FIRST SCHEDULE
TRAVEL PLAN

MIXED USE DEVELOPMENT

STABLES MARKET
CHALK FARM ROAD, CAMDEN
APPLICATION FOR THE
DEVELOPMENT OF BUILDING D
GREEN TRAVEL PLAN

PREPARED BY

BETTRIDGE TURNER & PARTNERS

ON BEHALF OF

THE STABLES MARKET
(CAMDEN) LIMITED

Job Number:	Prepared By:	Approved by:	Status:	Issue No: 1	Date:
20234T	Aled Roderick		FINAL		June 2005

LIST OF CONTENTS

FIGURES

1.0 INTRODUCTION

1.1 This Green Travel Plan has been prepared on behalf of the Stables Market (Camden) Limited in support of its proposals to redevelop the market which lies adjacent to Chalk Farm Road in Camden. A site location plan is shown at **Figure 1.1.**

1.2 An outline planning application for the development of the market as a whole was submitted to Camden Council in December 1999 with a resolution to grant consent given in August 2000, subject to the applicant entering into a Section 106 Agreement with the Council which was completed in April 2001. The Agreement amongst other obligations required that the applicant implements a Green Travel Plan (GTP) to support the development and ensure that it promotes sustainable patterns of travel. The required Green Travel Plan was submitted and approved by Camden Council during 2003. Since that time the developer has submitted a detailed planning application and obtained consent for the development of Building C (Application Ref: 2005/0224/P), which falls within the overall outline consent for the market. A detailed planning application has also been submitted for the development of Building D at the site (Application Ref: 2005/1087/P), which Camden Council has resolved to grant consent for subject to the applicant entering into a Section 106 Agreement. The application for Building D proposes 1200 sqm of retail floor space in addition the original outline application for the market as a whole. Consequently the Council has requested that the Section 106 Agreement required for Building D includes an updated Green Travel Plan. Hence this document has been prepared to meet this obligation of the agreement although the Green Travel Plan strategies proposed have not changed from the original document submitted to Camden Council in 2003.

1.3 The Stables Market is located within a short walking distance from frequent bus services that travel along Chalk Farm Road and London Underground (LU) services available at Camden Town and Chalk Farm stations. The redevelopment proposed will also not provide any car parking for staff or visitors. It should therefore be expected that the trips generated by the site will be made using non car modes as is presently the case.

1.4 The Green Travel Plan therefore focuses on the measures and strategies that would be implemented to balance the travel demands generated between the various non car modes available and promote sustainable patterns of travel overall. This is set against the background of significant passenger congestion problems that currently occur at Camden Town underground station at peak times at weekends.

1.5 Following this introduction, the Green Travel Plan is structured in the following manner:

Section 2.0, Development Proposals and Travel Plan Objectives: Provides a summary of the development that has been granted planning permission and illustrates how the mix and balance of land uses proposed will mitigate the impact of the proposals on the operation of Camden Town station. The overall objectives of the GTP are also set out.

Section 3.0, Access By Sustainable Modes Of Transport : Reviews the infrastructure and services already in place to allow market visitors and staff to travel using non car modes and initiatives being implemented by Camden Council and transport providers.

Section 4.0, Measures to be Implemented : Considers the measures that would be implemented as part of the Green Travel Plan strategy.

Section 5.0, Targets and Monitoring: Puts forward proposals to monitor and assess the effectiveness of the GTP.

Section 6.0, Summary: Provides a summary of the Plan.

2.0 DEVELOPMENT PROPOSALS AND TRAVEL PLAN OBJECTIVES

Development Proposals

2.1 The development is a mixed-use scheme and will introduce new office, leisure and exhibition floor areas to the market as well as complimentary A3 food and drink outlets. The market is not a vacant site and attracts a significant number of visitors principally at weekends, at present, associated with the retail and A3 outlets that are presently available. The development will result in a rationalisation of and short term reduction in the market retail floor space with a consequent reduction in visitor numbers associated with this element.

2.2 At present the market trades principally at the weekend and experiences limited visitor numbers during the week. The development will attract visitors on weekdays as well as at weekends.

2.3 The mix and balance of uses that has been accepted by Camden Council has been the subject of extensive discussion between the applicant, the Council, London Underground and London Transport buses, now Transport for London (TfL).

2.4 The principal mode of transport used by visitors to Camden Town is the underground via Camden Town station. At weekends the station suffers from significant levels of passenger congestion especially during the middle of the afternoon. London Underground and TfL have accepted that the form of development proposed at the market will have the affect of spreading visitor numbers more evenly throughout the day, at weekends and attract far more visitors on weekdays than is presently the case. This will ease passenger demands at Camden Town station at peak times.

2.5 The market lies equidistant between Camden Town and Chalk Farm stations and therefore the development presents the opportunity to implement measures to encourage visitors to use Chalk Farm station to ease the congestion problems that occur at Camden Town. This proposal has the support of the Council and transport providers.

Green Travel Plan Objectives

2.6 The primary objective of a GTP is to facilitate and encourage a development's employees and visitors to travel using modes of transport other than the private car. This is in keeping with Central Government policy and Camden Council's own Green Travel Strategy. The Stables Market design and location ensures that staff and visitors will travel using non car modes. The GTP to be implemented for the market will therefore focus on the measures that would be implemented to ensure that the existing sustainable patters of travel are maintained and spread the demand for transport services more evenly between transport modes to limit the development impact on Camden Town station. The plan will also include measures aimed at encouraging greater use of Chalk Farm underground station.

3.0 ACCESS BY NON CAR MODES

3.1 This section of the plan outlines the infrastructure and services that are presently available for market staff and visitors travelling via modes of transport other than the private car.

Bus Services

3.2 The market lies adjacent to Chalk Farm Road which is used by a significant number of high frequency bus services. At present during peak demand periods on weekdays and at weekends, service frequencies in the order of 1 bus every two minutes are available for passengers travelling north and south. A stop for northbound buses is located immediately adjacent to the market main entrance on Chalk Farm Road. This has recently been upgraded by TfL with an improved, covered waiting area, funded by the developer. TfL has confirmed that existing bus services will be able to accommodate the additional passenger demands generated by the development.

3.3 Chalk Farm Road is also served by several night buses which provide 24 hour public transport that is easily accessible from the market for both staff and later night users of the Stables facilities. The night buses run at a frequency of one bus every 15 minutes minutes. Off peak bus services (i.e. those that run outside peak hours and excluding night buses) operate at a general frequency of one bus every three minutes.

London Underground Services

3.4 As discussed the majority of visitors to Camden Town travel using northern line underground services via Camden Town station. The Market is within a 5 minute walk of this facility and is also lies within a similar distance to Chalk Farm station to the north. London Underground has recognised that Chalk Farm station has been significantly under utilised, and being located on the northern line, has the potential to accommodate passengers that have traditionally used Camden Town station to access the area. Consequently at peak times at weekends, LU has implemented a system to manage passenger demands between the two stations. This involves a one-way operation with all passengers alighting at Camden Town Station and departing via Chalk Farm.

3.5 The developer will assist LU in its objective of reducing passenger demands at Camden Town station by implementing measures within the GTP to encourage market visitors to use Chalk Farm station instead.

3.6 LU has long term proposals to comprehensively redevelop Camden Town station to provide significant additional passenger capacity along with enabling development. The application for the station redevelopment is currently before Camden Council for consideration. A program and completion date for the development has yet to emerge and therefore it is not considered within the market GTP. During the station's redevelopment LU will encourage visitors to Camden to use Chalk Farm station as an alternative. They hope that this also endorse future usage patterns even after the Camden Town station development is complete.

Access on Foot

3.7 A network of footpaths is currently in place around the market providing access to Camden Town, its station, Chalk Farm station and the north and southbound bus services available along Chalk Farm Road. The majority of market visitors will access the site on foot via its main entrance to Chalk Farm Road. Additional pedestrian access points are located at the northern perimeter of the site to the adjacent Safeway store access road and from the section of the market known as the Triangle Site. A metropolitan footpath and cycle route traverses the Safeway car park, adjacent to the site and this is linked to the Stables Market via the Interchange steps and Safeway store access road. To endorse and expand these links the market has now approved a pedestrian link for the land area between the Interchange building and Safeways through the shortly to be developed Building C (Triangle site). This will provide a secure and covered route which will deliver pedestrians at Chalk Farm Road close to the end of Camden Lock Place.

3.8 Camden Council has recently significantly widened the footpath that runs along the market frontage to Chalk Farm Road, to provide additional pavement capacity for visitors attracted to the market and bus passengers. These improvements have been funded by the developer.

Access by Bicycle

3.9 The market presently provides secure cycle parking facilities within the site which will be enhanced as part of the development proposals. Camden Council also has proposals to provide localised improvements for cyclists at highway junctions along Chalk Farm Road. The Council is seeking to enhance cycle routes in this section of Camden Town such as the route from Oval Road to Chalk Farm Road via the Safeway store access road. This skirts the Stables Market site and has links to the footpath/cycle network linking Camden Lock to Primrose Hill, Regents Park and Kings Cross.

Summary

3.10 This review of the existing infrastructure and services available for those travelling using non car modes illustrates that the market site is well placed to promote sustainable travel patterns and a successful Green Travel Plan.

4.0 MEASURES TO BE IMPLEMENTED

4.1 This section outlines the measures that will be implemented by the market to encourage travel using non car modes as part of a Green Travel Plan strategy.

Green Travel Co-ordinator

4.2 The market management will support the GTP and will appoint a Green Travel Co-ordinator which will be a permanent position. The Green Travel Co-ordinator will be responsible for managing the GTP at the site, raising awareness of the GTP amongst staff and visitors, monitoring travel patterns and promoting alternatives to the private car.

Managing the Demands for Underground Services

4.3 To assist LU with its strategy of reducing passenger demands at Camden Town station and increasing patronage of Chalk Farm, it is anticipated that the following measures will be implemented within the GTP.

(i) Extensive publicity material and signage will accompany the re- launch of the market when development is complete. This will identify Chalk Farm as being the appropriate station for market visitors. In particular this effort will be targeted at the considerable number of tourists who visit Camden Town, as the travel patterns of these customers will not be guided by an existing bias towards Camden Town station.

(ii) Publicity material will focus on the market being an operation open 7 days a week, to encourage customers to spread their visiting times away from peak periods at weekends to assist LU in managing demands for underground services.

(iii) Subject to LU approval, taped messages could be introduced on Northern Line trains that would identify Chalk Farm as being the appropriate station for the Stables Market. This concept could also be extended to Mornington Crescent station, if LU wished to further balance passenger numbers in the area.

(iv) The above schemes would be supported by a network of signage, both within the market and at local transport interchanges.

(v) The Green Travel Co-ordinator would be responsible for ensuring that market staff who use this mode of transport are instructed to use Chalk Farm rather than Camden Town station.

Bus Services

4.4 To encourage market staff and visitors to make increased use of the frequent public bus services that are available, information on local bus routes and timetables with maps would be prominently displayed within the market. Literature aimed at tourists would also include this information. The existing bus stop that lies adjacent to the market main entrance on Chalk Farm Road has already been improved, funded by the developer. In addition the Green Travel Co-ordinator will maintain a supply of timetables to be made available to staff when appropriate.

Access by Bicycle

4.5 The market development will provide additional secure cycle parking facilities in accordance with Camden Council's UDP standards. To encourage staff to travel by bicycle, showers, changing facilities and lockers will also be provided and the market management will ensure that they are maintained to a suitable standard

4.6 To encourage both staff and visitors to cycle information will be displayed within the market on local cycle routes and how access can be gained using the London Cycle Network. As for bus services, this information will be prominently displayed and if considered appropriate cycle route signs introduced at the market entrances. This will build upon the local safety improvements for cyclists being implemented by Camden Council.

4.7 The appointed travel co-ordinator will encourage staff to cycle by:

(i) Promoting discussion of the health benefits of cycling (i.e reduced stress and improved fitness)

(ii) Providing information and advice concerning cycle routes to the market.

(iii) Encourage staff to initiate a bicycle user group.

(iv) Organising promotion events such as 'Bike to Work' day.

Access for Pedestrians

4.8 As the market will be a car free development it is expected that all staff and visitors will travel on foot as their final mode of transport when arriving at the site. To encourage pedestrian trips information and plans illustrating the local footpath network and attractions within walking distance, such as London Zoo, will be displayed within the market. This information will also be included with literature supplied to tourists.

Car Sharing

4.9 As the market development will not provide any car parking for staff it is not anticipated that a car sharing scheme will be required as part of the GTP.

Travel Awareness Campaigns

4.10 The Green Travel Plan Co-ordinator with the active support of the market management will be responsible for raising awareness of the GTP amongst staff.

Information Centre

4.11 An information centre will be provided within the market, where information on public transport services along with pedestrian and cycle routes will be made available.

Signage

4.12 All exits from the market will be signposted from within the site perimeter indicating the shortest route to:

(i) Chalk Farm underground station.

(ii) Camden Town underground station.

(iii) Bus routes on Chalk Farm Road heading north and south.

(iv) Pedestrian routes to metropolitan footpaths linking Camden Town to other areas.

(v) Cycle routes.

5.0 TARGETS AND MONITORING

Targets

5.1 To measure the effectiveness of a GTP and the initiatives contained within it, it is common for targets to be included normally expressed as a reduction in car use over time. Since the market will be a car free development and is highly accessible to those travelling by alternative modes to the car, its GTP should take a different approach.

5.2 It is recognised that at peak times at weekends Camden Town station suffers from significant levels of passenger congestion. Therefore, following the GTP objectives set out in Section 2.0, the success of the Plan should be measured by its effectiveness in encouraging market staff and visitors to use Chalk Farm station and travel using bus services, by bicycle and on foot to ease the pressure on LU services at peak times.

Monitoring

5.3 The market management recognises that monitoring is essential to establish whether a GTP is successful and whether any specific initiatives within it require modification.

5.4 It is proposed that once travel patterns have stabilised, six months after the market development is complete, the Green Travel Co-ordinator will organise a travel questionnaire survey of market staff and customers to identify the travel choices made and the pattern of travel demands generated throughout the week and at weekends. This survey would then be repeated at yearly intervals and on receipt of the results, the Green Travel Co-ordinator would carry out an annual review of the GTP, the purpose of which will be to measure the success of the GTP and identify any potential improvements.

5.5 For a period of three years after the initial survey, the results of the monitoring process and the Green Travel Co-ordinators review would then be made available to Camden Council. The need for modifications to the GTP and the form they may take would be assessed and implemented in consultation with the Council.

6.0 SUMMARY

6.1 This Green Travel Plan (GTP) has been prepared on behalf of the Stables Market (Camden) Limited in support of its proposals to redevelop the market and introduce new office leisure and exhibition floor areas along with complimentary A3 facilities.

6.2 The Stables Market will be a car free development and the site is already highly accessible to modes of transport other than the private car. The GTP therefore focuses on the measures and strategies that would be implemented to ensure that the existing sustainable patterns of travel are maintained and spread the demand for transport services more evenly between non car modes. This will limit the development impact on Camden Town underground station which currently suffers from passenger congestion at peak times at weekends.

6.3 The strategies and measures proposed within the GTP have been formulated in consultation with Camden Council, Transport for London and London Underground. The key initiatives proposed are:

(i) The appointment of a Green Travel Co-ordinator, to be responsible for managing and monitoring the GTP.

(ii) Measures to reduce passenger demands at Camden Town station and encourage staff and visitors to use Chalk Farm station as an alternative.

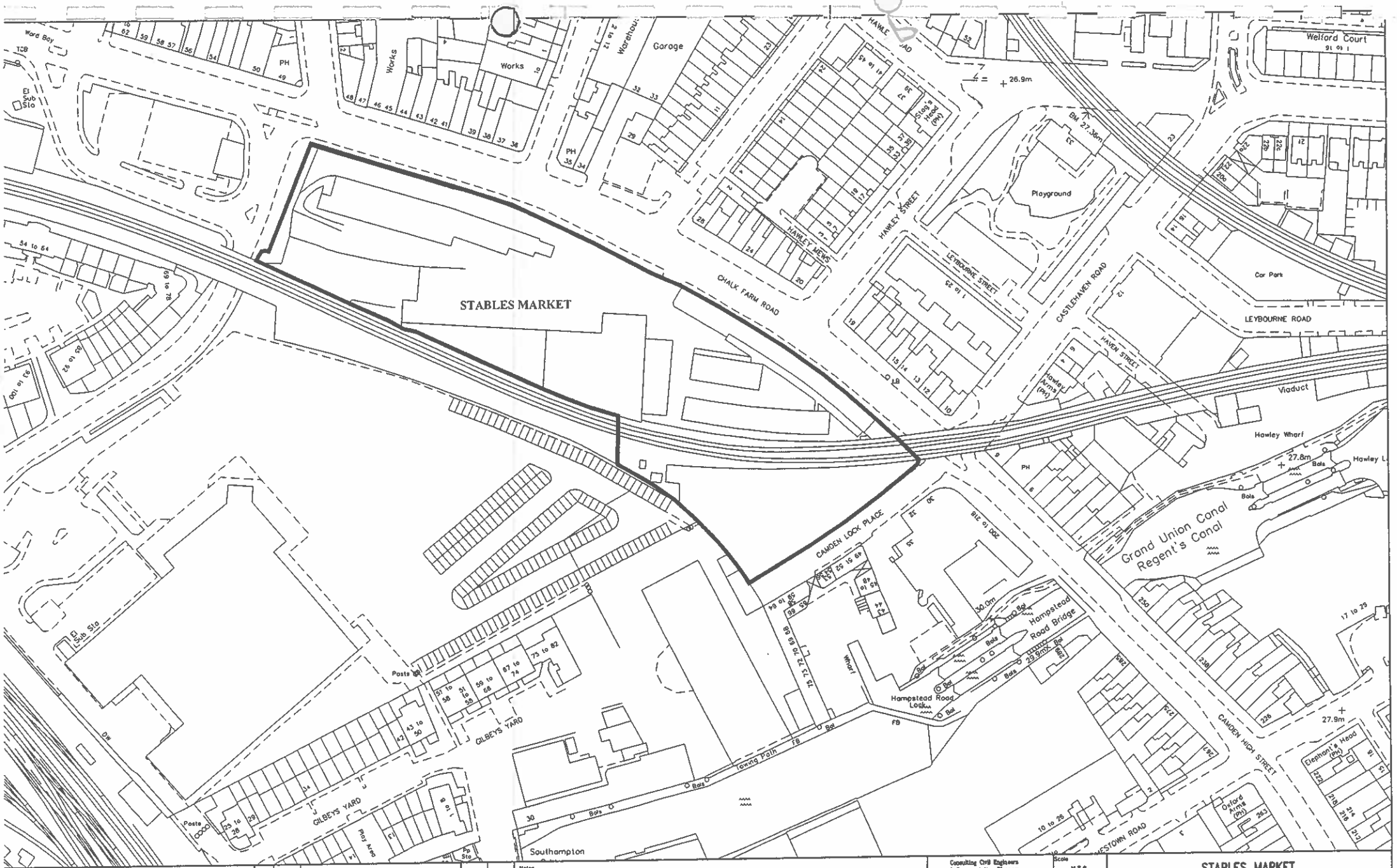
(iii) Measures to encourage visitors and staff to make greater use of the frequent bus services that pass the site along Chalk Farm Road.

(iv) The introduction of new facilities within the market to encourage staff and visitors to cycle, with improved secure parking areas and showers/changing facilities.

(v) Providing new signage within the market giving clear directions to the local footpath/cycle network, public bus and underground services and local attractions.

(iv) A programme of monitoring to be overseen by the Green Travel Co-ordinator, involving travel choice surveys that will inform the GTP process and measure its success over time.

FIGURES



Client

STABLES MARKET (CAMDEN) LTD

Client Ref:

Rev.	Date	Amendments	Drawn	Appr.

Notes

Consulting Civil Engineers & Transportation Planners

BT&P

Bettridge Turner and Partners

34 Aayards Road, Cobham
Surrey KT11 2LA
Tel: 01932 867773
Fax: 01932 866084
E-mail bt_p@easynetserv.com

Scale	N.T.S.
Drawn by	DKC
Checked by	AWR
Approved by	AWR
Drawing No.	Figure 1.1
Date	June '05
Rev.	

STABLES MARKET

Location Plan