

## TRANSPORT IMPACT STATEMENT

## LAND AT 125 HIGH HOLBORN

### Transport Statement

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**Project No. S821**  
**February 2005**

LAND AT 125 HIGH HOLBORN

S821

Transport Statement

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### CONTENTS

	Page
1.0 Introduction	1
2.0 Existing Conditions	2
3.0 Proposals	4
4.0 Sustainability	7
5.0 Transport Impact	14
6.0 Conclusion	18

### FIGURES

- 1 Site Location
- 2 Site Boundary
- 3 Proposed Access
- 4 10m Rigid Service Vehicle Track Plots
- 5 Basement Car Park Layout
- 6 20 Minute Walk Catchment Area
- 7 20 Minute Cycle Catchment Area
- 8 Public Transport Provision

### APPENDICES

- A Draft Green Travel Plan

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1.0 INTRODUCTION

1.1 This Transport Statement (TS) has been produced on behalf of Grandsoft Ltd in respect of the redevelopment of land at 125 High Holborn.

1.2 The site comprises a number of individual properties fronting High Holborn, Southampton Row and Southampton Place. The site is situated within the Holborn Ward of the London Borough of Camden. The site location is shown in Figure 1, whilst the site boundaries and existing layout are shown in Figure 2.

1.3 This report has been produced by Buchanan Consulting Engineers in support of the planning application, and should be read in conjunction with the architectural drawings produced by Sheppard Robson (SR).

1.4 The report assesses the impact of the development in transport terms, in particular examining issues such as sustainable travel patterns, servicing and the development of an employee Green Travel Plan.

## 2.0 EXISTING CONDITIONS

2.1 The site is located diagonally opposite Holborn tube station on the North West corner of the junction of High Holborn, Southampton Row and Kingsway. The site location and existing layout are shown in Figures 1 and 2 respectively. The site comprises a number of properties including:

- 9-10 Southampton Place;
- 121-126 High Holborn; and
- 1-13 Southampton Row.

2.2 The ground floor areas of properties fronting High Holborn and Southampton Row are currently used for retail purposes, whilst the upper floors are used for B1 office purposes. The properties fronting Southampton Place are used for B1 offices throughout. The total net lettable floor areas for each use have been calculated as being 1,549 sqm of retail and 5,642 sqm of office space.

2.3 At present there are no parking spaces provided on site and all servicing currently takes place from the public highway. Waiting and loading restrictions are in place along parts of Southampton Row, High Holborn and Southampton Place. A loading bay capable of accommodating up to approximately 4-5 cars is provided outside 125 High Holborn, whilst a small number of pay and display parking bays are provided outside 9-11 Southampton Place. Residents parking bays are provided along both sides of Southampton Place to the north of the site.

2.4 A with-flow bus lane is provided on the northern side of Bloomsbury Way, whilst there are a number of one way restrictions in place in the surrounding streets as follows:

- |                               |                           |
|-------------------------------|---------------------------|
| - High Holborn                | - one way westbound;      |
| - Southampton Place           | - one way northbound; and |
| - Bloomsbury Way/Vernon Place | - one way eastbound.      |

2.5 Traffic flows in the surrounding area are high throughout the day. High Holborn, Southampton Place, Bloomsbury Way/Vernon Place and Southampton Row are designated within the Camden Unitary Development Plan (UDP) as Borough Distributor Roads. It should be noted that traffic flows on Southampton Place are significantly less than those on the other roads.

2.6 Pedestrian crossing facilities are provided across all arms of the junction of High Holborn, Southampton Row and Kingsway and separate pedestrian stages assist movement.

2.7 The site benefits from being opposite Holborn Tube Station, which is served by the Central and Piccadilly lines. A range of bus services buses operate along High Holborn, Southampton Row, Kingsway and Bloomsbury Way/Vernon Place/Theobald's Road. Further details of these services and other sustainable modes of travel are given in Section 4.0 of this report.

### 3.0 PROPOSALS

3.1 It is proposed that the entire site be redeveloped as a single integrated property with retail use at ground floor level and B1 office use at upper levels. This would be achieved through a combination of retaining a number of existing facades and the new build of all internal areas. A new pedestrian entrance to the property will be formed on Southampton Row. Architectural drawings of the proposed development have been produced by SR, who have calculated the total net lettable floor areas for each use as being 2,053 sqm of retail and 8,786 sqm of office space. A summary of the existing and proposed net lettable floor areas is given in Table 3.1.

**Table 3.1 – Existing and Proposed Net Lettable Floor Areas**

Element	Existing (sqm)	Proposed (sqm)	Change (sqm)
Retail	1,549	2,053	+ 504
Office	5,642	8,786	+ 3,144
Total	7,191	10,839	+ 3,648

#### **Servicing**

3.2 It is proposed that the entire building will be served by means of an internal service yard at ground floor level which will be accessed via a new vehicular access on Southampton Place. The proposed access layout is shown in Figure 3, and would require the relocation of the existing Pay & Display bays. This will require alterations to be made to the existing Traffic Regulation Orders.

3.3 Sufficient turning space will be provided within the service yard to enable a 10m rigid goods vehicle to enter and leave in a forward facing direction. The swept path of a vehicle undertaking this manoeuvre is illustrated in Figure 4.

#### **Parking**

3.4 Provision will be made for up to 6 car parking spaces, including 1 disabled, at basement level. This is equivalent to one parking space per floor, or one space per 2,167 sqm gross floor area of office space. The provision is thus less than the Camden Revised Deposit Draft UDP (2004) low provision area maximum standard of 1 space per 1,500 sqm gross floor area. The spaces will be accessed from the ground floor service area via a car lift. The proposed layout of the car parking spaces is illustrated in Figure 5.

3.5 Provision will be made for secure cycle parking spaces to serve the whole site. These will be provided at a mixture of ground floor and basement level. The level of provision is in accordance with Camden's cycle parking standards for B1 development of 1 space per 250 sqm gross floor area. Showers, lockers and changing room facilities will also be provided.

#### **Disabled Access**

3.6 The proposed development will be designed so as to enable access by the mobility impaired, including the wheelchair bound, as required by Part M of the Building Regulations, in which the document 'Access to and Use of Buildings (2004)' controls standards for access to buildings used by the public (including employment uses) and within buildings.

3.7 The main public entrance to the site on High Holborn will be designed so as to enable access by independent wheelchair users, whilst lifts will be provided throughout the development.

3.8 In accordance with the London Borough of Camden's UDP parking standards, one of the 6 car parking spaces provided will be for use by disabled motorists.

### **Emergency Access**

3.9 The proposed development is accessible by fire tenders and other emergency service vehicles from High Holborn, Southampton Row and Southampton Place.

## **4.0 SUSTAINABLE TRAVEL**

### **Introduction**

4.1 Sustainable transport is generally defined as travelling by modes of transport other than the private car. This includes walking, cycling, and travel by bus, tube, rail and taxi. Each of these modes is considered in the paragraphs below.

4.2 The Holborn area of London benefits from a Public Transport Accessibility Level of 6B, the highest level available. The site is thus considered to be one of the most accessible in the Borough.

4.3 An important element in encouraging the use of sustainable forms of travel at new developments, particularly offices and other major employment generators, is the implementation of a Green Travel Plan. This topic is considered further at the end of this section, whilst a Draft Green Transport Plan is included in Appendix A.

### **Walk**

4.4 Footways are provided on all approaches to the site and throughout the surrounding area. In the immediate vicinity of the site, footway widths in excess of 1.8m are provided on all approaches.

4.5 Although it is acknowledged that the majority of employees will travel to the site by London Underground, a proportion who live within reasonable walking distance may choose to travel solely on foot. Figure 6 illustrates the approximate extent of the areas within 20 minutes walking distance of the site. This catchment area extends northwards to Kings Cross, east to the Barbican, south to the South Bank Centre and west to Regent Street, and thus includes a substantial residential population.

4.6 Figure 6 also illustrates that the site is within reasonable walking distance of a number of London Underground stations including Holborn, Tottenham Court Road and Farringdon, and mainline rail stations including Farringdon, Charing Cross, Kings Cross St Pancras and Euston. It is thus possible for a proportion of employees arriving at these stations to travel to the site on foot, thus avoiding peak hour congestion on some London Underground lines. There is considerable scope for employees arriving at Tottenham Court Road on the Northern line, or Farringdon on Thameslink, the Metropolitan line, the Circle line or the Hammersmith & City line, to travel to the site on foot. In such cases it is estimated that the walk time is approximately equal to or less than the equivalent interchange and tube journey.

4.7 The site is located within walking distance of a number of bus stops served by a variety of different routes, as detailed in the paragraphs on buses below.

### Cycle

4.8 The site is accessible by bicycle and has a considerable residential catchment area within approximately 20 minutes cycling distance. This is shown in Figure 7, which also illustrates the extent of existing and proposed cycle lanes within the 20 minute catchment area. This area extends northwards to Islington, east to Bethnal Green, south to Lambeth and west to Paddington.

4.9 In the immediate vicinity of the site, cycle lanes are provided on Bloomsbury Way/Vernon Place/Theobald's Road whilst bicycle parking stands are provided outside the site on High Holborn.

4.10 As mentioned earlier, secure cycle parking spaces will be provided at ground floor and basement level. Showers, lockers and changing rooms will also be provided so as to encourage the use of this mode by employees travelling to and from work.

### Bus

4.11 The proposed development is located close to a considerable number of different bus routes, as illustrated in Figure 8. Bus stops are located within a short walking distance of the site on High Holborn, Southampton Row, Kingsway and Bloomsbury Way/Vernon Place. A summary of service routes and frequencies is provided in Table 4.1.

**Table 4.1 – Bus Routes and Frequencies**

Service	Route	Frequency
1	Tottenham Court Road-Holborn-Aldwych-Waterloo-Elephant-Bermondsey-Surrey Quays-Canada Water	10 min
8	Victoria-Mayfair-Oxford Circus-Holborn-Bank-Liverpool Street-Shoreditch-Bow	7 min
19	Finsbury Park-Islington-Bloomsbury-Piccadilly-Knightsbridge-Sloane Square -Chelsea-Battersea Bridge	8 min
25	Oxford Circus-Holborn-Bank-Aldgate-Bow-Stratford-Ilford	7-8 min
38	Victoria-Piccadilly-Bloomsbury-Islington-Hackney-Clapton	3 min
55	Oxford Circus-Bloomsbury-Old Street-Shoreditch-Hackney-Clapton-Leyton Green	10 min
59	Euston-Russell Square-Holborn-Aldwych-Waterloo-Brixton-Streatham Hill	10-12 min
68	Euston-Russell Square-Holborn-Aldwych-Waterloo-Elephant-Camberwell-West Norwood	8 min
91	Trafalgar Square-Aldwych-Holborn-Russell Square-Euston-King's Cross-Holloway -Crouch End	10 min
98	Holborn-Oxford Circus-Marble Arch-Kilburn-Willesden	6-7 min
168	Elephant-Waterloo-Aldwych-Holborn-Russell Square-Euston-Camden Town-Hampstead Heath	12 min
171	Holborn-Aldwych-Waterloo-Elephant-Camberwell-Peckham-Brockely-New Cross -Catford	8-10 min



## Transport Statement

February 2005

Service	Route	Frequency
188	Russell Square-Holborn-Aldwych-Waterloo-Elephant-Canada Water-Surrey-Quays -Deptford-Greenwich-North Greenwich	10 min
242	Tottenham Court Road-Holborn-Bank-Liverpool Street-Shoreditch- Dalston-Hackney-Clapton Park-Homerton Hospital	8 min
243	Waterloo-Aldwych-Bloomsbury-Old Street-Shoreditch-Stoke Newington- Tottenham-Wood Green	8 min

4.12 It is clear from the above that the locally available bus services from the site serve a wide variety of destinations and residential areas across London. Each service operates at a high frequency, with the majority running at headways of ten minutes or less. Together these services offer ample opportunity for employees to travel to and from the site by bus. In a number of cases, the bus provides a viable alternative to tube or rail travel.

### Underground

4.13 The site is located diagonally opposite Holborn Underground Station and it is anticipated that a large proportion of employees will travel to the site via the Underground for either part or the whole of their journey. The distance from the station exit to the site entrance is less than 100m. An estimation of the number of additional passengers expected to use this station is made in Section 5.0 of this report.

4.14 Whilst it is acknowledged that the majority of employees will arrive at Holborn station, it is anticipated that a proportion will arrive at other stations within walking distance of the site, such as Tottenham Court Road and Farringdon, and travel to the site on foot so as to avoid any overcrowding and delay experienced on the Underground.

4.15 Other stations within reasonable walking distance of the site include Charing Cross, Kings Cross St Pancras and Euston.

## Transport Statement

February 2005

4.16 In addition to the existing tube and rail systems, there are a number of proposals for new and/or improved services that are being brought forward by the Mayor, through Transport for London, in conjunction with London Underground, Railtrack and the Strategic Rail Authority. These are described in the paragraphs below.

### East London Line Extensions

4.17 The extension of the East London Line represents the first part of an attempt to link up the North, West, South and East London lines to form the core of a wider London orbital network. Such a network has the potential to provide for many journeys with both origins and destinations in inner and outer London and beyond, for which public transport options are currently limited. The Mayor of London announced, in July 2004, that the project would be delivered in phases, with phase one anticipated to open in June 2010.

### Thameslink 2000

4.18 The proposed Thameslink 2000 scheme would serve a range of destinations both within and outside London, with significantly increased capacity between St Pancras and Blackfriars, and reduced journey times to Central London from suburban areas. The proposals would provide convenient interchange with the Channel Tunnel Rail Link (CTRL) via a new station at St Pancras, and improved access to Gatwick and Luton airports. In January 2003, the office of the deputy prime minister deferred a decision on the Thameslink 2000 Transport and Works Act Orders pending submission of planning proposals that address the resolution of the three deficiencies and the preparation of "an amended, expanded and updated Environmental Statement covering the whole scheme." Thameslink 2000 remains a committed project in the Strategic Rail Authority strategic plan, however the date for completion has been put back.



### **Crossrail Line 1**

4.19 Crossrail line 1 comprises a proposed new tunnelled route across London, with new stations at Paddington, Bond Street, Tottenham Court Road, Farringdon, Liverpool Street, Whitechapel and Isle of Dogs (Canary Wharf). This would enable the through running of suburban rail services from the east and west, removing the current need to interchange with Underground services. This could bring significant capacity relief to the Central line, the Metropolitan line, the Hammersmith & City line and the Circle line. An option to serve Heathrow Airport is also included. It is anticipated that the Crossrail Line 1 could open in 2013.

### **Crossrail Line 2**

4.20 Crossrail line 2 would create a brand new network of services linking areas to the north east and south west of London. This would be achieved by a new tunnelled route through the centre of London, between Victoria and King's Cross with an interchange with Crossrail line 1 at Tottenham Court Road. New stations would be created at Victoria, Piccadilly Circus, Tottenham Court Road and King's Cross St Pancras. This would enable existing northeast and southwest suburban rail services to be linked across London. It is understood that the programme for this route is not as far advanced as those for Crossrail line 1.

### **Public Private Partnership**

4.21 The modernisation of the Underground system through the involvement of the private sector will see an injection of £13 billion of private finance in the network over a 15 year period. This will ensure major improvements are brought to stations, rolling stock, track and signals on all lines. This in turn is expected to bring capacity relief within the medium to long term.

### **Green Travel Plan**

4.22 An essential tool in the encouragement of the use of more sustainable forms of travel is the implementation of an employee Green Travel Plan. As the proposed development is speculative in nature and future tenants have yet to be identified, is difficult to be too prescriptive at this point in time as to the contents of the Plan. However, a draft Green Travel Plan for the development has been produced and is included as Appendix A to this report.

## 5.0 TRANSPORT IMPACT

5.1 This section of the report examines the likely transport impact of the proposed development in terms of both vehicular traffic and the estimated increase in public transport loadings.

5.2 With regard to traffic generation, the proposals include the provision of just 6 parking spaces including one disabled space. These spaces are required for essential user and operational needs. At this level of provision, it is considered that the traffic impact is insignificant, particularly in the context of peak period traffic flows on High Holborn and Southampton Row.

5.3 In terms of servicing, it is expected that the proposed internal servicing arrangements will remove the current requirement for servicing to take place from High Holborn and Southampton Row. The proposed service area will be accessed from Southampton Place, where existing traffic flows are considerably lower than either High Holborn or Southampton Row.

5.4 In terms of the increase in public transport loadings, it is important to consider the likely net increase in the number of employees at the proposed development. As the development is speculative in nature, it is difficult to accurately assess the likely number of employees who will work at the site as a potential future occupier, or occupiers, has yet to be identified. Nevertheless, the number of new employees can be estimated from the net increase in floor space.

5.5 The British Council of Offices recommends a maximum office occupancy density of one employee per 14 sqm net lettable floor area. At this density, the proposed increase in office space of 3,144 sqm would result in an additional 225 employees.

5.6 ME advise that retail outlets typically have employee densities of between 22 sqm and 32 sqm net lettable floor space. If a density of one employee per 27 sqm is assumed, the proposed increase in retail floor space of 504 sqm would result in an additional 19 employees.

5.7 Information has been obtained from the 2001 Census in relation to the modal share of people who work in the Holborn Ward of the London Borough of Camden. This data was obtained from National Statistics Online, a government website, and is summarised in Table 5.1.

**Table 5.1 - 2001 Census Modal Share**

Mode	Tube/ Rail	Bus	Car Driver	Car Passenger	Motor Cycle	Bicycle	Walk	Total
Census	71%	9%	10%	1%	2%	3%	4%	100%

Note: The modal share identified in this table relates to journey to work travel of those who work in the Holborn and Covent Garden ward of Camden

5.8 In order to take into account the limited car parking spaces being provided at the proposed development, modifications have been made to the modal share. The modal share for car driver has been reduced to reflect that just 6 employees will be able to use this mode and the residual modes have been increased proportionately. The estimated modal split of employees and the associated number of employees using each mode in travel to and from the development is given in Table 5.2 below.

**Table 5.2 - Development Estimated Modal Share**

Mode	Tube/ Rail	Bus	Car Driver	Car Passenger	Motor Cycle	Bicycle	Walk	Total
%	77%	10%	2.5%	1%	2%	3%	4.5%	100%
Increase in Employees	188	24	6	3	5	7	11	244

5.9 The majority of employees, some 77%, are expected to arrive at the site by either Underground or National Rail, or a combination of both.

Although the site is located opposite Holborn tube station, there are a number of other stations within walking distance of the site which are served by alternative lines or which do not have a direct link with Holborn. Of these, Tottenham Court Road and Farringdon stations are the most likely alternatives from which employees might walk.

5.10 Unfortunately, the Census does not record which station the respondents use, merely their mode of travel. To account for the distribution between stations, a simple gravity model has been used with the formula:

$$F_{ij} = 1/d_{ij}$$

where  $F_{ij}$  is the distribution and  $d_{ij}$  is the distance between each station and the proposed development. This gives the loadings at each station, as identified in Table 5.3.

**Table 5.3 – Additional Tube/Rail Passengers**

	Holborn	Tottenham Court Road	Farringdon	Total
Distance	70m	750m	1300m	-
Gravity Model Distribution	87%	8%	5%	100%
Number of Passengers	164	15	9	188

5.11 With regard to the additional loading on individual rail lines, it is assumed that employees will be evenly split between each line served by a particular station and by each direction of travel available. For example, at Holborn employees would be expected to be evenly split between the Piccadilly and Central lines and between the east and west directions on both lines.

5.12 It is important to note that these additional loadings would be likely to be spread throughout the traditional morning and evening peak periods,

with growing numbers of employees being able to take advantage of more flexible working hours to avoid peak periods. This aspect of working practice will be incorporated within the Green Travel Plan as a way of encouraging the use of public transport, particularly at less congested times of the day.

5.13 Table 5.3 above indicates that an additional 164 employees could use Holborn Underground Station over an estimated two hour period. At this throughput it is not considered that any material change would occur either in terms of conditions on underground trains or on routes from platforms to station exits. Clearly, beyond Holborn Tube Station, the impact is considerably less and again would not be material to operational conditions.

### **Pedestrian Impact**

5.14 By reference to the estimated modal split of the additional employees, it can be seen that in total 223 additional pedestrian movements are created in the vicinity of the site (i.e. tube/rail users plus bus users and walkers).

5.15 Pedestrian movement around the site is adequately catered for in terms of footway widths, road crossings, and street furniture.

## 6.0 CONCLUSION

6.1 This report has considered the transport implications of redeveloping land at 125 High Holborn for office and retail purposes. The proposals comprise the retention of a number of existing facades and the complete reconstruction of the internal layout.

6.2 The proposed development would comprise a single new building, constructed to modern standards, with integral service area at ground floor level and car parking for 6 vehicles, including one for use by disabled persons, at basement level. The parking spaces are required for essential user and operational purposes only. The service area has been designed to accommodate a 10m rigid goods vehicle such that it can enter and exit the site in a forward direction.

6.3 At this level of parking provision, it is anticipated that the traffic impact of the development will be insignificant, particularly given the high traffic flows currently experienced at the High Holborn/Southampton Row/Kingsway junction.

6.4 The servicing arrangement represents a significant improvement on the existing situation, where premises are served directly from the public highway, particularly the retail premises fronting High Holborn and Southampton Row.

6.5 This report has considered the potential increase in public transport loadings as a result of the likely increase in the number of people employed at the development. It has been shown that the majority of employees would be expected to travel to and from the site via Holborn Tube Station, located diagonally opposite the site.

6.6 Overall, the proposed development represents a minimal increase in public transport loadings during the traditional morning and evening peak periods.

6.7 The Mayor's proposals for improved public transport services in London, in particular those for the East London Line extension, Thameslink 2000, and Crossrail lines 1 and 2, will result in significant additional capacity being provided in the central area. This in turn will bring urgently required relief to a number of Underground lines, including the Central, Victoria and Piccadilly lines, and the stations that they serve. The various proposals will thus be of particular benefit to passengers travelling to Holborn station.

6.8 The Public Private Partnership for major private sector investment in the Underground system are expected to bring significant improvements to services throughout London. Investment in stations, rolling stock, track and signals will bring capacity relief and improved services throughout the network.

6.9 A key feature of the transport strategy for the development will be the implementation of a Green Travel Plan. Although the development is speculative in nature and hence the precise contents of the Plan cannot be established at present, it is anticipated that it is likely to seek the maximum use of public transport by all employees in travel to and from the site. A Draft Green Travel Plan is included in Appendix A.

6.10 Given the foregoing, it is recommended that the proposed development be approved on highway and transport grounds



FIGURES







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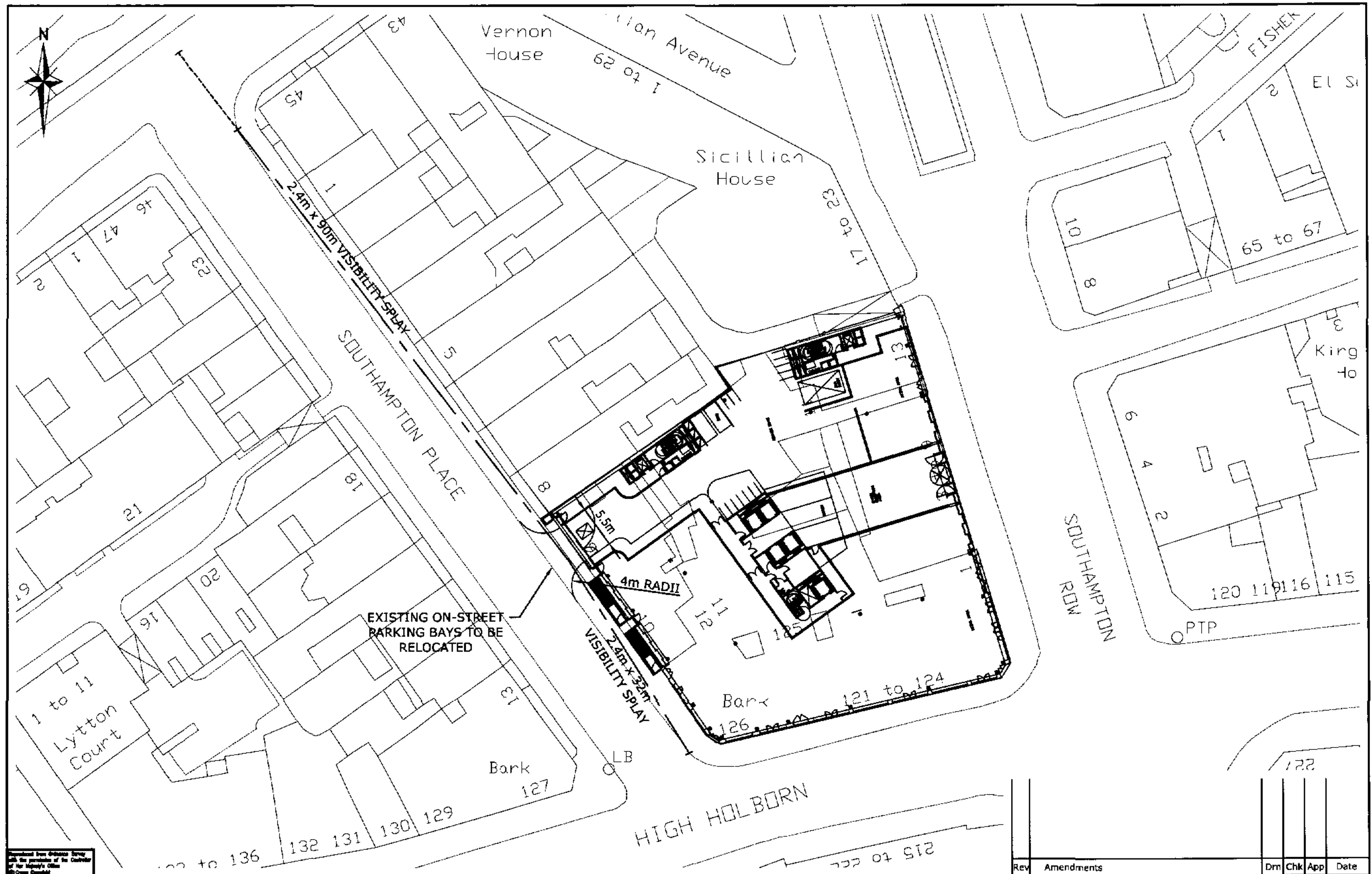
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Job Title  
**125 HIGH HOLBORN**  
Drawing Title  
**SITE BOUNDARY**


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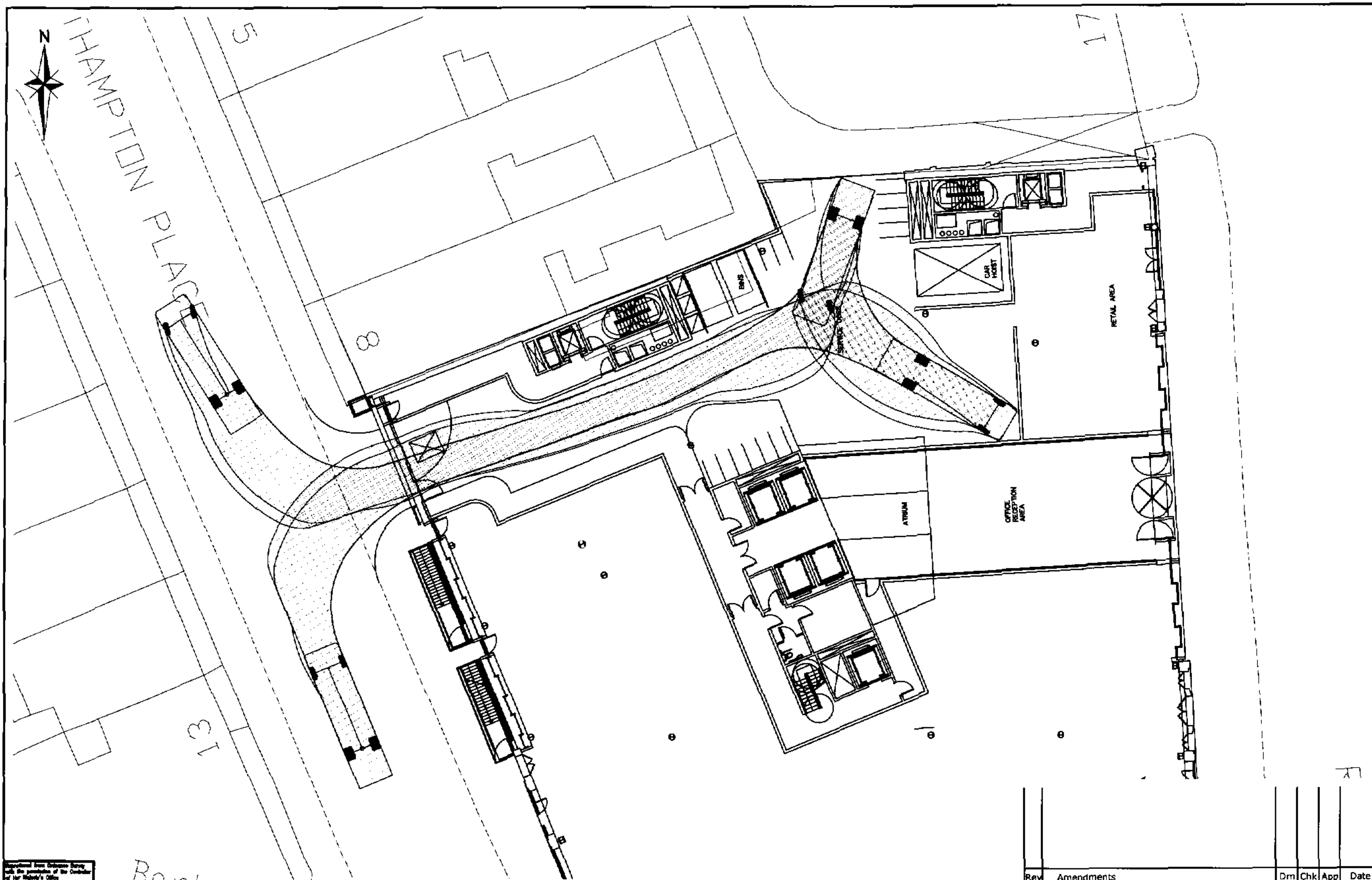
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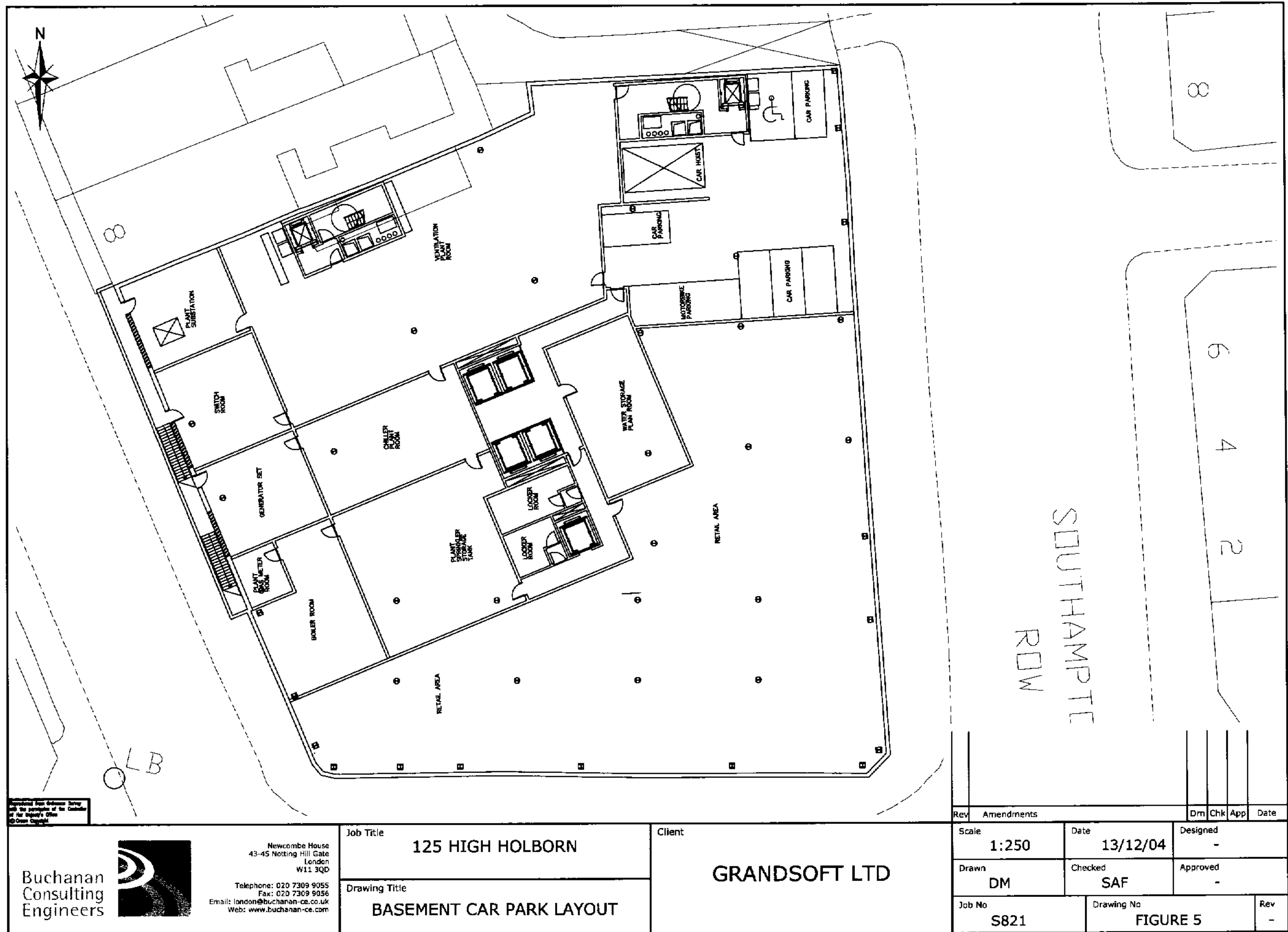
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Job Title  
**125 HIGH HOLBORN**

Drawing Title  
**10m RIGID SERVICE VEHICLE  
AUTOTRACK ANALYSIS**

Client  
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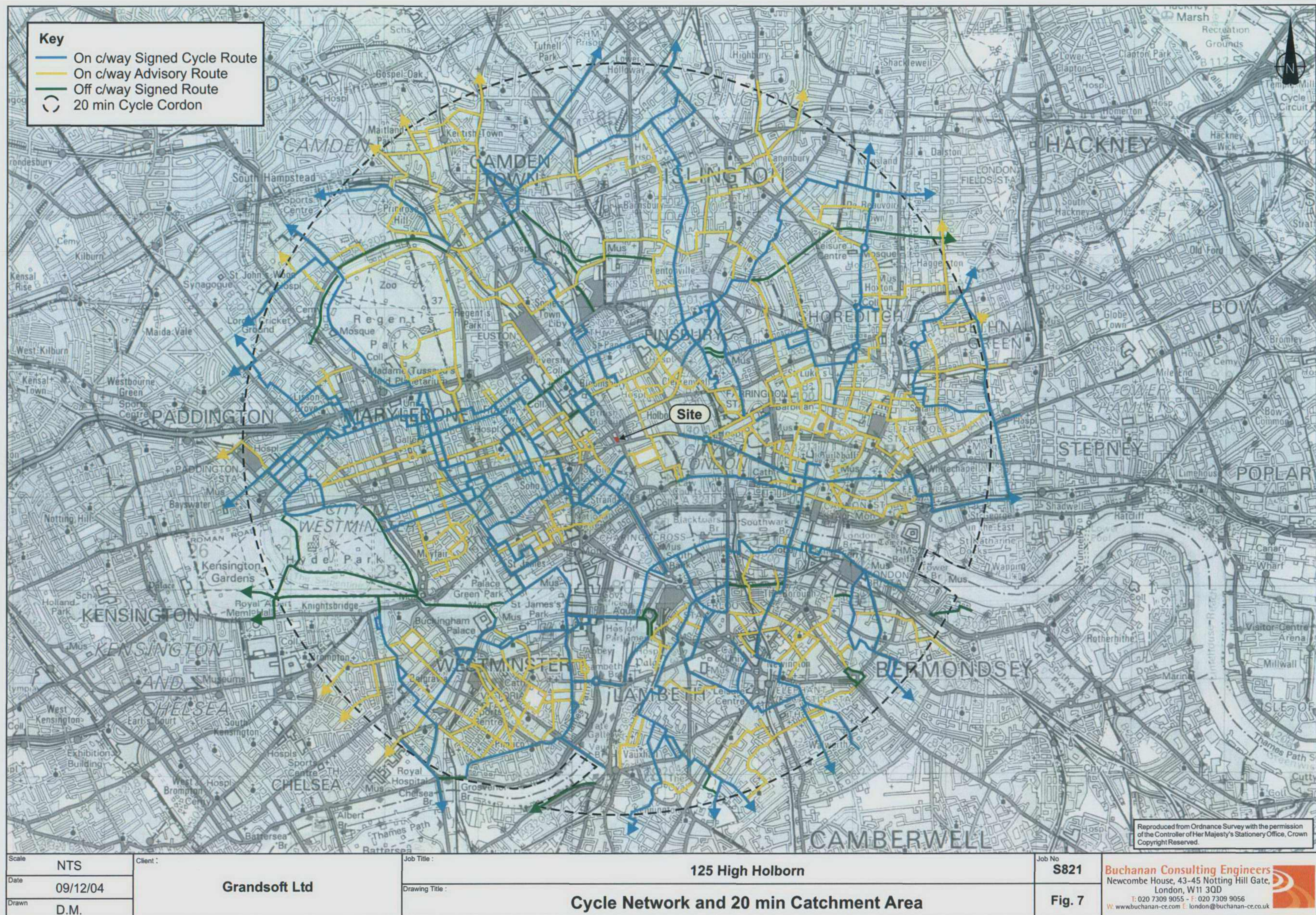
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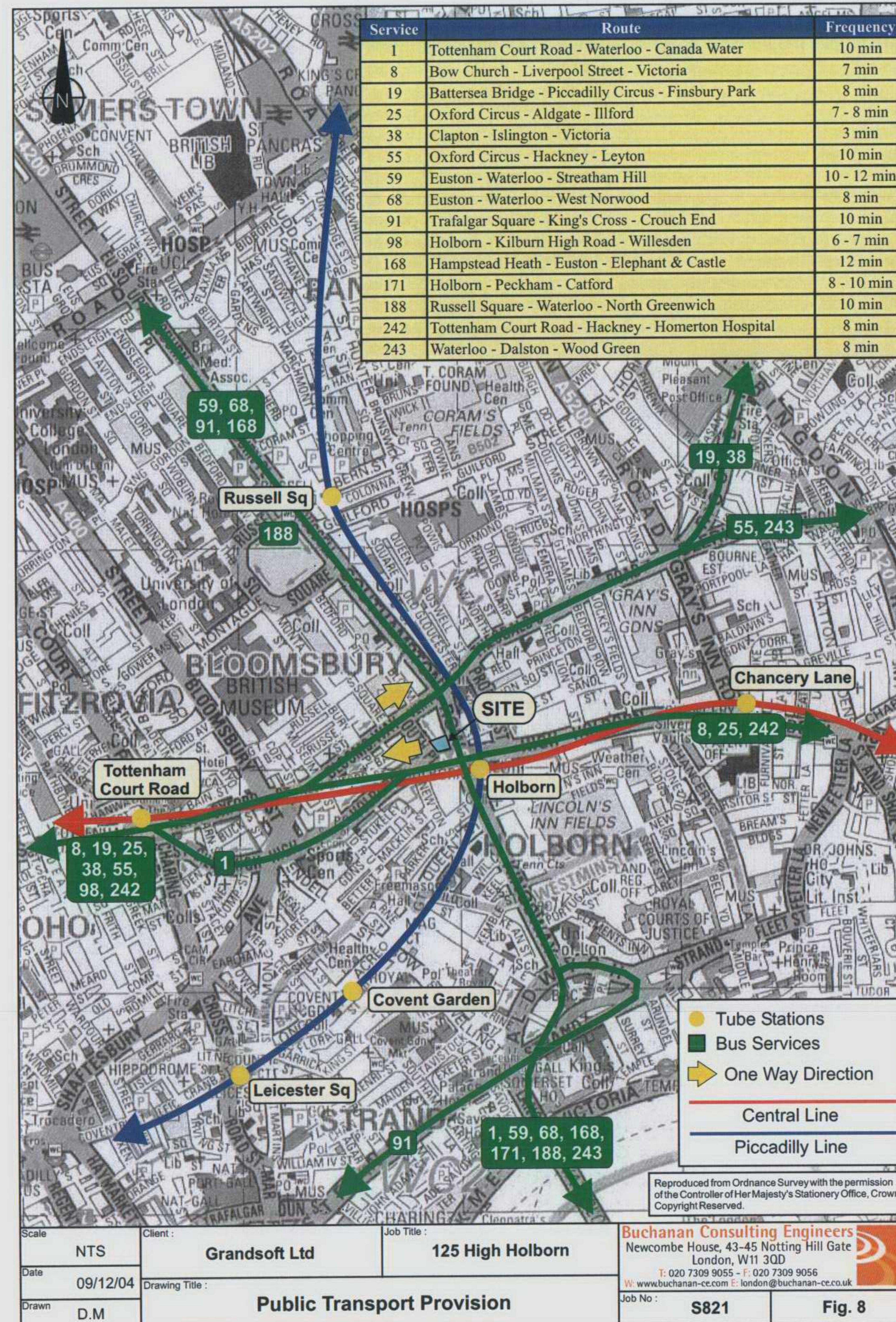














**Appendix A**  
**Draft Green Travel Plan**

**1.0 INTRODUCTION**

1.1 PPG13 and the Camden UDP require submission of a Green Travel Plan for a development of the size proposed. In general one of the main aims of travel plans is to encourage modal shift through, for example, reduced car parking allocation. In central areas where minimal car parking is proposed, the need for a travel plan is not so apparent.

1.2 Thus, the proposed travel plan focuses on the means of ensuring that transport demand from employees and for servicing is met by the available transport systems. In summary this objective can be met by:

- ensuring that the use of walking, cycling and public transport is encouraged;
- encouraging flexible working hours to regulate demand for travel by employees during peak periods; and
- appropriate delivery and servicing systems.

1.2 The next stages describe the elements of the travel plan in greater detail.

## 2.0 ELEMENTS OF THE GREEN TRAVEL PLAN

2.1 The Green Travel Plan proposes a range of measures and incentives that have been tailored to ensure that staff have a choice of modes of travel to the site that will be convenient alternatives to the private car.

2.2 The details of this Green Travel Plan have been prepared for discussion with the local authority and will be implemented through a co-operative partnership approach. The plan is likely to include the following elements:

- The appointment of a dedicated travel co-ordinator to ensure that practice and best effect from the Plan.
- Encouragement to staff to use pedal cycles.
- Improvements to pedestrian and cycling accessibility to the site to encourage use of these modes of travel by staff and visitors, including the provision of secure and convenient cycle parking.
- Provision of showers, changing rooms and lockers for cycle users.
- The production of a travel package giving site access details by all travel modes, distributed to all staff and available to visitors.
- A monitoring and review process, for at least 3 years, to ensure that the objectives of the Plan are met, and enable reaction to changing circumstances.

2.3 Given that the development is speculative and that prospective tenants have yet to be identified, it is suggested that it is premature to be too prescriptive as to what further measures will be provided at this stage. It is suggested that the provision of additional measures is dependant upon

the individual operational needs of any future occupier. Nevertheless, due consideration will given to providing the following elements:

- flexible working hours to enable staff to travel to and from work during less congested periods;
- loans to staff for bicycle purchase; and
- loans to staff for public transport season ticket purchase.

### 3.0 REVIEW AND MONITORING

3.1 The robustness of the Plan will be increased by a co-operative partnership approach for its delivery, including the London Borough of Camden and local transport operators. The elements of the Plan will be monitored and reviewed over time to ensure its effectiveness.

3.2 Clearly, regular monitoring of how people travel will enable any adjustment in the emphasis placed on any particular mode within the Green Travel Plan to be made at an early stage. This will ensure that the maximum efficiency of the Green Travel Plan is achieved.

3.3 It will be the key role of the travel co-ordinator to record the success of each element of the Plan, which will be monitored on an ongoing basis over a period of at least 3 years. The key parameters recorded within the monitoring process will be:

- The initiatives being undertaken within the Plan and what modifications have been made in the monitoring period.
- The success of the Plan in achieving the effective management of car parking on the site.
- Information on how individual modes of travel are being used by staff and visitors to the development.

3.4 It is proposed that monitoring should be carried out on an annual basis, with information collated into a report, which will form the basis for a joint annual review of the Green Travel Plan with the London Borough of Camden.

3.5 The data collected for the purposes of monitoring may include some or all of the following, although the list may be reviewed in consultation with the Council.

- A "snapshot" survey of a sample of those working or visiting the site on one day.
- A periodic "travel diary" for a more limited sample of staff covering a longer period.
- The sample surveys to ascertain mode of travel, arrival/departure times, journey details and the effect of incentives on choice of travel mode.
- Take up of incentives

3.6 The Green Travel Plan will be judged on the implementation of the measures set out in this plan and the success of those measures in encouraging alternative forms of travel to the single occupancy private car.

3.7 The Green Travel Plan will be formally reviewed on a co-operative basis between the development and the London Borough of Camden on an annual basis, using the annual monitoring report.



#### **4.0 CONCLUSION**

4.1 The main objective of the Green Travel Plan is to encourage travel to and from the proposed development by means of transport other than the single occupancy private car. This is to be achieved by implementing a range of travel incentives for both staff and visitors.

4.2 Given that it supports an outline planning application where no specific end users have yet been identified, this Plan is only preliminary. It does however provide sufficient detail to demonstrate the commitment to promote and encourage sustainable travel by staff and visitors.

4.3 The plan relies upon a package of measures implementable through the development to encourage both staff and visitors to travel by modes other than the private car.

4.4 The Plan commits to working in partnership with the Local Authority to develop and procure its objectives. Much of the detail of the proposed measures is still to be worked up, and the Council's input to this process is seen as essential in order that the Plan is consistent with the local transport aims of the London Borough of Camden.