

TRANSPORT

Gaylord Investments Ltd
Proposed hotel
Euston Road,
Camden,
London

Transport Assessment



Integrated Engineering and Environmental Consultants

environmental | water | transportation | civil | structural | highways | infrastructure

BWB
CONSULTING

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1.0 INTRODUCTION

- 1.1 BWB Consulting Ltd were commissioned by Gaylord Investments Ltd to provide transport and highways advice in support of an outline planning application for the redevelopment of the Northumberland Hotel and surrounding properties at Euston Road in Camden, London.
- 1.2 The site currently contains mixed-use buildings of up to four storeys in height. The existing Northumberland Hotel is the predominant use, but other uses within the site include student accommodation, retail, fast food, and offices.
- 1.3 The current proposals comprise the construction of a new modern building, with retail units on the ground floor, and 167 hotel bedrooms over seven floors. In addition the building will include accommodation for Semi-Independent Living and Respite Care for young people aged 16 to 25 years. This will include 11 bedrooms for Semi-Independent Living and 10 bedrooms for Respite Care, with shared use of facilities such as a living room, kitchen, dining room etc. Appendix A contains the preliminary masterplans.
- 1.4 This report forms the Transport Assessment (TA), and has been prepared in support of the outline planning application. The report is structured as follows:
- Section 2 describes the accessibility of the site based on the existing facilities for pedestrians, cyclists, public transport users, and by car. This includes the results of a Public Transport Accessibility Level (PTAL) assessment.
 - Section 3 describes the existing trip generation.
 - Section 4 describes the development proposals, including the number of hotel bedrooms, gross floor area (GFA) of the hotel facilities, the number and operation of the Semi-Independent Living and Respite Care facilities, the GFA of the retail units, as well as the site access proposals. Given the location of the site, the development proposals are car-free, with no designated car parking bays.
 - Section 5 details the proposed trip generation, and determines the net change in trips when compared with the existing use trip generation. A Travel Planning Strategy to target travel by staff and guests at the hotel is also detailed.
 - Section 6 assesses the likely transport impact of the proposed development.
 - Section 7 provides the summary and conclusions.

- 1.5 This TA has been produced following discussions with Camden Borough Council (CBC), and Transport for London (TfL) in 2009 regarding a slightly larger scheme which was previously proposed at the site.
- 1.6 This TA has been produced in accordance with the 'Guidance on Transport Assessment' published in March 2007 by the Department for Communities and Local Government (DCLG) and the Department for Transport (DfT).
- 1.7 The report has also been produced in accordance with TfL's 'Transport Assessment Best Practice' guidance document (May, 2006). The Travel Planning Statement detailed in Section 5 has been produced in accordance with TfL's 'Guidance for Workplace Travel Planning for Development'. Given that the site is in a highly sustainable location with excellent opportunities for travel by foot, cycle and public transport, and that no car parking is being provided and thus all trips will be by sustainable travel modes, TfL have confirmed that a brief Travel Planning Statement is acceptable.
- 1.8 The report also examines the transport implications of the proposed development based on the following objectives from PPG13:Transport (January 2011):
- *reducing the need to travel, especially by car*
 - *improving sustainable transport choices, and making it easier and safer for people to access jobs, shopping, leisure facilities and services*
 - *promoting appropriate measures to influence sustainable travel behaviour.*

2.0 EXISTING CONDITIONS

2.1 Location

2.1.1 The site is located on the southern side of Euston Road in Camden, within the heart of the central London urban area. It is also located within the Kings Cross conservation area.

2.1.2 The site is bound by Euston Road to the north, Birkenhead Street to the east and Crestfield Street to the west. Figure 1 shows the general site location, and Figure 2 shows the detailed site location. Figure 3 provides an aerial photograph of the site.

2.1.3 The site is located on the northern boundary of the central London congestion charging area. As shown in Figures 1 and 2, the site is located directly opposite King's Cross and St Pancras rail stations, and close to London Euston rail station. Therefore, the site is extremely well located to access all the local amenities and facilities that would be expected within the heart of the capital city.

2.2 Existing use

2.2.1 The application site includes several mixed-use buildings of up to four storeys in height (from street level). The predominant use within the site is the Northumberland Hotel. Other uses include: offices, fast food restaurants and takeaways, a bookmaker, an amusement arcade, and a bureau de change. A schedule of the existing floor areas within the site is as follows:

- Hotel accommodation and student accommodation – 1,475sqm GFA (47 bedrooms)
- Retail – 278sqm GFA
- Offices – 459sqm GFA
- Restaurant – 938sqm GFA

2.3 Existing Highway Network

2.3.1 The site is bound to the north by the A501 Euston Road. The A501 Euston Road is a 'Strategic Red Route' and therefore waiting and stopping are prohibited at all times. The road forms part of the Greater London Authority 'Primary Network Route'; and is

designated as a 'Traffic Sensitive Route' in relation to street works. The road also provides a key bus route for a number of services.

- 2.3.2 The A501 Euston Road is a dual carriageway in the vicinity of the site, with pedestrian guard railing within a narrow kerbed central reservation separating the two north-eastbound and two south-westbound lanes. It is the key route connecting the site to the wider highway network and serves a range of developments including retail, employment, leisure, and residential uses. Euston Road also has a bus lane in each direction, which buses, cyclists, motorcyclists, and taxis can use at any time. However, opposite the site, use of the bus lane is restricted to buses and cyclists only.
- 2.3.3 Approximately 30 metres northeast of the site, Euston Road connects with Gray's Inn Road, Pentonville Road and York Way via a traffic signal controlled junction. Turning movements are restricted at the junction, with only the following movements permitted:
- Gray's Inn Road to Euston Road and York Way
 - Euston Road to Pentonville Road and York Way
- 2.3.4 Birkenhead Street is located immediately northeast of the site and connects with Euston Road via a priority controlled left in/left out junction. It is approximately 8.5 metres wide and predominately serves a mixture of hotel and residential premises. It also provides access to the King's Cross Methodist Mission.
- 2.3.5 Birkenhead Street forms part of the Central London Congestion Charging Zone, which operates between 0700 and 1800 hours on weekdays. It is also located within the controlled parking zone, which is applicable on weekdays between 0830 and 1830 hours and on Saturdays between 0830 and 1330 hours. As such, on-street parking is permitted within designated bays on both sides of the carriageway at a cost of 20p for every 5 minutes for a maximum of 2 hours. Birkenhead Street also has designated residents permit holder parking C-AD which is applicable between 0830 and 1830 hours from Monday to Friday and between 0830 and 1330 hours on Saturdays. Parking restrictions, in the form of single yellow lines, apply outside the parking bays.

- 2.3.6 Crestfield Street is located immediately south west of the site and serves a mixture of residential, hotel, and commercial (storage) premises. The carriageway measures approximately 8.5 metres in width and is a one-way road in a southwest direction from its priority junction with Euston Road.
- 2.3.7 Crestfield Street is also within the congestion charging and controlled parking zone. Parking restrictions in the form of a single yellow line are in place on the western side of the road, except for two designated bays in the vicinity of Euston Road. Parking bays, predominantly for cars, are located on the eastern side of the road, and are mostly residents permit holder parking bays although there are some Pay and Display parking bays. The Pay and Display bays are available for use between 0830 and 1830 hours Monday to Friday, and 0830 to 1330 hours on Saturday. A section of parking is restricted to motorcycles along the site frontage. Parking is also prohibited for vehicles larger than 5 tonnes between 1830 and 0800 hours.
- 2.3.8 Approximately, 70 metres south-east of the site, both Birkenhead Street and Crestfield Street connect with St Chad's Street. However, the section between Birkenhead Street and Crestfield Street is designated as an emergency route only and is gated at its western end. Therefore, the route is closed to general traffic and is limited to pedestrians and cyclists during normal conditions.
- 2.3.9 Beyond its junction with St Chad's Street, Crestfield Street continues in a southeast direction leading to Argyle Square, before connecting with Argyle Street to provide a vehicular route to Gray's Inn Road via a traffic signal controlled junction. Vehicles are only permitted to turn left into Gray's Inn Road at the junction, with vehicles also unable to access Argyle Street. On-street resident permit holders parking is permitted on Argyle Square and Argyle Street.
- 2.3.10 Beyond the junction with Birkenhead Street, St Chad's Street provides another route to Gray's Inn Road via a priority controlled left-out junction. This section of St Chad's Street is a one way road operating towards Gray's Inn Road. Resident's permit holder parking bays are located on both sides of the road.

2.4 Future Highway Proposals

- 2.4.1 In July 2005, Colin Buchanan & Partners Ltd (CBP) undertook a study of the future operation of the section of Euston Road running through the Kings Cross area. The study estimated the future traffic flows in the area and accounted for various highway arrangements at key locations on the route. It also recommended a number of measures to improve traffic flow in the area.
- 2.4.2 Of particular relevance to the application site, CBP recommended that the section of Euston Road between Birkenhead Street and Crestfield Street should be widened to relieve a current bottleneck on the network. Subsequent discussions with TfL revealed that the corridor would need to be widened from the northern kerblin to an overall width of 19.22 metres. This would provide 3 x 3 metre lanes in each direction separated by a 1.22 metres wide central reserve. The existing 4 metres wide footway would also need to be retained to accommodate the high footfall in the area. TfL advised that any development proposals would need to incorporate these requirements to ensure that the future highway improvements were not precluded.
- 2.4.3 TfL have also stated that the proposed development building line should allow a clear line of sight from the pavement at the end of Grays Inn Road, east of the site, to the subway access to the underground west of the site in front of Belgrave House.

2.5 Pedestrians

- 2.5.1 The Institution of Highways and Transportation publication [2000] 'Guidelines for Providing for Journeys on Foot' notes that walking accounts for over a quarter of all journeys and four-fifths of journeys less than one mile (1.6km). Walking is also an essential part of public transport travel, with bus stops usually being accessed on foot.
- 2.5.2 The IHT Guidelines also describe 'acceptable' walking distances for pedestrians without mobility impairment. They suggest that, for commuting, school, and sight-seeing, up to 500 metres is the desirable distance, up to 1,000 metres is an acceptable distance, and 2,000 metres is the preferred maximum. Figure 4 shows the pedestrian catchment area based on a 2,000 metres walking distance from the site.

- 2.5.3 Figure 4 demonstrates that the site is located within the heart of the central London urban area, providing excellent opportunities for access to a wide range of employment, education, retail, tourist and leisure facilities. These amenities are concentrated along the Euston Road corridor in the vicinity of the site, with additional facilities on Grays Inn Road and Pentonville Road.
- 2.5.4 The site is also excellently located for access to local rail, underground and bus facilities directly adjacent to the site at King's Cross/St Pancras Station and on Euston Road itself.
- 2.5.5 Wide, well maintained footways are provided in the vicinity of the site on Euston Road, complete with tactile paving and dropped kerbs at uncontrolled crossing locations. The footway along the Euston Road site frontage is approximately 3.8 metres wide. However, this increases to around 7.0 metres to the west and around 10.4 metres to the east.
- 2.5.6 Pedestrian guardrailling is provided on Euston Road in the vicinity of the site to encourage pedestrians to utilise the local controlled crossing facilities when heading north. These include:
- Demand responsive pedestrian crossing facilities at the Euston Road/Pentonville Road/York Way/Grays Inn Lane junctions. These are complete with guard-railing, tactile paving, contrasting crossing surfacing and pedestrian road markings (e.g. Look Right).
 - A subway is provided under Euston Road approximately 35 metres southwest of the site. This provides an attractive and traffic free route between the site and Kings Cross/St Pancras station.
 - Demand responsive pedestrian crossing facilities at the Euston Road/Pancras Road junction.
- 2.5.7 Wide footways are also provided on the Birkenhead Street and Crestfield Street site frontages and these connect with the facilities on Euston Road, as well as lightly trafficked residential streets, such as St Chad's Street, Argyle Square and Argyle Street to provide pedestrian routes to the south.

- 2.5.8 In summary, given the facilities contained within the pedestrian catchment area, and the existing pedestrian infrastructure, there are excellent opportunities, with no real physical barriers, for pedestrian travel to and from the site.

2.6 Cyclists

- 2.6.1 PPG13 states that cycling *“has clear potential to substitute for short car trips, particularly those under 5km, and to form part of a longer journey by public transport”*.
- 2.6.2 Figure 5 shows the cyclist catchment area based on a 5km cycle distance from the site. It can be seen that a large area of central London is within cycling distance of the site.
- 2.6.3 Figure 6 shows the local cycle facilities within the vicinity of the site. Figure 6 shows that Whidborne Street and Argyle Street located to the south west of the site form part of the London Cycle Network – Route 6, which connects Finsbury to Camden Town. From there, London Cycle Network – Route 36 can be accessed. London Cycle Network route 0 is located to the south of the site and routes along Cromer Street and connects with London Cycle Network 7, 8 and 10 to the east and routes 40 and 50 to the west. London Cycle Network route 0 also links with London Cycle Network route 6.
- 2.6.4 Argyle Square leads onto St Chad’s Street, which is located to the south of the development site. Although not all of Argyle Square and St Chad’s Street is an allocated cycle route, it was observed during the site visit that the roads were frequently used by cyclists routeing via a bus/cycle/taxi lane on the western side of Gray’s Inn Road.
- 2.6.5 In summary, given the facilities located within the cycle catchment area, and the existing cycle infrastructure, it is considered that there are excellent opportunities, with no real physical barriers, for cycle travel to and from the site.

2.7 Road based public transport

- 2.7.1 Figure 7 shows all the bus services routing close to the site, and Table 1 provides a summary of the bus services. In accordance with the TfL Planning Information

database (<http://webpid.elgin.gov.uk/>), the site has the highest possible public transport accessibility level (PTAL) of 6b, on a scale where 1 is low and 6 is high. A copy of the PTAL report is contained in Appendix B.

- 2.7.2 Three bus stops are located on the A501 Euston Road in the vicinity of the site. Bus stop R is located approximately 70 metres northeast of the site and is served by westbound Services 10, 30, 59, 73, 91, 205, 390, 476, B10, N73, N91. Bus shelter E is located directly opposite the site and provides for eastbound Services 30, 73, 205, 214, 476, N73, whilst bus shelter D is located approximately 20 metres southwest of the site and provides for eastbound Services 45, 46, 63, and N63.
- 2.7.3 The above demonstrates that the site is located within 100 metres of numerous bus services, which provide access to a range of locations within Central and Greater London. Consequently, it is considered that the site is extremely well served by bus and that there are excellent opportunities, with no real physical barriers for bus based travel to and from the site.

2.8 Rail based public transport

- 2.8.1 Kings Cross and St Pancras railway stations are located within walking distance of the site. The St Pancras Mainline and Eurostar is served via St Pancras railway station, with Kings Cross Mainline and Kings Cross Thameslink served via Kings Cross railway station. In addition, Kings Cross Thameslink station is located approximately 200 metres northeast of the site, with Euston station located approximately 800 metres southwest of the site.
- 2.8.2 Frequent services are provided from these stations and connect with a wide variety of areas throughout London, as well as providing connection to numerous other parts of the UK and Europe. Hence, it is considered that the site is extremely well located for train travel, and that there are excellent opportunities, with no real physical barriers for train travel to and from the site.

2.9 Underground based public transport

- 2.9.1 Kings Cross St Pancras underground station is located directly opposite the site and can be accessed via the subway under Euston Road. The main line from Kings

Cross/St Pancras is the Victoria Line, which links Walthamstow Central to Brixton. There are five other lines that can be accessed from Kings Cross/St Pancras and these include the Metropolitan, Northern, Piccadilly, Circle and Hammersmith & City lines.

- 2.9.2 There are numerous frequent tube services from Kings Cross St Pancras linking a wide variety of areas throughout London. Hence, it is considered that the site is extremely well located for underground travel.

2.10 Summary

- 2.10.1 The site is in a highly sustainable location, with excellent opportunities for pedestrian, cyclist, bus, rail, and underground travel. The site has the highest possible PTAL of 6b, on a scale where 1 is low and 6 is high, and is therefore one of the most accessible sites in the capital. The site is also located within the Central London Congestion Charge Zone, and is therefore unlikely to generate vehicle trips on the local highway network.
- 2.10.2 Overall, it is concluded that the site is readily accessible by all the main modes of urban transport and would therefore accord with national, regional and local policy on sustainable development.

3.0 EXISTING TRIP GENERATION

3.1 General

3.1.1 As detailed in Section 2.2, the existing development comprises the following uses:

- Hotel accommodation – 1,475sqm GFA (47 bedrooms)
- Offices – 459sqm GFA
- Various local retail and restaurants – 1,216sqm GFA

3.1.2 The following Sections detail the person and vehicle trip generation associated with the existing hotel and office uses.

3.1.3 It is considered that the existing retail units and fast-food restaurants would predominantly attract pedestrians already in the vicinity of the site, who would simply visit the development as part of a wider trip. Hence, these trips are excluded from the traffic generation calculations, as they would not strictly be generated by the site.

3.2 Person trip generation

3.2.1 Person trip generation profiles for the existing offices and hotel were calculated based on information contained within the TRICS 2011(a) trip generation database.

3.2.2 In order to determine the likely person trip generation of the existing office development, reference was made to the TRICS 2011(a) database, and the multi-modal sites in the 'employment - office' category were examined. Only sites within Greater London were selected. This selection provided seven sites on seven survey days.

3.2.3 The average total person trip rates from the seven sites were applied to the 459sqm GFA of existing office accommodation to produce the weekday person trip generation profile, as shown in Table 1. The TRICS outputs are contained in Appendix C.

3.2.4 In order to determine the likely trip generation of the existing hotel, reference was made to the 'hotels – hotel, food and drink' category of TRICS 2011(a) database. Only sites in Greater London were selected, and this provided nine sites on nine survey days.

3.2.5 The average person trip rates from the nine sites were applied to the 47 bedrooms at the existing hotel to produce the weekday person trip generation profile, as shown in Table 2. The TRICS outputs are contained in Appendix D.

3.2.6 The total existing use traffic generation (office and hotel combined) is shown in Table 3.

3.3 Modal share

3.3.1 The modal split for the existing office development was based on 2001 Census Travel to Work information from Table UV37 of the national statistics website.

3.3.2 The car driver and car passenger modes were excluded from the modal share as the development site is located within the London Congestion Charging Zone and no parking is provided within the site. Hence, the following modal share was adopted for the existing offices:

- Public transport 86%
- Pedestrian 8%
- Cyclist 4%
- Motorcycle 2%

3.3.3 The modal split of the existing hotel was based on the average modal split (excluding cars) from the TRICS database, as shown in Appendix E. The modal split between 0700 and 1900 hours is as follows:

- Public transport 39.4%
- Pedestrian 60.1%
- Cyclist 0.5%

This modal split is considered representative, as the bulk of trips directly to and from the site will be made by foot. However, it is likely that most of the pedestrian journeys will have involved an element of public transport use.

3.4 Multi-modal trip generation

3.4.1 The relevant modal shares were applied to the office and hotel person trip generation profiles to produce the multi-modal trip generation profiles. Table 1 shows the

existing office multi-modal trip generation respectively, whilst Table 2 shows the existing hotel multi-modal trip generation. These were combined to produce the total multi-modal trip generation profile shown in Table 3.

- 3.4.2 As shown in Table 3, the existing development currently generates 18 two-way public transport trips in the morning peak hour of 0800-0900 hours, 18 two-way pedestrian trips and no cycle trips.
- 3.4.3 In the evening peak hour, between 1700 and 1800 hours, the existing development generates 19 two-way public transport trips, 15 two-way pedestrian trips, and no cycle trips.

4.0 PROPOSED DEVELOPMENT

4.1 General

4.1.1 The proposed development would have site frontages onto Euston Road, Birkenhead Street and Crestfield Street, with the main access to the hotel from Crestfield Street. It would comprise seven floors, containing:

- the hotel accommodation (167 bedrooms)
- hotel facilities including 344sqm reception foyer on the ground floor
- 697sqm GFA of Therapeutic Community uses (including 11 bedrooms for Semi-Independent Living and 10 bedrooms for Respite Care)
- small individual retail units, with a total GFA of 473sqm fronting Euston Road on the ground floor (replacement of existing).

Appendix A contains the preliminary masterplans.

4.1.2 The proposed development will implement a Construction Logistics Plan (CLP) during the construction phase. A draft CLP is contained in Appendix F.

4.2 Operation of the Therapeutic Community uses

4.2.1 Semi-Independent Living aims to equip young people with the right skills and responsibilities so they can realise their full potential in whatever they chose to do. They will be offered budget, finance and practical support, and taught about money management to give them life skills and allow independent living. They will be encouraged to seek further education/employment opportunities. There will be 11 bedrooms for Semi-Independent Living.

4.2.2 Respite care is a form of short term substitute care provided by someone other than the parents or usual carers of the young person. It is for young people who may have been emotionally disturbed and upset by events at home or a family crisis and need some time away from the family environment. Alternatively, respite care is for young people with a parent with severe mental health problems to get a break from their caring duties. Respite care will give carers short and long term breaks from caring responsibilities. The Respite Care service will provide respite care on a one off basis. It will be planned, but can also be arranged quickly in an emergency situation. There will be 10 bedrooms for Respite Care.

4.2.3 Further information on the Semi-Independent Living and Respite Care is contained in Appendix G.

4.3 Parking

4.3.1 There will be no car parking facilities provided on-site. This will ensure that the development will not encourage vehicular trips within the Central London Congestion Charging Zone and ensure compliance with the concept of sustainable development. Given the location of the site, it is anticipated that the majority of primary trips to the hotel would be made by the various public transport modes (underground, rail & bus). The trips to the Semi-Independent Living and Respite Care uses and the retail units are likely to be predominantly on foot.

4.3.2 Secure, covered cycle parking will be provided for staff and guests at the hotel and living. CBC's cycle parking standards are contained within Appendix 6 of the Camden UDP Deposit Draft 2003. The cycle parking standards for hotels are as follows:

- *“Staff - from threshold of 500 sq m, 1 space per 250 sqm or part thereof.*
- *Resident - from threshold of 500 sq m, 1 space per 250 sq m or part thereof.”*

4.3.3 Based on a GFA of 6730sqm, this equates to a provision of 27 cycle parking spaces for staff and 27 cycle parking spaces for residents (i.e. a total of 54 spaces). However, given that the forecast modal split (detailed in Section 3.3.3) suggests a 0.5% proportion of cyclists, this provision is considered onerous. Therefore, it is proposed to provide 10 cycle parking spaces for staff and guests. This provision will be actively monitored, and more cycle parking will be provided if there is demand for it.

4.4 Servicing facilities and coach access

4.4.1 An off-street servicing bay is proposed to serve the development via Crestfield Street. It is also proposed that small coaches and mini-buses would utilise this facility. Due to the characteristics of its market, the hotel operator does not expect large coaches to visit the site. Hence, there would be no specific facility provided for such vehicles. If necessary, the applicant would be willing for the planning permission to be conditioned to this effect.

4.4.2 On arrival, service vehicles would be able to access Crestfield Road directly from Euston Road. However, on departure, the vehicles would route via Argyle Square, Argyle Street and Gray's Inn Road. Figure 8 demonstrates that the site can be adequately serviced without any adverse impact on the adjacent highway network.

4.4.3 The proposed development will implement a Delivery Servicing Plan (DSP), and a draft DSP is contained in Appendix H.

4.5 TfL highway requirements

4.5.1 As detailed in Section 2.3, TfL have advised that any development proposals would need to ensure that future highway improvements on Euston Road were not precluded. These requirements involve safeguarding a 19.22 metres wide corridor from the northern kerblines of Euston Road within which the carriageway can be widened to provide 3 x 3 metres wide lanes in either direction. In addition, the 4 metres wide footway would also need to be retained.

4.5.2 In order to satisfy the above requirement, it is proposed to relocate the ground floor building line on the Euston Road frontage to safeguard a 23.22 metres wide corridor from the northern kerblines of the road. It is also proposed to provide an arcade area in front of the site to maintain the required footway, but to also allow development to oversail the footway from the first floor upwards. It is understood that these proposals are acceptable to TfL.

5.0 PROPOSED TRIP GENERATION

- 5.1 As detailed in Section 4, the development proposals include a hotel, with a maximum of 167 bedrooms. The development will also provide 11 bedrooms for Semi-Independent Living and 10 bedrooms for Respite Care for 16 to 25 years olds.
- 5.2 No parking will be provided within the development. Therefore, given the accessibility of the site to public transport and the location of the site within the Central London Congestion Charge Zone, the number of vehicle trips generated by the proposals will be minimal.
- 5.3 The multi-modal trip generation for the proposed hotel was based on the person trip generation profile and modal share determined for the existing hotel development in Section 3. Table 4 shows the multi-modal trip generation profile for the 167 bedroom hotel during a typical weekday. Given the likely nature and use of the Semi-Independent Living (11 bedrooms) and Respite Care (10 bedrooms), the hotel trip rates were also applied to these uses.
- 5.4 As shown in Table 4, the proposed 167 bedroom hotel and 21 bedroom living (i.e. 188 bedrooms in total) would generate 44 two-way public transport trips, 67 two-way pedestrian trips, and no cycle trips in the morning peak hour of 0800-0900 hours.
- 5.5 The proposed hotel and living would generate 38 two-way public transport trips, 58 two-way pedestrian trips, and no cycle trips in the evening peak hour between 1700-1800 hours.
- 5.6 The proposed retail use is a replacement of the existing retail use, and therefore does not require a trip generation assessment.

5.7 Sustainable travel

- 5.7.1 As detailed in Section 2, the site is in an extremely sustainable location, with excellent opportunities for travel by foot, cycle, and public transport (bus, underground, and rail). In addition, as detailed in Section 4.3, the proposed development will not provide any car parking spaces. Therefore, the proposed

development is inherently sustainable, and as detailed above, all trips to and from the site will be by sustainable travel modes.

5.7.2 Nevertheless, TfL have stated that a Travel Planning Strategy is required for the proposed hotel development, in accordance with TfL's 'Guidance for Workplace Travel Planning for Development'. Discussions with TfL in November 2009 confirmed that given the inherently sustainable nature of the development, a brief Travel Plan Statement would be acceptable, provided that it clearly detailed the measures that will be implemented.

5.7.3 Therefore, the following sections detail the Travel Plan Statement for the proposed hotel development. Travel Plans are not required for staff at the retail units, as they are smaller than the 750sqm gross floor area threshold detailed in the TfL guidance, with a total GFA of 473sqm. Similarly, Travel Plan Statements are not required for the Semi-independent Living and Respite Care elements of the scheme. This is because the TfL's 'Guidance for Residential Travel Planning in London' defines the need for a residential travel plan *'as being when the introduction of a residential development would result in a significant level of additional traffic generation'*.

5.7.4 The Travel Plan Statement focuses primarily on staff and regular hotel visitors, although the measures will be available for all visitors.

Objective

5.7.5 The objective of the Travel Plan is to facilitate access to tailored travel information, and raise awareness of the opportunities for sustainable travel to and from the proposed hotel, and the opportunities for integration between different travel modes.

Target

5.7.6 To ensure all staff and visitors at the hotel are aware of the opportunities to travel by sustainable modes to and from the hotel, particularly walking, cycling, and public transport.

Measures

5.7.7 The following sections detail the measures that will be implemented at the proposed hotel to target staff travel:

- Since staff for the development have not yet been recruited, the hotel occupiers have an excellent opportunity to make clear their commitment to the Travel Plan objective by promoting sustainable travel to work during the recruitment process. In general, this would involve:
 - the occupier informing potential employees of the company's commitment to the TP during the recruitment process, including in job advertisements
 - supplying potential employees with detailed information about the local transport facilities prior to travel to and from the site for interviews
 - It is emphasised that the actual recruitment process would obviously be specific to the needs of the hotel. Nevertheless, it is essential that the occupiers indicate their commitment to the TP to all potential staff during recruitment.
- After initial communication, the awareness raising process must be maintained, and this will be achieved by:
 - appointing a member of staff as Travel Plan Co-ordinator.
 - setting up Travel Information Boards. These will be placed in the entrance ways, so that both staff and visitors can obtain information. They will detail:
 - TP advertising initiatives
 - site specific travel information including walking and cycling routes – including distances and journey times to key destinations
 - the latest up-to-date information for local bus/underground/train services – including route maps, timetables, and location of bus stops
 - contact details for local taxi firms
 - maps showing the location, distance and walking time to local facilities
 - contact details for the Travel Plan Co-ordinator for anyone requiring further information.
 - The TPC will be responsible for preparing all information to be displayed on the boards, and for displaying the information in an appropriate and effective style.
- Provision of changing facilities and lockers for staff to use.

- Provision of a free taxi service for employees who walk, cycle, or use public transport to and from work, and who may require urgent car transport in case of an emergency.

5.7.8 The following measures will be implemented to target travel by hotel guests:

- the hotel will ensure that the guests are fully aware of the various travel mode options for travel to the site (prior to arrival), and between the site and key destinations such as tourist attractions (during their stay). This will be achieved by:
 - setting up a 'how to find us' page on the hotel website. The webpage will detail how to get to the development by walking, cycling, and public transport, including distances and average journey times. The webpage will also have links to public transport operator websites. The webpage will also detail useful telephone numbers for obtaining additional travel information.
 - dissemination of travel information to guests with their enquiries/booking confirmation.
 - the Travel Information Boards detailed above will also be strategically located within the hotel entrance to ensure hotel guests can obtain information.
- The hotel rooms will also provide facilities to reduce the overall need to travel, for example with power supply points, telephone, fax, and internet connections.

Monitoring

5.7.9 The implementation and success of the Travel Plan will be monitored with regular staff and visitor travel surveys. These will be brief surveys regarding the mode of travel used to travel to and from the hotel, and the awareness of the travel options available. The surveys will be compiled by the Travel Plan Co-ordinator.

5.7.10 The above range of measures, and the regular monitoring will ensure that the hotel achieves the Travel Plan objective and target.

6.0 TRANSPORT IMPACT

- 6.1 The existing trip generation (excluding retail) was deducted from the proposed trip generation (excluding retail) to produce the net change in trip generation. Table 5 shows the net change in trip generation.
- 6.2 As shown, the proposed development would result in a net increase in person trips over the day and during the peak hour periods.
- 6.3 However, it is considered that these additional trips would have a limited effect on the safe operation of local transport facilities. Consequently, it is concluded that there should be no objections to the proposals on the basis of transport impact.

7.0 CONCLUSIONS

7.1 In compliance with PPG13, the proposed development would be in a sustainable location and any transport impact would be satisfactory mitigated for the following reasons:

- The site is accessible by all the main modes of urban transport and possesses attractive facilities for those wishing to travel by modes of transport other than the private car. The site has the highest possible PTAL rating, and is therefore one of the most accessible sites in the capital. This would promote sustainable travel choices and reduce dependency on the private car.
- No parking would be provided within the development and the site is situated within the Central London Congestion Charge Zone, with enforced parking restrictions in the immediate vicinity. Therefore, the use of private vehicles would be discouraged and traffic generation would be minimal.
- The development would be satisfactorily serviced via a new on-site service bay accessed from the lightly trafficked Crestfield Street. Large coaches would not access the development and, if necessary, the applicant would be willing to accept a planning condition to this effect.
- The proposals would result in increases in the number of trips generated by the site but would have a minimal impact on the safe operation of local transport facilities.
- The proposals would facilitate the future widening of Euston Road to relieve an existing bottleneck on the local highway network.
- The transport facilities in the area provide good quality multi-modal transport connections. Employees, visitors and customers would also benefit from the proposed Travel Plan.

Consequently, it is concluded that the Transport for London should have no objection to the development proposals.

	person trip rates			person trips		
	arr	dep	two-way	arr	dep	two-way
0700 - 0800	0.39	0.05	0.45	2	0	2
0800 - 0900	1.59	0.15	1.74	7	1	8
0900 - 1000	2.44	0.32	2.76	11	1	13
1000 - 1100	1.03	0.60	1.63	5	3	8
1100 - 1200	0.67	0.74	1.41	3	3	6
1200 - 1300	1.15	1.70	2.85	5	8	13
1300 - 1400	1.73	1.57	3.30	8	7	15
1400 - 1500	1.29	0.82	2.11	6	4	10
1500 - 1600	0.96	0.90	1.86	4	4	9
1600 - 1700	0.36	1.16	1.52	2	5	7
1700 - 1800	0.25	2.01	2.26	1	9	10
1800 - 1900	0.23	1.08	1.31	1	5	6
total	12.11	11.09	23.20	56	51	106

	public transport			pedal cycle			pedestrian			motorcycle		
	arr	dep	two-way	arr	dep	two-way	arr	dep	two-way	arr	dep	two-way
0700 - 0800	2	0	2	0	0	0	0	0	0	0	0	0
0800 - 0900	6	1	7	0	0	0	1	0	1	0	0	0
0900 - 1000	9	1	10	0	0	0	1	0	1	0	0	0
1000 - 1100	4	3	7	0	0	0	0	0	1	0	0	0
1100 - 1200	3	3	6	0	0	0	0	0	0	0	0	0
1200 - 1300	4	7	11	0	0	1	0	1	1	0	0	0
1300 - 1400	7	6	13	0	0	1	1	1	1	0	0	0
1400 - 1500	5	3	8	0	0	0	0	0	1	0	0	0
1500 - 1600	3	3	6	0	0	0	0	0	1	0	0	0
1600 - 1700	2	4	6	0	0	0	0	0	1	0	0	0
1700 - 1800	1	8	9	0	0	0	0	1	1	0	0	0
1800 - 1900	1	4	5	0	0	0	0	0	0	0	0	0
total	48	44	92	2	2	4	4	4	8	0	0	0

Table 1 - existing office trip generation

note

1. Person trips based on person trip rates from the trip generation database TRICS 2011(a), applied to

459 sqm

2. Proposed modal share as follows (2001 Census data table UV39 travel to work resident population)

public transport 86%
pedestrian 8%
cycle 4%
motorcycle 2%
100%

3. Rounding errors may occur

	person trip rates			person trips		
	arr	dep	two-way	arr	dep	two-way
0700 - 0800	0.13	0.22	0.35	6	10	16
0800 - 0900	0.17	0.42	0.59	8	20	28
0900 - 1000	0.18	0.26	0.44	8	12	20
1000 - 1100	0.14	0.21	0.35	6	10	16
1100 - 1200	0.10	0.16	0.25	5	7	12
1200 - 1300	0.15	0.20	0.35	7	9	16
1300 - 1400	0.16	0.19	0.35	8	9	17
1400 - 1500	0.16	0.13	0.29	7	6	13
1500 - 1600	0.18	0.20	0.38	8	9	17
1600 - 1700	0.23	0.17	0.40	11	8	19
1700 - 1800	0.30	0.22	0.51	14	10	24
1800 - 1900	0.31	0.26	0.57	14	12	27
total	2.19	2.64	4.83	103	124	228

	public transport			pedal cycle			pedestrian		
	arr	dep	two-way	arr	dep	two-way	arr	dep	two-way
0700 - 0800	2	4	6	0	0	0	4	6	10
0800 - 0900	3	8	11	0	0	0	5	12	17
0900 - 1000	3	5	8	0	0	0	5	7	12
1000 - 1100	2	4	6	0	0	0	4	6	10
1100 - 1200	2	3	5	0	0	0	3	4	7
1200 - 1300	3	4	6	0	0	0	4	5	10
1300 - 1400	3	4	7	0	0	0	5	5	10
1400 - 1500	3	2	5	0	0	0	4	4	8
1500 - 1600	3	4	7	0	0	0	5	5	10
1600 - 1700	4	3	7	0	0	0	7	5	11
1700 - 1800	6	4	10	0	0	0	8	6	14
1800 - 1900	6	5	11	0	0	0	8	7	16
total	41	49	90	0	1	1	61	73	135

Table 2 - existing hotel trip generation

note

1. Person trips based on person trip rates from the trip generation database TRICS 2011(a), applied to

47 bedrooms

2. Proposed modal share as follows (2001 Census data table UV39 travel to work resident population)

public transport 39.4%

pedestrian 60.1%

cycle 0.5%

100.0%

3. Rounding errors may occur

	person trips			public transport			pedal cycle			pedestrian			motorcycle		
	arr	dep	two-way	arr	dep	two-way	arr	dep	two-way	arr	dep	two-way	arr	dep	two-way
0700 - 0800	8	10	18	4	4	8	0	0	0	4	6	10	0	0	0
0800 - 0900	15	21	36	9	9	18	0	0	0	6	12	18	0	0	0
0900 - 1000	19	13	33	12	6	18	0	0	0	6	7	13	0	0	0
1000 - 1100	11	13	24	6	7	13	0	0	0	4	6	11	0	0	0
1100 - 1200	8	10	18	5	6	11	0	0	0	3	4	7	0	0	0
1200 - 1300	12	17	29	7	11	17	0	0	1	5	6	11	0	0	0
1300 - 1400	16	16	32	10	10	20	0	0	1	5	6	11	0	0	0
1400 - 1500	13	10	23	8	5	13	0	0	0	5	4	9	0	0	0
1500 - 1600	12	13	26	6	7	13	0	0	0	5	6	11	0	0	0
1600 - 1700	13	13	26	6	7	13	0	0	0	7	5	12	0	0	0
1700 - 1800	15	19	34	7	12	19	0	0	0	8	7	15	0	0	0
1800 - 1900	15	17	33	7	9	16	0	0	0	8	8	16	0	0	0
total	159	175	334	89	93	182	2	3	5	66	77	143	0	0	0

Table 3 - total existing trip generation (excluding retail and restaurants)

	person trip rates			person trips		
	arr	dep	two-way	arr	dep	two-way
0700 - 0800	0.13	0.22	0.35	25	42	67
0800 - 0900	0.17	0.42	0.59	32	80	112
0900 - 1000	0.18	0.26	0.44	34	49	83
1000 - 1100	0.14	0.21	0.35	26	40	66
1100 - 1200	0.10	0.16	0.25	18	29	47
1200 - 1300	0.15	0.20	0.35	29	37	66
1300 - 1400	0.16	0.19	0.35	30	36	66
1400 - 1500	0.16	0.13	0.29	30	25	55
1500 - 1600	0.18	0.20	0.38	33	37	70
1600 - 1700	0.23	0.17	0.40	43	32	75
1700 - 1800	0.30	0.22	0.51	56	40	96
1800 - 1900	0.31	0.26	0.57	58	49	107
total	2.19	2.64	4.83	412	496	909

	public transport			pedal cycle			pedestrian		
	arr	dep	two-way	arr	dep	two-way	arr	dep	two-way
0700 - 0800	10	17	26	0	0	0	15	25	40
0800 - 0900	13	32	44	0	0	0	19	48	67
0900 - 1000	13	19	33	0	0	0	20	29	50
1000 - 1100	10	16	26	0	0	0	16	24	40
1100 - 1200	7	11	19	0	0	0	11	17	28
1200 - 1300	11	15	26	0	0	0	17	22	40
1300 - 1400	12	14	26	0	0	0	18	22	40
1400 - 1500	12	10	22	0	0	0	18	15	33
1500 - 1600	13	15	28	0	0	0	20	22	42
1600 - 1700	17	13	30	0	0	0	26	19	45
1700 - 1800	22	16	38	0	0	0	34	24	58
1800 - 1900	23	19	42	0	0	1	35	29	64
total	162	195	358	2	2	4	249	298	547

Table 4 - proposed hotel trip generation

note

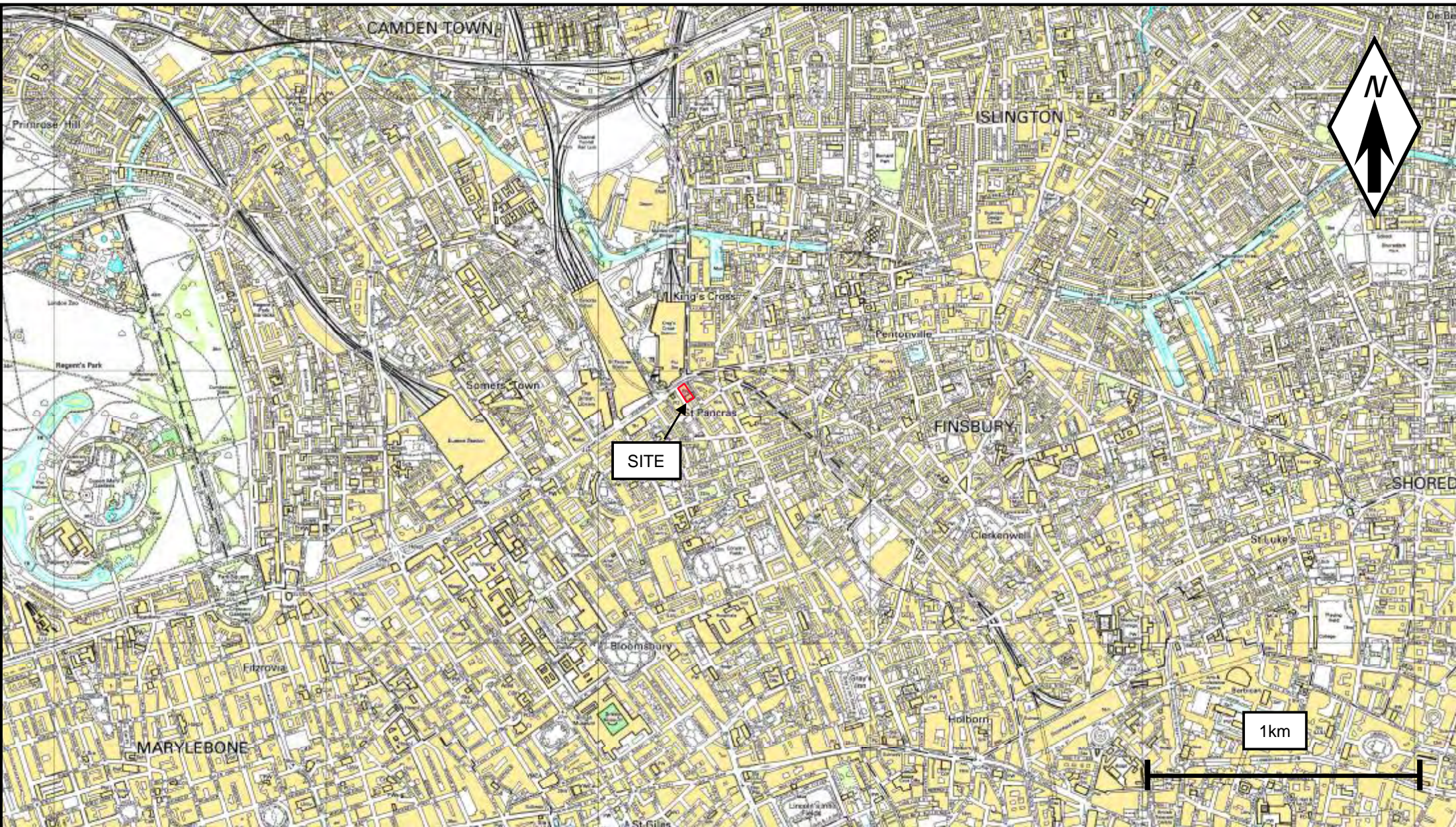
- Person trips based on person trip rates from the trip generation database TRICS 2009(b), applied to
- Proposed modal share as follows (2001 Census data table UV39 travel to work resident population)


public transport	39.4%
pedestrian	60.1%
cycle	0.5%
	100.0%
- Rounding errors may occur

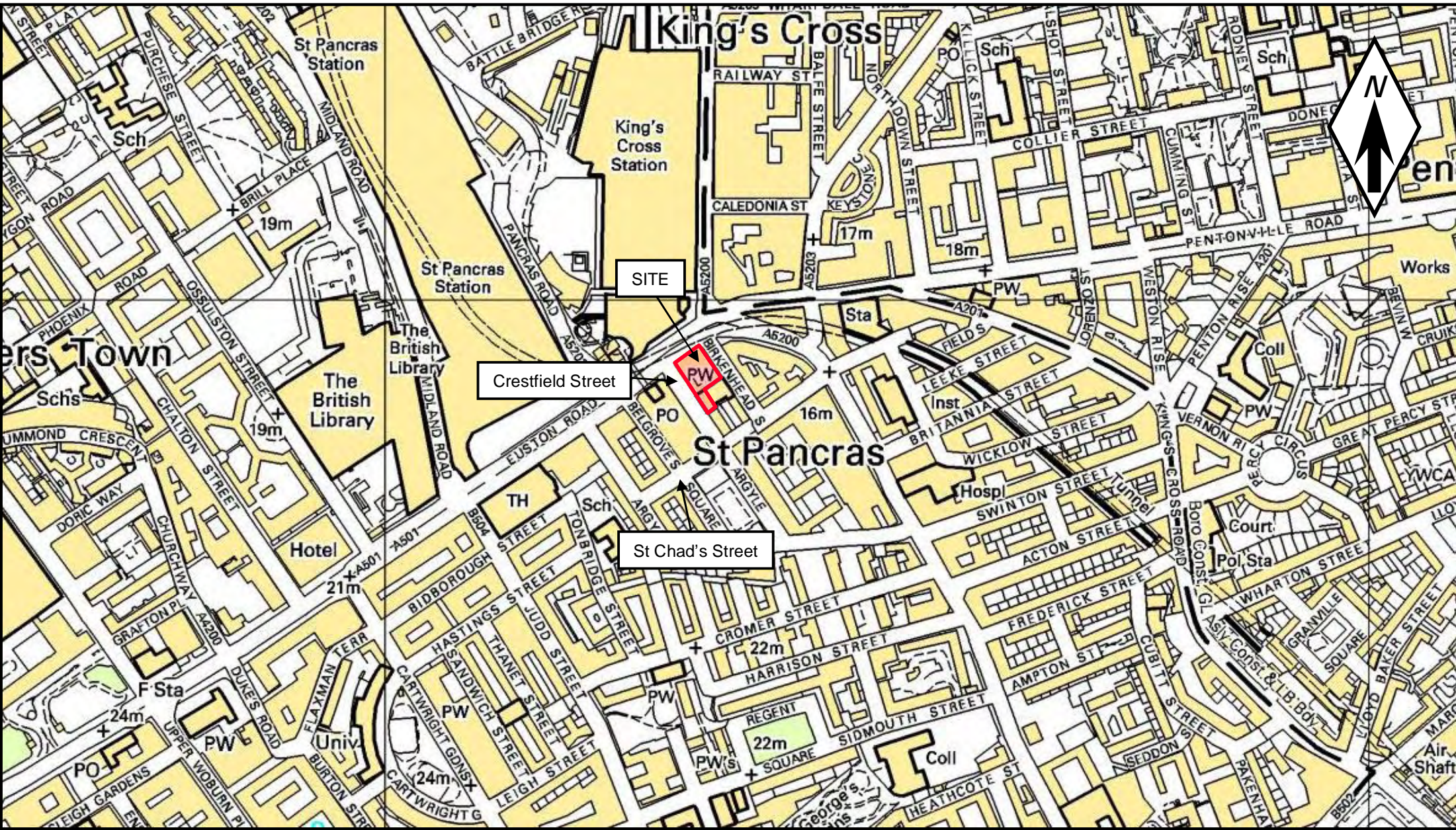
188 bedrooms

	person trips			public transport			pedal cycle			pedestrian		
	arr	dep	two-way	arr	dep	two-way	arr	dep	two-way	arr	dep	two-way
0700 - 0800	17	32	49	6	13	19	0	0	0	11	19	30
0800 - 0900	17	59	76	4	23	27	0	0	0	13	36	49
0900 - 1000	15	36	50	1	13	14	0	0	0	14	22	37
1000 - 1100	15	27	42	4	9	13	0	0	0	12	18	30
1100 - 1200	10	19	29	2	5	7	0	0	0	8	13	21
1200 - 1300	17	20	37	4	4	8	0	0	0	12	16	29
1300 - 1400	14	20	34	2	4	6	0	0	0	13	16	29
1400 - 1500	17	15	32	4	5	9	0	0	0	13	11	24
1500 - 1600	21	24	44	7	8	15	0	0	0	15	16	31
1600 - 1700	30	19	49	11	6	17	0	0	0	19	14	33
1700 - 1800	41	21	62	15	4	19	0	0	0	26	17	43
1800 - 1900	43	32	74	16	10	26	0	0	1	27	21	48
total	253	321	575	73	102	175	0	-1	-1	183	221	404

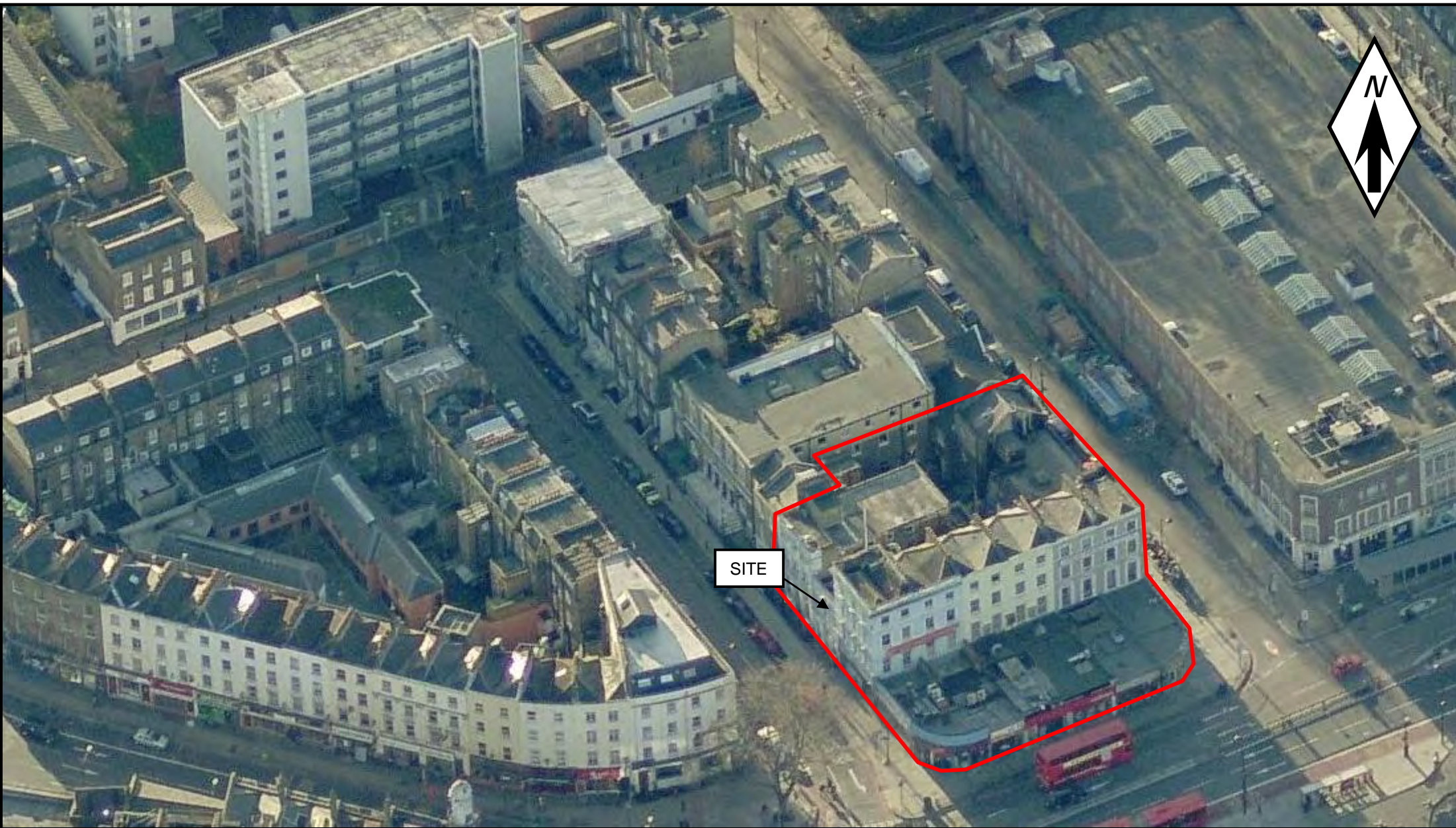
Table 5 - net trip generation (excluding retail)



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	1-11 EUSTON ROAD, CAMDEN				General site location		
					Project No. BMT197		
	Drawn	MT	Approved	CH	Scale	Drg. No.	Rev.
Checked	RE	Date	20.05.2011		AS SHOWN	FIGURE 1	



<div><div>BWB</div><div>CONSULTING</div></div> <div>BWB CONSULTING LIMITED 3-4 KAYES WALK THE LACE MARKET NOTTINGHAM NG1 1PY TEL: 0115 924 1100 FAX: 0115 950 3966</div>	Project				Title		
	1-11 EUSTON ROAD, CAMDEN				Detailed site location		
					Project No. BMT197		
	Drawn	MT	Approved	CH	Scale NTS	Drg. No. FIGURE 2	Rev.
Checked	RE	Date	20.05.2011				



BWB CONSULTING LIMITED
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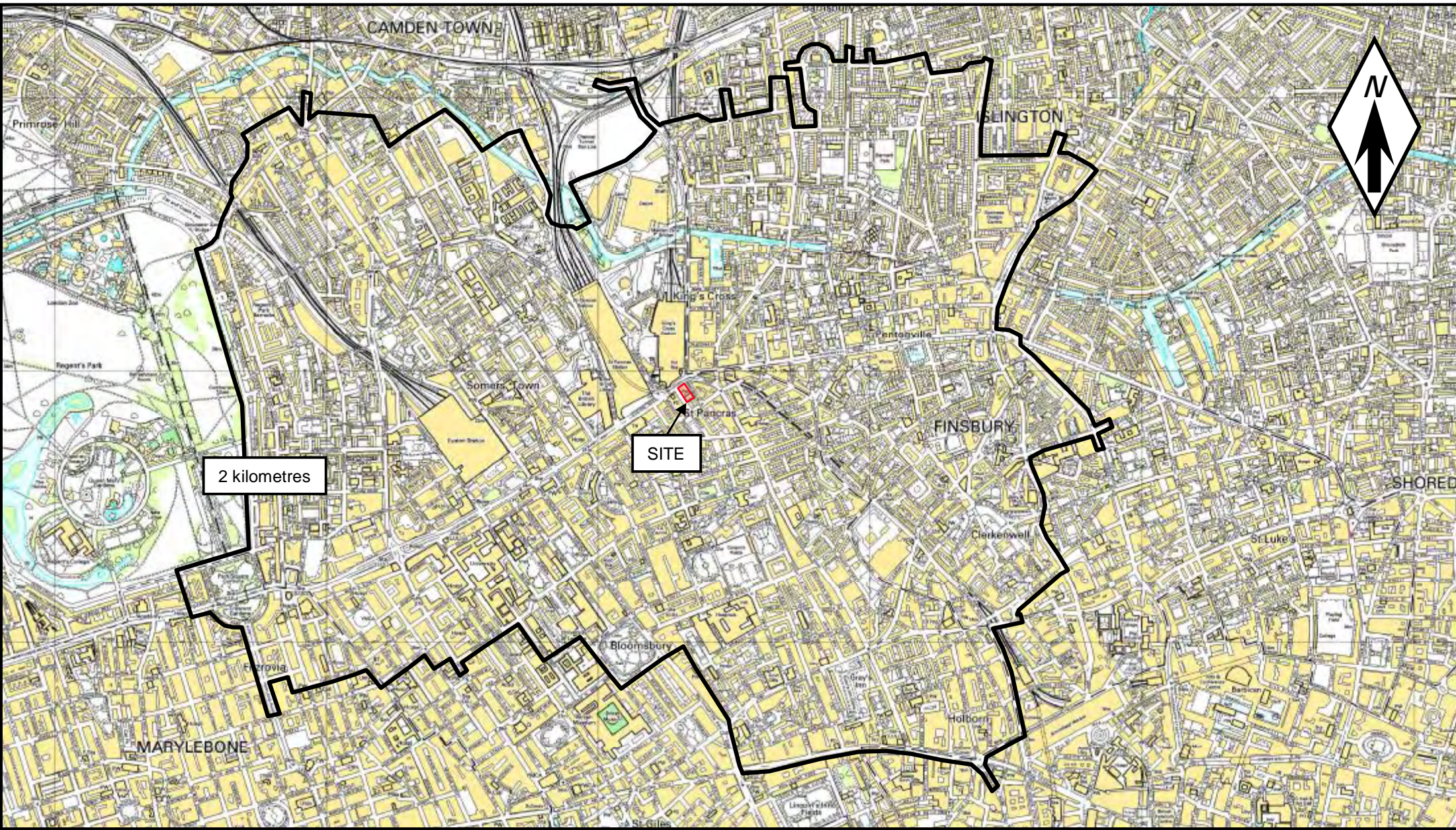
Project
1-11 EUSTON ROAD, CAMDEN

Drawn	MT	Approved	CH
Checked	RE	Date	20.05.2011

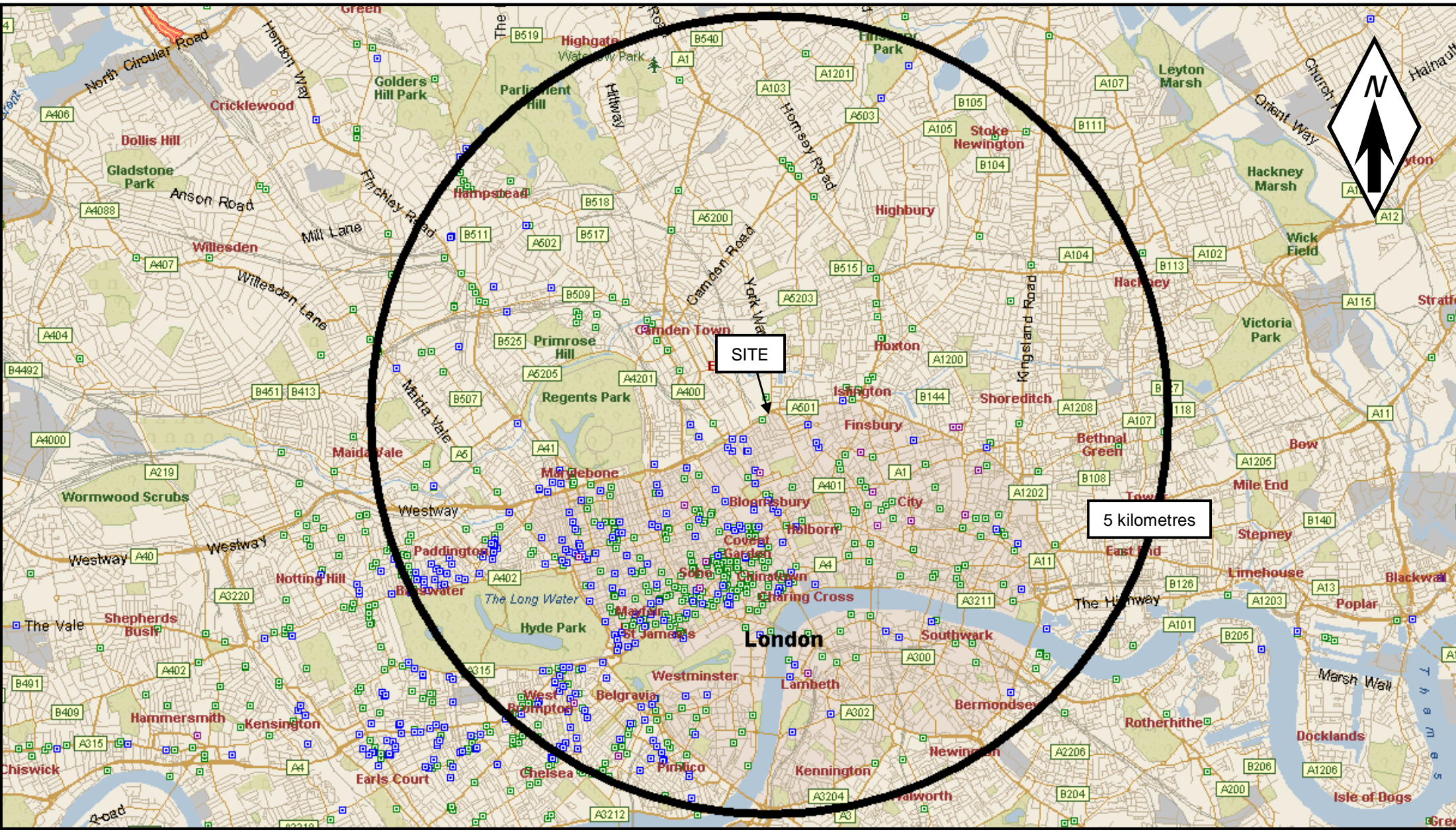
Title
Aerial photograph of the site


Project No. **BMT197**

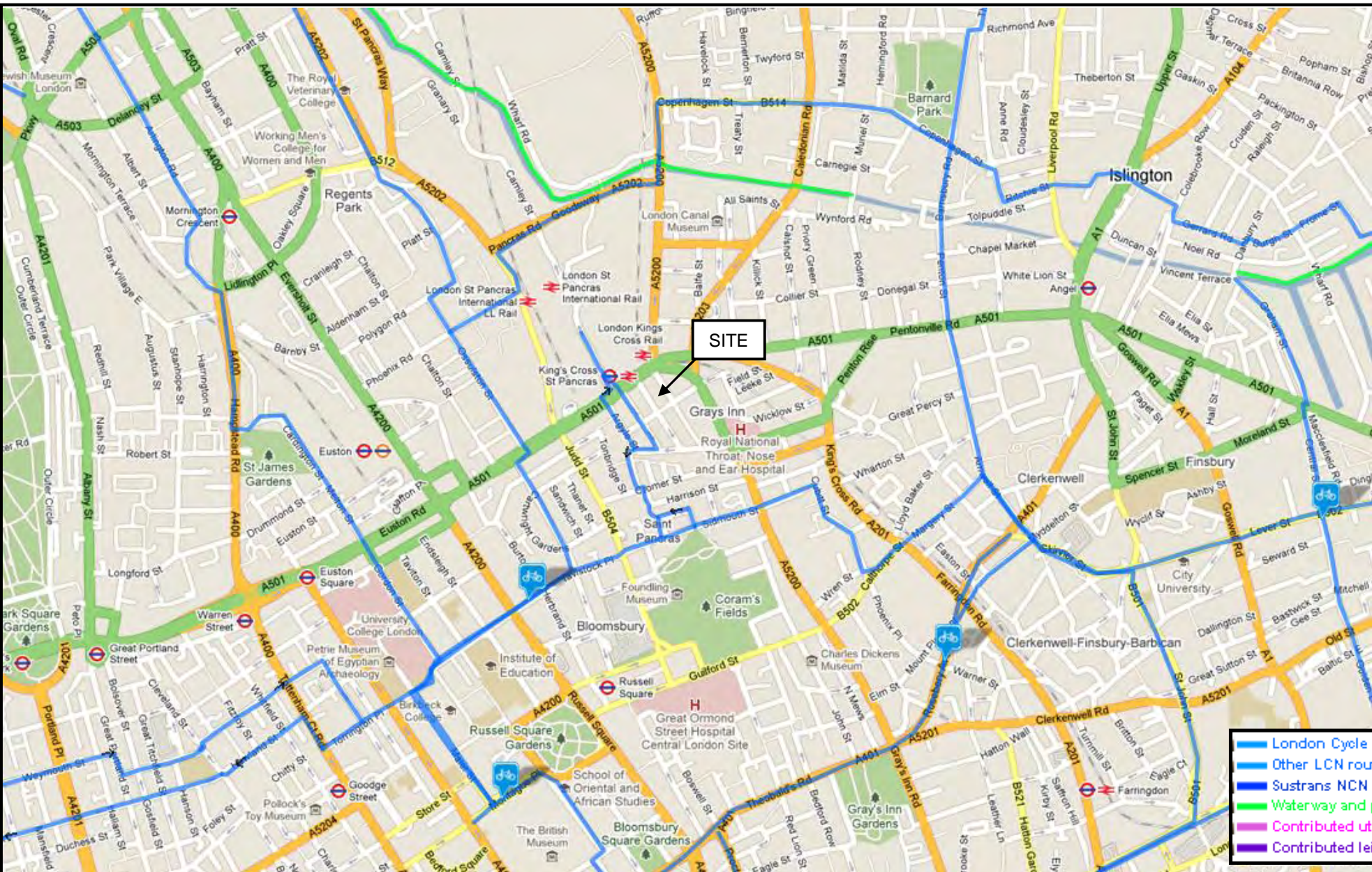
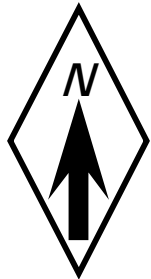
Scale NTS	Drg. No. FIGURE 3	Rev.
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<div><div><div>BWB</div><div>CONSULTING</div></div><div><div>BWB CONSULTING LIMITED</div><div>3-4 KAYES WALK</div><div>THE LACE MARKET</div><div>NOTTINGHAM</div><div>NG1 1PY</div><div>TEL: 0115 924 1100</div><div>FAX: 0115 950 3966</div></div></div>	Project				Title		
	1-11 EUSTON ROAD, CAMDEN				2km pedestrian catchment area		
					Project No. BMT197		
	Drawn	MT	Approved	CH	Scale NTS	Drg. No. FIGURE 4	Rev.
Checked	RE	Date	20.05.2011				



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	1-11 EUSTON ROAD, CAMDEN				5km cyclist catchment area		
					Project No. BMT197		
	Drawn	MT	Approved	CH	Scale NTS	Drg. No. FIGURE 5	Rev.
	Checked	RE	Date	20.05.2011			



- London Cycle Network (LCN) routes
- Other LCN routes
- Sustrans NCN routes in London
- Waterway and park routes
- Contributed utility routes
- Contributed leisure rides

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THE LACE MARKET
NOTTINGHAM
NG1 1PY

TEL: 0115 924 1100
FAX: 0115 950 3966



Project				Title		
1-11 EUSTON ROAD, CAMDEN				Local cycle routes – extract of Camden Cycling Campaign Route Map		
				Project No. BMT197		
Drawn	MT	Approved	CH	Scale	Drg. No.	Rev.
Checked	RE	Date	20.05.2011	NTS	FIGURE 6	

Bus route	Towards	Bus stops
10	Hammersmith	ABHJR
17	Archway	GJN
	London Bridge	HL
30	Hackney Wick	CEK
	Marble Arch	ABRX
45	Clapham Park	DLS
46	Farringdon Street	DLS
	Lancaster Gate	NT
59	Streatham Hill	ABHJR
63	Honor Oak	DLS
73	Seven Sisters ▼	CEK
	Stoke Newington	CEK
	Victoria	ABRX
91	Crouch End	GGJM
	Trafalgar Square	ABHR
205	Bow Church	CEK
	Paddington	ABRX
214	Highgate Village	TX
	Liverpool Street	EKS
259	Edmonton Green	GJN
390	Archway	CGM
	Notting Hill Gate	ABHJR
476	Euston	ABRX
	Northumberland Park	CEK



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 NOTTINGHAM
 NG1 1PY
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 FAX: 0115 950 3966



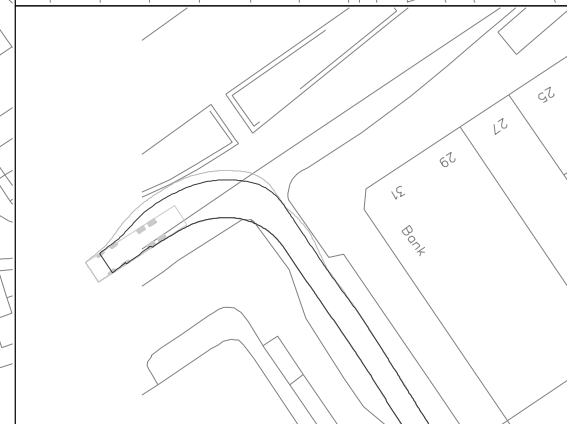
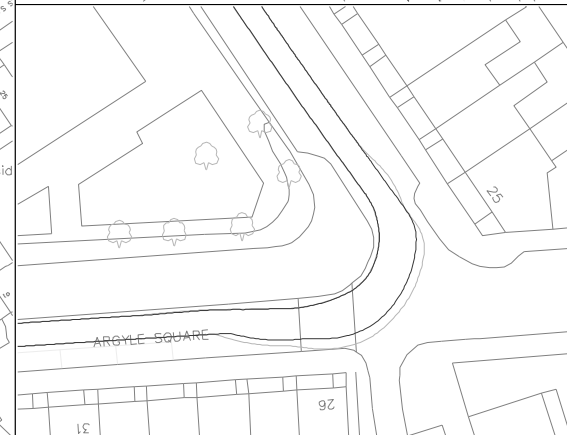
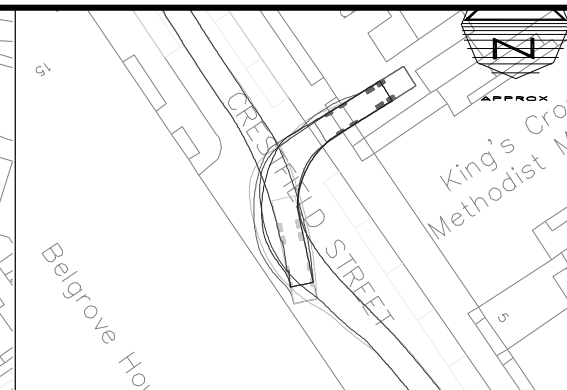
Project
1-11 EUSTON ROAD, CAMDEN

Drawn	MT	Approved	CH
Checked	RE	Date	20.05.2011

Title
Local bus routes – extract from Tfl Kings Cross Bus Map

Project No. **BMT197**

Scale NTS	Drg. No. FIGURE 7	Rev.
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NOTTINGHAM
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Project

1-11 EUSTON ROAD, CAMDEN

Title

**Swept path of a large refuse vehicle
servicing the site**

Project No.

BMT197

Drawn

MT

Approved

CH

Checked

RE

Date

20.05.2011

Scale

NTS

Drg. No.

FIGURE 8

Rev.