79 CAMDEN ROAD
& 86-100 ST PANCRAS WAY
travel plan

November 2013

by SKM COLIN BUCHANAN

79 Camden Road, 86-100 St Pancras Way, NW1 9EU

Travel Plan

UN60073 | November 2013

SKM COLIN BUCHANAN

79 Camden Road
Travel Plan

Document Title:	Travel Plan
Version:	Final
Date:	November 2013
Prepared by:	Alex Scarratt
Approved by:	Jenny Baker

Sinclair Knight Merz

ABN 37 001 024 095

20 Eastbourne Terrace
London
W2 6LG

Tel: +44 (0) 20 7053 1300
Fax: +44 (0) 20 7053 1301
Web: www.skmcolinbuchanan.com

Document history and status

Revision	Date issued	Reviewed by	Approved by	Date approved	Revision type
Final	20/11/13	J Baker	20/11/13	20/11/13	Final

Distribution of copies

Revision	Copy no	Quantity	Issued to
Final		By Email	Design Team

Printed:	20 November 2013
Last saved:	20 November 2013 04:53 PM
File name:	UN60073 131120 Travel Plan
Author:	Alex Scarratt
Project manager:	Alex Scarratt
Name of organisation:	SKM Colin Buchanan
Name of project:	79 Camden Road, 86-100 St Pancras Way NW1 9EU
Name of document:	Travel Plan
Document version:	Final
Project number:	UN60073

Contents

1 Introduction

1.1 Preamble

1.1.1 SKM Colin Buchanan (SKM CB) have been instructed by Barratt West London (BWL) to prepare a Travel Plan (TA) in support of their planning application for a residential development proposal at an application site that encompasses two existing buildings, 79 Camden Road and 98-100 St. Pancras Way (referred to forthwith as "the site").

1.1.2 The site is located approximately 600m north east of Camden Town town centre, within the authoritative boundary of the London Borough of Camden (LBC) and is bound to the northwest by an existing commercial land use (102 St. Pancras Way), to the northeast by Rochester Place, to the southeast by the A503 Camden Road and to the southwest by the A5202 St. Pancras Way, with a site location plan attached as **Figure 1.1**.

1.1.3 The site's lawful use is B1 Use Class, having been previously occupied by LBC, with an approximate gross internal area (GIA) of 7,108sqm. The site is, however, currently unoccupied.

1.2 Development Proposal

1.2.1 The development proposals are to demolish the existing buildings and replace them with a residential development of approximately 166 flats, with accommodation schedule summarised below as Table 1.1.

Table 1.1: Proposed Accommodation Schedule

Unit Size (Bedrooms)	Total
1 Bed	50
2 Bed	99
3 Bed	14
4 Bed	3
Total	166

1.2.2 The development description is:

"Redevelopment of the site to create 166 residential units (Class C3), including affordable housing, following demolition of all existing buildings on the site (Class B1) and construction of a new building ranging from 5 to 7 storeys in height, together with associated works to create a lower ground floor, landscaping and public realm improvements."

1.2.3 The project architect's site plans are attached as **Appendix A**.

1.3 TP Level and Form

1.3.1 Based on the Transport for London (TfL) 2011 guidance document '*Travel Planning for New Development in London, Incorporating Deliveries and Servicing'*, the Travel Plan level, in terms of being either strategic level or local level, is defined by development scale thresholds. The relevant thresholds for a Strategic residential TP is being equal to or more than 80 units, which is therefore exceeded by the proposed scale of development meaning a Strategic TP is required.

1.3.2 Having established the level of the Travel Plan, it is necessary to confirm its Form, being either Full or Framework. As the final occupants of the development proposal are known, being residents, a Full TP is therefore required.

1.4 Travel Plan Aims and Objectives

1.4.1 A TP is defined is a long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action, and is articulated in a document that is regularly reviewed and is described within LBC's supplementary planning document, Planning Guidance 7: Transport as a strategy to 'enable a development to proceed without adverse impact on the transport system.'

1.4.2 The aim of this Travel Plan is to ensure management strategies and infrastructure is in place to support sustainable travel choices at first occupation. It also details the initiatives that will be implemented to increase awareness of the benefits of making sustainable travel choices and the options available. The TP is the tool through which the impact of the development is mitigated.

1.4.3 As the development proposal is essentially car free and within an accessible location, focus of the TP is on promoting the most sustainable forms of travel, walking and cycling.

1.4.4 The headline objective of this TP is therefore to:

- Increase the proportion of trips on foot and by cycle.

1.4.5 The headline objective is supported by other objectives as follows:

- Provide residents and visitors with greater travel choice;
- Encourage healthier and more environmentally friendly travel;
- Ensure everyone accessing the site is aware of the Travel Plan and its purpose; and
- Minimise the impact of additional delivery and service vehicle movements.

1.4.6 Achieving these objectives will result in the following benefits:

- **Environmental.** Strengthen environmental performance and improve the environmental image of a development and/or occupant;
- **Social.** Provide equal opportunities by providing travel incentives to all;

- **Logistical.** Make development sites less congested and more easily accessible, improving relations with neighbours and enabling deliveries and essential journeys to move freely;
- **Health.** To provide an opportunity to introduce travel patterns that will benefit the health and well-being of all who live at or visit the development.

1.4.7 This TP has been prepared by Alex Scarratt, SKMCB, New City Court, 20 St. Thomas Street, London, SE1 9RS.

1.4.8 A Transport Assessment (TA) has also been prepared in support of the planning application and much of the content of that document, in terms of policy references, the review of existing transport infrastructure and description of the proposed development, has been used to inform this TP.

1.5 TP Structure

1.5.1 The TP has been prepared in accordance with TfL's 2011 guidance, '*Travel Planning For New Development In London, Incorporating Deliveries and Servicing'* and has therefore been structured in accordance with the ATTrBuTE assessment tool.

1.5.2 Following this introduction section, the content of which satisfies the Context chapter detailed within the ATTrBuTE assessment tool, the TP has been structured as follows:

- Section 2 provides a review of relevant TP planning policy and references best practice documentation against which this TP has been prepared;
- Section 3 details the baseline transport infrastructure that will be available from the site, which will influence the measures that will be adopted in the TP strategy;
- Section 4 describes the development proposals;
- Section 5 details the anticipated baseline multimodal trip generation prior to the implementation of the TP, informed by the Transport Assessment that was submitted as part of the approved planning application;
- Section 6 details the TP Strategy, including responsibilities, implementation, marketing, monitoring and reporting, handover and funding;
- Section 7 details the proposed measures that will be implemented to support sustainable travel; and
- Section 8 details the constraint targets for SOV travel, against which the success of the TP will be measured

2 Relevant Planning Policy

2.1 Introduction

2.1.1 This section outlines relevant planning policies and guidance that has been taken into account in the development of this TP.

2.2 National Planning Policy: NPPF

2.2.1 The recently published National Planning Policy Framework (NPPF) states that development should:

- accommodate the efficient delivery of goods and supplies;
- give priority to pedestrian and cycle movements, and have access to high quality public transport facilities;
- create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter and where appropriate establishing home zones;
- incorporate facilities for charging plug-in and other ultra-low emission vehicles; and
- consider the needs of people with disabilities by all modes of transport.

2.2.2 The NPPF states that Travel Plans are a key tool to facilitate these aims.

2.3 Regional Planning Policy: London Plan (2011)

2.3.1 The Greater London Authority London Plan is committed to a policy of sustainable development, a fundamental part of which is improving accessibility and managing transport and travel.

2.3.2 Policy 6.3C relates directly to matching development to transport capacity, and states that:

- ” Workplace and/or residential travel plans should be provided for planning applications exceeding the thresholds in, and produced in accordance with, the relevant TfL guidance”

2.4 Local Planning Policy

LB Camden’s Local Plan - Core Strategy

2.4.1 LBC’s Core Strategy sets out the key visions for the borough up to 2025 and forms the main part of the Local Development Framework.

2.4.2 With regards to transport, Policy CS1 *Distribution of Growth*, states the Council will promote the most efficient use of land and buildings by:

f) expecting development that will significantly increase the demand of travel to be located in growth areas and other highly accessible parts of the borough

g) expecting high density development in central London, town centres and other locations well served by transport

2.4.3 Policy CS11 *Promoting sustainable and efficient travel* states, with regards to development, that the Council, as part of its approach to minimise congestion and address the environmental impact of travel, will:

k*) minimise provision for private parking in new developments through:*

- car free developments in the borough's most accessible locations; and
- car capped developments

m) ensure that growth and development has regard to Camden's road hierarchy and does not cause harm to the management of the road network.

2.4.4 The TA will demonstrate the site is in a highly accessible location, well served by a range of sustainable transport infrastructure and adopts an appropriate car parking strategy that ensures negligible impact on the adjacent road network.

LB Camden's Development Policies document

2.4.5 LB Camden's Development Policies set out the detailed planning criteria that are used to determine applications for planning permission in the Borough.

2.4.6 Policy DP16 *the transport implications of development*, states that the Council will seek to ensure that development is properly integrated with the existing transport network and is supported by adequate walking, cycling and public transport links. The policy details that TA's will be required for residential developments in excess of 80 units, which should also be supported by TPs, stating, *'Wherever a Transport Assessment is needed, submission of a travel plan is also expected as one way of mitigating the transport impact of a development.'*

LB Camden's Supplementary Planning Guidance – Camden Planning Guidance

CPG 7 Transport

2.4.7 Camden Planning Guidance provides supplementary guidance on how policies are applied, with CPG7 being the Supplementary Planning Document relevant to transport and being a material consideration in planning decisions, reinforcing much of what is stated within the Development Policies document.

2.4.8 CPG7 identifies the expectations with regards to a residential TP, including the requirement to identify responsibilities, management and funding. CPG7 states that a residential TP should include hard measures, such as on-site infrastructure and soft measures such as marketing and promotion and that the TP should be secured via a S106 Agreement.

3 Existing Situation

3.1 Application Site

3.1.1 As stated in the introduction, the site is located approximately 600m north east of Camden town centre and is bound to the northwest by an existing commercial land use (102 St. Pancras Way), to the northeast by Rochester Place, to the southeast by the A503 Camden Road and to the southwest by the A5202 St. Pancras Way.

3.1.2 The site's lawful use is B1 Use Class, having been previously occupied by LBC, with an approximate gross internal area (GIA) of 7,108sqm. The site is, however, currently unoccupied.

3.2 Site Accessibility

3.2.1 The site's proximity to Camden Town town centre ensures the site benefits from being accessible to a range of social infrastructure that acts as typical trip attractors for residential land uses.

3.2.2 This close proximity ensures that these trip attractors can be accessed by modes other than the private car and realistically on foot, thereby reflecting fundamental requirements of national, regional and local planning policy for sustainable communities.

3.2.3 The range of social infrastructure that is accessible from the site includes, for example, a primary school located at Camden Street some 600m south of the site, a secondary school located at Charrington Street some 1.2km south east of the site, a GP surgery at Bartholemew Road, some 300m north west of the site, a dentist at Kentish Town Road, some 300m south west of the site, a library at Kentish Town Road, some 700m north of the site, Kentish Town Sports centre, some 600m north west of the site and a superstore located at Camden Road some 500m south of site.

3.2.4 Subsequent paragraphs of this report consider the existing transport infrastructure serving the site, adopting a hierarchy that reflects the most sustainable modes of travel**.**

3.3 Pedestrian and Cycle Infrastructure

3.3.1 The site benefits from an established pedestrian network around its St. Pancras Way, Camden Road and Rochester Place frontages.

3.3.2 Along the Camden Road frontage, there is an existing footway in the order of 2.25m wide, with additional urban realm to the rear that is located within the site curtilage, but which is understood to be classified as public highway, and which accommodates 4 x cycle stands, a community recycling point, trees, street lighting and a bus shelter.

3.3.3 Along the St. Pancras Way frontage, the existing footway provision along the site boundary is approximately 1.8m wide, with 1m wide raised crossings across the two existing vehicular crossovers into the site.

3.3.4 Along the Rochester Place frontage, the footway adjacent to the site boundary is approximately 0.85m wide, with a similar sized footway along the northern edge of the carriageway.

3.3.5 Key pedestrian desire lines to/from the site are likely to be immediately southwest of the site to/from Camden Town town centre, from which access to a range of social infrastructure typical of town centres and public transport nodes is achieved. Along this desire line, the severance caused by the volume of traffic that passes through the Camden Road / St. Pancras Way signal controlled junction is mitigated by pedestrian crossings on the St. Pancras Way western and eastern arms and the Camden Road northern arm, with no such provision on the Camden Road south arm, presumably for junction capacity reasons. It is believed that the crossings on the Camden Road north and St. Pancras Way east arms have been installed relatively recently and certainly within the last 18 months as online mapping tools, dated May 2012, detail that there were no such facilities at that time.

3.3.6 Further signalised pedestrian crossing facilities are located south of the site, at the Camden Road / A5202 Royal College Street junction, on the Royal College Street eastern arm and Camden Road southern arm.

3.3.7 Existing pedestrian access into the site is taken from both the St. Pancras Way frontage and the Camden Road frontage, the latter of which included a staggered ramped access that extended into the urban realm behind the footway

3.3.8 In terms of cycle infrastructure, a review of the London Cycle Network confirms that St. Pancras Way along the site frontage benefits from being classified as a *'route signed or marked for use by cyclists on a mixture of quiet or busier roads*.' Indeed there exists a 1m wide advisory cycle lane adjacent to the northern kerbline of the St. Pancras Way (west) arm, supported by an advanced cycle stop line, which are also located on each arm of Camden Road at the junction. This provision along St. Pancras Way continues east of Camden Road, with a mandatory cycle lane introduced on the northern side of the carriageway and an advisory cycle lane on the southern side of the carriageway, which then connect with a mixture of on-street and off street facilities toward St. Pancras and King's Cross stations.

3.3.9 Advanced cycle stop lanes also exist on the Camden Road north and southern arms at this junction, which are believed to have been installed relatively recently and certainly within the last 18 months as online mapping tools, dated May 2012, detail that there were no such facilities at that time. Cycle routes are indicated on **Figure 3.1.**

3.4 Public Transport Accessibility

3.4.1 A general measure of the public transport accessibility of a site widely used in development planning is the Public Transport Accessibility Level (PTAL) rating. This is a calculation based on the proximity, frequency and number of public transport services. All bus routes with stops within 640 metres and underground/train stations within 960 metres are taken into account.

3.4.2 PTALs are measured on a scale of 1 to 6b, with 1 being the lowest level of public transport accessibility and 6b being the highest.

3.4.3 A PTAL assessment using the TfL land use planning PTAL assessment tool (http://www.webptals.org.uk/) has therefore been undertaken, using the site centre as the chosen point of interest (POIs). The assessment confirms the site benefits from a PTAL rating of 6a,

classified as 'excellent.' This level of accessibility justifies the proposed development density and the adopted car parking strategy, which is discussed in further detail below. Public transport infrastructure is indicated on **Figure 3.3.**

3.5 Public Bus

3.5.1 The site benefits from Camden Road being an existing bus corridor, with an existing bus shelter accommodated adjacent to the site boundary serving northbound services towards Hackney and Wood Green. Southbound services toward Euston and Trafalgar Square are accessed from an existing shelter located south of the junction with St. Pancras Way.

3.5.2 St. Pancras Way is an existing eastbound bus corridor accommodating a single service (274) toward Islington, with the closest stop located approximately 180m east of the site beyond Camden Road.

3.5.3 The majority of services are accessed to the south however, from within Camden Town town centre itself. Table 3.4 below summarises the bus services that are available, the relevant stop and their weekday daytime frequency.

Table 3.4: Local Bus Services

Bus Service	Closest Bus Stop	Route	Weekday Daytime Frequency
24	Camden Street/Camden Gardens	Hampstead Heath to Pimlico	Every 5-9 mins
27	Camden Street/Camden Gardens	Chalk Farm to Chiswick	Every 6-10 mins
29	Camden Road / St. Pancras Way	Trafalgar Square to Wood Green	Every 3-7 mins
31	Camden Street/Camden Gardens	Camden to White City	Every 4-8 mins
46	Camden Road/Royal College Street	Farringdon Street to Lancaster Gate	Every 7-11 mins
88	Camden Gardens Stand	Camden to Clapham Common	Every 5-8 mins
134	Kentish Town	North Finchley to Tottenham Court Road	Every 3-7 mins
168	Camden Street/Camden Gardens	Hampstead Heath to Old Kent Road	Every 4-8 mins
214	Kentish Town	Highgate Village to Moorgate	Every 6-10 mins
253	Camden Road / St. Pancras Way	Euston to Hackney Central	Every 5-8 mins
274	St. Pancras	Islington to Lancaster Gate	Every 7-10 mins
C2	Camden Road / St. Pancras Way	Parliament Hill Fields to Victoria	Every 6-10 mins

3.6 Rail/Underground

3.6.1 The site benefits from being within an acceptable walk distance of both Camden Road London Overground station, which is a fully accessible station, and Camden Town London Underground Station, from which access to the northern line is achieved.

3.6.2 The Camden Road Overground Station forms part of the Richmond/Clapham Junction route, with a typical weekday service frequency of 6 trains in each direction.

3.7 Local Highway Network

3.7.1 Rochester Place is a lightly trafficked, approximately 4.2m wide, cobbled surface carriageway which operates one way eastbound, accommodating intermittent 1.8m wide on-street parallel parking bays along its southern edge, which includes a designated car club bay sufficient in size to accommodate 2 vehicles. Rochester Place is located within an existing CPZ CA-G, operational Monday to Friday 08.30-18.30.

3.7.2 Rochester Place forms a simple priority junction with the A503 Camden Road, which forms part of the TfL Road Network, with red route controls along the site frontage preventing stopping Monday to Saturday 07.00-19.00. Camden Road along the site frontage accommodates a 13m wide carriageway, with two southbound traffic lanes and one northbound traffic lane and the northbound bus stop.

3.7.3 Camden Road forms a signal controlled junction with the A5202 St. Pancras Way, which along the site frontage operates as one-way eastbound, with two traffic lanes and a 1m wide advisory cycle lane along the northern edge of the carriageway. This arm is subject to a GLA side road order, with red route controls extending approximately 40m back from the stop line, meaning TfL are the relevant highway authority for this section of the carriageway. Beyond this red route control the existing road markings revert to single yellow lines, with no loading controls, meaning on street loading is permitted, but with parking permitted outside of controlled hours (08.30-18.30).

3.7.4 In terms of existing vehicular access points, the site is currently served by two vehicular crossovers, direct from St. Pancras Way, which serve a ground floor parking area accommodating approximately 15 car parking spaces.

4 Development Proposals

4.1 Scale of Development and Proposed Site Layout.

4.1.1 The development proposals are to demolish the existing buildings and replace it with a residential development of approximately 166 flats, with accommodation schedule reproduced below as Table 4.1.

Table 4.1: Accommodation Schedule

Unit Size (Bedrooms)	Block A	Block B	Block C	Block D	Block E	Block F	Total
1 Bed	8	3	23	3	9	4	50
2 Bed	8	16	15	16	19	25	99
3 Bed	2	6		2	1	3	14
4 Bed	3						3
Total	21	25	38	21	29	32	166

4.1.2 The proposed site layout is arranged around two separate courtyards, with a total of six cores serving the site, a maximum height of 7 storeys from ground floor level and the building footprint increasing on the St. Pancras Way frontage in particular.

4.1.3 As well as access from the cores, the ground floor includes a number of duplex units that are accessed directly from the street and which benefit from dedicated light wells along this frontage, within the site boundary. Finally, a concierge office is identified between blocks C and F fronting St. Pancras Way.

4.2 Pedestrian Access

4.2.1 Pedestrians will access the development proposal from each of the site frontages, with access into the relevant cores, concierge and duplex units.

4.2.2 Whilst the building footprint is occupying much of the site boundary, it has been set back from the St. Pancras Way and Rochester Place frontages to facilitate an increased footway width in these locations. Indeed the proposed layout confirms a footway width that ranges between 2.1m and 3.9m along the St. Pancras Way frontage, a minimum increase of 0.3m above the existing provision and a footway width that ranges between 1.1m and 1.8m along the Rochester Place frontage, a minimum increase of 0.25m and a provision that is now able to accommodate a wheelchair user, with Manual for Streets confirming a minimum requirement of 0.9m for this purpose. Potential conflicts can be accommodated with informal passing places that are created by the proposed building line.

4.3 Vehicular Access and Parking

4.3.1 The development proposals are for a car free development, reflecting the requirements of LBC planning policy for such an accessible location.

4.3.2 BWL recognise however the requirement to consider disabled parking provision and the development proposals have therefore included two disabled parking spaces, accessed from the Rochester Place frontage.

4.3.3 To address any concerns that the on-site parking provision is insufficient and given LBCs Development Policies document identifies that people with disabilities who are Blue Badge holders are permitted to park with CPZs, a parking beat survey was undertaken for the adjacent road highway network north of Rochester Place, described in further detail within the TA that has been submitted as part of the planning application.

4.3.4 The survey revealed that the highest observed occupation of permit holder bays and pay and display spaces, which Blue Badge holders are permitted to occupy, was a total of 55 of spaces occupied and 46 spaces unoccupied out of a total of 101 spaces.

4.3.5 Typically, a development proposal with off-street parking is required to provide 10% of units with a designated disabled parking bay, which would translate to 16 spaces for the proposed scale of development. As the development is accommodating 2 spaces on site, this leaves an underprovision of 14 spaces. Summating the 14 spaces to the observed maximum demand results in a maximum occupation of 68% ensuring therefore that there is still sufficient reserve capacity to accommodate any subsequent peaks in parking demand. Furthermore, Camden Road London Overground station is a fully accessible public transport node.

4.3.6 Finally, BWL recognise that residents of the development will not be entitled to apply for parking permits within the adjacent CPZ.

4.4 Cycle Parking

4.4.1 The development proposal is aiming to achieve 2 x credits as part of its Code for Sustainable Homes appraisal, for which the following standards are relevant:

- 1 bed units – 1 cycle space
- 2 bed units – 2 cycle spaces
- 3 bed units – 2 cycle spaces
- 4 bed units – 4 cycle spaces

4.4.2 Based on this standard and the proposed accommodation schedule, the development proposal would be required to provide 288 cycle parking spaces.

4.4.3 The development proposal however includes 296 cycle parking spaces, all of which are located at lower ground floor level and arranged around the core of each block so that the provision reflects the accommodation schedule for each block. Access to each of the cycle stores is achieved via a lift, ensuring residents do not have to transport their bikes to/from ground floor using a stairwell or cycle ramp. The cycle parking is, therefore, by definition accessible, secure and sheltered.

4.5 Delivery, Servicing and Refuse

4.5.1 The development proposal includes dedicated bin storage for each core, as indicated on the project architect's site plan **(drawing reference 4998-20-102)**, which therefore face the Rochester Place and St. Pancras Way frontages.

4.5.2 As part of the pre-application dialogue, TfL have confirmed that the GLA Side Order Variation permits refuse vehicles to stop on the existing St. Pancras Way red route. It is proposed therefore that a refuse vehicle will service each bin store along the St. Pancras Way frontage (Blocks A, B and C) from on-street. Given the proximity of Block F's bin store to the signalised junction stop line, a management strategy will be introduced to transfer bins to a dedicated holding area immediately south of Block B's bin store.

4.5.3 In terms of refuse collection from Rochester Place, it is again proposed to service each of the relevant blocks (D and E) from on-street, with Rochester Place forming part of an existing refuse collection route as confirmed by LBC's appointed waste contractor.

4.5.4 In terms of general deliveries, immediately west of the existing red route controls along St. Pancras Way the parking restrictions revert to single yellow lines with no loading restrictions. It is proposed therefore that any delivery vehicle accessing a block that fronts St. Pancras Way loads/unloads from this area.

4.5.5 In terms of general deliveries to blocks fronting the Rochester Place frontage (A, D and E), the significant majority of these movements to residential developments within London e.g. supermarket delivery, couriers etc., are undertaken using vehicle types such as box vans, light rigids and/or panel vans, which have width dimensions less than the existing refuse vehicles that access this route. These will therefore be readily accommodated within Rochester Place, following the same strategy as refuse vehicles described above, but using existing single yellow lines from which to load. Indeed the traffic survey undertaken along Rochester Place confirms that light goods vehicles already use Rochester Place.

4.5.6 However, for deliveries to these blocks that front Rochester Place that rely on larger vehicles delivering bulky goods and/or home removals etc., which are highly infrequent and typically preplanned, the servicing strategy will be for these vehicles to deliver to the site from St Pancras Way and access the building using the cores that front such (B and C). Goods will then be transferred internally within the building via the lifts, corridors and courtyards to the cores of Blocks A, D and E. As these movements are pre-planned, residents will be required to inform delivery companies of this strategy and this requirement will be detailed within the residential welcome pack.

4.6 Anticipated Multimodal Trip Generation Pre TP Implementation (Baseline)

4.6.1 The industry standard TRAVL database has been used to source all mode trip generation rates from proxy sites that are representative of the site. 2011 Census Method of Journey to Work modal split proportions for the ward in which the site is located, Cantelows, has then been applied to these all mode trips to quantify the total anticipated number of trips pre TP implementation, with results detailed below as Table 4.2.

Table 4.2: Proposed Anticipated Modal Split and Multimodal Trips (166 Units) Pre TP Implementation

	Modal Split	AM Peak			PM Peak		
		IN	OUT	TOTAL	IN	OUT	TOTAL
All Modes	**100%**	28	81	110	44	25	68
Underground	25.6%	7	21	28	11	6	18
Train	6.9%	2	6	8	3	2	5
Bus, minibus or coach	25.1%	7	20	28	11	6	17
Taxi or minicab	0.6%	0	0	1	0	0	0
Driving a car or van	10.5%	3	9	11	5	3	7
Passenger in a car or van	0.7%	0	1	1	0	0	1
Motorcycle, scooter or moped	1.2%	0	1	1	1	0	1
Bicycle	12.0%	3	10	13	5	3	8
On foot	16.7%	5	14	18	7	4	11
Other	0.7%	0	1	1	0	0	0

4.6.3 Table 4.2 demonstrates that prior to the implementation of the TP, the proposed development is anticipated to generate a reasonable proportion of public transport trips, reflecting the accessibility of the site.

5 Travel Plan Strategy

5.1 Introduction

5.1.1 A Travel Plan is a practical management tool, rather than a static document, that sets out 'active' initiatives throughout an agreed Travel Plan lifetime. It requires infrastructure and management initiatives to be in place before implementation, an implementation strategy, a monitoring strategy that can assess the success of the Travel Plan and respond to site occupier concerns, a reporting strategy so that a path of communication with the local highway authority is set up and a funding strategy.

5.1.2 This chapter sets out the key elements of the wider strategy of the Travel Plan.

5.2 Appointing a TP Coordinator (TPC)

5.2.1 The successful implementation of this TP will require active participation from all occupiers of the site, which will be fronted by a TPC, who will ultimately be responsible for the implementation of the TP at a site wide level.

5.2.2 The site wide assets are likely to be managed by an appointed management agent and it is envisaged that the role of the TPC can be included within this remit, fulfilled within an existing role.

5.2.3 It is proposed that the TPC role and responsibilities will be assigned 3 months before initial occupation of the residential units.

5.2.4 Once appointed, the TPC will contact LBC to confirm the contact details and allow a communication channel to be formulated.

5.2.5 The TPC will: ensure that identified physical measures have been implemented during construction; be the central point of contact for site occupiers and LBC regarding travel and transport concerns related to the development; promoting and marketing the TP; organising travel survey questionnaires; and finally undertake the monitoring and reporting.

5.3 Implementation Strategy

5.3.1 A staged programme for implementation of the TP strategy is required to ensure consistency and ease the process of introducing the TP.

5.3.2 Infrastructure measures, such as cycle parking, will be put in place during construction and fit out, with all marketing and informative material available to occupiers at first occupation. This material would be regularly reviewed to ensure it reflects up to date information as part of the monitoring strategy.

5.3.3 The anticipated timescales for the TP strategy are summarised below in Table 5.1.

Table 5.1: Anticipated Timescales Summary

Action	Timing
Consideration of TP by local planning/highway authority	Current
TP Approved	Prior to commencement
Construction	
"Hard" measures detailed within TP implemented	During Construction
Occupation	
Baseline Residential Travel Survey undertaken at agreed trigger point	3 months after 90% occupation of residential units
Baseline Residential Travel Survey results submitted along with revised TP if necessary.	1 month after Baseline Travel Survey
Full Residential Strategic Travel Plan, including final targets, approved by local highway authority. Revisions made where necessary to reflect local highway authority comments	Within 1 month after Full Travel Plan submitted
Full Travel Plan implementation	Ongoing
TRAVL compliant residential travel surveys undertaken	1st, 3rd and 5th year after Full TP approval
Monitoring reports, including revised strategies if necessary submitted to the local highway authority	3 months after modal split surveys undertaken
Developer TP responsibility discharged	At the end of the 5 year life plan of the Full TP if agreed targets are met
Developer maintains responsibility of TP	At the end of the 5 year life plan of the Full TP if agreed targets are not met. Additional measures and management strategies with annual modal split surveys undertaken until targets are satisfied, after which the Developer responsibility is discharged

5.3.4 **Appendix B** includes an Action Plan, which details the Implementation Strategy, including actions, responsibilities and timescales.

5.4 Marketing and Promotion of Travel Information

5.4.1 Marketing and promotion is essential in raising awareness of the existence and aims of the TP. The following section discusses the marketing and promotion measures that will be implemented at the site.

Information for Marketing Offices and Show Homes

5.4.2 An information sheet will be produced and displayed within the on-site marketing office and show homes to promote the TP, including specific initiatives associated with it and its objectives.

Welcome Leaflets

5.4.3 All new households will be provided with information packs, which will introduce the TP and sustainable travel strategy for the site.

Travel Information Points & Notice Boards

5.4.4 Travel information points will be installed at key access points within the site which will detail bus, cycling and walking routes, and bus/rail timetables.

Dedicated Webpage

5.4.5 The site website will include a dedicated webpage that references the TP and includes relevant travel information for residents and visitors. The TPC will manage the webpage and will ensure that its content is regularly maintained and updated.

5.5 Monitoring and Reporting

5.5.1 A Baseline Travel Survey will take place within three months of the development exceeding its trigger point and will aim to determine the modal split of residents at TP commencement. The trigger point will be a 90% occupancy level of the residential units.

5.5.2 The results of the survey will be used to ratify the interim targets, with final targets included within a revised TP, which will be submitted to LBC one month after completion of the surveys. LBC will then have one month to agree to the content of the TP, after which the TP will be implemented.

5.5.3 The monitoring of the TP will occur in the form of a TRAVL compliant travel survey undertaken on the 1st, 3rd and 5th anniversaries of the TP implementation.

5.5.4 The TPC will be responsible for commissioning the surveys and compiling the results, which will include:

- Mode of travel
- Cycle parking demand
- Public transport occupancy
- Pedestrian and cycle infrastructure review
- Deliveries and Servicing
- Qualitative interviews

5.5.5 Monitoring reports will be circulated to the appropriate officers at LBC within three months of the surveys being undertaken. The monitoring report will include the results of travel surveys and general feedback. The report will include details of measures and initiatives introduced in the past year, plus an outline of planned measures and initiatives that would be implemented in the following year if necessary.

5.6 Life Time and Handover Arrangements for the TP

5.6.1 It is anticipated that after the 5th year of TP implementation, all transport related concerns of site occupants are likely to have been addressed. Should this be the case and the agreed targets have been met, the developer responsibility with regards to the TP will cease and additional monitoring and reporting to LBC will not be required.

5.6.2 If however at the end of the five year life plan of the TP the agreed targets have not been met, then the developer must retain responsibility for the TP and introduce additional measures or management strategies to achieve the targets. The site will be re-surveyed on an annual basis after this period until the targets have been met.

5.7 Funding

5.7.1 The initial funding of all aspects of the TP, including the introduction of infrastructure measures, employing of stakeholders, monitoring and reporting will be the responsibility of the developer.

5.7.2 This responsibility will be maintained for the full life of the TP, until it is discharged, providing that the identified targets have been met, unless an alternative agreement is made with the management company. Should this occur, the transfer of responsibility will be notified to LBC.

6 Travel Plan Measures

6.1 Introduction

6.1.1 This chapter sets out the package of measures that will be introduced in order to support sustainable travel to and from the site.

6.2 Marketing and Promotion of Travel Information

6.2.1 The marketing and promotion measures have been detailed in the previous chapter, considered as part of the TP strategy. The content of particular marketing measures is considered below:

Welcome Leaflets

6.2.2 All new households will be provided with a 'Welcome Leaflet', which will include the following information:

- Location map of the site;
- A description of distance, time, and (where relevant) routes for travelling from the site to key local destinations;
- Site specific public transport information including rail and bus timetables for local services;
- Website addresses for travel information via the development website including the TfL journey planner;
- An offer of a visit by the TPC to explore personalised travel planning options;
- An offer of locally based on-road cycle training through arrangements with a local cycle centre;
- Walking and cycling maps showing the routes to key local facilities as well as cycle parking spaces; and
- Delivery and servicing strategy.

Travel Information Points & Notice Boards

6.2.3 Travel information points will be installed at key locations throughout the site. These information points will display useful information on local travel, such as maps showing cycle routes and bus routes, bus and train timetables, and the walking times to get to various local attractions.

6.3 Walking Measures

6.3.1 Walking provides a healthy alternative to the private car for journeys under 2km. A high quality pedestrian environment is fundamentally important in encouraging and enabling people to walk. The barriers to people walking may be identified as follows:

- Land use patterns unsuited to walking;
- Unpleasant pedestrian environments;

- Danger from vehicular traffic;
- Personal security fears; and
- Inconvenient pedestrian facilities

6.3.2 Information about safe pedestrian routes will be provided via the Travel Information Points and Notice Boards and Welcome Leaflets. In addition, marketing events to promote the health, financial and environmental benefits of walking will be held, for example, Walk to Work week. The development has been designed with direct pedestrian access onto the existing network and that the site frontage will promote an active pedestrian friendly environment.

6.4 Cycling Measures

6.4.1 Cycling provides an excellent alternative to the private car for journeys of up to 5km as it is cheap, offers reliable journey times, is environmentally friendly and can promote improved health by providing regular exercise.

6.4.2 The principal issues that prevent people from cycling are:

- Not owning a bicycle or not feeling confident using one;
- Lack of safe cycle routes and fear of accidents;
- Bad weather; and
- Lack of facilities at destination (e.g. workplace).

Cycle Parking

6.4.3 The development is providing a total of 294 residential cycle parking spaces within the lower ground level, which are therefore by definition secure and sheltered. Access to these will be achieved via lifts at each core.

Dr. Bike (or similar) visits

6.4.4 The TPC will make reasonable endeavours to arrange for regular ‘Dr. Bike’ (or similar) visits to the site to give tips and make basic repairs to bicycles at a site wide level.

Bicycle Users Group (BUG)

6.4.5 BUG’s are a good way for less experienced cyclists or those who are not confident in their route to gain experience by cycling with more experienced cyclists. A BUG also removes safety concerns of individual cyclists who travel alone.

6.4.6 The TPC will therefore formulate a BUG scheme for residents.

Other Measures

6.4.7 The TPC will make reasonable endeavours to secure discounts on cycle and accessory purchases for residents and provision of on road cycle training from local cycle centres.

6.4.8 All marketing material will include cycle maps showing key routes.

6.5 Public Transport

6.5.1 Increased use of public transport is a fundamental aspect of the Government's sustainable transport strategy and is particularly important in London. The benefits of travelling by public transport can include:

- No need to park or pay the London Congestion Charge;
- Traffic free routes (with rail or where bus priority exists)
- Being able to relax, read or work (particularly for business travel during the day).

6.5.2 The issues that prevent people travelling by public transport include the following:

- Lack of services on desired routes;
- Services are seen as slow, infrequent and unreliable;
- Low status image;
- Fears for safety when travelling at night;
- Poor passenger information; and
- Perception of high fares compared to the private car.

6.5.3 The Welcome Packs will provide information on the location of bus stops, local bus routes and times, details of the bus operators and of tickets available. It will also contain information on train timetables and operators, with particular focus on promoting the London Overground

6.6 Managing Car Use

6.6.1 All new residents will be informed of any exemption that prevents them from applying for parking permits within the adjacent CPZ, detailed within the various marketing material.

6.7 Refuse, Servicing and Emergency Access

6.7.1 Where possible, the TPC will make reasonable endeavours to encourage regular deliveries outside of peak periods.

6.7.2 Residents of blocks fronting Rochester Place will be encouraged to inform the concierge of any deliveries that require excessive wait times as it is likely that on-street loading will take place from St Pancras Way, with goods transferred internally within the building.

6.7.3 Furthermore, monitoring and reporting of all servicing activity will be included within the remit of the Travel Plan surveys.

6.8 Reducing the need to Travel

6.8.1 The development is likely to include facilities that will satisfy broadband demand, thereby allowing residents to work from home should their working arrangements allow.

6.8.2 The TPC will also promote the use of online shopping to residents.

7 Modal Split Targets

7.1 Interim Modal Shift Targets

7.1.1 Section 4 identified the likely modal split associated with the Application Site without a TP in place, which was based on 2011 Census data for the ward in which the site is located.

7.1.2 The introduction of a range of measures to support sustainable travel and in particular walking and cycling will therefore result in modal shift.

7.1.3 Targets for the scale of modal shift against which the success of the TP can be measured need to be SMART:

- Specific
- Measurable
- Achievable
- Realistic
- Timed

7.1.4 Interim mode shift targets for the end of years 1, 3 and 5 after TP approval are therefore set out below in Table 7.1, which are for an increase in walking and cycling. Whilst this will result in a reduction in the proportion of trips undertaken by other modes of travel, including public transport, this is not necessarily an objective of the TP and therefore has not been included as a target. Similarly, as the development proposal is car free there is no such target for vehicular modal shift.

7.1.5 These interim targets include the following headline targets:

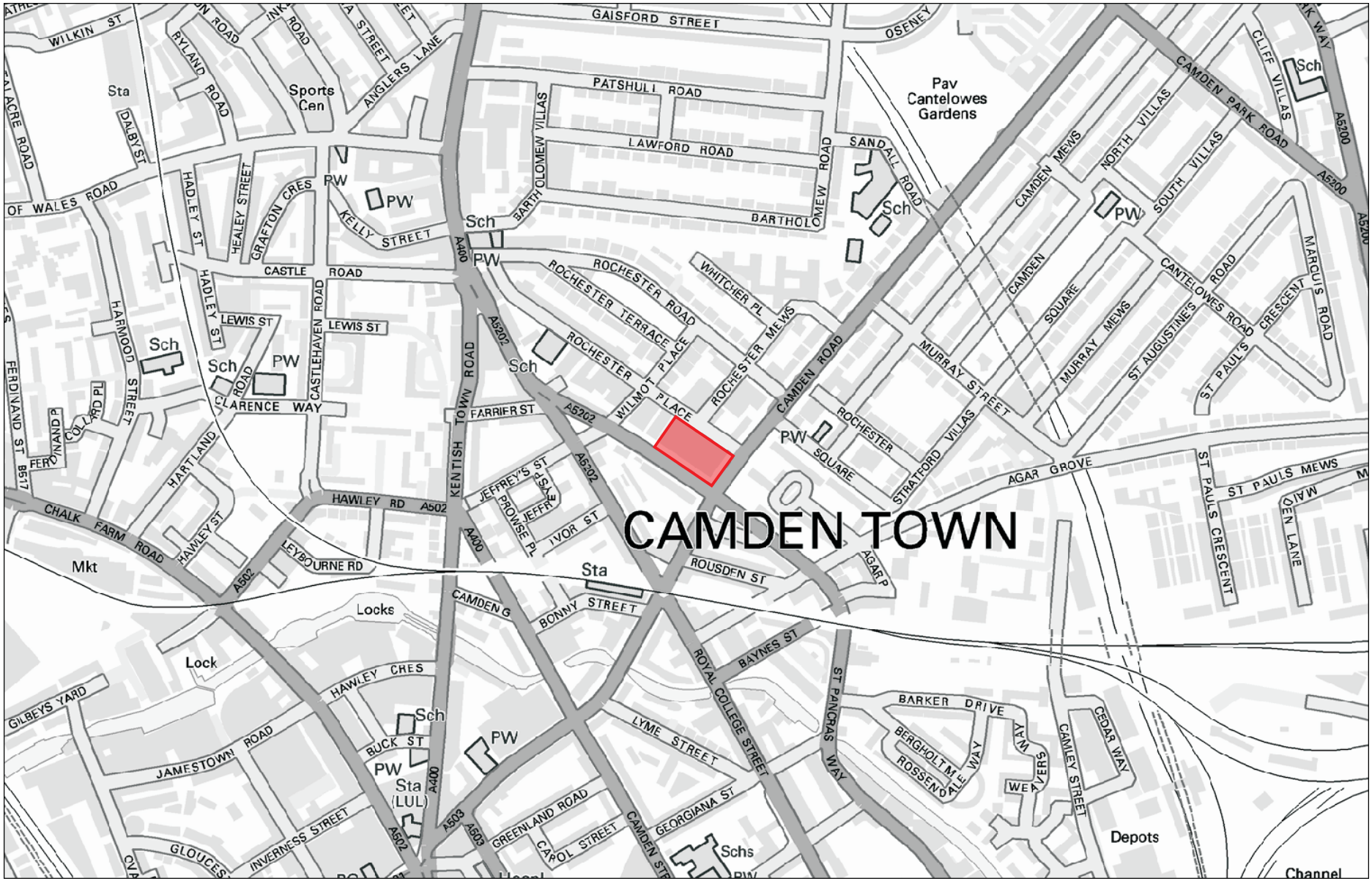
- An increase in cycling trips by 25% of the initial baseline figures, resulting in a modal split change from 12% to 15%
- An increase in walking trips by 20% of the initial baseline figures, resulting in a modal split change from 17% to 20%

Table 7.1: Interim residential modal shift targets

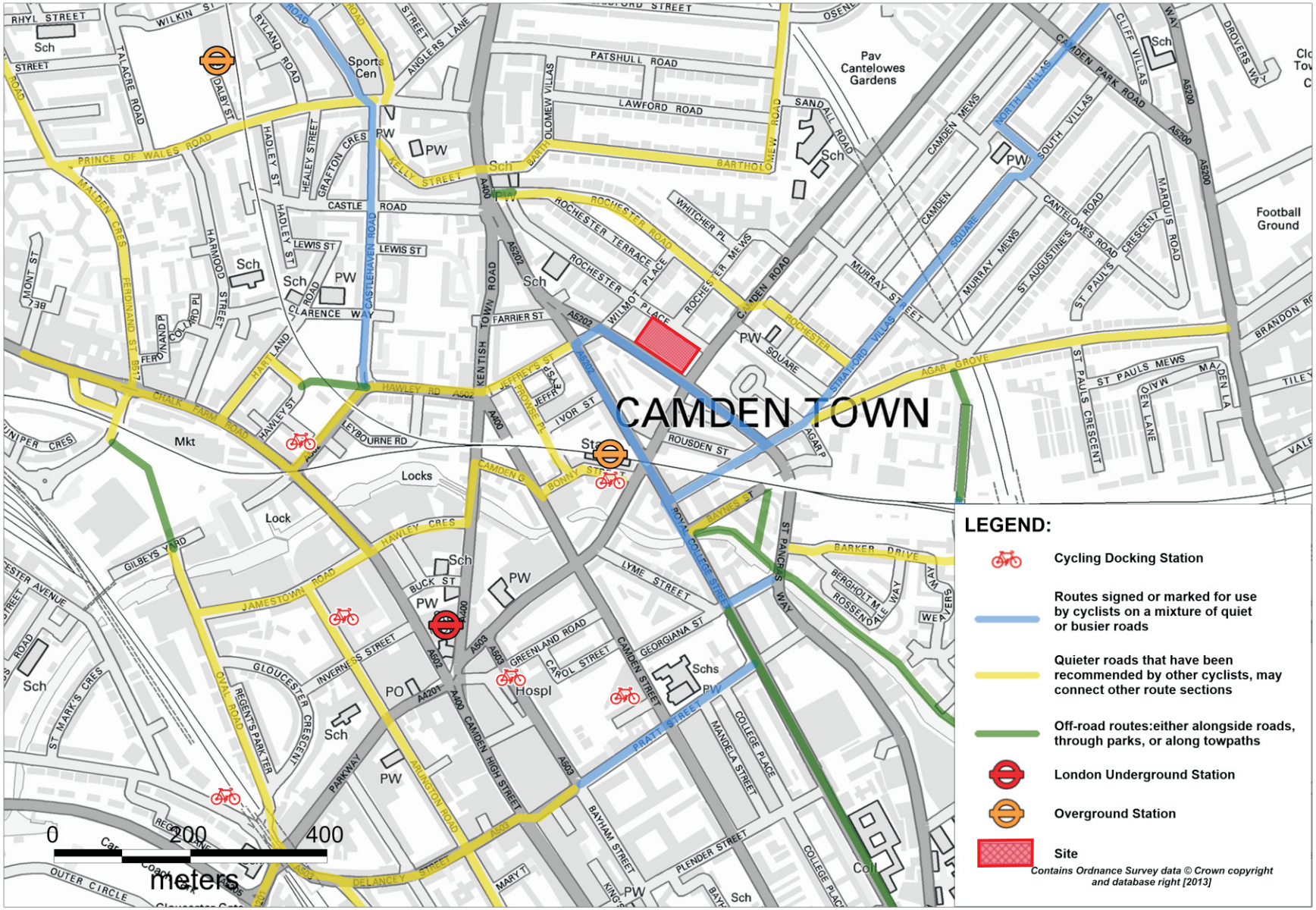
Mode of Travel	Baseline Modal Split	Modal Split Year 1 Target	Modal Split Year 3 Target	Modal Split Year 5 Target
Bicycle	12.0%	13%	14%	15%
On foot	16.7%	18%	19%	20%

7.1.6 Following the baseline travel survey, which will be undertaken within 3 months of a trigger point of 90% of the residential units being occupied, these interim modal shift targets will be revised to reflect the Application Site and resident specific travel characteristics. Revised targets will be included within the Full TP, which will be submitted to LBWF 1 month after the survey is complete, for agreement or for revision where necessary.

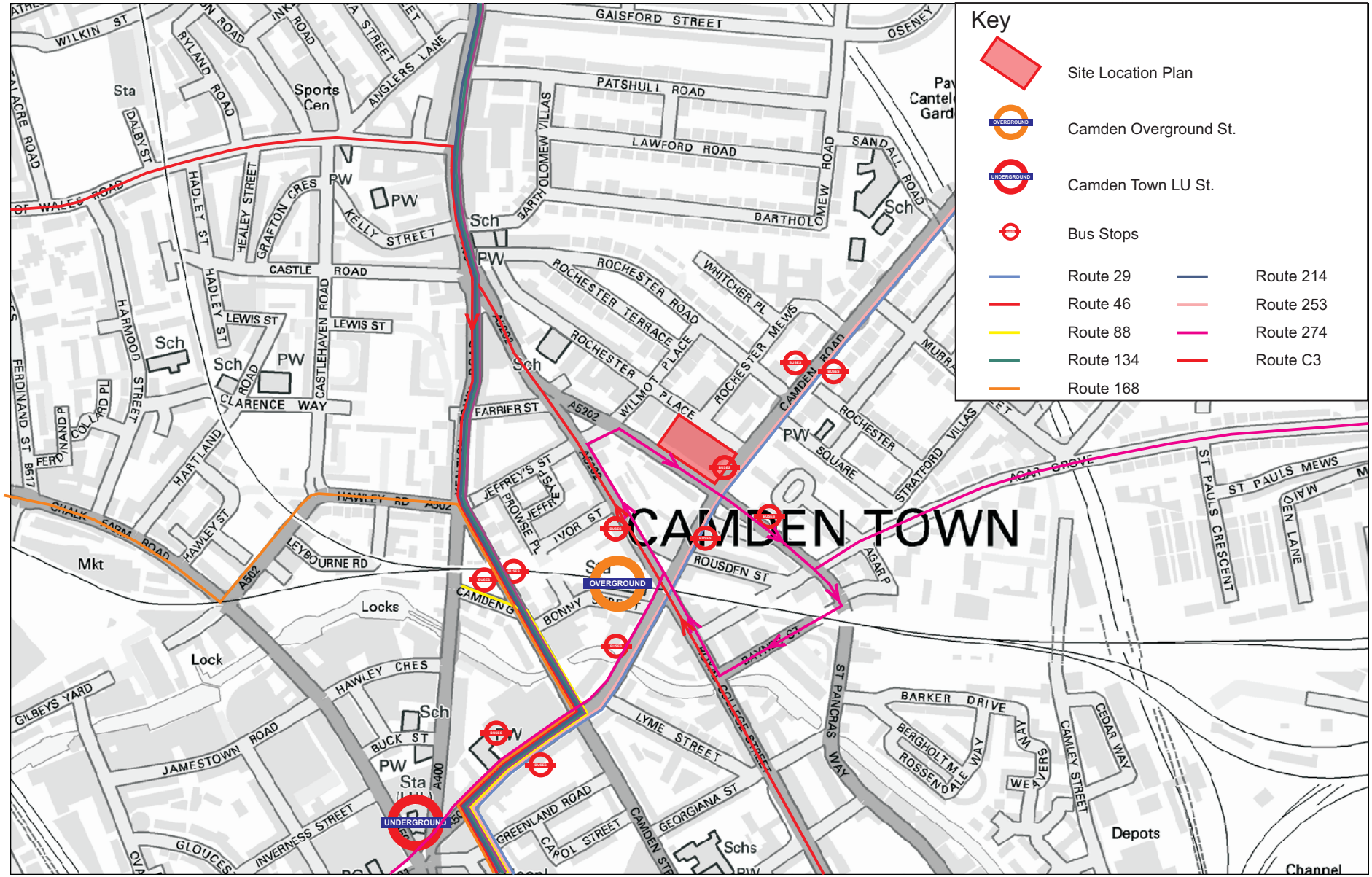
Figures and Drawings



Drawing Title: Site Location Plan	Client: Barratt West London	SKM COLIN BUCHANAN	File Extension:
	Job Title: 79 Camden Road	Designed by: AKS; Drawn by: AKS; Ckd/Appd: JSB; Scale: NTS; 1st Issued: Oct 13; Job No: Un60073	Drg No: Figure 1.1



Drawing Title: Cycle Infrastructure	Client: Barratt West London	SKM COLIN BUCHANAN	File Extension:
	Job Title: 79 Camden Road	Designed by: AKS; Drawn by: AKS; Ckd/Appd: JSB	Scale: NTS; 1st Issued: Oct 13; Job No: Un60073
			Drg No: Figure 3.1



Drawing Title: Public Transport Infrastructure	Client: Barratt West London	SKM COLIN BUCHANAN	File Extension:
	Job Title: 79 Camden Road	Designed by: AKS; Drawn by: AKS; Ckd/Appd: JSB; Scale: NTS; 1st Issued: Oct 13; Job No: Un60073	Drg No: Figure 3.2

Appendix A

Project Architect's Site Plans

DO NOT SCALE FROM THIS DRAWING
The contractor shall check and verify all dimensions on site and report discrepancies in writing to Sheppard Robson before proceeding work.

FOR ELECTRONIC DATA ISSUE
Electronic data / drawings are issued as "read only" and should not be interrogated for measurement. All dimensions and levels should read, only from those values stated in text, on the drawing.

AREA MEASUREMENT
The areas are approximate and can only be verified by a detailed dimensional survey of the completed building. Any decisions to be made on the basis of these predictions, whether as to project viability, pre-letting, lease agreements or the like, should include due allowance for the increases and decreases inherent in the design development and building processes. Figures relate to the likely areas of the building at the current state of the design and using the Gross External Area (GEA) / Gross Internal Area (GIA) / Nett Internal Area (NIA) method of measurement from the Code of Measuring Practice, 6th Edition (RICS Code of Practice). All areas are subject to Town Planning and Conservation Area Consent, and detailed Rights to Light analysis.

NOTES

REV. DATE AMENDMENT

KEYPLAN

CLIENT

77 Parkway Camden Town London NW1 7PU
T: +44 (0)20 7504 1700 E: london@sheppardrobson.com

PROJECT
79 CAMDEN ROAD

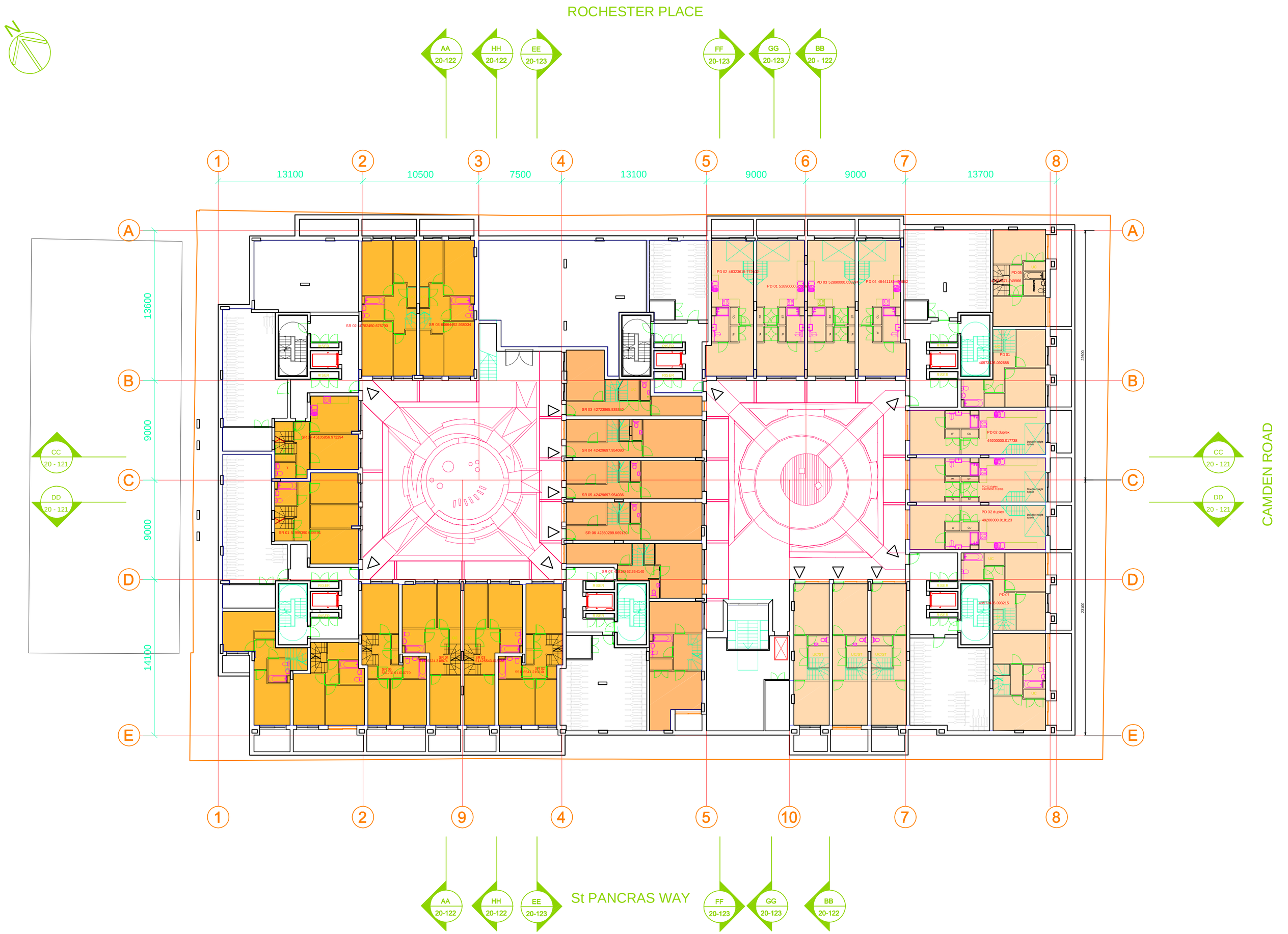
SCALE@A1	DATE	ORIGINATOR	CHECKED	AUTHORISED
1 : 200	25.10.2013	AP	TK	DB

TITLE
PROPOSED GROUND FLOOR PLAN

STATUS
PLANNING

DRAWING NO.
4998 -20 -102

REV.
-



AT

DO NOT SCALE FROM THIS DRAWING
The contractor shall check and verify all dimensions on site and report discrepancies in writing to Sheppard Robson before proceeding work.

FOR ELECTRONIC DATA ISSUE
Electronic data / drawings are issued as "read only" and should not be interrogated for measurement. All dimensions and levels should read, only from those values stated in text, on the drawing.

AREA MEASUREMENT
The areas are approximate and can only be verified by a detailed dimensional survey of the completed building. Any decisions to be made on the basis of these predictions, whether as to project viability, pre-letting, lease agreements or the like, should include due allowance for the increases and decreases inherent in the design development and building processes. Figures relate to the likely areas of the building at the current state of the design and using the Gross External Area (GEA) / Gross Internal Area (GIA) / Nett Internal Area (NIA) method of measurement from the Code of Measuring Practice, 6th Edition (RICS Code of Practice). All areas are subject to Town Planning and Conservation Area Consent, and detailed Rights to Light analysis.

NOTES

PRIVATE

INTERMEDIATE

AFFORDABLE

REV. DATE AMENDMENT

KEYPLAN

CLIENT

..\..\sr_data\SR_8cm_black.jpg

77 Parkway Camden Town London NW1 7PU
T: +44 (0)20 7504 1700 E: london@sheppardrobson.com

PROJECT
79 CAMDEN ROAD

SCALE@A1	DATE	ORIGINATOR	CHECKED	AUTHORISED
1 : 200	25.10.2013	AP	TK	DB

TITLE
PROPOSED LOWER GROUND FLOOR PLAN

STATUS
PLANNING

DRAWING NO. 4998 - 20 - 101

REV. -

Plotted:$$$$$$$SYTIME$$$$$$ Filename:$$$$$$$$$$$$$$$$$$$$$$DGNSPEC$$$$$$$$$$$$$$$$$$$$$$

Appendix B

Action Plan

Action Plan

Transport Mode	Proposal	Specific Tasks	Timescale	Responsibility
NA	Put in place a mechanism for implementing and monitoring the Travel Plan	Appointment of Travel Plan Co-ordinator	Within 3 months before occupation of residential units	BWL
	Surveys Reporting and Marketing	Baseline Travel Survey	90% of occupation of residential units	Travel Plan Co-ordinator
		Baseline Travel Survey results reported to LBC, along with final Travel Plan where necessary.	3 months after completion of baseline travel survey	Travel Plan Co-ordinator
		Subsequent TRAVL surveys undertaken and reported to local authority.	End of 1st, 3rd and 5th year after implementation	Travel Plan Co-ordinator
		Welcome Leaflets for new residents/employees	Available at first occupation	BWL/Travel Plan Co-ordinator
		Travel Information Points and Notice Boards	Installed before first occupation	BWL/Travel Plan Co-ordinator
		Webpage within site website	Available at first occupation	BWL/Travel Plan Co-ordinator
	Pedestrian routes information	Routes detailed within travel information points and welcome leaflets, including maps and walking distances.	Available at first occupation	BWL/Travel Plan Co-ordinator
Cyclists	Improve facilities for cyclists	Provision of cycle parking	Available at first occupation	BWL
	Safe cycle route information	Routes detailed within travel information points and welcome leaflets, including maps and cycle distances.	Available at first occupation	Travel Plan Co-ordinator
	Cycle Events / Initiative participation	Dr Bike Invitation Cycle shop favourable terms	Ongoing	Travel Plan Co-ordinator
Public Transport	Encourage use of public transport	Ensure timetable and interchange information is freely available within travel information points and welcome leaflets, including maps and distances.	Available at first occupation	Travel Plan Co-ordinator
NA	Funding		Life time of Travel Plan	BWL/Operator