

Component	Stage 1	Stage 2	Stage 3	Stage 4	Stage 5: Final Design
Terminal	Oval shape Approximately 2.0 m in height Payment and registration facilities Basic mapping	Terminal height increased to 2.4 m Enhanced way-finding mapping and information	Triangular design Width of each side max. of 0.5 m Docking station location name incorporated Large way-finding mapping panel(s) Screen lowered to comply with equality and inclusion standards	Four-sided rectangular design Max. footprint of 0.5 x 0.35 m Larger faces for way-finding mapping One or two smaller side(s) for payment and registration Traffic regulation signage facing carriageway	New station locality and street naming convention Improved layout of information on the terminal to improve usability Traffic regulatory signage reduced in size
Docking Points	Stand alone docking points Cycles at each docking point 0.75 m apart Single or double row arrangement Orientation at 45 or 90 degree angle to kerb	Design refined to better reflect docking station functions	Top sloped to prevent litter accumulation and allow rain water to drain	No change	Service Operator's design Cycle wheeled into docking point and locked by a secure cassette locking system
Branding and colour	Blue TfL roundel Grey terminal and docking points Red cycles	No TfL roundel Dark blue, yellow and silver terminal and docking points Yellow and dark blue cycles	Illuminated turquoise TfL roundel on terminal Miniature roundel on each docking point Borough, Mayor and TfL logos on terminal Dark blue and silver terminal and docking points with cycles to match	Roundel panel reduced in size from 450mm to 350mm Roundel panel no longer illuminated No Mayoral logo No change to colour	Cycle Hire roundel changed to cyan blue No other changes
Materials	Not detailed	Brushed stainless steel base Other materials not specified	Base and trim- brushed stainless steel, steel or aluminium Main panels- stainless steel, steel or aluminium sheet with vitreous enamel finish Information panels- toughened glass	No change	Terminal housing and main panels - cast aluminium with powder coat finish; information panels - toughened glass; top cap – thermoplastic moulding Docking Points: cast aluminium with powder coat finish
Location of sites	Site selection criteria under development with host boroughs and Royal Parks. Suitable locations included: - Safe and secure areas - Easily accessible areas, within walking distance of landmarks and attractions	No change	Site selection criteria developed further in consultation with host boroughs and Royal Parks (refer to section 1.3)	No change	No change

Figure 2.10: Summary of the design development changes Stages 1-5



2.4 Designing Out Crime

An early Crime and Disorder Assessment of the scheme was carried out by TfL. Site selection has been informed by this assessment and the following measures have been included in design:

- Where possible, docking stations will be located where there is a degree of informal surveillance from pedestrians, other road users and occupiers of nearby buildings;
- In the majority of cases the docking stations are located adjacent to street lighting, and where possible, terminals will be orientated to take advantage of this criteria;
- Some locations within London already have adequate closed-circuit television (CCTV) surveillance, and where appropriate TfL will discuss the realignment of existing CCTV to suit the docking station location;
- The locking mechanism at each docking point is controlled via the terminal or by membership key, thereby reducing the potential for theft of scheme cycles. As discussed in Section 1.6, the docking point and its locking mechanism have been designed to be robust, secure and user friendly to avoid the problems of bicycle theft initially experienced in Paris;
- The terminal will only enable cycle hire by credit and debit card, and membership key, to reduce the potential for theft and crime associated with payment by cash. Anti-skimming devices have been installed in the terminal; and
- A “no return charge” applies to the hire of cycles to deter theft once hired.

Furthermore, the borough’s site selection process involves consultation with local Met Police representatives and crime prevention design officers.

2.5 Sustainability

TfL has carried out sustainability assessments utilising the TfL Sustainability Assessment Toolkit. The Toolkit builds on sustainability principles and requirements as set out by UK legislation and Mayoral policies. It is designed to enable TfL to balance sustainability impacts and influences so as to optimise the benefits it delivers.

The assessment looked at the project’s ability to deliver the core sustainability themes that support the development of London as a sustainable world city. These themes are:

- economic progress;
- climate change;
- the physical environment;
- safety and security;
- health and well being; and
- equality and inclusion.

The project’s contribution towards each sustainability indicator and theme is shown in Figure 2.12. This shows all indicators making a positive enhancement to sustainability.

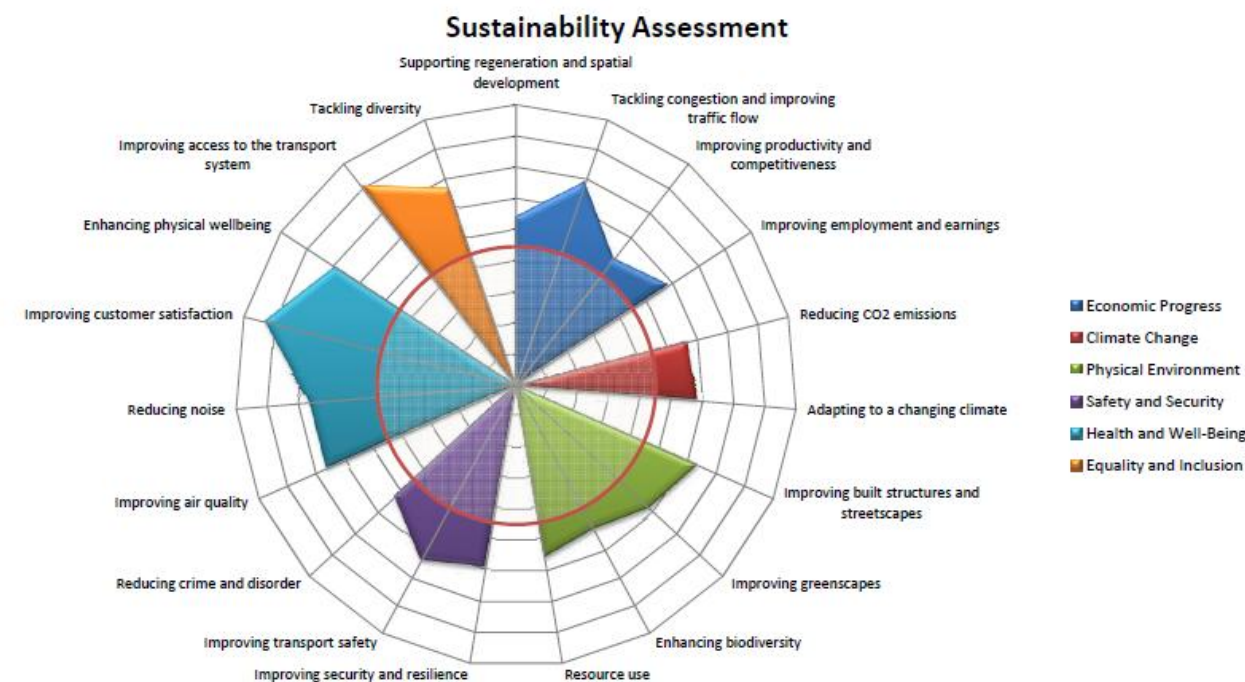


Figure 2.12: Findings of the Barclays Cycle Hire scheme Sustainability Assessment



Economic Progress

The scheme introduced a new transport mode into London. It offers an additional choice to users, improves accessibility within the nine involved London boroughs, and makes some journeys quicker and/or more reliable particularly during peak times. The scheme also increases mode choice by removing barriers such as the cost of bicycle purchase, lack of storage and fear of theft or vandalism. The cost of using Barclays Cycle Hire compares favourably with other modes of transport and provides a cost effective means by which local communities can access employment, education and the other opportunities that London offers.

At the end of 2010, the scheme was generating around 20,000 additional bicycle trips per day, which represents an increase from the average 500,000 daily trips across London. The purposes of the additional trips include travelling to education establishments, for shopping, leisure, and tourism, and approximately 67% of journeys being carried out to travel to and from work.

Climate Change

The scheme replaces some existing pay-and-display parking spaces on the carriageway, and provides an alternative form of transport, resulting in some users switching from motorised forms of transport to cycling. The way-finding information displayed on the terminal also encourages walking in the scheme area. As noted in the scheme benefits, there has been a modal shift from other forms of transport to cycling, which makes a contribution to the reduction of CO₂ emissions across London.

The docking stations are maintained and monitored primarily by cycle, and redistribution is carried out by vehicles. Some vehicles use purpose-designed trailers where appropriate to achieve maximum efficiency and reduce the number of trips. All light goods vehicles will produce under 150 grams of CO₂ per kilometre in accordance with TfL's contract specifications.

The terminals are designed to, as far as is practicable, minimise energy consumption. There is potential for the top of the terminal to be fitted with solar panels to trickle feed the power supply if this becomes technologically feasible in the future. The roundel on the terminal is not illuminated. The way-finding maps and information panels are only illuminated on demand to improve visibility for users in poor light conditions.

Physical Environment

Comprehensive site selection criteria (as described in Section 1.3) were developed in consultation with all host boroughs and the Royal Parks and tailored to local circumstances. These criteria have ensured that there will be no detrimental impact on sites of historical, archaeological or cultural value, or on the visual appearance of an area.

Safety and Security

The rate of fatal road accidents involving cyclists has been observed to reduce when additional numbers of cyclists are introduced to the roads. This is due to an increased awareness of cyclists, which helps stimulate an increased awareness of cyclist safety. For example, when the Paris (Vélib') scheme was introduced the cycle fatal accident rate decreased by 18%. It is anticipated that a similar reduction will be reflected on London roads following the introduction of the London scheme.

Users are required to accept terms and conditions of use as part of the registration process for the scheme. These terms and conditions require that users abide by the highway code and take reasonable precautions to safeguard their own and other road users' safety. The aim is to minimise conflict between road users and pedestrians. Where users are found to be behaving in an irresponsible or dangerous manner which results in action by the police, sanctions may be imposed by TfL including cancelling user accounts and barring access to the scheme.

As outlined in Section 2.4 the scheme has been the subject of a Crime and Disorder Assessment and a number of measures have been adopted to mitigate crime and provide for a safe and secure scheme. At the end of 2010 there were no fatal accidents or major incidents resulting from the scheme, and this will continue to be monitored in TfL's safety records.



Health and Well-Being

The scheme promotes the use of cycles as a regular mode of transport. The 20,000 additional daily cycle trips generated by the scheme in 2010 represent a significant cultural change for London, promoting exercise on a city-wide basis. As mentioned in the scheme benefits, the scheme has encouraged more people to try cycling, and a key reason to switch from other modes to cycling is to improve fitness. These changes are anticipated to make a contribution to reducing obesity rates and health inequalities.

Equality and Inclusion

The project has worked with TfL's Supplier Skills Team with a view to providing training opportunities for those from disadvantaged groups.

Barclays Cycle Hire provides an alternative low cost mode of transport for Londoners and visitors, increasing access to cycling by overcoming barriers such as access to a bicycle, storage, maintenance, theft and the perceived threat of theft. The scheme supports increased physical activity.

Within the current modal share for cycling, women are less represented than men at 37 percent and 63 percent respectively, as are Black and Minority Ethnic (BAME) men and women (22 percent) compared with White men and women (78 percent) (LTDS 2006/7). Therefore the greatest potential increase in modal share is for BAME women.

Scheme information and transaction support (electronic, printed and oral) will be provided in a wide range of languages, ensuring that non-English speaking residents and visitors find the service easy to understand and use. The terminals provide information in Arabic, Bengali, Chinese, Hindi, English, French, German, Greek, Gujarati, Italian, Polish, Punjabi, Spanish, Turkish, Tamil, Urdu, and Vietnamese. Additionally, a downloadable document is available from the TfL website in non-English languages. All web based information conforms to accessibility guidelines.

Whilst the scheme is expected to reduce the number of pay-and-display parking spaces, there will be no reduction in the number of existing blue badge car parking spaces. This will minimise negative impacts on people with disabilities. A late or no return charge is recoverable for the late or non-return of a scheme cycle. Users need to provide either bank account or credit/ debit card details. In 2006/ 2007, seven percent of households nationwide did not have a bank account. To ensure these people are not excluded from the scheme TfL provides the option for a user with a credit/debit card to add up to 3 additional users to their Cycle Hire account. The primary account holder will then be charged for these users. The scheme also serves youths over 14 years of age, although registration is required by an adult. The scheme is not be available to children below the age of 14.



3. Access Statement

3.1 Inclusive Access

The views of key access groups, including the Royal National Institute for Blind People, the Guide Dogs for the Blind Association and the Disabled Persons Transport Advisory Committee were taken into account in the initial development of a design of the cycle hire street furniture. The resulting docking station design is accessible to all anticipated user groups.

As discussed in Section 1.4 of this Statement the individual docking points are 0.8 metres in height, which is sufficient to ensure that the docking points are visible to passing pedestrians. Individual docking points are usually viewed in the context of a row of other docking points, and in combination with docked cycles and a terminal, which further increases their visibility. The terminal is 2.4 metres high and is easily visible above the level of the cycles and docking points (Figure 3.1).

The way-finding mapping and information on the terminal, including that likely to be of relevance to non-cyclists, is of an appropriate height for most users, including wheelchair users. The mapping has been designed to be clear and easy to read and complies with TfL's accessibility standards. The text on the information panels also meets the appropriate standards with respect to font size and type, as well as colour contrast to background. There is push button illumination of the mapping and information panels.

The terminal incorporates the TfL roundel and a station and locality name to ensure each docking station is easily identifiable and recognisable as a part of the scheme and as a transport mode.



Figure 3.1: Double row docking station on footway



3.2 Pedestrian Circulation

As discussed in Section 1.3 docking station sites have been selected where there is sufficient footway or carriageway width not to cause an obstruction to pedestrians or vehicles.

Docking stations on carriageway sites are usually located against the kerb. Sufficient space has been provided on these sites to enable users to circulate around the terminal and docking points without having to step out into traffic paths.

Docking stations on the footway are usually located within the street furniture zone (see Figure 3.2), or at the back of the footway. In most cases, a minimum of 2.0 metres of clear footway is retained to ensure that the docking station does not impede pedestrian movements.

The docking station is designed to maximise pedestrian circulation within and around the docking points and terminal. There is a gap between individual docking points to allow ease of cycle docking and un-docking, and pedestrian movement between the docking points when they do not contain docked cycles. Depending on site circumstances, the terminal is generally positioned within a 2.0 by 2.0 metre area to provide space for pedestrian circulation and queuing clear of the main traffic flows (Figure 3.3).

Each docking point has a Barclays Cycle Hire scheme membership key reader enabling registered users to hire cycles without interaction with the terminal. In busy locations the terminal may have two payment points, or the docking station may have two terminals. These measures minimise queuing and help to maintain a clear footway.

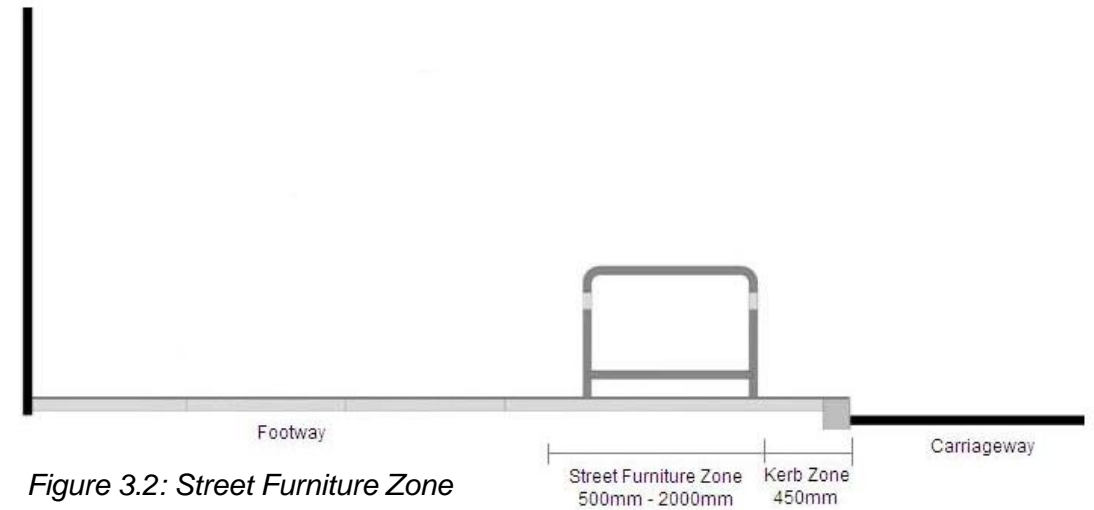


Figure 3.2: Street Furniture Zone

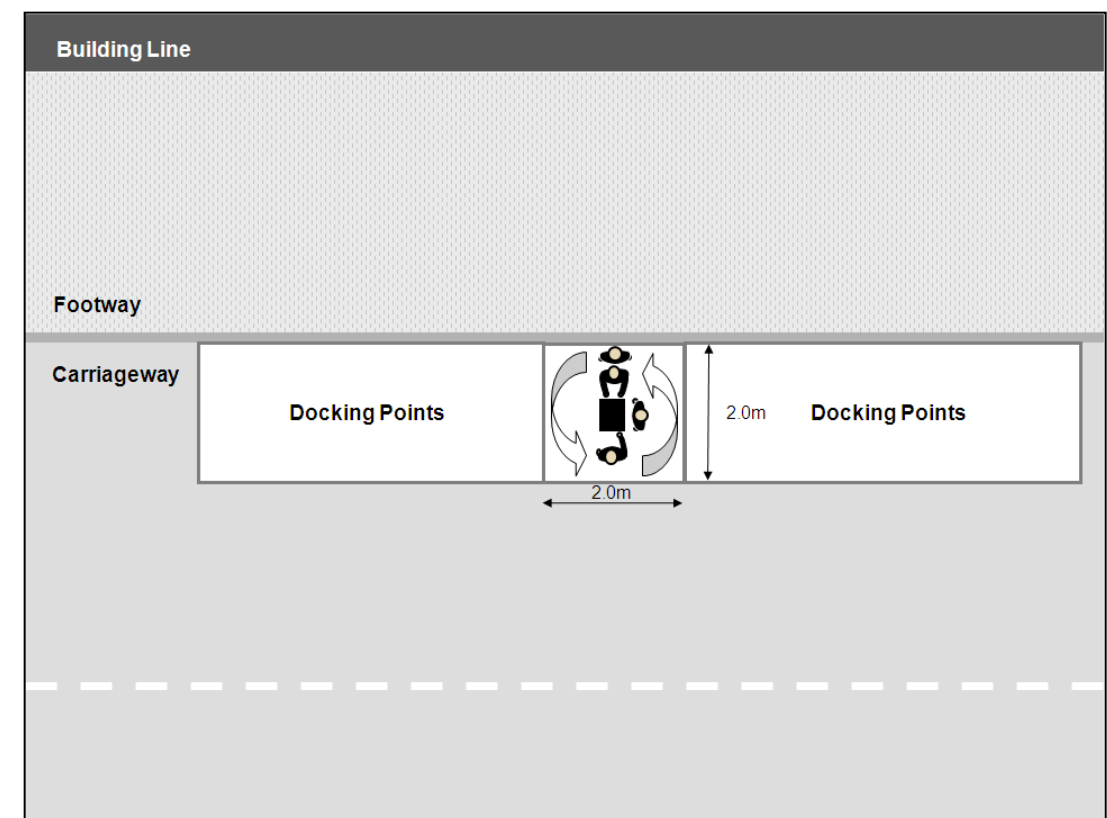


Figure 3.3: Illustration of pedestrian circulation around docking station



4. Planning Policy and Guidance

4.1 Introduction

In making a decision on whether to grant planning permission, Section 38(6) of the Planning and Compulsory Purchase Act 2004 (the 2004 Act) requires that the decision accords with policy within the Development Plan, unless there is policy of particular importance within other planning documents that should be applied.

This section thus first provides an appraisal of the extent to which the proposal supports relevant policies within *The London Plan Spatial Development Strategy for Greater London (Consolidated with Alterations Since 2004)* (adopted 2008) (The London Plan), the relevant *Unitary Development Plan* (UDP) and the relevant emerging Local Development Framework (LDF), which together comprise the Development Plan. An appraisal of the proposal against other relevant planning policy and guidance is provided thereafter.

At the national level the appraisal focuses on sustainability, transport and design policies. At the local level the proposal is assessed against relevant policies within the London Borough of Camden Unitary Development Plan (adopted June 2006), relevant Supplementary Planning Guidance, and policies within the London Borough of Lambeth Local Implementation Plan and emerging Local Development Framework.

The LDF will replace the UDP in accordance with the new planning system introduced by the 2004 Act. The appraisal of the proposal against the UDP thus only considers those policies 'saved' as part of the transitional arrangements.

4.2 The Development Plan

The London Plan

The London Plan sets out policies to accommodate the expected growth of the region in a sustainable manner. Principles of sustainable development are fundamental to the overall London Plan strategy.



Policy 2A.1 (Sustainability Criteria) states that development should take into account impacts on natural resources, environmental and cultural assets and the health of local people. Policy 3C.3 (Sustainable Transport in London) seeks to support shifts to more sustainable modes of transport and improve the provision of cycling facilities. The Scheme introduces a transport mode that uses minimal natural resources, has a minimal impact on the local environment and promotes cycling. The Barclays Cycle Hire Scheme therefore supports these policies.

Improving London's public transport is a key component of the London Plan. Policy 3C.1 (Integrating Transport and Development) seeks to improve public transport, walking and cycling capacity and accessibility whilst Policy 3C.9 seeks to achieve an increase in the capacity, quality and integration of public transport in London. The Scheme adds an additional public transport mode and increases public transport accessibility and capacity, making a significant contribution to improving London's transport system.

Policy 4B.1 (Design Principles for a Compact City) states that development should:

- promote high quality inclusive design and enhance the public realm;
- respect local context, history, built heritage, character and communities;
- be accessible, usable and permeable for all users;
- be sustainable, durable and adaptable;
- address security issues and provide for safe, secure and sustainable environments;
- be practical and legible; and
- be attractive, and where appropriate, inspire, excite and delight.

Policy 4B.5 (Creating an Inclusive Environment) and Policy 4B.6 (Safety, Security and Fire Prevention and Protection) further reiterate the requirement for developments to adopt principles of inclusive design. How the proposal accords with these design policies is addressed in Part 3 of this statement.



The Consolidated Draft Replacement London Plan (December 2010) has been modified several times following public consultation, and this edition was put forward to the Examination in Public Panel. When adopted, will provide the spatial planning framework for London looking forward to 2031 and will replace the existing London Plan.

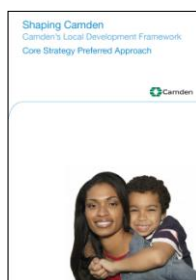


The draft plan maintains the key concept of promoting sustainable development. It specifically encourages more walking and cycling as part of one of the 6 main objectives to provide easy, safe and convenient access to jobs, opportunities and facilities with an efficient and effective transport system. Draft Policy 6.9 specifically relates to cycling, and it promotes a significant increase in cycling in London and states that:

- the Mayor will “*implement the central London cycle hire scheme and identify potential sites for expansion*”;
- developments should “*facilitate the central London cycle hire scheme*”; and
- through LDF preparation DPDs should “*identify and safeguard sites for cycle docking stations to expand the Mayor’s central London cycle hire scheme*”.

Local Development Framework

The Local Development Framework (LDF) replaced the London Borough of Camden Unitary Development Plan (UDP) in November 2010. This document sets out the strategy for managing growth and development in the borough, including where new homes, jobs and infrastructure will be located. A fundamental component of the LDF is the Core Strategy, which outlines the spatial vision and strategic objectives for an area. The London Borough of Camden’s Core Strategy was adopted, alongside the Development Policies, at the Full Council meeting on 8 November 2010.



The Core Strategy outlines a number of key issues for the future development of Camden. Those of particular relevance are:

- The quality of the environment;
- climate change and sustainability; and
- improving transport.

Core Strategy CS11 (Promoting sustainable and efficient travel) seeks the continual improvement of facilities for cyclists, including increasing the availability of cycle parking, helping to deliver the London Cycle Hire Scheme, and enhancing cycle links. CS14 (Promoting high quality places and conserving our heritage) seeks to ensure that Camden’s places are attractive, safe and easy to use by requiring development of the highest standard of design that respects local context and character. CS14 also seeks to preserve and enhance Camden’s rich and diverse heritage (including conservation areas, listed buildings and historic parks and gardens).

The Cycle Hire Scheme will promote cycling as an alternative mode of travel for short journeys. The docking station has adopted principles of high quality design and consideration has been given to the need to preserve and enhance the built heritage in selecting a suitable site. For these reasons, the proposal is considered to comply with the emerging LDF.

The site is located adjacent to an area defined as Central London Frontage. Core Strategy CS7 seeks to promote successful and vibrant centres throughout the borough to serve the needs of residents, workers and visitors by seeking to protect and enhance the role and unique character of each of Camden’s centre, ensuring that new development is of an appropriate scale and character for the centre in which it is located.

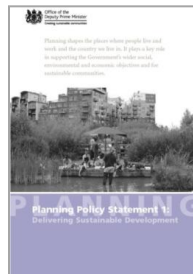
The need to maintain the Historic Environment is a key policy (DP 25 Conserving Camden Heritage) within the *Development Policies* Document. The development policies include continuing to ensure the right balance between conservation and development in line with national, regional and local policy guidance, to ensure that development proposals reflect the special character of the City and that the historic and archaeological core of the capital is maintained, to protect listed buildings and to preserve or enhance the character and appearance of conservation areas. In selecting a suitable site for the docking station consideration was given to the need to preserve and protect sites of within the setting of listed buildings and conservation areas (refer to Part 5). The proposal thus accords with this policy.



4.3 Other Planning Documents

National Policy Documents

Planning Policy Statement 1: Delivering Sustainable Development (PPS1) (January 2005), sets out the Government's overarching policies for the delivery of sustainable development through the planning system. PPS 1 recognises that the planning system should secure more sustainable patterns of development and that improved accessibility to facilities by walking, cycling and public transport should be encouraged.



This is reinforced in *Planning Policy Guidance 13: Transport* (PPG13) (March 2001) which promotes accessibility to jobs, shopping, leisure facilities and services by way of public transport, walking and cycling. PPG13 seeks to provide more road space for cyclists and to ensure day to day facilities can easily and safely be accessed by cyclists. PPG13 also encourages local authorities to seek the provision of convenient, safe and secure bicycle parking.

Planning Policy Statement 5: Planning for the Historic Environment (PPS5) (March 2010) sets out the Government's planning policies on the conservation of the historic environment. This replaces *PPG15: Planning and the Historic Environment*, and *PPG16: Archaeology and Planning*.

PPS5 and its practice guide provide advice on heritage assets, being those parts of the historic environment that have significance because of their historic, archaeological, architectural or artistic interest. The guidance reinforces the requirement that special attention should be paid to the desirability of preserving or enhancing the character or appearance of any heritage asset



It advises that development within the historic environment should be of a high quality design. Design policies HE7.4, HE7.5, HE9.5 and HE10 require attention to the extent to which the design of new development contributes positively to the character, distinctiveness and significance of the historic environment.

The Mayor's Transport Strategy

The Mayor's Transport Strategy published in May 2010 sets policies to improve transport within Greater London. The strategy sets out the Mayor's vision, which requires a transport system with enhanced capacity and connectivity that is efficient and integrated; encourages mode shift to cycling, walking and public transport; is accessible and fair to users; offers value for money; contributes to improving quality of life and the environment; and offers improved opportunities for all Londoners.



Proposals in chapter 5.13 set out to encourage more cycling. Proposal 53 seeks to raise the profile of cycling, and proposal 54 specifically seeks to deliver the Cycle Hire Scheme, along with other cycling facilities. The strategy also recognises the health benefits of cycling in Policy 17, which seeks to promote healthy travel options.

Proposal 83 seeks to use the principles of 'better streets' to improve town centres, in particular: removing clutter and improving the layout and design of streets; enhancing and protecting the built and historic environment; increasing the permeability of streets; and creating clear and easily understandable routes and spaces to make it easier for cyclists, pedestrians and disabled people to get about.

The London Health Inequalities Strategy

The Mayor published his first ever Health Inequalities Strategy in April 2010, along with an accompanying 'action plan', *First Steps to Delivery*. The cycle hire scheme is supported by objective 5 (Healthy places), which states:

"Efficient and affordable transport systems can also help to tackle health inequalities. The Mayor's Transport Strategy emphasises the need to reduce congestion, reduce transport related carbon emissions, improve the reach and reliability of London's public transport system and increase the number of people walking and cycling which will be greatly helped by the introduction of the cycle hire scheme".



The Scheme can help to reduce health inequalities by encouraging active travel and providing a low-cost form of transport to access employment and services, and therefore supports this strategy. The expansion of the Scheme will bring these benefits to a wider group of people.



The Mayor's draft Climate Change Mitigation and Energy Strategy
Delivering London's energy future was published in February 2010 for consultation with the London Assembly and Greater London Authority functional bodies.

Public consultation will end in January 2011, with the Strategy scheduled for publication later in the year. The Strategy plans to reduce carbon emissions from a range of sources, including London's transport. Action 10.7 under Policy 10 promotes the development of the London Cycle Hire Scheme as part of a cycling revolution.



The Mayor's Air Quality Strategy

Clearing the Air was published in December 2010 following public consultation. It sets out the Mayor's plans to improve air quality in the Capital, including the reduction of air pollution from London's transport.

Barclays Cycle Hire is included in the Strategy as one way to promote a shift to cleaner forms of transport (Policy 1: encouraging smarter choices and sustainable travel). It also notes that the eastwards expansion of the scheme, combined with public transport improvements, will help to achieve behavioural change away from the car to more sustainable modes.



The Transport for London Business Plan

The *Transport for London Business Plan 2009/10 – 2017/18* (2008) sets out targets for transport investment within London in the next 10 years. It reinforces the Mayor's key transport priority of increasing cycling and walking in London and specifically states that a cycle hire scheme will be delivered as a means of significantly increasing cycling throughout London.



In the Mayor's statement regarding the funding settlement for London's transport agreed as part of the Government's Comprehensive Spending Review in October 2010, he confirmed that funding for cycling had been protected and that an extension of the scheme would go ahead in time for the 2012 Games.

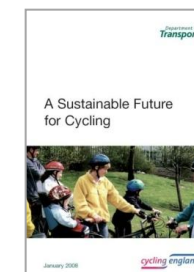
Cycling Revolution London

Within *Cycling Revolution London* (May 2010) the Mayor states that cycling has an important role to play in the future of the Capital and affirms that it is the "single most important tool for making London the best big city in the world". The Barclays Cycle Hire Scheme is the centrepiece of the cycling programme to make London a genuine cycle-friendly city.



Sustainable Future for Cycling

Sustainable Future for Cycling published in January 2008 sets out the Government's planning policy direction regarding cycling. It recognises the important contribution of cycling as a sustainable form of transport and how cycling contributes to climate change; health, security and safety; quality of life; and equality of opportunity.



Local Implementation Plan

Each borough is required to produce a Local Implementation Plan (LIP) setting out how local transport improvements will be brought forward and financed. The London Borough of Camden's LIP reiterates the policy framework within the Mayor's Transport Strategy and outlines a number of measures for the implementation of the strategy. Of particular relevance is an objective to reduce vehicular traffic flows through the borough and encourage a shift to more sustainable modes of transport. The Scheme will assist a shift to a more sustainable mode of travel in accordance with the LIP.



Supplementary Planning Guidance

The Camden Planning Guidance (2006) provides additional advice and guidance for development proposals. In relation to design, the guidance seeks to:

- ensure the highest standards of access and inclusion (Paragraph 1.1);
- provide for connectivity to, from, around, and through sites for people using all modes of transport, including pedestrians, cyclists etc. (Paragraph 15.8);
- respect the built form, character, history, archaeology and nature of existing buildings on the site and other buildings immediately adjacent and in the surrounding area. (Paragraph 15.8);
- respect and be sensitive to natural and physical features, both on and off the site. (Paragraph 15.8);
- improve pedestrian access through the street environment by minimising the adverse effects of vehicular movement (including cycling) and obstructed to pedestrian routes (Paragraph 31.6); and
- ensure transport related street furniture does not interrupt the minimum clear width of the footway (Paragraph 31.15).

The design of the docking station has fully considered these principles.

4.4 Streetscape Design Guidance

Camden's *Streetscape Design Manual* (2005) seeks to raise the standard of street works throughout the borough. It sets out six key design principles respecting and enhancing the local streetscape;

- using a simplified palette of quality materials;
- providing a clutter-free environment on our streets;
- enabling equal and inclusive access for all road users;
- considered, yet innovative complementary design; and
- making the street environment safer.



More specifically, the Streetscape Manual provides detailed design guidance for cycle parking. The Borough supports the provision of cycle parking in order to actively encourage cycle use. The Manual notes that cycle parking should be installed wherever demand is evident and where space allows. The guidance is relevant to the proposal in terms of influencing the design, layout and location of the docking station.

These proposed design of the docking station and the arrangement of the docking points and terminal within the site reflects these design guidelines.

Streetscape Design Guidance: A Design to Better London

Streetscape Guidance, A Guide to Better London (2009) prepared by TfL, sets out design guidance on streetscape issues in London. The document advises on key design principles, including:

- consistency and clarity;
- integration and co-ordination;
- design for people;
- reduction of crime and disorder;
- function and safety;
- recognition of local context and distinctiveness, including local heritage and its statutory and local designations; and
- materials and maintenance.

The Scheme delivers a high quality design which is in line with these principles.



Streetscape Guidance: A guide to better London streets

Streetscape Guidance: A guide to better London streets (2009) prepared by TfL gives guidance on streetscape issues and shows how the Mayor's Better Streets objectives may be achieved. The document advises on key design principles including:

- consistency and clarity;
- integration and co-ordination;
- design for people;
- reduction of crime and disorder;
- function and safety;
- materials and maintenance; and
- recognition of local context and distinctiveness (including local heritage and its statutory and local designations).



The Scheme delivers a high quality design which is in line with these principles.

The London Cycling Design Standards

The London Cycling Design Standards (2008), prepared by TfL, sets out design guidance and indicative standards for all cycle schemes in London. Of particular relevance is Section 8 which states that cycle parking facilities should be situated at 'gateway' locations and be an integral part of streetscape design. Part 5 explains how the design will complement the existing streetscape.



5. The Application

5.1 Site Characteristics

5.1.1 Location

The proposed docking station is located partly on the carriageway and partly on the footway on Greenland Road, west of the junction with Bayham Street in the London Borough of Camden. The docking station will be split into two areas, one section on the north side of the carriageway and one section on the south side (Figure 5.1) The northern section is located adjacent to No 3 Greenland Street. The southern section is located adjacent to the former Greenland Road Children's Centre (previously known as the General Hospital).

Greenland Road is a one way street running from west to east and links Camden High Street with Bayham Street (Figure 5.2). To the west of the site is Camden Town London Underground Station and to the north east of the site is Camden London Overground Station.



Figure 5.1: Location Plan

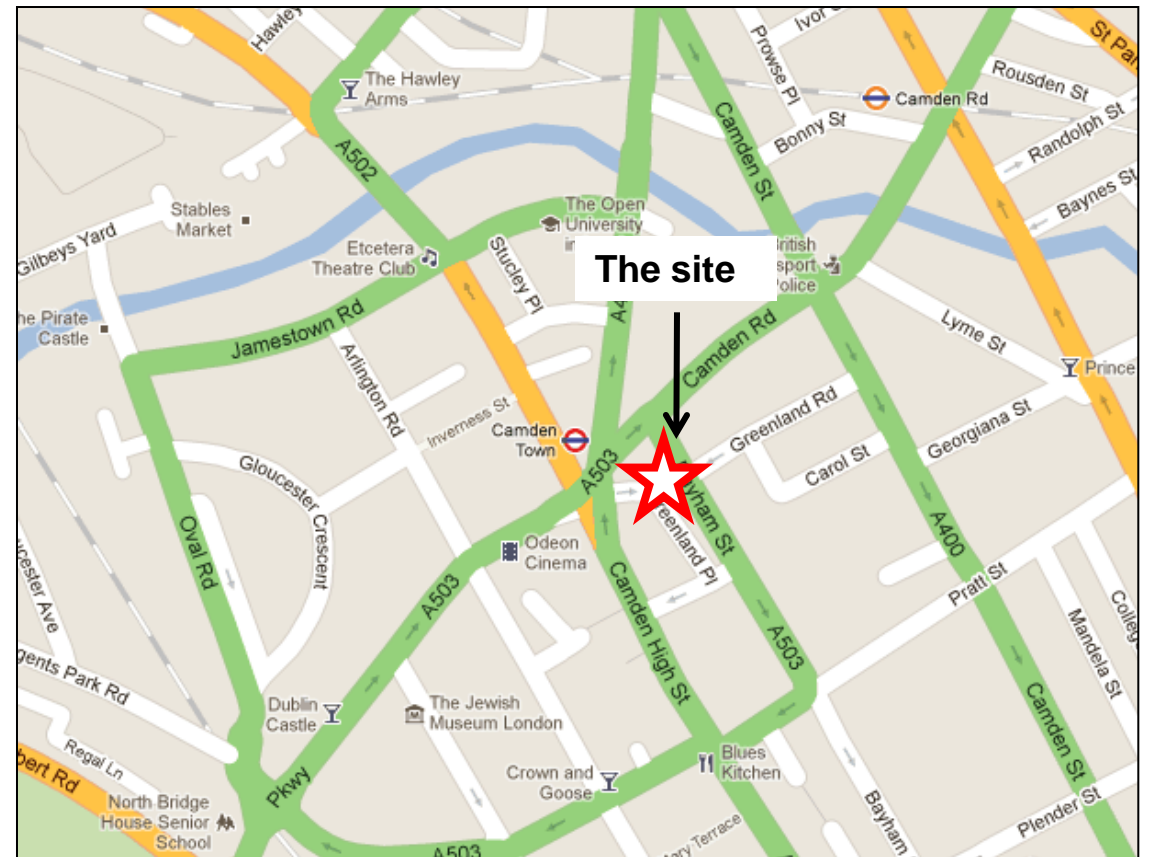


Figure 5.2: Map showing general location of site

To the west of the site the area is predominantly commercial with retail and restaurant uses occupying many ground floor units along Camden High Street. These buildings are between three and five storeys in height and of a moderate scale. To the east of the site along Bayham Street and at the eastern end of Greenland Road are residential properties of moderate height and scale. The World's End public house is located adjacent to the site to the north east.

The site is located within the Camden Town Conservation Area but is not within the setting of any listed buildings.



5.1.2 Transport Links

The site is located approximately 70 metres from Camden Town London Underground Station which is served by the Northern Line. To the north east of the site, approximately 375 metres away is Camden Road London Overground Station which provides services to Richmond, Stratford and Highbury and Islington.

The closest bus stops are located on Bayham Street and Camden High Street and provide services to destinations across London including, Clapham Common, Finsbury , Euston and Hackney

The site is located near London Cycle Network routes 27 and 28 which head towards central London (Figure 5.3).

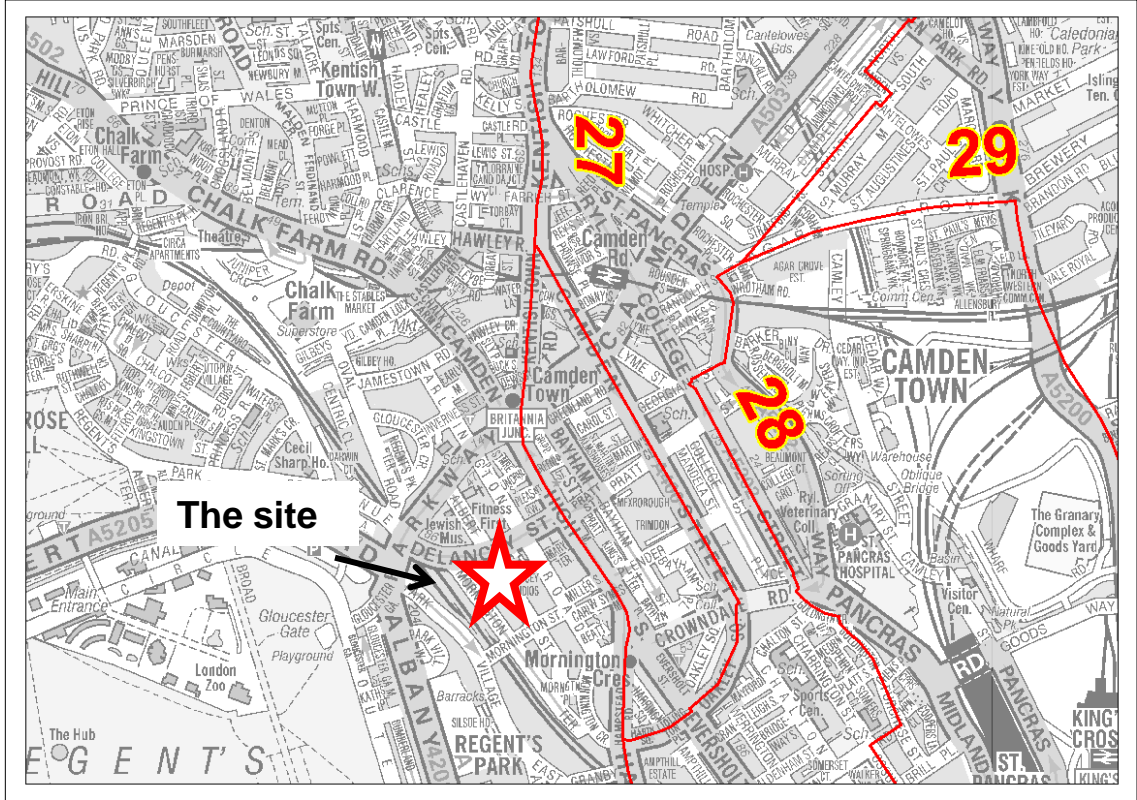


Figure 5.3: London Cycle Network, showing general location of site

5.1.3 Site Description

Greenland Road is a one way street which links Camden High Street in the west with Bayham Street in the east. It is a Red Route and there are footways on both sides of the street. Greenland Road has a moderate pedestrian footfall and vehicular traffic (Figure 5.4).

The carriageway at the site of the proposed docking station is between 5.0 and 9.5 metres wide. The footway to the north is between 2.0 and 4.5 metres wide. The footway to the south is between 4.0 and 6.0 metres wide. The site will occupy approximately 26 metres of double red lines. To the east of the site the footway widens thus reducing the carriageway width to 5.0 metres.

There is a wide range of street furniture within the vicinity of the site including a lamp column, two sign posts, two bollards and numerous service covers. To the east and west of the site are dropped kerbs totalling four.



Figure 5.4: View of site looking along Greenland Road towards Bayham Street



5.2 The Proposal

The proposal is to install a docking station within the yellow shaded area on Figure 5.5. The blue hatched lines on Figure 5.5 show the area of kerb that will be built out to enable the docking station to operate safely. Part of the existing kerb build out will be removed from the eastern end of both docking point areas to form carriageway.

As shown in Figure 5.5 the docking points will be split into two areas north and south of the carriageway. The northern area will have a maximum length of 13.25 metres and the southern area will have a maximum length of 15.83 metres. Both docking point areas will not exceed a maximum width of 2 metres (Figure 5.5).

The docking station will accommodate a maximum of 36 docking points with the docking points laid out in a single linear row as shown in Figure 5.6. The terminal will be positioned within the northern section in the middle of the row. The docking station design will accord with the criteria outlined in Section 1.3.

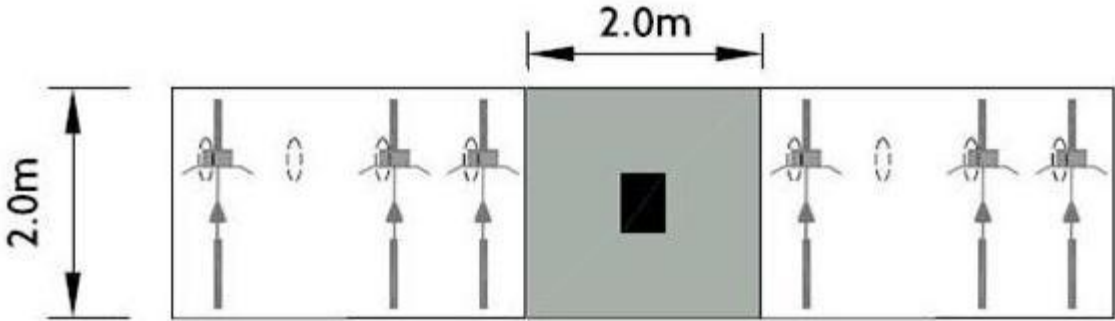


Figure 5.6: Indicative docking station layout extract

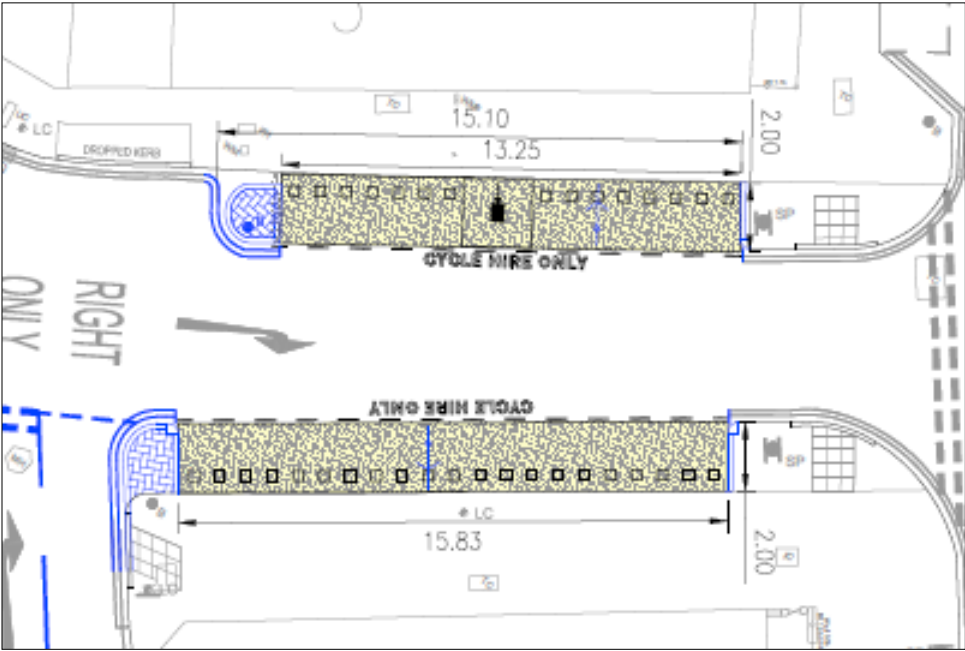


Figure 5.5: Proposed docking station arrangement extract



5.3 Key Issues

5.3.1 Traffic and Access

The location of the site will provide good access to public transport and to the London Cycle Network. The site is within a short distance of Camden Town London Underground and Camden Road London Overground stations, and near bus and cycle routes which lead to various destinations across London. This will ensure convenient access to the docking station for a wide range of users.

Despite part of the footway build out being removed from the eastern end of both sections of the site, a minimum footway width of 2.00 metres will be retained between the edge of the docking points and No 3 Greenland Road and the former Greenland Road Children's Centre. Membership key readers will be located on each docking point, enabling registered users to hire scheme cycles without having to queue at the terminal and reducing the time required to be at the docking station.

Part of the site area in which the proposed docking station will be positioned is being altered to form carriageway. However the existing road layout reduces road width at the eastern end of Greenland Road due to the existing footway build out (Figure 5.7). The proposed docking station will be in line with this footway build out and as such the docking station will not protrude into the primary vehicle path on the carriageway and therefore good vehicle flows will be maintained. Furthermore, the docking points will be low in height and positioned away from the kerb edge at the eastern end of the site so that vehicle sight lines will not be impeded.

The site accords with the selection criteria set out in section 1.3 of this Statement. Overall, this is the optimum location within the immediate area for providing a docking station whilst maintaining clear traffic paths and avoiding areas of high pedestrian congestion.

5.3.2 Townscape, Heritage and Amenity

Existing Situation

The site is located in a relatively open part of the townscape which is formed from the width of the carriageway, the low height of the surrounding buildings and the proximity to the junction of Greenland Road and Bayham Street. The character of the area is predominantly commercial and residential with some retail outlets located in the area.

Greenland Road runs east to west between Camden High Street and Camden Street. The first block between Camden High Street and Bayham Street is entirely commercial with a bank on one corner and The World's End pub on the other. Greenland Place turns off to the south.

On the Bayham Street corner is the former Greenland Road Children's Centre housed in what used to be the two-storey brick-built former Outpatients' Department of Hampstead General and North West London Hospitals which was built in 1912. It was recently refurbished for a new use as the Children's Centre however the centre has since moved to a new location (Figure 5.7). Greenland Road, between Bayham Street and Camden Street, is almost totally residential. The houses are in uniform terraces with original railings and gates leading to main doors over light wells.

The site is located within the Camden Road Conservation Area which was designated in 1986. The ancient north-south route, which has become Camden High Street, formed a spine along which development started about two hundred years ago. Typical of 19th century speculative development the plan form of the area evolved as a series of grid patterns - streets of terraced houses within garden plots.



Figure 5.7: View of the site looking east along Greenland Road



Proposed Works

In selecting the position of the docking station consideration was given to the existing function and character of the street. The docking station will be viewed within the same setting as the existing street furniture and will relate more in function and appearance to the carriageway and footway than to the surrounding buildings. As such, the docking station will be generally unobtrusive in terms of its street presence (Figure 5.8)

The docking points will have a maximum height of 0.792 metres and the width between the centre of each docked bicycle will be 0.75 metres. This will allow a sense of visual permeability and will limit the presence of the docking station within the streetscene.

The docking station has been designed to enable quick and quiet use of both terminal and docking points by users, as described in Section 1.6. The design of the docking mechanism, coupled with the separation distance between the site and the surrounding residential buildings, is considered to satisfactorily preserve the amenity of those residents (Figure 5.9).

The materials of the docking station will complement other street furniture within the context of the site. The size and the dark blue colour of the terminal and the layout and size of the docking points have been carefully chosen to ensure the docking station integrates with the surrounding environment. The colour also complements the existing hues of London signage, bollards and railings. As such, the docking station will be compatible with the character and appearance of Camden Town Conservation Area (Figure 5.9).

Overall, the location and scale of the proposed docking station would not adversely detract from the general streetscape of the area and would preserve the character and appearance of the conservation area. The proposal is therefore considered to be in-keeping with the relevant policies of the Camden LDF.



Figure 5.8: View of the site and the former Greenland Road Children's Centre



Figure 5.9: View of the residential properties on the eastern end of Greenland Road



5.4 Application Summary

The application will fully support National and Local Planning Policies and Streetscape Design Guidance. In addition to the wider benefits which are outlined in Section 2 the Barclays Cycle Hire Scheme will:

- meet the Borough's site selection criteria (outlined in Section 1.3);
- ensure the delivery of the Barclays Cycle Hire Scheme network is at the required density;
- provide a well-considered design that maintains the character of the Camden Town Conservation Area;
- provide a well-considered design that is compatible with the surrounding area and preserves residential amenity;
- provide a high quality design which ensures that the development is compatible with the function of the street; and
- not affect the safety of highway users or affect the flow of pedestrian or vehicular traffic in the area.



Appendix 1: Community Consultation

APPENDIX 1: Community Consultation

TfL Special Projects team has worked closely with Camden transportation officers on consultation for the Cycle Hire Scheme. Camden officers have engaged with their local Councillors and attended area forums with the local community. TfL has supported these activities by providing background information about the Scheme and communication material.

TfL Arranged Local Information Events

Two events were hosted by TfL and attended by representatives from the London Borough of Camden. They were located specifically to ensure that the five wards affected by the scheme were covered. They took place at:

- Holborn Community Centre - Tuesday 17 March 2009; and
- Somers Town Community Centre - Thursday 26 March 2009.

Invitations were sent to local amenity groups, residents, tenants groups and local councillors. Both events were advertised in the local press and posters were placed in local libraries.

Information at each event included:

- exhibition boards, scheme maps and artist's impression;
- map with sites marked on it; and
- photos of proposed locations within the ward.

TfL staff were present to answer questions and note matters raised.

Comments made included:

- support for improved cycle provision in Camden;
- suggestions for additional sites;
- acceptance of the scheme generally but concerns about locations in residential areas;
- concern about footway locations being obstructed by docking stations;
- concern about theft of the cycles; and
- safety concerns for pedestrians.

Cycle Hire Presentation at Public Area Forums

Camden officers offered to attend Area Forums in the five affected wards. Presentations were made for two wards at:

- Holborn and Covent Garden - Wednesday 4 March, 7.00 – 9.00pm;
- St Pancras and Somers Town - Thursday 12 March, 7.00 – 9.00pm.

Bloomsbury Councillors wanted information but not a presentation.

The area forums were chaired by the ward Councillors. Liz Halsted and John Bartels (Camden Transport Officers) attended to present the scheme. Attendees included a mixture of individual residents and local groups.

Each area forum included:

- a presentation of the scheme;
- timeframes for the scheme;
- photos of proposed locations within the ward; and
- time for questions and answers.

Comments made included :

- broad support for the scheme;
- concern for cyclist safety;
- concern about cycling on footways and cyclists running red lights;
- concern about footway locations being obstructed by docking stations; and
- need for complementary measures as part of the scheme implementation.



Appendix 2: Pre-application Advice

Transport for London has met with the London Borough of Camden officers on a regular basis since August 2008 to discuss the selection of sites for docking stations and other matters related to the Barclays Cycle Hire Scheme.

Discussions have also been held to seek the advice of planning and design officers in relation to the preparation of planning applications and design matters. The particulars of these meetings are summarised by following table.

Officer(s) name	Date	Key points discussed
Meeting with Planning Officer (Vanessa Leddra)	19.01.2009	Pre-application planning meeting discussing application format, phasing of submissions, processing and determination arrangements (i.e. delegated). Agreed to meet again once draft application produced for review.
Telephone Conversation with Borough Lead (Vanessa Leddra)	17.03.2009	Fees, pre-application and formal submission arrangements
Pre-Application Planning Meeting with Planning Officer (Vanessa Leddra)	01/04/09	Encouraged TfL to submit applications at earliest opportunity; LBC would require kerb build-outs on all carriageway sites' VL confirmed application validation requirements; Admin will refer to TfL's cover letter in all cases; LBC to liaise with GLA Tree Officer on appropriate sites; VL requested Crime Prevention Checklist to be completed. LBC to supply TfL with completed checklist for each site. LBC to provide TfL with justification for loss of car parking (on appropriate sites) TfL to submit applications to Camden in phases; LBC accept tress scoping report for some sites where trees are close to the site, but not problematic in terms of their effect on the development. LBC agreed that TfL would submit 3 x copies of the application documents – Under 10MG (on planning portal); Photomontages sought for sensitive applications; 1:100 Drawings will be required (terminal and docking points) Planning condition would be imposed confirming appropriate ground surface materials; LBC would seek regulatory conditions (where appropriate);

