

Bacton Low Rise Redevelopment

Full Travel Plan

On behalf of **London Borough of Camden**



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1 Introduction

1.1 Introduction

1.1.1 The planning application for Bacton Low Rise was submitted to London Borough of Camden (LBC) on 30 November 2012. The planning permission was granted on 25 April 2013 (Application Ref: 2012/6338/P) subject to discharge of planning conditions.

1.1.2 Condition 51 "Travel Plan monitoring and review contribution" states that,

"Prior to commencement of the development other than site clearance & preparation, relocation of services, utilities and public infrastructure and demolition, confirmation that the necessary measures to secure the monitoring and review of the Travel Plan shall be submitted to and approved in writing by the Local Planning Authority."

1.1.3 Peter Brett Associates LLP (PBA) has been commissioned by the LBC to prepare a Full Travel Plan (TP) to discharge condition 51 for the Bacton Low Rise redevelopment in LBC.

1.1.4 A Transport Assessment was submitted to LBC in November 2012. Chapter 8 of the Transport Assessment presented the Framework Travel Plan. This TP presents the Full Travel Plan in accordance with the recent travel planning guidance.

1.1.5 The application was to provide 294 residential units over three phases in Bacton Low Rise; as amended in the submitted Minor Material Amendment (MMA) application. Figure 1.1 shows the strategic location of the site while Figure 1.2 shows the site location in a local context.

1.2 Site Location

1.2.1 The site is located approximately 490m southwest of Gospel Oak Overground Station. It has a total area of 1.89 hectares and consists of two areas:

- BLR – Flats 121-180 Bacton, Haverstock Road, NW5 4PS and Flats 181-219, Haverstock Road; and
- DHO – the District Housing Office at 115 Wellesley Road and a number of existing commercial units at 2-16 Vicars Road.

1.2.2 The first area (BLR) is bounded by Haverstock Road to the west and Wellesley Road to the south, east and north. This site lies to the south of the Bacton High Rise building. The second area (DHO and commercial space) is located to the north-east of the BLR site. This site includes the DHO and also 16 commercial units which fronts onto Vicars Road. This site is bounded by Wellesley Road to the west, Vicars Road to the south and east and the railway line to the north.

1.3 Existing Land Use

1.3.1 The BLR site comprises 99 residential units which are arranged around a number of courtyards. The total area of residential land use on the site is 14,210 sqm of GIA. The BLR building also accommodates residential car parking. Garages are provided at ground level where there is road access, often with four stories of residential accommodation above. There are also designated parking bays alongside further garages within the central courtyard.

1.3.2 The DHO site comprises of 2,475 sqm GIA of office buildings which form the Gospel Oak DHO. There is also a small two-storey property at 113a Wellesley Road and temporary portacabins to the rear of the DHO. 16 commercial units are located to the east of the DHO

and are accessed via Vicars Road. They are spread over two floors and occupy a total floor area of 922 sqm of GIA.

1.4 Development Proposals

- 1.4.1 It is proposed that the site will maintain its residential and commercial land uses but the DHO will be relocated. The proposed development will accommodate a total of 294 residential units and approximately 252 sqm of commercial land use. The residential units will be spread over the whole site while the three commercial units will be contained in the north-west corner of where the existing BLR building sites.
- 1.4.2 That equals to a net increase of 195 residential units on-site and a net decrease of 670 sqm in commercial land use area.

1.5 Requirement of a Travel Plan

- 1.5.1 Figure 2.1 of Transport for London's (TfL's) *Travel Planning Guidance* (November 2013) sets out the threshold for, and type of, Travel Plan required for each use. Since a net increase of 195 units is proposed, which is well-above the threshold of 80 units, a Full TP is required. This Full TP is written in accordance with the TfL's *Travel Planning Guidance*.
- 1.5.2 According to Section 106 Condition 51, a Travel Plan and a Travel Plan Coordinator are required for the Bacton Low Rise redevelopment. These are detailed in Chapter 6 of this TP.

1.6 Travel Plan Context and Scope

- 1.6.1 This TP addresses the travel behaviour of residents and visitors to, from and within the site. This TP is considered to be a 'living document'. Therefore, it will be actively promoted with residents and visitors, but reviewed and revised over time.
- 1.6.2 Deliveries and servicing for the residential units is addressed in the Servicing Strategy and was submitted as part of the Transport Assessment.

1.7 Travel Plan Structure

- 1.7.1 This TP is based on current TfL guidance and has been prepared in accordance with the relevant best practice travel planning guidance. The ATTrBuTE software has been used to assess the content of this TP and is included in Appendix A.
- 1.7.2 This TP is divided into the following chapters:
- Chapter 2 briefly summarises existing national, regional and local planning policy that informs the writing of this TP;
 - Chapter 3 outlines site accessibility and the existing travel situation;
 - Chapter 4 presents the development proposals;
 - Chapter 5 outlines objectives and targets;
 - Chapter 6 discusses the delivery of the TP objectives;
 - Chapter 7 provides the TP measures and action plan; and
 - Chapter 8 summarises plans and timescales for TP monitoring and review.

Figure 1.1 Strategic Site Location

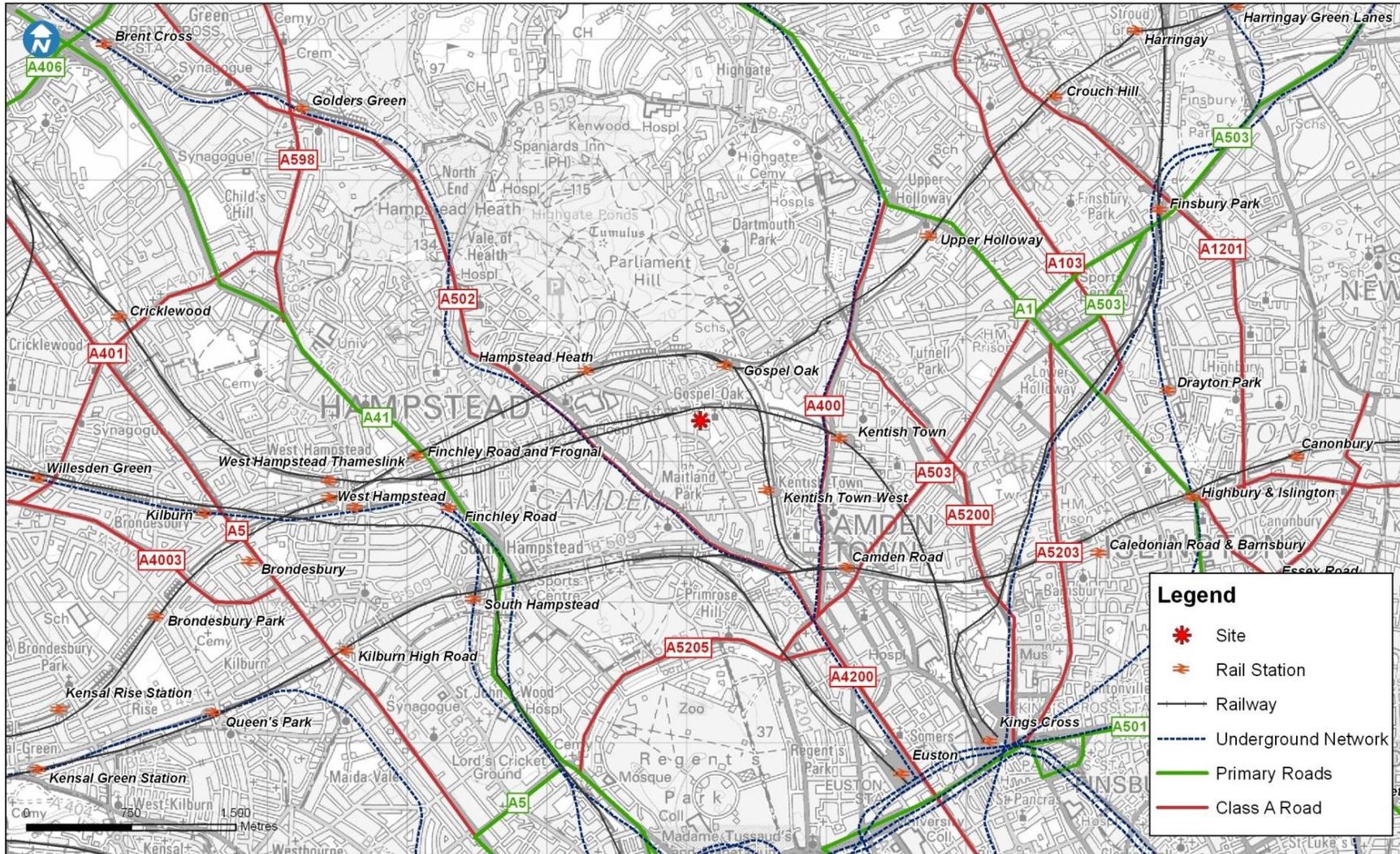
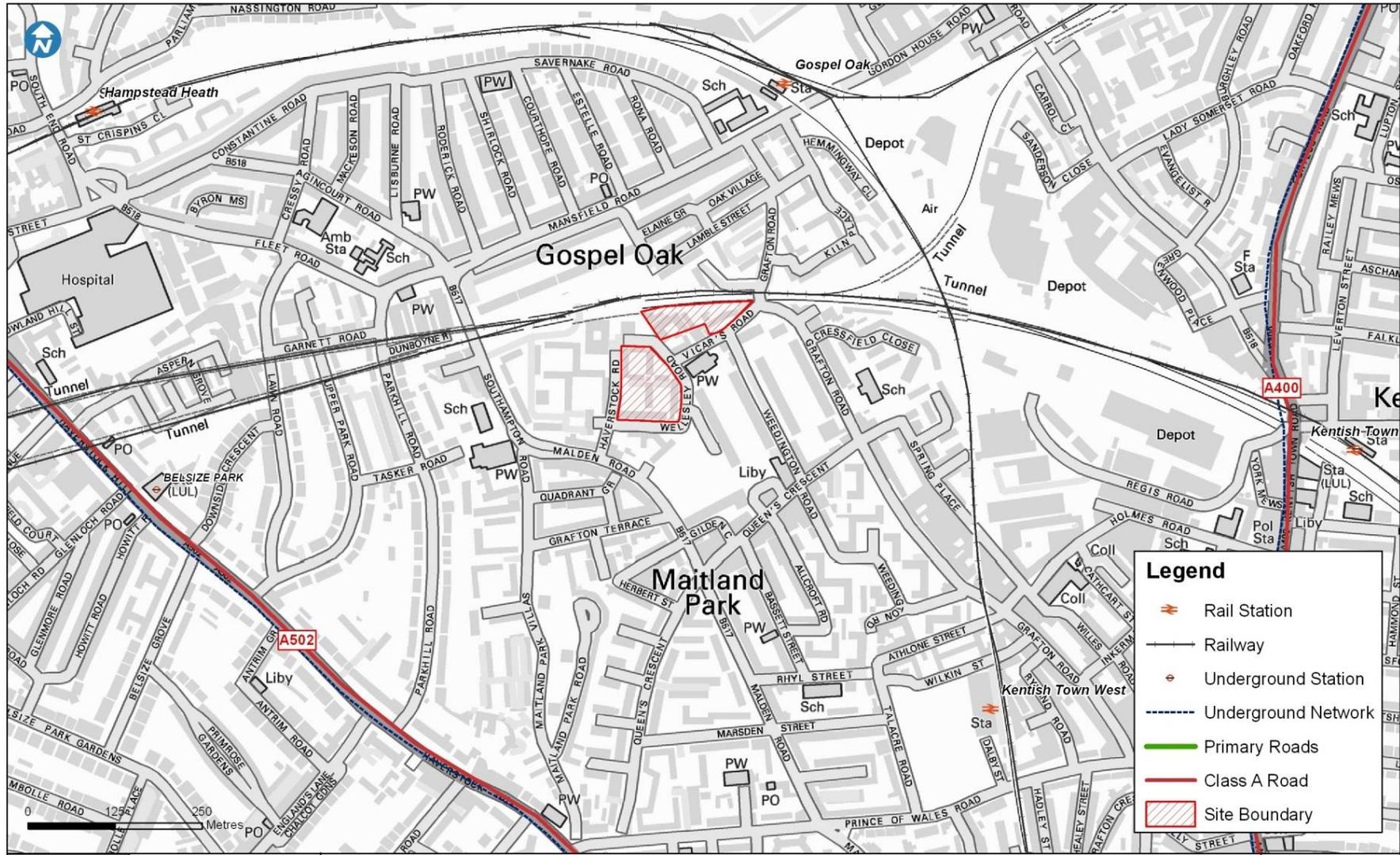


Figure 1.2 Site Location Plan



2 Policy Review

2.1 Introduction

- 2.1.1 This section provides a review of the key national, regional and local policy documents relevant to Travel Planning on the Bacton Low Rise.
- 2.1.2 The National Planning Policy Guidance (NPPG) provides national policy. Regional Policy is provided by The London Plan, Mayor's Transport Strategy and Transport for London's (TfL's) Travel Planning Guidance. LBC's Local Development Framework (LDF) provides local guidance.

2.2 National Planning Policy Guidance (Revision - March 2014)

- 2.2.1 The NPPG defines Travel Plans as "long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel."
- 2.2.2 Travel Plans, together with Transport Assessments, are used to assess and mitigate the negative transport impacts of development; and hence, to promote sustainable development. NPPG identifies Travel Plans as a key tool to identify opportunities for the effective promotion and delivery of sustainable transport. All developments which generate significant amounts of movement should be required to provide a Travel Plan.

2.3 Mayor's Transport Strategy (2010)

- 2.3.1 The Mayor's Transport Strategy highlights the importance of travel planning and smarter travel initiatives to promote the range of health and environmental benefits of walking, particularly in schools, workplaces and in deprived areas where the cost of public transport may be a barrier to travel.
- 2.3.2 Proposal 62 states:

"The Mayor, through TfL, working with London boroughs, developers and other stakeholders will promote walking and its benefits through information campaigns, events to raise the profile of walking, and smarter travel initiatives such as school and workplace Travel Plans."

2.4 The London Plan (2011)

- 2.4.1 The London Plan is the overall strategic plan for London, setting out an integrated economic, environmental, transport and social framework for the development of London over the next 20–25 years.
- 2.4.2 The Plan's objectives pertaining to Travel Plans are as follows:
- To ensure that London is a city where everyone can access jobs, opportunities and facilities with an efficient and effective transport system that actively encourages walking and cycling and makes better use of the Thames;
 - To improve the environment locally and globally, so that London becomes a world leader and is at the forefront of policies to tackle climate change, reduce pollution, develop a low carbon economy and consume fewer resources and use them more effectively.

2.5 TfL’s Travel Planning Guidance (November 2013)

- 2.5.1 The guidance states that there are two types of TP depending on the scale of the development; they are Travel Plan Statement and Full Travel Plan.
- 2.5.2 Figure 2.1 of the guidance sets out the thresholds for the requirements of Travel Plans in relation to land uses. The thresholds for a Travel Plan in regard to residential use are summarised alongside proposed units at the Bacton Low Rise in Table 2.1.

Table 2.1 Full Travel Plan Threshold Requirements in Relation to the Bacton Low Rise

Land Use	TP Statement	Full TP	Bacton Low Rise
C3: Residential	Between 50 and 80 units	Equal or more than 80 units	Net increase of 195 units

2.6 LBC Core Strategy

- 2.6.1 Policy CS11 promotes sustainable and efficient travel. To achieve this policy, LBC aims to improve public transport, cycling and pedestrian facilities. It also aims to expand the availability of car clubs and minimise provision for private parking in new developments.

2.7 LBC Development Policies

- 2.7.1 Within the Development Policies document policy DP16 relates to the transport implications of development. This policy states that where appropriate the Council will expect proposals to provide information to indicate the likely impacts of the development and the steps that will be taken to mitigate those impacts, for example using travel plans and transport assessments.
- 2.7.2 The document states that where a Transport Assessment is needed or in smaller developments where transport impacts are considered severe, submission of a travel plan is also expected as one way of mitigating the transport impact of the development.

2.8 Camden Planning Guidance: Transport

- 2.8.1 According to the Travel Plan guidance in this document, Travel Plans should require monitoring on at least an annual basis, and the Council will usually require submission of a monitoring report.
- 2.8.2 Travel Plans are to be developed over time, with a three-year target being specified for a reduction in the number of motor vehicle trips. This can be achieved by promoting and increasing cycling, walking, and the use of public transport. If a development does not replace an existing use, the Council will advise on the appropriate modal split targets.
- 2.8.3 Residential Travel Plans should be site specific, with detailed measures partly determined by site opportunities and constraints. Measures for parking restraint should be included and walking, cycling and use of public transport should be supported. A Travel Plan should include both hard measures (e.g. site design or provision of infrastructure and new services) and soft measures (e.g. marketing, promotion and awareness-raising amongst residents). A section 106 agreement securing a Travel Plan will also need to require that all future residents are informed of the existence of the Travel Plan and any restrictions it implies.
- 2.8.4 The main objectives of a Residential Travel Plan are to:

- Address residents' need for access to a full range of facilities for work, education, health, leisure, recreation and shopping. In some cases this will mean providing facilities that reduce the need to travel (e.g. a local shop).
- Reduce the traffic generated by the development to a significantly lower level of car trips than would have been predicted for the site without the implementation of the Travel Plan.
- Promote healthy lifestyles and sustainable, vibrant communities
- Encourage good urban design principles that open up the permeability of the development for walking and cycling linked to the design and access statements.
- Address specific problems identified in the site's Transport Assessment (e.g. a road safety problem that prevents children or older people from gaining access to key facilities).

2.8.5 It is important that an effective management structure is put in place to enable the overarching responsibility of the plan to be passed from the developer to the residents or a residents' management company or another body such as the Council.

2.8.6 A TP will need to specify its own management structures, which should generally have the following characteristics:

- Identifying the developer as the party responsible for delivering the TP and for initial implementation, including responsibility for achieving the targets and objectives established in the TP. The Plan should specify at what point the developer can pass on responsibility wholly to residents, a management committee or similar. Up until that time, steering groups and other management structures may assist in implementing the TP.
- Establishing the on-going management committee or group with a clear purpose, accountability and ability to take action.
- Providing funding to ensure on-going administrative support for the group once established and adequate resources to carry out continuing Travel Plan measures.

2.9 Summary

2.9.1 This TP will ensure that the proposed redevelopment of Bacton Low Rise Estate complies with the established National, Regional and Local policy objectives.

3 Site Accessibility and Baseline Conditions

3.1 Introduction

3.1.1 This section presents the baseline conditions of the site in terms of transport and access. Pedestrian, cycle, public transport and private hire modes are considered.

3.2 Highway Network

3.2.1 The development site is bounded by Vicars Road and Wellesley Road to the south and east of Haverstock Road to the west. Vicars Road and the southern sections of Wellesley Road and Haverstock Road form part of the public highway and have predominately residential landuse. All three roads accommodate on-street permit parking where they lie within the public highway.

3.2.2 The section of Haverstock Road to the north of Wellesley Road and the section of Wellesley Road to the north of Vicars Road form part of Bacton Estate and accommodate estate car parking and access to garages which front onto the northern and eastern sides of BLR. Both of these roads are cul-de-sacs with the northern end of Haverstock Road terminating at Lismore Circus which is a pedestrianised area.

3.2.3 There are two "A Roads" - A502 and A400 - in the vicinity of the site. A502 is to the west of the site and can be accessed by routing north on Southampton Road and then Fleet Road to the west; the A502 links Camden Town to Hendon. A400 runs in the east of the site, joining Charing Cross to Archway. It can be accessed by taking Grayton Road south and then Spring Place and Holmes Road.

3.3 Car Clubs

3.3.1 A number of car club bays are situated in the vicinity of the development site. They are provided by City Car or Zipcar. There are various car clubs located within 500m from the site. One car on Shirlock Road; one car on Mansfield Road to the north of the site; and to the west there are two vehicles on Parkhill Road.

3.3.2 Other car clubs are located on:

- Cressy Road (2 cars);
- Close to Belsize Park on Belsize Grove (2 cars), Glenlock Road (1 car) and Haverstock Hill (1 car);
- Lissenden Gardens (1 car);
- Chetwynd Road (2 cars).

3.4 Public Transport

3.4.1 The locations of the public transport services relation to the site are shown in Figure 3.1

London Overground

3.4.2 The Gospel Oak Overground Station is located approximately 490m north of the site. It is the terminus of the Gospel Oak to Barking Line as well as a station on the Richmond/ Clapham Junction to Stratford Line.

3.4.3 Table 3.1 presents the peak hour frequencies on these Overground lines that service the Gospel Oak Station. As shown, there are 23 services in both directions in the morning peak hour and 24 services in the evening peak hour. There are also 20 services in the Saturday peak hour.

Table 3.1 Frequencies of Overground Services at Gospel Oak Station

Directions	Peak Hour Frequencies		
	AM (08:00-09:00)	PM (17:00-18:00)	Sat (12:00-13:00)
Towards Barking	4	4	4
Towards Gospel Oak	4	4	4
Richmond - Stratford	7	8	6
Stratford - Richmond	8	8	6
Total	23	24	20

Railway

- 3.4.4 The closest railway station from the site is Kentish Town Railway Station which lies approximately 1.3km southwest of the site. It provides access to both National Rail services and London Underground (Northern Line) services.
- 3.4.5 The station is managed by First Capital Connect and is served by three routes – Route Luton, Wimbledon and Sutton; Route St. Albans, Mitcham and Sutton; and the Kent Route. Trains servicing the station run directly to London Luton Airport, Luton and Bedford to the north and Sutton in the south.
- 3.4.6 Certain southbound rail services from Kentish Town cross London Underground; stopping at stations including St Pancras International, Farringdon, Blackfriars and London Bridge. However, these services are on an infrequent basis.
- 3.4.7 During the peak hour, approximately four trains run per hour in the northbound and southbound direction on the First Capital Connect line from Kentish Town. The same frequency for both directions also applies to Saturdays.

London Buses

- 3.4.8 As shown in Figure 3.1, there are a number of bus stops in close proximity to the site. Grafton Terrace and St. Dominic's Priory bus stops are serviced by routes 24 and 46. They are both located approximately 300m from the site. The nearest stop for route C11, which routes from Archway Station to Brent Cross Shopping Centre, is on Estelle Road to the north of the site at a distance of approximately 280m.
- 3.4.9 All of these bus stops have a formal bus shelter with bus service information and route maps for both the relevant routes.
- 3.4.10 The destinations and frequencies of the bus service in close proximity to the site are summarised in Table 3.2.
- 3.4.11 As shown, 47 buses serve the area in the weekday peak hours and 42 services in the Saturday peak hour. These bus routes include destinations such as Brent Cross Shopping Centre, Kings Cross and St Pancras Stations, Archway Station, Trafalgar Square, Camden and Victoria Stations.

Table 3.2 Bus Services in the Vicinity of the Site

Service Number	Origin – Destination	Bus Stop	Distance from site	Peak Frequency (buses per hour)		
				AM	PM	Sat
24	South End Green - Grosvenor Road	St. Dominic's Priory	300m	10	10	9
	Grosvenor Road - Royal Free Hospital	Grafton Terrace	300m	7	9	9
46	Lancaster Gate Station - St. Bartholomew's Hospital	Grafton Terrace	300m	8	6	6
	St. Bartholomew's Hospital - Westbourne Street	St. Dominic's Priory	300m	6	6	6
C11	Brent Cross Shopping Centre - Archway Station/ Macdonald Road	Estelle Road	280m	8	8	6
	Archway Station/ Junction Road - Brent Cross Shopping Centre	Estelle Road	280m	8	8	6
Total Bus in Peak Hour				47	47	42

3.5 Existing Public Transport Accessibility

3.5.1 Public Transport Accessibility Levels (PTALs) are a measure of the accessibility of a point from a development site to the public transport network, taking into account walk access times and service availability. The method is essentially a way of measuring the density of the public transport network at particular points. A PTAL score can range from 1a to 6b, where a score of 1 indicates a “very poor” level of accessibility and 6b indicates an “excellent” accessibility level.

3.5.2 The PTAL on the BLR Estate is 3. This reflects a moderate level of public transport services available within the close proximity to the development site. PTALs have been calculated using Transport for London (TfL)’s online calculator at www.webptals.org.uk.

3.6 Pedestrian and Cyclists Accessibility

3.6.1 There is currently no provision of cycle stands within the development site. Two public cycle stands are located within the footpath on the northern side of Vicars Road, to the east of the Vicars Road/ Wellesley Road junction and there are a further three public cycle stands located in the footpath on the southern side of Vicars Road to the east of the Vicars Road/Weedington Road junction.

3.6.2 Figure 3.2 illustrates the cycle network within close proximity to the development site and also highlights the pedestrian network. Although there are no mandatory cycle routes, there is a

good network of advisory cycle routes. The advisory cycle paths along Wellesley Road and Vicars Road provide links from the site to the cycle network.

- 3.6.3 Lismore Circus is located to the north of the development site and can be accessed via a pedestrian walkway from the northern end of Haverstock Road or by a footpath adjacent to the DHO. The network of pedestrian paths within the Circus provides pedestrian links for estate residents to the bus stops on Mansfield Road and Southampton Road and also to Gospel Oak Overground Station.
- 3.6.4 There is also a network of pedestrian paths to the south of the development site through a green area which links the Estate to the local shops, restaurants and services, including a library, post office and pharmacy on Queen's Crescent. The Queen's Crescent Community Centre can also be accessed using this pedestrian path.
- 3.6.5 There are two pedestrian paths in place adjacent to the Weedington residential blocks which can be used if routing east from the development site and link the development to Grafton Road where a local primary school is located. The network of pedestrian paths in close proximity to the site is shown in Figure 3.2.
- 3.6.6 Zebra crossings are in place on Malden Road adjacent to the Haverstock Road/Malden Road junction and Mansfield Road adjacent to the Mansfield Road/Estelle Road junction which facilitate pedestrians crossing to reach bus services on the opposite side of the road. Both crossing points incorporate dropped kerbs and tactile paving.
- 3.6.7 Signalised pedestrian crossings are situated on Mansfield Road to the west of Gospel Oak Overground Station and at the Fleet Street/Mansfield Road/Southampton Road junction. Both these crossings provide dropped kerbs and tactile paving for ease of use.
- 3.6.8 The 5- and 10-minute catchment is presented in Figure 3.3. As shown, three community centres, a post office and a church are located within five minutes of walking distance. Two parks/ open space areas are also situated within the five-minute walking catchment. More educational institutes can be reached within a little over 10 minutes on foot; while the Royal Free Hospital can be accessed within 15 minutes of walking distance.

Figure 3.1 Public Transport Network

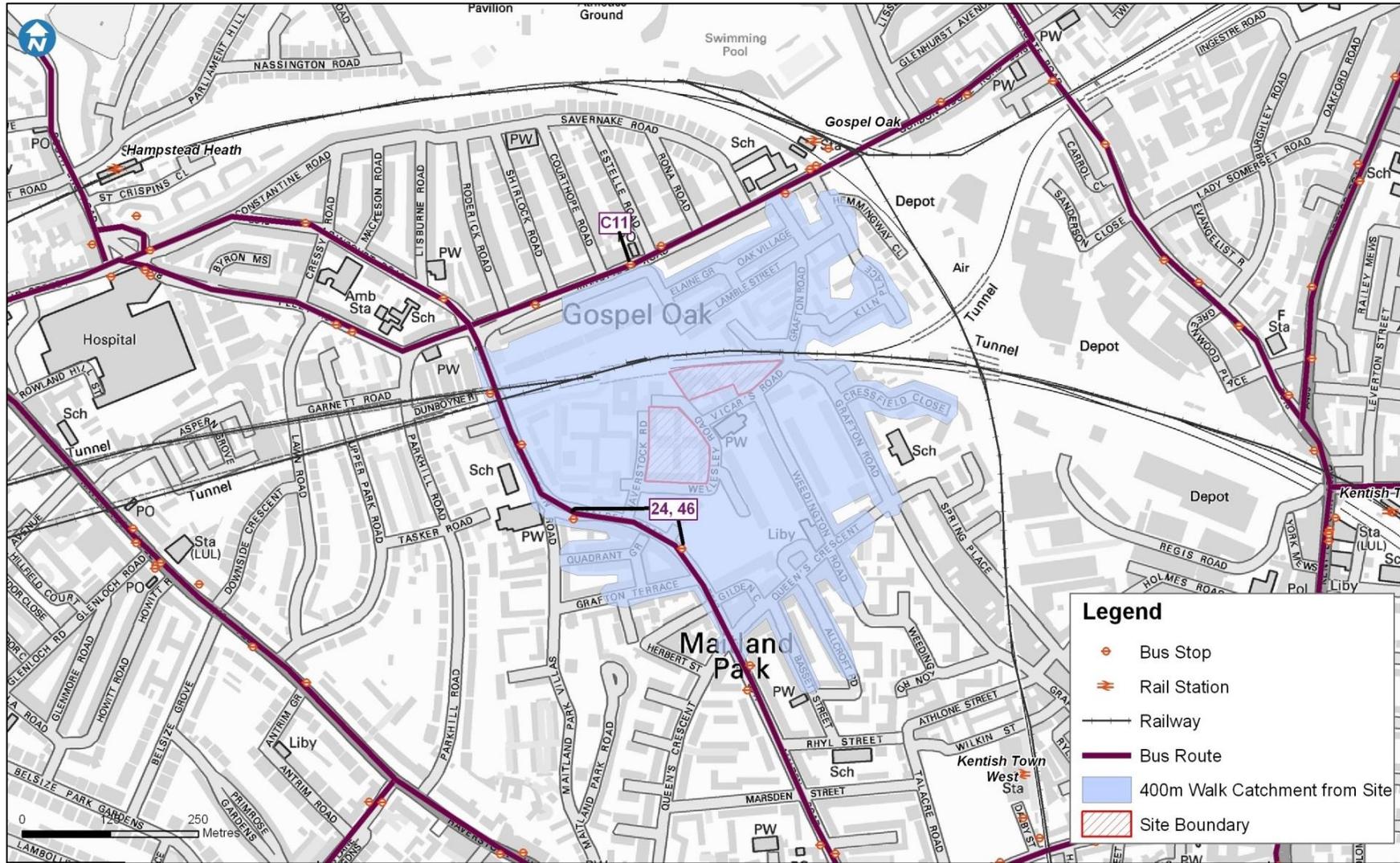


Figure 3.2 Existing Cycle Network

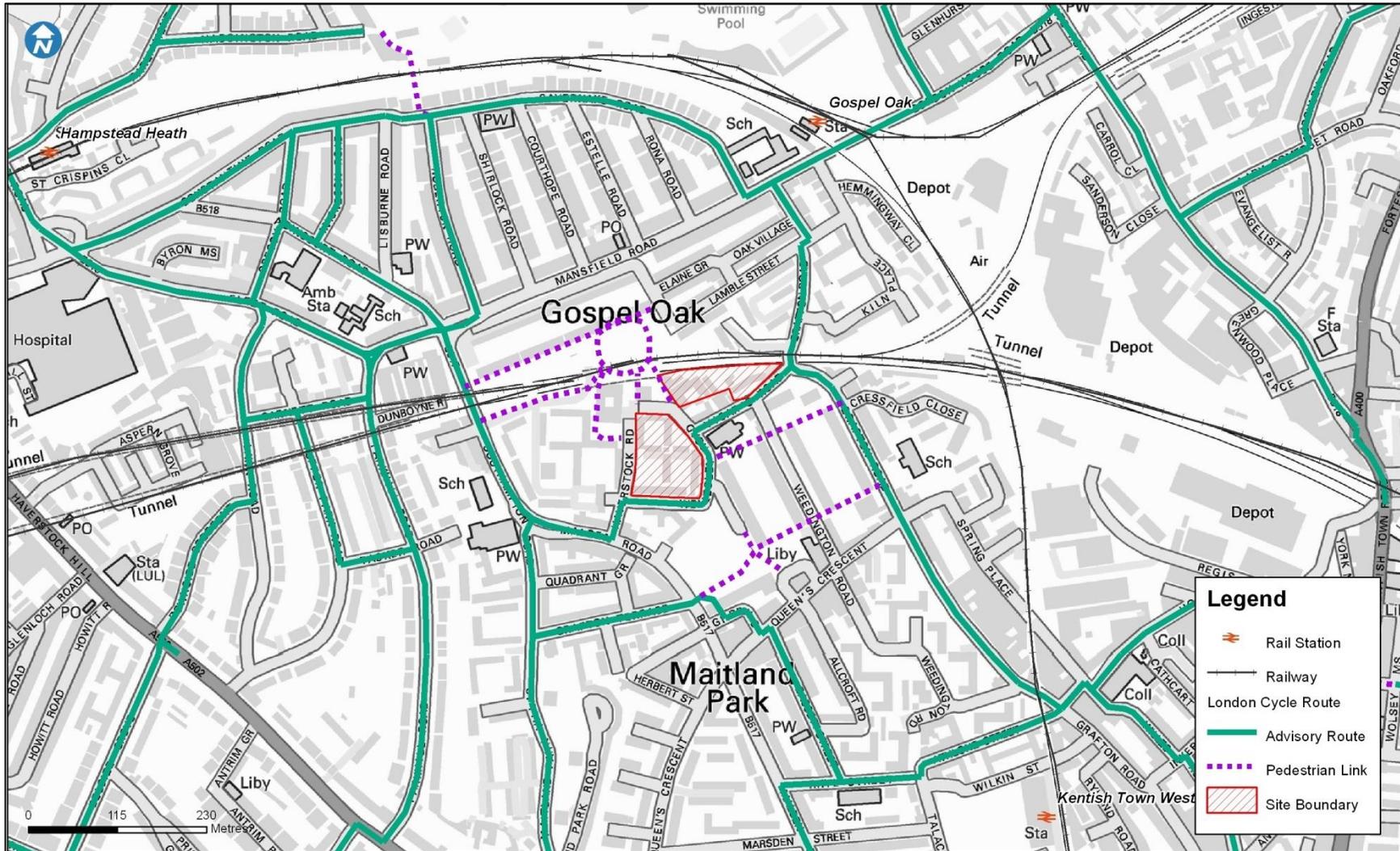
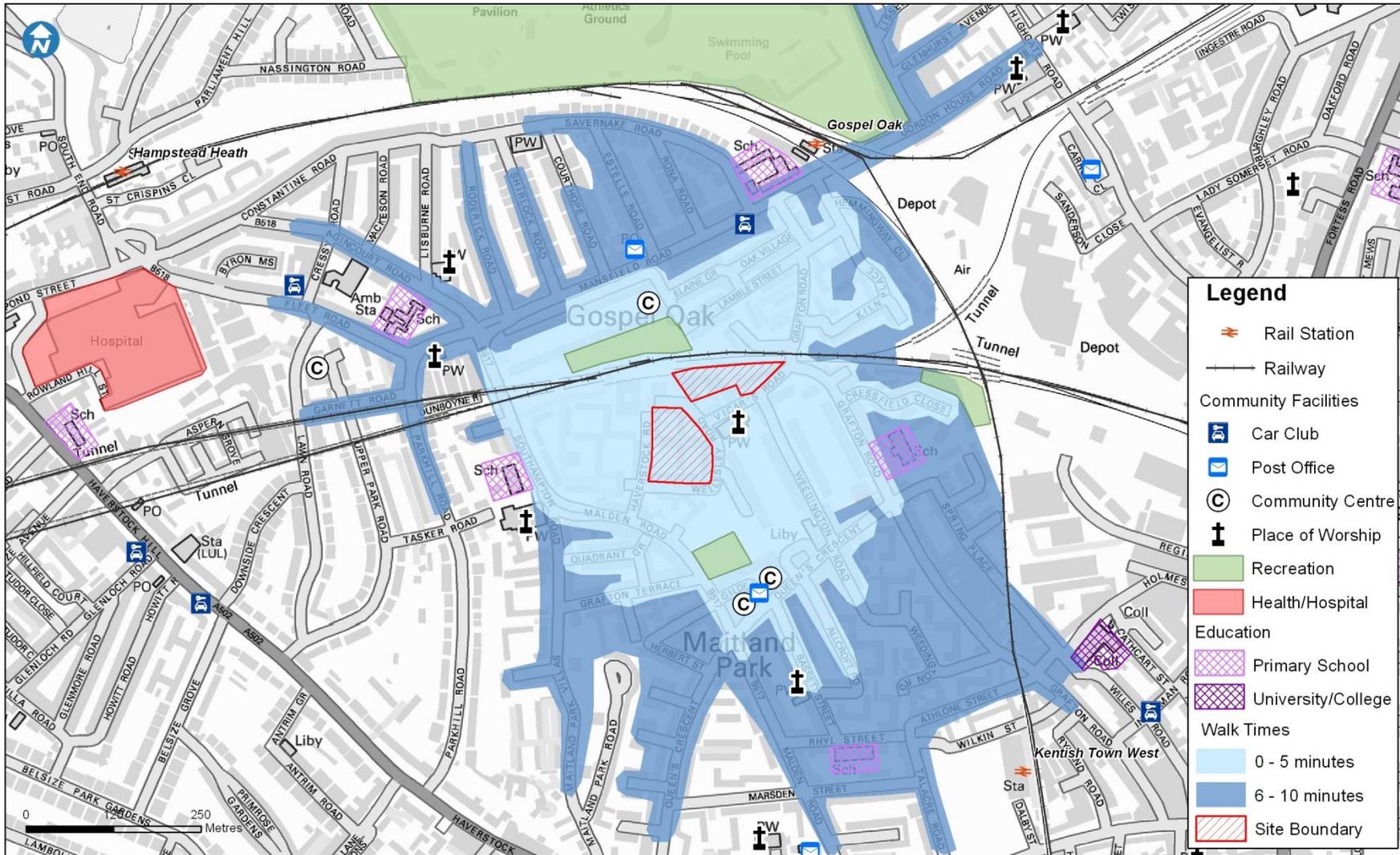


Figure 3.3 5- / 10- Minute Pedestrian Isochrone



4 Development Proposals

4.1 Introduction

- 4.1.1 The proposed redevelopment is made up of two areas, which are currently accommodating the BLR site and the DHO site as discussed in Chapter 1. There will be a mix of flats, houses, and maisonettes for private and affordable use; and will result in a net increase of 195 residential units.

4.2 Proposed Land Use

Residential

- 4.2.1 At present, there are a total of 99 residential units on-site which are a mix of 2, 3, and 4 bedroom units. It is proposed to provide 294 units, which gives a net increase of 195 residential units in the proposed development. 29 among the 294 units will be accessible to wheelchair users.
- 4.2.2 The DHO site will have residential accommodation arranged into four residential blocks. Blocks A will be a five-storey apartment building and while Block C will be a seven-storey apartment building. Blocks B1 and B2 will be a mix of houses and maisonettes.
- 4.2.3 The BLR site will be arranged in three residential blocks, one to the north and two adjacent to each other in the southern section of the site to the south of the site are Blocks D to the east and E to the west.

Commercial

- 4.2.4 It is proposed that there will be three commercial units in the north-western section of the BLR site. These units will accommodate workshop type activities and will be of a similar nature to the units currently in place on the DHO site. Overall there will be a reduction in the commercial floor area from 922 sqm to 252 sqm.

4.3 Proposed Vehicle Parking

- 4.3.1 165 units will be car-free and therefore no on-site car parking provision will be included for these units. For the remaining units, 17 on-site parking bays will be provided including 15 disabled bays, one car club bay and one bay with electrical vehicle charging point). Plans for parking strategy for the site are presented in Appendix H in the submitted Transport Assessment.
- 4.3.2 For the 29 wheelchair-accessible units, a total of 15 car parking bays will be provided and will be located on the eastern side of Haverstock Road and at the northern end of Wellesley Road. The 15 bays will be for the completed 15 wheelchair accessible units while the remaining wheelchair accessible units will be entitled to apply for an on-street disabled parking bay permit if it is required.
- 4.3.3 A car club bay will be located at the northern end of Wellesley Road for the use of residents of the proposed development and also those living in the locality. Zipcar has been consulted previously in preparation of the Transport Assessment submitted in November 2012 which has shown an interest in providing a bay here with the support of the proposed development.
- 4.3.4 A parking bay with electrical vehicle charge point bay will also be provided on-site for use of residents of the development.

On-Street Parking

- 4.3.5 Currently there are 16 on-street parking permits held by residents of BLR Estate. It is intended that 13 of these on-street parking permits will be retained.

Off-Site Parking

- 4.3.6 Vacant garages within the basements in a number of residential blocks in the vicinity of the proposed development site will be provided to tenants of Bacton Low Rise Estate who currently hold a lease for an on-site car parking space or on-site garage.
- 4.3.7 The resulting number of garages that would be required in the neighbouring residential blocks was determined to be 55. These will be located in the blocks closest to the proposed development and access to the garages will be as is the current arrangement.

4.4 Proposed Cycle Parking

- 4.4.1 With reference to the submitted MMA application, 398 cycle parking spaces are proposed for the BLR site and the DHO site; this level of provision is in line with the Revised Early Minor Alterations of the London Plan. Cycle storage will be in a form of stacked racks, Sheffield stands, green roof covered bike stands, and individual bike stores.

4.5 Proposed Accesses

- 4.5.1 There will be no vehicular access to the internal courtyard or pedestrian areas of the site. A number of residents of the wheelchair-accessible units will be allocated disabled parking bays on Haverstock Road and the northern end of Wellesley Road and these can be accessed via Wellesley Road.
- 4.5.2 Refuse collection vehicles and emergency vehicles will access the site via Haverstock Road as per the current situation; while taxis are proposed to access the blocks at the BLR site from Haverstock Road or Wellesley Road. The turning head on the northern end of Haverstock Road can be used for taxi drop-offs while the car park adjacent to Wellesley Road can be used as turning area. For the DHO site, taxis can access the blocks via Wellesley Road or Vicars Road. Proximity to the disabled parking spaces on Haverstock Road and Wellesley Road north of the BLR site also justifies the suitability of these two roads as routes for drop offs.
- 4.5.3 A pedestrian corridor has been proposed through the centre of the BLR site running from east to west. This will link Haverstock Road and Wellesley Road. Residential units located within the BLR site will be accessible to pedestrians from this pathway as well as entrances directly adjacent to Haverstock Road and Wellesley Road. The DHO residential blocks will be accessible to pedestrian by entrances located on Wellesley Road and Vicars Road.
- 4.5.4 While the central east-west corridor through the site will be open for the benefit of members of the public the two internal courtyards and mews-type space in the BLR site will not be through-routes and the space will be enclosed by buildings. The DHO site will contain development in the interior of the site and as it does not provide a natural through-route and there is limited natural surveillance this space will be secured by a gate.

4.6 Mode Share

- 4.6.1 The Transport Assessment includes forecast trip rates per unit for the various mode splits for the residential uses. These are obtained from the Census 2011 data and have been adjusted for car-free units. The mode splits for the BLR Estate are presented in Table 4.1.

Table 4.1 Mode Splits for BLR Estate

Mode	2011 Census Mode Split for Gospel Oak Ward	Census Redistributed for Wheelchair Accessible Units	Census Redistributed for Car-free Units
Train/ Overground	3%	4%	7%
Underground/ DLR	10%	0%	0%
Bus, Minibus or Coach	18%	26%	43%
Taxi	3%	4%	7%
Driving in a car or van	16%	16%	0%
Passenger in a car or van	7%	7%	0%
Motorcycle, Scooter or Moped	1%	1%	1%
Bicycle	3%	3%	3%
On foot	39%	39%	39%
Total	100%	100%	100%

5 Objectives and Targets

5.1 Overview

5.1.1 This chapter sets out the overarching Objectives and Targets of the TP for the BLR Estate redevelopment.

5.1.2 The objectives are supported by a set of quantified SMART (Specific, Measureable, Achievable, Realistic and Timed) Targets so that progress towards achieving them can be measured.

5.2 Objectives

5.2.1 The objectives of this TP is:

“To encourage residents, visitors and the local community of the BLR Estate to travel using sustainable modes.”

5.2.2 To support the realisation of this overarching objective, several sub-objectives have been set out:

- Ensure the site is accessible to all and responds to the needs of vulnerable groups e.g. those with mobility problems;
- Increase awareness of the Travel Plan and its constituent measures;
- Encourage greater use of sustainable transport modes, particularly cycling and walking for those in car-free units;
- Encourage the most efficient use of cars and other vehicles;
- Reduce the need to travel overall / and / or in peak times;
- Promote smarter living practices that reduce the need to travel overall or in the peak periods;
- Influence the travel behaviour of visitors; and
- Improve the health of residents and minimise the development impacts on the environment.

5.2.3 Details on how the Travel Plan will deliver these objectives are provided in Chapter 6.

5.3 Targets

5.3.1 According to TfL's *Travel Planning Guidance*, comprehensive and compliant surveys need to be conducted when 75% of the development is occupied or within 6 months of occupation. The Targets presented in this section are based on the trip generation assessed in the submitted Transport Assessment and will be updated when monitoring surveys for the new build and complete development are conducted.

5.3.2 The site specific mode share targets for single occupancy vehicles, car sharing, walking and cycling for the proposed development are set out in Table 5.1. These targets are based on the forecast modal split for the entire site, as presented within the Transport Assessment.

5.3.3 The targets will be reviewed once the baseline travel survey of residents is completed. The baseline data from the surveys will provide a better understanding about what is achievable and what measures best suit the site.

Table 5.1 BLR Estate Residential Mode Split Targets

Mode	Forecast Mode Share	3 rd year target	5 th year target
Units with parking			
Car Driver	16%	13%	11%
Public Transport	30%	32%	34%
Walk and Cycle	42%	45%	47%
Car-free Units			
Public Transport	50%	48%	46%
Walk and Cycle	42%	44%	45%

6 Delivering the Travel Plan Objectives

6.1 Overview

6.1.1 This chapter explains how this Travel Plan will be taken forward to successfully achieve its Objectives and Targets.

6.2 Travel Plan Delivery

Travel Plan Management

6.2.1 The success of the Travel Plan is dependent upon effective management combined with clearly defined roles. LBC will manage the TP for the BLR Estate and will have responsibility for implementation and further development of this Travel Plan.

6.2.2 The Travel Plan Coordinator (TPC) at this stage is proposed to be Manu Dwivedi, a Principal Transport Planner at PBA. This will be until LBC housing appoints a TPC. The appointed TPC will then be responsible for the management and further development of this Travel Plan.

6.2.3 A Residential Steering Group is proposed with quarterly meetings with residents and other relevant parties. This is to ensure that the Travel Plan is taken forward and to provide a communication/discussion channel for the residents.

Securing and Funding the Travel Plan

6.2.4 LBC will fund the future monitoring and development of this TP.

6.2.5 A set of sustainable transport measures will be implemented as part of the development proposals, demonstrating the commitment from LBC to encourage sustainable travel. These measures include:

- A commitment to a car-capped development;
- Provision of car-club bays;
- Traffic calming through one-way and shared surface systems with pedestrian and cycle priority within the development;
- The improved pedestrian link on Haverstock Road to encourage residents to walk;
- Secure cycle parking provision in line with the London Plan standards; and
- Showering and changing facilities for cyclists who work in the commercial units.

6.2.6 These measures will encourage sustainable transport modes and improved accessibility for users of the site.

6.3 Travel Plan Awareness

6.3.1 The success of this Plan is dependent on the development and implementation of an effective marketing strategy which will be produced by LBC. Once the TPC has been appointed, they will take over the development and implementation of the marketing strategy.

6.3.2 To increase awareness of the Travel Plan Objectives, residents will be given a Travel Welcome Pack on arrival in their new property. This will give information on the sustainable

ways to travel around the area and the local services and facilities. The Pack will also provide information on the best pedestrian routes to and from the site for occupiers to encourage walking.

- 6.3.3 The Residential Steering Group will offer communication channel between the residents and LBC. This will ensure that the TP is taken forward effectively and that there is continued support and resources.

6.4 Encouraging Sustainable Travel

- 6.4.1 Chapter 7 details the specific measures that are to be pursued in relation to encouraging more sustainable travel patterns such as greater use of cycling, walking, public transport, car sharing and the use of other non-single occupant car modes of travel. The emphasis is on providing a good level of accessibility to BLR Estate by all modes and, in doing so, ensuring that those living on and visiting the site have a range of travel options available to them.
- 6.4.2 Other initiatives may include: interest-free annual season ticket/ travel card loans for an initial fixed period; provision of cycle equipment and car clubs.

6.5 Efficient Use of Private Vehicles

- 6.5.1 This TP recognises that private cars will remain a necessary mode of transport for wheelchair users in the BLR Estate. However, the TP will encourage all residents to make informed decision about how they travel and will promote rational and responsible use of private cars.
- 6.5.2 Car sharing and car club schemes may be considered in future as per consultation with Zipcar as discussed previously. This is aiming to facilitate low car usage.
- 6.5.3 In addition, this TP advocates good access for servicing, deliveries and emergency vehicles, to avoid congestion in and around the development.

6.6 Reducing the Need to Travel

- 6.6.1 Need to travel by car is reduced by the good access to the railway station and bus routes from the site. The local availability of shops and services combined with the high quality pedestrian and cycle facilities in proximity to the site encourages sustainable travel further.
- 6.6.2 To encourage localised patterns of sustainable travel, residents will be made aware through their Welcome Packs of the full range of goods and services available and how to access them either on site or in the wider area. The TPC will also investigate the feasibility of promoting local employment opportunities among residents to encourage living and working in the local area.
- 6.6.3 The provision of internet connectivity in each residential unit and promotion of the merits of online grocery shopping will also reduce the need for residents to travel to the supermarket.

6.7 Car Parking Management

- 6.7.1 The proposals include 17 parking spaces for the entire BLR Estate development of 294 residential units. This is inclusive of one car club bay, one electrical vehicle parking bay and 15 disabled bays. LBC will be responsible for the management of car parking for residential units and it is envisaged that overtime this will reduce the level of parking with the exception of blue badge holders. No new residents will be entitled to a parking space or on-street permit. This means that as residents who are being re-provided with spaces leave the Estate, non-disabled parking will be phased out of the development and only blue badge and car club bays will be retained.

7 Travel Plan Measures and Action Plan

7.1 Overview

- 7.1.1 This section details the measures that LBC intend to implement at the BLR Estate and the likely measures that they will encourage to implement in order to promote sustainable transport modes and reduce car use.
- 7.1.2 An Action Plan is provided in Table 7.1. The main aim of the Action Plan is to identify individual initiatives that can assist the residents of the BLR Estate to reduce private vehicle journeys.
- 7.1.3 Table 7.1 sets out the benefits the various measures and the timescales for their implementation. They are grouped by measures that will meet the Travel Plan sub-objectives. Measures relating to servicing and deliveries are included within the Servicing Strategy submitted within the Transport Assessment.

Table 7.1 BLR Estate Action Plan

Initiative	Description	Measures	Benefits	Timescale for Implementation	Responsibility
Managing the on-going development and delivery of the Travel Plan with future residents					
Adoption of the Travel Plan	Sign in from the LBC will be vital to ensure that the TP is an active, living document	Encourage local residents and LBC to adopt the TP	The involvement of LBC will ensure future commitment to the development of the TP	On Occupation	LBC
Travel Plan Coordinator	A TPC will be responsible for managing the on-going development, delivery and promotion of the TP	Appoint a TPC for the BLR Estate	This will ensure that the Travel Plan is taken forward and results are delivered	Prior to Occupation	LBC
Establish Steering Group	The Steering Group should include new and returning residents and allow them to discuss issues with LBC	Establish and work alongside the Steering Group	This will ensure that the Travel Plan is taken forward and results are delivered	On Occupation	TPC
TPC to attend Residential Steering Group	Meetings with the Residential Steering Group will enable the discussion of site-wide issues and the exchange of TP progress/information between all site occupiers	Work with the TPC and Steering Group to meet on a quarterly basis	This will ensure that key site-wide issues are addressed and TP progress/information is exchanged	On Occupation	LBC
Increasing awareness of the Travel Plan and its constituent measures					
Travel Information Packs	To provide Travel Plan Information Packs to each residential unit	To provide information on sustainable ways to travel around the area and the local services and facilities available on the site	Residents will be provided with a high level of information to inform their travel choices, including information on local facilities and the proximity of these facilities	On Occupation	LBC

Initiative	Description	Measures	Benefits	Timescale for Implementation	Responsibility
Feedback to Residents	Promote the Travel Plan and achievements made	Feedback to residents on progress against Travel Plan targets	This feedback will keep the residents involved and aware of the Travel Plan. This will help residents remember their travel choices	Annually after the development is occupied	TPC
Provision of travel information to prospective residents	Provide travel information in the marketing suite and / or show homes	Provide information on all modes in the marketing suite and / or show homes and have trained sales/ marketing staff to give information on the options available	Residents will be provided with a high level of information to inform their travel choices before agreeing to occupy the units	When the marketing / show home is opened	LBC
Site-specific travel information	Provide site-specific travel information to residents; showing best routes to encourage sustainable travel options	Produce maps on cycle, public transport services. Provide a community notice board where this information can be displayed	Residents will be provided with a high level of information to inform their travel choices	Prior to occupation	LBC
Encouraging greater use of sustainable transport modes, rather than the car					
Cycle Facilities	Provision of parking spaces and information on cycle routes. Cycle equipment loans and insurance will also be provided.	To provide secure cycle parking spaces in line with London Plan Standards; and showering and changing facilities. An information leaflet on cycle facilities available should be given to each tenant	Provision of cycle parking and showering and changing facilities as well as equipment will encourage employees and visitors to use bicycles as a mode of travel. Repair services are included as part of the facilities provision	With Construction	LBC
Pedestrian Facilities	Creating pedestrian links and spaces in the development and linking these to the wider area	To develop good pedestrian networks within the site and create links with the wider local area and public transport facilities	Improved pedestrian links will encourage residents and visitors to walk and provide a pleasant environment separate from traffic	With Construction	LBC

Initiative	Description	Measures	Benefits	Timescale for Implementation	Responsibility
Discounts on local services and facilities	To provide discounts on the use of sustainable transport modes; in particular for the commercial occupants of the site	This can include provision of interest-free annual season travel ticket; or travel card loans for buses, underground and trains	To encourage travel by sustainable modes and reduce travel by car, especially among workplace	LBC will research and put these options forward to the TPC as the units become occupied. If signed up to then these will become the responsibility of the TPC	
Cycle Allowance for work-related journeys	This is be targeting the commercial units with the redevelopment. Allowance will be given to staff who travel with bicycles for work-related trips	Secure an amount of funding as initiatives for staff who cycle to meetings	To encourage the use of bicycles within workplace and reduce carbon footprints of work-related journeys	On Occupation	LBC/ Occupants of Commercial Units
Improve cycle routes for accessing the site	To work with LBC to improve cycle routes to/ from the BLR Estate	Upgrade or expand the cycle network that can provide access to the site e.g. widening the existing cycle path north of the site; linking high street to Lismore Circus	To encourage greater use of cycling facilities and sustainable travel modes. Safety and security levels can also be enhanced	Prior/ On Occupation	LBC
Legible London	To provide adequate facilities to promote walking and cycling as sustainable transport alternatives; as part of the Legible London contribution	Provide signage and information boards including distance and maps	Improve way-finding for pedestrians and cyclists to promote sustainable travel options	With Construction	LBC
Encouraging the best use of cars and other vehicles					
Parking	Limit the number of parking spaces available on the estate to 17.	Limit the spaces to returning residents who previously had a space and blue badge/ car club bays. Parking for returning residents will not be passed on to new occupiers when they vacate their units, it will be phased out.	By not increasing parking provision residents will be encouraged to rationalise their car use and use sustainable travel modes	With Construction	LBC

Initiative	Description	Measures	Benefits	Timescale for Implementation	Responsibility
Disabled Parking	Provide designated parking spaces	Ensure seven disabled parking spaces are reserved for disabled residents	To enable disabled residents to access the development	With Construction	LBC
Reducing the need to travel					
Development Location	The proximity of the rail and bus links combined with the accessibility of local services by high quality pedestrian and cycle links will help reduce trips in private vehicles	The facilities in the local area will be promoted to all occupiers of the BLR Estate	The location of the development within close proximity to schools and GP surgeries and the proposal of provision small retail and community facilities on site will help reduce the need for residents to travel for work / services.	With Construction	LBC
Internet Connectivity	All leading supermarkets offer delivery service for groceries. This can reduce the need to travel by car to local supermarkets.	To allow for internet connections to be made available in each residential unit and promote the merits of online grocery shopping.	Residents can order shopping online and reduce the need to travel by car to their local supermarket.	With Construction	LBC

8 Plans and Timescales for Travel Plan Monitoring and Review

- 8.1.1 The TP will be the responsibility of LBC who will identify a TPC for the monitoring phase. The TPC and LBC will discuss funding to manage the future development of the TP, including the on-going monitoring and review. Surveys, monitoring and review of Targets will take place when 75% of the new build units are occupied or within six months of commencement of new built units being occupied. Further Targets will be proposed for the completed development based on monitoring.
- 8.1.2 The TP will be regularly monitored and reviewed to ensure that the Plan reflects the changing requirements of the site, is up-to-date with travel planning options available and remains challenging.
- 8.1.3 Table 8.1 below gives the plans and timescales for the monitoring and review of the Travel Plan.

Table 8.1 Plans and timescales for Travel Plan Monitoring and Review

Action	Timescale
Baseline travel survey of all residents	First anniversary of the Occupation Date in line with the S106 Item 2.69 (c)
Update of TP following baseline surveys	Following baseline travel surveys
Future residential travel surveys	3 rd and 5 th year
Steering Group Meetings	Quarterly
Feedback to the management company, residents and tenants of Bacton Low Rise Estate	Quarterly (following Steering Group meetings)
Undertake a comprehensive strategic review of all aspects of the Travel Plan (including the Objectives, Targets, the Action Plan and the monitoring programme)	Following baseline surveys (6 months), 3 rd and 5 th year

Appendix A ATTrBuTE Assessment

Travel plan name	Bacton Low Rise Estate
Planning application reference number	2012/6338/P
Name of travel plan author	Stephanie Yu
Email address of travel plan author	syu@peterbrett.com
Telephone number of travel plan author	02075668600
Name of travel plan assessor	Manu Dwivedi
Job title/role of travel plan assessor	Principal Transport Planner
Plan Type	Strategic level Framework Travel Plan (occupiers known)

The development		7/7
Does the travel plan include a) full address of the development? b) contact details for the person responsible for preparing the travel plan?	NONE	2
Does the travel plan include a) a breakdown of the different land uses expected on site? b) details of the size of each type of land use? c) details of how build-out of the development will be phased?	NONE	3
Does the travel plan include details of the number of users expected on site (including employees, residents, deliveries and visitors)?	NONE	1
Does the framework travel plan include a commitment for occupiers of the site to develop individual travel plans within the context of the overarching plan?	NONE	1
Policy		2/2
Does the travel plan include reference to relevant national, regional and local/borough... a) transport and spatial policy? b) travel planning guidance?	NONE	2
Site assessment		3/3
To what extent does the travel plan clearly describe the accessibility and quality of... a) existing transport networks and initiatives? b) existing travel initiatives available to all users?	NONE	3
Surveys		3/3
Does the travel plan propose the following? a) TRAVL compliant site user travel and freight surveys? b) an agreed date with the borough for the surveys to take place?	NONE	2
Is a baseline modal split (actual trip numbers and percentage of all trips) estimated for the site?	NONE	1
Objectives		3/3
Does the travel plan include objectives which reflect... a) Mayoral policy & strategic guidance? b) local / borough policy and guidance? c) the challenges and opportunities specific to the site?	NONE	3

Targets		2/2
Are there targets linking directly to each objective?	Targets are developed based on the objectives	1
Have targets appropriate to the phasing of the development been set?	Targets are set on the baseline year, third and fifth year.	1
TP Co-ordinator		3/3
Has a site-wide travel plan co-ordinator been identified or is there agreement upon when a co-ordinator will be in place?	A temporary TPC has been appointed ; the final TPC will be selected by LBC	1
Has the framework travel plan co-ordinator.... a) roles and responsibilities been made clear? b) been allocated a sufficient amount of time to spend on the travel plan?	NONE	2
Measures		6/6
To what extent do the site-wide measures... a) support the objectives of the travel plan? b) reflect the context of the site?	NONE	3
Is an action plan provided which includes... a) short / medium / long term actions? b) timescales and responsibilities?	NONE	2
Is the action plan clear on how and when travel plans will be developed among occupying organisations?	NONE	1
Monitoring		2/2
Is it clear who is responsible for site-wide monitoring?	NONE	1
Is a clear site-wide monitoring programme that adheres to the standardised approach included?	NONE	1
Securing and enforcement		1/1
Is it clear how the travel plan will be secured?	NONE	1
Funding		5/6
Has a sufficient budget been set for the site-wide... a) travel plan co-ordinator post? b) measures? c) monitoring programme?	NONE	3
Have funding streams been identified for the site-wide... a) travel plan co-ordinator post? b) measures? c) monitoring programme?	NONE	2
Total - PASS		37