Planning,
Design & Access Statement

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

3 Bayley Street, W1

Camden

Status: FINAL
Date: 24th April 2009
TFL Ref. 02/610215

Camden | City of London | City of Westminster | Hackney | Islington | Lambeth | The Royal Borough of Kensington and Chelsea | The Royal Parks | Southwark Council | Tower Hamlets

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 3 Bayley Street, W1.

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.

CONTENTS

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 3 Bayley Street, W1, 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 a docking point.

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.

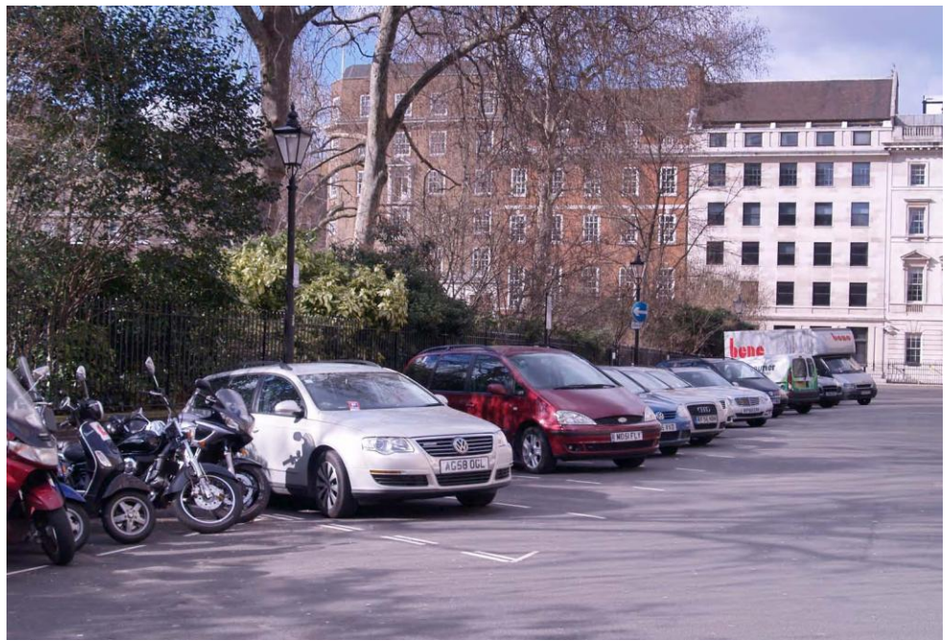

Figure 1.1:Photomontages showing an indicative site before and after installation of docking station

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 stations.

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 stations 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.

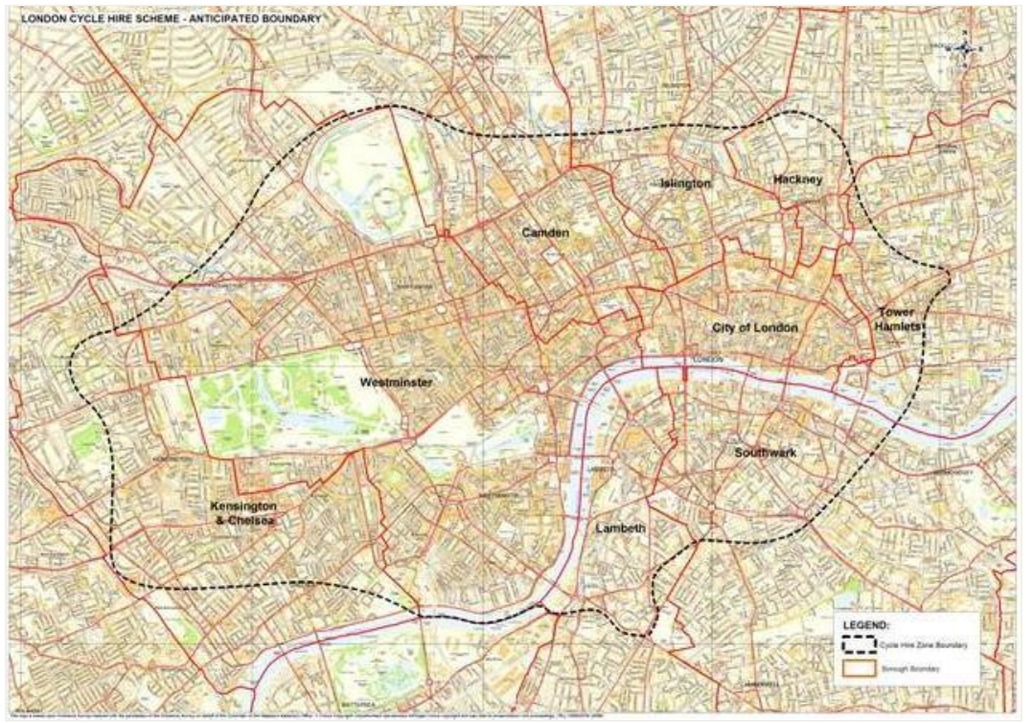

Figure 1.2: The Cycle Hire Scheme Area

TfL is in the process of appointing Scheme Operator(s) 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/ 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 boroughs.

TfL have in collaboration with the Royal Parks and the host boroughs developed site selection criteria. The criteria take 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 19.5 metre long by 1.4 metres wide (45 degree) docking station, a 14.0 metres long by 2.0 metre wide (single linear row) docking station or a 8 metres long by 4.75 metre 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 historic resources.

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

- 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 station and consistency with Legible London design principles, particularly to make way-finding mapping on terminals as useful as possible; and
- carriageway locations to allow for the construction of a footway build-out that creates a cohesive streetscape appearance.

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 on hardstand areas.

The Terminal

The terminals (see Figure 1.3 to 1.4) 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 2.4 metres. Two faces of the terminals will have a maximum width of 0.5 metres and the other faces will have a maximum width of 0.35 metres. The terminal foundations will not exceed a depth of 0.45 metres.

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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 Figure 1.4 and 1.5, the 0.5 metre 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 0.35 metre wide terminal faces will comprise a screen, keypad and Oyster 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.

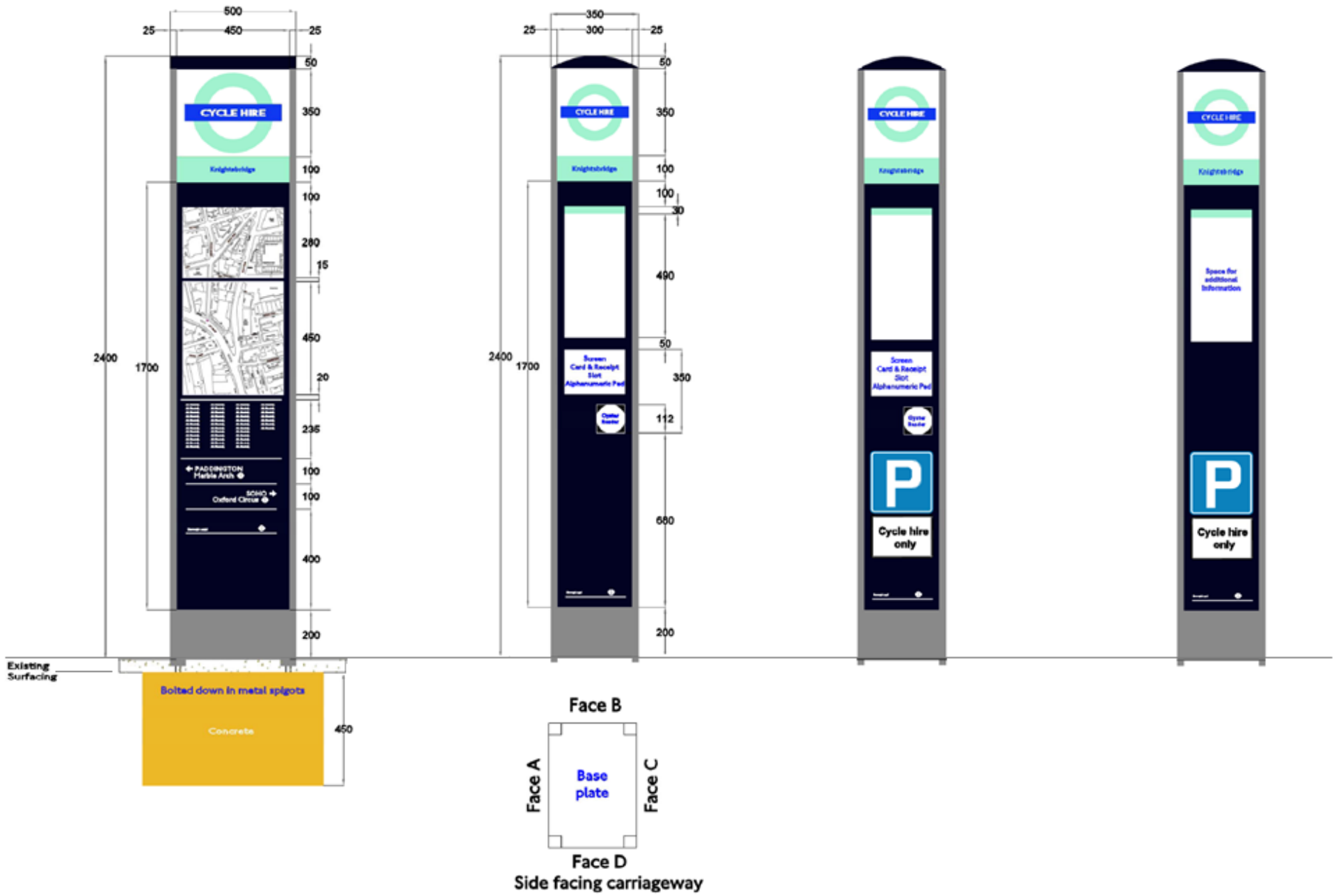
The terminal colour palette comprises:

- 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



COLOUR REFERENCES:
Roundel and stop name panel:
NCS S 1040-B80G
(Pantone 338 turquoise)
Roundel bar and stop name:
NCS S 4060-R80B
(Pantone 072 blue)
Terminal body and Cap/Top:
NCS S 8010- R90B
(Pantone 296 dark Blue)
Roundel panel background:
NCS S 0500-N (white)
Terminal Trim:
Brushed stainless steel

NOTE:
For larger or busier docking stations, Faces A & C (Mapping) and Faces B & D1 (registration/payment functionality).

For smaller, less busy docking stations, faces A & C (Mapping), Face B (registrations/payment functionality), Face D2, additional information.

Size & design to comply with Traffic Signs Regulations and General Directions 2002 diag.660 with variant plate, 20mm x-height, to be approved by Department forTransport (DfT)

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 2.0 metres by 2.0 metres, 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 would vary from station to station 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 an Oyster Card reader;
- secure one bicycle;
- be designed to prevent use by non-Scheme bicycles;
- allow for 0.75 metres of width between the centre point of bicycles;
- be a maximum of 1.05 metres in height and minimum of 0.75 metres in height;
- match the terminal palette of colours and materials;
- have a foundation depth not exceeding 0.45 metres; and
- incorporate a miniature TfL roundel.

Figure 1.6: 3D Image of Indicative Docking Point

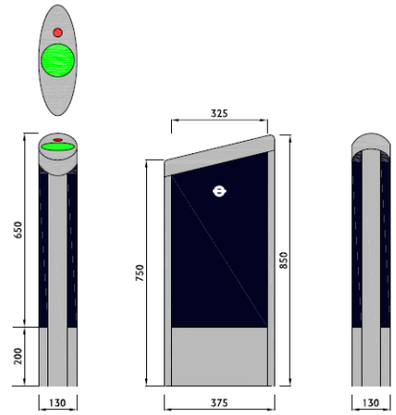


Figure 1.7: Indicative Docking Point

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.

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 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 the noise associated with this.

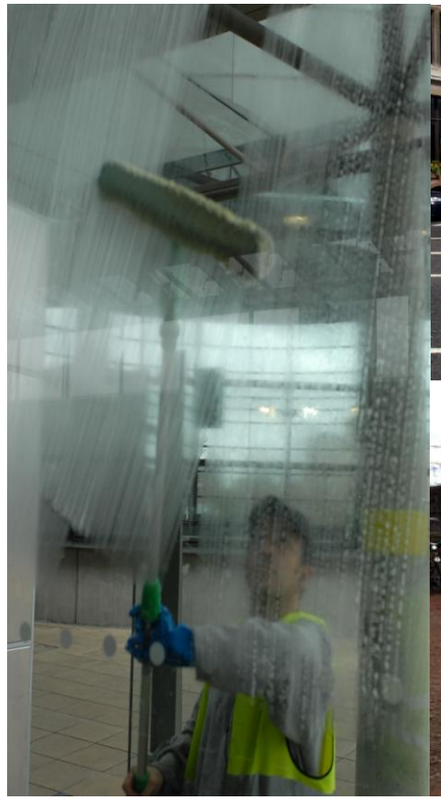
The docking station will be available for use 24 hours a day, seven days a week, with the main periods of use expected to be during daylight hours and early evening.

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 swipe their Oyster 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 discernable 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.

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 European cities (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, including working closely with English Heritage, Design for London, and access and inclusivity groups to produce a design that is the most appropriate for London.

A high quality contemporary design has been achieved that will be equally appropriate in both a traditional and 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 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 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 appropriate 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 and 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 and public transport nodes.

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 and to illustrate how the Scheme may look and operate.

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 boroughs and the Royal Parks. Suitable locations included: - 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 2.13-2.14). The TfL branding was omitted and structures were 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 shading 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

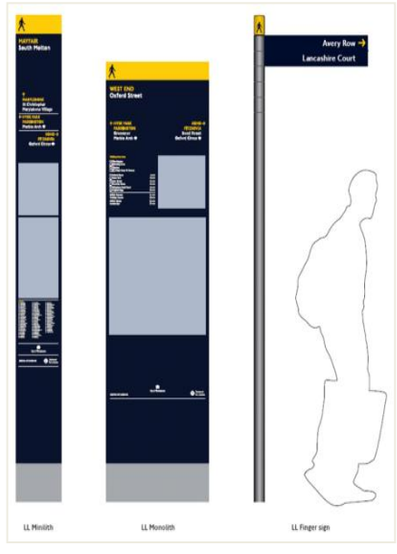


Figure 2.14: Legible London Way-Finding Scheme

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 it.

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 on the approved TfL colour palette. This was considered 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 base and trim. 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 is an example of traffic signage on street furniture);
- there is an opportunity for payment functions on the two smaller faces of the terminal whilst also providing way-finding information on each of the larger sides; 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.

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 2.16: Terminal design with indicative docking points – Artist Impression

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 common place 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 or docking points.

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 Oyster 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 therefore 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 CO_2 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 CO_2 emissions across London.

Physical Environment
Comprehensive site selection criteria (as described in Section 1.4) were developed in consultation with all nine host London 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 per cent. 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 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.

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 massive 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.

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 1.5 of this Statement the individual docking points will be between 0.75 and 1.05 metres in height. This height is sufficient to ensure that the docking points are clearly visible to passing pedestrians.

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 located with good accessibility to transport linkages.

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 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 (Figure 3.1), 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.

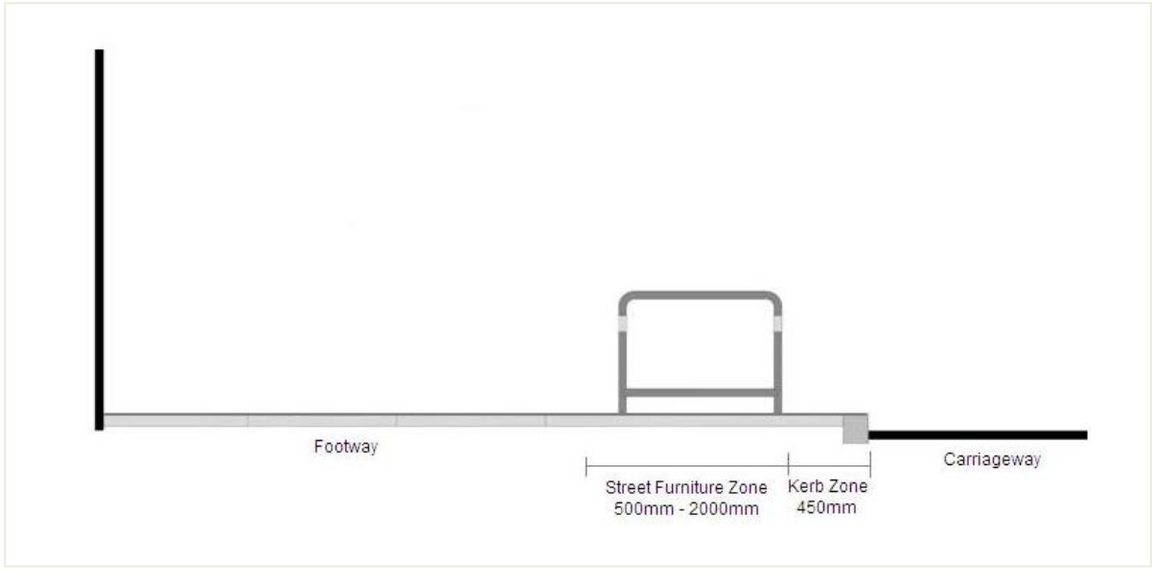


Figure 3.1: Street Furniture Zone

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).

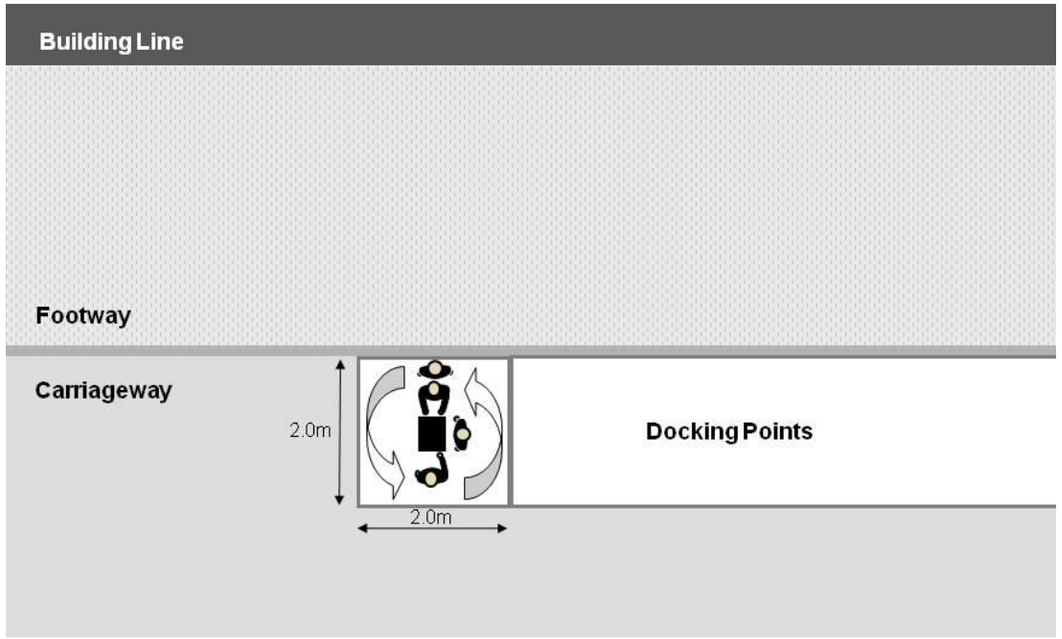


Figure 3.2: Illustration of Pedestrian Circulation around Docking Station

Each docking point will have an Oyster 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.

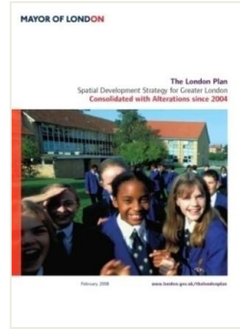
4.2 The Development Plan

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:

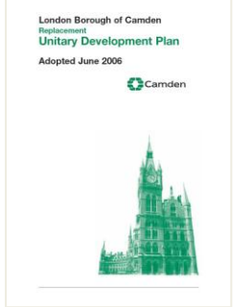
- promote high quality inclusive design and enhance the public realm;
- respect local context, history, built heritage, character and communities;
- be accessible, usable and permeable for all users;
- be sustainable, durable and adaptable;
- address security issues and provide for safe, secure and sustainable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

Planning for a Better London (published July 2008), sets out the Mayor's strategic thinking and outlines key areas to be covered in the next revision of the London Plan. This further highlights the importance of establishing a strategic planning framework supportive of cycling. The Scheme is identified as a key component of this.

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.

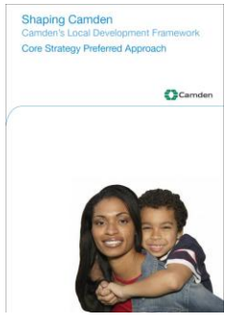
Policy B1 (General Design Principles) seeks to ensure that all new development is designed to a high standard, respects its site and setting, promotes energy efficiency and the efficient use of resources and does not harm public amenity. The docking stations have been designed to be in keeping with the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

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.

Local Development Framework
The Camden Local Development Framework (LDF) will replace the UDP. The Core Strategy of the LDF will set out the spatial vision and strategic objectives for the borough. Camden is well advanced in the preparation of the Core Strategy having consulted on the *Core Strategy Issues and Options Paper* in 2007 and on the *Core Strategy Preferred Approach Report* in 2008.



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

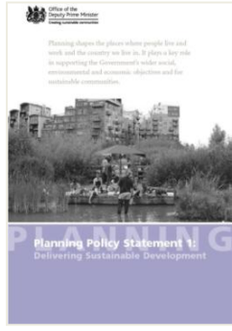
- the promotion of sustainable development;
- tackling climate change; and
- improving the environment.

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.

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.

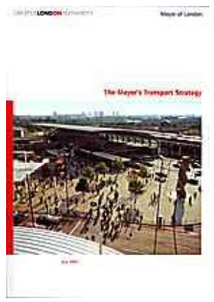
The Mayor's Transport Strategy

The Mayor's Transport Strategy (adopted in 2001) sets out polices 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 Transport Strategy does not make specific reference to a cycle hire scheme, but does highlights the promotion of cycling as a key component of improving London's transport system. However, the implementation of a full-scale scheme is discussed in *Way to Go!* (November 2008) a publication that outlines the Mayor's vision for transport and intended revisions to the Transport Strategy.

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

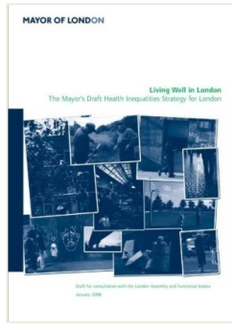
The *London Cycle Action Plan* (February 2004), sets out measures to help achieve the Mayor's vision of developing London as an exemplary sustainable world city and promotes cycling as a means of achieving key priorities within the Transport Strategy. In particular:

- 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 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.

5.2 The Proposal

The proposal is to install a docking station within the heavy black line on Figure 5.7. This area will be built out from the existing footpath curb line, and will replace the existing cycleway. The green lines on Figure 5.7 shows the area of curb that will also be built out to enable the docking station to operate safely. The docking station will have a maximum length of 21 metres and each docking point area will not exceed a maximum width of 2.0 metres (Figure 5.8).

The docking station would accommodate a maximum of 25 docking points with the docking points laid out in a single linear row as shown in Figure 5.8. The terminal would be positioned at the western end of the site. The docking station design would accord with the criteria outlined in Section 1.3.

As a result of the build out, the width of the footpath will increase to between 3.0 and 3.5 metres. One bollard at the western end of the Site will be removed to facilitate the installation of the docking station.

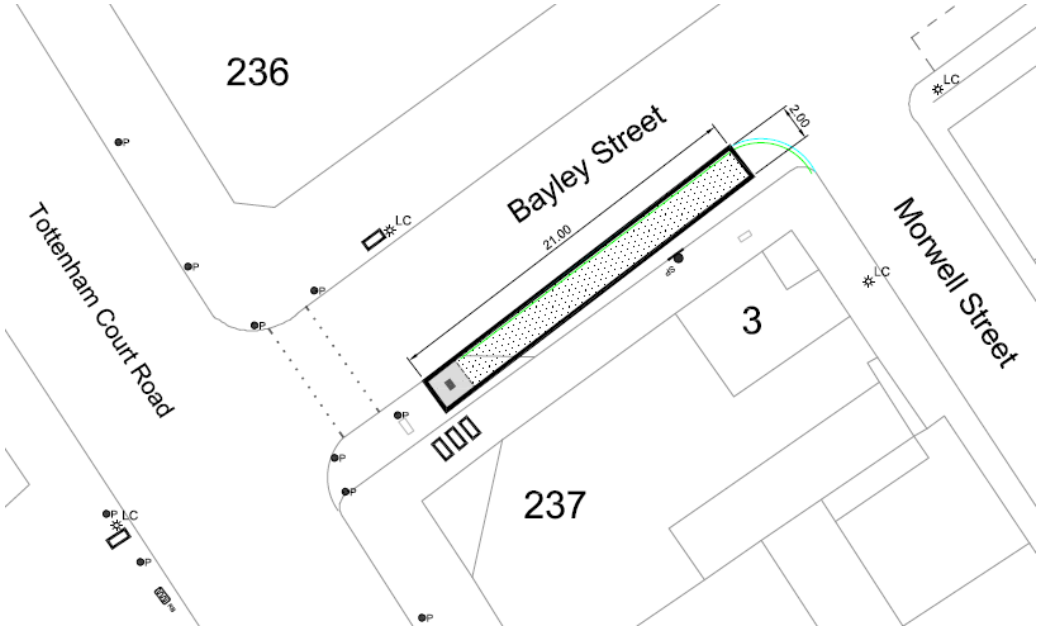


Figure 5.7: Proposed Docking Station Arrangement

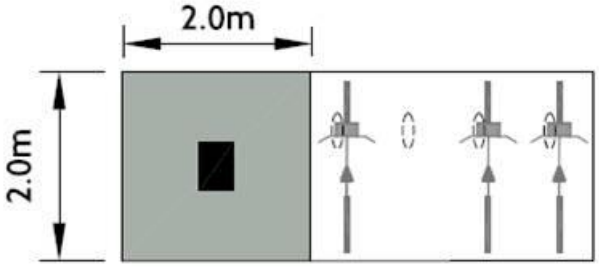


Figure 5.8: Indicative Docking Station Layout

Part 5: THE APPLICATION

5.1 Site Characteristics

Location

The proposed docking station would occupy part of the carriageway on the south side of Bayley Street , between its junctions with Tottenham Court Road and Morwell Street. The Site is adjacent to 3 Bayley Street and the flank elevation of 237 Tottenham Court Road (Figures 5.1 and 5.2).

The building at 3 Bayley Street and 237 Tottenham Court Road is six storeys in height, and contains an electronic retail shop on the ground floor facing Tottenham Court Road, and office accommodation above, with a separate entrance off Bayley Street (Figure 5.3).

The surrounding area contains a mix of uses including retail shops in Tottenham Court Road, and office accommodation. On the north side of Bayley Street is The Jack Horner Public House (fronting Tottenham Court Road), and a hotel. Bedford Square to the east contains a mix of office and residential uses.

237 Tottenham Court Road is within a Central London Frontage (Town Centre) as defined in the Camden UDP. The properties on the north side of Bayley Street, directly opposite the Site, are within the Bloomsbury Conservation Area. 5-10 Bayley Street are Grade II Listed Buildings.

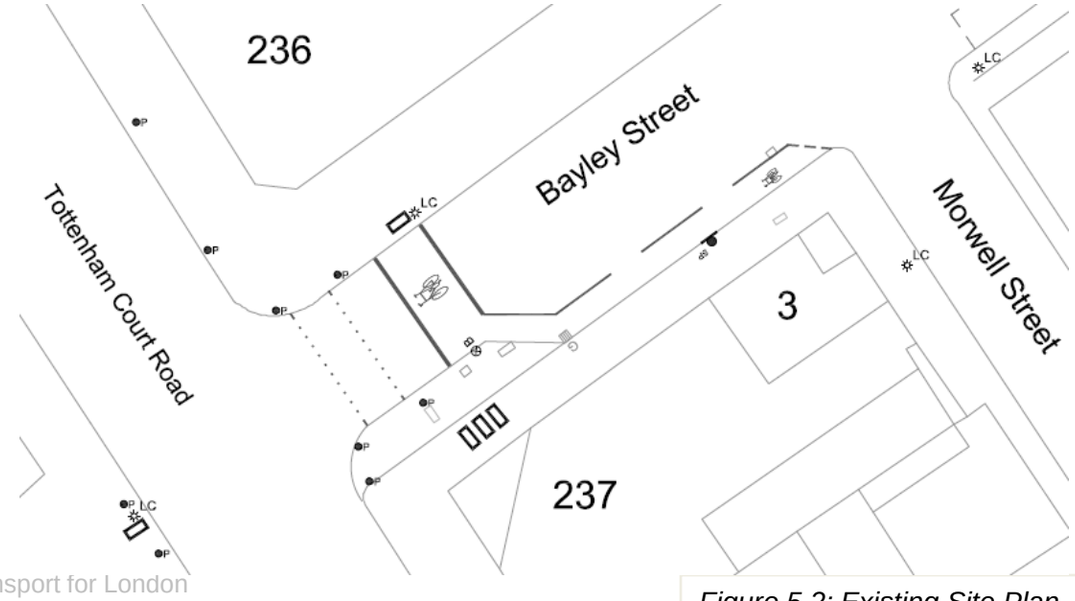


Figure 5.2: Existing Site Plan

Figure 5.1: Site Location

Figure 5.3: View of the Site towards Tottenham Court Road

Transport Links
Goodge Street London Underground Station is located approximately 300 metres to the north, on the junction of Goodge Street and Tottenham Court Road, and is served by the Northern line. Tottenham Court Road London Underground Station is located approximately 350 metres to the south, on the junction of Oxford Street and Tottenham Court Road, and is served by the Central and Northern lines.

Bus services along Tottenham Court Road head towards Kings Cross, Euston, Hampstead Heath, Camden, Wood Green, Seven Sisters, Islington, Archway, Kentish Town, and North Finchley, all to the north and northeast.

As detailed in Figure 5.4, the nearest London Cycle Network (LCN) runs northbound up Tottenham Court Road, which include s routes 242 from Westminster and 27 towards Highgate. The 235 southbound route heads towards Holborn. Routes 30 towards Finsbury; 50 towards Clerkenwell; and 243 towards Piccadilly Circus are all nearby.

Figure 5.4 London Cycle Network

Site Description
Bayley Street is a one-way street containing two west bound carriageways, as well as a west bound cycleway (Figures 5.5 and 5.6) . It carries a moderate volume of vehicular traffic, and generally has a low footfall. The footpath adjacent to the Site is 2.6 metres wide.

One sign post and various equipment and transformer cabinets are located adjacent to the Site (Figure 5.6). There are traffic lights located at the junction of Bayley Street and Tottenham Court Road.

Figure 5.5: View of site from Tottenham Court Road

Figure 5.6: View of site towards Tottenham Court Road

5.2 The Proposal

The proposal is to install a docking station within the heavy black line on Figure 5.7. This area will be built out from the existing footpath curb line, and will replace the existing cycleway. The green lines on Figure 5.7 shows the area of curb that will also be built out to enable the docking station to operate safely. The docking station will have a maximum length of 19 metres and each docking point area will not exceed a maximum width of 2.0 metres (Figure 5.8).

The docking station would accommodate a maximum of 25 docking points with the docking points laid out in a single linear row as shown in Figure 5.8. The terminal would be positioned at the western end of the site. The docking station design would accord with the criteria outlined in Section 1.3.

As a result of the build out, the width of the footpath will increase to between 3.0 and 3.5 metres. One bollard at the western end of the Site will be removed to facilitate the installation of the docking station.

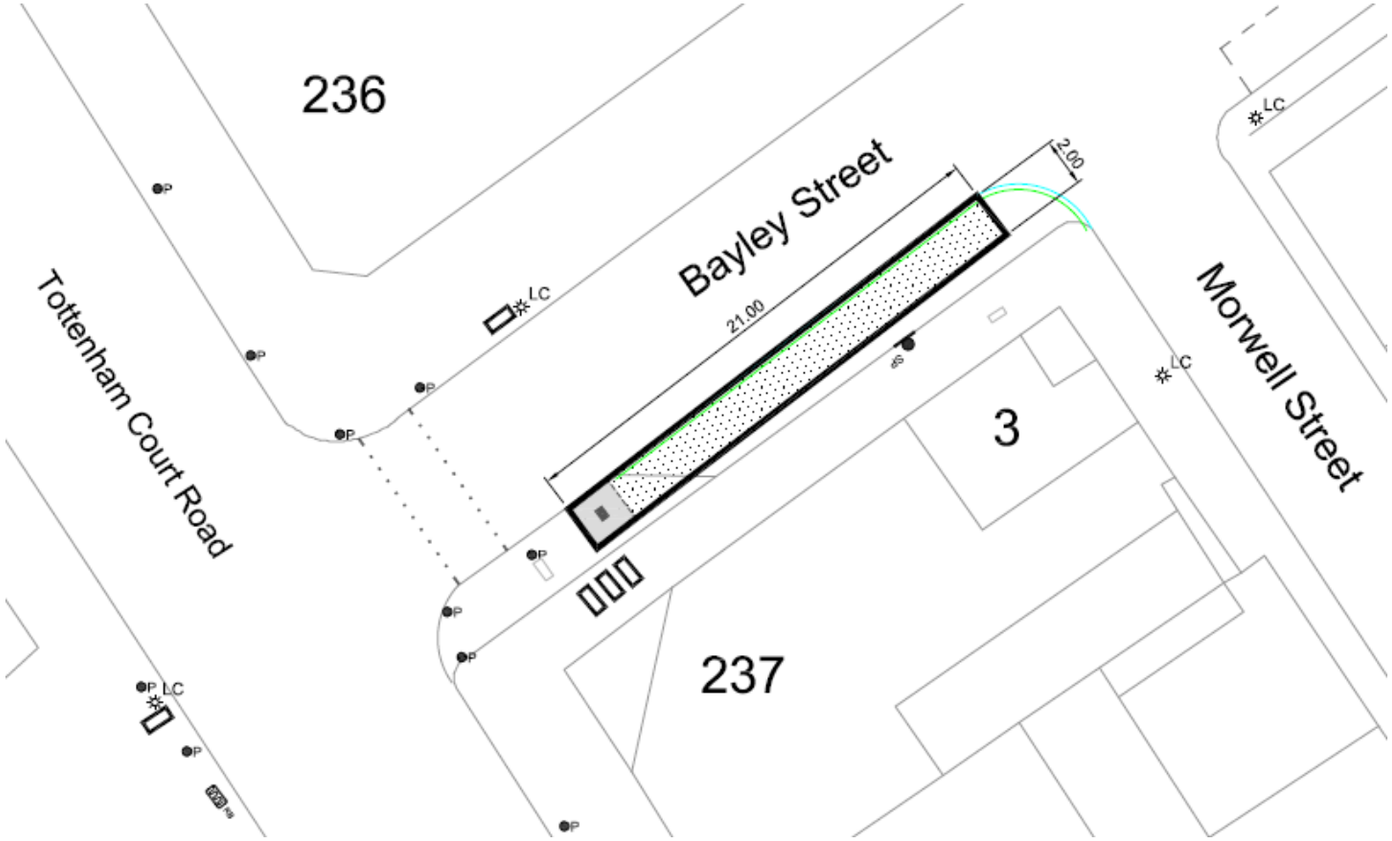


Figure 5.7: Proposed Docking Station Arrangement

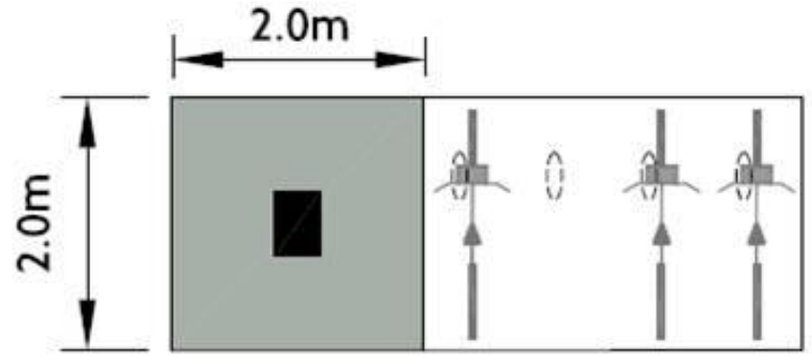


Figure 5.8: Indicative Docking Station Layout

5.3 Key Issues

Traffic and Access

Existing Situation
Bayley Street is a one-way street containing two west bound carriageways and a west bound cycleway. Bayley Street carries a moderate volume of vehicular traffic, and is mainly used by taxis, service vehicles, and motorcycles. It has a low footfall. Tottenham Court Road in comparison has a very heavy volume of foot traffic. Tottenham Court Road also carries very heavy volumes of vehicular traffic. Bayley Street is a local road and Tottenham Court Road a Borough Distributer road in terms of the road hierarchy set out in the Camden UDP.

Proposed Works
The location will provide good access to public transport and to the London Cycle Network. The Site is close to cycle routes and to bus stops which serve a number of routes across London. It is also within walking distance of Goodge Street and Tottenham Court Road Underground stations. This will ensure that convenient access to the docking station is provided for a wide range of users.

The docking points will be located on a build out on the carriageway, clear of primary pedestrian paths. It will replace the existing cycleway. A sufficient circulation area will be provided around the terminal to avoid congestion of the footway (shown previously in Figure 3.2). A smartcard reader will be installed at each docking point, enabling registered users to hire bicycles without having to queue at the terminal. This is considered the optimum site within the immediate area for maintaining clear pedestrian and vehicular paths, and which avoids areas of high pedestrian congestion.

An existing bollard on the footway will be removed to facilitate the installation of the docking station and ensure ease of access to the docking station from the footway. Its removal would also minimise pedestrian obstruction and clutter in the immediate vicinity. No car parking spaces will be removed as part of the scheme. Service access to the adjacent building on Bayley Street will not be affected.

The docking station will be located a sufficient distance from the intersection with Tottenham Court Road not to conflict with vehicular or pedestrian movement, or to obstruct vehicle sightlines. The one-way system in operation in Bayley Street will help cyclists to safely enter the carriageway before joining the much busier Tottenham Court Road.

Townscape and Visual Amenity

Existing Situation

The surrounding area is made up of a mix of traditional and modern buildings between 4 and 6 storeys in height (Figures 5.9 and 5.10).

The Site lies outside but adjacent to the Bloomsbury Conservation area. The properties on the northern side of Bayley Street are within the conservation area. The terraces at 5-10 Bayley Street, to the east of Morwell Street, are listed buildings. Bedford Square, an important part of the conservation area, which is comprised largely of listed buildings, lies 50 metres to the east.

Proposed Works

The need to preserve and enhance the townscape of the surrounding environment of the Site was carefully considered during site selection and design development.

The docking station is significantly smaller than the 5 and 6 storey buildings to the north and south of the Site. The docking station will be viewed within the immediate setting of the carriageway, in-line with the vehicle parking bays to the east, rather than in the context of surrounding buildings. The docking station is consistent with the scale, mass and detail of existing street furniture. Both the docking points and terminal will be similar in scale and height to the surrounding street furniture, such as the traffic light and signage columns, and transformer cabinets and bollards. As a result there will be a negligible change in the character of the townscape

The docking points will have a maximum height of 1.05 metres and the width between the centre of each docking point will be 0.75 metres. This will allow a sense of visual permeability preserving the townscape of the nearby buildings.

Figure 5.9: Bayley Street intersection with Tottenham Court Road

Figure 5.10: 3 Bayley Street and 237Tottenham Court Road

The docking station will comprise materials that are sensitive to the 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 compliments the existing hues of London signage, bollards, and parking meters, which form part of the surrounding environment. Logos for the Mayor, borough and TfL have been discretely integrated into the design of the docking station. The inclusion of borough logos on street furniture across London is common place and thus would not alter the character of the streetscape. The incorporation of maps and way-finding information into the terminal design will eliminate the need for additional Legible London street furniture. The choice of material will not detract from the sense of quality and coherence provided by the existing street.

5.4 Application Summary

It is considered that the application is fully supported by National and Local Planning Policies and Streetscape Design Guidance. In addition to the wider Scheme benefits which are outlined in Section 2 the Scheme will:

- the Site is located in a busy urban area within the city centre, on a carriageway where the principle of vehicle and bicycle movements has been established;
- the design of the docking station is of the requisite high quality to ensure the development at the application site will preserve the visual amenity of the surrounding area;
- the proposed docking station does not prejudice the safety of highway users or pedestrians, and will not affect the free flow of traffic in the area;
- the proposed docking station site meets with the Borough's site selection criteria (outlined in Section 1.3); and
- the provision of a docking station at this site within the London Borough of Camden will contribute to the delivery of the Cycle Hire Scheme network at the necessary density to allow for implementation by May 2010.

APPENDIX 1: Community Consultation

TfL Special Projects team have 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 information and communication materials.

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.

The area forums included:

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

Comments made included:

- support for the scheme;
- concerns about anti-social behaviour of cyclists;
- 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 January 2009 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);