**. The selected TRICS surveys were all undertaken prior to the Covid-19 pandemic. It is, therefore, anticipated that the travel demand associated with the TRICS sites could be higher than those experienced at Blackburn Road, due to the proliferation of online learning and meeting resources that have become commonplace in the post-pandemic working and learning environments.

Table 6.2: PBSA Trip Generation Rates (Trips per unit)

Mode of Travel	Weekday 08:00-09:00			Weekday 17:00-18:00			Weekday 07:00-19:00		
	Arr.	Dep.	Total	Arr.	Dep.	Total	Arr.	Dep.	Total
LGVs	0.001	0.001	0.002	0.001	0.001	0.002	0.015	0.014	0.029
OGVs	0.000	0.000	0.000	0.000	0.000	0.000	0.001	0.001	0.002
MC	0.000	0.000	0.000	0.000	0.000	0.000	0.002	0.002	0.004
Total Vehicles	**0.001**	**0.002**	**0.003**	**0.002**	**0.002**	**0.004**	**0.035**	**0.037**	**0.072**
Pedestrians	0.005	0.042	0.047	0.035	0.023	0.058	0.235	0.323	0.558
Cyclists	0.001	0.002	0.003	0.002	0.000	0.002	0.019	0.017	0.036
Rail	0.001	0.016	0.017	0.012	0.008	0.02	0.099	0.116	0.215
Bus	0.003	0.023	0.026	0.023	0.007	0.03	0.113	0.162	0.275
Total People	**0.011**	**0.084**	**0.095**	**0.073**	**0.039**	**0.112**	**0.493**	**0.649**	**1.140**

6.2.6 Trip rates from the TRICS assessment have been applied to the number of proposed student accommodation units. The estimated peak hour and daily trips are summarised in **Table 6.3**.

Table 6.3: Proposed PBSA Peak Hour and Daily Trips (192 Units)

Mode of Travel	Weekday 08:00-09:00			Weekday 17:00-18:00			Weekday 07:00-19:00		
	Arr.	Dep.	Total	Arr.	Dep.	Total	Arr.	Dep.	Total
LGVs	0	0	0	0	0	0	3	3	6
OGVs	0	0	0	0	0	0	0	0	0
MC	0	0	0	0	0	0	0	0	1
Total Vehicles	0	0	1	0	0	1	7	7	14
Pedestrians	1	8	9	7	4	11	45	62	107
Cyclists	0	0	1	0	0	0	4	3	7
Rail	0	3	3	2	2	4	19	22	41
Bus	1	4	4	4	1	6	22	31	53
Total People	**2**	**16**	**18**	14	**7**	**22**	**95**	**125**	**219**

Note: Fractional trips have been rounded up in total numbers.

6.2.7 **Table 6.3** suggests the proposed PBSA is expected to generate eight two-way public transport trips (bus and rail) during the AM peak hour and 10 during the PM peak hour. Similarly, nine two-way walking trips are expected during the AM peak hour and 11 during the PM peak hour.

6.2.8 The estimate of the total people trip generation from the TRICS exercise is considered to be suitable for the proposed use. However, with consideration of the location of the PBSA use and its proximity to West Hampstead Underground station, it has been considered that the mode split derived from the TRICS surveys would not form a sound basis for the anticipated mode share that would be expected for the Proposed Development at this Site.

6.2.9 In context of the above, it is considered that the Census 'travel to work' data provides a suitable mode split assumption that reflects the travel patterns of users residing at the immediate locality of the Site. In this regard it is noted that Census 2021 data is widely recognised to have been influenced by the Covid pandemic travel restrictions and would therefore not form a suitable basis for estimation of travel patterns. To this end, reliance has been made on Census 2011 travel to work data which would include both Jubilee Line services at West Hampstead Station, and TfL Overground Services at West Hampstead Overground Station, which started operation in 2007.

6.2.10 The anticipated mode split for the proposed PBSA units has been calculated using Census 2011 travel to work data, based on **Table 6.3**. **Table 6.4** shows both the original Census mode split and the adjusted version that accounts for the car-free nature of the Proposed Development. In this adjusted split, trips that would typically be made by car have been redistributed across other modes of transport. The final number of trips by each mode of transport is presented in **Table 6.4**. The mode split reflects the likely student demand for travel towards Euston Square, which is accessible by London Underground services (refer to **Insert 3.4**).

Table 6.4: PBSA - Census Assessment Estimated Modal Split

Mode of Travel	Census Modal Split	Adjusted Modal Split	Two-way Multi Modal Trip Generation		
			AM	PM	Daily
Underground, metro, light rail, tram	55%	61%	11	13	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**

6.2.11 The modal split data shown in **Table 6.4** demonstrates that a high proportion (87% adjusted) of trips will use public transport. Underground, metro, light rail and tram represent the highest proportion at 61%, followed by train at 18% and bus at 8%. Although initially derived from travel to work data, these modes represent the travel opportunities available to future students of the PBSA when travelling to their place of education.

6.2.12 Based on the adjusted mode split presented in **Table 6.4** the proposed PBSA is expected to generate 11 two-way underground, metro, light rail, tram trips during the AM peak hour and 13 during the PM peak hour. The PBSA is expected to generate three two-way train trips during the AM and four such trips during the PM peak hours. The PBSA is also expected to generate one two-way bus trips during the AM peak and two during the PM peak hours. Similarly, one two-way walking trip is expected during the AM peak hour and one during the PM peak hour.

Proposed PBSA Café

6.2.13 The PBSA will include a café serving students and the public. Given the site's town centre location and the large number of existing cafés in the area, this new café is expected to primarily serve PBSA residents. Any additional visitors are likely to be people already passing by rather than those making special trips to visit Most café trips will either be internal trips from PBSA residents or pass-by trips from people already in the area. Therefore, a separate trip generation assessment for the café has not been undertaken. Notwithstanding, there are servicing trips associated with the proposed café which have been accounted for and are presented further in this section.

Proposed Residential Trip Generation

6.2.14 The residential Proposed Development is proposed as 'car-free'. To establish appropriate trip generation rates, the TRICS database (version 7.11.4) has been used with the following methodology:

- TRICS assessment to obtain two-way person trip rates
- Trip rates adjusted to reflect the low car parking provision, with car driver and passenger trips reduced accordingly
- Other transport modes increased proportionally, except walking, which is less likely to substitute for car trips
- Bus and rail trips from TRICS have been reallocated between bus, rail, and underground based on 2011 Census Travel to Work data for local residences, to better reflect local public transport patterns

6.2.15 Although the Proposed Development provides affordable housing, due to limited comparable affordable housing sites in Greater London, the assessment used TRICS category '03 - RESIDENTIAL' with sub-category '/C - FLATS PRIVATELY OWNED'. The following selection criteria were applied:

- Surveys: Multi-modal surveys only
- Location and PTAL: Greater London sites with PTAL rating of 5/6a/6b
- Units: Developments of up to 150 units
- Period: Surveys from the five most recent years
- Excluding surveys affected by COVID-19 restrictions

6.2.16 The TRICS sites meeting these criteria are listed in **Table 6.5** and associated details are provided in **Appendix K**.

Table 6.5: TRICS Assessment Survey Sites – Residential Use

Site Ref	Description	Location	Units	PTAL	Day	Date
IS-03-C-05	BLOCK OF FLATS	Islington	15	6a Excellent	Wednesday	29/06/2016
IS-03-C-06	BLOCK OF FLATS	Islington	14	6a Excellent	Monday	27/06/2016
WF-03-C-01	BLOCKS OF FLATS	Waltham Forest	97	5 Very Good	Tuesday	05/11/2019

6.2.17 **Table 6.6** below presents a summary of peak hour and daytime trip rates derived from a TRICS assessment of the survey sites detailed in **Table 6.5**.

Table 6.6: Residential Trip Generation Rates (Person Trips per Unit)

Time period	Hours	No. TRICS Sites	Av. No. Units	Trip Rate (per Unit)		
				Arr.	Dep.	TOTAL
AM Peak	08:00-09:00	3	42	0.063	0.659	0.722
PM Peak	17:00-18:00	3	42	0.437	0.278	0.715
12hr Daytime	07:00-19:00	3	42	3.500	3.484	6.984

6.2.18 **Table 6.7** below presents the resultant peak hour and daily trips associated with the residential element of the Proposed Development, which have been estimated by applying the trip generation rates derived in **Table 6.6** to the proposed number of residential units.

Table 6.7: Proposed Residential 'Total Person' Trips (35 Units)

Time period	Hours	No. TRICS Sites	Av. No. Units	Trip Rate (per Unit)		
				Arr.	Dep.	TOTAL
AM Peak	08:00-09:00	3	42	2	23	25
PM Peak	17:00-18:00	3	42	15	10	25
12hr Daytime	07:00-19:00	3	42	123	122	244

6.2.19 The anticipated mode split for the residential part of the Proposed Development has been calculated using 2011 Census Journey to Work data for the middle super middle output area the site is located in (E02000175: Camden 010).

6.2.20 **Table 6.8** shows both the original Census 2011 mode split and the adjusted version that accounts for this being a car-free development. In this adjusted split, trips that would typically be made by car have been redistributed across other modes of transport. The final number of trips by each mode of transport is presented in **Table 6.8**.

Table 6.8: Residential - Census Assessment Estimated Modal Split and Mode Split Trips

Mode of Travel	Census 2011 Modal Split	Adjusted Census mode split	Two - way Multi Modal Residential Trips		
			AM	PM	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**

6.2.21 **Table 6.8** shows that the proposed 35 affordable residential units are expected to generate 22 two-way public transport trips during the AM and PM peak hours. Similarly, three two-way active travel trips are expected during the AM peak hour and three such trips during the PM peak hour.

Proposed Commercial Showroom Trips

6.2.22 The Proposed Development includes a showroom, which will operate as a display space where customers will visit to view and order items. All purchases will be delivered directly to customers without collection from the showroom. The facility will function as a retail trade showroom with supporting office space. The proposed showroom will have a total floor area of 1,619 sqm.

6.2.23 Due to the lack of TRICS data for builders' merchant showrooms, builders' merchant sites with multi-modal surveys were selected from TRICS. The expected level of vehicle trips would be much lower than that of a traditional builder's merchant, but this represents the closest comparator for the proposed use and has, therefore, been used. Suitable adjustments have been made to reflect the on-site loading provision, as vehicle trips would be limited to primarily servicing trips. The following TRICS selection criteria was used to provide trip rates for the proposed showroom:

- Land Use: 01 - Retail
- Category: L – Builders Merchants
- Gross Floor Area: 5,000 to 6,275 sqm
- Location Types: Edge of Town, Suburban Area, Industrial Zone
- Survey Types: Multi modal surveys only
- Location: England including, Greater London sites

6.2.24 The specific sites selected for this assessment based on the above criteria are detailed in **Table 6.9** and associated details are provided in **Appendix L**.

Table 6.9: TRICS Assessment Survey Sites – Proposed Retail Showroom

TRICS Site Ref	Town/City	Survey Day	Survey Date	On-site car parking	Gross Floor Area (sqm)	Location Type
KC-01-L-01	Kent	Monday	07/12/2009	47	6,275	Edge of Town
WM-01-L-02	Birmingham	Wednesday	19/10/2011	72	5,600	Suburban Area
WO-01-L-02	Worcester	Monday	15/06/2009	29	5,000	Edge of Town

6.2.25 The TRICS assessment is undertaken recognising that the dataset generated by the system is not London specific, and the selected TRICS sites would not be provided with the same level of non-car accessibility as Blackburn Road. It is further recognised that each selected TRICS site has substantial amount of on-site car parking, which would not be replicated at Blackburn Road. The TRICS data has therefore been used to generate a profile of vehicular movement to and from the facility, which has then been factored to establish the likely maximum number of vehicular movements based on the 'showroom' offer and the size of the proposed on-site loading area.

Vehicle Trips

6.2.26 The TRICS dataset defined in **Table 6.9** above, generates the following vehicular trip (**Table 6.10**).

Table 6.10: Builders Merchant Vehicle Trip Rates (trips per 100sqm of floor area)

Time Period	Arrivals	Departures	Two-way
07:00-08:00	0.375	0.036	0.411
08:00-09:00	0.35	0.219	0.569
09:00-10:00	0.658	0.539	1.197
10:00-11:00	0.735	0.747	1.482
11:00-12:00	0.64	0.604	1.244
12:00-13:00	0.681	0.575	1.256
13:00-14:00	0.527	0.604	1.131
14:00-15:00	0.527	0.658	1.185
15:00-16:00	0.468	0.468	0.936
16:00-17:00	0.439	0.427	0.866
17:00-18:00	0.296	0.421	0.717
18:00-19:00	0.148	0.255	0.403
Daily Trip Rates:	**5.844**	**5.553**	**11.397**

6.2.27 The trip rates in **Table 6.10** have been applied to the proposed floor area of 1,619 sqm. **Table 6.11** shows the resulting hourly profile of trips.

Table 6.11: Builder's Showroom (1,619sqm) Vehicular Trips and Accumulation

Time Period	TRICS Generated Vehicular Trip Profile			Proposed Development Vehicular Trips			
	Arrivals	Departures	Total	Arrivals	Departures	Total	Accumulation
07:00-08:00	6	1	7	1	0	1	1
08:00-09:00	6	4	9	1	1	2	1
09:00-10:00	11	9	19	2	2	3	2
10:00-11:00	12	12	24	2	2	4	2
11:00-12:00	10	10	20	2	2	4	2
12:00-13:00	11	9	20	2	2	4	2
13:00-14:00	8	10	18	2	2	3	2
14:00-15:00	8	11	19	2	2	3	1
15:00-16:00	7	7	15	1	1	3	1
16:00-17:00	7	7	14	1	1	3	2
17:00-18:00	5	7	11	1	1	2	1
18:00-19:00	2	4	6	0	1	1	1
Daily Trips	**94**	**88**	**182**	**16**	**16**	**33**	**-**

6.2.28 **Table 6.11** presents vehicular trips to the proposed builder's showroom. The Proposed Development's service area has been designed in consultation with the site occupier, with two bays provided on-site for use by perspective visitors to the showroom, or by those delivering to the showroom. The TRICS data has been factored to reflect the car-free nature of the Proposed Development and the level of on-site loading provision proposed.

6.2.29 **Table 6.11** suggests that the proposed 'showroom' will generate two and three two-way vehicle trips during the traditional AM (08:00-09:00) and PM (17:00-18:00) peak periods, respectively. A total of 33 two-way daily vehicle trips are expected during a typical 12-hour daytime period of 07:00-19:00.

Total Person Trips

6.2.30 **Table 6.12** below presents the proposed peak hour and daily total person trip rates generated from the selection criteria set out above. It also shows the resulting trips generated based on a floor area of 1,619sqm.

Table 6.12: Builders Merchant (for proposed showroom) total person trip rates and trips (per 100sqm – 1,619 sqm)

Time period	Hours	Trip Rate (per 100sqm)			Trip Rats (1,1619sqm)		
		Arrivals	Depart's	Total	Arrivals	Depart's	Total
AM Peak	08:00-09:00	0.895	0.664	1.559	14	11	25
PM Peak	17:00-18:00	0.178	0.308	0.486	3	5	8
12hr Daytime	07:00-19:00	7.857	7.863	15.72	126	126	252

6.2.31 Based on **Table 6.12**, the proposed showroom is expected to generate 25 two-way person trips during the AM peak hour (08:00-09:00) and eight two-way person trips during the PM peak hour (17:00-18:00). A total of 252 two-way person trips are expected during a typical 12-hour daytime

period of 07:00-19:00.

6.2.32 Census 2011 method of travel to work data for people employed within the middle super output area Camden 010 (where the site is located) has been applied to the implemented proposed showroom trips. This data, taken from the workday population dataset, shows how people working in the area travel and has been used to understand how the proposed showroom trips are split by mode. The derived mode share has been adjusted to reflect the lack of staff parking within the Proposed Development. This is shown in **Table 6.13** along with the resulting trips split by mode.

Table 6.13: Proposed Showroom Person Trip Trips by Mode

Mode of Travel	2011 Census mode share	Adjusted mode share	Two - way Multi Showroom Trips		
			AM	PM	Daily
Underground, metro, light rail or tram	28%	40%	10	3	101
Train	16%	22%	5	2	55
Bus, minibus or coach	12%	18%	4	1	45
Taxi	1%	1%	0	0	3
Motorcycle, scooter or moped	1%	2%	0	0	5
Driving a car or van	29%	0%	0	0	0
Passenger in a car or van	2%	0%	0	0	0
Bicycle	2%	3%	1	0	8
On foot	10%	14%	3	1	35
Total	**100%**	**100%**	**25**	**8**	**252**

6.2.33 **Table 6.13** shows that the proposed showroom is expected to generate 20 two-way public transport trips (underground, metro, light rail, tram, train, and bus) during the AM peak hour and 6 during the PM peak hour. Similarly, four and one two-way active travel trips are expected during both the AM and PM peak hours.

Total Proposed Trip Generation

6.2.34 With consideration of the independent trip generating land uses that are proposed by this application (i.e., the proposed PBSA, residential and showroom use), the combined total person estimated trip generation for the Proposed Development is provided at **Table 6.14** below.

Table 6.14: Combined Proposed Development Trip Generation

Mode of Travel	Two - way Proposed Development Trips		
	AM	PM	Daily
Underground, metro, light rail or tram	37	31	383
Train	13	10	139

Mode of Travel	Two - way Proposed Development Trips		
	AM	PM	Daily
Bus, minibus or coach	8	5	83
Sub-total: Public Transport	***58***	***46***	***605***
Taxi	0	0	4
Motorcycle, scooter or moped	1	1	10
Driving a car or van	0	0	0
Passenger in a car or van	0	0	0
Bicycle	3	3	31
On foot	6	4	65
Total Person Trips	**68**	**54**	**715**

6.2.35 **Table 6.14** shows that the Proposed Development are expected to generate 58 and 46 two-way public transport trips (underground, metro, light rail, tram, train, and bus) during the AM and PM peak hours respectively. Similarly, nine and seven two-way active travel trips are expected during the AM and PM peak hours respectively.

6.2.36 Given the car-free nature of the Proposed Development, vehicle trips will be limited to servicing vehicles only. The vehicle trip generation associated with the Proposed Development is detailed in the servicing trip generation section below. While detailed servicing arrangements are set out in the supporting Delivery and Servicing Management Plan, a summary of the trip generation is provided further below in this Section.

6.3 Existing Use Trip Generation

6.3.1 This section establishes the baseline trip generation for the site using three scenarios:

1. The implemented scheme from the 2004 planning permission (application reference 2022/4576/NEW), comprising a builder's merchant, residential units (eight houses and six flats), and office space.

2. The consented outline proposals from the O2 masterplan scheme (Application No: 2022/0528/P), comprising residential units and 1,050sqm of commercial floor space.

3. The existing site condition, comprising a builder's merchant and showroom use of 1,643sqm (including 640sqm of merchant yard).

6.3.2 The following assessment provides trip generation estimates for each scenario using TRICS database outputs and bespoke survey data. These baseline figures will be used to determine the net impact of the Proposed Development.

Implemented Scheme

6.3.3 As discussed at **Section 1**, in 2004, planning permission was granted the Site (application reference 2022/4576/NEW), which has been implemented. It is understood that a certificate of

lawful use is available for the implemented scheme.

6.3.4 The implemented permission included a builder's merchant, residential units (eight houses and six flats), and office space. This implemented development represents a planning fallback position. As such, it is considered that the 'implemented scheme' forms the baseline situation against which the impact of the Proposed Development is assessed. As the original trip generation assessment for implemented scheme is not available, the assessment below uses TRICS and bespoke survey data to assess the trip generation associated with the implemented scheme.

Implemented Scheme - Builders Merchant Element

6.3.5 The Implemented Development comprises a mixed-use scheme consisting of a builder's merchant, residential units, and office space including:

- A builder's merchant with a GIA of 2,306sqm
- Residential element consisting of 6 flats and 8 houses (14 units total) with a combined GIA of 1,886sqm
- Office space with a GIA of 1,301sqm
- Overall total GIA of 5,493sqm

6.3.6 For the baseline trip generation assessment, survey data from the Jewson builders merchant site at 239 Horn Lane, Ealing (as referenced in application 2024/1145/P at the Site) was used. This reference site was surveyed via an Automatic Traffic Count (ATC) between December 9-14, 2021, recording all vehicular movements accessing and exiting via Horn Lane.

6.3.7 The Jewson site in Ealing is considered representative as it has a comparable GIA (2,600 sqm at the time of the survey) to the implemented scheme builders merchant element (2,306 sqm).

6.3.8 While the TRICS database was interrogated to identify surveys of similar sites, no appropriate builders merchant sites were found in Greater London, making the Jewson site survey the most representative data available. The average trip rates calculated from the Jewson ATC survey are presented in **Table 6.15** and associated details are provided in **Appendix M**.

Table 6.15 Jewson Ealing, Surveyed Trip Rates

Vehicle Type	AM			PM			Daily		
	Arrivals	Depart's	TOTAL	Arrivals	Depart's	TOTAL	Arrivals	Depart's	TOTAL
Cars / LGV's	0.385	0.385	0.769	0.038	0.077	0.115	2.769	2.769	5.538
Motorcycles	0.000	0.038	0.038	0.000	0.000	0.000	0.115	0.115	0.231
HGV's	0.115	0.077	0.192	0.000	0.000	0.000	0.115	0.192	0.308
Total	**0.500**	**0.500**	**1.000**	**0.038**	**0.077**	**0.115**	**3.000**	**3.077**	**6.077**

6.3.9 Based on the builder's merchant floor area of 2,306sqm, the trip generation for this element of the implemented scheme is shown in **Table 6.16**.

Table 6.16: Implemented Builders Merchants Trips

Vehicle Type	AM			PM			Daily		
	Arrivals	Depart's	TOTAL	Arrivals	Depart's	TOTAL	Arrivals	Depart's	TOTAL
Cars / LGV's	9	9	18	1	2	3	64	64	128
Motorcycles	0	1	1	0	0	0	3	3	5
HGV's	3	2	4	0	0	0	3	4	7
Total	**12**	**12**	**23**	**1**	**2**	**3**	**69**	**71**	**140**

6.3.10 **Table 6.16** shows that the implemented builder's merchant would attract 23 two-way vehicle trips in the AM peak hour, three two-way vehicle trips in the PM peak hour, and 140 two-way vehicle trips over a typical day. Cars and light goods vehicles (LGVs) account for the highest proportion at 18 two-way trips in the AM peak, 3 two-way trips in the PM peak, and 128 two-way trips daily.

6.3.11 Given the nature of a builder's merchant operation and the limitations of the ATC survey which only recorded vehicular movements, it is considered that most trips would be made by vehicular modes. In traditional builder's merchant sites, customers typically require vehicles to transport building materials and goods, while deliveries necessitate goods vehicles. Therefore, non-car modes for this element of the implemented development have not been considered in this assessment.

Implemented Scheme - Residential Element

6.3.12 The implemented scheme includes 14 residential units. The trip generation assessment for these units considers the trip generation methodology used in application 2024/1145/P and makes reliance on the trip rate selection in **Table 6.6**, which utilises TRICS trip rates for Land use category: 03 Residential – C Flats Privately Owned. The resulting total person trip generation for the 14 residential units is shown in **Table 6.17**.

Table 6.17: Implemented Scheme - Residential Total People Trips (14 Units)

Time period	Hours	Trip Rate (per Unit)		
		Arrivals	Departures	TOTAL
AM Peak	08:00-09:00	1	9	10
PM Peak	17:00-18:00	6	4	10
Daily	07:00-19:00	49	49	98

6.3.13 As shown in **Table 6.17**, the residential element generates 10 two-way person trips during the AM peak hour (08:00-09:00), 10 two-way person trips during the PM peak hour (17:00-18:00), and 98 two-way person trips across the 12-hour daytime period.

6.3.14 The anticipated mode split for the residential part of the implemented development has been calculated using the same Census data used for the Proposed Development, as shown previously in **Table 6.8** above. The unadjusted mode split has been applied in this instance as

the proposals had intended that each of the 14 units would be provided with a parking space. The final number of trips by each mode of transport for the implemented residential element is presented in **Table 6.18**.

Table 6.18: Implemented Scheme - Residential - Census Assessment Estimated Modal Split and Mode Share Trip Generation

Mode of Travel	Census mode split	Two - way Multi Modal Residential Trips		
		AM	PM	Daily
Underground, metro, light rail, tram	55%	6	6	54
Train	16%	2	2	16
Bus, minibus or coach	7%	1	1	7
Taxi	0%	0	0	0
Motorcycle, scooter or moped	1%	0	0	1
Driving a car or van	10%	1	1	10
Passenger in a car or van	1%	0	0	1
Bicycle	4%	0	0	4
On foot	6%	1	1	6
Total	**100%**	**10**	**10**	**98**

6.3.15 **Table 6.18** shows that the 14 residential units in the implemented development are expected to generate nine two-way public transport trips (Underground, Overground, train, and bus) during both the AM peak hour and the PM peak hours respectively. Similarly, one two-way walking trip is estimated during both the AM peak hour and the PM peak hours respectively. The car parking associated with the implemented use is estimated to generated one two-way trip in each of the AM and PM peak hours and some 10 two-way trips across a typical daytime period.

Implemented Scheme - Office Element

6.3.16 The implemented scheme includes 1,301sqm of office floor area. The TRICS database was interrogated to derive trip generation rates for the office element of the implemented development. The following criteria were used to identify comparable site surveys:

- Land use category: 02 Employment – A – Office;
- Location type: Town Centre or Edge of Town Centre;
- Sites in Greater London Only;
- Sites less than 15,000sqm; and
- PTAL ratings of 4 and above.

6.3.17 The associated TRICS data reports are provided at **Appendix N**.

6.3.18 Based on the TRICS data for office developments, the trip rates and resulting trips for the implemented office element (1,301sqm) are shown in **Table 6.19**.

Table 6.19: Implemented Development Office Person Trip Rates and Trips

Time period	Total person trip rates (per 100sqm)			Total person trips (1,301sqm)		
	In	Out	Total	In	Out	Total
AM peak hour (08:00-09:00)	2.135	0.199	2.334	28	3	30
PM peak hour (17:00-18:00)	0.144	2.034	2.178	2	26	28
Daily	8.553	8.480	17.033	111	110	222

6.3.19 **Table 6.19** shows that the office element of the implemented development generates 30 two-way person trips during the AM peak hour, 28 two-way person trips during the PM peak hour, and 221 two-way person trips across the daily period.

6.3.20 Census 2011 method of travel to work data for people employed within the middle super output area Camden 010 (where the site is located) has been applied to the implemented office trips. This data, taken from the workday population dataset, shows how people working in the area travel and has been used to understand how the office trips are split by mode. The derived mode share has been adjusted to reflect the lack of staff parking within the proposals. This is shown in **Table 6.20** along with the resulting trips split by mode.

Table 6.20: Implemented Development Office Person Trip Trips by Mode

Mode of Travel	2011 Census mode share	Adjusted mode share	Two - way Multi Modal Office Trips		
			AM	PM	Daily
Underground, metro, light rail or tram	28%	40%	12	11	89
Train	16%	22%	7	6	49
Bus, minibus or coach	12%	18%	5	5	40
Taxi	1%	1%	0	0	2
Motorcycle, scooter or moped	1%	2%	1	1	4
Driving a car or van	29%	0%	0	0	0
Passenger in a car or van	2%	0%	0	0	0
Bicycle	2%	3%	1	1	8
On foot	10%	14%	4	4	30
Total	100%	100%	**30**	**28**	**222**

6.3.21 **Table 6.20** shows that the office element of the implemented development is expected to generate 24 two-way public transport trips (underground, metro, light rail, tram, train, and bus) during the AM peak hour and 22 during the PM peak hour. Similarly, 4 two-way walking trips are expected during both the AM peak hour and the PM peak hour. The table demonstrates that a high proportion of trips associated with the office use will be made by public transport modes.

Total Implemented Trip Generation

6.3.22 The total proposed trip generation for the implemented scheme is presented at **Table 6.21** below. As mentioned, it is assumed that the builders merchant element would primarily generate vehicle trips, so no account is taken for non-vehicle trips, whereas the office and residential elements consider all total person trips.

Table 6.21: Total Implement Development Trip Generation

Main Mode of Travel	Two - way Implemented Development Trips		
	AM	PM	Daily
Underground, metro, light rail or tram	18	17	148
Train	9	8	67
Bus, minibus or coach	6	6	47
Taxi	0	0	2
Motorcycle, scooter or moped	1	1	5
Driving a car or van	1	1	10
Passenger in a car or van	0	0	1
Bicycle	2	1	12
On foot	5	4	36
Total Person	**40**	**38**	**319**
Cars / LGVs	18	3	128
Motorcycles	1	0	5
HGV's	4	0	7
Total vehicles (excl. residential car trips)	**23**	**3**	**140**
Total vehicles (incl. residential car trips)	**24**	**4**	**150**

6.3.23 **Table 6.21** shows that the implemented development generates 40 two-way person trips during the AM peak hour and 38 two-way person trips during the PM peak hour. The total daily person trips are 319. Public transport trips include 18 two-way trips via underground, metro, light rail, or tram during the AM peak hour and 17 during the PM peak hour. Additionally, 5 two-way walking trips are expected during the AM peak hour and 4 during the PM peak hour.

6.4 Outline Consented O2 Masterplan Scheme

6.4.1 The site has outline consent under planning application 2022/0528/P as part of the O2 Masterplan (Plot S8, refer to **Section 1**). Plot S8 has outline consent for 8,400sqm residential floor space and 1,050sqm commercial floor space. As exact unit numbers were not determined in the outline application, assumptions have been made based on the available planning documents to establish likely trip generation.

6.4.2 Plot S8 (8,400sqm) represents 7% of the total outline residential floor space (115,000sqm). With the Environmental Statement (ES) assuming 1,188 residential units for the entire outline scheme, Plot S8 is therefore allocated 7% of these units, equating to 87 residential units for assessment purposes.

6.4.3 Based on submitted parameter plans, it is understood that the 1,050sqm commercial space can provide Class E or F2 uses. This assessment assumes a mix of office (60% - 630sqm) and retail uses such as a small supermarket express (40% - 420sqm). Trip attraction rates for these uses are derived from the TRICS database to provide robust estimates of likely movement patterns.

Outline Residential Trip Generation

6.4.4 Trip generation for the residential element of the O2 consented masterplan scheme (87 residential units) uses TRICS trip rates for Land use category: 03 Residential – C Flats Privately Owned (**Table 6.6**). The resulting person trip generation is shown in **Table 6.22**, providing peak and daily movement estimates.

Table 6.22: Residential Total Person Trips (87 Units)

Time period	Hours	Trip Rate (per Unit)		
		Arrivals	Departures	TOTAL
AM Peak	08:00-09:00	5	58	63
PM Peak	17:00-18:00	38	24	62
Daily	07:00-19:00	304	302	606

6.4.5 As **Table 6.22** demonstrates, the residential element of the O2 consented masterplan scheme generates 63 two-way person trips during AM peak (08:00-09:00), 62 during PM peak (17:00-18:00), and 606 across the 12-hour daytime period. These figures represent the total movement of people to and from the residential component of the Proposed Development.

6.4.6 Mode split calculations use Census 2011 data as shown in **Table 6.8**, with adjustments made as the O2 masterplan proposal was car-free with limited parking provision as per London Plan standards. The resulting trips by transport mode are presented in **Table 6.23**, showing how residents would likely travel with car-free conditions.

Table 6.23: Residential Element - Census Assessment Estimated Modal Split and Mode Share Trip Generation

Mode of Travel	Two - way Multi Modal Residential Trips		
	AM	PM	Daily
Underground, metro, light rail, tram	38	38	370
Train	11	11	109
Bus, minibus or coach	5	5	48
Taxi	0	0	0
Motorcycle, scooter or moped	1	1	6
Driving a car or van	0	0	0
Passenger in a car or van	0	0	0
Bicycle	3	3	30
On foot	4	4	36
Total	**63**	**62**	**606**

6.4.7 The residential element of the O2 consented masterplan scheme (87 units) will generate 50 two-way public transport trips (Underground, Overground, train, and bus combined) during the AM peak hour and 50 during the PM peak hour. Additionally, nine two-way walking trips are expected during both peak periods. No car trips are assumed in the assessment, although there would be 3 blue badge spaces that would generate some trips, but these have not been included to provide a robust assessment.

Outline Consent Residential Servicing Trips

6.4.8 Vehicle trips for the residential component will be limited to servicing and delivery requirements only. **Table 6.24** below shows the anticipated servicing trips associated with the 87 residential units at the site. The servicing trip generation is based on servicing vehicle trip rates provided in **Appendix K**.

Table 6.24: Residential Servicing Trip Generation - O2 Consented Masterplan Scheme

Time period	Total person trip rates (per 100sqm)			Total person trips (1,301sqm)		
	In	Out	Total	In	Out	Total
AM peak hour (08:00-09:00)	0.008	0	0.008	1	0	1
PM peak hour (17:00-18:00)	0	0	0	0	0	0
Daily	0.12	0.112	0.232	10	10	20

6.4.9 **Table 6.24** shows that the residential element of the O2 masterplan scheme is expected to generate one servicing vehicle trip during the AM peak hour, no servicing trips during the PM peak hour, and a total of 20 two-way servicing vehicle trips across the typical day.

Outline Consented Commercial Office Trip Generation

6.4.10 For this assessment, the commercial element of the outline consent for Plot S8 is assumed to be 60% office space totalling 630 sqm. The office trip generation uses the same trip rates as the implemented scheme's office element presented in **Table 6.19**. **Table 6.25** presents the office trip rates and resulting trips based on the 630 sqm floor area.

Table 6.25: Office Person Trips per 100sqm)

Time period	Total person trips (630sqm)		
	In	Out	Total
AM peak hour (08:00-09:00)	13	1	15
PM peak hour (17:00-18:00)	1	13	14
Daily	54	53	107

6.4.11 **Table 6.25** demonstrates that the office element generates 15 two-way person trips during the AM peak hour. The PM peak hour generation is 14 two-way person trips. Across the daily period, the office element generates 107 two-way person trips.

6.4.12 The person trips calculated in **Table 6.25** have been distributed according to the Census mode share data for the implemented scheme (presented in **Table 6.20**). This mode share distribution has been adjusted to account for the car-free nature of the Proposed Development with its limited parking provision. **Table 6.26** presents the resulting breakdown of trips by transportation mode for the office component.

Table 6.26: Implemented Development Office Person Trip Trips by Mode

Mode of Travel	Two - way Multi Modal Residential Trips		
	AM	PM	Daily
Underground, metro, light rail, tram	6	5	43
Train	3	3	24
Bus, minibus or coach	3	2	19
Taxi	0	0	1
Motorcycle, scooter or moped	0	0	2
Driving a car or van	0	0	0
Passenger in a car or van	0	0	0
Bicycle	0	0	3
On foot	2	2	15
Total	**15**	**14**	**107**

6.4.13 **Table 6.26** demonstrates that the office element is expected to generate 12 two-way public transport trips (Underground, train, and bus) during the AM peak hour and 10 such trips during the PM peak hour. Active travel modes (bicycle and on foot) account for 2 two-way trips during both AM and PM peak hours.

Outline Consented Office Servicing Trips

6.4.14 Vehicle trips associated with the commercial office component will be limited to servicing and delivery requirements only. **Table 6.27** shows the anticipated servicing trips for the commercial office element of the O2 Masterplan. These servicing trip calculations are based on vehicle trip rates provided in **Appendix N**.

Table 6.27: Commercial Office Servicing Trip Generation - O2 Consented Masterplan Scheme

Time period	Total servicing trips (630sqm)		
	In	Out	Total
AM peak hour (08:00-09:00)	0	0	0
PM peak hour (17:00-18:00)	0	0	0
Daily	1	1	2

6.4.15 As shown in **Table 6.27,** the commercial office element of the O2 masterplan scheme is not expected to generate any servicing vehicle trips during either the AM or PM peak hours. Across a typical day, a total of two two-way servicing vehicle trips are anticipated.

Outline Consented Commercial Retail

6.4.16 For this assessment, a portion of the commercial offering within Plot S8 will be dedicated to retail use. This retail component is assumed to consist of convenience-type supermarkets, similar to a Tesco Express store. The allocated floor area for this retail use is 420sqm, representing 40% of the total commercial space allocation.

6.4.17 The TRICS database was used to estimate appropriate trip generation rates. Sites in London with similar characteristics were carefully selected based on the following criteria:

- Land use category: 01 Retail – O – Convenience Store
- Location type: Town Centre or Edge of Town Centre
- Sites in Greater London Only
- Gross Floor Area: 240 to 795

6.4.18 **Table 6.28** presents the total person trip rates derived from the TRICS database selection. The table includes both peak hour and daily trip generation figures for the 420sqm retail floor space.

Table 6.28: Retail Trip Generation - O2 Consented Masterplan Scheme

Time period	Total person trip rates (per 100sqm)			Total person trips (420sqm)		
	In	Out	Total	In	Out	Total
AM peak hour (08:00-09:00)	16.443	16.443	32.886	69	69	138
PM peak hour (17:00-18:00)	22.648	22.688	45.336	95	95	190
Daily	300.937	300.517	601.454	1264	1262	2526

6.4.19 The proposed convenience retail is expected to generate 2,526 two-way trips daily, including 138 trips during the AM peak hour and 190 trips during the PM peak hour. Many of these trips will be pass-by walking trips due to the site's location. A detailed modal breakdown of these person trips has not been provided as most will be local movements.

6.4.20 The retail component will also generate servicing-related vehicle trips. TRICS trip rates for Light Goods Vehicles (LGVs) and Other Goods Vehicles (OGVs) were used to estimate these servicing movements. Since servicing-specific trip rates were not available for the selected sites, **Table 6.29** presents the extracted LGV and OGV trip rates for peak hours and daily periods.

Table 6.29: LGV and OGV Trip Rates for Outline Convenience Retail (per 100sqm)

Time period	LGV trip rates (per 100sqm)			OGV trips (per 100 sqm)		
	In	Out	Total	In	Out	Total
AM peak hour (08:00-09:00)	0.395	0.395	0.79	0	0.04	0.04
PM peak hour (17:00-18:00)	0.435	0.435	0.87	0	0	0
Daily	7.156	7.114	14.27	0.675	0.674	1.349

6.4.21 **Table 6.30** shows the calculated servicing trip generation for both LGVs and OGVs, based on applying the rates from **Table 6.29** to the 420sqm convenience retail floor area.

Table 6.30: LGV and OGV Trip Generation for Outline Convenience Retail (420sqm GFA)

Time period	LGV Trips			OGV Trips			Total		
	In	Out	Total	In	Out	Total	In	Out	Total
AM peak hour (08:00-09:00)	2	2	3	0	0	0	2	2	3
PM peak hour (17:00-18:00)	2	2	4	0	0	0	2	2	4
Daily	30	30	60	3	3	6	33	33	66

6.4.22 As shown in **Table 6.30**, the proposed convenience retail is expected to generate 66 two-way servicing trips across a typical day, with three trips occurring during the AM peak hour and four trips during the PM peak hour.

Total Outline Plot S8 Consented Trip Generation

6.4.23 **Table 6.31** presents the combined total person trips for the consented Plot S8 proposals, encompassing both the residential units and office use. The retail component has been excluded from this calculation since it would primarily attract local trips that are already present on the surrounding network.

Table 6.31: Combined Plot S8 Total Person Trips

Mode of Travel	Two - way Multi Modal Residential Trips		
	AM	PM	Daily
Underground, metro, light rail, tram	44	43	413
Train	15	14	133
Bus, minibus or coach	8	7	68
Taxi	0	0	1
Motorcycle, scooter or moped	1	1	8
Driving a car or van	0	0	0
Passenger in a car or van	0	0	0
Bicycle	4	4	34
On foot	6	6	51
Total	**77**	**76**	**713**

6.4.24 **Table 6.31** demonstrates that the outline proposals for Plot S8 of the O2 masterplan would generate 77 two-way person trips during the AM peak period and 76 two-way person trips during the PM peak period. Over the course of a typical day, 713 two-way person trips are expected. Table 6-31 summarises the combined servicing trips for all Plot S8 uses.

Table 6.32: Combined Plot S8 Servicing Trips

Trips	AM (08:00 - 09:00)			PM (17:00 - 18:00)			Daily		
	In	Out	Total	In	Out	Total	In	Out	Total
Resi (87 units)	1	0	1	0	0	0	10	10	20
office	0	0	0	0	0	0	1	1	2
Retail	2	2	3	2	2	4	33	33	66
Total	**2**	**2**	**4**	**2**	**2**	**4**	**44**	**43**	**88**

6.4.25 **Table 6.32** shows that the consented Plot S8 of the outline masterplan could generate four two-way service vehicle trips during each peak hour and 88 two-way service vehicle trips across a typical day.

6.5 Existing Site Operation Trip Generation

6.5.1 The existing site currently accommodates a builder's merchant with an associated kitchen and bathroom showroom, occupying a total floor area of 1,843sqm (including 640sqm of merchant yard). To accurately assess current operational traffic movements, trip generation data was collected from a comparable Jewson site in Ealing that featured a similar builder's merchant yard and retail units. **Table 6.33** presents the vehicle trip generation for the existing site use.

Table 6.33: Existing Site Vehicle Trip Generation - Builder's Merchant and Showroom

Vehicle Type	AM			PM			Daily		
	In	Out	Total	In	Out	Total	In	Out	Total
Cars / LGV's	6	6	13	1	1	2	45	45	91
Motorcycles	0	1	1	0	0	0	2	2	4
HGV's	2	1	3	0	0	0	2	3	5
Total	**8**	**8**	**16**	**1**	**1**	**2**	**49**	**51**	**100**

6.5.2 **Table 6.33** indicates that the existing site generates 16 two-way vehicle trips during the AM peak hour, two two-way vehicle trips during the PM peak hour, and 100 two-way vehicle trips across a typical day. Cars and light goods vehicles constitute the majority of these movements (91 two-way trips daily), while HGVs account for five two-way trips and motorcycles for four two-way trips daily.

6.6 Net Trip Generation

6.6.1 This section presents the net change in trip generation between the Proposed Development and three existing scenarios: the implemented scheme, the consented outline master Plot S8 scheme, and the current site operation.

Net Trip Generation Compared to Implemented Scheme

6.6.2 **Table 6.34** shows the net change in two-way person trips between the implemented scheme and the Proposed Development.

Table 6.34: Net Total Person Trip Generation (Implemented Scheme)

Mode of Travel	Implemented Scheme Trips			Proposed Development Trips			Net Total Person Trips		
	AM	PM	Daily	AM	PM	Daily	AM	PM	Daily
Underground, metro, light rail, tram	18	17	142	37	31	383	19	15	241
Train	8	8	65	13	10	139	5	2	74
Bus, minibus or coach	6	6	47	8	5	83	2	-1	36
Taxi	0	0	2	0	0	4	0	0	3
Motorcycle, scooter or moped	1	1	5	1	1	10	0	0	5
Driving a car or van	1	1	10	0	0	0	-1	-1	-10
Passenger in a car or van	0	0	1	0	0	0	0	0	-1
Bicycle	1	1	11	3	3	31	1	1	19
On foot	5	4	36	6	4	65	2	0	29

Mode of Travel	Implemented Scheme Trips			Proposed Development Trips			Net Total Person Trips		
	AM	PM	Daily	AM	PM	Daily	AM	PM	Daily
Total	**40**	**38**	**319**	**68**	**54**	**715**	**28**	**16**	**395**

6.6.3 **Table 6.34** shows the Proposed Development will generate an additional 28 two-way person trips during the AM peak hour, 16 two-way person trips during the PM peak hour, and 395 two-way person trips over a typical day. Of note, the combined increase in Underground/Overground and train trips represents only 24 additional two-way movements during the AM peak (19 Underground/Overground and five train) and 17 during the PM peak (15 Underground/Overground and two train). This modest uplift in public transport trips during peak periods is in part the difference in temporal profile for travel associated with the PBSA, compared to that of typical residential use. In context of the above, the net trip generation exercise demonstrates that the impact of the Proposed Development on peak hour capacity of local public transport services would be limited.

Net Vehicle Trips

6.6.4 **Table 6.35** compares the net vehicle trips between the Proposed Development and the implemented scheme. For the Proposed Development, vehicle trips consist exclusively of service vehicle movements, while the implemented scheme vehicle trips include both service vehicle trips and residential car trips.

Table 6.35: Net vehicle Trips (Proposed Development and Implenented Schemes)

	AM	PM	Daily
Implemented Scheme	23	3	140
Proposed Development	2	2	51
Net change	-21	-1	-89

6.6.5 **Table 6.35** demonstrates that compared to the implemented scheme, the Proposed Development would generate 21 fewer vehicle trips during the AM peak period, 1 fewer two-way trip during the PM peak period, and 89 fewer vehicle trips across a typical day.

Net Trip Generation Compared to Consented Outline Plot S8 O2 Masterplan

6.6.6 **Table 6.36** presents the net change in two-way person trips between the Plot S8 outline consented scheme and the Proposed Development.

Table 6.36: Net Total Person Trip Generation (Plot S8 of Outline Consent)

Mode of Travel	Implemented Scheme Trips			Proposed Development Trips			Net Total Person Trips		
	AM	PM	Daily	AM	PM	Daily	AM	PM	Daily
Underground, metro, light rail, tram	44	43	413	37	31	383	-8	-12	-30
Train	15	14	133	13	10	139	-1	-4	6
Bus, minibus or coach	8	7	68	8	5	83	0	-2	15
Taxi	0	0	1	0	0	4	0	0	3
Motorcycle, scooter or moped	1	1	8	1	1	10	0	0	2

Driving a car or van	0	0	0	0	0	0	0	0	0
Passenger in a car or van	0	0	0	0	0	0	0	0	0
Bicycle	4	4	34	3	3	31	-1	-1	-3
On foot	6	6	51	6	4	65	0	-2	14
Total	**77**	**76**	**713**	**68**	**54**	**715**	**-9**	**-21**	**1**

6.6.7 **Table 6.36** shows that compared to the outline consented scheme, the Proposed Development would generate nine fewer two-way person trips during the AM peak hour, 21 fewer two-way person trips during the PM peak hour, and a slight increase of two trips across a typical day. This would suggest that trip generation for the Proposed Development is estimated to be similar to that which would be expected for Plot S8 of the O2 Masterplan.

6.6.8 The reduction in rail-based transport trips is particularly notable, with eight fewer Underground/Overground trips and two fewer train trips during the AM peak hour, and 12 fewer Underground/Overground trips and four fewer train trips during the PM peak hour. Bus trips remain unchanged during the AM peak hour, with two fewer trips during the PM peak hour, though there's an increase of 15 daily bus trips. This overall decrease in public transport demand during peak periods demonstrates that the Proposed Development would have a lesser impact on local transport infrastructure than the previously consented scheme.

Net Vehicle Trips

6.6.9 **Table 6.37** presents the net vehicle trips between the Proposed Development and the outline consented scheme. For both schemes, vehicle trips consist exclusively of service vehicle movements

Table 6.37: Net vehicle Trips (Proposed and Outline Consented Schemes)

	AM	PM	Daily
Outline Consented Scheme (Plot S8)	4	4	88
Proposed Development	2	2	51
Net change	-2	-2	-36

6.6.10 **Table 6.37** demonstrates that compared to the outline consented scheme, the Proposed Development would generate marginally fewer vehicle trips during both the AM and PM peak periods, and 36 fewer vehicle trips across a typical day.

Net Trip Generation Compared to Existing Site Operation

6.6.11 For assessment purposes, it is assumed that the existing site generates very few non-vehicle trips, and therefore only the net vehicle trip impact is considered in this comparison. **Table 6.38** presents the net vehicle trip generation between the Proposed Development and the existing site operation.

Table 6.38: Net Vehicle Trips (Proposed Scheme and Existing Operation)

Assessment Scheme	AM	PM	Daily
Existing Site Operation	16	2	100
Proposed Development	2	2	51
Net change	**-14**	**0**	**-49**

6.6.12 **Table 6.38** shows that compared to the existing site operation, the Proposed Development would generate 14 fewer vehicle trips during the AM peak period, no change during the PM peak period, and 49 fewer vehicle trips across a typical day.

6.6.13 Analysis of the three comparison scenarios indicates that the current site operation represents the lowest baseline in terms of overall person trip generation. However, given that there have been two planning consents granted for the site (the implemented scheme and the O2 outline scheme for Plot S8), these two scenarios provide more appropriate baselines for assessing the impact of the Proposed Development.

6.6.14 Nevertheless, the comparison with the existing site operation offers context regarding the overall reduction in vehicle trips that would result from the Proposed Development.

6.6.15 The comparison with the implemented scheme shows the highest impact in terms of additional person trips generated by the Proposed Development on the surrounding transport network. For this reason, this scenario has been selected as the most robust baseline for assessment purposes.

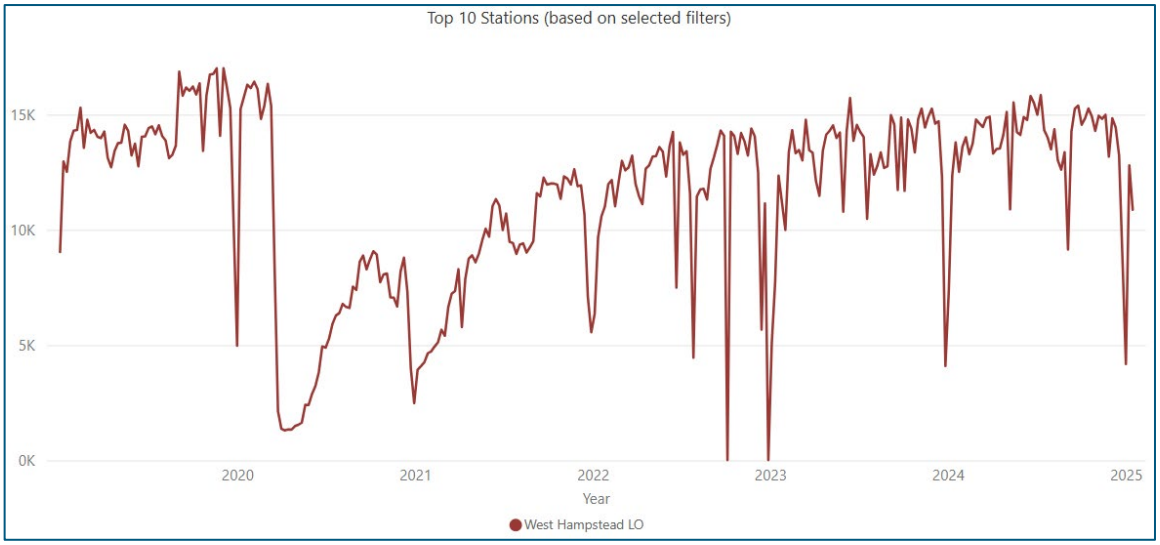
6.6.16 All three comparison scenarios demonstrate a reduction in vehicle trips. While the reduction compared to the outline scheme is less pronounced than for the other scenarios, all comparisons result in fewer vehicle trips. Therefore, the primary focus of the assessment is on the net total person trips using the implemented scheme as the baseline.

6.6.17 Notwithstanding the above, most additional trips generated by the Proposed Development would be made via public transport, with rail and underground services accounting for the highest proportion. As shown in **Table 6.34**, a net increase of 19 two-way Underground/ Overground trips is estimated during the AM peak hour, 15 during the PM peak hour, and 241 over a day. A review of the geographic distribution of educational establishments (presented in **Insert 3.4**), would suggest that the large majority of PBSA trips would be best served by the Jubilee Line. For rail services, the net increase amounts to five two-way trips during the AM peak, two during the PM peak, and 74 daily trips.

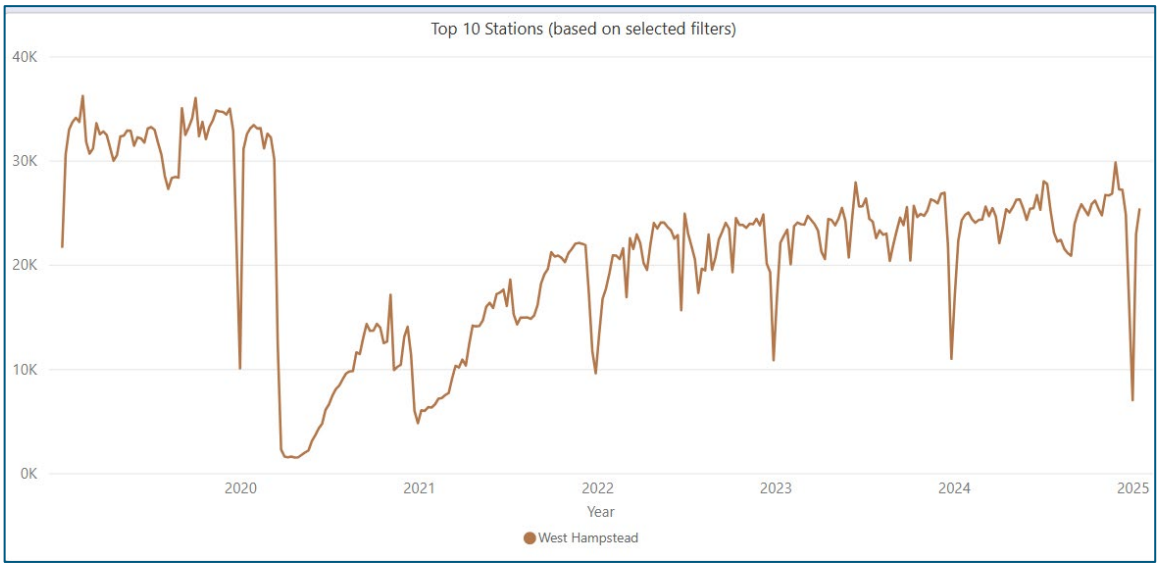
6.6.18 With specific regard of the West Hampstead Underground and Overground Stations that are situated in proximity of the Site, the geographic distribution of educational establishments would suggest that the large majority of PBSA trips would be best served by the Jubilee Line at West Hampstead Underground Station. Considering that the combined proposed trip generation includes C3 residential trips, it is reasonable to assume that Underground trips would constitute some 70% of the net increase estimated above. As such, it is estimated that an additional 14 two-way Underground trips would be generated by the Proposed Development during the AM peak hour, and 11 such trips during the PM peak hour, with 169 additional two-way trips over a typical daytime period of 07:00-19:00. The remaining additional trips would be expected to use the Overground Station (i.e., five and four additional two-way Overground trips in the AM and PM peak hours respectively and 72 additional Overground trips across a typical daytime period).

6.6.19 To assess the capacity of West Hampstead Underground and Overground Stations to accommodate the additional trips, an analysis of TfL's open-source passenger data has been carried out.

Insert 6.1: West Hampstead London Overground Station Entry/Exit Daily Trends 2019-2025



Insert 6.2: West Hampstead London Underground Station Entry/Exit Daily Trends 2019-2025



Source: https://statics.teams.cdn.office.net/

6.6.20 The passenger data from 2019 to 2025 demonstrates that station usage has not returned to pre-pandemic levels. As illustrated in **Insert 6.1** and **Insert 6.2**, passenger numbers significantly declined during 2020, followed by a gradual recovery. However, current usage levels remain below the 2019 peaks, indicating available capacity within the respective stations.

6.6.21 Given this context, the modest increase in Underground and Overground trips resulting from the Proposed Development once fully operational - representing less than 20 additional two-way movements during peak hours - can be readily accommodated within the existing station capacity. Therefore, the net impact on these public transport facilities is negligible when viewed against historical passenger volumes and current usage patterns.

6.6.22 With regard to active travel impact, a pedestrian comfort level assessment is presented in the subsequent subsection of this report.

6.6.23 In terms of the impact of vehicular traffic associated with the Proposed Development, it is again noted that the Proposed Development is car free, whereas the implemented scheme included provision of some 14 parking spaces. Given the car-free nature of the Proposed Development, vehicle trips will be limited to servicing vehicles only. The vehicle trip generation associated with the Proposed Development is detailed in the servicing trip generation section presented further below.

6.7 Pedestrian Comfort Level

6.7.1 As part of the O2 Masterplan, Blackburn Road forms a key connection between the wider Masterplan and the amenity and facilities at West Hampstead. To this end, as discussed at **Section 5**, the Proposed Development incorporates improvements to the pedestrian amenity at the northern frontage of the Site.

6.7.2 In seeking to assess the suitability of the pedestrian amenity in accommodating the forecast growth in pedestrian movements that will result from development of the O2 Masterplan, a pedestrian comfort level (PCL) assessment has been carried out. This exercise assesses the proposed improved footway widths at the Blackburn Road frontage of the Site in accommodating baseline pedestrian movements, in addition to those generated by the fully developed O2 Masterplan and pedestrian trips resulting from the full occupation of the Proposed Development.

6.7.3 Pedestrian comfort levels have been evaluated using TfL's PCL guidelines. These guidelines categorise comfort based on the degree of crowding pedestrians experience on a street. Each assessed area is assigned a score, with 'A' indicating the highest level of comfort and 'E' the lowest. Generally, a score of 'B' or higher is considered to provide a comfortable pedestrian environment. However, in areas with higher foot traffic, such as transport interchanges, a score of 'C' may still be deemed acceptable.

6.7.4 In carrying out a robust assessment, the narrowest width of the footway has been assessed. It is noted that the current footway at the Blackburn Road frontage of the Site is around 1.83m and that the Proposed Development provides increased widths in adjacency of the Site, with the narrowest width being 2.4m.

6.7.5 Snapshot surveys of current pedestrian volumes during peak and off-peak hours indicate that an average of two pedestrians traverse across the northern frontage of the Site per minute during off peak hours and this number increases to an average of some three pedestrians per minute during peak hours. As such, the existing average off-peak and peak hour baseline flows used in the PCL assessment are 120 pedestrians per hour and 180 pedestrian per hour respectively.

6.7.6 The TA for the consented outline O2 Masterplan application has been interrogated in respect of Masterplan pedestrian flows on Blackburn Road. While that assessment does not present any definitive flows for Blackburn Road itself, the two-way pedestrian flows estimated between the O2 Masterplan area and West End Lane have been used to derive a robust estimate of peak hour pedestrian flows associated with the full occupation of the O2 Masterplan. Given that the AM peak hour flows are higher, these have been used as the basis of the assessment. Walking trip rate generation has been summed together with public transport trips associated with travel between the O2 Masterplan and West Hampstead Overground and Underground Station to facilitate an estimate of pedestrians traversing Blackburn Road. In seeking to carry out a robust exercise, it is assumed that all pedestrians will use the footway at the northern frontage of the Site.

6.7.7 While the Proposed Development trips should theoretically be included within those of the O2 Masterplan, the forecast pedestrian and public transport trips derived for the proposed uses at the Site have been additionally considered within the PCL calculations to allow for a conservative assessment of pedestrian comfort.

6.7.8 **Table 6.39** below presents the resultant PCL scores for the existing arrangement and that of the future scenario with the full development of the O2 Masterplan and an additional scenario in which the Proposed Development pedestrian demand is additionally superimposed onto the baseline and O2 Masterplan flows to facilitate assessment of an extreme scenario (which includes some element of double counting).

Table 6.39: PCL Assessment - Blackburn Road at Northern Frontage of Site

Summary Info	Location Name	Blackburn Road (Existing Baseline)	Blackburn Road (Baseline) + O2 Masterplan	Blackburn Road (Baseline) + O2 Masterplan + Proposed Development
	Location Type	Full Footway Width	Full Footway Width Changes	Full Footway Width Changes
	Area Type	High Street	High Street	High Street
	Average Flow (PPH)	120	283	325
	Peak Hour Flow (PPH)	180	432	496
	Total Footway Width	1.83m	2.4m	2.4m
	Clear Footway Width	1.43m	2m	2m
	Total Street Furniture Impact	0m	0m	0m
Pedestrian Comfort (At peak hour flow levels)	Pedestrian Comfort Level (PCL)	F : 2 ppmm	A : 4 ppmm	A : 4 ppmm
	Total Width Required for PCL B+	1.90	1.90	1.90
	Clear Width Required For PCL B+	1.50	1.50	1.50
Pedestrian Comfort (Average of Maximum Activity)	Pedestrian Comfort Level (PCL)	F : 4 ppmm	A- : 7 ppmm	A- : 8 ppmm
	Total Width Required for PCL B+	1.90	1.90	1.90
	Clear Width Required For PCL B+	1.50	1.50	1.50

6.8 Service Vehicle Trip Generation

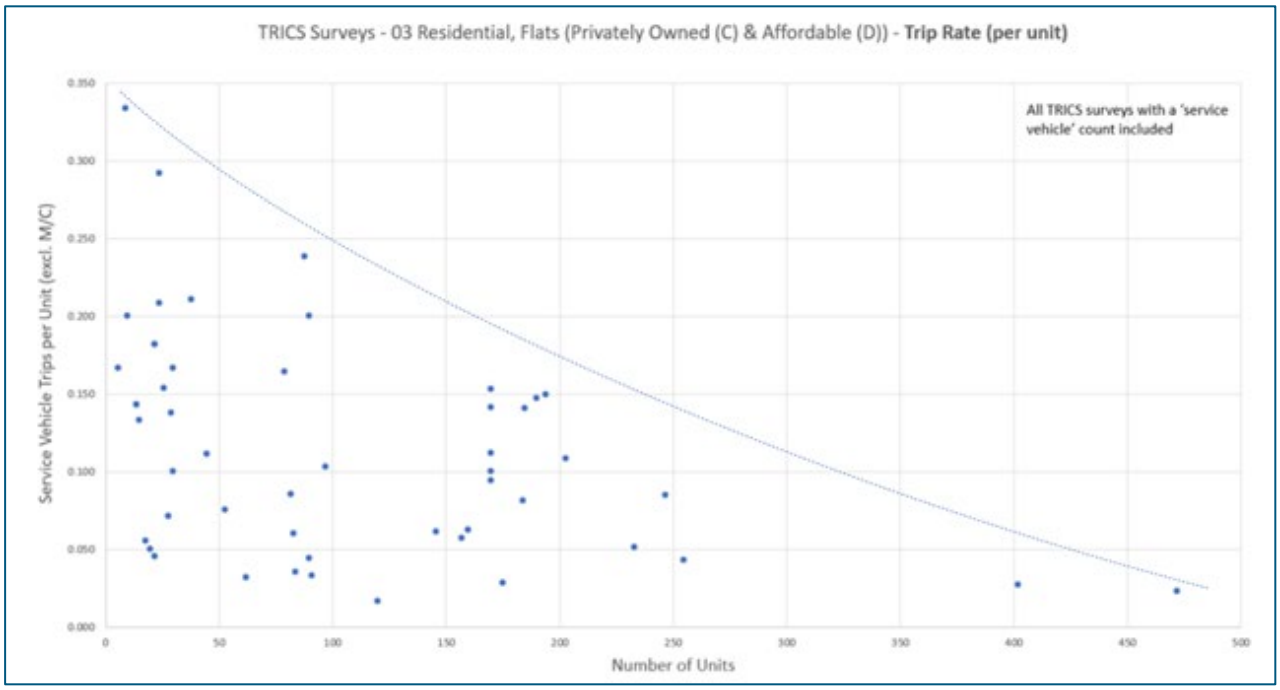
6.8.1 The draft DSP includes a comprehensive service vehicle trip generation exercise for the Proposed Development. In summary, it is anticipated that the Proposed Development will generate the following service vehicle trip attraction over the course of a typical day (07:00-19:00).

- Proposed PBSA: 3 arrivals and 3 departures
- Proposed residential: 4 arrivals and 4 departures
- Proposed PBSA café: 2 arrivals and 2 departures
- Proposed showroom: 16 arrivals and 16 departures
- **TOTAL Proposed: 25 arrivals and 25 departures**

6.8.2 When assessing service vehicle demand for each land use individually, there is a potential for overestimating total trip numbers. This is because some services, such as waste collection, postal deliveries, and home-delivery services—especially relevant to residential and PBSA land uses—are likely to serve multiple land uses or site occupiers in a single trip rather than making separate visits to each.

6.8.3 Research indicates that larger residential developments tend to generate significantly fewer service vehicle trips compared to smaller sites. This is largely due to the efficiency of single delivery vehicles serving multiple units in one trip. A review of TRICS data for private flatted developments (as shown in **Insert 6.3** below) reveals a clear trend: as development size increases, service vehicle trips per unit decrease, consistent across all recorded TRICS sites with service vehicle trip rates. Given 'home delivery' trips would be both associated with the student and residential elements of the Site, it is reasonable to assume that this combination of land uses has the ability act to reduce the overall vehicular tip rates for home-delivery trips.

Insert 6.3: Service Vehicle Demand – Private Flats, Trend



6.8.4 The DSP, discussed at **Section 5**, includes measures to further reduce the number of vehicles attending the Site and manage the temporal distribution of servicing trips at the Site through implementation of a scheduling system.

Net Change in Servicing Trips

6.8.5 **Table 6.40** below shows the net change in servicing trips between the implemented scheme and the Proposed Development. These trips including all servicing related vehicles.

Table 6.40: Net Change in Two-way Servicing Trips between Proposed and Implemented Schemes

Scheme Scenario	Two-way Servicing Trips		
	AM	PM	Daily
Implemented Scheme	23	3	140
Proposed Development	2	2	51
Net change	**-21**	**-1**	**-89**

6.8.6 **Table 6.40** shows that the Proposed Development will result in 21 and one fewer two-way servicing vehicle movements in the AM and PM peak periods respectively. Across a typical daytime period, the Proposed Development is expected to generate 89 fewer two-way service vehicle movements.

6.9 Trip Generation and Net Impact Summary

6.9.1 An assessment of multimodal travel to/from the Proposed Development has been carried out. Further to deriving estimates of travel to/from the Site for all proposed uses, an estimation of trips associated with the implemented use of the Site has been carried out to facilitate an assessment of the net change in trips resulting from the Proposed Development .

6.9.2 A net trip generation exercise has been carried with consideration of three following baseline development scenarios at the Site:

1. The implemented scheme from the 2004 planning permission (application reference 2022/4576/NEW), comprising a builder's merchant, residential units (eight houses and six flats), and office space.
2. The consented outline proposals from the O2 masterplan scheme (Application No: 2022/0528/P), comprising residential units and 1,050sqm of commercial floor space.
3. The existing site condition, comprising a builder's merchant and showroom use of 1,643sqm (including 640sqm of merchant yard).

6.9.3 All three comparison scenarios demonstrate that the Proposed Development would result in a reduction in vehicle trips. While the reduction compared to the consented O2 Masterplan outline scheme is less pronounced than for the other scenarios, all comparisons result in fewer vehicle trips. The net trip generation comparison scenarios indicates that the current site operation represents the lowest baseline in terms of overall person trip generation.

6.9.4 The trip generation exercise has found that the net impact of Proposed Development trips on local public transport facilities is negligible when viewed against historical passenger volumes and current usage patterns.

6.9.5 With regard to active travel impact, a PCL assessment has been carried out to assess the suitability of the proposed improved footway widths at the Blackburn Road frontage of the Site in accommodating baseline pedestrian movements, in addition to those generated by the fully developed O2 Masterplan and pedestrian trips resulting from the full occupation of the Proposed Development. The PCL assessment has found that during the AM Peak when the highest levels of pedestrian activity are anticipated, the narrowest point of the proposed improved footway at the northern frontage of the Site (2.4m width) provides a high level of comfort for pedestrians.

6.9.6 Further to the above, with specific regard to the impact of vehicular traffic associated with the Proposed Development, it is again noted that the Proposed Development is car free, whereas the implemented scheme included provision of some 14 parking spaces. Given the car-free nature of the Proposed Development, vehicle trips will be limited to servicing vehicles only. An assessment of the servicing trip generation has found that the Proposed Development will result in a net decrease of some 89 vehicle trips across a typical day, when compared to the existing builder’s merchant use of the Site. The estimated reduction in servicing trips accords with the difference in nature of the existing builder’s merchant, where regular collections occur

throughout the day, compared to that of the proposed commercial showrooms which generally generate fewer routine deliveries and collections. The estimated decrease in vehicle movements is anticipated to support improvement of the active travel environment along Blackburn Road.

7 Management Strategies

7.1 Preface

7.1.1 This Section discusses management strategies and plans that support the Proposed Development with a view to mitigating and managing any residual transport impact associated with the construction and operational phases of the Proposed Development.

7.2 Travel Planning

7.2.1 Achieving and implementing planning consent at a site provides a tangible opportunity for instilling a culture of sustainable travel and accessibility for future activity at the Site. Sustainable travel principles that are incorporated into the design of, and management strategies related to, the Proposed Development can also influence existing activity at the Site to induce a shift towards active and sustainable travel.

7.2.2 In this respect, the Proposed Development is supported by a Travel Plan (TP) which has been prepared by RHDHV as a stand-alone document to accompany the planning application. The Travel Plan has been prepared with reference to Appendix B of the consented O2 Masterplan TA, which included a Framework Travel Plan. The Framework Travel Plan prepared as part of the O2 Masterplan application has informed the baseline of the TP associated with this application.

7.2.3 The TP that is submitted as part of this planning application will be used as a basis from which to agree the terms of any legal agreement, including conditions and planning obligations relating to the proposed measures identified within this document.

7.2.4 The implementation of the full Travel Plan will be the responsibility of an appointed Travel Plan Co-ordinator (TPC). The TPC role will be undertaken by either a nominated employee of the management company or an appointed consultant. The progress and relative success of the Travel Plan will be regularly monitored via travel surveys and reviewed to ensure that the Travel Plan continually develops during its 5-year lifetime.

7.2.5 The TP outlines how the Travel Plan will be funded and also discusses roles and responsibilities in relation to the management of the Plan.

7.3 Delivery and Servicing Plan

7.3.1 The application is accompanied by a Delivery and Servicing and Operational Waste Plan (DSP) which presents tools and techniques that will be employed to actively reduce the number of servicing trips at the Proposed Development once operational. The DSP can facilitate the implementation of a booking system that will seek to ensure that the risk of any conflicts in servicing demand is minimised. Furthermore, DSPs provide an opportunity for the appointment of a DSP coordinator who is tasked with monitoring and reviewing the servicing activity at the Proposed Development and, where possible, seeking to reduce servicing trips through liaison with operators and suppliers, and identifying opportunities for consolidating deliveries and services.

7.3.2 The implementation of a DSP is proposed in line with the requirements of policy T7 of the London Plan, which encourages new development to:

- Consolidate deliveries and reduce traffic numbers;
- Undertake deliveries outside of peak hours; and
- Reduce vehicle emissions associated with vehicle deliveries.

7.3.3 The DSP prepared for this application is informed by Appendix C of the O2 Masterplan Masterplan TA, which included a Delivery and Servicing Plan related to the whole O2 Masterplan site.

7.3.4 An important aspect of the Site's DSP will relate to the management of suppliers to ensure that the vehicles that service the Site are of a size that can readily access the proposed on-site servicing facilities.

7.3.5 The implementation of a DSP through conditional consent for the Proposed Development will provide an opportunity for defining obligations for the future operator of the industrial and commercial elements of the Site in respect of the management of the servicing facilities in line with the inherent opportunities and constraints of the proposed design. These obligations will be binding through the associated monitoring of the Plan which can be suitably defined by the local authority.

7.4 Construction Management

7.4.1 An Outline Construction Logistics Plan (CLP) has been prepared in association with this planning application. The CLP prepared for this application has been prepared with reference to Appendix D of the Masterplan TA, which includes an Outline CLP which covers the whole Masterplan site.

7.4.2 The Outline CLP that accompanies this planning application is based upon an indicative construction programme and provides details of vehicle routing and access, strategies to reduce vehicle impacts and estimates of the number of vehicles. It is prepared in line with best practice guidance, and it is envisaged that a Full CLP would be secured by planning condition / or as a planning obligation under a Section 106 Agreement.

7.4.3 As indicated above, a Full CLP, including detailed vehicle access and holding considerations, will be prepared before construction, once a contractor is appointed, and will be implemented and monitored throughout the construction programme.

7.5 Move-in / Move-out Strategy

7.5.1 A move-in / move-out strategy has been developed in support of the PBSA element of the Proposed Development to consider measures for management of activity associated with moving personal items into and out of the proposed accommodation at the beginning and end of the students' stay at the Site.

7.5.2 In view of the good accessibility of the Site, the view is taken that most arrivals at the site will be via the public transport connections available. This is especially relevant when applied to inhabitants who are international students, and therefore less likely to have access to a car for the moving in or out periods. For the students that would prefer to travel by car, due to choice or circumstance, students will be advised that no on-site car parking would be made available to them. Instead, park-and -ride options will be set out, encouraging the last part of the journey to be undertaken by one of the many public transport access options that are available.

7.5.3 For students that are driven to the Site, use could be made of the proposed servicing bay to be located on Blackburn Road. Alternatively, the existing 'pay by phone' car parking bays on Blackburn Road or an adjacent street could be used by vehicles arriving at the site to load and unload during move-in/out periods.

7.5.4 If required, the double yellow waiting restrictions at the northern frontage of the Site can facilitate active loading/unloading for up to 40 minutes before 11:00 and for 20 minutes between 11:00 and 18:30. In this regard, residents moving into the PBSA will be instructed to limit the dwell time for any such occurrence to reduce any use of this area other than time that is strictly necessary for loading/unloading.

7.5.5 Based on the location of the site and resulting behaviour patterns, and the number of proposed PBSA units, the view is taken that the proposed on-street loading bay and existing 'pay by phone' bays at Blackburn Road would be able to accommodate demand during move in and move out periods. However, noting the frequent train and bus connections to the Site, the move-in move-out strategy will in the first instance advise students that they would be better served by public transport. This is possible because students should not be purchasing home delivery products before moving in, and students can be advised of such within their move-in pack.

7.5.6 To further manage demand and prevent overcrowding at the site, the following measures are proposed:

- Key collection will be staggered to manage demand and prevent overcrowding at the Site.
- Welcome packs sent to prospective students in advance of moving in would advise all students to travel by public transport. Information about public transport accessibility will be provided, and because students are unlikely to travel with high levels of luggage (due to the extent of the facilities provided and the limited storage space), travel by public transport should be possible for the majority of future Site residents.
- Those that travel to the Site by car, the information pack would recommend using potential park and ride locations, such as Brent Cross Shopping Centre (3930 parking spaces), where parking is available close to the public transport network and the journey time to the Site is less than 30 minutes. Additionally, information packs will inform residents of the PBSA of National Car Parks (NCP) facilities at Cricklewood Crown Hotel Underground and London Marylebone Road that provide suitable opportunity to park away from the Site and transfer belongings to the Site via good public transport links. Overall, the pack will recommend convenient locations that have the ability to accommodate high levels of parking demand that are not time limited (other than time limits imposed by users with reference to the car park's payment regime).

- For students that insist on driving to the Site, they will be required to book a timed slot to guarantee a parking space. It is envisaged that students would be provided with a maximum occupancy time on-site of 30-minutes.

7.5.7 Once the proposed PBSA is fully occupied, during particularly busy move in/out periods, home deliveries will not be allowed to PBSA residents, to ensure that the parking bays are free for use by cars loading and unloading luggage.

8 Policy Context

8.1 Preface

8.1.1 This section of the TA sets out the transport-related guidance that has informed the formulation of the Proposed Development and also presents relevant national, regional and local development planning policies against which the Proposed Development has been assessed.

8.2 National Policy

National Planning Policy Framework (December 2024)

8.2.1 The National Planning Policy Framework (NPPF) is defined as being the document that *''sets out the Government's planning policies for England and how these should be applied".*

8.2.2 With regards to transport, the NPPF specifies that promoting sustainable transport is a way of achieving sustainable development and states that all developments which generate a significant amount of movement should be supported by a TS or TA and that planning decisions should take into account whether:

- *''Sustainable transport modes are prioritised taking account of the vision for the site, the type of development and its location;*
- *Safe and suitable access to the Site can be achieved for all users;*
- *The design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code; and*
- *Any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree through a vision-led approach.''.*

8.2.3 The NPPF states that planning decisions should ensure that developments generating significant movements are located where the need to travel will be minimised and the use of sustainable modes can be maximised, giving priority to pedestrian and cycle movements and creating safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians. The NPPF also advises that key facilities such as primary schools and local shops should be located within walking distance of most properties.

8.2.4 With specific respect to planning decisions based on transport considerations, in paragraph 111 the NPPF states that:

"Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe, taking into account all reasonable future scenarios."

8.3 Regional Policy

The London Plan (March 2021)

8.3.1 The London Plan was published in March 2021 and transport policies contained within this document have been considered in the preparation of this TA and associated planning application documents.

Healthy Streets for London

8.3.2 In February 2017, the Mayor published 'Healthy Streets for London – Prioritising walking, cycling and public transport to create a healthy city'. The document identifies that a high proportion of Londoners live inactive lifestyles, which leads to poor health. The 'Healthy Streets for London' document sought to provide a framework of policies and strategies to encourage a greater proportion of people to walk or cycle for at least 20 minutes each day.

8.3.3 The prioritisation of walking, cycling and public transport, over travel by car, is central to policies outlined in both the Mayors' Transport Strategy (July 2017) and New London Plan (March 2021).

8.3.4 Policy T2 of the London Plan, '*Healthy Streets'*, states (in part), that "*development proposals should:*

- *demonstrate how they will deliver improvements that support the ten Healthy Streets Indicators in line with Transport for London guidance.*
- *reduce the dominance of vehicles on London's streets whether stationary or moving.*
- *be permeable by foot and cycle and connect to local walking and cycling networks as well as public transport."*

8.3.5 The Mayor's Ten Healthy Streets Indicators are outlined in **Table 9.1** below. These are presented alongside information on how the Proposed Development is seeking to respond to these Indicators.

Table 8.1 London Plan, Policy T2: Healthy Streets Indicators

Healthy Streets Indicator	14 Blackburn Road Design Response
Pedestrians from all walks of life	The footways along Blackburn Road are open to all, being part of the public highway. The Proposed Development would seek to enhance the quality of the footway along the site frontage, providing footway with a minimum width of 2.4m. The Proposed Development would retain trees, de-cluttering the highway and retain the crossover at the Site access to retain pedestrian priority.
Easy to cross	The improved pedestrian amenity at Blackburn Road will facilitate delivery of cohesive pedestrian connectivity for east-west routes once the O2 Masterplan is fully constructed. In particular, the improvements to Blackburn Road, as proposed by this application, will support wider connectivity between key activity hubs at West End Lane and Finchley Road. Furthermore, the proposed kerbside loading restrictions at Blackburn Road are suggested in order to reduce instances of inconsiderate loading/unloading to improve sightlines and free up more kerbside space at Blackburn Road for longer periods of the day. In combination, these proposed improvements and suggested measures will provide improved means of casual crossing.
Shade and shelter	The site's proposed frontage along Blackburn Road includes some awning which can provide shade and shelter for pedestrians. Trees will be provided at the east of the site outside the PBSA cafe Proposed Development, which can provide some shade and shelter.

Healthy Streets Indicator	14 Blackburn Road Design Response
Places to stop and rest	As part of the Proposed Development, seating will be provided within the eastern section of the Site, external to the proposed PBSA cade. This would provide seating, while also not adding to street clutter along Blackburn Road.
Not too noisy	The car free nature of the Proposed Development will mean that traffic volumes locally will reduce as a result, as set out in the highway impact assessment in Section 6.7 of this report. The Proposed Development will seek to remove service vehicle trips from Blackburn Road (where possible) and contain these in the building's service yard. This initiative would also act to reduce noise locally, with the movement of goods being contained within the Proposed Development boundary.
People choose to walk, cycle and use public transport	The Proposed Development is to be car free scheme and, by design, the Proposed Development will encourage movement to take place on foot and by cycle. The Proposed Development will provide cycle parking to the standards required by the London Plan (2021), with a 20% uplift applied in line with Camden Local Plan requirements. This Site is also highly accessible by non-car modes of transport, being located in an area that achieves a PTAL rating of between 6a and 6b.
People feel safe	The proposed commercial units at ground level and the additional building entrances along the Blackburn Road frontage of the Site will introduce enhanced natural surveillance that will instil a heightened sense of personal security for pedestrians in the adjacencies of the Site. The PBSA aspect of the Site will benefit from on-Site management during the day, and security will be available via phone 24/7, increasing the security of the Site and providing further opportunities for natural surveillance onto Blackburn Road at all hours.
Things to see and do	The proposed provision of more active frontages at the north and east of the Site will introduce further 'things to see and do' for users of the footpaths on Blackburn Road, and those that traverse the adjacencies of the Site as part of their daily routine. The same would hold true for visitors to the local area.
People feel relaxed	The Proposed Development includes a café in the east of the site, with informal external seating to be provided. This would enhance the public realm, and associated planting would be conducive to a relaxing environment where people can sit.
Clean air	The Proposed Development will be 'car free'. This will mean no on-Site car parking is provided with only cycle parking and servicing areas provided within the Site. As a result of the Proposed Development, Blackburn Road traffic attraction will reduce, meaning that the Proposed Development should encourage a reduction in traffic attraction to the local area. This is likely to have a positive impact on local air quality conditions.

Car and Cycle Parking Standards

8.3.6 The cycle parking standards set out in the London Plan are as follows:

- **Student accommodation:** 0.75 long-stay parking spaces per bedroom, 1 short-stay parking space per 40 bedrooms,
- **C3 Dwellings:** 1.5 long-stay parking spaces per 2-person/1-bedroom dwelling and 2 long-stay parking spaces per all other dwellings. 2 short-stay parking spaces for 5-40 dwellings, thereafter 1 short-stay space per 40 dwellings.
- **Food Retail:** 1 long-stay parking space per 175 sq.m, 1 short-stay parking space per 20 sq.m.
- **Non-Food Retail:** 1 long-stay parking space er 250 sq.m. for first 1000 sq.m., thereafter 1 long-stay parking space per 1000 sq.m. 1 short-stay parking space per 60 sq.m for first 1000 sq.m, thereafter 1 short-stay parking space per 500 sq.m.

8.3.7 As set out in **Section 5,** cycle parking would be provide for all uses in adherence to the London Plan and incorporating the uplift in numbers that is required by the Camden Local Plan.

8.3.8 The London Plan requires the Proposed Development to be provided car-free, and the Proposed Development fully accords with this policy.

8.4 Local Policy

Camden Local Plan (July 2017)

8.4.1 The Camden Local Plan was adopted in July 2017, and replaced the Core Strategy and Camden Development Policies. The Camden Local Plan sets out the basis for planning decisions and future development in LBC.

8.4.2 The Local Plan includes Policy T1 Prioritising walking, cycling and public transport which states *"The Council will promote sustainable transport by prioritising walking, cycling and public transport in the borough."*

8.4.3 With regards to walking, the Local Plan requires developments to:

b. "improve the pedestrian environment by supporting high quality public realm improvement works;
c. make improvements to the pedestrian environment including the provision of high quality safe road crossings where needed, seating, signage and landscaping;
d. are easy and safe to walk through ('permeable');
e. are adequately lit;
f. provide high quality footpaths and pavements that are wide enough for the number of people expected to use them. Features should also be included to assist vulnerable road users where appropriate; and
g. contribute towards bridges and water crossings where appropriate."

8.4.4 With regards to walking, the Local Plan highlights development that:

"provides for and makes contributions towards connected, high quality, convenient and safe cycle routes, in line or exceeding London Cycle Design Standards, including the implementation of the Central London Grid, Quietways Network, Cycle Super Highways and;

provides for accessible, secure cycle parking facilities exceeding minimum standards outlined within the London Plan (Table 6.3) and design requirements outlined within our supplementary planning document Camden Planning Guidance on transport. Higher levels of provision may also be required in areas well served by cycle route infrastructure, taking into account the size and location of the development;

makes provision for high quality facilities that promote cycle usage including changing rooms, showers, dryers and lockers;

h. is easy and safe to cycle through ('permeable'); and

i. contribute towards bridges and water crossings suitable for cycle use where appropriate

8.4.5 Policy T2 Parking and car-free development states that *"The Council will limit the availability of parking and require all new developments in the borough to be car-free".* The Proposed Development is in line with this policy.

Camden Planning Guidance – Transport (Supplementary Planning Document), January 2021

8.4.6 Camden Planning Guidance has been prepared to support the Camden Local Plan.

8.4.7 The CPG states that a TS or TA is required for all applications that involve a change in the way that a site is accessed from the highway and should demonstrate that the Proposed Development is acceptable in terms of impact on the highway network, and should any mitigation measures.

8.4.8 The CPG reinforces that all developments within the LBC should be car-free, which this Proposed Development is in accordance with.

8.4.9 Chapter 7 of the CPG relates to vehicular accesses and crossovers, and states that development will not be permitted where they would result in *"unacceptable parking pressure"* or where the access would *"add to existing parking problems".*

8.4.10 Chapter 8 of the CPG relates to cycling facilities, and states that developments should provide an additional 20% of cycle parking spaces over and above the London Plan standards. The Proposed Development has aimed to fulfil this requirement.

9 Summary and Conclusions

9.1 Overview

9.1.1 This TA has been prepared by 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 TA has been prepared in association with a development at 14 Blackburn Road, West Hampstead, NW6 1RZ (the 'Site').

9.1.2 The Site is located in West Hamstead, within the LBC. The Site is currently occupied by a builders' merchants (Builder Depot Limited 'BDL') - a family owned and run business. The Site forms part of the O2 Masterplan Site, which has been granted outline planning consent [planning reference 2022/0528/P].

9.1.3 The O2 Masterplan application included a combination of detailed and outline proposals, to be delivered in phases. The application associated with this TA is located on plot S8 of the Masterplan, which is included in Phase 2b of the application.

9.1.4 The Site was subject to application for full planning permission (REF: PWX0202103) for the following development:

"Redevelopment of whole site by the erection of a 4 storey eastern block comprising two Class B8 and eight Class B1 units with associated service yard, together with a 4 storey plus basement western block comprising 8 dwellinghouses and 6 self-contained flats with associated underground carparking"

9.1.5 The application was submitted in 2002, and the application was granted permission subject to a Section 106 (s106) agreement. It is understood that the 2002 consent has been implemented

9.1.6 This application that forms the subject of this TA is the following Proposed Development:

"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."

9.1.7 This TA presents the transport considerations of the Proposed Development and assesses the transport impact of the Proposed Development at London-wide and local levels, whilst discussing strategies and measures for mitigating the residual transport impact that may arise from the Proposed Development once fully operational. The TA has been prepared with reference to Transport for London's (TfL's) guidance on preparation of 'Healthy Streets' TAs.

9.2 Site and Surroundings and Accessibility

9.2.1 This TA has provided an overview of the existing site including its surroundings and the local highway network. The existing site, occupied by Builder Depot Limited, is situated to the north of West Hampstead Underground Station forms part of a wider masterplan for mixed-use development. The surrounding area includes a mix of commercial and residential properties. Key roads such as Blackburn Road and West End Lane have been described, highlighting their connectivity, speed limits, and pedestrian and cycle facilities.

9.2.2 This TA has presented detailed analysis of pedestrian and accessibility, and public transport connectivity surrounding the site on Blackburn Road.

9.2.3 The site is surrounded by streets with footways on both sides providing pedestrian routes to West Hampstead Interchange and West End Land. The area offers range of amenities within walking distance, including retail outlets, healthcare facilities, food sites and fitness clubs.

9.2.4 The Site is within walking distance of West Hampstead stations, from which Thameslink, Overground and Jubilee London Underground services can be accessed. The Site is also within walking distance of Finchley Road, from which the Metropolitan Underground service can be accessed. Several bus stops are located within walking distance from the Site, which provide access to a range of services. The Site has a PTAL rating of between 6a and 6b, which is defined as ‘excellent’.

9.3 Active Travel Zone

9.3.1 In accordance with the TfL ‘Healthy Streets’ assessment principles, ATZ Assessment has been undertaken as part of this TA.

9.3.2 In view of the findings of the desktop analysis, Site survey and review of highway safety, it is considered that the Site is suitably located to support an ‘active travel’ lifestyle for future users and visitors of the Site. The Proposed Development can support the healthy streets credentials by enhancing the streetscape at the Site’s frontages with the public highway. This will take the form of significant public realm improvements at the Blackburn Road frontage of the Site that can be secured through appropriate obligations to planning consent.

9.4 Proposed Development Summary

9.4.1 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
- 145 sqm ground floor PBSA café space

9.4.2 The commercial element of the Proposed Development will **not** operate as a traditional builder's merchants but will take the form of a builder's 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.

9.4.3 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 PBSA café.

9.4.4 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 proposes an on-street loading bay on Blackburn Road at the western end of the Site.

9.4.5 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.

9.4.6 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.

9.4.7 Dedicated long-stay cycle parking would be provide on-site for all uses in adherence to the London Plan and incorporating the uplift in numbers that is required by the Camden Local Plan. Similarly, to accord with the London Plan and the Camden Local Plan, short-stay cycle parking is proposed in publicly accessible locations in adjacency of the proposed building to serve the requirements of the proposed uses.

9.4.8 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.

9.4.9 The Proposed Development would not extend onto TfL owned lane, and it is not anticipated that the Proposed Development would have detrimental effect on TfL infrastructure.

9.5 London-wide Network

9.5.1 An assessment of multimodal travel to/from the Proposed Development has been carried out. Further to deriving estimates of travel to/from the Site for all proposed uses, an estimation of trips associated with the implemented use of the Site has been carried out to facilitate an assessment of the net change in trips resulting from the Proposed Development of the proposed Proposed Development at the Site.

9.5.2 A net trip generation exercise has been carried with consideration of three following baseline development scenarios at the Site:

1. The implemented scheme from the 2004 planning permission (application reference 2022/4576/NEW), comprising a builder's merchant, residential units (eight houses and six flats), and office space.
2. The consented outline proposals from the O2 masterplan scheme (Application No: 2022/0528/P), comprising residential units and 1,050sqm of commercial floor space.
3. The existing site condition, comprising a builder's merchant and showroom use of 1,643sqm (including 640sqm of merchant yard).

9.5.3 All three comparison scenarios demonstrate that the Proposed Development would result in a reduction in vehicle trips. While the reduction compared to the consented O2 Masterplan outline scheme is less pronounced than for the other scenarios, all comparisons result in fewer vehicle trips. The net trip generation comparison scenarios indicates that the current site operation represents the lowest baseline in terms of overall person trip generation.

9.5.4 The trip generation exercise has found that the net impact of Proposed Development trips on local public transport facilities is negligible when viewed against historical passenger volumes and current usage patterns.

9.5.5 With regard to active travel impact, a PCL assessment has been carried out to assess the suitability of the proposed improved footway widths at the Blackburn Road frontage of the Site in accommodating baseline pedestrian movements, in addition to those generated by the fully developed O2 Masterplan and pedestrian trips resulting from the full occupation of the Proposed Development. The PCL assessment has found that during the AM Peak when the highest levels of pedestrian activity are anticipated, the narrowest point of the proposed improved footway at the northern frontage of the Site (2.4m width) provides a high level of comfort for pedestrians.

9.5.6 Further to the above, with specific regard to the impact of vehicular traffic associated with the Proposed Development, it is again noted that the Proposed Development is car free, whereas the implemented scheme included provision of some 14 parking spaces. Given the car-free nature of the Proposed Development, vehicle trips will be limited to servicing vehicles only. An assessment of the servicing trip generation has found that the Proposed Development will result in a net decrease of some 89 vehicle trips across a typical day, when compared to the existing builder’s merchant use of the Site. The estimated reduction in servicing trips accords with the difference in nature of the existing builder’s merchant, where regular collections occur throughout the day, compared to that of the proposed commercial showrooms which generally generate fewer routine deliveries and collections. The estimated decrease in vehicle movements is anticipated to support improvement of the active travel environment along Blackburn Road.

9.6 Management Strategies

9.6.1 Management strategies and plans have been prepared in association with the planning application that supports the Proposed Development with a view to mitigating and managing any residual transport impact associated with the construction and operational phases of the Proposed Development. Within the context of such, the following documents accompany the planning application:

- Framework Travel Plan;
- Delivery, Servicing and Operational Waste Plan; and
- Outline Construction Logistics Plan.

9.6.2 Further to the above, this TA has also outlined a Student Move-in Move-out strategy that seeks to limit the number of car trips that would be associated with the beginning and end of the tenure for the PBSA units through promotional measures that raise awareness of feasible public transport options for access to/from the Site.

9.7 Conclusion

9.7.1 In overall conclusion, the Proposed Development is well located to support sustainable travel patterns, which is in accordance with adopted and emerging development control policies published by the Greater London Authority and the LBC.

9.7.2 The Proposed Development would result in a marginal change in daily trips compared to the implemented use of the Site.

9.7.3 The Proposed Development will seek to enhance the public realm and enhance the active travel environment in vicinity of the Site benefiting existing and future users in the locality.

9.7.4 Overall, the transport impact of the Proposed Development cannot be considered severe and in accordance with policy within the NPPF the Proposed Development should not be prevented on grounds of transport impact.

Appendix A: LBC Pre-application Comments

2024/1441/PRE, 14 Blackburn Road London NW6 1RZ, A mixed used development comprising 199 student homes; 37 x affordable C3 self-contained housing and 1,850 sqm commercial space; active ground floor commercial units along Blackburn Road with café fronting public realm; on-site service yard for delivery/servicing vehicles; development of public realm at foot of Granny Dripping steps leading into 02 Masterplan site; outline proposals for TFL owned land on the corner of West End Lane and Blackburn Road, creating a new step-free West Hampstead Station.

Thank you for consulting Transport Planning, our considerations are covered below:

- Policy review
- Site location and access to public transport
- Trip generation
- Travel planning
- Access and permeability
- Cycle parking
- Car parking and vehicle access
- Construction management
- Deliveries and servicing
- Transport Assessment
- Highway works
- Public realm
- Pedestrian, Cycling and Environmental Improvements
- Micro and shared mobility improvements

1. Policy review

1.1 Policy T1 of the Local Plan promotes sustainable transport by prioritising walking, cycling and public transport in the borough. Policy T2 seeks to limit the availability of car parking and requires all new developments in the borough to be car-free.

1.2 Policy T3 sets out how the Council will seek improvements to transport infrastructure in the borough. Policy T4 addresses how the Council will promote the sustainable movement of goods and materials and seeks to minimise the movement of goods and materials by road.

1.3 The Council consulted on the Draft new Local Plan from 17th January to 13th March 2024. The document sets out our vision for future development in Camden for the next 15 years. The development forms part of the Site Allocations Plan for the West Area of the Borough in the Draft new Local Plan, coded ALLOCATION W2 (WHI2) - O2 Centre, car park, car showrooms and 14 Blackburn Road. The applicant is encouraged to explore the new planning policies which will start gaining weight in the coming months. Policy W1 – West Camden includes the support and delivery of several infrastructure schemes in the vicinity of the site, towards which the Council will seek the appropriate contributions. Of particular importance to this development are:

- The delivery of a new link / step free access into West Hampstead and/or Finchley Road Underground stations;
- The creation of attractive and safer walking, wheeling, and cycling routes both into and through the area to deliver the priorities set out in the Council's Transport Strategy and Cycling Action Plan;

- Improvements to the street environment and public realm particularly around the three West Hampstead stations and along West End Lane, Blackburn Road, and Finchley Road, through measures such as tree planting, greening, biodiversity enhancements, improved crossings, and wider pavements;
- The roll-out of the Council's neighbourhood-based Safe and Healthy Streets programme across this area, delivering through-traffic reduction and other Healthy Streets measures.

1.4 Camden's Transport Strategy (CTS) aims to transform transport and mobility in Camden, enabling and encouraging people to travel, and goods to be transported, healthily and sustainably. The CTS sets our objectives, policies, and measures for achieving this goal.

Our priorities include:
- increasing walking and cycling
- improving public transport in the Borough
- reducing car ownership and use
- improving the quality of our air
- making our streets and transport networks safe, accessible, and inclusive for all.

1.5 In 2023 we reviewed our progress so far on the CTS and also set out our delivery plan for the period covering 2024/25. This was presented to Culture and Environment Scrutiny Committee on 6th February 2024. The plan includes commitments, all of which are pertinent to this application, and which will be expanded upon in later sections, to:

i. Implement Cycleway 51, a high quality cycling corridor linking LB Westminster border in Kilburn and West Hampstead, using Priory Road in close vicinity of the site;
ii. West End Lane bus priority signal optimisation at junctions, and potential to expand scheme to include northbound, uphill cycle lanes on West End Lane north of stations;
iii. Kingsgate Road Area Safe & Healthy Streets Traffic reduction measures across the scheme area plus wider Healthy Streets improvements including secure cycle parking, electric vehicle charging points, and new urban greenery.
iv. develop a comprehensive network of electric vehicle charging points (EVCPs) that both responds to existing demand for EV infrastructure and provides for and accelerates the uptake of cleaner vehicles in the future, in line with our Electric Vehicle Charging Point Action Plan.
v. continue to expand our dockless bike and e-scooter hire network, and
vi. to contribute towards the implementation of the CTS Cycling Action Plan, Walking and Accessibility Action Plan, and Road Safety Action Plan.

1.6 Camden's Clean Air Action Plan and Climate Action Plan also contain policies which are relevant to our transport observations.

1.7 London Plan policies on transport of relevance include:
- Policy T1 (Strategic approach to transport)
- Policy T2 (Healthy Streets)

- Policy T3 (Transport capacity, connectivity, and safeguarding)
- Policy T4 (Assessing and mitigating transport impacts)
- Policy T5 (Cycling)
- Policy T6 (Car parking)
- Policy T7 (Deliveries, servicing, and construction)
- Policy T9 (Funding transport infrastructure through planning)

1.8 London Plan Policy T1 (Strategic approach to transport) states that Development Plans should support, and development proposals should facilitate, the delivery of the Mayor's strategic target of 95% per cent of all trips in central London to be made by foot, cycle, or public transport by 2041.

1.9 London Plan Policy T1 also states that all development should make the most effective use of land, reflecting its connectivity and accessibility by existing and future public transport, walking, and cycling routes, and ensure that any impacts on London's transport networks and supporting infrastructure are mitigated.

1.10 We have developed a Freight and Servicing Action Plan (FSAP) to support safe, clean and efficient deliveries, freight and servicing operations in our borough. It will help us meet the objectives in the Camden Transport Strategy. The Plan was adopted on 1st July 2024.

2. Site location and access to public transport

2.1 The site is located on the south side of Blackburn Road in West Hampstead. The site is bounded by railway lines to the south, properties on West End Lane and 2 Blackburn Road to the west and a pedestrian footbridge over the railway line to the east. The South Hampstead Conservation Area lies to the south of the railway lines.

2.2 The site is easily accessible by public transport with a Public Transport Accessibility Level (PTAL) rating of 6a (excellent).

2.3 West Hampstead London Underground and London Overground stations are located approximately 140m metres west and 160 north-west of the site, respectively.

2.4 The closest bus stop is located on West End Lane outside West Hampstead London Underground station.

2.5 The nearest local cycle route is located on Greencroft Gardens approximately 550m south of the site. The Council also has plans to introduce Cycleway C51 on Priory Road.

2.6 The nearest dedicated parking bay for dockless rental e-bikes and rental e-scooters is located on Broadhurst Gardens, approximately 70 metres south of the site. However, this bay is already showing signs of overcapacity and increasing demand. Camden Transport has commissioned a project to identify Shared Transport Availability Level (STAL) which mirrors a PTAL rating, but in this case only including shared transport modes: Car Clubs, Santander bicycles, E-scooters, and Cycle Hire bays. It is our aspiration for the STAL score to be 5

in the area. The Council has plans to expand the network of dockless rental e-bikes and rental e-scooter bays in the area, and it is hoped that additional bays could be provided in the future via developer contributions.

3. Trip generation

3.1 The applicant is requested to provide a full Transport Assessment with any future application, including a multi-modal trip generation analysis and the Active Travel Zone (ATZ) assessment in line with the TfL Healthy Streets guidance. The proposed key destination routes are considered acceptable in principle. However, it is appropriate to also include Kilburn Grange Park in the study.

3.2 Based on other developments in the area, it is anticipated that a high volume of the walking trips is likely to be made from West Hampstead London Underground and London Overground stations, and bus stops on West End Lane.

4. Travel planning

4.1 A Travel Plan in line with CPG Transport should be submitted with a future application. Further detail on Travel Plans is available on Travel Plans - Camden Council.

4.2 A Travel Plan covering an associated monitoring and measures contribution of £11,348 will be secured by legal agreement if planning permission is granted.

4.3 The applicant is requested to refer to TfL and CPG Transport guidance on Travel Plan thresholds to establish whether dedicated Travel Plans are required for each land use.

5. Access and permeability

5.1 All access points are located on Blackburn Road. Pedestrian access will benefit from a footway width of at last 2.4m along Blackburn Road. This is welcomed. The pedestrian environment on Blackburn Road is of poor quality, and the applicant will be requested to contribute towards Public Realm improvements discussed later in the report.

5.2 Vehicular access for on-site servicing will be provided for the commercial element of the proposal only.

5.3 Further details on pedestrian and cycle access locations should be provided in a transport assessment with any future application. At present, officers do not regard the introduction of cycle lanes on both sides of Blackburn Road to be a priority.

6. Cycle parking

6.1 The Council requires high quality cycle parking to be provided in accordance with Local Plan Policy T1, CPG 7, the London Cycling Design Standards (LCDS), and London Plan Policy T5 for all land uses.

6.2 Full cycle parking details should be provided with any future application.

7. Car parking and vehicle access

7.1 The site is located in controlled parking zone CA-R(a), which operates 08:30-18:30 Monday to Friday, with no controlled hours on Saturday and Sunday.

7.2 The entire development is proposed as car-free, which would be secured by legal agreement if planning consent were granted.

7.3 Regarding disabled parking, London Plan Policy T6.5 'Non-residential disabled persons parking,' section A states: *'…all non-residential elements should provide access to at least one on or off-street disabled persons parking bay.'* Furthermore, lower case text in the London Plan Clause 10.6.23 recommends: *'All proposals should include an appropriate amount of Blue Badge parking, providing at least one space even if no general parking is provided.'*

7.4 Paragraph 5.19 of the Camden Planning Guidance on Transport states: *'For all major developments the Council will expect that disabled car parking is accommodated on-site.'* Paragraph 5.20 further informs: *'…in any case the maximum distance Blue Badge holders should be expected to travel is 50 metres from the entrance to the site'*.

7.5 Therefore, it is considered appropriate to seek an off-site contribution of £4,000 for a disabled parking space to be provided on the public highway in a suitable location ideally within 50m from the site.

7.6 Officers expect the large majority of staff and visitors to travel to the site by sustainable modes of transport. However, there is potential for some visitors with electric vehicles to drive to the site with a view to parking in an 'Electric Vehicles Only' parking bay in the controlled parking zone. This would put pressure on infrastructure which has been provided primarily for local stakeholders. Officers therefore suggest that an additional EVCP (fast charger on an island buildout) be provided on the public highway in the general vicinity of the site. A financial contribution of £20,000 will be secured by legal agreement in accordance with Local Plan Policy A1 if planning permission were granted.

CPZ Review

7.7 Objective 2 of the CTS sets out to reduce car ownership and use, and motor traffic levels in Camden, and features several measures in support of achieving this objective. One of the measures is 2d, which states that the Council will 'undertake a study to provide a robust evidence base using all relevant data and local context to identify where amendments to Controlled Parking Zone (CPZ) hours of control or size will have an impact on car ownership and car use and use that study to help guide future reviews and decisions.'

7.8 In alignment with that action, Camden's Controlled Parking Zones (CPZ) Review final report, which was published in February 2023, independently appraised all of Camden CPZs using a multi-criteria assessment. The findings show that there is a greater need to manage parking demand in the borough through the hours of CPZ controls. The CPZ Assessment Results show that CA-R(a) CPZ performed poorly in terms of the impact of its current hours of control in helping manage demand, and was attributed an "Amber" RAG status, which present the need and justification for increasing the regulation parking. The review

recommends, amongst others, that the CA-R(a) hours of operation are extended subject to consultation and decision-making processes.

7.9 In 2023 we reviewed our progress so far on the CTS and also set out our delivery plan for the period covering 2024/25. This was presented to Culture and Environment Scrutiny Committee on 6th February 2024. We committed to deliver a package of Parking Management measures to reduce motor vehicle ownership and use, traffic levels and vehicle emissions in the Borough:
- Controlled Parking Zone (CPZ) hours extensions
- Workplace Parking Levy
- EVCP roll out.

7.10 At present, the CA-R(a) CPZ control hours do not extend into the evening, nor do they cover the weekend, which presents an opportunity for visitors to drive to the site and park on street outside of hours of control, or indeed within hours, using paid for parking/visitor vouchers. This has a potential to increase on-street parking pressure which may drive demand for CPZ reviews. Considering the scale and the location of the proposed development, it is appropriate to request a contribution of £30,000 towards the CA-R(a) CPZ review, which is likely to take place in 2025/26.

8. Construction management

8.1 The applicant is requested to submit a Construction Management Plan (CMP) using the Council's CMP pro-forma in line with LB Camden guidance on construction management. A CMP document will also be secured by legal agreement in accordance with Local Plan Policy A1 if planning permission is granted.

8.2 Our primary concern is public safety, but we also need to ensure that construction traffic does not create (or add to existing) traffic congestion in the local area. The proposal is also likely to lead to a variety of amenity issues for local people (e.g., noise, vibration, air quality, temporary loss of parking, etc). The Council needs to ensure that the development can be implemented without being detrimental to amenity or the safe and efficient operation of the highway network in the local area.

8.3 The development will require input from officers at demolition and construction stage. This will relate to the development and assessment of the CMP as well as ongoing monitoring and enforcement of the DMP and CMP during demolition and construction.

8.4 Implementation support contributions of £30,513 and construction impact bonds of £32,000 for the demolition and construction phases of the development works will be secured by legal agreement in accordance with Local Plan Policy A1 if planning permission is granted.

8.5 A further requirement to form a construction working group consisting of representatives from the local community prior to commencement of demolition or construction will also be secured by legal agreement if planning permission is granted.

9. Deliveries and servicing

9.1 The proposed development has a potential to attract 19 daily servicing trips. Eight of those are projected to be generated by the commercial unit and will be accommodated on site with enough space for three loading bays. All vehicles will be able to enter and exit the servicing yard in a forward gear. This is acceptable.

9.2 Servicing for the residential, student accommodation and café uses is proposed from Blackburn Road. Other commercial premisses situated along Blackburn Road already use double yellow lines to conduct their servicing. Any increase in servicing activity outside the site's frontage might result in obstruction to traffic flows, especially if more than one servicing vehicle stops either side of Blackburn Road.

9.3 We would be keen to explore the idea of a loading bay in more detail, which was presented by the transport consultant. Further information on the exact location, displacement or relocation of parking bays, and swept paths analysis, for example, should be provided with the application.

9.4 A detailed DSP would be secured by legal agreement if planning permission were granted. This would help to ensure that any operational impacts associated with delivery and servicing movements will be mitigated.

10. Highway works

10.1 The redevelopment of this site is likely to lead to damage to the adjacent footway and the existing crossovers will need to be relocated to accommodate the development. It was originally envisaged that a raised table would be provided at the junction of Blackburn Road and West End Lane. However, this was not implemented.

10.2 The applicant would be financially responsible for any works relating to changes or repairs to the highway, including during demolition and construction. It is suggested that a highways contribution of £100,000 be secured by legal agreement if planning permission is granted.

11. Public Realm Improvements

11.1 Given the poor state of Blackburn Road and the proposals coming forward from adjacent sites, a contribution of £100,000 towards public realm improvements will be requested from this development. These will include public realm, urban greening and other landscaping improvements surrounding the site, particularly along Blackburn Road and West End Lane. It may also include access improvements to the footpath known as Billy Fury Way where it meets West End Lane. Officers are currently developing proposals to widen the existing steps and improve the lighting at this location.

12. Pedestrian, cycling and environmental improvements

12.1 Securing financial planning obligations from major developments towards transport improvement schemes is necessary when it is considered that a development will have significant impacts on the local area which cannot be mitigated by planning conditions. New developments place pressure on the

existing infrastructure and services and benefit directly from new and improved safe and healthy street schemes we are delivering across the borough, as well as complementary initiatives (such as cycle training – covered through Travel Plan contributions). The delivery of these Safe & Healthy Streets schemes is based on our ambitious Camden Transport Strategy Delivery Plan for 2025 - 2028, in which developer contributions have been identified as a source of funding.

12.2 It is therefore appropriate that all developments, even those with limited transport impact, should contribute towards future active travel infrastructure schemes for several reasons:

- Investing in active travel infrastructure supports environmental and public health objectives by encouraging sustainable travel options.
- Contributions from developments today help ensure that adequate infrastructure is in place when future demand increases, rather than reacting to issues as they arise.
- By requiring all developments to contribute, funding for active travel infrastructure is spread more evenly. This ensures that the financial burden is not placed disproportionately on developments with significant transport impacts.
- Contributions from small developments can help manage and mitigate cumulative impacts over time and support sustainable growth.
- Implementing active travel infrastructure is essential for creating greener, more sustainable Camden.

12.3 In line with the increase in walking and cycle trips generated by the proposed development and further promoted by the requested Travel Plan, we will seek a contribution towards:

- West Hampstead Underground Station improvements;
- Cycleway 51, a high quality cycling corridor linking LB Westminster border in Kilburn and West Hampstead, using Priory Road in close vicinity of the site;
- West End Lane Bus priority signal optimisation at junctions, and potential to expand scheme to include northbound, uphill cycle lanes on West End Lane north of stations;
- Kingsgate Road Area Safe & Healthy Streets Traffic reduction measures across the scheme area plus wider Healthy Streets improvements including secure cycle parking, electric vehicle charging points, new urban greenery.

12.4 The level of financial contribution will be determined once a planning application has been submitted.

13. <u>Micro and shared mobility improvements</u>

13.1 Parking bays for dockless rental e-bikes and rental e-scooters are located nearby. However, these merely provide capacity for existing usage by residents and people who work in or visit the area.

13.2 The STAL analysis shows extremely low grade of 2 throughout the area which indicates significant opportunities for improvement, considering it is our aspiration (and target) for the STAL score to be 5. We anticipate significant

demand for more parking bays to be provided in the area should planning permission be granted.

13.3 A cycle/e-scooter hire improvements contribution of would therefore be secured as a Section 106 planning obligation if planning permission is granted. This would allow the Council to provide additional capacity for the parking of dockless rental e-bikes and rental e-scooters in the local area (e.g., by expanding existing bays and providing additional bays). Officers anticipate staff and visitors using these modes of transport as an alternative to public transport, especially when their primary mode of transport is rail with a secondary trip by micromobility vehicles.

Appendix B: ATZ Assessment

REPORT

14 Blackburn Road

Active Travel Zone Assessment

Client:	Hampstead Asset Management Ltd. and Fifth State
Reference:	PC5881-RHD-ZZ-XX-RP-Z-0005
Status:	S3/P02
Date:	3 April 2025

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Document title:	14 Blackburn Road
Subtitle:	Active Travel Zone Assessment
Reference:	PC5881-RHD-ZZ-XX-RP-Z-0005
Your reference	-
Status:	S3/P02
Date:	3 April 2025
Project name:	Blackburn Road, West Hampstead
Project number:	PC5881
Author(s):	Sarah Woods
Drafted by:	SW
Checked by:	AMF
Date:	06/03/2025
Approved by:	AW
Date:	13/03/2025
Classification:	Project related

Royal HaskoningDHV

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1 Introduction

1.1 Preamble

1.1.1 This Active Travel Zone (ATZ) Assessment has been prepared by 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 ATZ 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') - a family owned and run business. The Site forms part of the O2 Masterplan Site, which has been granted outline planning consent (planning reference 2022/0528/P) and 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.

1.1.3 This document has been prepared as an appendix to the planning application's Transport Assessment and should be read in conjunction with that document.

1.2 Document Purpose and Methodology

1.2.1 The ATZ assessment methodology has been developed by Transport for London (TfL) to establish the quality and nature of pedestrian and cycle infrastructure, and to establish whether this infrastructure is able to support 'active travel' to/from a development site. The assessment methodology enables Officers to assess whether the infrastructure would be sufficient to instil and uphold a 'car free' culture for Site users.

1.2.2 Published governmental guidance defines 'active travel' as *"modes of travel that involve a level of activity*", further stating that *"the term is often used interchangeably with walking and cycling, but active travel can also include trips made by wheelchair, mobility scooters, adapted cycles, e-cycles, scooters, as well as cycle sharing schemes*." For this assessment, TfL defines the ATZ study area by "*a 20-minute cycle from the site*".

1.2.3 The ATZ assessment methodology involves desktop analysis through developing a series of maps, and a field assessment including a pictorial log of key journeys, or key destination routes.

1.2.4 TfL's Healthy Street Indicators are used when appraising the Key Destination Routes. The Healthy Street Indicators (HSIs) are defined by TfL as follows:

- ***Pedestrians from all walks of life*:** London's streets should be welcoming places for everyone to walk, spend time in and engage in community life.
- ***People choose to walk, cycle and use public transport***: A successful transport system enables more people to walk and cycle more often.
- ***Clean air***: Improving air quality delivers benefits for everyone and reduces unfair health inequalities.

- ***People feel safe***: The whole community should feel comfortable and safe on our streets at all times. People should not feel worried about road danger.
- ***Not too noisy***: Reducing the noise impacts of traffic will directly benefit health and improve the ambience of our streets.
- ***Easy to cross***: Making streets easier to cross is important to encourage more walking and to connect communities.
- ***Places to stop and rest***: A lack of resting places can limit mobility for certain groups of people.
- ***Shade and shelter***: Providing shade and shelter enables everybody to use our streets, whatever the weather.
- ***People feel relaxed***: More people will walk or cycle if our streets are not dominated by motor traffic, and if pavements and cycle paths are not overcrowded, dirty or in disrepair.
- ***Things to see and do***: People are more likely to use our streets when their journey is interesting and stimulating, with attractive views, buildings, planting and street art.

1.2.5 The key outputs from the ATZ assessment included in this report are:

- Desktop Analysis:
  - Map 1: The ATZ – All potential key active travel destinations
  - Map 2: Neighbourhood Safety and Important Journeys
  - Map 3: ATZ Neighbourhood healthy characteristics check
- Site visit
  - Photographic Survey; and
  - Site Survey Commentary, based on the HSIs, identifying the worst section of routes and suggesting improvements.
- Highway Safety Review: a review of Killed and Seriously Injured (KSIs) data clusters in the vicinity of Key Destination Routes with a focus on incidents associated with active travel.

1.3 Scope of Assessment

1.3.1 In addition to the guidance material referenced above, the scope of this assessment has been developed in discussion with LBC and TfL during pre-application consultation.

1.4 Proposed Development Overview

1.1.1 This application proposes redevelopment of 14 Blackburn Road, London, NW6 1RZ ('the Site') for the following development:

"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)

1.1.2 The Proposed Development has been developed to align with, and where possible, exceed the aspirations of the consented O2 Masterplan.

1.1.3 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
- 145 sqm ground floor PBSA café space

1.1.4 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.

1.1.5 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 building to serve the requirements of the proposed uses.

1.4.1 The Proposed Development provides additional clearance at the Blackburn Road frontage of the Site to facilitate the delivery of generously dimensioned high-quality pedestrian amenity. The proposed landscaping treatment includes delivery of new 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.

1.5 Assessment Context

1.5.1 This ATZ assessment has been prepared to provide an impartial view of the quality of active travel infrastructure on 'key destination routes' that have been formulated through the pre-application transport scoping process. The routes assessed within the ATZ would be utilised by occupants of the wider opportunity area, as well as future users of the Proposed Development.

1.5.2 Because a 'worst location' for active travel has been identified on each route, in line with the ATZ methodology, it should not be assumed that applicant funding is required to support mitigation measures. Any mitigation that is attributed to the applicant must meet the parameters stated in paragraph 58 of the NPPF (2024), which states that "*planning obligations must only be sought where they meet all of the following tests:*

a) necessary to make the development acceptable in planning terms;

b) directly related to the development; and

c) fairly and reasonably related in scale and kind to the development."

2 Desktop Analysis

2.1.1 The ATZ Assessment considers the core principles of the 'Healthy Streets' Approach, which seek to 'put people first', and prioritising walking, cycling and public transport use over private vehicles. This approach aims to take account of the various classifications of people; their travel characteristics and their propensity to change their mode of travel.

2.1.2 The ATZ desktop analysis involves developing a series of maps that identify the ATZ within the context of local public transport access points, cycling routes, facilities and amenities to derive key active travel destination routes. These key destination routes are assessed in respect of personal injury collision data, to establish the highway safety record for the area.

2.1.3 The desktop analysis presented in this Section provides the basis for the Site Analysis that is discussed subsequently in this ATZ Assessment.

2.2 ATZ Map 1: The ATZ and All Active Travel Destinations

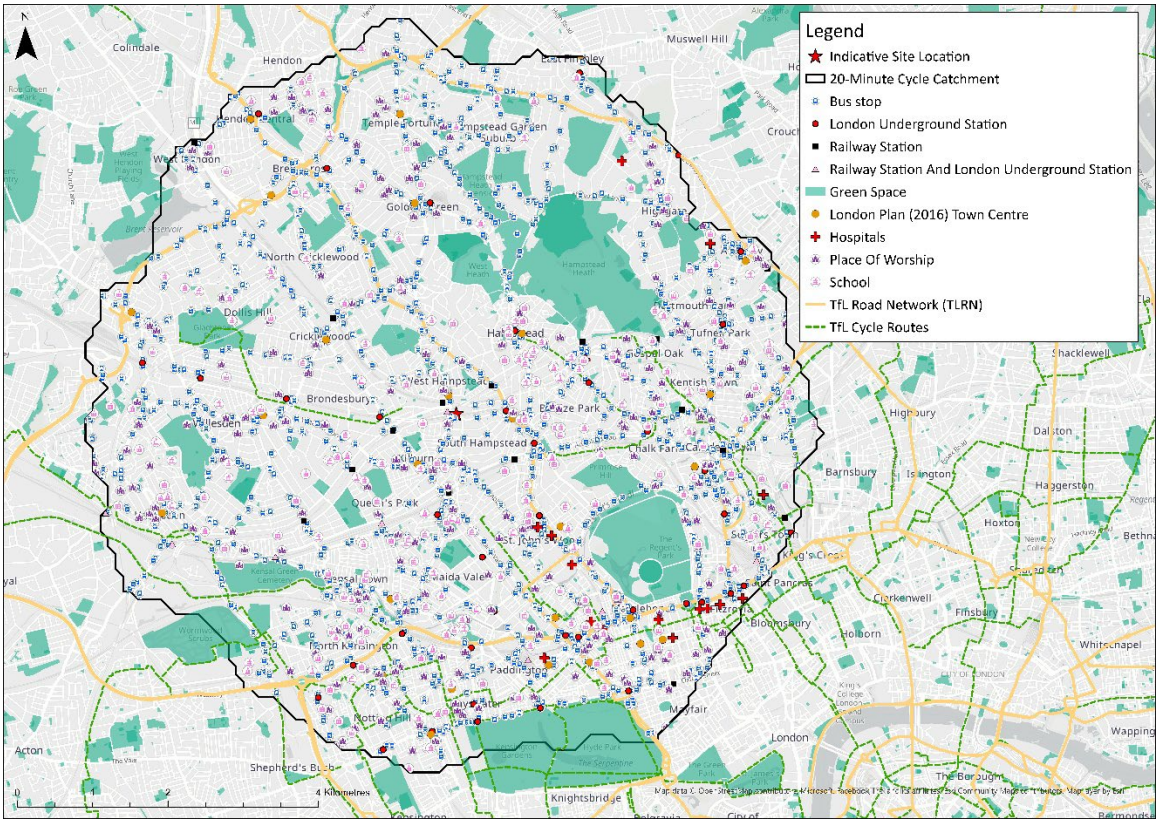
2.2.1 The purpose of an Active Travel Zone (ATZ) assessment is to establish what transport connections and local amenities would be accessible to future employees and residents at the Site, and to establish whether these facilities would be sufficient for employees and residents to live a car-free lifestyle.

2.2.2 The desktop assessment section of the ATZ is presented as a series of illustrated maps demonstrating how people of all abilities can make everyday journeys from the Site using the active travel network.

2.2.3 The ATZ assessment considers an area covered by a 20-minute cycle from the Site and considers access to local public transport connections, including bus stops and local stations.

2.2.4 The ATZ for the Site has been derived using the network analysis tool in GIS. The defined ATZ is presented in **Insert 2.1**. All ATZ maps are separately appended to this document in **Appendix ATZ1**.

Insert 2.1: ATZ Map 1



2.2.5 ATZ Map 1 demonstrates that a wide variety of services, amenities and local transport links are accessible within a 20-minute catchment of the Site. The following key points of interest were identified:

- 41 no. London Underground Stations (41)
- 16 no. Railway Stations (16)
- 9 no. Railway Stations and Underground Stations (9)
- 18 no. Bus stops (within an 8-minute walk of the Site) (18)
- 228 no. Places of Worship (228)
- 28 no. London Plan (2016) Town Centres (28)
- 1831 no. Green Amenity Areas (1831)
- 252 no. Schools (252)
- 16 no. Hospitals (16)

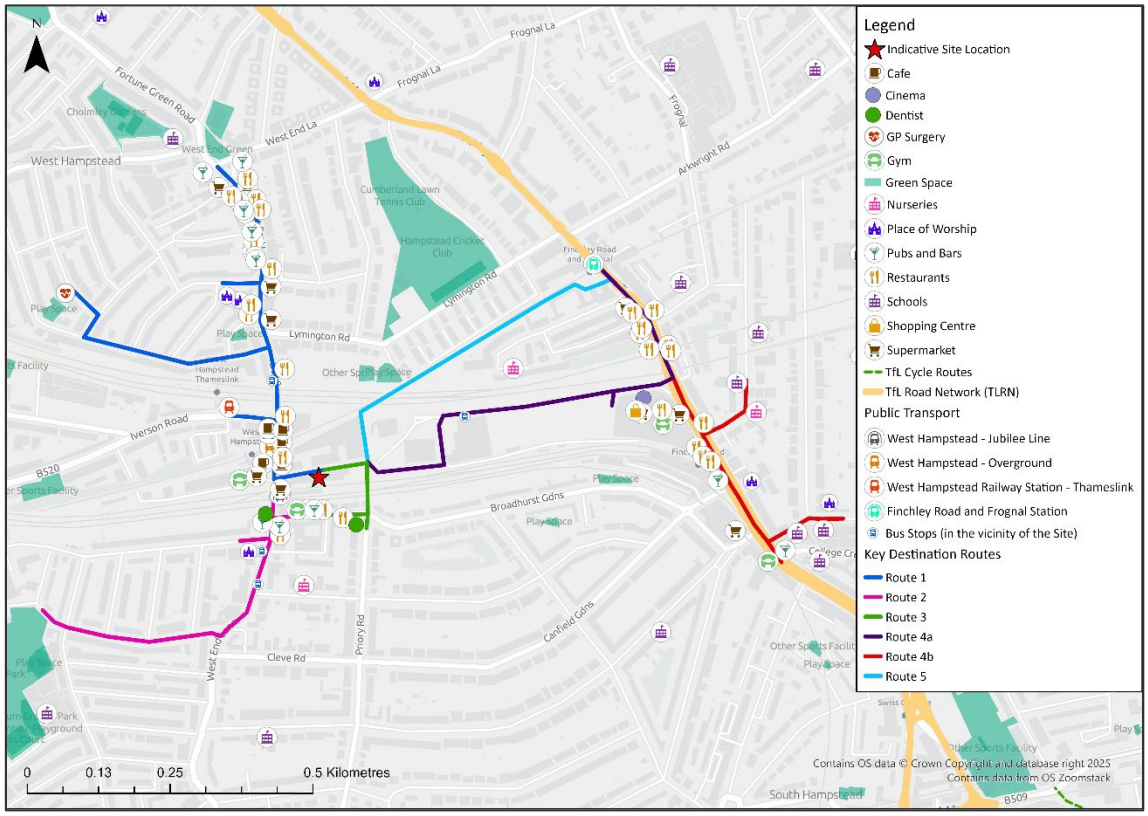
2.3 ATZ Map 2: Neighbourhood Safety and Important Journeys

2.3.1 ATZ Map 2 presents key journeys focusing on important local trip attractors and amenities that are likely to be accessed regularly by visitors to the Site.

2.3.2 As required by the TfL guidance in this regard, this subsection of the ATZ assessment includes an analysis of highway safety records to support the 'Vision Zero' analysis and facilitate formulation of 'improvement ideas' that are discussed as part of the 'Site Analysis' presented at **Section 3**.

2.3.3 ATZ Map 2 presents a more localised view of the area surrounding the site and includes the key destinations set out above, as well as local public transport connections and the TLRN (**Insert 2.2**).

Insert 2.2: ATZ Map 2 - Key Destination Routes



2.3.4 Following a review of local amenities, a total of six Key Destination Routes from the site have been identified within the ATZ study area. The key destinations and routes considered in this report are as follows:

- **Route 1** – to shops, restaurants, cafés, bars and West Hampstead station (Overground) on the B510 West End Lane. Route 1 branches to West Hampstead Thameslink station on Iverson Road via the B510 West End Lane. Additionally, Route 1 branches to West Hampstead Medical Centre on Solent Road via the B510 West End Lane and Sumatra Road, and to Hampstead Synagogue on Dennington Park Road via the B510 West End Lane.
- **Route 2** to Kilburn Grange Park via the B510 West End Lane and Hemstal Road. Route 2 branches to St James's Church and other facilities/amenities via the B510 West End Lane

and Sherriff Road. Route 2 also branches to a gym, a café and a bar via the B510 West End Lane and Broadhurst Gardens. From the B510 West End Lane, West Hampstead station – Jubilee line and bus stops can be accessed.

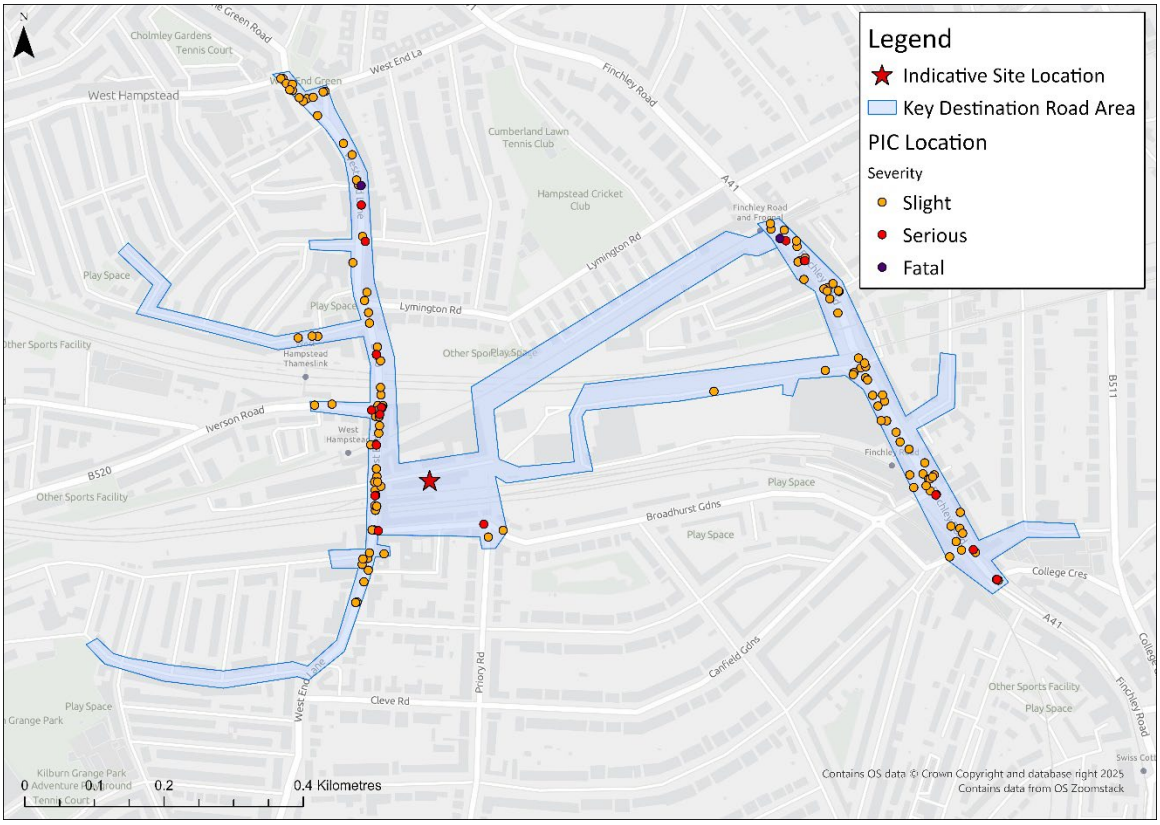
- **Route 3** – to a Dentist on Priory Road via the Granny Dripping Steps from Blackburn Road and to restaurants and bars on Broadhurst Gardens.
- **Route 4a** – to Sainsbury's, restaurants, shops, bars and Finchley Road and Frognal station on A41 Finchley Road via Blackburn Road.
- **Route 4b** – to the O2 Centre, restaurants, bars, shops, a gym and Holy Trinity Church on the A41 Finchley Road. Route 4b branches to Holy Trinity Church of England Primary School, South Hampstead High School and St Thomas More Church on Trinity Walk and Maresfield Gardens via Blackburn Road and the A41 Finchley Road. Route 4b also branches to South Hampstead Junior School and North Bridge House - Pre-Prep School Hampstead on Netherhall Gardens via Blackburn Road and the A41 Finchley Road.
- **Route 5** – to Finchley Road and Frognal station on Finchley Road via Billy Fury Way

2.4 Highway Safety Review

2.4.1 An important element of the ATZ assessment is the analysis of highway safety statistics in relation to the key destination routes, to identify any prevailing road safety issues that may affect daily users of the Proposed Development. In this regard, this ATZ assessment provides a review of personal injury accident data obtained from the TfL Road Safety Data. Collision data recorded between 2019 and 2023 has been obtained in order to facilitate assessment of the five most recent years of complete data available.

2.4.2 **Insert 2.3** provides a plot of personal injury collision (PIC) data along the key destination routes for the assessed time period. A full record of the assessed accident data locations is provided in **Appendix ATZ2**.

Insert 2.3: PIC Data Locations for ATZ Study Area - Key Destination Routes



2.4.3 A review of the 'slight' collisions as well as the 'killed' or 'seriously injured' (KSI) collisions has identified 129 'slight' collisions along the six KDRs and 18 KSIs along the six KDRs, with two recorded as 'fatal' and 16 collisions of 'serious' severity during the 5-year period. A summary of the 'slight' collisions and the KSIs are shown in **Table 2.1**.

2.4.4 Collision clusters are defined as two serious or one or more fatal collisions within a 30m radius involving a pedestrian or cyclist.

Table 2.1: Highway Safety Review Summary

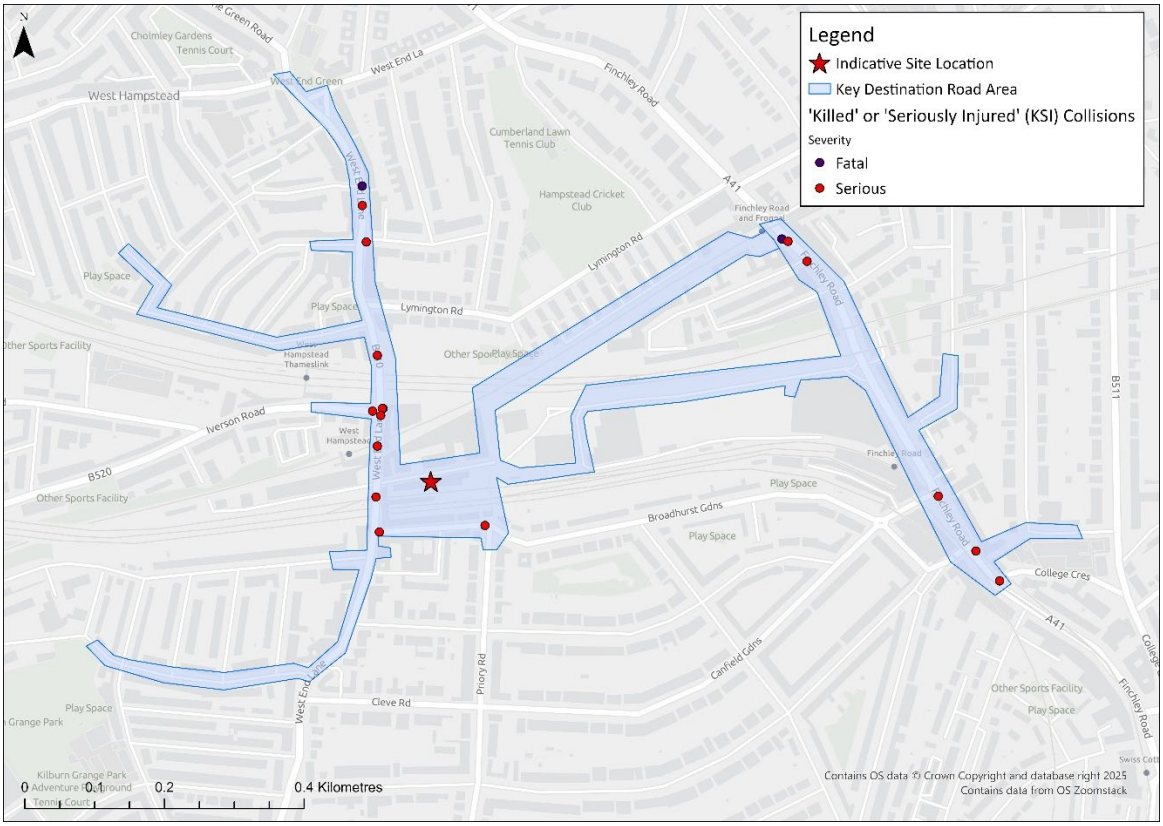
Key Destination Route	Number of Recorded Incidents	Slight	Serious	Killed ('Fatal')	Pedestrian Casualties	Cyclist Casualties	Identified Active Travel Collision Clusters
1	61	52	8	1	14	16	2
2	19	17	2	0	8	2	0
3	3	2	1	0	2	1	0
4a	24	21	2	1	5	4	1
4b	40	37	3	0	9	6	0
5	0	0	0	0	0	0	0
Total	**147**	**129**	**16**	**2**	**38**	**29**	**3**

2.4.5 For routes with overlapping sections, the PICs on those sections have only been assessed in one route to avoid counting a PIC more than once. Collisions and clusters on the shared section of KDR 4a and KDR 4b between the Site and the junction of Blackburn Road and the A41 Finchley Road have been counted as part of KDR 4a.

2.4.6 Collisions and clusters on the shared section of KDR 4a and KDR 5 between the entrance to Billy Fury Way on the A41 Finchley Road and Finchley Road and Frognal station have been assessed as part of KDR 4a.

2.4.7 **Insert 2.4** provides a plot of KSI data along the key destination routes for the assessed time period.

Insert 2.4: KSI Data Locations for ATZ Study Area - Key Destination Routes



2.4.8 In seeking to identify any trends in collision causality, a review of the three collision clusters identified at **Table 2.1** is presented below.

2.4.9 KDR 1 includes two active travel collision clusters. One cluster is located on West End Lane at the junction with Iverson Road. This cluster includes two ‘serious’ active travel collisions and both collisions involved pedestrians. One collision was recorded in 2022 and involved a pedestrian crossing at a pedestrian crossing being struck by a ‘powered two-wheeler’. The second collision was recorded in 2019 and involved a pedestrian crossing the road not on a crossing being struck by a car.

2.4.10 The second active travel cluster on KDR 1 is located on West End Lane, in close proximity to the junction with Inglewood Road. This cluster includes one 'serious' collision and one 'fatal' collision. The 'fatal' collision occurred in 2019 at the junction of West End Lane and Inglewood Road and the 'serious' collision occurred in 2022 approximately 25m to the south of the junction with Inglewood Road. The 'fatal' collision involved a cyclist; however, the nature of the collision is not provided within the TfL data. The 'serious' collision involved a pedestrian crossing the road not on a crossing being struck by a car.

2.4.11 KDR 4a includes one active travel collision cluster on Finchley Road, to the north of the junction with Lithos Road. This cluster includes one 'fatal' collision and one 'serious' collision. The 'serious' collision occurred in 2023 and involved a pedestrian crossing the road not on a crossing being struck by a motorcycle. The 'fatal' collision occurred in 2019 and involved a pedestrian being struck by a 'Goods Vehicle'.

Summary of Highway Safety Review of Key Destination Routes

2.4.12 A review of personal injury accident data obtained from the TfL Road Safety Data has been carried out for this ATZ assessment study area. Collision data recorded between 2019 and 2023 has been extracted in order to facilitate assessment of the five most recent years of complete data available.

2.4.13 The collision data for KDR 1 indicates a cluster of incidents near the junction of West End Lane and Iverson Road. The rate of serious active travel incidents is approximately two per year, with a similar rate of incidents involving pedestrians as that for cyclists. The TfL data does not contain sufficient information to identify the causality of the solitary fatal incident. It is however noted that the junctions of West End Land and side roads are predominantly served by even crossing surfaces incorporating tactile paving.

2.4.14 The review of collision data for KDR 2 indicates that the majority of incidents occur near West Hampstead Station. However, the number of recorded incidents is not considered high within the context of the high volumes of traffic associated with a key local distributor road with high street characteristics. Only two serious incidents are recorded along this route in the five assessed years This suggests that existing safety measures are effective in mitigating collision risks despite the heavy traffic.

2.4.15 The highway safety review of KDR 3 does not highlight any prevailing issues, with low numbers of incidents observed along this route during the five-year study period. This indicates a generally safe environment for road users on this route.

2.4.16 Two serious incidents and a fatality are observed along KDR4a in vicinity of Finchley and Frognal Station at the A41 Finchley Road. The number of incidents is considered low for an arterial road that forms part of the strategic road network. The limited number of incidents does not allow for identification of any prevailing causality.

2.4.17 Three incidents of serious severity have been recorded at the A41 Finchley Road in vicinity of its junctions with Goldhurst Terrace, Canfield Gardens and College Crescent. The relative spacing of the incidents means that they have not been assessed as a 'cluster'. Notwithstanding, a review of the three serious severity incidents at the southern extent of KDR4b indicates two incidents involved pedestrians not crossing at a pedestrian crossing, with the other being at the junction of Canfield Gardens. It is considered that the geographic spacing and limited number of incidents does not suggest any identifiable causality.

2.4.18 No incidents are observed along KDR5 in the five-year study period.

2.4.19 In conclusion, the review of highway safety records along the assessed key destination routes has not identified any prevailing trends in accident causality. As anticipated, a higher rate of accidents is recorded in proximity to arterial routes and the strategic road network, which are subject to significantly higher volumes of traffic than the local roads near the Site. Overall, the existing infrastructure and safety measures appear to be effective in managing road safety.

Highway Safety Recommendations

2.4.20 Improvements to pedestrian and cycle amenity in vicinity of the Site would assist in mitigating any increase in highway safety risks that may be attributed to an increase in pedestrian and cyclists movements resulting from the Proposed Development.

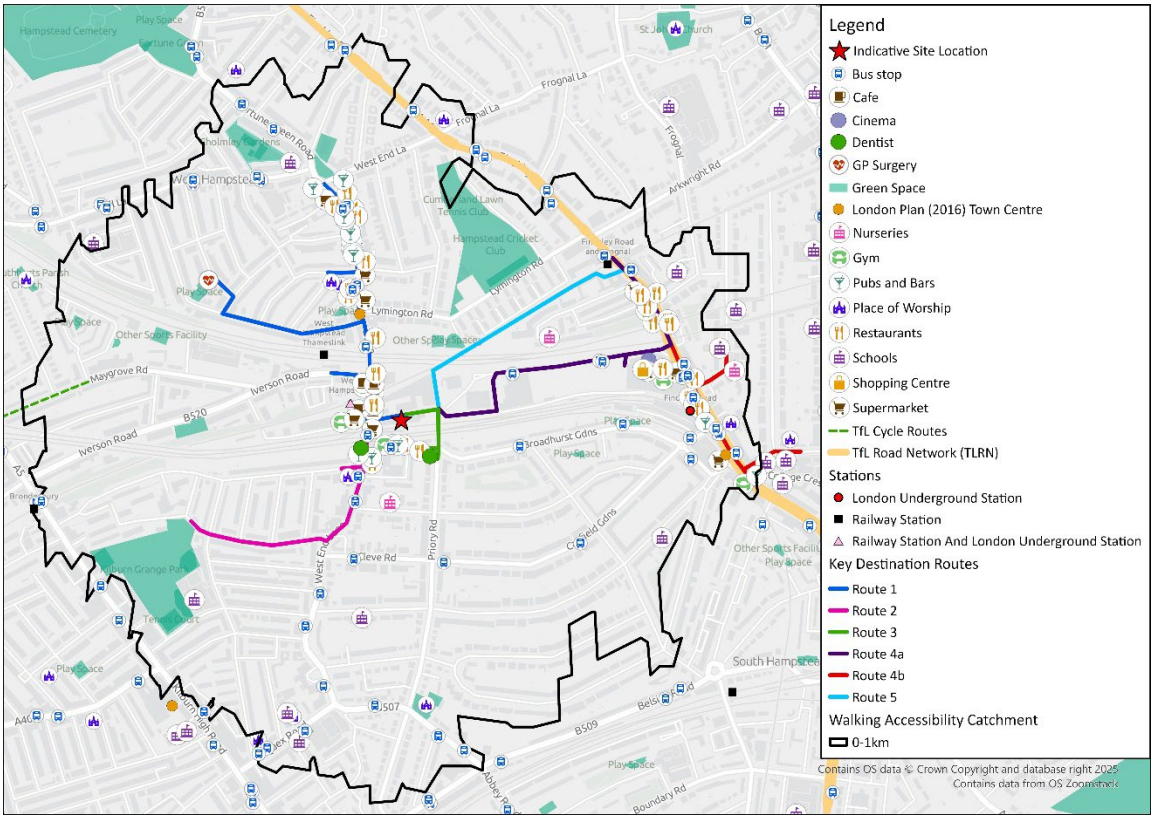
2.4.21 To help mitigate future collisions it is recommended that as part of the Proposed Development, road safety educational opportunities can be offered to future residents and users of the Proposed Development. This will help to inform users of the Site about potential road safety hazards and how best to personally mitigate them as they travel either by foot or by pedal cycle.

2.4.22 The provisions of road safety educational opportunities for future residents and users of the Proposed Development will also contribute to mitigating collisions throughout the local network that forms the study area of this report and onto the wider highway network.

2.5 ATZ Map 3: ATZ Neighbourhood Characteristic Check

2.5.1 ATZ Map 3 depicts the area surrounding the Site including, the Key Destination Routes, a one kilometre (km) walking isochrone, greenspace, key public transport points as well as other key amenities and services. ATZ Map 3 including the daytime and nighttime routes are presented in **Insert 2.5**.

Insert 2.5: ATZ Map 3



2.6 Summary of Desktop Analysis

2.6.1 ATZ Map 1 has demonstrated that the ATZ Study Area covers an expansive area. This indicates a wide range of services, facilities and amenities which are accessible within a 20-minute cycle of the Site.

2.6.2 The proximity of the Site to the West Hampstead Jubilee line, Underground and Thameslink station and other public transport connection from the B510 West End Lane and the A41 Finchley Road establish a variety of transport connections that are readily accessible on foot from the Site.

2.6.3 ATZ Map 2 and ATZ Map 3 demonstrate that there a wide range of food retail and hot food outlets, places of worship and schools all of which are accessible within a short walking distance of the Site. Given the close proximity of facilities, it is reasonable to assume that the majority of daily non-commuting trips will be carried out on foot.

2.6.4 A review of personal injury accident data obtained from the TfL Road Safety Data has been carried out for this ATZ assessment study area. Collision data recorded between 2019 and 2023 has been extracted in order to facilitate assessment of the five most recent years of complete data available. The review of highway safety records along the assessed key destination routes has not identified any prevailing trends in accident causality. As anticipated, a higher rate of accidents is recorded in proximity to arterial routes and the strategic road network, which are subject to significantly higher volumes of traffic than the local roads near the Site. Overall, the existing infrastructure and safety measures appear to be effective in managing road safety

2.6.5 In summary, the desktop analysis demonstrates that the Site is located within suitable walking

distance of local centres, public transport infrastructure, food, retail, and places of worship. Based on the findings of the desktop element of the assessment, it is considered that the location of the Proposed Development site is conducive to an ‘active travel’ lifestyle.

3 Site Analysis

3.1 Overview

3.1.1 As per the ATZ assessment methodology, a site visit was carried out on Thursday 23rd January 2025 during the hours of daylight and a nighttime visit was carried out during the hours of darkness on Thursday 6th February 2025. During the site visit, 'point of view' (POV) photography was taken along each Key Destination Route. The POV photography for each route is included in **Appendix ATZ3.**

3.1.2 The site investigation presented includes a qualitative assessment of each KDR in the context of TfL's ten Healthy Streets Indicators. For each route, the worst section and suggested improvements are identified.

3.2 Key Destination Route 1

3.2.1 KDR1 provides connectivity between the Site and a number of key amenities and services on the B510 West End Lane, including West Hampstead Overground station, bus stops, shops, cafés, restaurants and bars via Blackburn Road. Additionally, Route 1 branches onto Iverson Road from the B510 West End Lane to provide connectivity to the West Hampstead Thameslink station. Route 1 also incorporates Solent Road via the B510 West End Lane, Sumatra Road and Pandora Road to provide connectivity to West Hampstead Medical Centre. A third branch on Route 1 on Dennington Park Road from the B510 West End Lane provides connectivity to a place of worship (Hampstead Synagogue). **Table 3.1** provides the analysis of the route including key observations for daytime and nighttime site visits.

Table 3.1: KDR 1 Site Analysis Commentary

Category	Daytime Observations /Comments	Nighttime Specific Observations /Comments
People choose to walk and cycle and public transport (main indicator)	Footways busy with people. Bus stops are present on the B510. Sheffield stands are present for cyclists to leave bicycles.	Moderate levels of pedestrian and cycle activity.
Pedestrians from all walks of life (main indicator)	Wide footways and pedestrian areas set back from the carriageway	
Not too noisy	Noise levels commensurate to high street location on West End Lane and significantly lower on side roads	Lower than daytime
Places to stop and rest	Plenty of benches. Sheffield stands are provided on B510 for cyclists to stop and lock up bicycles.	
Shade and shelter	Lots of trees throughout. Bus stops and shop canopies provide further shelter.	Bus stops and shop canopies provide shelter
Easy to cross	B510 highly trafficked and therefore difficult to cross informally but crossing facilities provided on a relatively regular basis	
Clean air	Air quality commensurate to moderate levels of traffic during daytime hours	Fewer motorised vehicles; generally unnoticeable impact on air quality
People feel relaxed	Wide footways provided.	Generally lively on West End Lane.
Things to see and do	Plenty to see and do between the tube, overground and Thameslink stations and along the B510.	Many restaurants and bars open during the hours of darkness.

Category	Daytime Observations /Comments	Nighttime Specific Observations /Comments
People feel safe	House frontages on Sumatra Road and Solent Road provide natural surveillance.	High levels of natural surveillance along West End Lane mean that in general there limited sense of personal safety. Side roads are less well overlooked, but proximity of residential properties to footway gives a sense of safety.

3.3 Key Destination Route 2

3.3.1 KDR 2 provides connectivity between the Site and Kilburn Grange Park via Blackburn Road and the B510 West End Lane and Hemstal Road. Additionally, KDR 2 branches onto Sheriff Road from the B510 West End Lane to provide connectivity to St James' Church and branches onto Broadhurst Gardens from the B510 West End Lane to provide connectivity to a gym and other amenities and services. Furthermore, KDR 2 also provides connectivity to bus stops and the West Hampstead Jubilee line station on the B510 West End Lane. **Table 3.2** provides the analysis of the route including key observations for daytime and nighttime site visits.

Table 3.2: KDR 2 Site Analysis Commentary

Category	Daytime Observations /Comments	Nighttime Specific Observations /Comments
People choose to walk and cycle and public transport (main indicator)	On-street cycle lane at points on West End Lane. Wide footways present on B510. Footways narrow on Hemstal Road due to trees on the footway	
Pedestrians from all walks of life (main indicator)	Various user types, low in numbers towards Kilburn Grange Park	
Not too noisy	Moderate noise at West End Lane. Quiet in environs surrounding Kilburn Grange Park	Generally low levels of noise for an urban area
Places to stop and rest	Limited opportunities. Some place to rest at Kilburn Grange Park	
Shade and shelter	Frequent trees along Hemstal Road	
Easy to cross	Lack of crossing opportunities north of Hemstal Road – pedestrians are required to travel south to cross at signalised crossing. High traffic speeds and high volume of traffic mean it is difficult to cross the roads informally. A raised pedestrian crossing with tactile paving is present at the access to Hemstal Road providing priority to pedestrians. Sheriff Road is quiet so easy to cross informally.	
Clean air	Moderate to high volume of traffic at West End Lane. Lots of trees on Hemstal Road.	Generally pleasant air quality along Hemstal Road, better air quality in vicinity of Kilburn Grange Park
People feel relaxed	Signage directing people to West Hampstead Station is pointing the wrong way.	Generally calm residential street character on Hemstal Road
Things to see and do	Kilburn Grange Park provides access to green amenity and play areas	Limited draw to green amenity during hours of darkness
People feel safe	Conspicuous CCTV and speed control cameras.	Limited natural surveillance in parts, but proximity of residential properties to footway gives a sense of safety.

3.4 Key Destination Route 3

3.4.1 KDR 3 provides connectivity between the Site and services and amenities on Broadhurst Gardens and Priory Road via Blackburn Road and Granny Dripping Steps. The Granny Dripping Steps provide a route over the railway line. **Table 3.3** provides the analysis of the route including key observations for daytime and nighttime site visits.

Table 3.3: KDR 3 Site Analysis Commentary

Category	Daytime Observations /Comments	Nighttime Specific Observations /Comments
People choose to walk and cycle and public transport (main indicator)	Footways are generally level and clear and streetlighting is present.	Few pedestrians, but variety of user types
Pedestrians from all walks of life (main indicator)	Granny Dripping Steps are inaccessible for wheelchair users or those with disabilities.	Granny Dripping Steps are not attractive for vulnerable road users. Limited use observed.
Not too noisy	Frequent trains result in a generally high noise levels.	Generally quiet but high levels of noise when trains pass through.
Places to stop and rest	Stepped access to elevated bridge includes an intermediate resting point at the northern side of the steps	
Shade and shelter	Minimal overhead shelter on elevated bridge	
Easy to cross	No formal crossing at Priory Road and Broadhurst Gardens junction.	
Clean air		
People feel relaxed	No lighting is present on Granny Dripping Steps. Signage for the Granny Dripping Steps is missing letters.	No lighting, limited sense of relaxation.
Things to see and do		Bridge is not illuminated at nighttime and there is limited scope for waiting and observation.
People feel safe	Granny Dripping Steps feel unsafe and inaccessible. Sparks occurring when trains pass underneath.	Very limited natural surveillance, heighted sense of risk to personal safety

3.5 Key Destination Route 4a

3.5.1 Key Destination Route 4a provides connectivity between the Site and key services and amenities on the A41 Finchley Road including restaurants, shops and Finchley Road and Frognal station via Blackburn Road. **Table 3.4** provides the analysis of the route including key observations for daytime and nighttime site visits.

Table 3.4: KDR 4a Site Analysis Commentary

Category	Daytime Observations /Comments	Nighttime Specific Observations /Comments
People choose to walk and cycle and public transport (main indicator)	People observed using bus stops along the route. A bus lane is present on this route along the A41 Finchley Road. Bicycle stands are present on the footway outside businesses for cyclists to lock up their bicycles.	Low volumes of pedestrian and cycle use observed along commercial access road to the rear of the O2 Centre. Some pedestrian use observed in vicinity of bus stops. Finchley Road is well subscribed by active travel and public transport users.
Pedestrians from all walks of life (main indicator)	Various user types observed. Footway is not always level or clear of obstruction from trees or street furniture	Commercial access road to the rear of the O2 Centre is mainly observed to used by able bodied users and does not seem to be well subscribed by vulnerable road users.

Category	Daytime Observations /Comments	Nighttime Specific Observations /Comments
		The A41 Finchley Road is well used by pedestrians from all walks of life.
Not too noisy	High volume of traffic observed on A41 Finchley Road	High volume of traffic observed on A41 Finchley Road. Quiet on commercial access road to the rear of the O2 Centre
Places to stop and rest	Bus stop shelters on this route are provided with seating	Illuminated bus stops
Shade and shelter	Bus stops on this route are provided with shelters, allowing pedestrians to find shade and shelter.	Limited shade and shelter with the exception of bus stops.
Easy to cross	Difficult to cross commercial access road to the rear of the O2 Centre, adjacent to a car dealership as there are no formal or informal crossings present. The kerb is dropped on the eastern side of the carriageway but does not lead to a dropped kerb on the opposite side of the carriageway. At Finchley Road, the carriageway is raised, and tactile paving is provided at the junction of Lithos Road and Finchley Road. Additionally, at the junction of Rosemont Road and Finchley Road, a signalised crossing is provided, the carriageway is raised and tactile paving is provided.	Similar observations as daytime visit
Clean air	Few trees present and high volumes of traffic observed on the A41 Finchley Road between the O2 Centre and Finchley Road and Frognal Station.	
People feel relaxed	Footway on the western edge of the carriageway on Finchley Road next to the car dealership is obstructed by vehicles. Uneven paving was observed on Finchley Road. Wide footways are present on the A41 Finchley Road between the O2 Centre and Finchley Road and Frognal Station.	
Things to see and do	Many shops and businesses along the A41 Finchley Road, however the section of Finchley Road that routes from the site to the O2 Centre had fewer things to see and do.	
People feel safe	Lots of people observed on the A41 Finchley Road between the O2 centre and Finchley Road and Frognal Station to provide natural surveillance, however the section of the route that routes from the site to the O2 Centre is quiet and feels less safe.	Lack of natural surveillance on commercial access road to the rear of the O2 Centre, however surveillance cameras and general commercial security measures reduce the sense of risk to personal safety.

3.6 Key Destination Route 4b

3.6.1 KDR 4b shares the same route to the A41 Finchley Road as KDR 4b. KDR 4b then provides connectivity to the O2 Centre on Finchley Road, as well as a number of other services and amenities on Finchley Road including shops, restaurants, bars, a gym and Holy Trinity Church. Additionally, Route 4b branches onto Trinity Walk and Maresfield Gardens from Finchley Road to provide connectivity to Holy Trinity Church of England Primary School, South Hampstead High School and St Thomas More Church. KDR 4b also branches on Netherhall Gardens from Finchley Road to provide connectivity to North Bridge House - Pre-Prep School Hampstead and South Hampstead Junior School. **Table 3.5** provides the analysis of the route including key observations for daytime and nighttime site visits.

Table 3.5: KDR 4b Site Analysis Commentary

Category	Daytime Observations /Comments	Nighttime Specific Observations /Comments
People choose to walk and cycle and public transport (main indicator)	Bicycle stands provided outside business fronts and are being used. High levels of activity observed on A41 Finchley Road. People observed using bus stops along the route. Many pedestrians observed on this route.	Finchley Road provides a large range of opportunities for active and sustainable forms of travel. Large numbers of pedestrians and cyclists are observed along Finchley Road Netherhall Gardens and Trinity Walk are observed to be subject to steep gradients that are not conducive to use by those with mobility impairment.
Pedestrians from all walks of life (main indicator)	Steep incline to access facilities and amenities on Netherhall Gardens and Trinity Walk. Railings have been provided on the ramp/steps to access Netherhall Gardens from the A41 Finchley Road to assist pedestrians with the incline. Bollards and railings are also provided on Trinity Walk	Pedestrians from all walks of life observed at Finchley Road. Generally fewer mobility-impaired or elderly users traversing the steep gradients at Netherhall Gardens and Trinity Walk
Not too noisy	High volumes of traffic observed on the A41 Finchley Road.	
Places to stop and rest	Seating provided at the majority of bus stops; however no seating is provided at the London Finchley Road (Stop CL) bus stop for National Express, FlixBus or Megabus users. Seating is also provided outside cafés along the route and benches are provided outside the Waitrose.	
Shade and shelter	Bus stops are provided with shelters. National Express bus stop is lacking a shelter.	Shelter provided by bus stops and some canopies at shop frontages.
Easy to cross	A barrier is present between the northbound and southbound traffic which can prevent pedestrians from crossing the road unsafely. Crossings are present at relatively regular intervals along Finchley Road. A subway is present on Finchley Road to assist pedestrians crossing the road, however the subway is only accessible via stairs meaning that is inaccessible for those in wheelchairs or with pushchairs.	
Clean air	High volume of traffic on the A41 Finchley Road.	High volume of traffic at strategic road network, improved air quality at Netherhall Gardens and elevated areas of Trinity Walk.
People feel relaxed	Wide footways are present on A41 Finchley Road. Steep incline at Netherhall Gardens and	

Category	Daytime Observations /Comments	Nighttime Specific Observations /Comments
	Trinity Walk hinder sense of relaxation..	
Things to see and do	Plenty of shop fronts on the A41 Finchley Road.	Many commercial properties open during the hours of darkness.
People feel safe	Natural surveillance from pedestrians and vehicle traffic	Good natural surveillance with the exception of route connecting Finchley Road to Netherhall Gardens and Trinity Walk. General sense of safety.

3.7 Key Destination Route 5

3.7.1 Route 5 provides connectivity between the Site and Finchley Road and Frognal station and other amenities and services on the A41 Finchley Road, via Billy Fury Way. **Table 3.6** provides the analysis of the route including key observations for daytime and nighttime site visits.

Table 3.6: KDR 5 Site Analysis Commentary

Category	Daytime Observations /Comments	Nighttime Specific Observations /Comments
People choose to walk and cycle and public transport (main indicator)	Very few people observed on Billy Fury Way.	Very few pedestrians and cyclists observed. Not immediately obvious that the route would serve a shorter passage to any public transport options in addition to those that would be already accessible either side of Billy Fury Way.
Pedestrians from all walks of life (main indicator)	Very few people observed on Billy Fury Way, potentially due to isolated and intimidating nature. The footway is narrow at points and not level throughout on Billy Fury Way.	Limited observed pedestrian use
Not too noisy	Some noise from trains passing underneath but overall low levels of noise.	-
Places to stop and rest	No places to stop and rest along Billy Fury Way	-
Shade and shelter	Few opportunities to find shade and shelter on Billy Fury Way	-
Easy to cross	In the vicinity of the site, crossing could be difficult for those using wheelchairs as there are no crossings with dropped kerbs at the entrance to Billy Bury Way	-
Clean air	Low traffic, general sense of clean air away from the road network.	-
People feel relaxed	No signposting is provided for Billy Fury Way. Billy Fury Way feels intimidating and isolated. Graffiti is present throughout and a large amount of litter was observed. Vegetation along Billy Fury Way has become overgrown and encroaches onto the footpath.	-
Things to see and do	Nothing to see or do on Billy Fury Way.	-
People feel safe	Billy Fury Way feels intimidating and isolated. CCTV is provided at the beginning of Billy Fury Way, however no more CCTV was observed during the majority of the	Sense of isolation. Low pedestrian levels and limited natural surveillance feels less safe at night time.

Category	Daytime Observations /Comments	Nighttime Specific Observations /Comments
	route. Difficult to see people coming around bends in the footpath due to high walls and railings. Lighting along Billy Fury Way is present.	Some antisocial activity observed.

3.8 Recommendations

3.8.1 Issues pertaining to the 'Not too noisy' and 'Clean air' HSIs identified in vicinity of the Finchley Road typical of the strategic road network and would require strategic level interventions to improve. Notwithstanding, the Proposed Development is noted to be 'car free' and will not be exacerbating any such issues by limiting the number of vehicle movements that can be generated by or attracted to the Site to minimal levels relating servicing of the Site.

3.8.2 It is recommended that pedestrian and cycle environment is improved in the vicinity of the Site at Blackburn Road to accommodate any increase in active travel movements that would be anticipated as a result of the Proposed Development.

3.9 Summary of Site Analysis

3.9.1 Daytime and nighttime site visits have been carried out on Thursday 23rd January 2025 during the hours of daylight and on Thursday 6th February 2025 during the hours of darkness. Observations and recommendations have been made for each KDR with reference to TfL's ten Healthy Streets Indicators (HSI). During the site visit, 'point of view' (POV) photography was taken along each KDR. The POV photography for each route is included in **Appendix ATZ3**.

3.9.2 For each route, observations and comments from both the daytime and nighttime Site visits have been set out. The summary and conclusions element of this ATZ Assessment provides a summary table collating observations and recommendations for the routes assessed within the study area.

4 Summary and Conclusions

4.1 Summary

4.1.1 This Active Travel Zone (ATZ) Assessment has been prepared by 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 ATZ has been prepared in association with a development at 14 Blackburn Road, West Hampstead, NW6 1RZ (the 'Site').

4.1.2 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') - a family owned and run business. The Site forms part of the O2 Masterplan Site, which has been granted outline planning consent (planning reference 2022/0528/P).

4.1.3 The ATZ assessment methodology has been developed by Transport for London (TfL) to establish the quality of transport connections to local amenities, and whether these amenities and their connections are sufficient for Site users to live a car-free lifestyle.

4.1.4 The ATZ assessment methodology involves desktop analysis, involving mapping, catchment and routeing exercise and a site analysis element that involves daytime and nighttime site visits.

4.1.5 The desktop analysis found that the Site is located within a walk distance of local centres, public transport infrastructure, food, retail, and places of worship. It was concluded that, based on the desktop analysis alone, the location of the Proposed Development site is conducive to an 'active travel' lifestyle.

4.1.6 Following a review of local amenities, a total of six Key Destination Routes (KDR) have been identified within the ATZ study area, The KDRs considered in this report are as follows:

- **Route 1** – West Hampstead Thameslink station, West Hampstead Overground station, bus stops, West Hampstead Medical Centre, Hampstead Synagogue, cafés, shops, restaurants.
- **Route 2** – Kilburn Grange Park, St James' Church, bus stops, bars, a dentist, a gym, and West Hampstead Jubilee line station.
- **Route 3** – cafés, restaurants, and a dentist.
- **Route 4a** – shops, restaurants and Finchley Road and Frognal station.
- **Route 4b** – the O2 Centre, shops, restaurants, bars, a gym, schools, St Thomas More Church and a nursery.
- **Route 5** – Finchley Road and Frognal station, bars and restaurants.

4.1.7 An assessment of collision data collected from 2019 to 2023 was carried out for each of the four KDRs. This review of highway safety records has not identified any prevailing trends in accident causality. As anticipated, a higher rate of accidents is recorded in proximity of arterial routes and the strategic road network that are subject to significantly higher volumes of traffic than the local roads in vicinity of the Site.

4.1.8 As part of the site analysis element of the ATZ assessment, a daytime site visit was carried out on Thursday 23rd January 2025 during the hours of daylight and a nighttime visit was carried out during the hours of darkness on Thursday 6th February 2025.

4.1.9 Observations and recommendations have been made for each KDR with reference to TfL's ten Healthy Streets Indicators (HSI). During the site visit, 'point of view' (POV) photography was taken along each KDR.

4.1.10 The site visit found that a number of the HSIs are largely supported including 'people choose to walk and cycle and public transport', and also 'pedestrians from all walks of life' especially at West End Lane and Finchley Road.

4.1.11 **Table 4.1** provides a summary of the ATZ site analysis findings.

Table 4.1: Summary of KDR Findings

Route Number	Key Destinations	Positive Observations	Issues Identified*
1	West Hampstead Thameslink station, West Hampstead Overground station, bus stops, West Hampstead Medical Centre, Hampstead Synagogue, cafés, shops, restaurants.	▪ Bus stops present ▪ Wide footways ▪ Sheffield stands for bikes ▪ Numerous benched and places to rest ▪ Trees present ▪ Plenty to see and do	▪ High volume of traffic ▪ Difficult to cross informally
2	Kilburn Grange Park, St James' Church, bus stops, bars, a dentist, a gym, and West Hampstead Jubilee line station.	▪ Wide footways on West End Lane ▪ Sherriff Road is quiet and easy to cross ▪ Raised pedestrian crossing with tactile paving present at the access to Hemstal Road ▪ Lots of trees present on Hemstal Road ▪ Obvious CCTV acting as a speed control	▪ Narrow footways on Hemstal Road due to trees on the footway ▪ Moderate to high volume of traffic observed at West End Lane side of route ▪ Limited crossing opportunities north of Hemstal Road ▪ Signage to West Hampstead station pointing the wrong way
3	cafés, restaurants, and a dentist.	▪ Footways generally level and clear ▪ Streetlighting present	▪ No streetlighting present on Granny Dripping Steps ▪ No formal crossing at Priory Road/Broadhurst Gardens junction ▪ Granny Dripping Steps inaccessible for wheelchair users ▪ Granny Dripping Steps feel unsafe at nighttime

Route Number	Key Destinations	Positive Observations	Issues Identified*
4a	shops, restaurants and Finchley Road and Frognal station.	▪ People observed using the bus stops ▪ Bus lane present on Finchley Road ▪ Bicycle stands present ▪ Various user types observed ▪ Bus stops with shelters and seating ▪ Some crossings provided with tactile paving and dropped kerbs/raised carriageway. ▪ Many things to see and do on Finchley Road	▪ Difficult to cross next to car dealership on commercial access road ▪ High volume of traffic on A41 Finchley Road ▪ Few trees
4b	the O2 Centre, shops, restaurants, bars, a gym, schools, St Thomas More Church and a nursery.	▪ Bicycle stands present ▪ Railings on Trinity Walk and Netherhall Gardens to assist pedestrians with steep incline ▪ Bus stops provided with shelters and seating ▪ Plenty of shops ▪ Seating provided outside the Waitrose	▪ Steep incline on Netherhall Gardens and Trinity Walk ▪ High volume of traffic on A41 Finchley Road ▪ No seating or shelter provided at the National Express bus stop
5	Finchley Road and Frognal station, bars and restaurants.	▪ No traffic on Billy Fury Way due to only being accessible to pedestrians	▪ Sense of isolation and few people observed along Billy Fury Way ▪ Footway narrow and vegetation encroaching on Billy Fury Way ▪ Lack of things to see and do ▪ Not enough CCTV provided throughout ▪ Lack of natural surveillance resulting in heighten sense of risk to personal safety, especially at nighttime.

4.1.12 The following recommendations have arisen further to carrying out the desktop and site analysis elements of this ATZ assessment:

- Issues pertaining to the ‘Not too noisy’ and ‘Clean air’ HSIs identified in vicinity of the Finchley Road typical of the strategic road network and would require strategic level interventions to improve. Notwithstanding, the Proposed Development is noted to be ‘car free’ and will not be exacerbating any such issues by limiting the number of vehicle movements that can be generated by or attracted to the Site to minimal levels relating servicing of the Site.
- It is recommended that pedestrian and cycle environment is improved in vicinity of the Site at Blackburn Road to accommodate any increase in active travel movements that would be anticipated as a result of the Proposed Development.

4.2 Conclusions

4.2.1 The Site is located in an area that is subject to ongoing redevelopment. The KDRs assessed in this report will also serve the broader community within this developing area. Any mitigation measures proposed must consider the review processes applied to active travel routes in other recent developments and adhere to the following criteria:

a) necessary to make the Proposed Development acceptable in planning terms;

b) directly related to the Proposed Development; and

c) fairly and reasonably related in scale and kind to the Proposed Development

4.2.2 Although 'worst locations' have been identified for each KDR, the overall assessment indicates that the area is well-suited to support an 'active travel' lifestyle for future residents and users of the site.