



ttp consulting  
transport planning specialists

PegasusLife

Arthur West House,  
79 Fitzjohn's Avenue

Transport Assessment

March 2015

TTP Consulting Ltd  
111-113 Great Portland Street  
London W1W 6QQ  
Tel: 020 7100 0753

[www.ttp-consulting.co.uk](http://www.ttp-consulting.co.uk)

Registered in England: 7441800

## Contents

<b>1</b>	<b>INTRODUCTION .....</b>	<b>1</b>
	<b>Scope of the Report.....</b>	<b>1</b>
<b>2</b>	<b>EXISTING SITUATION .....</b>	<b>2</b>
	<b>Background .....</b>	<b>2</b>
	<b>Local Highway Network .....</b>	<b>2</b>
	<b>On-Street Parking .....</b>	<b>2</b>
	<b>Car Clubs .....</b>	<b>2</b>
	<b>Accessing the Site by non-car modes .....</b>	<b>3</b>
	<b>Public Transport .....</b>	<b>3</b>
	<b>Public Transport Accessibility Level .....</b>	<b>4</b>
<b>3</b>	<b>DEVELOPMENT PROPOSAL.....</b>	<b>6</b>
<b>4</b>	<b>JUSTIFICATION FOR PARKING .....</b>	<b>7</b>
	<b>Accessibility.....</b>	<b>7</b>
	<b>Type, Mix and Use of Development.....</b>	<b>8</b>
	<b>Access to Public Transport .....</b>	<b>8</b>
	<b>Local Car Ownership Levels .....</b>	<b>9</b>
	<b>The Need to Reduce the Use of High-Emission Vehicles.....</b>	<b>10</b>
	<b>Other Issues .....</b>	<b>10</b>
<b>5</b>	<b>EFFECTS OF THE PROPOSALS.....</b>	<b>14</b>
	<b>Car Parking.....</b>	<b>14</b>
	<b>National Travel Survey .....</b>	<b>18</b>
	<b>Cycle Parking.....</b>	<b>19</b>
	<b>Servicing and refuse collection .....</b>	<b>19</b>
	<b>Framework Residential Travel Plan .....</b>	<b>19</b>
<b>6</b>	<b>SUMMARY AND CONCLUSION.....</b>	<b>21</b>
	<b>Summary .....</b>	<b>21</b>
	<b>Conclusion .....</b>	<b>22</b>

## Figures

Figure 1 - Site Location Plan

## Appendices

- Appendix A - Controlled Parking Zone Camden
- Appendix B - TfL Bus Routing Plan
- Appendix C - TfL's PTAL Summary
- Appendix D - Ground and Basement Layout Plans
- Appendix E - Terms and Conditions for Resident Parking Permits
- Appendix F - Framework Residential Travel Plan

## **1 INTRODUCTION**

- 1.1 TTP Consulting are retained by PegasusLife ('the Applicant') to provide traffic and transport advice in relation to their proposal to redevelop Arthur West House at 79 Fitzjohn's Avenue, in Hampstead, within the London Borough of Camden (LBC). The site location is indicated at **Figure 1**.
- 1.2 The proposal seeks to provide specialist living accommodation for older people comprising up to 33 flats at Arthur West House. All of the flats will be wheelchair accessible and will have shared communal facilities, a health and well-being facility, and, accommodation for staff and visitors. The specialist living accommodation will provide safe and secure parking for residents.
- 1.3 It is envisaged that many of the prospective residents will have previously lived in the area and own a car. Mobility and independence are key factors influencing the decision making process for the elderly. Therefore, the ability to own a car and park/store it on-site is important for many prospective residents.
- 1.4 Arthur West House currently falls within a sui generis use class. The current use of Arthur West House as a hostel comprises approximately 140 rooms.
- 1.5 This Transport Assessment considers the effect of the proposals on transport issues including parking provision in the context of local, regional and national planning policy, trip generation, the operation of the local highway network and servicing.

### **Scope of the Report**

- 1.6 The remainder of the report is set out as follows:
- Section 2 sets out the existing situation and the accessibility of the site;
  - Section 3 sets out the development proposals;
  - Section 4 provides a justification for parking;
  - Section 5 sets out the effects of the proposals; and,
  - Section 6 provides a summary and conclusion.

## 2 EXISTING SITUATION

### Background

2.1 The development site Arthur West House, is located on Fitzjohn's Avenue approximately 3-4 minutes' walk to the south of Hampstead Station, in the London Borough of Camden.

2.2 The site is well located within walking and cycling distance of a large number of employment, leisure and shopping opportunities as well as being served by public transport links via London Underground Stations and a number of bus routes.

### Local Highway Network

2.3 Arthur West House fronts on to the western corner of the junction between Fitzjohn's Avenue and Prince Arthur Road.

2.4 The B511/Fitzjohn's Avenue is a residential street which has a single lane for traffic in either direction. It operates in a broadly north-south orientation. There are double yellow lines along the western side of the carriageway in the vicinity of the site and residents permit parking bays on the eastern side. Fitzjohn's Avenue runs between Hampstead High Street to the north and the A41 (Swiss Cottage) to the south. It is subject to a 30mph speed limit.

2.5 Prince Arthur Road dissects Fitzjohn's Avenue offering a broadly east-west route with residents permit parking on either side of the road.

2.6 The A502/Rosslyn Hill is a strategic route through the Borough and, in the vicinity of the site, is subject to a 20mph speed limit. Rosslyn Hill operates in a northwest-southeast orientation connecting to Hampstead to the north and Belsize Park to the south.

### On-Street Parking

2.7 The roads surrounding Arthur West House are within zone CA-H (Hampstead) of the Controlled Parking Zone (CPZ) where restrictions apply Monday to Saturday between 09:00 and 20:00.

2.8 A copy of the relevant CPZ plan for the LBC is included at **Appendix A**.

### Car Clubs

2.9 Car clubs offer a viable alternative to owning a car for people living / working in the vicinity, particularly for those that require the use of a car infrequently.

2.10 There are several car club bays in the vicinity of Arthur West House as follows:

- Zipcar vehicle on Fitzjohns Avenue;

- Zipcar vehicle on Hampstead High Street; and
- Zipcar vehicle on Willoughby Rd.

## Accessing the Site by non-car modes

### Walking

- 2.11 The site is located within walking distance of shops, businesses and services located in the surrounding area. Hampstead Station is within walking distance of Arthur West House. A range of amenities such as chemists, newsagents, banks, pubs, cafés and restaurants, etc. are located along Hampstead High Street and Rosslyn Hill which are within walking distance of the site to the north.
- 2.12 In summary, the site has good pedestrian accessibility to the surrounding retail, employment, leisure and public transport access points. Footpaths are present on the likely pedestrian desire lines, are of an appropriate width and have lighting columns present at frequent intervals. There are crossing facilities at key locations.

### Cycling

- 2.13 Guidance on cycling can be found in 'Cycle Friendly Infrastructure' guidelines published by the CIHT in 1996. This guidance highlights previous research by the DfT that three quarters of all journeys are less than 5 miles (8 kilometres) of which 60% are by car. The guidelines highlight that there is a 'Substantial potential for substituting cycling for driving' for distances up to 5 miles. Much of north London is within five miles of the site, specifically areas including: Hampstead Heath, Golders Hill Park, The Royal Parks and Camden. Therefore, there is scope for the uptake of this sustainable mode in particular by staff or visitors to the site.
- 2.14 Fitzjohn's Avenue is designated as '*routes signed for use by cyclists on a mixture of quiet and busier roads*' by Transport for London (TfL). In addition, the off-street '*greenway*' cycle routes present within Hampstead Heath are in close proximity to the site. These routes connect to the wider cycle network in London.

### Public Transport

- 2.15 This section explores the opportunities to travel to and from the site by public transport.

### Bus Services

- 2.16 The closest bus stop to Arthur West House is located on Fitzjohn's Avenue, approximately 85m to the south of the site. Routes 46 and 603 can be caught from here.

2.17 A further bus stop outside Hampstead Station approximately 125m to the north is served by the number 268 bus.

2.18 **Table 2.1** provides a summary of the bus services available in the local area, as described above and includes the associated frequencies. **Appendix B** contains the relevant TfL Bus Route Map.

<b>Table 2.1: Bus Services Accessible from the Site</b>			
<b>Service No</b>	<b>Destination</b>	<b>Frequency (every 'x' minutes)</b>	
		<b>Weekday</b>	<b>Weekend</b>
46	St Bartholomew's Hospital to Westbourne Street	10-12	10
268	O2 Centre/Sainsbury's to Golders Green Station	9-13	10-14
603	Swiss Cottage to Muswell Hill	2 per day	-

### **London Underground Services**

2.19 Hampstead Station is the closest to Arthur West House located on Hampstead High Street approximately 315m to the north. Tubes run through the station regularly throughout the day between Edgware and Morden via Charing Cross or Bank.

### **London Overground Services**

2.20 Finchley Road and Frognal Station is located approximately 690m to the southwest of Arthur West House offering 8 services every hour towards Stratford, 4 towards Richmond and 3 towards Clapham Junction.

### **Public Transport Accessibility Level**

2.21 Public Transport Accessibility Levels (PTALs) are a theoretical measure of the accessibility of a given point to the public transport network, taking into account walk access time and service availability. The method is essentially a way of measuring the density of the public transport network at a particular point.

2.22 Walk times are calculated from the specified point of interest to all public transport access points: bus stops, light rail stations, underground stations and Tramlink halts, within pre-defined catchments. The PTAL then incorporates a measure of service frequency by calculating an average waiting time based on the frequency of services at each public transport access point.

2.23 A reliability factor is added and the total access time is calculated. A measure known as an Equivalent Doorstep Frequency (EDF) is then derived for each point. These are summed for all routes within the catchment and the PTALs for the different modes (bus, rail, etc.) are then added to give a single value. The PTAL is categorised in six levels, 1 to 6 where 6 represents a high level of accessibility and 1 a low level of accessibility.

2.24 The measure, therefore, reflects:

- Walking time from the point of interest to the public transport access points;
- The reliability of the service modes available;
- The number of services available within the catchment; and
- The level of service at the public transport access points – i.e. average waiting time.

2.25 Arthur West House has a PTAL rating of 3, measured from the centre of the site in accordance with best practice, which indicates a moderate level of accessibility to public transport. **Appendix C** contains the TfL PTAL summary reports.

### 3 DEVELOPMENT PROPOSAL

- 3.1 This section sets out the details of the proposed development. A copy of the architect's ground and basement floor layout plan has been included at **Appendix D**.
- 3.2 It is envisaged that the proposed specialist living accommodation for older people, on Fitzjohn's Avenue, will deliver 33 flats. All units will be designed to adaptable wheelchair standards. The development will also support shared communal facilities, a health and well-being facility, concierge facilities and accommodation for staff and visitors.
- 3.3 In addition, and in line with other comparable facilities, the development will incorporate a basement car parking storage facility that will be electronically operated.
- 3.4 It is envisaged that parking for 33 cars will be provided at the development which equates to a parking ratio for residents of one space per unit. Of the 33 parking spaces, 7 will provide electrical charging points in accordance with Policy 6.13 of the Further Alterations to the London Plan (FALP), adopted in March 2015.
- 3.5 The level of car parking provision is comparable with other similar extra care facilities around the country and reflects the demographic characteristic and needs of potential purchasers. Parking provision is considered further at **Sections 4 and 5**.
- 3.6 The Applicant is willing to accept a planning condition in order to ensure the delivery / provision of cycle parking in the form of Sheffield style stands, with numbers in accordance with FALP standards and the provision of shower, changing facilities and lockers for staff, located close to the cycle store.
- 3.7 All cycle parking will be located at lower ground floor within a cycle store that will be secure, sheltered and well-lit, in accordance with best practice. In accordance with FALP standards, 1 cycle space will be provided per unit for residents, totalling 33 cycle spaces, and 4 cycle parking spaces will be provided for visitors and staff. A step-free access will be available between lower ground floor level and ground floor level, via a DDA compliant ramp.
- 3.8 Vehicular access into the site is proposed to be to / from Prince Arthur Road. Servicing and refuse collection will take place as existing from Prince Arthur Road.
- 3.9 The layout plans at **Appendix D** illustrate the access arrangements and location of the bicycle store. Further detail is provided in **Section 5**.

## 4 JUSTIFICATION FOR PARKING

- 4.1 This section summarises the relevant transport policies at national, regional and local level which will be considered. The following paragraphs set out the national and local planning policy justification for parking to be provided at the site at a ratio of 0.83:1.
- 4.2 The National Planning Policy Framework (NPPF) was published on 27th March 2012 and sets out the Government's planning policies for England and how these are expected to be applied.
- 4.3 With regards to parking, paragraph 39 states that: *"If setting local parking standards for residential and non-residential development, local planning authorities should take into account:*
- *the accessibility of the development;*
  - *the type, mix and use of development;*
  - *the availability of and opportunities for public transport;*
  - *local car ownership levels; and*
  - *an overall need to reduce the use of high-emission vehicles."*
- 4.4 The NPPF, which postdates all local policy takes a deliberately pragmatic and reasonable approach to parking and states (at para 39) that car parking standards should take account of the accessibility of a development and, importantly, *"the type, mix and use of development."*
- 4.5 Earlier at paragraph 32 (third bullet point), it states that *"Development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe."* This is a new and deliberate attempt to ensure that transportation issues do not stand in the way of economic activity.
- 4.6 We address the five key issues which the NPPF identifies that need to be considered when setting parking standards and, by implication, which need to be considered when assessing the level of parking proposed within a development proposal.

### **Accessibility**

- 4.7 The Camden Development Policies (CDP) document, which was adopted in 2010, forms part of Camden's Local Development Framework. Policy DP18 (Parking standards and limiting the availability of car parking) at paragraph 18.3 states that *"the Central London Area and our town centres, other than Hampstead, are well-equipped to support car free households and businesses as they have high levels of public transport accessibility...Camden will expect development in these areas to be car-free and will resist the inclusion of general car parking unless supported by a Transport Assessment or other compelling justification."*

- 4.8 Furthermore, Policy DP18 of the Camden Development Policies document implies that development sites within Hampstead are not well equipped to support car free households. The site is located on the western side of Fitzjohn's Avenue which forms the boundary between the Frognal and Fitzjohn's Ward and the Hampstead Town Ward and, therefore, although the site is not formally located within Hampstead, it is located adjacent to its boundary and is, therefore, located in a part of Camden that is not well suited to car-free or car-capped development.

### **Type, Mix and Use of Development**

- 4.9 As noted above, the development proposal aims to provide specialist living accommodation for older people. All residents will be 60 plus, although the average age at point of entry is likely to be 70 plus (and in 5-10 years' time it is anticipated that the average age will be 75-80 plus) and all of the rooms will be wheelchair accessible.
- 4.10 Camden Planning Guidance 7 (CPG 7 Transport) states that "*where car-free and car-capped developments contain wheelchair housing, the Council will expect a parking space to be provided for each wheelchair dwelling.*" Consequently, our view is that providing 0.83 car parking spaces per unit for the specialist living accommodation for older people (incorporating 100% wheelchair compliant units) would comply with Camden Policy which requires on-site parking for each wheelchair unit.
- 4.11 CPG7 also states that "*the Council will consider a request for a designated disabled space on-street in the same way whether the development is formally car free or not.*" Therefore, if permitted, many residents are likely to be able to apply for a disabled parking space on-street in accordance with CPG7, displacing existing residents. Therefore, the provision of on-site parking would assist in reducing on-street parking demand in the future.

### **Access to Public Transport**

- 4.12 The site is located within walking distance of Hampstead Station (approximately 310m) and has a Public Transport Accessibility Level (PTAL) rating of 3, which Transport for London considers to be an average level of public transport accessibility.

- 4.13 Reference is made to the Officer Committee Report for New End Nurses Home (Application Ref: 2012/3089/P) which states at paragraph 6.64 that:

*"The site [New End Nurses Home] has a PTAL of 3, which means it is not reasonable to insist the development is made car-free and this position was agreed by officers in 2007, prior to applications and discussions from 2008 onwards for schemes which also included a basement car park. It is recognised that the adopted policy has changed since this time, as car-free is strongly encouraged in highly accessible areas. However, the CPG7 guidance details that the policies relating to car-free are more easily supported and promoted from PTAL 4 or above and it is considered that it would be difficult to resist new on-site car parking in the light of this rating situation.*

*Notwithstanding, the applicant has agreed that the development will be car-capped to mitigate on-street parking impacts, which would prevent residents from applying for on-street parking permits and this will be secured by S106."*

- 4.14 This is relevant in so far as it reiterates the point that car-free developments are encouraged in highly accessible areas with a PTAL 4 or above.

- 4.15 The PTAL rating of the site is 3 as measured from the centre of the site, in accordance with best practice. It is worth noting at this point that circa 92% of the site has a PTAL rating of 3 with only the north-west corner of the site benefitting from a PTAL rating of 4. As the site does not benefit from a high PTAL rating it is therefore not considered to be reasonable to insist that the development is car-free or car-capped.

### **Local Car Ownership Levels**

- 4.16 A review of (2011 Census) car ownership data for Camden indicates that the Frognal and Fitzjohns Ward exhibits the highest level of car ownership of any Ward in the Borough (of 0.83 per household) with, for example, only 41% of the population not having access to a car (compared to the Borough average of 61%).

- 4.17 It is also pertinent to note that in the Frognal and Fitzjohns Ward 18% of the local population own more than one car, with car ownership in the Ward of 0.83 per household.

- 4.18 Further, it is also pertinent to note that, based on PegasusLife's experience and knowledge of the market, the majority of residents of the proposed development are anticipated to already be living in the London Borough of Camden, many of whom are likely to be downsizing from properties local to the area (i.e. from Frognal and Fitzjohns and Hampstead Wards) and will, therefore, have lived in the area and had the benefit of an off-street parking space and/or access to parking permits previously.

- 4.19 In light of the above, in the context of the advice set out in the NPPF it is reasonable and appropriate to provide parking for future residents of the site.

### **The Need to Reduce the Use of High-Emission Vehicles**

- 4.20 Of the total 33 car parking spaces, 7 will provide electrical charge points in accordance with the London Plan (FALP). This will seek to encourage the uptake of electric vehicles by residents.
- 4.21 The provision of parking will not lead to a significant increase in car use, nor will it encourage the use of private cars.
- 4.22 The proposed development seeks to accommodate ageing (and, in some cases, vulnerable) residents. The Applicant's experience at other sites is that whilst such residents are often car owners and reluctant to give up their cars, these residents do not use their cars regularly.
- 4.23 Therefore, the need for car ownership relates more to the need to offer residents of the site the feeling of safety and security (ie by being able to rely on a car, rather than active modes or public transport which ageing residents would not necessarily be suited to using) and will not necessarily lead to extensive use of the car on a day to day basis. Furthermore, there is no history of downsizing in the area since there is currently a lack of suitable accommodation, therefore PegasusLife's proposals are likely to be novel in the local market. It is anticipated that there will be a natural reluctance to downsize to appropriate accommodation with care and support, notwithstanding the way such accommodation can improve wellbeing and quality of life. It is therefore important to address barriers and lack of car parking is one such important barrier for this age-group. This matter is considered further at paragraph 4.32 to 4.35.

### **Other Issues**

#### **Existing Use**

- 4.24 Camden Planning Guidance 7 (CPG 7 Transport) states at paragraph 5.5 "*car-free or car-capped housing may be sought wherever development involves the creation of one or more additional dwellings – whether newly built, or created by conversion or change-of-use.*"
- 4.25 Given that the existing site has approximately 140 units and that the proposed development will comprise up to 33 units there will be a reduction in the number of units on-site and therefore our view is that for this development proposal car-free or car capped housing would not be compliant with local policy.
- 4.26 In addition, it is pertinent to note that the existing use of the site does not have a permit free agreement in place and consequently long term residents of the site would have had the right to apply for an on-street parking permit. Therefore the reduction in the number of units at the site will reduce the parking demand, whether that be on-site or on-street.

4.27 Paragraph 6.67 of the Officer Committee Report for New End Nurses Home (Application Ref: 2012/3089/P) states that *"it can be argued that renewed occupation of the building as a 75 bedroom hostel (with unrestricted Sui Generis use) by students, medics or professional people could have higher car ownership levels than that of the old nurses' hostel."* Thereby implying the right of residents of Sui Generis use class to own and obtain a parking permit. The point is held that the reduction in number of units on-site reduces the number of units capable of generating a demand for residents parking permits and hence, the Council's normal parking policies would not apply. It is therefore considered that it is not reasonable to resist on-site parking for the proposed specialist living accommodation for older people.

4.28 Furthermore, this point was tested at the 14 Netherhall Gardens appeal in which the Inspector, at Paragraph 11 of the Appeal Decision, concluded that *"the wording of the relevant passages of CPG7 is unambiguous."*

#### **Access**

4.29 Vehicular access into the site is proposed to be to / from Prince Arthur Road via an existing crossover across the public footway. Therefore the provision of on-site parking would be compliant with Policy DP19 (Managing the impact of parking) which states that *"the Council will seek to ensure that the creation of additional car parking spaces will not have negative impacts on parking, highways or the environment."* Specifically Policy DP19 states that the Council would resist development that requires a *"detrimental amendment to existing or proposed Controlled Parking Zones."*

4.30 Reference is made to the aforementioned Appeal Decision for the proposed development at 14 Netherall Gardens, the proposal for which sought to reduce the number of residential units at the site. Paragraph 13 states that the reduction in the potential for residents to obtain parking permits represents a considerable benefit to the scheme:

*"It is credible that refurbishment of the existing units, which is a potential fall-back position, would attract more affluent residents with a higher car ownership, but the evidence falls short of proving that the likely demand would be close to the maximum possible number of permits. Nonetheless, it is acknowledged that the reduction in potential demand for on-street parking would be a positive feature of the scheme, in an area of recognised parking stress, and in this respect would comply with the objectives of CDP Policy DP19."*

4.31 The proposal for Arthur West House would significantly reduce the potential parking demand when compared to the existing potential parking demand and is therefore in compliance with the objectives of CDP Policy DP19 which states that the Council *"will resist developments that would harm on-street parking conditions or harm highway safety."*

## Understanding the need

### Moving Distance

- 4.32 A national research project entitled '*Extra care housing: where do residents come from?*' has been undertaken by Carterwood, in collaboration with the Associated Retirement Community Operators (ARCO) and its members to ascertain if existing resident behaviour can inform the sector in setting its own industry standard catchments. In total, 3,823 elderly residents from 87 extra care housing schemes based in England and Wales and 12 ARCO members took part in the research project.
- 4.33 A calculation was made between the postcode of their last residence and the postcode of the extra care scheme where they currently reside, which indicated that 39% of those moving to extra care facilities, such as the proposed, come from within 3 miles, and that local geography is the most significant influencing factor. Furthermore, it was demonstrated that there is a direct correlation between how urban or rural an area is and how far people will travel. The more 'urban' an area, the shorter the average distance of travel and that whilst urban residents have good accessibility to road networks, they prefer to stay within their own locality.
- 4.34 It is therefore relevant that those moving to the proposed development are likely to have lived nearby and in many cases residents will have owned a car (see car ownership levels detailed earlier in this Section) and, as such, the ability to maintain car ownership would be an influencing factor, as well as geography, in their decision to move.
- 4.35 The research paper concludes that there is a genuine lack of supply of extra care housing, both private leasehold and affordable provision. In summary, local geography is a critical determinant for those residents moving to extra care facilities, as are mobility and indeed the continued perception of mobility and independence, which are discussed further in the following paragraphs.

### Research Studies

- 4.36 A number of research studies have been undertaken in relation to car ownership and social well-being amongst the elderly. First and foremost the following quote is poignant:

*"Many studies have verified that mobility, defined as actual or potential movement in physical space, enhances quality of life or wellbeing in later life. Quantitative research has repeatedly found positive statistical associations between indicators of trip-making, out-of home activity engagement, the availability of various means of transport and unfulfilled transport needs, on the one hand, and measures of wellbeing, on the other."* [Banister and Bowling 2004]

4.37 The following quotes from studies / research papers consider the social and psychological benefits of elderly people using a car and being mobile in general:

*"Giving up driving is associated with an increase in depressive symptoms (Ra et al, 1997). A reduction in mobility can result in an increase in isolation, loneliness and depression and an overall poorer quality of life."* [Musselwhite and Haddad, 2010]

*"Giving up driving for older people is often associated with a range of negative impacts. Previous research around older people and driving cessation has found a reduction in quality of life, as measured through subjective wellbeing. In some instances, giving up driving has also been linked with depression, as measured on a validated depression scale."* [Musslewhite and Shergod, 2013]

*"The transition to driving cessation is associated with health declines for older adults as measured by several indicators. Additionally, general health declines more sharply following driving cessation. These findings highlight the importance of interventions to sustain driving mobility among older adults."* [Edwards, Rebok and Roth, 2009]

*"Driving cessation may not only be associated with health declines, but with increased mortality risk as well. Edwards, Perkins and colleagues (2009) found that older adults who either ceased driving or never drove were four to six times more likely to die over the subsequent three years than older adults who continued driving."* [Aging Health, 2013]

*"Interestingly, health and physical performance not only influence the decision to drive, but appear to decline further after driving cessation occurs. Edwards, Lunsman and colleagues (2009) showed that older adults' transition to driving cessation was accompanied by declines in physical performance and self-reported physical and social health, while ratings of general health declined more rapidly following driving cessation."* [Aging Health, 2013]

### **Summary**

4.38 The quality of life for older people is closely related to mobility. Transport provides an essential link to friends, family and the wider community - a vital lifeline to maintaining independence. The aforementioned research studies clearly identify a link between mobility and social-wellbeing for the elderly. The provision of on-site parking at the proposed development not only accords with Camden planning policy CPG 7 but also supports the needs of residents to retain independence and therefore allow their quality of life to continue. It is considered that the scheme would provide an opportunity for people to make a managed move towards car-free living.

## 5 EFFECTS OF THE PROPOSALS

- 5.1 This Section considers the effects of the development proposals in traffic and transport terms.
- 5.2 Generally, a development of the scale and nature proposed will have little material impact in traffic / transport terms, in the context of the currently permitted use of the site. This Section of the report considers the following:
- Car parking - AECOM Parking Usage Survey;
  - Trip generation;
  - Cycle parking;
  - Servicing and refuse collection; and,
  - Travel Plan.

### Car Parking

- 5.3 As mentioned previously, the development proposal seeks to provide 33 lower ground level parking spaces. This is considered to be an acceptable level for the development reflecting the demographic characteristics and demands of potential buyers, whilst adhering to Camden planning policy.
- 5.4 The development will feature electric vehicle charging points in accordance with London Plan policy to encourage the takeup of electric vehicle ownership and reduce the localised CO<sub>2</sub> emissions of the development. As noted previously, 7 of the 33 parking spaces will be provided with electrical charging points in accordance with Policy 6.13 of the London Plan (FALP).
- 5.5 In terms of vehicular access, the existing south western access would be redundant as a result of the proposed development and the Applicant would be willing to accept a condition, secured via a S278 Agreement, relating to a financial contribution towards the removal of this crossover.
- 5.6 The location of the car entry to the car port may result in the requirement to redistribute on-street car parking spaces on Prince Arthur Road. The Applicant accepts full financial responsibility for all costs associated with the potential on-street parking space relocation process.

## **AECOM Parking Usage Survey**

- 5.7 A parking survey was undertaken by AECOM in August 2014 at two existing retirement developments within London with on-site parking provision in order to gain an understanding of the likely level of use of parking at the site. The results of the survey were used to inform the level of parking required to support the development.
- 5.8 The two sites were located in Acton and Isleworth. The site in Acton is considered to be comparable to the proposed development on Fitzjohn's Avenue due to its level of accessibility and PTAL rating of 2. The site had 44 residential units and 18 parking spaces equating to a parking ratio of 0.43. It is worth noting that on-street parking was also available on the local roads in the vicinity of the site.
- 5.9 The survey determined how many on-site parking spaces were utilised at the site in Acton throughout the day and the length of stay of each vehicle. A full analysis of the results can be found within the Technical Note prepared by AECOM which also supports the planning application proposal.
- 5.10 The surveys indicated that utilisation was highest between 14:00 – 14:30 when 13 (or 72%) of the 18 spaces were in use. The results also indicate that just under 30% of the residents at the site parked a car in the car park, however, it is noted that there is also parking available on-street in the area which residents may have utilised. When applied to the Fitzjohn's Avenue development, of the 33 spaces in the car park, 10-11 would potentially be utilised by residents at the busiest time of day.
- 5.11 The survey also indicated that in total, 10 of the 18 spaces (over half of the spaces) at the site were occupied for the entire day by vehicles owned by residents. This suggests that the car parks were considered to act as car storage areas as opposed to car parking, as the spaces had a low turnover of use and were utilised for extended periods of time. If the same percentage is applied to the Fitzjohn's Avenue development then it can be expected that of the 33 spaces, cars owned by residents would be likely to park in 18 of the spaces throughout the day.

- 5.12 As mentioned in **Section 4**, a review of (2011 Census) car ownership data for Camden was undertaken which indicates that the Frognaal and Fitzjohns Ward, in which the site is located, exhibits the highest level of car ownership of any Ward in the Borough (of 0.83 per household). It is also relevant to reiterate the fact (as noted in **Section 4**) that the majority of residents of the proposed development are anticipated to already be living in the London Borough of Camden, many of whom are likely to be downsizing from properties local to the area (i.e. from Frognaal and Fitzjohns and Hampstead Wards) and will, therefore, have lived in the area and had the benefit of an off-street parking space and/or access to parking permits previously.
- 5.13 It is therefore anticipated that a higher level of car ownership will occur at the proposed development. This is expected to be due to a number of factors including:
- the age of prospective residents;
  - the fact that the Acton and Isleworth sites are established developments where the level of car ownership is likely to have reduced over time; and,
  - the level of accessibility of the site by public transport.
- 5.14 The existing residents of the 140 bedroom hostel at Arthur West House would have been entitled to purchase resident parking permits (see Terms and Conditions for Resident Parking Permits in **Appendix E**) although it is unlikely that many will have done so due to the demographic characteristics of the residents.
- 5.15 The proposal seeks to reduce the number of dwellings on-site which suggests that Paragraph 5.5 of CPG7 is relevant in this case, which states that car-free or car-capped housing may be sought where development involves the creation of one or more additional dwelling. Notwithstanding this, the Applicant has confirmed that, should 33 on-site parking spaces be provided, it is willing to enter into a permit free agreement for the development to restrict future residents from being able to purchase resident parking permits. The proposed level of parking provision will provide sufficient parking for the development and will ensure there is no overspill parking as a result of the proposal.

### **Trip Generation**

- 5.16 With reference to the Technical Note prepared by AECOM, the average vehicular trip rate for both the Acton and Isleworth sites were calculated.

5.17 A traffic survey was also conducted at the access point to the car parks at the Acton and Isleworth sites to establish the total number of vehicles into and out of the site throughout the day. This data has been used to calculate a vehicle trip rate for the Fitzjohn's development which, when compared to the trip rate for a traditional C3 residential development, is significantly lower.

5.18 **Table 5.1** summarises the vehicle trip generation results for the proposed development.

<b>Table 5.1: Proposed Vehicle Trip Generation (33 units)</b>						
<b>Time Period</b>	<b>Trip Rate</b>			<b>Number of Trips</b>		
	<b>In</b>	<b>Out</b>	<b>Total</b>	<b>In</b>	<b>Out</b>	<b>Total</b>
0700-0800	0	0	0	0	0	0
0800-0900	0.023	0.023	0.046	1	1	2
0900-1000	0.057	0.012	0.069	2	0	2
1000-1100	0.024	0.035	0.059	1	1	2
1100-1200	0.011	0	0.011	0	0	0
1200-1300	0.035	0.023	0.058	1	1	2
1300-1400	0.058	0.011	0.069	2	0	2
1400-1500	0.035	0.081	0.116	1	3	4
1500-1600	0.011	0.035	0.046	0	1	2
1600-1700	0.023	0.046	0.069	1	2	3
1700-1800	0.023	0.046	0.069	1	2	3
1800-1900	0.023	0.011	0.034	1	0	1
<b>Daily</b>	<b>0.323</b>	<b>0.323</b>	<b>0.646</b>	<b>11</b>	<b>11</b>	<b>22</b>

5.19 The results indicate that there are anticipated to be low levels of vehicle movements at the proposed development. It is notable that there is little variation in the level of trips made at the extra care facilities throughout the day and in particular, the level of vehicle trip generation during usual highway network peak periods remains low.

5.20 The table shows that the highest number of vehicle trips made at the development are likely to be between 14:00-15:00 when 4 two-way movements can be expected. In total there are likely to be 22 two-way movements throughout the day.

5.21 Whilst the residents of the existing hostel will have been entitled to purchase a resident parking permit it is unlikely that many will have done so, indicating that the existing site will currently generate a low level of vehicle movements. There is therefore likely to be no material change in the number of vehicle movements generated by the site as a result of the proposed development. The level of change is likely to fall well within the day to day variation that is likely to occur in the local area in the normal course of events, and is therefore not considered likely to have an impact on the local highway conditions.

5.22 Whilst a full multi-modal trip generation assessment has not been undertaken, the number of trips generated by the 33 dwellings for older people will be significantly less than 140 hostel rooms. The reduction in trips will therefore represent a clear benefit on local transport networks.

### **National Travel Survey**

5.23 The National Travel Survey (NTS), conducted by the Department for Transport, provides a source for data on personal travel patterns. As noted previously, all residents will be 60 plus, although the average age is likely to be 70 plus (and in 5-10 years' time it is anticipated that the average age will be 75-80 plus).

5.24 The 2013 NTS data indicates that the peak age group for car/van travel is 40-49 years where, on average, 747 trips are made per person per year. By age 70+, the figure reduces to 470 trips per person per year which represents a reduction by 37%.

5.25 As mentioned previously, the prospective elderly residents are unlikely to travel during the usual local network peak hours when people are commuting to/from work or school. The 2013 NTS data provides a breakdown of the number of trips (per person per year) for each age group, by purpose. For those aged 70+, just 2% of trips are commuting trips, whilst the highest proportion, 38% are to the shops and the second highest purpose are personal business trips. Other trip purposes include visiting friends, and accessing sports / entertainment or education trips which can generally be made at any time of day and are not restricted to occur during peak periods.

5.26 In summary, the impact of the proposed development on the local area in transport terms is likely to be minimal considering that elderly people tend to travel less by car than those of other age groups, and, trips by all modes are likely to be made outside of the usual commuter/network peak periods.

## Cycle Parking

- 5.27 The proposals include the provision of cycle parking in accordance with London Plan (FALP) requirements. As noted previously, 33 cycle parking spaces will be provided for residents (a ratio of 1 space per unit), and an additional 4 cycle spaces will be dedicated to staff.
- 5.28 Cycle parking in the form of Sheffield style stands will be provided on the lower ground floor for staff, residents and visitors of the development. The store will be secure, sheltered and well-lit, in accordance with best practice. A step-free access will be available between lower ground floor level and ground floor level, via a DDA compliant ramp.
- 5.29 Showers, changing facilities and lockers will be provided for staff, in close proximity to the cycle store, to encourage them to travel to the site by bicycle.
- 5.30 As noted previously, the Applicant is willing to accept a planning condition to ensure the provision of Sheffield style stands with numbers in accordance with the minimum requirements of the London Plan (FALP), and, the provision of shower, changing facilities and lockers.

## Servicing and refuse collection

- 5.31 Servicing and refuse and recycling collection will be undertaken on-street, from Prince Arthur Road, close to the access into the site. To facilitate collection from this location, refuse and recycling for the residential units would be stored at ground floor level close to the front of the site.
- 5.32 The proposed development will significantly reduce the number of residents at the development and it is therefore anticipated that there will be a reduction in the servicing activity, which is likely to consist of regular laundry and catering deliveries. This will have a beneficial impact on the highway network.

## Framework Residential Travel Plan

- 5.33 A draft Framework Residential Travel Plan has been prepared to support the planning application proposal. This is contained in **Appendix F**.
- 5.34 The Travel Plan will be part of the process of facilitating a planned transition to car-free living. The measures set out in the Travel Plan seek to reduce the number of car trips made to the development and encourage residents, staff and visitors to travel by sustainable modes of transport, in particular, by walking and cycling, where practical and possible.

- 5.35 The Framework Travel Plan is a strategy setting out sustainable travel options and measures. The primary objective of the Travel Plan is to set out a long term strategy to facilitate and encourage modes of travel to the site by sustainable modes.
- 5.36 The Travel Plan has been prepared in accordance with TfL's Travel Planning Guidance. It is anticipated that the final Travel Plan would be secured by way of a legal agreement or planning condition.
- 5.37 The initiatives and measures that form part of the Travel Plan will be a mixture of 'hard' and 'soft' measures. The 'hard' measures include the provision of facilities such as safe, sheltered and secure cycle parking. The 'soft' measures include initiatives providing information on public transport services.
- 5.38 The Travel Plan will be supported by an appointed Travel Plan Coordinator who will report the findings of monitoring surveys back to the Council.

## 6 SUMMARY AND CONCLUSION

### Summary

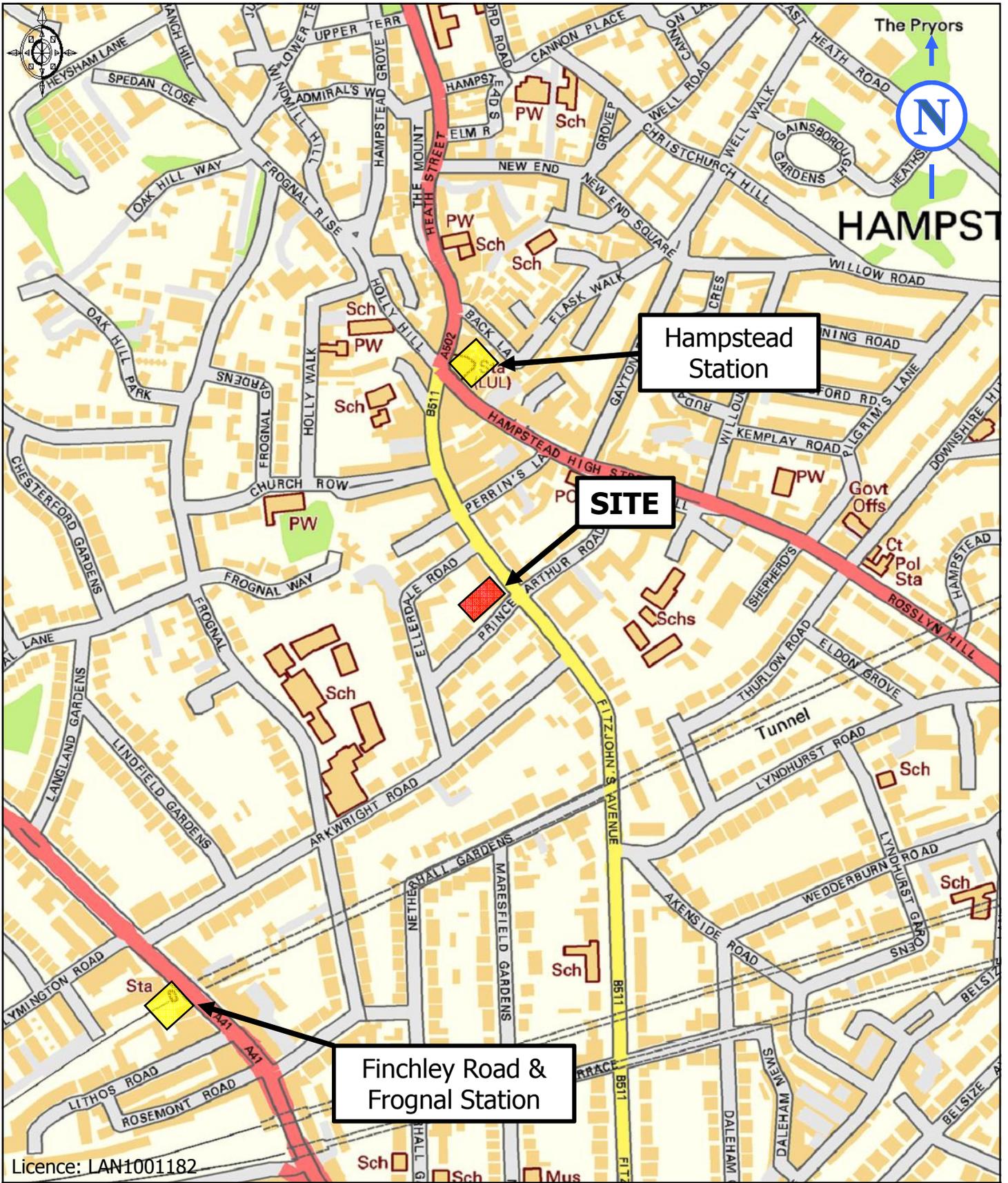
- 6.1 TTP Consulting are retained by PegasusLife ('the Applicant') to provide traffic and transport advice in relation to their proposals to redevelop Arthur West House at 79 Fitzjohn's Avenue, in Hampstead, Camden.
- 6.2 The proposal seeks to provide specialist living accommodation for older people comprising up to 33 wheelchair accessible flats at Arthur West House with 33 safe and secure parking spaces for residents, at a ratio of one spaces per unit. All residents will be aged 60 plus, although the average age is likely to be 70 plus (and in 5-10 years' time it is anticipated that the average age will be 75-80 plus).
- 6.3 It is acknowledged that there is a lack of supply of specialist living accommodation for older people such as that which is proposed, both private leasehold and affordable provision, and that the development proposal for Arthur West House seeks to narrow the gap between supply and demand, locally, within Camden. Furthermore, due to the current lack of supply there is no history of downsizing to specialist accommodation amongst older people in the area.
- 6.4 The site has a PTAL rating of 3 demonstrating that the site has a moderate level of accessibility to public transport.
- 6.5 The proposed level of parking provision is in accordance with Camden Plan Guidance 7 which states that "*where car-free and car-capped developments contain wheelchair housing, the Council will expect a parking space to be provided for each wheelchair dwelling.*" Consequently, as 100% of the units will be wheelchair compliant the provision of 1 car parking space per unit is considered to be appropriate.
- 6.6 In general, older people are less likely to travel than younger people, the number of journeys made declines with age and the trips get shorter, due to changing needs, income and disability. The National Travel Survey data indicates that the prospective elderly residents are unlikely to travel during the usual local network peak hours when people are commuting to/from work or school. Furthermore, the number of car/van trips made per person per year reduces by 37% for those aged 70+ when compared to the peak age group for trips by car/van. The trip generation exercise further suggests that there are likely to be a low level of vehicular movements generated by the proposed development, approximately 2 – 4 two-way movements on average per hour.

- 6.7 There will be opportunities for residents, but particularly staff and visitors, to make use of the sustainable modes of transport available in the local area. The site is located approximately 3-4 minutes' walk to the south of Hampstead Station where local bus services also pass. Finchley Road and Frognal Station is also nearby, located approximately 690m to the southwest of Arthur West House.
- 6.8 There are anticipated to be approximately 2-3 deliveries per day as a result of the proposal, which considering the existing use of the site as a 140 bedroom hostel, is likely to be a reduction in servicing movements. This is expected to have a beneficial impact on the operation of and the environmental condition of the surrounding highway network.
- 6.9 Cycle parking will be secure, sheltered and provided in line with Council's and London Plan (FALP) standards.

### **Conclusion**

- 6.10 In light of the above, it is concluded that there would not be any unacceptable impact on the highways and transportation network arising from the proposed development and therefore, that it will be entirely in accordance with the requirements of the NPPF.

## Figures



Licence: LAN1001182

TITLE:  
**Site Location Plan**

PROJECT:  
**Arthur West House, 79 Fitzjohn's Avenue**

CLIENT:  
**Pegasus Life**



**ttp consulting**  
 transport planning specialists

111-113 Great Portland Street  
 London W1W 6QQ  
 Tel: 020 7100 0753  
 www.ttp-consulting.co.uk  
 Registered in England: 7441800

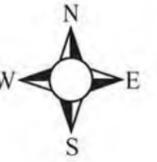
DRAWN: D.P      CHECKED: P.C      DATE: 06.10.14      SCALE: N.T.S.

DRAWING REFERENCE: **Figure 1**      REVISION: .

**APPENDIX A**  
**Controlled Parking Zone Camden**

# Controlled Parking Zones in Camden

Times shown are correct at time of publication (April 2010). Please check controlled times on-street when you park. You can park in any sub-area or 'buffer zone' with the main letter of your permit. For example, with a Swiss Cottage permit, CA-R, you can park in either sub-areas, CA-R(a) and CA-R(b), or any of the buffer zones with this letter - e.g. CA-R/Q, CA-Q/R, CA-R/K/Q. The zone times of the buffer zones follow the first letter - e.g. CA-D/E follows CA-D zone times, rather than those of CA-E.



This drawing is based upon the 1:1250 Ordnance Survey Digital Mapping with permission of the controller of Her Majesty's Stationery Office. Crown Copyright 2010. Licence No. LA086339, and mapping information from the Geographers' A-Z Company Ltd licence No. 134 to the London Borough of Camden. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings.

**CA-B Belsize**  
 Mon-Fri 09:00-18:30  
 Sat 09:30-13:30

**CA-C Holborn & Covent Garden**  
 Residents Bays are controlled 24 hrs a day, 7 days a week. Parking controls on single yellow lines/Pay & Display bays are Mon-Sat 8:30-18:30

**CA-D Kings Cross Area**  
 Mon-Fri 08:30-18:30  
 Sat 08:30-13:30

**CA-E Bloomsbury & Fitzrovia**  
 Mon-Sat 08:30-18:30

**CA-F(n) Camden Town: North**  
 Mon-Fri 08:30-18:30  
 Sat & Sun 09:30-17:30

**CA-F(nw) Camden Town: North West**  
 Mon-Fri 08:30-23:00  
 Sat & Sun 09:30-23:00

**CA-F(s) Camden Town: South**  
 Mon-Fri 08:30-18:30  
 Sat 09:30-17:30  
 Sun (resident bays only) 9:30-17:30

**CA-G Somers Town**  
 Mon-Fri 08:30-18:30

**CA-G Crown Estate**  
 Every day 00:00-23:59  
 Private Parking Only

**CA-H(a) Hampstead: South Hill Park**  
 Mon-Sat 09:00-18:00

**CA-H(b) Hampstead: Town Centre & Vale of Heath**  
 Mon-Sat 09:00-20:00  
 No charge on Pay & Display after 18.00

**CA-H(c) Frognal**  
 Mon-Sat 09:00-19:00  
 No charge on Pay & Display after 18.00

**CA-H(d) Hampstead: Church Row**  
 Mon-Sat 09:00-22:00  
 No charge on Pay & Display after 18.00

**CA-H/B**  
 Mon-Sat 09:00-20:00

**CA-J Primrose Hill**  
 Mon-Fri 08:30-18:00

**CA-K Kilburn Priory**  
 Mon-Fri 08:30-18:30

**CA-L West Kentish Town: Inner**  
 Mon-Fri 09:00-11:00

**CA-L West Kentish Town: Outer**  
 Mon-Fri 08:30-18:30  
 St Leonards Square  
 Mon-Fri 08:30-18:30  
 Sat & Sun 09:30-17:30

**CA-M East Kentish Town**  
 Mon-Fri 08:30-18:30

**CA-N Camden Square**  
 Mon-Fri 08:30-18:30

**CA-P(a) Fortune Green: Central**  
 Mon-Fri 08:30-18:30

**CA-P(b) Fortune Green: East**  
 Mon-Sat 08:30-18:30

**CA-P(c) Fortune Green: West**  
 Mon-Fri 10:00-12:00

**CA-Q Kilburn**  
 Mon-Fri 08:30-18:30

**CA-R(a) Swiss Cottage: West End Lane**  
 Mon-Fri 08:30-18:30

**CA-R(b) Swiss Cottage: Finchley Road**  
 Mon-Sat 08:30-22:00

**CA-S(a) Redington & Frognal: North**  
 Mon-Fri 12:30-14:30

**CA-S(b) Redington & Frognal: South**  
 Mon-Sat 09:00-18:00

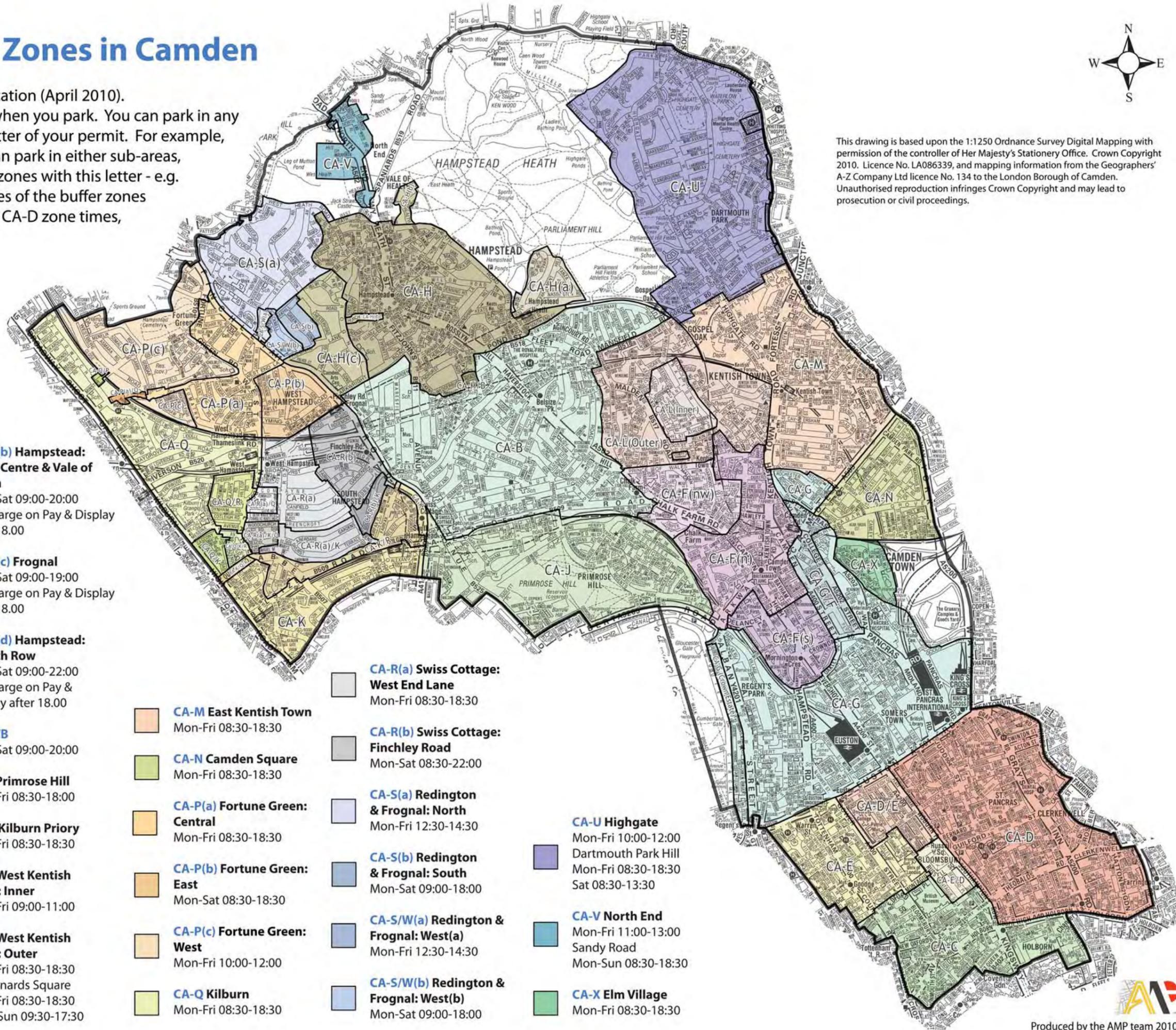
**CA-S/W(a) Redington & Frognal: West(a)**  
 Mon-Fri 12:30-14:30

**CA-S/W(b) Redington & Frognal: West(b)**  
 Mon-Sat 09:00-18:00

**CA-U Highgate**  
 Dartmouth Park Hill  
 Mon-Fri 10:00-12:00  
 Mon-Fri 08:30-18:30  
 Sat 08:30-13:30

**CA-V North End**  
 Sandy Road  
 Mon-Sun 08:30-18:30

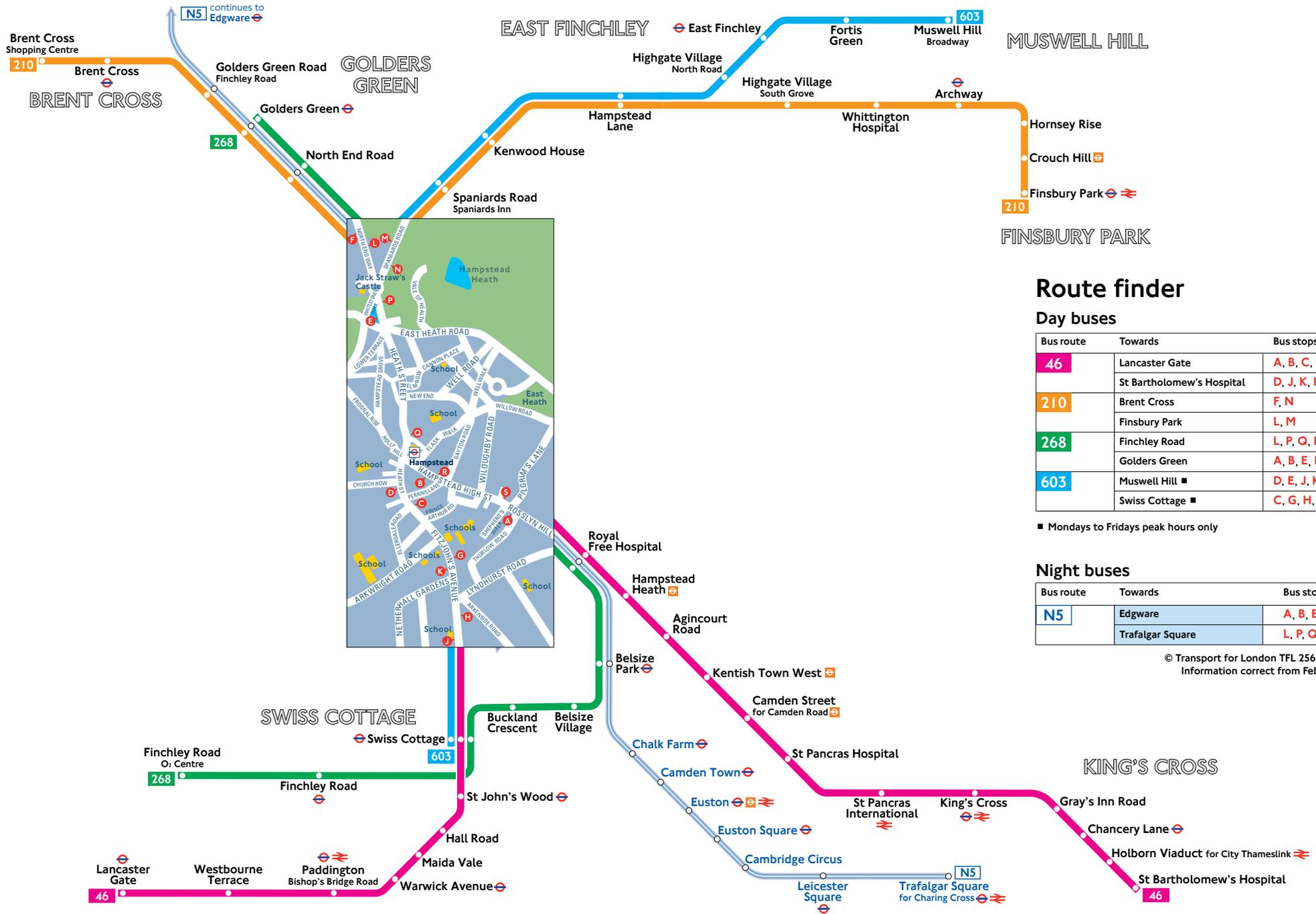
**CA-X Elm Village**  
 Mon-Fri 08:30-18:30



# **APPENDIX B**

## **TfL Bus Routing Plan**

# Buses from Hampstead



## Route finder

### Day buses

Bus route	Towards	Bus stops
46	Lancaster Gate	A, B, C, G, H
	St Bartholomew's Hospital	D, J, K, R, S
210	Brent Cross	F, N
	Finsbury Park	L, M
268	Finchley Road	L, P, Q, R, S
	Golders Green	A, B, E, F
603	Muswell Hill	D, E, J, K, M
	Swiss Cottage	C, G, H, N, P, Q

■ Mondays to Fridays peak hours only

### Night buses

Bus route	Towards	Bus stops
N5	Edgware	A, B, E, F
	Trafalgar Square	L, P, Q, R, S

© Transport for London TFL 25695.02.13 (T)  
Information correct from February 2013

# **APPENDIX C**

## **TfL's PTAL Summary**

# PTAI Study Report File Summary

## PTAI Run Parameters

PTAI Run 20142509165548  
Description 20142509165548  
Run by user PTAL web application  
Date and time 25/09/2014 16:55

## Walk File Parameters

Walk File PLSQLTest  
Day of Week M-F  
Time Period AM Peak  
Walk Speed 4.8 kph  
BUS Walk Access Time (mins) 8  
BUS Reliability Factor 2.0  
LU LRT Walk Access Time (mins) 12  
LU LRT Reliability Factor 0.75  
NATIONAL\_RAIL Walk Access Time (mins) 12  
NATIONAL\_RAIL Reliability Factor 0.75

Coordinates: 526434, 185510

Mode	Stop	Route	Distance (metres)	Frequency (vph)	Weight	Walk time (mins)	SWT (mins)	TAT (mins)	EDF	AI
BUS	HAMPSTEAD STN HEATH STR	46	125.23	6.0	1.0	1.57	7.0	8.57	3.5	3.5

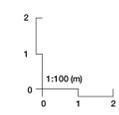
BUS	HAMPSTEAD STATION	268	288.58	5.0	0.5	3.61	8.0	11.61	2.58	1.29
LU LRT	Hampstead	Northern Line Edgware to Morden	316.2	9.7	1.0	3.95	3.84	7.8	3.85	3.85
LU LRT	Hampstead	Northern Line Edgware to Morden	316.2	8.3	0.5	3.95	4.36	8.32	3.61	1.8
LU LRT	Hampstead	Northern Line Kennington to Edgware	316.2	5.0	0.5	3.95	6.75	10.7	2.8	1.4
NATIONAL_RAIL	FINCHLEY ROAD AND FROGNAL	CLAPHAM JUNCTION to STRATFORD	692.36	2.0	0.5	8.65	15.75	24.4	1.23	0.61
NATIONAL_RAIL	FINCHLEY ROAD AND FROGNAL	RICHMOND to STRATFORD	692.36	4.0	1.0	8.65	8.25	16.9	1.77	1.77

Total AI for this POI is 14.22.

PTAL Rating is 3.

# **APPENDIX D**

## **Ground and Basement Layout Plans**



**Sergison Bates architects<sup>Ltd</sup>**  
**Proposed basement - car storage**

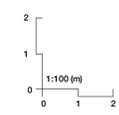
**Fitzjohns Avenue, NW3**  
**Stage C Documents**

Architects	Date	Scale
Sergison Bates architects 34 Clerkenwell Close London EC1R 0AU United Kingdom	18/11/14	1:100@A1 1:200@A3
Tel +44 (0)20 7255 1564 e-mail studio @sergisonbates.co.uk		

**276/4211e**

Revision
E 02/03/15 General update
D 10/02/15 Core update
C 28/01/15 General update
B 13/12/14 General update
A 04/12/14 General update

Do not scale from this drawing  
 All dimensions to be verified on site  
 Limited Liability Partnership Registered in England & Wales  
 No. OC317501 Registered office as above  
 Drawing may be scaled for planning purposes



Sergison Bates architects<sup>Ltd</sup>  
Proposed lower ground floor

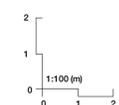
Fitzjohns Avenue, NW3  
Stage C Documents

Architects	Date	Scale
Sergison Bates architects 34 Clerkenwell Close London EC1R 0AU United Kingdom	18/11/14	1:100@A1 1:200@A3
Tel +44 (0)20 7255 1564 e-mail studio @sergisonbates.co.uk		

**276/4212e**

Revision	Date	Description
E 10/03/15		General update
D 10/02/15		Core update
C 28/01/15		General update
B 15/12/14		General update
A 04/12/14		General update

Do not scale from this drawing  
All dimensions to be verified on site  
Limited Liability Partnership Registered in England & Wales  
No. OC317501 Registered office as above  
Drawing may be scaled for planning purposes



Sergison Bates architects LLP  
Proposed ground floor

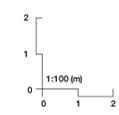
Fitzjohns Avenue, NW3  
Stage C Documents

Architects	Date	Scale
Sergison Bates architects 34 Clerkenwell Close London EC1R 0AU United Kingdom	18/11/14	1:100@A1 1:200@A3
Tel +44 (0)20 7255 1564 e-mail studio @sergisonbates.co.uk		

**276/4213e**

Revision	Date	Description
E 10/03/15		General update
D 10/02/15		Core update
C 28/01/15		General update
B 15/12/14		General update
A 04/12/14		General update

Do not scale from this drawing  
All dimensions to be verified on site  
Limited Liability Partnership Registered in England & Wales  
No. OC317501 Registered office as above  
Drawing may be scaled for planning purposes



Sergison Bates architects<sup>Ltd</sup>  
Proposed upper ground floor

Fitzjohns Avenue, NW3  
Stage C Documents

Architects	Date	Scale
Sergison Bates architects 34 Clerkenwell Close London EC1R 0AU United Kingdom	18/11/14	1:100@A1 1:200@A3

Tel +44 (0)20 7255 1564  
e-mail studio  
@sergisonbates.co.uk

# 276/4214e

Revision	Date	Scale
E 02/03/15	General update	
D 10/02/15	Core update	
C 28/01/15	General update	
B 13/12/14	General update	
A 04/12/14	General update	

Do not scale from this drawing  
All dimensions to be verified on site  
Limited Liability Partnership Registered in England & Wales  
No. OC317501 Registered office as above  
Drawing may be scaled for planning purposes

# **APPENDIX E**

## **Terms and Conditions for Resident Parking Permits**

## Resident Parking Permit -Terms and conditions 2014/15

1. To qualify for an on-street resident parking permit:

- Your main residence must be located within the borough of Camden and you stay at that address at least 5 nights a week and appear on the council tax register or electoral roll
- The vehicle/s that you wish to register to the permit must be registered at the DVLA to the person making the application at the same address and this needs to be reflected in the current V5 and insurance documents
- Your residence is not designated as “car free” or “car capped” housing under the terms of a planning agreement made under Section 106 of the Town and Country Planning Act 1990
- Your vehicle must be either:
  - i. a passenger or private light goods vehicle which weighs a maximum of 3.5 tonnes unladen and is no more than 2.2 metres wide or 2.32 metres tall.
  - ii. a motorcycle weighing a maximum of 410kgs and not including a sidecar.
  - iii. an electric powered vehicle and is no more than 2.2 metres wide or 2.32 metres tall.

You cannot park trailers, containers or caravans as part of this permit scheme whether they are attached to the permitted vehicle or standing alone.

2. When applying you will be directed to pay for your permit immediately. Once this transaction is completed your ‘virtual’ permit will be live and ready to use. As part of this process we will check your residency status against our database and we will also do this again after 8 weeks if you fail the original residency check. You will also be asked to supply the qualifying V5 document for your vehicle by uploading it into your permit account. If you do not do this at the point of application you will be required to do so within 12 weeks of the permit application to prove that you do qualify for a permit; failure to supply this within that timescale will result in the permit being revoked and the remainder of the fees paid being retained.

3. A resident may apply for one permit only, however that permit is allowed to be used for up to three vehicles provided that the vehicles have been registered against your permit. If you register multiple vehicles to a permit only one may be parked in a permit bay within your Controlled Parking Zone (CPZ) at any one time - you must select the active vehicle within your permit account. All vehicles registered must meet the criteria specified in section 1. Permits are available for durations of 6 and 12 months.

4. If your vehicle is registered abroad you can apply for a resident permit for a maximum of six months. After this time, your vehicle must be registered with the DVLA, in your name, at your Camden residential address before any further permits can be issued. We do not issue permits for vehicles registered abroad in a company’s name.

5. You can apply for a resident parking permit for a company vehicle. You will need to provide a letter quoting the vehicle registration number and confirming the vehicle is owned by the company and allocated to you for your full time and exclusive use. The letter must be addressed to Contact Camden, on your company letterhead, signed by a company director and accompanied by a copy of the V5C and/or hire/lease agreement in the company’s name. A new company confirmation letter must be provided whenever you renew your resident permit. Please note we cannot issue permits for ‘pool’ vehicles, borrowed vehicles or those with shared use or owned by relatives, and only one company vehicle may be included on a residents’ permit.

6. There is currently an extra charge in place for all vehicles powered by diesel fuel. This will be applied at point of application, change of vehicle (if switching to a diesel fuel type) and renewal. You therefore need to keep this in mind when calculating your payment. Additional charges also apply to registering second or third vehicles. These charges are payable at the time you amend

your permit details and will be payable again when the permit is renewed. All of these charges are non-refundable. If you have multiple vehicles on your permit the initial charge will always be set at that for the highest rated vehicle.

7. If the vehicle that the permit is applied for or a previous vehicle registered to you has three or more outstanding PCN's where the ability to appeal has passed, you will not be able to obtain or renew a resident permit and will be directed to the Parking Services Investigation team in order to pay the outstanding charges. You will not be able to obtain your permit until these outstanding charges are settled or the council is satisfied that the debt liability rests elsewhere. As part of this condition, if the vehicle has changed keeper/owner since the debt has accrued you will have to satisfy the council that such a change of keeper/owner was not undertaken merely to circumvent the debt itself. Failure to follow the terms and conditions may result in enforcement action being taken against the vehicle, the withdrawal of the permit, the forfeiture of the remainder of the fees paid and possible criminal proceedings.

8. There is currently a discount charge for electric powered vehicles, though this cannot be claimed where you also have a conventionally powered vehicle registered to your account.

9. A resident parking permit allows the relevant vehicle/s to park only in bays where the adjacent sign states "Resident permit holders only" or "Permit holders only" followed by the CPZ identifier. The identifier takes the format "CA-" followed by another letter.

10. You may also park in paid for parking bays within the CPZ free of charge for the first and last hours only of the controlled hours, except in CPZ CA-B (Belsize Park), CPZ CA-H (Hampstead) and in bays where the controlled hours are of 2 hours duration or less. Please note that you cannot park in "off-peak" pay and display / cashless parking bays, i.e. where the bay only operates for a part of the CPZ hours.

11. Parking bays may be suspended from time to time and the council will display warning notices in advance of such suspensions on the adjacent time-plates. It is the responsibility of the permit holder to make themselves aware of these suspensions by reading the relevant notices. Your vehicle may be issued with a Penalty Charge Notice and could be removed when parked in a suspended bay.

12. Refunds for permits will be given where the permit is no longer required at a rate equivalent to the number of full months remaining before the expiry of the permit. Charges paid for adding a 2nd or 3rd vehicle registration and diesel surcharge will not be refunded.

13. Possession of a valid permit for your vehicle does not guarantee a parking space. It provides you with the opportunity to park within a resident permit parking space within your CPZ should one be available. It is the responsibility of the permit holder to make sure that the vehicle is parked in accordance with the parking restrictions in force.

14. If your qualifying circumstances change at any time such as, the ownership of the vehicle/s or your residential status, then you must amend your account accordingly. This can be done online via your account or by phoning Contact Camden.

15. The council will carry out residency checks automatically upon renewal of your permit against our current electronic records. In addition to this further random checks will take place continually against vehicle ownership and you may be asked to provide a V5 and/or insurance documents to confirm the vehicle ownership as part of the council's initiatives against fraud.

16. By applying for a permit you confirm that you understand and accept these terms and conditions. Failure to follow the terms and conditions may result in enforcement action being taken against the vehicle, the withdrawal of the permit, the forfeiture of the remainder of the fees paid and possible criminal proceedings.

17. The issuing Authority (Camden Council) will process all information in accordance with the requirements of the Data Protection Act 1998. The enforcement authority will use any data

collected through the issuing of this permit for other associated purposes. We are required by law to protect the public funds we administer and we may share/check this information with other bodies responsible for auditing or administering public funds, in order to prevent and detect fraud. These bodies include amongst others: other council departments, other public authorities and other enforcement agencies

# **APPENDIX F**

## **Framework Residential Travel Plan**



ttp consulting  
transport planning specialists

PegasusLife

Arthur West House,  
79 Fitzjohn's Avenue

Framework Residential Travel Plan

March 2015

TTP Consulting Ltd  
111-113 Great Portland Street  
London W1W 6QQ  
Tel: 020 7100 0753

[www.ttp-consulting.co.uk](http://www.ttp-consulting.co.uk)

Registered in England: 7441800

## Contents

<b>1</b>	<b>INTRODUCTION .....</b>	<b>1</b>
	Scope.....	1
<b>2</b>	<b>POLICY .....</b>	<b>3</b>
	National Policy .....	3
	Regional Policy.....	3
	Local Policy .....	4
<b>3</b>	<b>ACCESSIBILITY AND TRAVEL PATTERNS .....</b>	<b>6</b>
	Access on Foot .....	6
	Access by Bicycle .....	7
	Public Transport.....	7
	Car Clubs .....	9
	Baseline Travel Patterns .....	9
<b>4</b>	<b>OBJECTIVES AND TARGETS .....</b>	<b>11</b>
	Objectives .....	11
	Targets .....	11
	Aim Targets.....	12
<b>5</b>	<b>TRAVEL PLAN STRATEGY .....</b>	<b>14</b>
	Travel Plan Management .....	14
	Travel Plan Coordinator .....	14
	Marketing Strategy .....	15
<b>6</b>	<b>MEASURES AND INITIATIVES .....</b>	<b>16</b>
	Introduction.....	16
	Residents Measures .....	16
	Taxis / Taxicard .....	16
	Electric Vehicles .....	16
	PlusBus .....	16
	Employee Measures .....	17
	Travel Pack.....	17
	Electric Vehicles .....	17
	Company Policy.....	17
	Green Travel.....	17
	Walking .....	17
	Cycling .....	18
	Public Transport.....	18
	Car Club.....	18
	Personalised Travel Planning.....	19
	Visitor Measures .....	19
<b>7</b>	<b>MONITORING AND REVIEW .....</b>	<b>20</b>

	<b>Monitoring.....</b>	<b>20</b>
	<b>Reporting .....</b>	<b>20</b>
	<b>Review .....</b>	<b>21</b>
<b>8</b>	<b>ACTION PLAN.....</b>	<b>22</b>
<b>9</b>	<b>SECUREMENT AND FUNDING.....</b>	<b>23</b>

## **Figures**

**Figure 1** - Location Plan

## **Appendices**

**Appendix I** - Residential Travel Survey Questionnaire

## 1 INTRODUCTION

- 1.1 This Framework Residential Travel Plan has been prepared for the residential development at Arthur West House, 79 Fitzjohn's Avenue, in the London Borough of Camden (LBC).
- 1.2 Arthur West House is situated on Fitzjohn's Avenue approximately 3-4minutes' walk to the south of Hampstead Station. The development location is shown at **Figure 1**.
- 1.3 The proposal seeks to provide specialist living accommodation for older people comprising up to 33 flats, at Arthur West House. All of the units will be wheelchair accessible and will have shared communal facilities, a health and well-being facility, and, accommodation for staff and visitors. The facility will provide safe and secure parking for both residents and employees.
- 1.4 Arthur West House is currently a hostel with approximately 140 rooms. It currently falls within a sui generis use class.
- 1.5 The Travel Plan will be part of the process of facilitating a planned transition to car-free living for those residents who initially move with a car. The main aim of this Travel Plan is to put in place the management tools deemed necessary to enable the residents, employees and visitors 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 users of the development from using sustainable and in particular active modes. This Travel Plan focuses on future residents and employees of the development, with reference to visitors where appropriate.
- 1.6 This Travel Plan has been prepared in accordance with Travel Plan guidance issued by Transport for London (TfL).

### Scope

- 1.7 This Travel Plan sets out the sustainable travel options available to users of the development and the measures and initiatives that will be used to incentivise travel by sustainable modes.
- 1.8 The remainder of this Travel Plan is structured as follows:
- Section 2 - Relevant national, regional and local policy guidance;
  - Section 3 - Describes the accessibility and travel patterns of the development;
  - Section 4 - Sets out the objectives and targets of the Travel Plan;
  - Section 5 - Outlines the Travel Plan strategy;
  - Section 6 - Identifies the measures and initiatives that will be implemented;

- Section 7 - Details the review and monitoring programme;
- Section 8 - Provides the Action Plan; and,
- Section 9 - Sets out securement and funding.

## 2 POLICY

### National Policy

#### National Planning Policy Framework (NPPF)

2.1 The National Planning Policy Framework (NPPF) was published on 27<sup>th</sup> March 2012 and it sets out the Government's planning policies for England and how these are expected to be applied.

2.2 Chapter 4 – 'Promoting Sustainable Transport' sets out central government national transport policy:

*"Transport policies have an important role to play in facilitating sustainable development but also in contributing to wider sustainability and health objectives. Smarter use of technologies can reduce the need to travel. The transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel. However, the Government recognises that different policies and measures will be required in different communities and opportunities to maximise sustainable transport solutions will vary from urban to rural areas."*

2.3 The NPPF states that a key tool to facilitate the use of sustainable transport modes is a Travel Plan and at paragraph 36 states *"all developments which generate significant amounts of movement should be required to provide a Travel Plan."*

### Regional Policy

#### The London Plan

2.4 The Further Alterations to the London Plan, adopted in March 2015, details the Mayor's spatial development strategy for London and forms part of the development plan for Greater London.

2.5 Chapter 6 (Transport) states that:

*"Shaping the pattern of development and influencing the location, scale, density, design and mix of land uses, can help reduce the need to travel and the length of journeys, and make it safer and easier for people to access jobs, shopping, leisure facilities and services by public transport, walking, and cycling."*

2.6 With regards to Travel Plans the London Plan states:

*“These approaches, individually and cumulatively, help achieve the aims of reducing the need to travel and offering alternatives to the car. The use of travel plans can help reduce emissions by promoting alternatives to the car.”*

### **TfL Guidance**

2.7 Transport for London (TfL) Travel Plan Guidance, dated November 2013, sets out comprehensive advice in preparing and implementing development related travel plans across London. This guidance has been adhered to in the preparation of this Travel Plan.

### **The Mayor’s Transport Strategy (MTS)**

2.8 The Mayor’s Transport Strategy (MTS) is a statutory document, developed alongside the London Plan and Economic Development Strategy as part of a strategic policy framework to support and shape the economic and social development of London over the next 20 years.

2.9 Paragraph 5.24.2 ‘Smarter travel initiatives’ states *“smarter travel aims to reduce congestion, improve health and reduce transport’s contribution to climate change by helping people to make the most effective use of London’s transport network and encouraging greater use of public transport, cycling and walking.”*

### **Local Policy**

#### **Camden’s Core Strategy 2010-2025 / Development Policies**

2.10 LBC policy guidance is set out in the Core Strategy and Development Policies, both of which were adopted in November 2010.

2.11 The Development Policies relevant to this travel plan are detailed in the following paragraphs.

2.12 Policy DP16 states that:

*“The Council will seek to ensure that development is properly integrated with the transport network. We will resist development that fails to assess and address any need for the following:*

- a) Movements to, from and within the site;*
- b) Additional transport capacity off-site (such as improved infrastructure and services) where existing or committed capacity cannot meet additional need generated by the development; and,*
- c) Safe pick-up, drop-off points and waiting areas.”*

- 2.13 Policy DP17 – ‘Walking, cycling and public transport’ promotes sustainable developments which seeks to provide improved provision for pedestrians, cyclists and public transport use.
- 2.14 Core Strategy policy CS11 – ‘Promoting sustainable and efficient travel’ provides detailed information on sustainable transport issues within the Borough. It encourages the use of low emission vehicles through the provision of electric charging points.

### **Camden’s Transport Strategy (August 2011)**

- 2.15 The Camden Transport Strategy (CTS) sets out the future direction for transport in Camden and describes the content of traffic and transport in the Borough.
- 2.16 Policy 2.2 notes that Camden will implement initiatives which promote the health and environmental benefits of walking and cycling through campaigns and travel plan development.

### 3 ACCESSIBILITY AND TRAVEL PATTERNS

3.1 The development site at Arthur West House is located on Fitzjohn's Avenue, in Hampstead, within the London Borough of Camden (LBC), as illustrated on **Figure 1**.

#### Access on Foot

3.2 It is widely accepted that walking has the greatest potential to replace car journeys for distances less than 2 kilometres, with the Chartered Institution of Highways and Transportation (CIHT) Guidelines suggesting a maximum 'acceptable' walking distance for pedestrians without mobility impairment of 2 kilometres.

3.3 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. In addition, age of the pedestrian will also have a limiting effect on the maximum distance they will be willing or able to walk.

3.4 All residents will be aged 60 plus, although the average age is likely to be 70 plus and in 5 – 10 years' time it is anticipated that the average age will be 75 – 80 years plus. It is therefore not expected that the majority of future residents will take journeys of 2 kilometres by foot. Notwithstanding this, a number of shops, businesses and services are located within walking distance. **Table 3.1** sets out details of approximate distances to local amenities within an appropriate walking distance for future residents. Approximate walking time is based on an average speed of 80m per minute.

<b>Table 3.1 Approximate Distances To Local Amenities</b>			
<b>Amenity</b>	<b>Location</b>	<b>Distance (m)</b>	<b>Approximate Walking Time (minutes)</b>
<b>Public Transport Facilities</b>			
Bus stops	Fitzjohn's Avenue	85	1-2 minutes
Hampstead Station (London Underground)	Hampstead High Street	315	3-4 minutes
Finchley Road and Frognal Station (London Overground)	Finchley Road	690	8-9 minutes
<b>Facilities / Amenities</b>			
Local Shops / Cafés	Fitzjohn's Avenue	110	1-2 minutes
Supermarket	Fitzjohn's Avenue	185	2-3 minutes
Bank	Heath Street	315	3-4 minutes

- 3.5 As can be seen by **Table 3.1** Hampstead Station is within walking distance of Arthur West House. In addition, a range of amenities, including a chemists, newsagents, banks, pubs, cafes and restaurants, are located along Hampstead High Street and Rosslyn Hill approximately 410m to the north. As such there is potential for a significant number of trips to be made on foot by residents, visitors and employees alike.
- 3.6 Footways are present on the likely pedestrian desire lines, are of an appropriate width and have lighting columns present at regular intervals. Crossing facilities are also located along desire lines.

## Access by Bicycle

- 3.7 Guidance on cycling can be found in 'Cycle Friendly Infrastructure' guidelines published by the CIHT in 1996. This guidance highlights previous research by the DfT that three quarters of all journeys are less than 5 miles (8 kilometres) of which 60% are by car. The guidelines highlight that there is a 'Substantial potential for substituting cycling for driving' for distances up to 5 miles.
- 3.8 Much of north London is within five miles of the site, specifically areas including: Hampstead Heath, Golders Hill Park, The Royal Parks and Camden. Therefore, there is scope for the uptake of this sustainable mode, in particular, by staff or visitors to the site.
- 3.9 Fitzjohn's Avenue is designated as a '*route signed for use by cyclists on a mixture of quiet and busier roads*' by Transport for London (TfL). In addition, the off-street '*greenway*' cycle routes present within Hampstead Heath are in close proximity to the site. These routes connect to the wider cycle network in London.

## Public Transport

### Bus Services

- 3.10 The closest bus stop to Arthur West House is located on Fitzjohn's Avenue, approximately 85m to the south of the site. Routes 46 and 603 stop here.
- 3.11 A further bus stop outside Hampstead Station approximately 125m to the north is served by the number 268 bus.
- 3.12 **Table 3.2** provides a summary of the bus services available in the local area, as described above and includes the associated frequencies. **Appendix B** of the associated Transport Assessment contains the relevant TfL Bus Route Map.

**Table 3.2: Bus Services Accessible from the Site**

Service No	Destination	Frequency (every 'x' minutes)	
		Weekday	Weekend
46	St Bartholomew's Hospital to Westbourne Street	10-12	10
268	O2 Centre/Sainsbury's to Golders Green Station	9-13	10-14
603	Swiss Cottage to Muswell Hill	2 per day	-

## Rail Services

### London Underground Services

- 3.13 Hampstead Station is the closest to Arthur West House, located on Hampstead High Street, approximately 315m to the north. Tubes run through the station regularly throughout the day between Edgware and Morden via Charing Cross or Bank.

### London Overground Services

- 3.14 Finchley Road and Frognal Station is located approximately 690m to the southwest of Arthur West House offering 8 services every hour towards Stratford, 4 towards Richmond and 3 towards Clapham Junction.

## Public Transport Accessibility Level (PTAL)

- 3.15 Public Transport Accessibility Levels (PTALs) are a theoretical measure of the accessibility of a given point to the public transport network, taking into account walk access time and service availability. The method is essentially a way of measuring the density of the public transport network at a particular point.
- 3.16 Walk times are calculated from the specified point of interest to all public transport access points: bus stops, light rail stations, underground stations and Tramlink halts, within pre-defined catchments. The PTAL then incorporates a measure of service frequency by calculating an average waiting time based on the frequency of services at each public transport access point. A reliability factor is added and the total access time is calculated. A measure known as an Equivalent Doorstep Frequency (EDF) is then derived for each point. These are summed for all routes within the catchment and the PTALs for the different modes (bus, rail, etc.) are then added to give a single value.

3.17 The PTAL is categorised in six levels, 1 to 6 where 6 represents a high level of accessibility and 1 a low level of accessibility.

3.18 The measure, therefore, reflects:

- Walking time from the point of interest to the public transport access points;
- The reliability of the service modes available;
- The number of services available within the catchment; and
- The level of service at the public transport access points – i.e. average waiting time.

3.19 Using the TfL Planning Information Database, it has been established that the PTAL rating measured from the centre of the site is 3, in accordance with best practice, which indicates a moderate level of accessibility to public transport.

## Car Clubs

3.20 Car clubs offer a viable alternative to owning a car for residents, employees or visitors of the site that require the use of a car infrequently.

3.21 There are several existing car club bays in the vicinity of the development operated by Zipcar and Citycar, at the following locations:

- Fitzjohn's Avenue (310m north) a 3-4 minutes' walk.
- Willoughby Road (410m north) a 5-6 minutes' walk.
- Hampstead High Street (500m northeast) a 6-7 minutes' walk.

## Baseline Travel Patterns

3.22 The predicted modal split for both employees and residents travelling to and from the development are set out in **Table 3.3**, on the following page.

3.23 The expected modal split for employees is based on 2001 Census data from the daytime population and 2011 Census data, for the resident population, in Hamstead Town Ward. It is worth noting that more up to date data (i.e. those travelling into the area to work / employees) is not yet provided within the Neighbourhood Statistics Database for the daytime population.

3.24 In order to address TfL's comments in respect of the planning application, the employee mode share of car drivers has been assumed to be 14%.

3.25 The mode split in the table below is considered representative for the purpose of predicting the initial mode split. This will be updated following the Year 0 baseline survey which will be carried out once 75% of the residential units have become occupied.

<b>Table 3.3 Predicted Mode Share</b>		
<b>Mode</b>	<b>Percentage</b>	
	<b>Employees – Daytime Population (2001 Census Data)</b>	<b>Residents (2011 Census Data)</b>
Car driver	14%	15%
Car passenger	-	1%
Taxi	1%	1%
Motorcycle	2%	2%
Rail/Underground/Tram	48%	51%
Bus	14%	9%
Foot	19%	16%
Pedal cycle	3%	5%
<b>Total</b>	<b>100%</b>	<b>100%</b>

3.26 For the purpose of this Travel Plan, the Baseline Mode Share in **Table 3.3** has been used for target setting purposes until the initial (Year 0) travel survey is undertaken, once 75% of the units are occupied.

## 4 OBJECTIVES AND TARGETS

4.1 This section sets out the overarching objectives for the Travel Plan, as well as targets for the short and medium term.

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

### Objectives

4.2 The Travel Plan's overriding objective is: *To engage with and encourage employees, visitors and where viable residents to use more sustainable ways of travelling to / from the development through more effective promotion of active modes. This will minimise the impact of the development on the surrounding highway network.*

4.3 The sub-objectives are:

- a) Sub-objective 1: To increase 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;
- c) Sub-objective 3: To introduce a package of physical and management measures that will facilitate resident, visitors and employees travel by sustainable modes; and therefore,
- d) Sub-objective 4: To reduce unnecessary use of the car for the journey to and from the development by residents and visitors.
- e) Sub-objective 5: To facilitate a planned transition to car-free living for those residents who initially move with a car.

### Targets

4.4 Travel Plan targets are measureable goals by which progress can be assessed. These targets should be reviewed through a programme of monitoring to ensure they remain SMART (Specific, Measurable, Achievable Realistic and Timed).

- 4.5 Targets come in two forms – Action and Aim Targets. Action Targets are non-quantifiable actions that need to be achieved by a certain time. Aim Targets are quantifiable and in the case of this travel plan relate to the degree of modal shift the plan is seeking to achieve.
- 4.6 Targets are essential for the success of the Travel Plan. The key Action Targets are set out below:
- a) A Travel Plan Co-ordinator (TPC) will be appointed at least one month before the first residential unit is occupied;
  - b) Residents and employees will be provided with a Travel Pack, detailing the Measures set out in this document;
  - c) Each monitoring survey will occur within one month of the anniversary of the baseline survey in each survey year (as detailed in the Monitoring section); and
  - d) A sustainable transport noticeboard will be provided and located in a prominent location for the use of employees, residents and visitors. The noticeboard will be periodically updated so that it details up-to-date information.

## Aim Targets

- 4.7 **Table 4.1**, on the following page, outlines the Aim Targets set out for the development. The targets are set to measure progress towards the main objectives over five years, from the date of the Baseline Survey. The interim targets are defined as those which are sought to be achieved within 1 and 3 years of the launch of the Travel Plan and the final targets are those which are sought to be achieved within 5 years.
- 4.8 For the purposes of this document, the Baseline figures are taken from the local Hampstead Town Ward Census Data (See also **Table 3.3**).

<b>Table 4.1: Travel Plan AIM Targets</b>					
<b>Target</b>	<b>Indicator</b>	<b>Mode Split</b>			
		<b>Baseline Year 0</b>	<b>Interim Year 1</b>	<b>Interim Year 3</b>	<b>Final Year 5</b>
<b>Employees</b>					
Achieve a 3% reduction in car trips	Modal Split monitoring from travel survey	14%	13%	12%	11%
Achieve a 3% reduction in public transport trips	Modal Split monitoring from travel survey	62%	61%	60%	59%
Achieve an increase in cycling by 3%	Modal Split monitoring from travel survey	3%	4%	5%	6%
Achieve an increase in walking by 3%	Modal Split monitoring from travel survey	19%	20%	21%	22%
<b>Visitors</b>					
Increase the awareness of cycling and walking as viable options available to access the development	No Surveys Necessary	-	-	-	-
<b>Residents</b>					
Achieve a 5% reduction in car driver trips	Modal Split monitoring from travel survey	15%	14%	12%	10%
Achieve a 3% increase in public transport trips	Modal Split monitoring from travel survey	60%	61%	62%	63%
Achieve an increase in walking by 2%	Modal Split monitoring from travel survey	16%	16%	17%	18%

4.9 Indicators are the elements which will be measured in order to assess progress towards meeting the final and interim targets.

## 5 TRAVEL PLAN STRATEGY

### Travel Plan Management

- 5.1 A Travel Plan Coordinator (TPC) will be appointed at least one month before the occupation of the first residential unit.
- 5.2 The TPC will be responsible for overseeing the management, development, implementation and review of this Travel Plan.
- 5.3 The primary responsibilities of this role include:
- a) The implementation of measures as set out in the Travel Plan (including reviewing the Travel Pack and noticeboards to ensure they are up-to-date).
  - b) To undertake Travel Surveys in years 0, 1, 3 and 5 and supply evidence of this to LBC;
  - c) To oversee the development and implementation of the Travel Plan;
  - d) Promoting the objectives and benefits of the Travel Plan;
  - e) To ensure the travel information available is up to date;
  - f) Liaison with LBC; and
  - g) Acting as the point of contact for information with employees, residents and visitors.
- 5.4 Regular updating of this Travel Plan document is part of the responsibility of the nominated person.

### Travel Plan Coordinator

- 5.5 The TPC contact details are as follows;

Name: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

## Marketing Strategy

- 5.6 Each employee will be provided with a Travel Pack on their first day of work. The Travel 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.
- 5.7 Employees based at the site 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 cycle parking.
- 5.8 A Welcome Pack will be provided to all residents upon occupation which will contain Travel Plan initiatives and information on appropriate sustainable modes by which they can travel to and from the development site.

## 6 MEASURES AND INITIATIVES

### Introduction

- 6.1 This section of the Travel Plan outlines the specific physical and management measures to be implemented as part of the Travel Plan which will help achieve the set targets. The implementation of the listed measures, which include awareness initiatives and infrastructure provision, is the core of the Travel Plan. Measures are grouped together broadly under 'alternative mode of transport' headings for the residents, employees and visitors.

### Residents Measures

- 6.2 Residents will be provided with up to date information on relevant walking, cycling and public transport information. In addition, relevant schemes which are provided by LBC, as outlined below, will be promoted.

#### Taxis / Taxicard

- 6.3 Taxis have an important role in providing for residents 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.
- 6.4 Residents will be made aware of the Taxicard scheme which allows London residents with mobility problems and those which are severely sight-impaired discounted rides in licensed black taxis and private hire vehicles.

#### Electric Vehicles

- 6.5 Electric vehicle charging points will be provided for residents to encourage the use of cleaner more efficient modes of transport.

#### PlusBus

- 6.6 Information of the PlusBus Door-to-Door accessible minibus service for those who find it difficult to use public transport will be publicised on the information noticeboards.

#### Freedom Pass

- 6.7 The freedom pass allows Camden's older residents free travel within the greater London area on all public transport services.

## **Blue / Green Badge Permits**

- 6.8 Blue / Green Badge Permits enable residents with disabilities to park in disabled bays.

## **Employee Measures**

### **Travel Pack**

- 6.9 Upon employment, employees will be issued with a Travel Pack which will contain the following information:

- Details of the nearby car clubs;
- Public transport and cycle maps;
- Timetables for local public transport services;
- Details of recommended walk routes and key destinations e.g. local amenities; and,
- Details of the TPC and Travel Plan.

### **Electric Vehicles**

- 6.10 The development will feature electric vehicle charging points in accordance with London Plan policy to encourage the take up of electric vehicle ownership and reduce the localised CO2 emissions of the development.

### **Company Policy**

- 6.11 The employees will be made aware of any existing company policies that promote the use of sustainable transport. For example, the availability of interest free loans for cycle or season public transport tickets; the availability of cycle schemes etc.

### **Green Travel**

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

### **Walking**

- 6.13 Initiatives to help promote walking to employees will include:
- a) Provision of information and advice concerning safe pedestrian routes to the development.

- b) Health benefits of walking to be promoted e.g. '10,000 steps a day campaign.'

### **Cycling**

- 6.14 Cycle parking is provided within the development in the form of Sheffield style stands. In total, 33 spaces will be provided for residents and 4 for staff and visitors. The cycle parking is secure, lit and weatherproof. In addition, showers, changing facilities and lockers will be provided for staff to encourage them to travel to the site by bicycle.
- 6.15 Employees will be provided with information and advice concerning cycle routes within the Travel Pack. Staff will also be made aware of LBC initiatives to encourage the uptake of cycling, including free cycle training, the cycle trailer scheme which allows staff to borrow a cycle trailer to carry shopping home and 'stravel', an app which enables cyclists to earn points and win prizes whilst cycling.
- 6.16 Other employee specific cycle promotions will include the following:
- a) Promotion of the health benefits of cycling;
  - b) Provision of TfL Cycle Maps to those that request them; and
  - c) Cycle routes and other cycling information provided on notice boards, and in the Travel Pack etc.

### **Public Transport**

- 6.17 Up-to-date details of bus, rail and underground services, including route information and service frequencies, will be permanently on display in prominent locations within the development. Journey Planner websites and enquiry phone numbers will also be promoted.

### **Car Club**

- 6.18 Car clubs enable staff to have access to a car without the need to own one or pay for maintenance and running costs.
- 6.19 The development is within close proximity to a number of car club bays, providing easy access to a car when required. As mentioned in **Section 3**, there are several existing car club bays in the vicinity of the development operated by Zipcar and Citycar. The closest is located on Fitzjohns Avenue (310m to the north) which is approximately a 3-4 minutes' walk.

- 6.20 The TPC, through the Travel Pack and the Personalised Travel Planning sessions detailed below, will advertise the benefits of belonging to the 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.

### **Personalised Travel Planning**

- 6.21 The TPC will offer a personalised Travel Planning service for all employees, 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).

### **Visitor Measures**

- 6.22 All visitors of the development will be made aware of the sustainable travel options available to them when travelling to the site. Noticeboards with up to date information will be located in public areas for shared use between employees, residents and staff.
- 6.23 If requested, visitors will be provided access to the Travel Packs.

## 7 MONITORING AND REVIEW

7.1 The Travel Plan is part of a continuous process for improvement, requiring monitoring, review and revision to ensure it remains relevant. This section sets out the proposals for monitoring and review of the Travel Plan.

### Monitoring

7.2 All monitoring will follow the most up to date TfL best practice guidance, be iTRACE compliant and will be the responsibility of the TPC.

7.3 The monitoring programme begins with the initial Year 0 baseline travel survey. The Travel Plan will be monitored for 5 years. iTRACE complaint surveys will take place on the 1st, 3rd and 5th anniversary of the Year 0 Travel Survey to monitor progress towards the interim and final targets. An example Travel Questionnaire Survey is provided at **Appendix I**.

7.4 Additional monitoring of the following will also be used to judge whether the implementation or proportion of certain measures needs to be modified. The following factors will be monitored on a constant basis:

- a) The level of usage of cycle stands;
- b) Demand for additional cycle parking facilities; and
- c) Comments received from employees relating to the operation and implications of the Travel Plan.

7.5 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 Travel Pack and Noticeboard to ensure their content remains relevant.

### Reporting

7.6 The TPC will compile a report each year that will include the results of any monitoring that has been undertaken, including the above factors. The report will be issued to LBC in the form of an email.

## Review

7.7 The review of the Travel Plan which will be done after each monitoring survey in consultation with LBC Travel Plan officers will consider the following;

- The success of the measures since the previous review;
- The need to amend or introduce new targets; and,
- The need to change or introduce new measures.

## 8 ACTION PLAN

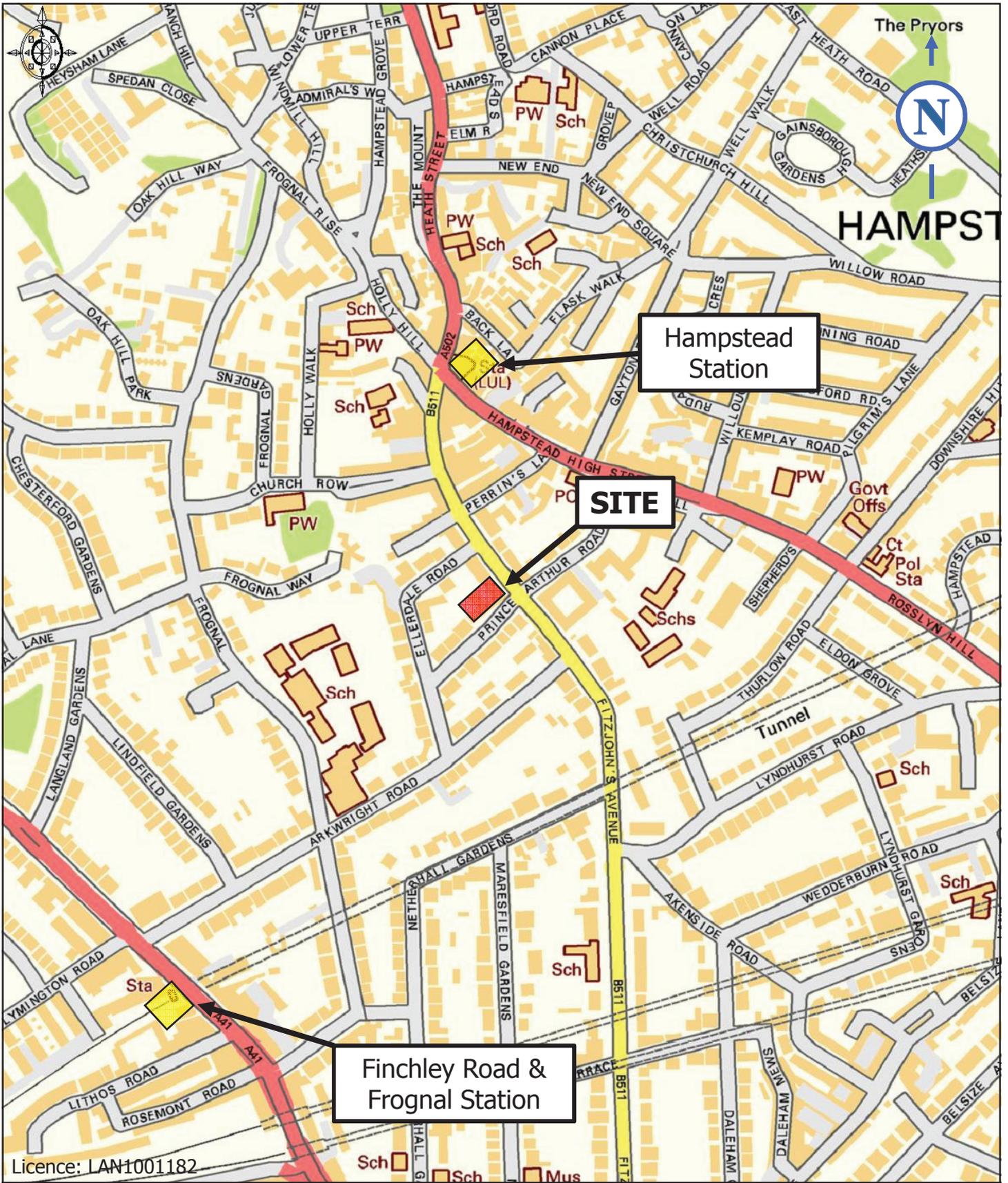
8.1 **Table 8.1** sets out the Action Plan for the implementation of the various measures associated with the Travel Plan along with who is responsible and how funding will be secured.

<b>Table 8.1: Travel Plan Action Plan</b>				
<b>Action</b>	<b>Target</b>	<b>Funding</b>	<b>Measure</b>	<b>Responsibility</b>
Production of Travel Plan	The Developer / TTP Consulting	Developer	Travel Plan	Developer
Appointment of Travel Plan Co-ordinator	One month prior to first occupation	Developer	Appointment of Travel Plan Co-ordinator	Developer
Launch of Travel Plan	Within 3 months of the occupation	Developer	-	Developer
Provision of Cycle and Car Parking	Prior to first occupation	Developer	On completion of the development	Developer
Erection of Travel Noticeboards	Prior to first occupation	Developer	On completion of the development	TPC and/or Developer
Production of Residents Welcome Packs and Staff Induction Packs	Before occupation	All occupiers	Completed Travel Pack	TPC
Promote Active Modes	On-going	All occupiers	On-going	TPC
Baseline Surveys	Within 75% occupancy	Developer	Receipt of survey results	TPC
Interim Surveys	At Years 1 and 3	Developer	Receipt of survey results	TPC
Review of Travel Plan	5 years after Baseline Survey	Developer	Receipt of survey results	TPC

## **9 SECUREMENT AND FUNDING**

- 9.1 This Travel Plan will be secured and implemented through a S106 agreement or condition.
- 9.2 The Site Owner is fully committed to the implementation of the Travel Plan and will provide all reasonable necessary funding to ensure that the agreed targets are achieved. This will include funding the Travel Plan Co-ordinator, travel surveys and implementation of all reasonable necessary measures.

## Figures



Licence: LAN1001182

TITLE:  
Site Location Plan

PROJECT:  
Arthur West House, 79 Fitzjohn's Avenue

CLIENT:  
Pegasus Life

DRAWN: D.P.      CHECKED: P.C.      DATE: 06.10.14      SCALE: N.T.S.



**ttp consulting**

transport planning specialists

111-113 Great Portland Street  
London W1W 6QQ

Tel: 020 7100 0753

www.ttp-consulting.co.uk

Registered in England: 7441800

DRAWING REFERENCE: Figure 1

REVISION:  
.

## **Appendix I**

### **Example Travel Questionnaire Survey**

# Travel Survey Questionnaire

As part of the Travel Plan, a travel survey is being undertaken so we can understand your travel patterns and we would appreciate your assistance by completing this questionnaire.

The information you provide will be treated in the strictest confidence with no reference to individuals. For further information please contact \_\_\_\_\_ on \_\_\_\_\_. Please put your completed questionnaire in the box in the reception area. Thank you in advance for your help.

**1. What is your home postcode (last three digits)?** \_\_\_\_\_

**2. What time do you normally arrive at work or place of education?**

07:00 – 10:00 (01)  10:00 – 16:00 (02)  16:00 – 19:00 (03)  After 19:00 (04)

**3. What time do you normally leave work or place of education?**

07:00 – 10:00 (01)  10:00 – 16:00 (02)  16:00 – 19:00 (03)  After 19:00 (04)

**4. On average, how long does your journey take?**

0 – 15min (01)  16 – 30min (02)  31 – 45min (03)  46 – 60min (04)

61 – 75min (05)  76 – 90min (06)  Over 90min (07)

**5. Approximately how far is your journey?**

0 – 1 mile (01)  1 – 2 miles (02)  2 – 5 miles (03)  >5 miles (04)

**6. What is your MAIN mode of transport (i.e. the longest part of your journey)?**

Drive alone (01)  Car share - driver (02)  Car passenger (03)  Bus (04)

Train (05)  Underground (06)  Walk (07)  Cycle (08)

Motorbike (09)  Taxi (10)  Other (11)

**7. What alternative mode of transport would you consider if your usual mode wasn't available?**

Drive alone (01)  Car share -driver (02)  Car passenger (03)  Bus (04)

Train (05)  Underground (06)  Walk (07)  Cycle (08)

Motorbike (09)  Taxi (10)  Other (11)

**8. What would encourage you to use an alternative mode of travel?**

More frequent bus services (01)  Better pedestrian / cycle routes (02)

A cleaner walking / cycling environment (03)  A friend to walk / cycle with (04)

A safer walking / cycling environment (05)  Cycle training (06)

Better information on alternatives (07)  Nothing (08)

**9. In what age category do you fall?**

Under 25 (01)  26 – 40 (02)  41 – 60 (03)  Over 60 (04)