1 May 2012

Neil McDonald
London Borough of Camden
Town Hall
Judd Street
London
WC1H 8ND
UK

Our Ref:
Your Ref: 2012/0974/P and 2012/1002P

Dear Mr McDonald

Hotel Planning Application Ref: 2012/1002/P
Student Accommodation Planning Application Ref: 2012/0974/P
Site at Former Esso Petrol Station
29-33 Chalk Farm Road
London
NW1 8AJ

I am writing in response to your queries relating to the transport statements for the planning applications listed above. This letter supersedes our letter sent on the 15th May 2012 following a further telephone conversation with Steve Cardno (LBC Highways Officer) on the 18th May 2012.

I have in italics below, quoted the queries that were raised in your email to Kieron Rafferty on 4th May 2012.

> *'Excessive trip generation as predicted by the respective transport statements. This is possibly higher than might be expected compared with other similar schemes dealt with recently by Camden. There may be reasons for this but this is not addressed in the TS. Further the TS does not assess the net impact of the trip generation on the surrounding transport network. The flawed or absent data provided by the TS therefore makes it impossible for officers to adequately assess the scheme and therefore it is considered unacceptable on this basis.'*

Trip Generation Predictions

After discussions with Steve Cardno (London Borough of Camden, Highways) we understand that this issue relates to the trip generations for the A1, Non-Food Retail and the A3, Restaurant land uses. The transport statements submitted in support of the planning applications include for the A1 non-food retail units (4No.), predictions of 767 arrivals and departures between 10:00 and 18:00. For the A3 Restaurant, 672 arrivals and 611 departures between 07:00 and 24:00 are predicted. These predictions are based on the arrivals and departures observed at similar sites. The industry standard source of trip generation information for sites in London is TRAVL. The TRAVL database was examined to identify sites that were a close match for the proposed development. The criteria for the selection of sites to use in trip generation forecasts are:

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- The size of the business, usually the gross floor area
- The location of the site
- Access to public transport.

For the A1 trip generations at this site, small bespoke shops in Camden with very good access to public transport, were sought and two sites in Bloomsbury Road were identified as having the closest match to the development site. These shops are located close to Tottenham Court Road and therefore have very good access to public transport, are of comparable size and their visitors included a number of tourists. The location of the application site on Chalk Farm Road, close to Camden Market, suggests that the proposed shops will have similar characteristics but are likely to have a lower number of visitors. It was therefore decided to use the data recorded at the Bloomsbury Road shops to provide a robust assessment of the trip generation.

For the restaurant we believe that the likely type of tenant that will be attracted to these premises are chain type restaurants and therefore the sites selected include Pizza Express and Carluccio's. The predicted trip generation is therefore likely to provide a robust assessment of the transport effects of the development.

Potential Impact on Transport Networks

The impact of the retail units and the restaurant on the transport networks is likely to be negligible. The development will provide an increased depth and breadth to the retail offer in Chalk Farm Road, with small bespoke shops providing local services and niche retail opportunities and a chain type restaurant. It is, however, very unlikely that many of the visitors to these premises will make a specific trip to Chalk Farm Road in order to visit those specific businesses. It is much more likely that those customers will already be in the Chalk Farm Road / Camden Market area and that they will make an additional call at these businesses as part of their visit to the area as a whole; this is especially true of customers staying in the hotel or residents of the student accommodation, due to the proximity of the shops and restaurants. This is consistent with the survey notes for the TRAVL data recorded on Bloomsbury Road where it is noted that a number of customers visited the shop on their way to other destinations. It is therefore not appropriate to the specific impacts on the transport networks as changes due to the development are unlikely to be material or discernable.

The hotel and student accommodation may generate new trips and the TS estimates the maximum hourly generation for the hotel is likely to be between 18:00 and 19:00 and to be made up of 27 arrivals and 40 departures. For the student accommodation the TS shows a likely maximum hourly generation between 16:00 and 17:00 of 14 arrivals and 8 departures. More detail on anticipated trip generation from the student and hotel accommodation is provided in the tables below (which have been extracted from the submitted transport statements).

Student Accommodation Trip Generation

All Mode Trip Generation

TABLE 1: ALL MODE TRIP GENERATION – STUDENT ACCOMMODATION

Time Band	Arrivals	Departures	Total Trips
00:00-07:00	0	0	0
07:00-08:00	1	1	2
08:00-09:00	2	10	12
09:00-10:00	2	14	17
10:00-11:00	3	7	10
11:00-12:00	8	7	15
12:00-13:00	9	12	20
13:00-14:00	9	12	20
14:00-15:00	10	9	19
15:00-16:00	12	7	19
16:00-17:00	14	8	22
17:00-18:00	12	7	19
18:00-19:00	8	7	15
19:00-20:00	0	0	0
20:00-21:00	0	0	0
21:00-22:00	0	0	0
22:00-23:00	0	0	0
23:00-23:59	0	0	0
Total	91	101	192

Table 1 shows that trips to and from the student accommodation are likely to peak between the hours of 09:00-10:00 in the AM peak and 16:00-17:00 in the PM peak. Across the day the site is likely to generate 91 arrivals and 101 departures with a total of 192 movements. However, it should be noted that trips are spread out across the day with a relatively even flow of trips between the hours of 09:00 and 18:00.

Modal Split

The local Census (2001) 'travel to work' data for the LBC was used to determine the accurate modal split for the forecast student accommodation trips and is summarised below. Whilst the 'travel to work' dataset does not strictly cover students it has been used to provide an indication of the likely modal split of the residents of the student accommodation.

TABLE 2: PEAK HOUR AND DAILY TRIPS FOR STUDENT ACCOMMODATION SPLIT BY MODE				
Mode	**Modal Split**	**AM Peak (09:00-10:00)**	**PM Peak (16:00-17:00)**	**Daily**
Underground, metro, light rail, tram	42%	7	9	81
Train	8%	1	2	15
Bus, minibus, coach	18%	3	4	35
Motor cycle, scooter or moped	1%	0	0	2
Taxi or minicab	0%	0	0	0
Bicycle	2%	0	0	4
On foot	27%	5	6	52
Other	1%	0	0	2
Total	100%	**17**	**22**	**192**

Table 2 above indicates that during the peak periods a maximum of 22 trips will be generated by the proposed student accommodation.

Hotel Accommodation Trip Generation

All Mode Trip Generation

TABLE 3: ALL MODE TRIP GENERATION - HOTEL			
Time Band	**Arrivals**	**Departures**	**Total Trips**
00:00-07:00	0	0	0
07:00-08:00	13	13	26
08:00-09:00	16	35	51
09:00-10:00	11	23	34
10:00-11:00	5	18	24
11:00-12:00	21	15	37
12:00-13:00	21	25	46
13:00-14:00	14	11	24
14:00-15:00	14	2	15
15:00-16:00	27	18	45
16:00-17:00	24	19	43
17:00-18:00	18	6	24
18:00-19:00	27	40	67
19:00-20:00	13	10	23
20:00-21:00	19	15	34
21:00-22:00	26	18	43
22:00-23:00	14	2	16
23:00-23:59	0	0	0
Total	283	269	552

Table 3 shows that trips to and from the hotel are likely to peak between the hours of 08:00-09:00 in the AM peak and 18:00-19:00 in the PM peak. Across the day the site is likely to generate 283 arrivals and 269 departures with a total of 552 movements.

Modal Split

The Census 2001 'travel to work' database has been interrogated for LBC to determine the likely modal split of the hotel land use on the site. Whilst the 'travel to work' dataset does not strictly cover visitors it has been used to provide an indication of the likely modal split of all users of the hotel.

TABLE 4: PEAK HOUR AND DAILY TRIPS FOR HOTEL SPLIT BY MODE

Mode	Modal Split	AM Peak (08:00-09:00)	PM Peak (18:00-19:00)	Daily
Underground, metro, light rail, tram	40%	20	27	220
Train	34%	17	23	187
Bus based public transport	11%	6	8	63
Motor cycle, scooter or moped	2%	1	1	12
Taxi or minicab	1%	0	0	3
Bicycle	3%	2	2	19
On foot	8%	4	6	46
Other	0%	0	0	2
Total	100%	51	67	552

Table 4 above indicates that during the peak periods a maximum of 67 trips will be generated by the proposed student accommodation.

This level of trip generation is unlikely to have a material impact on the transport network surrounding the site.

Cycle Parking Provision

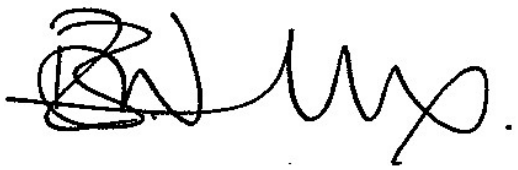
'Cycle parking for the hotel scheme is substandard in number -6 spaces proposed compared with 8 required in line with current Camden LDF standards. This should be increased accordingly. The means of access to these spaces should be clarified –which should be step free. The student cycle parking in both schemes is not provided with step free access and is therefore unacceptable. A stairway with wheel channel does not qualify as step-free and some people, especially carrying a pack, can find it difficult to use such a facility.'

Cycle parking has been increased to 8 spaces as shown on the attached plan. The plan also shows access to the cycle parking via a lift adjacent to the stairwell as shown in the plan.

If you have any further queries then please call.

Yours sincerely
for **URS Infrastructure & Environment UK Limited**

PP



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