

ARTESIAN PROPERTY PARTNERSHIP
PROPOSED MIXED USE REDEVELOPMENT
AT 7-15 WHITFIELD ST, LONDON, W1

TRANSPORT STATEMENT

October 2007

Contents

- 1.0 INTRODUCTION
- 2.0 ACCESSIBILITY & POLICY
- 3.0 EXISTING AND PROPOSED DEVELOPMENT
- 4.0 TRIP GENERATION & IMPACT
- 5.0 SITE LAYOUT CONSIDERATIONS
- 6.0 PROMOTION OF SUSTAINABLE TRANSPORT
- 7.0 SUMMARY AND CONCLUSIONS

Figures

- 1 Site Location
- 2 Proposed Site Layout

Appendices

- A Accessibility & PTAL Assessment
- B Trip Generation Assessment

1.0 INTRODUCTION

- 1.1 Artesian Property Partnership are seeking planning permission for the redevelopment of land at 7-15 Whitfield Street, London W1 in the London Borough of Camden. Paul Mew Associates have prepared this transport assessment study in support of the scheme. The site location is shown in Figure 1.
- 1.2 The proposed development site at 7-15 Whitfield Street extends back to 22-26 Charlotte Street. The site fronting on to Whitfield Street was formerly occupied by EDF (London Electricity) and featured an electricity sub-station, depot and related offices. The site was supplemented by 20 parking spaces accessed from Whitfield Street.
- 1.3 The development proposal would see replacement of the existing building with a mixed use development featuring residential and commercial land uses along with a secondary electricity sub-station. On site service provision would be made to accommodate vehicles of up to 'two-tonnes' or similar. Refuse servicing would be carried out from on street. No on-site car parking would be provided.
- 1.4 The following chapters detail the accessibility of the site, the proposed development and associated transport issues.

2.0 ACCESSIBILITY & POLICY

- 2.1 The key to the sustainability of the proposed development is its location within the wider local area - in particular the availability of, and ease of access to, public transport services. This factor has a significant bearing on the potential for traffic generation, and in justifying the level of on-site parking provision.
- 2.2 The generally accepted measure of public transport accessibility for a particular site is the determination of a PTAL rating. The PTAL (Public Transport Accessibility Level) system was developed by the London Borough of Hammersmith and Fulham, and is now used by most local authorities to express how well an area is served by bus and rail services. The PTAL scale ranges from 1a for areas having the lowest levels to 6b for areas having the highest levels of access to public transport provision.
- 2.3 The methodology for determining PTAL ratings requires all bus routes accessible within a 640m walk distance from the site, and all rail routes within a 960m walk distance from the site to be identified.
- 2.4 In the case of the proposed development site a total of 17 bus routes are served from a range of bus stops that fall within the prescribed walk distance, while five London Underground stations fall within the prescribed walk distance for rail services.
- 2.5 Tables 1 and 2 detail bus and underground services available within these walk distances from the proposed development site.

Table 1. Nearest Bus Services Access Points.

Bus Stop	Route	Destinations
Tottenham Court Rd (Store Street) for Northbound services (109m)	10	Kings Cross
	24	Hampstead Heath *
	29	Wood Green
	14	Warren Street*
	73	Seven Sisters
	134	North Finchley *
	390	Archway*
Gower St (Chenes St) for Southbound services (381m)	10	Hammersmith
	24	Pimlico *
	29	Trafalgar Square
	14	Putney Heath *
	73	Victoria
	134	Tottenham Court Road *
	390	Notting Hill Gate *
Oxford Street (Virgin Megastore) 535m)	25	Ilford - Oxford Circus *
	55	Leyton - Oxford Circus
	176	Oxford Circus - Penge *
	8	Bow - Victoria
	98	Holborn - Willesden
	7	East Acton - Russell Square
New Oxford Street / Tottenham Court Rd (569m)	1	Canada Water
	19	Finsbury Park - Battersea
	38	Clapton Pond - Victoria
	242	Homerton Hospital *

* 24 hour service

Source: TfL

- 2.6 In total 17 bus routes are accessible within a 640m walk distance from the proposed development site.
- 2.7 The routes detailed in Table 1 have, as a general rule, off peak daytime frequencies of every 5 to 10 minutes. This equates to around 250 services per hour.
- 2.8 In terms of underground service provision Table 2 details stations and routes within the prescribed 960m walk distance.

Table 2. Nearest Underground Service Access Points.

Bus Stop	Route	Destinations
Goodge Street Station (196m)	Northern Line	Edgware, High Barnet, City, Waterloo, Morden
Tottenham Court Rd Station (439m)	Central Line	Epping, City, Ealing Broadway, West Ruislip
Warren Street Station (705m)	Victoria Line	Walthamstow, Victoria, Brixton
Oxford Circus Station (920m)	Bakerloo Line	Harrow & Wealdstone, Elephant & Castle
Euston Square Station (920m)	Circle Line	City, Victoria, Paddington, Kings Cross
	Hammersmith & City Line	Hammersmith, Aldgate East & Barking (peak hours)
	Metropolitan Line	Watford, Amersham, Uxbridge, Aldgate

Source: TfL

- 2.9 A total of seven underground routes are available within the prescribed walk distance of the site. With off peak daytime frequencies of around 5 minutes there are around 170 services in total per hour.
- 2.10 Based on this level of provision, a public transport accessibility level rating has been calculated for the site. The PTAL rating for the proposed development site has been found to be 6a – the second highest level. Full details are presented in Appendix A.
- 2.11 In addition to public transport provision, a relatively extensive network of cycle routes exist in the area around the site. Appendix A includes an extract from Sustrans showing these routes.

Policy Implications

- 2.12 The London Borough of Camden's Unitary Development Plan (adopted June 2006) states at Paragraph 5.7 that ... *"The Council requires development to provide for travel by walking, cycling and public transport as these are the most sustainable ways to travel in terms of their environmental impacts. In this way, the Council can also ensure that people who do not have access to a car can visit new developments."*

- 2.13 More specifically Policy T8 of the Council's Unitary Development Plan relates to car free and car capped housing, as detailed below:

Policy T8 - Car free housing and car capped housing

The Council will grant planning permission for car free housing in areas of on-street parking control. The Council will particularly seek car free housing or car capped housing in the following locations:

- a) the Central London Area;*
- b) the King's Cross Opportunity Area;*
- c) Town Centres; and*
- d) other areas within Controlled Parking Zones that are easily accessible by public transport.*

For car free housing and car capped housing, the Council will:

- e) not issue on-street residential parking permits;*
- f) use planning obligations to ensure that future occupants are aware they are not entitled to on-street parking permits; and*
- g) not grant planning permission for development that incorporates car parking spaces, other than spaces designated for people with disabilities, and a limited number of spaces for car capped housing in accordance with Council's Parking Standards.*

- 2.14 Further information relating to car free development presented in the Borough's Planning Guidance No 7 (2006) has been studied in conjunction with Planning Guidance No 30 (2006) as part of this assessment.
- 2.15 This is of particular relevance to the proposed scheme at Whitfield Street as no on-site parking is to be provided. The site, as detailed, is located in an area of very high public transport accessibility. In addition the site is located within the Borough's Controlled Parking Zone CAE which operates from 08:30 to 18:30 Monday to Saturday. As such it complies with Requirement D of Policy T8.

- 2.16 With regards access by cycles, the development is located in an area of relatively good cycle links and will provide on site cycle parking in accordance with local parking standards. As such, the scheme is in line with UDP Policy T3 and Appendix 6.

3.0 EXISTING AND PROPOSED DEVELOPMENT

3.1 The existing site currently comprises of;

- 522sqm BI Office use space,
- 1,044sqm Depot / Storage space, and
- 1,446sqm Electricity Sub Station (Sui Generis) use space.
- 20 parking spaces

3.2 Under the current development proposal this would be replaced by;

- 22 Residential units
- 1,289sqm Commercial floor space, and
- 46 sqm Secondary Electricity Sub Station (Sui Generis) use space.

3.3 It is proposed that no on-site parking provision is to be made within the site.

3.4 Although Policy T8 is aimed specifically at residential development, as part of this proposal it is intended to extend the car free status to all land uses. As detailed in Policy T8 the developer will be required to enter into an agreement with the local authority to restrict future residents and tenants from applying for on street parking permits.

3.5 Despite the fact that the scheme will be 'car-free' a small number of vehicle trips would inevitably be generated by the redeveloped site. These relate to trips such as deliveries and servicing trips to the site. The following chapter presents an assessment of the trips generated by the existing site and the proposed development.

4.0 TRIP GENERATION & IMPACT

- 4.1 In order to determine the impact of the proposed development, an assessment of the likely trip generating potential of both the existing and proposed schemes has been carried out.

Existing Development

- 4.2 As previously detailed the existing site currently comprises of;
- 522sqm BI Office use space,
 - 1,044sqm Depot / Storage space, and
 - 1,446sqm Electricity Sub Station (Sui Generis) use space.
- 4.3 These land uses are supplemented by 20 on site parking spaces.
- 4.4 The trip generating potential of the existing site has been based on its existing use. In effect, the level of trips that could be generated without a change in the legally defined use of the site. In this assessment, the on-site parking provision is assumed to serve trips generated by the office and depot land uses. Trip rates for these land uses have been determined by means of consulting the TravL database.
- 4.5 A total of four office sites in Central London, three of which are in the London Borough of Camden, have been selected from the TravL database. These are:
- Civil Aviation Authority, WC2, Camden
 - The Wellcome Foundation, NW1, Camden
 - Usbourne Publishing, EC1, Camden, and
 - Reed Employment, SE1, Southwark
- 4.6 The potential for the existing depot / storage space to generate trips has also been examined based on the following storage / depot sites from the TravL database:
- Glaxo, UB6, Ealing

- River Island, W5, Ealing
- JVC, Brent, NW2

4.7 Bringing together these forecasts, the trip generation potential of the existing site is shown in Tables 3, 4 and 5. Full details are given in Appendix B.

Table 3. Existing Car Trip Generation

Hour Starting	Arrivals	Departures
07:00	0	0
08:00	3	0
09:00	3	1
10:00	1	1
11:00	1	1
12:00	1	2
13:00	2	1
14:00	1	1
15:00	1	1
16:00	1	2
17:00	0	5
18:00	0	0
19:00	0	0
20:00	0	0
21:00	0	0
22:00	0	0
23:00	0	0
Total	14	14

Source: TravL

Table 4. Existing Walk and Public Transport Trip Generation (Two Way)

Hour Starting	Bus	Tube	Rail	Walk	All
07:00	0	0	0	0	0
08:00	2	3	5	1	11
09:00	2	3	4	1	9
10:00	1	1	2	0	3
11:00	1	1	2	0	4
12:00	2	3	6	1	11
13:00	3	5	7	1	15
14:00	1	2	3	0	7
15:00	1	1	2	0	4
16:00	1	3	4	1	9
17:00	2	3	5	1	12
18:00	0	0	1	0	2
19:00	0	0	0	0	0
20:00	0	0	0	0	0
21:00	0	0	0	0	0
22:00	0	0	0	0	0
23:00	0	0	0	0	0
Total	16	26	41	6	88

Source: TravL

Table 5. Existing Delivery Trip Generation per Day

	Arrivals	Departures
Pedal Cycle	0	0
Motorcycle	1	1
Car	2	2
Transit Type	2	2
2 Axle < 7.5 tonnes	0	0
2 Axle > 7.5 tonnes +	2	2
Total	7	7

Source: TravL

- 4.8 In summary therefore the existing site, under its current use, would have the potential to generate around 42 vehicle trips and 88 walk and public transport trips per day. It should be noted that as the site has on-site parking the vast majority of vehicle trips would have trip ends on-site. Full details of the trip generation assessment are presented in Appendix B.

Proposed Development

- 4.9 The proposed development will provide;
- 22 Residential units

- 1,289sqm Commercial floor space, and
 - 46sqm Secondary Electricity Sub Station (Sui Generis) use space
- 4.10 It is proposed that the scheme is to be 'car-free' in terms of not providing any on site parking for the residential or commercial land uses and that residents and tenants will not be permitted to apply for permits to park on street. With no parking spaces on site, the only vehicle trips that would be made to and from the site would relate to service, delivery and refuse collection trips.
- 4.11 Both the office and residential elements of the proposed scheme would however generate sustainable trips.
- 4.12 For the purposes of this assessment the proposed commercial land use has been assumed to be B1 Office as this represents the worst case in terms of trip generation.
- 4.13 Tables 6 and 7 show the forecast sustainable trip and delivery / service profile for the proposed B1 development. Full details are presented in Appendix B.

Table 6. Forecast Walk and Public Transport Trip Generation (Two Way)

Hour Starting	Bus	Tube	Rail	Walk	All
07:00	0	1	1	4	7
08:00	4	10	15	10	38
09:00	3	6	10	4	24
10:00	1	3	4	3	11
11:00	1	3	5	3	13
12:00	4	9	15	6	34
13:00	5	11	19	6	42
14:00	2	5	9	4	21
15:00	1	4	6	5	16
16:00	3	7	11	5	27
17:00	3	9	14	7	33
18:00	1	3	4	7	14
19:00	0	2	2	7	11
20:00	0	1	1	3	5
21:00	0	0	0	1	2
22:00	0	1	1	3	5
23:00	0	1	1	4	6
Total	29	77	117	84	307

Source: TravL

Table 7. Forecast Delivery Trip Generation

	Arrivals	Departures
Pedal Cycle	0	0
Motorcycle	2	2
Car	2	2
Transit Type	2	2
2 Axle < 7.5 tonnes	0	0
2 Axle > 7.5 tonnes +	0	0
Total	7	7

Source: TravL

- 4.14 EDF (London Electricity) estimates that the new secondary electricity sub-station would generate just one visit per month.
- 4.15 In summary the existing site generates around 42 vehicle trips and 88 walk and public transport trips per day around, while the proposed development is forecast to generate around 14 vehicle trips and 307 walk and public transport trips per day. Full details of the trip generation assessment are presented in Appendix B.
- 4.16 In terms of public transport, during the AM peak period there could be 27 additional walk and public transport trips, while during the PM peak hour the increase could be 21. With over 420 public transport service departures per hour accessible from the site, the impact on any given service would be negligible.