

Planning, Design & Access Statement

In support of a Planning Application for the
installation of a Cycle Hire docking station
on the carriageway adjacent to:

The Ivanhoe Hotel on Great Russell Street, WC1



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MAYOR OF LONDON

Transport for London





EXECUTIVE SUMMARY

The Mayor of London has instructed Transport for London (TfL) to co-ordinate the implementation of a comprehensive Cycle Hire Scheme within central London. This is an exciting proposal that will promote the Mayor's vision for a sustainable and low emission transport system within London by actively encouraging cycling in the central area. The Cycle Hire Scheme is programmed to be in operation from May 2010.

The Cycle Hire Scheme will provide safe and convenient public access to bicycles for short trips. It requires the installation of a network of about 400 docking stations within nine central London boroughs and the Royal Parks. Docking stations will be spaced approximately 300 metres apart with some nine stations every square kilometre. The docking stations will accommodate around 6,000 bicycles for hire.

This Statement incorporates a Design Statement and an Access Statement as well as providing an appraisal of relevant planning policy. It demonstrates how TfL along with its partners has had special regard for the design and location of the docking stations. In particular, the Statement sets out how the terminal design has evolved through consultation with the host boroughs, the Royal Parks and access groups. This collaborative process has led to the adoption of a high quality docking station design which will be adaptable to, and visually appropriate in, a variety of locations across central London.

This Statement is provided in support of a full planning application, for the installation of a Cycle Hire docking station on the carriageway adjacent to the Ivanhoe Hotel on Great Russell Street, WC1 in the London Borough of Camden.

This Statement concludes that the proposal is supported by, and is consistent with, the relevant planning policy and guidance within national, regional and local development plans and strategies. The docking station would be appropriate within the existing local environment and as part of the wider Cycle Hire Scheme would contribute to an innovative and sustainable transport system in London.



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1. THE CYCLE HIRE SCHEME

1.1 Statement Overview

This Statement is provided in support of an application for the installation of a docking station on the carriageway adjacent to the Ivanhoe Hotel on Great Russell Street, WC1 in the London Borough of Camden. The docking station forms part of the wider Cycle Hire Scheme (the Scheme).

Figure 1.1 shows an indicative site before and after installation of the docking station.

Part 1 of the Statement provides a background to the Scheme, details of the docking stations and information regarding the implementation of the proposal. Part 2 explains the design principles for the Scheme. Part 3 is an access statement which explains how mobility and access has been addressed. Part 4 provides a review of planning policy and guidance. Part 5 explains the planning application at this location



Figure 1.1: Photomontages showing an indicative site before and after installation of docking station

1.2 The Cycle Hire Scheme

Cycling within London has experienced rapid growth. It is estimated that there has been a 91 percent increase in the number of cycling trips within London since the year 2000 with around 500,000 cycle trips currently taking place every day. In 2006/07 cycling accounted for 1.6 percent of all modal trips in London and 3.7 percent of all journeys to work within inner London. The Mayor's aspiration is to increase the modal proportion of cycling trips within London to 5 percent and more generally, improve conditions for cyclists. The Mayor has set TfL a target to increase cycle trips by 400 percent by 2025.

To help achieve this growth TfL has been tasked with implementing the Cycle Hire Scheme within Central London by May 2010. The Scheme will deliver around 6,000 bicycles across approximately 400 docking station sites.

The Scheme will allow people to hire a bicycle from a docking station, use it as desired, and return it to either the same or another docking station. To ensure the adequate availability of docking points and bicycles for those hiring and returning bicycles, approximately 10,200 docking points distributed across 400 docking station sites at a density of approximately nine sites per square kilometre are required.

The Mayor is personally committed to a step change in cycling and the Scheme is one of three new cycling programmes designed to help achieve this, the other two being cycle highways (to transport cycle commuters into central London), and cycle hubs (to provide for cycling in outer London). Initiatives are also being put in place to give priority to cyclists where cycle flows are high, make cycling safer, and increasing the number of secure cycle parking places.

The Mayor's vision for transport in London is set out in 'Way to Go!' (November 2008). Within 'Way to Go!' the Mayor talks about his personal affection for cycling and how in his view a 'cycle-ised' city is a civilised city. He raises concern that the behaviour of some cyclists is spoiling the reputation of what could and should be the most 'exhilarating way of getting around town', and discusses the contrast between London, where cycling represents only one percent of all journeys, and the achievements of Copenhagen and Amsterdam, where cycling represents 20-30 percent of all journeys. The Mayor also talks about his hopes that people will use the Scheme, get the habit and 'get hooked'. The Scheme is therefore the centrepiece of an ambitious cycling programme and one of the top Mayoral transport priorities.

The Scheme has been developed in collaboration with the Royal Parks and the following nine London Boroughs:

- London Borough of Camden;
- London Borough of Hackney;
- London Borough of Islington;
- Royal Borough of Kensington and Chelsea;
- London Borough of Lambeth;
- City of London;
- London Borough of Southwark;
- London Borough of Tower Hamlets; and
- City of Westminster.

The scheme will initially cover the area shown in Figure 1.2. Should the scheme be successful, it may be rolled out to other parts of London, and in particular those areas where there is likely to be a high level of demand from residents, workers and/or visitors.

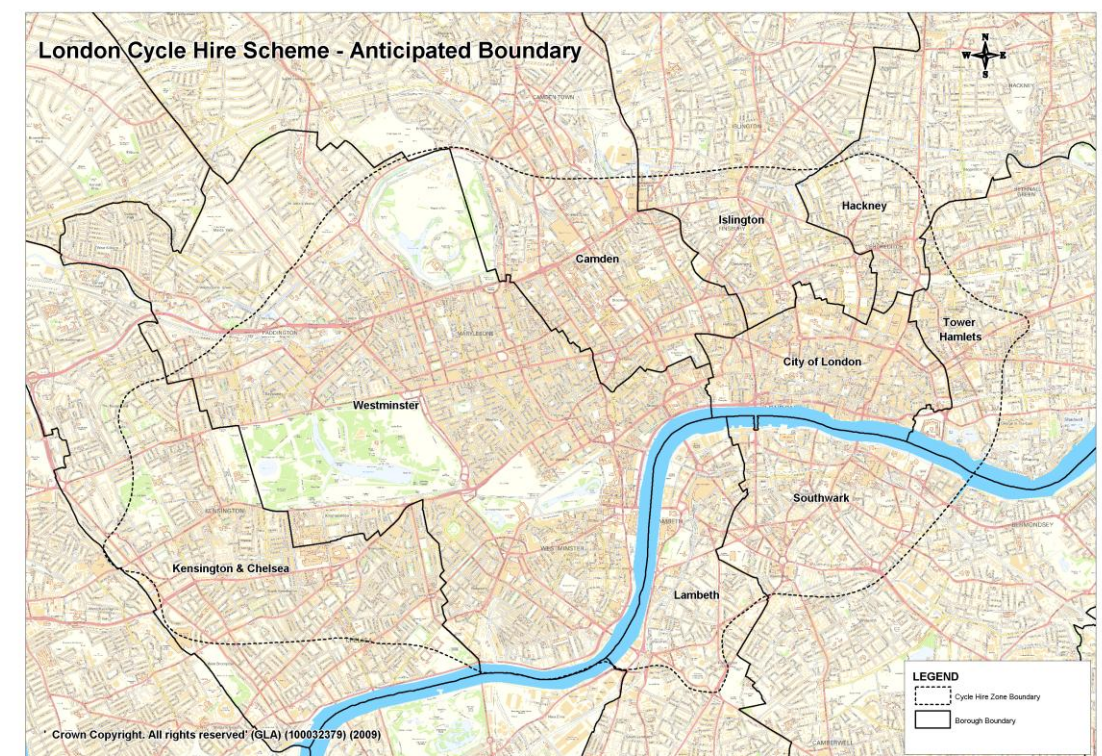


Figure 1.2: The Cycle Hire Scheme Area

TfL is in the process of appointing service providers to design, build, operate and maintain the Scheme on its behalf. There are two contract lots covering implementation and operation as described below. TfL anticipates awarding a contract or contracts in June 2009.

• **Lot 1 - design and build element to include:**

- design and manufacture of bicycles, docking points and registration terminals, on site signage (assets);
- site preparation (surveying, drawing, site design/layout, civil works, stats, utilities, CCTV install, lighting);
 - traffic management planning during construction;
 - installation of assets; and
 - design and implementation of IM solutions to support business operations and maintenance processes.

• **Lot 2 - operation element to include:**

- maintenance/ refresh of assets;
- re-distribution of bicycles around zone;
- customer service centre;
- revenue collection/ merchant services; and
- website/ user communications.



Scheme Benefits

It is anticipated that a successful Scheme would help achieve:

- a modal shift from car use to cycling;
- a modal shift from bus and tube use to cycling;
- 40,000 additional cycle trips per day in London;
- reduced journey times for users;
- improved health of users; and
- greater uptake of cycling in general.

It will also help to remove a number of perceived and real barriers to cycling uptake, such as:

- the expense of buying a bicycle;
- the fear of bicycle theft;
- the difficulty of storing bicycles;
- the lack of opportunities to try cycling for the first time or to improve cycling skills; and
- the difficulty of finding secure places to park bicycles.

As many short journeys are faster by bicycle than other modes of transport the Scheme will:

- allow a greater choice of public transport options;
- provide a transport mode that is available 24 hours a day, 365 days a year;
- encourage local trips within central London by bicycle;
- offer a sustainable and low emission form of transport;
- offer a way to keep fit and lose weight;
- provide a good way to get to know one's neighbourhood better; and
- provide an inexpensive transport option.

Local communities have been kept informed about the Scheme and pre-application advice has been sought from the local planning authorities, as set out in Appendix 1 and Appendix 2.

Further information on the Scheme can be found at: www.tfl.gov.uk/cyclehire.

1.3 Criteria for Site Selection

A detailed site search to select appropriate sites for docking stations in central London has been undertaken by TfL, the Royal Parks and the host boroughs.

TfL have in collaboration with the Royal Parks and the host boroughs developed site selection criteria. The criteria takes into account relevant local planning policies and supplementary design guidance, and TfL's own standards and design guidance. The key criteria include:

- space to accommodate at minimum a 19.5m long by 1.4m wide (45 degree) docking station, a 14.0m long by 2.0m wide (single linear row) docking station or a 8.0m long by 4.75m wide (double linear row) docking station;
- no loss of trees or grassed areas;
- minimal relocation of existing street furniture, including existing cycle stands;
- sufficient space to maintain clear pedestrian/ vehicular paths;
- safe and secure areas with good natural surveillance, street lighting and/or where appropriate, close circuit television cameras (CCTV);
- close proximity to attractions such as tourist destinations, community and leisure facilities;
- avoidance of areas immediately outside pubs, areas of unsocial behaviour, schools and nurseries;
- avoidance of areas of high pedestrian congestion and areas known to be unsuitable for cyclists; and
- presumption against sites where the docking station would have a detrimental impact on sensitive townscapes and/or the setting of heritage assets.

The London Borough of Camden have developed the following additional site selection criteria, with preference for:

- the use of carriageways where there are single or double yellow lines;
- generally no loss of residents parking bays or specially designated parking bays - disabled, doctors, car clubs, electric vehicle;
- a location on, or near to, existing London Cycle Network cycling routes and/or cycling lanes;
- a location on, or close to, junctions to provide visibility to docking stations and consistency with Legible London design principles, particularly to make way-finding mapping on terminals as useful as possible; and
- the carriageway locations to allow for the construction of a footway build-out that creates a cohesive streetscape appearance.

The identification of sites in the London Borough of Camden that best met the site selection process involved officers from the transport planning, culture and environment teams within the borough.

1.4 The Docking Station

The docking station comprises a terminal and docking points. The layout of each docking station and number of docking points will be tailored to each site, depending on the available space, the proximity to buildings and presence of street furniture. Docking stations will be located on footways, carriageways and other hardstand areas.

The Terminal

The terminals (Figures 1.3 to 1.5) will control the locking and release of Scheme bicycles, enable payment of subscription fees and user tariffs, and provide way-finding mapping and information about the local area and the location of other docking stations.

The terminals will be four sided with a maximum height of 2.4m. Two faces of the terminals will have a maximum width of 0.5m and the other faces will have a maximum width of 0.35m. The terminal foundations will not exceed a depth of 0.45m.

The TfL logo (roundel) will be located at the top of each face of the terminal along with the docking station name. As shown in Figures 1.4 and 1.5, the 0.5m wide faces of the terminal will each comprise way-finding maps and information panels (Faces A and C). Depending on the expected usage of the docking station, one (Face B) or two (Face D1) of the 0.35m wide terminal faces will comprise a screen, keypad and smart card reader for payment of subscription fees and user tariffs. Where only one face of the terminal is used for payment, the remaining face will display additional information (Face D2). The face of the terminal that is orientated toward the carriageway (Face D1 or D2) will incorporate traffic regulations signage to avoid the need for a separate traffic sign.

The terminal colour palette comprises:

- body and top - dark blue (Pantone 296);
- base and Trim – silver;
- roundel - light green/ turquoise (Pantone 338); and
- roundel bar – blue (Pantone 072);

The terminal will be constructed from the following materials:

- main panels - stainless steel, steel or aluminium sheet with a vitreous enamel finish;
- trim and base - brushed stainless steel; steel or aluminium; and
- information panels - toughened glass.



Figure 1.3: Indicative Docking Station

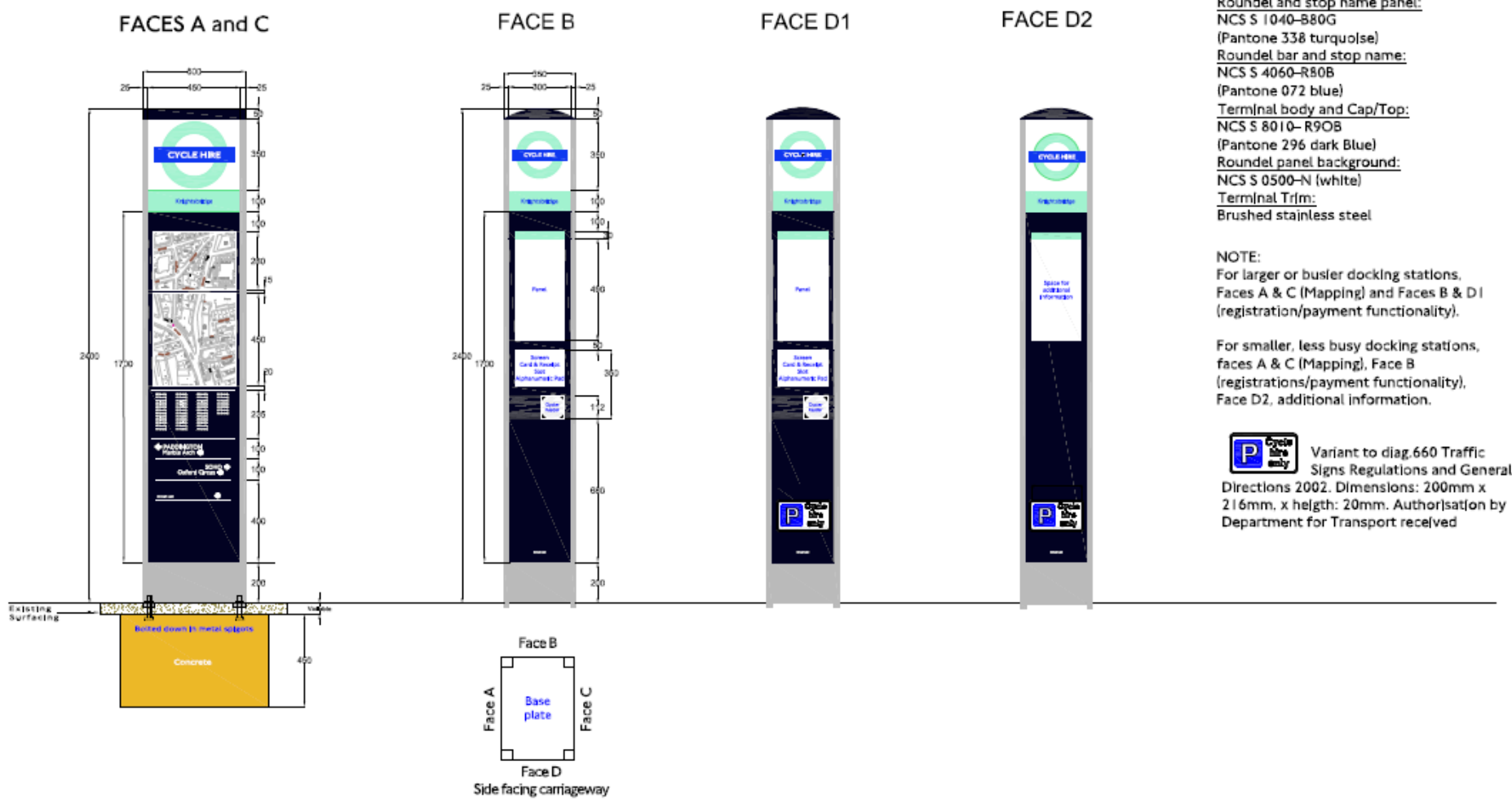


Figure 1.4: Terminal Design

The TfL roundel will not be illuminated at any time. The screen and way-finding maps and information panel will only be illuminated on demand when a person is using the terminal during poor light conditions for registration, payment and/or way-finding.

The top of the terminal will be curved to mitigate the collection of litter. There is potential for the top of the terminal to incorporate solar panels that would trickle feed the terminal power supply. However, the operational details of the terminal are yet to be proposed by the Scheme Operator and agreed by TfL.

The footprint of the terminal and associated circulation area will be a minimum of 2.0m by 2.0m, allowing ample space for people to use the terminal without causing obstruction to pedestrians or a need to step out onto the carriageway. The exact location of the terminal within the circulation area is dependent on site characteristics, access to the required connection to electricity and the need to retain clear pedestrian paths.



Figure 1.5: 3D Images of Terminal

The Docking Points

The docking points (Figures 1.6 and 1.7) for the docking of hire bicycles, will be contained within a defined area adjacent to the terminal. The dimensions of the docking point area will vary between docking stations depending on the number of bicycle docking points, the way in which they are laid out and the site constraints and characteristics.

Each docking point will:

- have a smart card reader;
- secure one bicycle;
- be designed to discourage use by non-Scheme bicycles;
- allow for 0.75m of width between the centre point of bicycles;
- be a maximum of 1.05m in height and minimum of 0.75m in height;
- match the terminal palette of colours and materials;
- have a foundation depth not exceeding 0.45m; and
- incorporate a miniature TfL roundel.



Figure 1.6: 3D Image of Indicative Docking Point

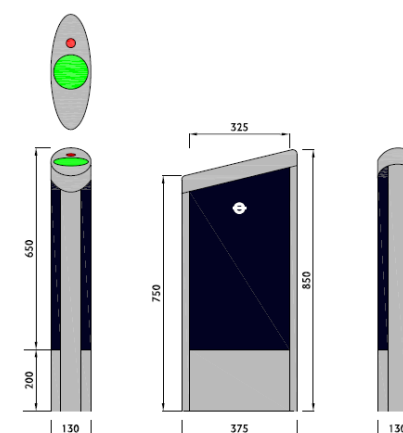


Figure 1.7: Indicative Docking Point

Whilst these principles of the docking point design are established, the detailed design of the docking points and docking mechanism will be undertaken by the Scheme Operator who has not yet been appointed. Figures 1.6 and 1.7 provide an indication of a possible design for the docking points. TfL will ensure that the Scheme Operator's detailed design complies with the design requirements outlined above.



1.5 Implementation and Operation

In addition to planning permission, other consents and orders, including a Traffic Regulation Order, will be sought for all docking stations.

All preparatory works, including the installation of ducting to provide power and communications, will be undertaken prior to the installation of the docking station. Where the site is not located on part of the TfL road network, these works will be undertaken with the agreement of the relevant borough.

TfL anticipates construction will take place at each site over approximately 5 working days. The foundation depth for the terminal and docking point structures will be a maximum of 0.45 metres limiting the duration of excavation activities and minimising any impact to archaeology below the surface.

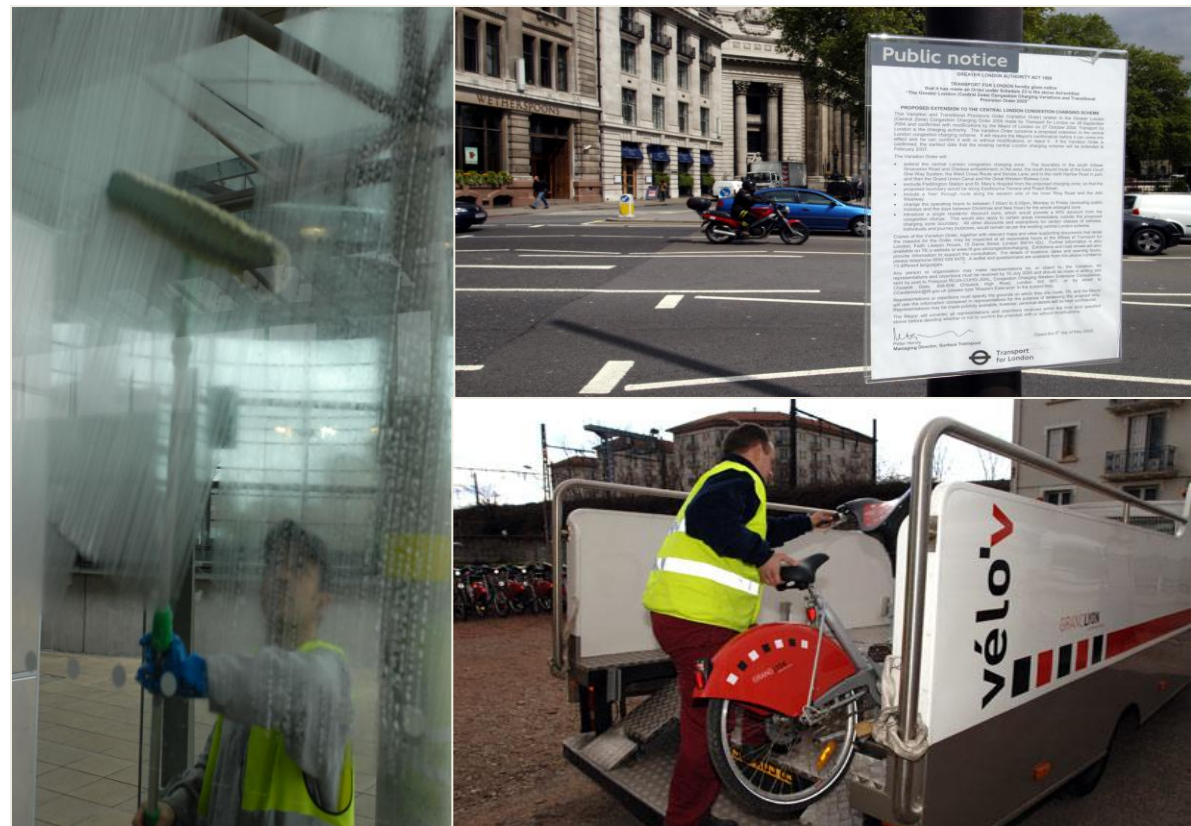
The docking station will be available for use 24 hours a day, seven days a week, with the main periods of use expected to be during daylight hours and early evening.

The majority of patrons using the docking station are expected to be registered users who would not need to be at the station for long as they would simply insert their smart card at the docking points to undock a bicycle, rather than interacting with the terminal for a longer period. When re-docking bicycles, the time spent at the docking station would be even shorter. The noise level associated with using the terminal would be comparable to bus patrons using a ticket machine located at a bus stop, or to people viewing Legible London way-finding maps. The release and re-docking of the bicycles by the terminal is expected to occur without any discernible noise.

Contractual arrangements will be put in place between TfL and the Scheme Operator to ensure that the appropriate maintenance procedures are carried out. The Scheme Operator will be responsible for monitoring the condition and maintenance of the terminal, docking points and bicycles at least every 10 days. Any equipment that has been identified as unsafe, unusable or in need of repair either by TfL or the public will be repaired by the Scheme Operator.

All graffiti and vandalism will be removed / repaired by the Scheme Operator within 24 hours of being reported. The Scheme Operator will maintain painted or treated surfaces, repairing or re-applying treatments as required so as to retain the original finish and quality of the docking station equipment.

The success of the Scheme relies on the appropriate distribution of Scheme bicycles across the network and availability of vacant docking points at the end of each hire. The Scheme network has therefore been designed to maximise the natural redistribution of bicycles. The Scheme Operator will be contracted to redistribute bicycles across the Scheme area as necessary. Once operational the network will be monitored and fine-tuned (where required) to minimise the need for redistribution of bicycles by the Scheme Operator.



2. DESIGN STATEMENT

DESIGN PRINCIPLES

2.1 Overview

This section demonstrates how the design of the docking station has evolved and explains how the scheme will discourage crime and support sustainability.

TfL has looked at operational cycle hire schemes in cities around the world (Figures 2.1-2.4), in particular the Paris (Velib) and Barcelona (Bicing) schemes, both of which are broadly comparable to the proposed London Cycle Hire Scheme. The successes and shortcomings of these schemes have informed the design of the London Scheme.

TfL has carried out the design development in partnership with the host boroughs, the Royal Parks and other key stakeholders. TfL have worked closely with English Heritage, Design for London, and access and inclusivity groups to produce a design that is appropriate for London. TfL is confident that the resulting design is the most appropriate in terms of meeting the requirements of all stakeholders.

A high quality contemporary design has been achieved that will be equally appropriate in either a traditional or modern townscape setting. The design solution is practicable, achievable and functional in the context of central London.



Figure 2.1: Montreal Cycle Hire Scheme



Figure 2.2: Lyon Cycle Hire Scheme



Figure 2.3: Stuttgart Cycle Hire Scheme



Figure 2.4: Nantes Cycle Hire Scheme

2.2 Case Studies

This section looks at the operational bicycle hire schemes in Paris and Barcelona and discusses how these schemes have influenced the London Scheme.



Figure 2.5: Vélib' Terminal



Vélib': Paris, France

In 2007 Paris implemented a self-service bicycle system (Velib') to promote sustainable travel and improve mobility and the quality of life in the city. After 18 months of operation, the scheme recorded 80,000 to 100,000 users every day, 41 million users (in total) and 238,000 long term subscribers.

The main characteristics of the Paris scheme are as follows (Figures 2.5-2.7):

- **The terminal** is oval in plan with one main functional panel, dimensions of 2.1 metres (height) by 0.5 metres (width), payment point, Vélib' top-up card point and mapping;
- **The docking points** are for a single bike and are approximately 0.8 metres in height;
- **Bicycle release** from the docking points is controlled by a swipe card system at either the terminal or a docking point;
- **Advertisement panels** are located in the vicinity of the site as the scheme is funded in part by advertisements;
- **The colour scheme** comprises grey terminal, docking points and scheme bicycles; and
- **The docking stations** are located on streets, pavements, parks, and public squares.



Figure 2.6: Vélib' Bicycle Docking Points



Figure 2.7: Vélib' Advertising Panels

Bicing: Barcelona, Spain

The Barcelona scheme (Bicing) was implemented in 2007 and comprises 200 docking stations with 3,000 bicycles located approximately every 300 to 400 metres.



Figure 2.8: Bicing Terminal



The main characteristics of the scheme are as follows (Figures 2.8-2.10):

- **The terminal** comprises a flat rectangular column that is approximately 2.5 metres in height and contains a payment point, a touch screen display and a small local area map;
- **The docking points** are connected to the terminal and comprise a single horizontal bar with up-right supports;
- **Bicycle release** from the docking points is controlled by a swipe card system at the terminal;
- **Advertising** does not form part of the scheme;
- **The colour scheme** comprises red, black and white bicycles and a red and black docking point and terminal; and
- **The docking stations** are located on streets, pavements and public squares/plazas.



Figure 2.9: Bicing Docking Station



Figure 2.10: Bicing Bicycle Docking Point

A Design for London

The design of the London docking stations (Figure 2.11) has been influenced by the Paris and Barcelona experiences as follows:

- **Terminal**

The height of the London terminal is similar to that of the Vélib' and Bicing schemes. This is considered appropriate in relation to the docking points and other street furniture. The images demonstrate that the height is appropriate in the context of the centre of a large European city.

- **Docking points:**

The Bicing design features a horizontal bar with the docking points attached. The London Scheme will incorporate individual docking points to provide for pedestrian circulation between the docking points

- **Bicycle release**

The Vélib' scheme enables release of bicycles by way of a swipe card system at either a docking point or the terminal. The London scheme will also operate in this manner.

- **Logo/ Colour Scheme**

The Vélib', Bicing and London schemes have incorporated their own individual colour scheme and logo. The grey colour scheme of the Vélib' scheme makes it difficult to identify the docking stations from a distance. The London Scheme incorporates a roundel and predominantly dark blue colour scheme to ensure that the docking stations are instantly recognisable to users.

- **Advertising**

Unlike the Vélib' scheme, the London Scheme will not be part financed by advertising, as additional street advertising is not considered desirable in the London streetscape.

- **Location of docking stations**

As discussed in Section 1.3 the docking station locations for the London Scheme have been selected by TfL, the host boroughs and the Royal Parks using similar criteria as the Vélib' and Bicing schemes. They are, as far as is reasonably practicable, located in easily accessible locations on streets within convenient walking distance from prominent landmarks, attractions, public transport nodes and other areas likely to generate a high number of users.



Figure 2.11: Indicative Docking Station

2.3 Design Evolution

This section explains how and why the docking station design has evolved during the design development process.

Stage 1: Design Conception

A preliminary design (Figure 2.12) was prepared to initiate discussions with the host boroughs, the Royal Parks, interested local parties and design and access groups.

The terminal was shown with no cycle hire branding and was mainly designed to accord with relevant cycling standards and guidance. The docking station design had the following characteristics:

Component	Design Characteristics
Terminal	Oval shape Approximately 2.0 metres in height Payment and registration facilities Basic mapping
Docking Points	Standalone docking points Bicycles at each docking point 0.75 metres apart Single or double row arrangement Orientation at 45 or 90 degree angle to kerb
Branding and Colour	Blue TfL roundel Grey terminal and docking points Red bicycles
Materials	Not detailed
Location of Sites	Site selection criteria under development with host boroughs and the Royal Parks. Suitable locations included: <ul style="list-style-type: none"> - Safe and secure areas - Easily accessible areas - Areas within walking distance of landmarks and attractions



Figure 2.12: Stage 1 – Design Conception Artists Impression

Stage 2: Design Development (Post Initial Consultation)

After discussion with the host boroughs and the Royal Parks the docking station design evolved to integrate more comprehensively with existing street furniture and in particular Legible London way-finding mapping and information (Figure 2.13 and 2.14). The TfL branding was omitted and the equipment was finished in colours from the Legible London colour pallet.

Enhanced way-finding mapping was incorporated to give the terminal a dual function. The dark blue (near black) colour scheme was adopted to be consistent with the streetscape guidance standards adopted by many host boroughs. The yellow from the Legible London pallet was incorporated on the advice of highways officers that this would be more visible to motorists.

The resulting design changes were as follows:

Component	Design Change
Terminal	Terminal height increased to 2.4 metres. Enhanced way-finding mapping and information incorporated
Docking Points	Design refined to better reflect docking station functions
Branding and Colour	No TfL roundel Dark blue, yellow and silver terminal and docking points Yellow and dark blue bicycles
Materials	Brushed stainless steel base Other materials not specified
Location of Sites	No change



Figure 2.13: Stage 2 – Design Development – Artists Impression

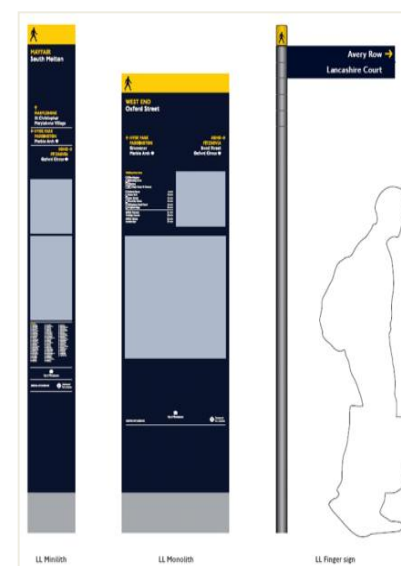


Figure 2.14: Legible London Way-Finding Scheme

Stage 3: Design Refinement (After Further Consultation)

The terminal and docking point designs were further reviewed following discussions with Design for London and English Heritage.

A three-sided triangular terminal structure was developed (Figure 2.15) as it:

- minimised the space required to accommodate it;
- had no blank panels that could be subject to graffiti; and
- minimised opportunities for people to hide/ loiter behind.

The yellow colour was omitted from the colour pallet as many of those consulted considered the yellow bicycles in conjunction with the yellow branding to be inappropriate for London's more sensitive historic areas and the Royal Parks.



Figure 2.15: Stage 3 – Design Refinement – Artists Impression

The Cycle Hire roundel was incorporated into the design of the terminal. A light green / turquoise colour was selected from a range of four colours available in the approved TfL colour palette. This was considered appropriate given the nature of the scheme as a sustainable form of transport and the best fit with the proposed colour scheme for the terminal and docking points.

It was commented by one borough that the terminal base should be transparent to provide maximum visibility. This was seen as impractical as the internal workings of the terminal would be visible. A solid structure was also preferable for the visually impaired.

The resulting design changes were as follows:

Component	Design Change
Terminal	Triangular three-sided design Width of each side set at a maximum of 0.5 metres Docking station location name incorporated Large way-finding mapping panel(s) provided Screen lowered to comply with equality and inclusion standards
Docking points	Top sloped to prevent litter accumulation and allow rain water to drain
Branding and Colour	Illuminated TfL roundel on terminal Miniature roundel on each docking point Borough, Mayor and TfL logos on terminal Light green / turquoise roundel Dark blue and silver terminal and docking points Bicycle colour compatible with docking station
Materials	Base and trim- brushed stainless steel, steel or aluminium Main panels- stainless steel, steel or aluminium sheet with vitrous enamel finish Information panels- toughened glass
Location of sites	Site selection criteria developed further in consultation with host boroughs and the Royal Parks (refer to section 1.3)

Stage 4: Design Resolution

Following feedback from the boroughs and stakeholders a final design was agreed. The terminal shape was changed from a three-sided to a four-sided rectangular design (Figure 2.16). The rectangular design offers the following benefits:

- traffic regulation signs can be displayed on the terminal side that faces the carriageway to negate the need for separate traffic signs and minimise street clutter (Figure 2.17 shows an example of traffic signage on street furniture);
- payment functions on the two smaller faces of the terminal whilst also providing way-finding information on each of the larger sides can be provided; and
- the way-finding maps and information can be displayed in the same orientation as Legible London mapping (i.e. perpendicular to the carriageway) and in doing so provide a clearer form of mapping that maintains consistency with the appearance of Legible London mapping.



Figure 2.16: Terminal design with indicative docking points – Artist Impression

The final design changes are as follows:

Component	Design Change
Terminal	Four-sided rectangular design Maximum footprint of 0.5 metres by 0.55 metres Two larger faces for way-finding mapping One or two smaller side(s) for payment and registration Traffic regulatory signage on smaller side facing carriageway
Docking Points	No change
Branding and Colour	Roundel panel reduced in size from 450mm to 350mm Roundel panel no longer illuminated No Mayoral logo No colour change
Materials	No change
Location of Sites	No change



Figure 2.17: Traffic Regulation Signs

Summary

The Scheme is easily identifiable: with a clear image which is easily seen and distinct. The use of the TfL roundel will make the Cycle Hire Scheme recognisable as a transport scheme, consistent with other modes of public transport in London.

The Scheme is compatible with London streetscapes: the dark blue (near black) colour is consistent with the Legible London colour palette and the black livery colour scheme used on street furniture within a number of London streets. The roundel is commonplace on London streets and the light green / turquoise colour of the roundel is compatible with a variety of sensitive environments, including the Royal Parks. The Scheme continues the London tradition of four sided street furniture, such as the police call box and red telephone box (Figures 2.18 and 2.19).

The Scheme will minimise street clutter: it has been designed to incorporate way-finding mapping and traffic regulation signs. This removes the need for separate structures in the street for Legible London way-finding mapping and additional traffic regulation signs.

The Scheme has been designed to maintain clear paths: the terminal and docking points have been designed to be noticeable to pedestrians in terms of their height, material and colour. The docking stations are located where there is sufficient pavement or road width to accommodate the Scheme without causing an obstruction.

The Scheme will be adaptable and functional: the terminal can be tailored to provide either 1 or 2 payment points depending on the demands of the particular location. It also has the potential to include information for pedestrians as well as cyclists.

The Scheme will avoid unnecessary illumination: the screen and way-finding maps and information panel will be illuminated on demand when a person is using the terminal during poor light conditions for registration, payment and/or way-finding. There will be no other illumination of the terminal.



Figure 2.18: Police Call Box



Figure 2.19: Red Phone Box

2.4 Designing Out Crime

A Crime and Disorder Assessment of the Scheme was carried out by TfL. Site selection has been informed by meetings between TfL's Crime and Disorder Partnership Unit and borough representatives. The following measures have been included in the design:

- all 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. Where possible terminals will be orientated to take advantage of existing street lighting;
- some locations within central London already have adequate closed-circuit television (CCTV) surveillance. Where appropriate TfL will discuss the realignment of existing CCTV to suit the docking station location and may fund new or improved coverage;
- the locking mechanism at each docking point is controlled via the terminal, thereby reducing the potential for theft of Scheme bicycles. Potential Scheme Operators have been tasked with designing a robust, secure and user friendly docking mechanism for the bicycles to avoid some of the problems initially experienced in Paris;
- the terminal would only enable bicycle hire by credit, debit and smart card to reduce the potential for theft and crime associated with payment by cash. The potential Scheme Operators will be required to install anti-skimming and other security features in the design of the terminal; and
- a no return charge would apply to the hire of bicycles to deter theft of the bicycles once hired.



2.5 Sustainability

TfL has carried out a preliminary sustainability appraisal based on the following six areas using key targets and indicators:

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

These were developed by TfL from the sustainability principles as defined by the UK *Sustainable Development Strategy* (March 2005). The appraisal took into consideration the *Sustainable Development Framework for London* (June 2003), the *Mayor's Energy Strategy* (February 2004) and the *Sustainable Design and Construction Supplementary Planning Guidance* (May 2006).

Economic Progress

The Scheme will introduce a new transport mode into London. This will offer an additional choice to users, improve accessibility within the nine central London boroughs, and make some journeys quicker, particularly during peak times. The Scheme will also increase mode choice by removing barriers such as the cost of bicycle purchase, lack of storage and fear of theft or vandalism. The cost of bicycle hire will compare favourably with other modes of transport and will provide a cost effective means by which local communities can access the employment, education and other opportunities that central London offers.

It is estimated that the Scheme will generate approximately 40,000 bicycle trips per day. This would represent a substantial increase from the current 500,000 daily trips across London. These trips would be spread across a wide range of users including work, education, shopping/ leisure and tourism. Of these trips approximately 36% would be work and education related.

The Scheme will also result in journey time savings for users. The average distance cycled in London is 3.2 kilometres and takes a total of 12 minutes and 40 seconds to complete. This is, on average, 12 minutes quicker than the same trip by bus or on foot.

TfL is an organisation committed to supporting London's local communities and promoting equal life chances for all through its recruitment practices and training opportunities, and those offered by its supply chain. TfL is working with the London Skills and Employment Board (LSEB), the Greater London Authority (GLA) and other stakeholders to deliver its skills and employment strategy, which aims to:

- ensure that TfL and its supply chain have access to staff with the necessary skills;
- increase skill levels of staff and prospective staff within TfL and its supply chain through training and development;
- support economic and social regeneration through employment and training opportunities;
- work with partners to maximise skills and training opportunities; and
- ensure disadvantaged groups benefit from any employment, training and skills opportunities.

The Scheme Operator will be required to submit a Strategic Labour Needs and Training Plan as part of the tender process to set out how they, as part of TfL's supply chain, will work in support of TfL's skills and employment strategy.

Climate Change

The docking stations will be maintained and monitored primarily by bicycle (in Paris 80 percent of all maintenance journeys are made by bicycle and 20 percent by electric vehicles). Where motorised vehicles are required TfL will seek to power them using alternative fuels (such as LPG), electricity or the use of a hybrids. They will have an emission rating not exceeding 150 grams of CO₂ per kilometre for light goods vehicles or meet the Euro standards for larger vehicles.

The terminals will be 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. The roundel on the terminal will not be illuminated. The payment screen and way-finding maps and information panels will only be illuminated on demand when a person goes to use the terminal in poor lighting conditions.

There will be a modal shift of approximately 5 percent from cars which means that of the estimated 40,000 journeys per day, approximately 2,000 would have been made by car. This will make a contribution to the reduction of CO₂ emissions across London.

Physical Environment

Comprehensive site selection criteria (as described in Section 1.4) were developed in consultation with all nine 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. These criteria in combination with arboriculture research and stringent engineering and design also mean that there will be no negative effects on trees.

Safety and Security

The rate of fatal road accidents have been observed to reduce when additional numbers of cyclists are introduced to the roads. When the Paris (Velib') scheme was introduced the fatal accident rate decreased by 18%. It is anticipated that this will be reflected on London roads with the introduction of the Scheme. It is also expected that the introduction of the Scheme will stimulate an increased awareness of cyclist safety.

Users will be required to accept terms and conditions of use as part of the subscription process for the Scheme. These terms and conditions will 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 3.4 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.

Health and Well-Being

The Scheme will promote the use of bicycles as a regular mode of transport. The estimated 40,000 additional daily cycle trips generated by the Scheme will present a significant cultural change for London, promoting exercise on a city-wide basis. It is expected that the Scheme will encourage more people to try cycling.

These changes are anticipated to make a contribution to reducing obesity rates and health inequalities.

Equality and Inclusion

An initial Equalities Impact Assessment (EqIA) has been undertaken to inform the design of the Scheme. There is also ongoing consultation with representative organisations in order to refine the EqIA and ensure that the Scheme delivers inclusion benefits and identifies and mitigates negative impacts.

The Scheme will provide an alternative, low cost mode of transport for Londoners and visitors, increasing access to cycling by overcoming barriers such as access to a cycle, storage, maintenance, theft and the perceived threat of theft. 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.

Overall, the Scheme is intended to support increased physical activity. The Scheme will serve youths over 14 years of age hiring a bicycle as part of a group registration by an adult. The Scheme will not be available to children below the age of 14.

Scheme information and transaction support (electronic, printed and oral) will be provided in a wide range of community languages, ensuring that non-English speaking residents and visitors find the service easy to understand and use. All web based information will conform to accessibility guidelines. The Scheme is expected to reduce the number of pay and display parking spaces by around 375. To minimise negative impacts on people with disabilities and residents, there will be no reduction in the number of existing blue badge or residents car parking spaces.

TfL needs to ensure that a late or no return charge is recoverable for the late or non-return of a Scheme bicycle. To allow for this, users will need to register and 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 is looking to provide a group registration function whereby a single primary user with a bank account or credit/ debit card may elect to register a number of other parties against a single account.

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 have been taken into account in the development of a design for the docking station. 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 will be between 0.75 and 1.05 metres in height.

However the docking points are not freestanding structures. They will always form part of a docking station, comprising a regularly spaced line of docking points and a 2.4m high terminal. The docking station utilises different materials to provide colour contrast so as to ensure that the individual elements of the station are distinguishable and clearly visible. The bicycles to be docked at the docking station will also incorporate colour contrast, as demonstrated in the example from Lyon provided in 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 all groups, including wheelchair users. The way-finding information on the terminal will be readable for all potential users.

The terminal will incorporate the TfL roundel and a station name to ensure each docking station is easily identifiable and recognisable as a transport mode.

A contrasting surface treatment will be laid out on footway sites as appropriate. This will ensure that people who are visually impaired are alerted to the presence of the docking station. To ensure that motorised traffic does not interfere with access to docking stations on the carriageway, demarcation (such as bollards or granite blocks) may be required in some instances. Such measures do not form part of the individual planning applications and will be discussed with the boroughs on a case by case basis.

Where appropriate docking stations will be located near a dropped kerb so that cyclists can safely access the carriageway. Additional signage may be necessary to warn motorists and other road users that cyclists would be regularly entering the carriageway at these points.

All docking stations will be accessible by public transport.



Figure 3.1: Lyon Cycle Hire Scheme demonstrating contrasting materials/colours.

3.2 Pedestrian Circulation

As discussed in Section 1.4 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 will be 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 onto the carriageway.

Docking stations on the footway will either be located within the street furniture zone, or at the back of the footway. A minimum of 2.0 metres of clear footway will be retained to ensure that the docking station does not impede pedestrian movements (Figure 3.1).

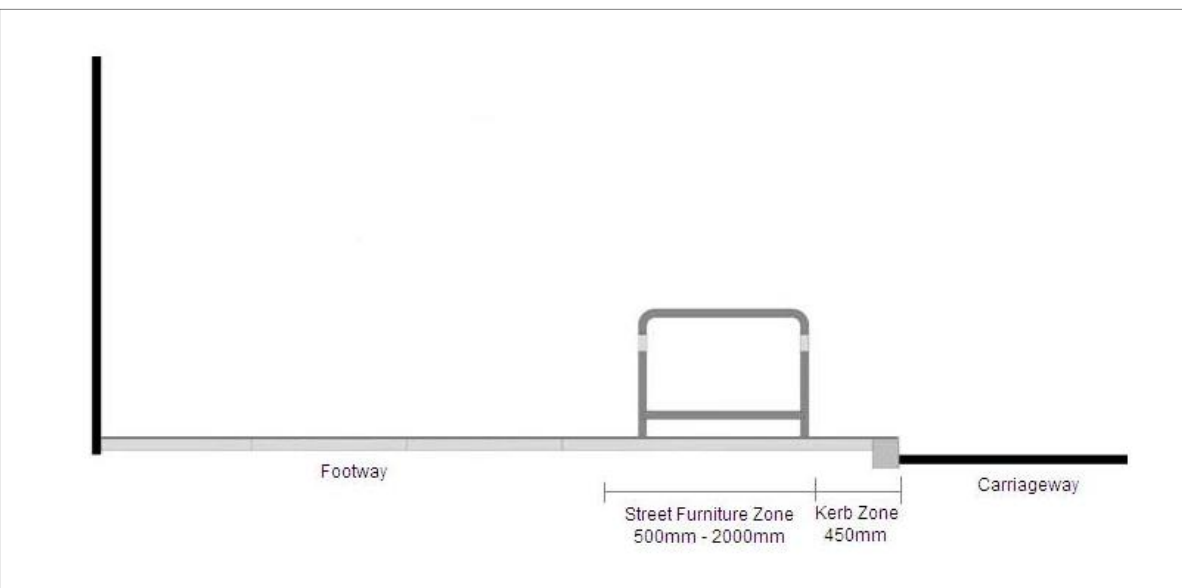


Figure 3.2: Street Furniture Zone

The docking station is designed to maximise pedestrian circulation within and around the docking points and terminal. There will be a gap between individual docking points to allow ease of bicycle docking and undocking, and pedestrian movement between the docking points when they do not contain docked bicycles. The terminal will be positioned within a 2.0 by 2.0 metre area to provide space for pedestrian circulation and queuing clear of the footway (Figure 3.2).

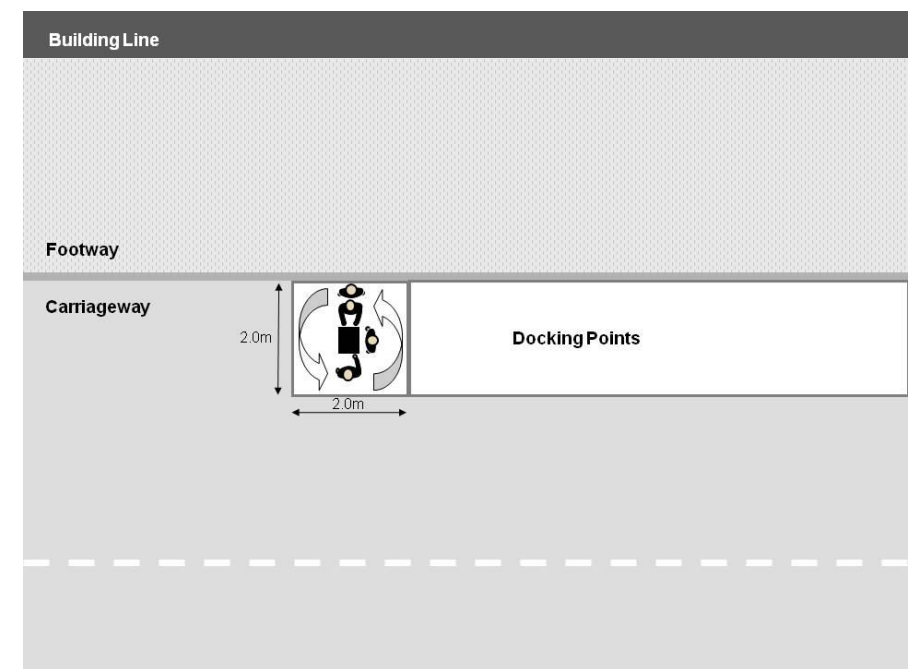


Figure 3.3: Illustration of Pedestrian Circulation around Docking Station

Each docking point will have a smart card reader enabling registered users to hire bicycles without interaction with the terminal, and in busy locations the terminal will have two payment points. These measures will minimise queuing and thereby assist to maintain a clear footway.

4. PLANNING POLICY & 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 and regional 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 Camden 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 will use minimal natural resources, have a minimal impact on the local environment and will promote cycling. It will therefore support 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 will add an additional public transport mode to the network and increase public transport accessibility and capacity. This will make a significant contribution to improving London's transport system.

The London Plan highlights the need for a greater policy emphasis on improving conditions at the local level for those who use public transport, walk, or cycle. Improvements sought are to be achieved by:

- placing appropriate controls on development that help to reduce traffic generation (Policy 3C.17);
- balancing the use of streetscapes through review of the allocation of road space to cyclists and pedestrians (Policy 3C.18); and
- implementing specific measures for cyclists, such as new cycling routes, and new bicycle parking and improving cycling safety (Policy 3C.22).

The Scheme introduces new cycle facilities which supports these policies.

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 policies is addressed in Part 3 of this statement.

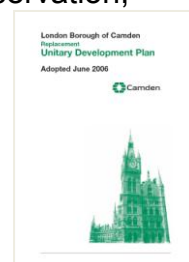
A new plan for London, Proposals for the Mayor's London Plan (April 2009) sets out the Mayor's vision for the capital, his planning objectives and a series of policy directions for London's development through to 2031, and sets the scene for a full draft of a revised London Plan. One of the key six objectives identified seeks to ensure a greater emphasis on walking and cycling and the document specifically refers to the review of the London Plan "putting in place strong policies supporting cycling, with reference to the Velib cycle rental scheme" (paragraph 173).



Unitary Development Plan

The London Borough of Camden's Unitary Development Plan (adopted June 2006) (UDP) sets out the borough's policies for development and conservation, transportation, leisure and recreation.

Policy T1A (Sustainable Transport) seeks to ensure that all new development will encourage walking, cycling and the use of public transport. Policy T3 (Pedestrians and Cycling) seeks to secure improvements to the walking and cycling environment and to safeguard the safety of pedestrians and cyclists.



Policy T7 (Off-Street Parking, City Car Clubs and City Bike Schemes) confirms the Councils support for bicycle schemes as an alternative to the use of the private car. The Scheme introduces cycling as a new transport mode which supports these policies.

Policy SD1 (Quality of Life) seeks to ensure that all new development will foster sustainable communities. Policy SD9 (Resources and Energy) seeks to ensure that developments will be designed to conserve energy and natural resources. The Scheme provides for a sustainable and energy efficient form of short journey travel in support of these policies.

Policy B1 (General Design Principles) seeks to ensure that all new development is designed to a high standard, respects its site and setting, promotes energy efficiency and the efficient use of resources and does not harm public amenity. The docking stations have been designed to be in keeping with the existing urban fabric of central London and promotes energy efficiency in support of these policies.

Section 5 – Transport sets out objectives related to the Central London Area Clear Zone Region, which includes the Bloomsbury, St Giles, Gray's Inn, Argyle Square and University areas. The Clear Zone Region has a particular set of transport-related problems associated with the large number of people attracted to the area, which includes residents, workers, students and tourists. The zone is affected by traffic congestion and associated pollution. The objective of the Camden Clear Zone Region is to improve the quality of life by:

- reducing the impact of traffic;
- reducing the number of motor vehicles and the pollution from their exhausts;
- promoting the use of vehicles (including public transport and goods vehicles) which use greener fuels and reduce the amount of pollution from exhausts; and
- reducing the overall demand for transport.

The Scheme promotes a green transport method which would be widely available within the Camden Clear Zone Region.

The site is located within the Bloomsbury Conservation Area. Policy B7A (Conservation Areas – Character and Appearance) requires development to preserve or enhance the special character or appearance of the conservation area. How the proposal maintains the character of the Bloomsbury Conservation Area is addressed within Part 5 of this Statement.

Policy B6 (Listed Buildings) seeks to resist development which would cause harm to the setting of a listed building. How the proposal preserves the setting of the nearby listed building is addressed within Part 5 of this Statement.

Local Development Framework

The Local Development Framework (LDF) sets out the spatial planning strategy for the growth of an area. 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 are well advanced in the preparation of their Core strategy having consulted on the *Core Strategy Issues and Options Paper* in 2007 and consulted on the *Core Strategy: Preferred Options Paper* in 2008. The responses to this consultation are currently being reviewed, with draft core strategy expected October 2009.

The Preferred Approach Report outlines a number of policy approaches for the future development of Camden. Those of particular relevance are:

- the promotion of sustainable development;
- tackling climate change; and
- improving the environment.

Preferred Approach CS5 seeks to make Camden a low carbon borough by, among other things, reducing the need to travel by car and promoting non-polluting means of transport such as walking and cycling. Preferred Approach CS7 promotes walking, cycling and public transport use. Preferred Approach CS8 sets out the need for development to be attractive, safe and respect the local context and character of the environment.

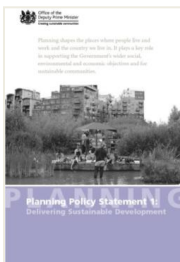
The Cycle Hire Scheme will promote cycling as an alternative mode of travel for short journeys. The docking station has adopted principles of high quality design and consideration has been given to the need to preserve and enhance the built heritage in selecting a suitable site. For these reasons, the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



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. PPG 13 seeks to provide more road space for cyclists and to ensure day to day facilities can easily and safely be accessed by cyclists. PPG 13 also encourages local authorities to seek the provision of convenient, safe and secure bicycle parking.

Planning Policy Guidance 15: Planning and the Historic Environment (1994) provides comprehensive advice on listed buildings, conservation areas and the historic environment. The guidance reinforces the requirement that special attention should be paid to the desirability of preserving or enhancing the character or appearance of any conservation area. It advises that development within the historic environment should be of a high quality design.

Chapter 5 of PPG 15 deals with Transport and Traffic Management, and sets out the following guidance:

The Government's commitment to sustainable development entails greater integration of transport...to minimise the environmental impacts of transport. ...In developing policies and projects it is essential, therefore, that local highway and planning authorities take full account of the wider costs of transport choices, including impact on the historic environment.

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 every one of the five goals set out in *Towards a Sustainable Transport System: Supporting Economic Growth in a Low Carbon World* (published October 2007), namely:

- competitiveness and productivity;
- climate change;
- health, security and safety;
- quality of life; and
- equality of opportunity.

The Scheme supports national policy and guidance seeking to achieve a more sustainable transport system.

The Mayor's Transport Strategy

The Mayor's Transport Strategy (adopted in 2001) sets out policies to improve transport within Greater London. It promotes investment in London's infrastructure and public services to accommodate sustainable growth in London.

The strategy recognises that transport investment in new major projects and other measures (such as promoting and encouraging cycling) is required to achieve sustainable growth. Policy 3.3 states that transport investment should support sustainable economic growth. The Scheme will assist to promote cycling and support sustainable economic growth consistent with this policy. The Transport Strategy recognises the health benefits of cycling. Proposal 3.7 states that transport initiatives should contribute to the improved health of Londoners by promoting healthier modes of transport. The Scheme, will promote exercise which will provide health benefits for users and in support of this policy.

The Mayor's Transport Strategy, Statement of Intent was published in May 2009 for initial consultation with the London Assembly and GLA Group. The document contains the Mayor's initial thoughts on a new transport strategy for London and a key message is the need to encourage more sustainable modes of transport such as cycling. The document confirms that a major component of the Strategy will be 'delivering a cycling revolution' and that the London Cycle Hire Scheme is specifically referred to as part of the 'cycling revolution'.



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.

London Cycle Action Plan

The *London Cycle Action Plan* (February 2004), sets out measures to help achieve the Mayor’s vision of developing London as an exemplary sustainable world city and promotes cycling as a means of achieving key priorities within the Transport Strategy. In particular:

- objective 2 seeks to increase cycle accessibility, safety and priority;
- objective 4 gives support for innovative cycle schemes; and
- objective 5 seeks to promote cycling and its status.

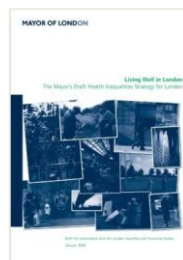


The Scheme, by increasing accessibility to cycling and promoting cycling as an alternative transport mode, supports the London Cycle Action plan.

The Mayor’s Draft Health Equality Strategy

Living Well in London – The Mayor’s Draft Health Equalities Strategy for London (January 2008) sets out a framework to reduce health inequalities.

Objective 5 of the strategy seeks to develop and promote London as a healthy place for all through the provision of high quality walking and cycling opportunities (policy 5.1); continued investment in sustainable modes of transport (policy 5.2); and the planning of developments that are sustainable, energy efficient and address issues leading to health inequalities (policy 5.4). this draft strategy.



The Scheme by improving cycling opportunities within central London has the potential to assist in reducing health inequalities. On this basis the Scheme supports this draft strategy.

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 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.

The London Cycling Design Standards

The London Cycling Design Standards (2008), prepared by TfL set 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, where possible, complementing existing street furniture. Part 5 of this Statement explains how the design will compliment the existing streetscape.

Part 5: THE APPLICATION

5.1 Site Characteristics

5.1.1 Location

The site is located on the carriageway on the southern side of Great Russell Street, west of the junction with Bloomsbury Street. Great Russell Street runs east to west between Tottenham Court Road and Bloomsbury Place. Bloomsbury Street forms part of the A400 which runs southeast from Euston Road to New Oxford Street (Figures 5.1 and 5.2).

The site is adjacent to the Ivanhoe Hotel, which occupies the south-western corner of the junction of Great Russell Street and Bloomsbury Street. This is a six storey red brick and stone building (Figure 5.3).

On Bloomsbury Street to the north of the junction, there is a mixture of hotels, bed & breakfasts and residential properties. South of the junction, there are shops on the eastern side of Bloomsbury Street which include a travel agent and a dry cleaners, with residential above. On the northern side of Great Russell Street there is a hotel on the corner with Bloomsbury Street, and residential properties to the west. On the southern side of Great Russell Street, to the west of the site, is Congress House, a Grade II* listed building that accommodates the Trades Union Congress.

The site is located within the Bloomsbury Conservation Area.

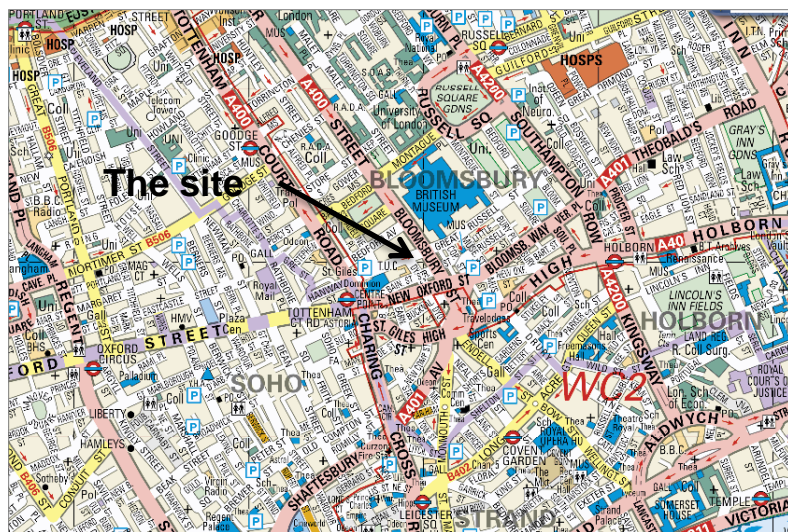


Figure 5.1: Map showing general location of site



Figure 5.2: Location Plan



Figure 5.3: View of site showing the red brick facade of the Ivanhoe Hotel

5.1.2 Transport Links

The bus service which runs along Great Russell Street connects Russell Square with Oxford Street, Paddington, Ladbroke Grove and East Acton. Bus services which run north along Tottenham Court Road serve Warren Street, Euston, St Pancras, King's Cross, Camden and Hampstead. Bus services which run south along Bloomsbury Street serve Oxford Circus, Covent Garden, the City, Soho, Westminster, Knightsbridge and Kensington. Bus services which head west along New Oxford Street serve Soho and those that head east along High Holborn serve the City.

The site is close to three London Underground Stations. Goodge Street Station is located to the northwest of the site and is served by the Northern Line. Tottenham Court Road Station is located to the southwest of the site and is served by the Central and Northern Lines. Holborn Station is located to the east of the site and is served by the Central and Piccadilly Lines.

The site is located close to the London Cycle Network route 27, which runs south to north along Tottenham Court Road. Route 50 runs east to west along New Oxford Street and connects Oxford Street to the City (Figure 5.4).

5.1.3 Site Description

The site is located on the carriageway on the southern side of Great Russell Street, west of the junction with Bloomsbury Street. This part of Great Russell Street is one-way eastbound; east of the junction, it becomes two-way. This part of Great Russell Street has a medium vehicular flow and high pedestrian flow.

The footway on the southern side of Great Russell Street has a width of 2.4 metres. At the back of the footway there is a black wrought iron railing fence that marks the boundary of the hotel. There is a parking sign on the footway adjacent to the site. Other street furniture in the vicinity of the site includes traffic lights, road signs, parking signs and a refuse bin at the junction with Bloomsbury Street.

There is a single yellow line on the southern side of Great Russell Street. A taxi stand occupies part of the carriageway on which the site is located. There are double yellow lines on the northern side of Great Russell Street and at the south-western corner of the junction.

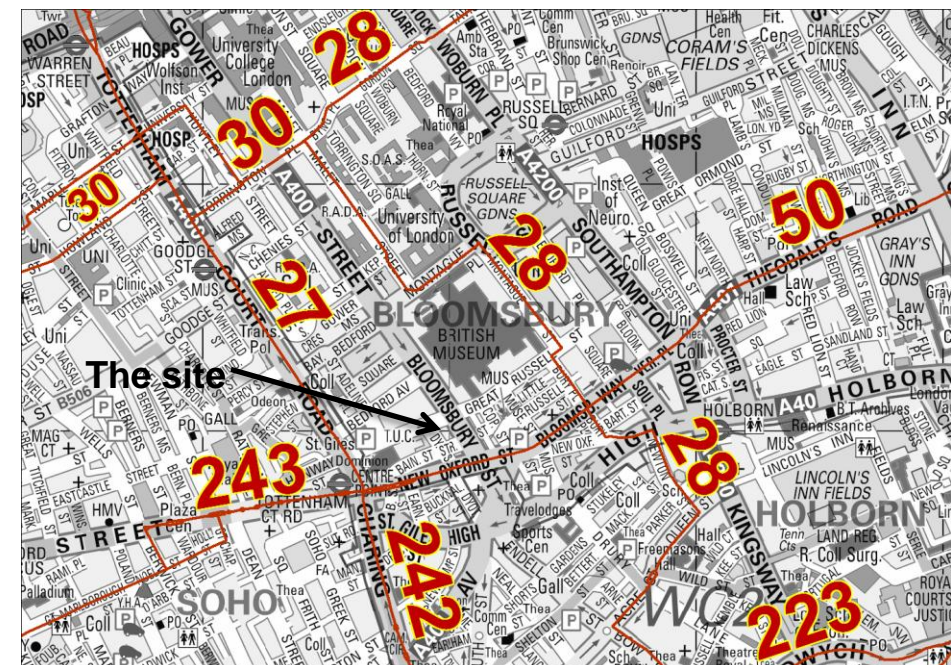


Figure 5.4 London Cycle Network, showing general location of site

5.2 The Proposal

The docking station will be located on a kerb build out on the carriageway on the southern side of Great Russell Street (Figure 5.5).

The docking station will measure 21.9 metres long by 2 metres wide. The terminal and circulation area (which will measure 2 metres by 2 metres) will be located at the eastern end of the site, towards the junction with Bloomsbury Street. The docking station will accommodate a maximum of 27 docking points laid out in a linear row (Figure 5.6).

The docking station will displace a taxi stand. This will be relocated further along Great Russell Street. The Public Carriage Offices has been consulted on this.

The docking station design will accord with the design principles outlined in Section 1.4.

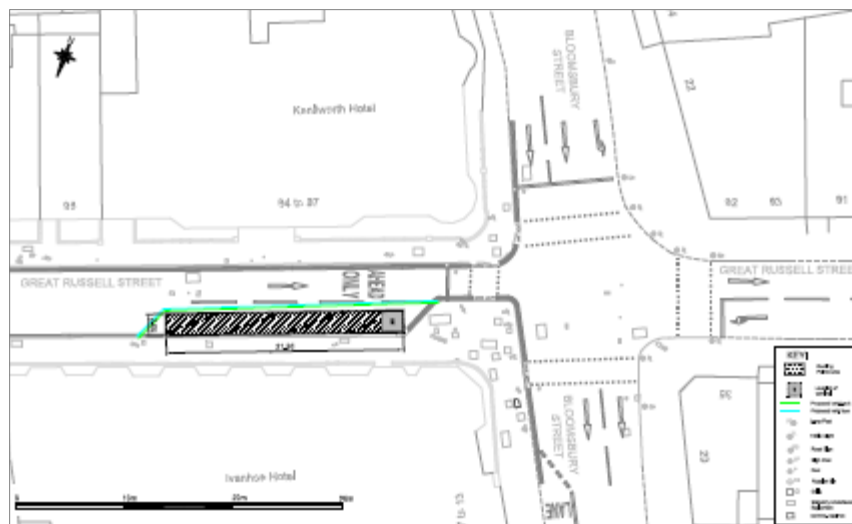


Figure 5.5: Proposed Docking Station Arrangement

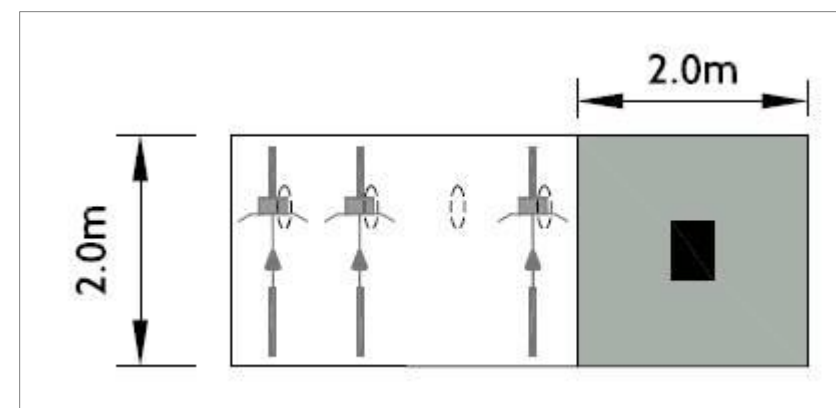


Figure 5.6: Indicative Docking Station Layout

5.3 Key Issues

5.3.1 Traffic and Access

In selecting a docking station site, consideration has been given to the existing function of the carriageway and adjacent footway. This part of Great Russell Street is one-way eastbound, and it carries a medium flow of vehicular traffic. The road is one lane wide approaching the junction with Bloomsbury Street (Figure 5.7).

The docking station will be set on the carriageway and will be constructed on a kerb build-out. The bicycles will face forward, towards Great Russell Street. The presence of the built up kerb will prevent cyclists from going forward onto the carriageway, as there will be a drop down to the carriageway. The cycles will be reversed onto the footway, then wheeled to the nearest dropped kerb. The footway has a width of 2.3 to 2.4 metres, so there will be sufficient room for pedestrians to walk past. There are dropped kerbs at the junction with Bloomsbury Street and the junction with Dyott Street where cyclists can join the flow of traffic.

The terminal will be located at the eastern end of the docking station, 12 metres from the corner of the junction with Bloomsbury Street. This will allow the terminal to be visible from the junction. It is envisaged that this docking station is likely to have a high tourist catchment, due to its location close to the British Museum, Russell Square and the shops of Oxford Street and Tottenham Court Road.

The separation distance of 12 metres from the corner of the junction will also allow sight lines for vehicles to be maintained for those vehicles travelling south along Bloomsbury Street. The sightlines of vehicles travelling east along Great Russell Street will also be unaffected.

There will be a circulation area around the terminal. This will be sufficient to ensure pedestrian flows along the footway are not interrupted by either those using the terminal, or those viewing the way-finding information on the terminal. For ease of use, a smart card reader will be installed at each docking point, enabling registered users to hire bicycles without having to queue at the terminal.

There is a taxi stand and single yellow line on the southern side of Great Russell Street where the site is located (Figure 5.8). The taxi stand serves the hotels in the vicinity, including the Ivanhoe Hotel adjacent to the site, the Radisson Hotel on the northern side of Great Russell Street and the hotel further west along Great Russell Street. The taxi stand will be relocated further west along Great Russell Street, so provision will remain to serve local hotels. The Public Carriage Office has been consulted on the relocation of the taxi stand and is in support of the relocation.

Figure 5.7: View of the junction of Great Russell Street and Bloomsbury Street



Figure 5.8: View of the site showing the single yellow line and taxi stand

5.3.2 Townscape and Heritage

Existing Situation

The site is located within the Bloomsbury Conservation Area. The conservation area was designated in 1968. It represents a period expansion of London northwards dating from Stuart times (around 1660), which continued through the Georgian and Regency periods to around 1840. The quintessential character of Bloomsbury derives from the grid of streets enclosed by mainly three and four-storey development which has a distinctly urban character of broad streets interspersed by formal squares that provide landscaped focal points.

On the southern side of Great Russell Street, to the west of the Ivanhoe Hotel, is Congress House, a Grade II* listed building that accommodates the Trades Union Congress. This dates from 1953-57 and is constructed of polished granite with blue tile cladding and aluminium windows (Figure 5.9). The building is seven storeys in height and is E-shaped in plan, set round an internal courtyard. The listing states this is widely regarded as one of the most important institutional buildings in London and one of the most significant 1950s buildings in Great Britain.

The buildings in the vicinity are mostly four to seven storeys. The Ivanhoe Hotel is a red brick building and occupies the south-western corner of Great Russell Street and Bloomsbury Street. The Radisson Hotel on the north-western corner of the junction is also a red brick building.

Proposed Works

The western end of the docking station will be located almost 30 metres from the closest corner of the listed Congress House. The front facade of Congress House is set 5 metres back from the building line of the front facade of the Ivanhoe Hotel. As such, the docking station will not be visible from Congress House. The docking station will not have an adverse impact on the setting of this listed building.

The Ivanhoe Hotel is six storeys in height. The docking station will appear insignificant in comparison to the bulk and height of this building. The docking station will generally appear insignificant in comparison to the buildings in Great Russell Street.

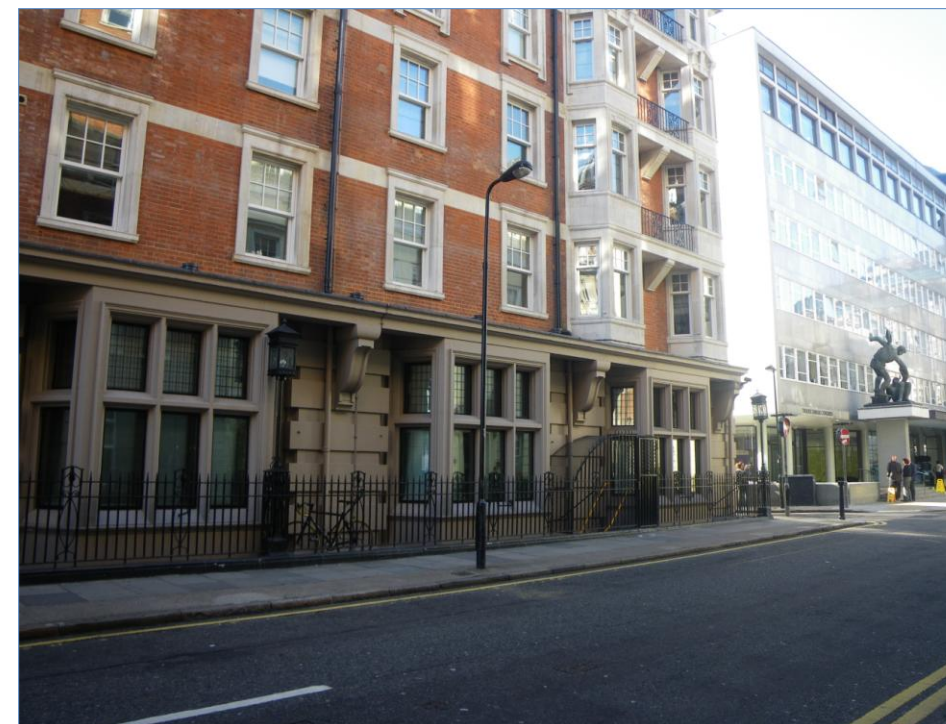


Figure 5.9: View of part of the red brick facade of the Ivanhoe Hotel, with Congress House further along Great Russell Street.

The terminal will be located in close proximity to existing street furniture at the junction. It will integrate well with surrounding traffic lights, sign posts and lamp columns and will not appear as an isolated piece of furniture. The terminal will be lower in height than these lamp columns, traffic lights and sign posts.

The docking points will have a maximum height of 1.05 metres and there will be a space of 0.75 metres between the centre of each bicycle. This will allow a sense of visual permeability to the railing and facade behind. The presence of the docking station will not adversely affect the character of the conservation area.

5.4 Application Summary

The application will fully support national and local planning policies and streetscape design guidance. In addition to the wider Scheme benefits which are outlined in Section 2 the proposal will:

- meet the Borough's site selection criteria (outlined in Section 1.3);
- ensure the delivery of the Cycle Hire Scheme network is at the required density;
- be compatible with the activities and functions of the Central Activity Zone;
- provide a well-considered design that maintains the character of the Bloomsbury Conservation Area and the nearby listed building;
- provide a high quality design which ensures that the development is compatible with the function of the street; and
- will not affect the safety of highway users or affect the flow of pedestrian or vehicular traffic in the area.

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 Cycle Hire Scheme.

Meetings 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	Summary of Meeting
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);