



ttp consulting  
transport planning specialists

Elebro Ltd

140-146 Camden Street  
Camden

Residential Travel Plan Statement

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Figure 1 - Site Location Plan

## 1 INTRODUCTION

- 1.1 TTP Consulting is retained by Elebro Ltd to provide traffic and transport advice in relation to their development proposals for proposed redevelopment of 140 to 146 Camden Street, Camden.
- 1.2 The scheme will develop the site to provide 62 residential units and 1,773sqm of commercial floor space.
- 1.3 The main aim of this Residential Travel Plan is to put in place the management tools deemed necessary to enable the residents of the site to make more informed decisions about their travel, which at the same time minimises the adverse impacts of their travel on the environment. This is achieved by setting out a strategy for eliminating the barriers keeping residents from using sustainable modes which in effect can self-manage single-occupancy vehicle use.
- 1.4 This Travel Plan has been prepared in accordance with Travel Plan guidance issued by Transport for London (TfL) in 2011 – *Travel planning for new development in London*.
- 1.5 Given the excellent accessibility of the site to public transport no car parking spaces will be provided on-site and a permit free agreement will ensure that residents cannot readily park on-street in the vicinity of the site, it is unlikely that the residents of the site will undertake any material private car travel.
- 1.6 The site is located within central Camden Town, in the London Borough of Camden. The local area is predominantly residential with mixed-use retail with residential above and commercial buildings along Camden Road. **Figure 1** shows the location of the site.

### Scope

- 1.7 This Residential Travel Plan is a strategy setting out the sustainable travel options and measures for residents of the development. A separate Travel Plan for the commercial floor space has also been produced to support the planning application.
- 1.8 The remainder of this Plan is structured as follows:
- Section 2 - Outlines the accessibility of the site;
  - Section 3 - Sets out the objectives of the Travel Plan;

- Section 4 - Outlines the Travel Plan strategy;
- Section 5 - Sets out the Measures that will be implemented; and
- Section 6 - Outlines a review programme.

## 2 ACCESSIBILITY AND TRAVEL PATTERNS

2.1 The application site comprises 140 to 146 Camden Street. The site is bounded by Bonny Street to the north, Camden Street to the west and the Regent's Canal to the south. The site location is shown at **Figure 1**.

2.2 Located within the wider area and within walking distance of the site are numerous small shops and restaurants and the Sainsbury's food store on Camden Road is within 50m of the site.

### Site Description

2.3 The existing building is of two parts. The northern part is a 1950s single storey warehouse building on the corner of Camden Street and Bonny Street with entrances on both streets.

2.4 The southern part is a 3 storey office building with frontages to Camden Street and the Regent's Canal.

2.5 The Camden Street site frontage has single yellow line controls in place and the Bonny Street frontage double yellow lines and a loading bay (loading only 08:30-18:30 Monday to Friday and 09:30-17:30 Saturday and Sunday).

### Local Road Network

#### Bonny Street

2.6 Bonny Street is orientated between the A503 Camden Road to the east and the A400 Camden Street to the west. It measures approximately 8.5 metres in width and on-street parking is permitted on both sides in marked bays. It is located within Controlled Parking Zone CA-F with a mix of residents and pay & display bays in relation to which restrictions are in place 08:30-18:30 Monday to Friday and 09:30-17:30 Saturday and Sunday. No vehicular access is permitted between Camden Road and Bonny Street.

#### Camden Road

2.7 Camden Road is part of the A503 which is routed between the A4201 at Regents Park to the south west and the A1201 at Finsbury Park in the north east. It also links with the A1 Holloway Road, which is orientated in a north-south direction and is a key route to and from Central London.

- 2.8 Camden Road is approximately 2.5 kilometres in length and lies between the junction with the A1 Holloway Road / Tollington Road in the north east and the junction with Kentish Town Road / Camden High Street and Parkway to the south west at Camden Town. Adjacent to the site, it has a carriageway width of 12.5 metres with two lanes in each direction and is a Red Route with no stopping Monday to Saturday from 07:00-19:00.

### **Camden Street**

- 2.9 Camden Street is part of the A400, which lies between the A1 at Archway in the north and the A501 Euston Road to the south. It provides a road connection between the site and Mornington Crescent, Kentish Town and Tufnell Park.
- 2.10 Camden Street forms a section of the A400 between Crowndale Road in the south and Hawley Road in the north. It is approximately 950 metres in length and 12.5 metres in width close to the site. It is one-way southbound along its full length and has a minimum of 2 lanes.

### **Car Club**

- 2.11 The nearest car club spaces to the site are located on Castlehaven Road, Rochester Place and Pratt Street.

### **Barclays Cycle Hire**

- 2.12 A 45 space docking station is available on Bonny Street, within 100m of the site. The next closest docking station is a 35 space unit on Greenland Road.

### **Accessing the site by non-car modes**

- 2.13 A person's willingness to walk is dependent on many factors including access to a car, safety, road congestion, weather, gradients, parking, health, direction of route and purpose of journey. The Institution of Highways and Transportation (IHT) Guidelines suggest a maximum 'acceptable' walking distance for pedestrians without mobility impairment of 2km.
- 2.14 The site is situated close to the centre of Camden Town and, thus is within 2 kilometres of a significant array of commercial and leisure destinations, including a Sainsbury's store on Camden Road (350 metres walk distance to/from the site) and a plethora of smaller A1 and A3 units within Camden Town.

- 2.15 Footways are found on both sides of the roads in the vicinity of the site, providing a safe environment for pedestrians. Since the local area is used by a significant number of pedestrians, footway widths are a minimum of 2 metres and often wider.
- 2.16 Camden Road and Camden Street, which connect with either end of Bonny Street are characterised by significant flows of traffic. However, there are frequent opportunities for pedestrians to cross safely close to the site.
- 2.17 In addition to the existing pedestrian links at street level, a Canal towpath is available for pedestrians / cyclists, which provides an attractive leisure route for a central London location of this nature.

## **Cycling**

- 2.18 Guidance on cycling can be found in 'Cycle Friendly Infrastructure' guidelines published by the Institution of Highways and Transportation. This guidance highlights previous research by the DfT that three quarters of all journeys are less than 5 miles (8km) of which 60% are by car.
- 2.19 The guidelines highlight that there is a 'substantial potential for substituting cycling for driving' for distances up to 5 miles.
- 2.20 The site is located in proximity to a number of signed cycle routes. This includes a signed on-road cycle route along the Royal College Street / St Pancras Way one-way system. The route then continues south along Royal College Street towards King's Cross. This also forms part of London Cycle Network (LCN) route 27.
- 2.21 In addition, LCN route 28 is orientated in a north-south direction between Tufnell Park and King's Cross, passing along a route parallel with Camden Road. LCN route 29 lies between Camden Road in the west and Angel in the east.
- 2.22 This demonstrates that the site is well served by local cycle routes, providing links to other parts of Central and North London.

## **Public Transport Accessibility**

### **Bus Services**

- 2.23 The TfL PTAL calculation indicates that 13 bus routes are available within the PTAL cut off walk distance of 640m, which provide a total of 122 buses per hour in either direction. The area is also served by a total of 7 night buses.

### **Rail Services**

- 2.24 Camden Road rail station lies to the north east of the site, less than a 170m walking distance and forms part of the London Overground network on the Clapham Junction/Richmond to Stratford route.

### **Underground Services**

- 2.25 The nearest London Underground station to the site is Camden Town, which is approximately a 320m walk distance to the south of the site. Camden Town is served by the Northern Line and is located at the intersection between Edgware and High Barnet / Mill Hill East branches to the north and Charing Cross / Bank branches to the south.
- 2.26 The Northern Line provides a connection between Morden to the south, through the City and West End to terminate at High Barnet, Mill Hill East or Edgware in the north. Trains operate on each of the branches at frequent intervals during the daytime, 7 days a week.

### **Public Transport Accessibility Level (PTAL)**

- 2.27 According to TfL's Planning Information Database, the site has a PTAL rating of 6b, the highest score available, demonstrating excellent accessibility to public transport.



### 3 OBJECTIVES AND TARGETS

3.1 This section sets out the overarching objectives for the Travel Plan, as well as Action Targets for the short and medium term.

- a) **Objectives** are the high-level aims of the Travel Plan. They help to give the Travel Plan direction and provide a clear focus.
- b) **Targets** are the goals by which progress will be assessed.

#### Objectives

3.2 The Travel Plan's overriding objective is:

**To encourage residents to use sustainable modes when travelling to / from the site, through the promotion of active modes.**

3.3 The sub-objectives are:

- a) Sub-objective 1: To increase resident awareness of the advantages and availability of sustainable / active modes of transport;
- b) Sub-objective 2: To promote the health and fitness benefits of active travel to all users; and
- c) Sub-objective 3: To introduce a package of physical and management measures that will facilitate resident travel by sustainable modes.

#### Targets

3.4 Targets are essential for the success of the Travel Plan. The key Action Targets are set out below:

- a) A Residential Travel Plan Co-ordinator (TPC) will be appointed at least 1 month prior to the first residential unit being occupied;
- b) Residents will be provided with a Welcome Pack, detailing the Measures set out in this document, on occupation of their unit; and
- c) A sustainable transport noticeboard will be provided and located in a prominent location. The noticeboard will be periodically updated so that it details up-to-date information.

- 3.5 Given the size of the development, it is more constructive to set Action type Targets for Measures aimed at promoting sustainable transport to residents and visitors of the residential units, rather than mode split Aim Targets.

## **4 TRAVEL PLAN STRATEGY**

### **Travel Plan Management**

- 4.1 A Residential Travel Plan Co-ordinator (TPC) will be appointed at least one month prior to a residential unit being occupied. The contact details of the TPC will be provided to LB Camden.
- 4.2 The TPC will be responsible for overseeing the management, development, implementation and review of this Travel Plan. The TPC will be fully funded by the service charge.
- 4.3 The primary responsibilities of this role include:
- a) The implementation of measures as set out in the Travel Plan (including reviewing the welcome packs and noticeboards every 6 months).
  - b) Promoting the objectives and benefits of the Travel Plan;
  - c) Liaison with LB Camden; and
  - d) Acting as the point of contact for information and for exchanging ideas and best practice with residents.
- 4.4 Regular updating of the Residential Travel Plan document is part of the responsibility of the nominated person.

### **Marketing Strategy**

- 4.5 Each resident will be provided with a branded Welcome Pack on first occupation. The Welcome Pack will include a summarised version of the Travel Plan along with information on public transport, the local walking and cycling network, contact details for taxi operators, and Car Club operators.
- 4.6 Residents will as a consequence be made aware of the Travel Plan and of its branding, including the purpose and objectives of the Travel Plan, along with specific measures such as the cycle parking. In conjunction with the Welcome Pack, marketing activity will be undertaken during point of sale (where possible).

## 5 MEASURES AND INITIATIVES

### Introduction

- 5.1 This section of the Travel Plan outlines the specific physical and management measures to be implemented as part of the Travel Plan. The implementation of the listed measures, which include awareness initiatives and infrastructure provision, is the core of the Travel Plan.

### Walking

- 5.2 Initiatives to help promote walking to residents of the site will include:
- a) Residents will be provided with information and advice concerning safe pedestrian routes to the site.
  - b) Health benefits of walking to be promoted e.g. '10,000 steps a day campaign.'

### Green Travel

- 5.3 Residents will be informed on the environmental benefits of green travel – [www.travelfootprint.org](http://www.travelfootprint.org).

### Cycling

- 5.4 Cycle parking (84 spaces), in excess of standards, will be provided to cater for residents and guests at the site. Cycle parking will be secure, lit and weatherproof.
- 5.5 Residents will be provided with information and advice concerning cycle routes within the Welcome Pack.
- 5.6 The TPC will explore with local bicycle retailers the possibility of providing discounts on cycling equipment to residents of the development.
- 5.7 Other resident specific cycle promotions will include the following:
- a) Promotion of the health benefits of cycling;
  - b) Information on the Barclays Cycle Hire scheme. A 45 space Barclays Cycle Hire docking station is available on Bonny Street, within 100m of the site. The next closest docking station is a 35 space unit on Greenland Road;
  - c) Cycle routes and other cycling information provided on notice boards, and in the Welcome Pack etc; and
  - d) Organisation of cycle surgery days, including Dr Bike clinics.

## **Public Transport**

- 5.8 Up-to-date details of bus, underground and taxi services, including route information and service frequencies, will be permanently on display in prominent locations within the development. National Rail and TfL Journey Planner websites and enquiry phone numbers will also be promoted.
- 5.9 Taxis have an important role in providing for residents and visitors when other modes of transport may not be available. The TPC will ensure that the contact details for local taxi operators are available on site.

## **Car Club**

- 5.10 The TPC, through the Welcome Pack and the Personalised Travel Planning sessions detailed below, will advertise the benefits of belonging to a Car Club. Car Clubs offer economic (no tax, MOT, fuel, servicing, repairs, depreciation and parking costs) and environmental benefits (less private vehicles in London) over owning and running a car, particularly if a resident rarely uses a vehicle.
- 5.11 Numerous car club bays are available in the area surrounding the site; the closest bays are operated by Zipcar and are provided on Ufford Street and Pocock Street.

## **Personalised Travel Planning**

- 5.12 The TPC will offer a personalised Travel Planning service for all residents, if requested. The TPC will be able to draw on advice from journey planning websites such as Transport Direct [www.transportdirect.org.uk](http://www.transportdirect.org.uk) and TfL's Journey Planner [www.tfl.gov.uk](http://www.tfl.gov.uk).

## 6 MONITORING, REVIEW AND ACTION PLAN

6.1 Given the size of the development and as no parking will be available for residents, as previously detailed it is more constructive to set Action type Targets for Measures aimed at promoting sustainable transport to residents and visitors of the residential units, rather than a mode split Aim Targets. Therefore a specific Monitoring Regime is not required. However the following will be monitored by the TPC on a regular basis:

- The level of usage and condition of the cycle stands;
- The detail and information provided on the noticeboards and in the welcome packs;
- The number and which residents are utilising the personalised travel planning measure.

6.2 Nevertheless, a Travel Plan Review will occur each year over the lifetime of the Plan that will ensure the Travel Plan remains up-to-date. The Review will include updates to the Welcome Pack and Noticeboard to ensure their content remains relevant.

6.3 **Table 6.1** sets out the Action Plan for the implementation of the various measures associated with the Travel Plan along with who is responsible and how funding will be secured.

<b>Table 6.1: Travel Plan Action Plan</b>				
<b>Action</b>	<b>Target</b>	<b>Funding</b>	<b>Measure</b>	<b>Responsibility</b>
Appointment of Residential Unit Travel Plan Co-ordinator	To be appointed one month prior to occupation of first unit	Service Charge	Appointment of Travel Plan Co-ordinator	Developer
Provision of Cycle Parking	Before occupation	Developer	On completion of the development	Developer
Erection of Travel Noticeboards	Before occupation	Management Company	On completion of the development ( in fit out)	Travel Plan Co-ordinator
Production of Welcome Pack	Before occupation	Management Company	Completed Travel Pack	Travel Plan Co-ordinator
Promote Active Modes	On-going with emphasis on summer months	Service Charge	On-going	Travel Plan Co-ordinator

## Figures