

Arthur Stanley House

Transport Plan



Westbrook Partners / 1921 Mortimer Investments Limited

December 2017



**ARTHUR STANLEY HOUSE,
TOTTENHAM STREET, LONDON
W1T 4RN**

Proposed Mixed Use Development

**Travel Plan
On behalf of Westbrook Partners /
1921 Mortimer Investments Limited**

December 2017

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Proposed Mixed Use Development

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1 INTRODUCTION

1.1 Crosby Transport Planning Limited is instructed by Westbrook Partners / 1921 Mortimer Investments Limited to prepare this Travel Plan in respect of development proposals at Arthur Stanley House, Tottenham Street, London W1T 4RN, situated within the London Borough of Camden (LB Camden).

1.2 This report accompanies a detailed planning application for development of a mixed use scheme comprising 9 private residential units and 6,459sqm GIA of B1a office space, with associated refuse and cycle stores. The development will operate as 'car-free'. The location of the application site is shown in **Figure 1**.

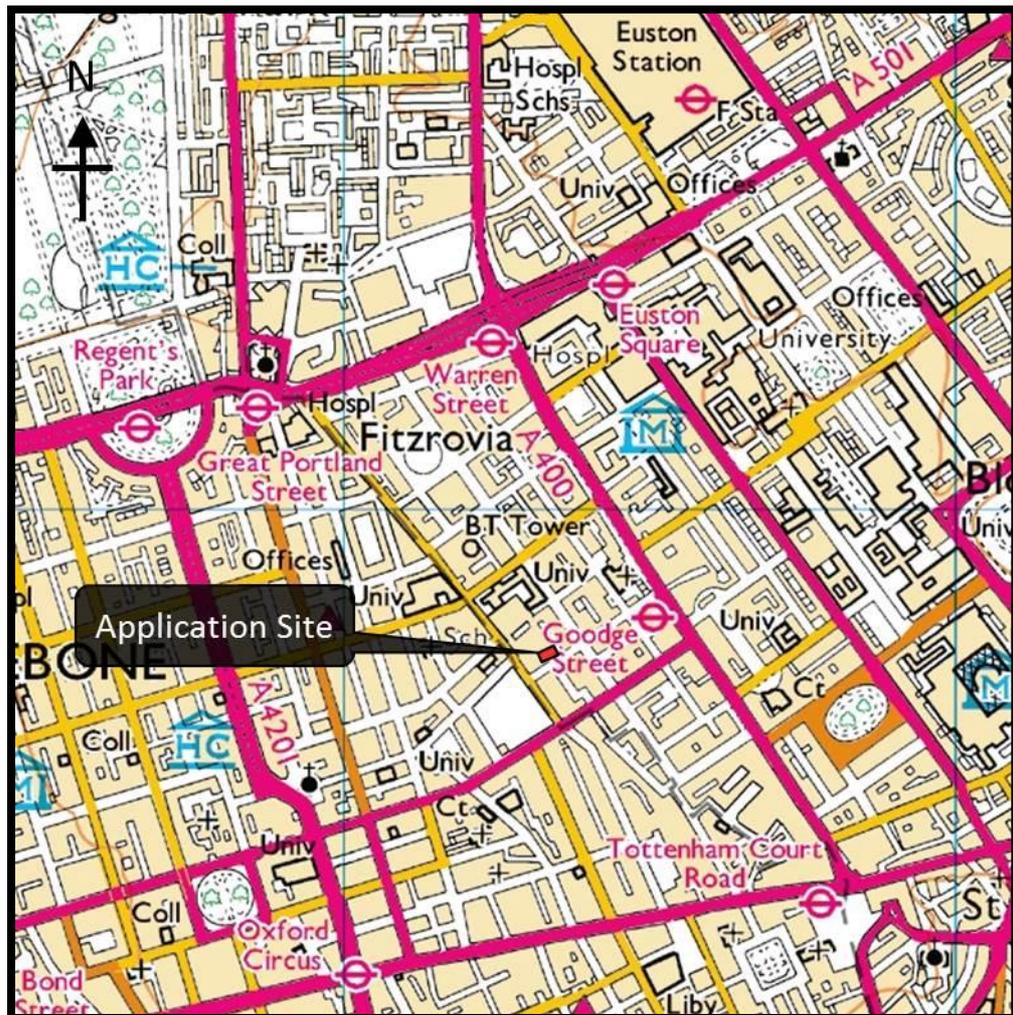


Figure 1: Site Location

1.3 This report has been prepared with due regard to the National Planning Policy Framework Planning Practice Guidance *'Travel plans, transport assessments and statements in decision-taking'*, Transport for London's (TfL) *'Travel Planning Guidance'* dated November 2013 and *'Camden Planning Guidance CPG7: Transport'*.

1.4 The National Planning Policy Framework (NPPF) published in March 2012 sets out a presumption in favour of sustainable development that recognises the importance of transport policies in facilitating sustainable development, and that planning decisions should have regard to local circumstances.

1.5 With regard to the promotion of sustainable transport, paragraph 36 states:

'a key tool to facilitate this will be a Travel Plan. All developments which generate significant amounts of movement should be required to provide a Travel Plan.'

1.6 Transport for London's (TfL) travel planning guidance, dated November 2013 states that:

'A travel plan is a long term management strategy for an existing or proposed development that seeks to integrate proposals for increasing sustainable travel by the future occupier(s) into the planning process and is articulated in a document that is to be regularly reviewed by the future occupier(s) of the site. It is based on evidence in the transport assessment of the anticipated transport impacts of the proposal and involves the development of agreed and specific outcomes, linked to an appropriate package of measures, aimed at encouraging sustainable travel.'

1.7 The London Plan (March 2016) has development plan status with considerable weight in the planning process in Greater London. Policy 6.1 states that the Mayor will adopt a strategic approach to better integrate transport and development by *'Encouraging patterns and nodes of development that reduce the need to travel, especially by car.'*

1.8 Further guidance is contained within 'Camden Planning Guidance CPG7: Transport' dated 2011, which relates to specific policies contained within the Camden Core Strategy and Development Policies. The guidance outlines the requirements that must be covered within Travel Plans, with two key messages set out, namely:

- *'Travel Plans enable a development to proceed without adverse impact on the transport system.'* and
- *'The requirements of a Travel Plan will be tailored to the specific characteristics of the site and the development.'*

1.9 This Travel Plan has therefore been produced in accordance with the relevant local policies and guidance to encourage sustainable travel to and from the proposed development and will be secured within the Section 106 Agreement.

1.10 The Section 106 Agreement shall state (or similar) that the Travel Plan shall be approved prior to the first occupation of the site and the approved plan shall be followed, unless otherwise agreed with the Highway Authority.

2 SITE LOCATION AND ACCESSIBILITY

2.1 The location of the application site in the context of its local setting is shown in **Figure 2**. The site is largely rectangular in shape and is bounded to the south by Tottenham Street and to the east by Tottenham Mews. To the north, the site adjoins the presently disused Tottenham Mews Day Hospital site.

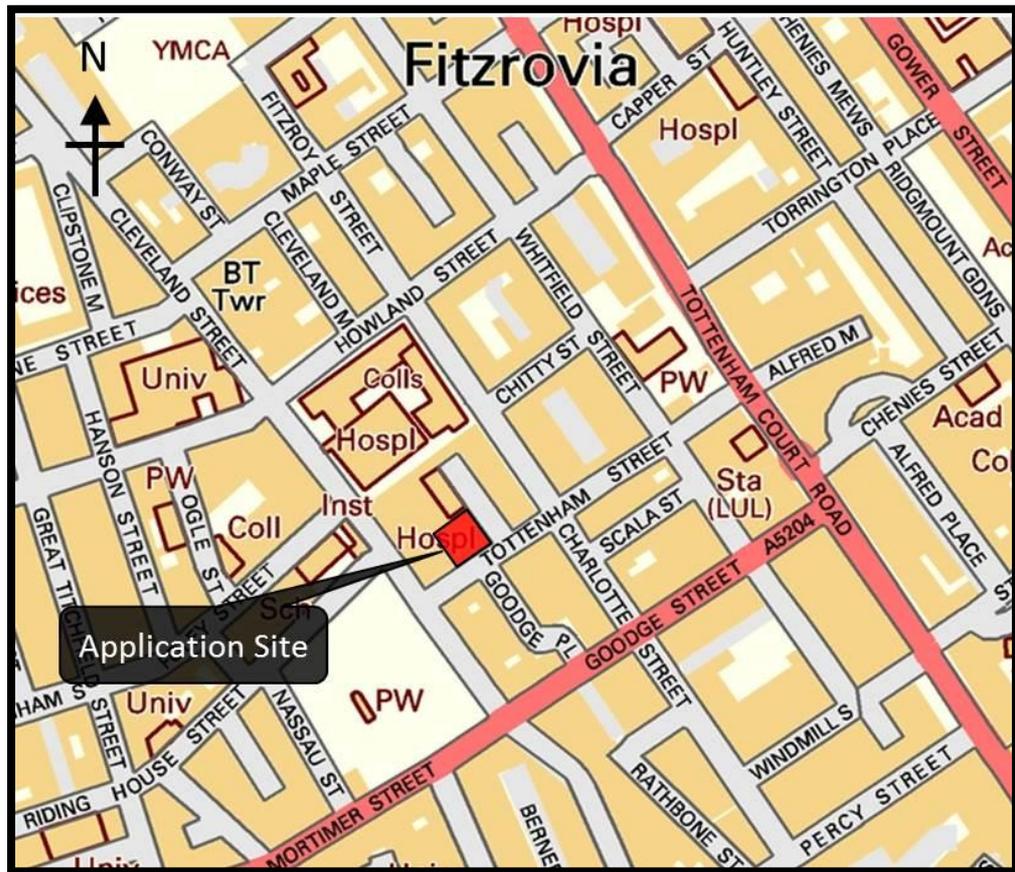


Figure 2: The site in its local context

2.2 The surrounding area comprises a variety of commercial and residential uses, generally with four storey terrace buildings to the south and more modern blocks of similar scale to the north.

2.3 The development site fronts onto Tottenham Street which is a 6.0 metre wide road that connects Tottenham Court Road in the northeast to Cleveland Street in the southwest. Between the junctions with Charlotte Street and Cleveland Street, Tottenham Street is one-way westbound only and is lit, with standard width footways provided along both sides of the carriageway.

2.4 Tottenham Mews is an access-only street providing general and servicing access to the existing land uses on Tottenham Mews. The exit from Tottenham Mews is restricted to right-turn only by virtue of the one-way operation along Tottenham Street.

Walking

2.5 The site is located in an established built-up area surrounded by residential and commercial properties and therefore benefits from the extensive pedestrian infrastructure present in the locality. There are few barriers to walking, with standard width footways, dropped kerbs, tactile paving and adequate street lighting along Tottenham Street and at all junctions within the vicinity of the site, thus benefitting able-bodied pedestrians as well as those with reduced mobility or visual impairment.

2.6 Although a footpath is provided along the site's eastern frontage along Tottenham Mews, uses further to the north and east access directly onto the mews with no separation from vehicles. The nature of Tottenham Mews is therefore one of a shared space, with limited vehicle movements and low speeds resulting in an area that is conducive for safe pedestrian movements.

Cycling

2.7 There are a number of cycle routes in the surrounding area which form part of the TfL-published London Cycle Network (LCN). Charlotte Street to the east and Cleveland Street to the west of the site are both classified by TfL as quieter roads that have been recommended by other cyclists. **Figure 3** shows the cycle network in the vicinity of the site.

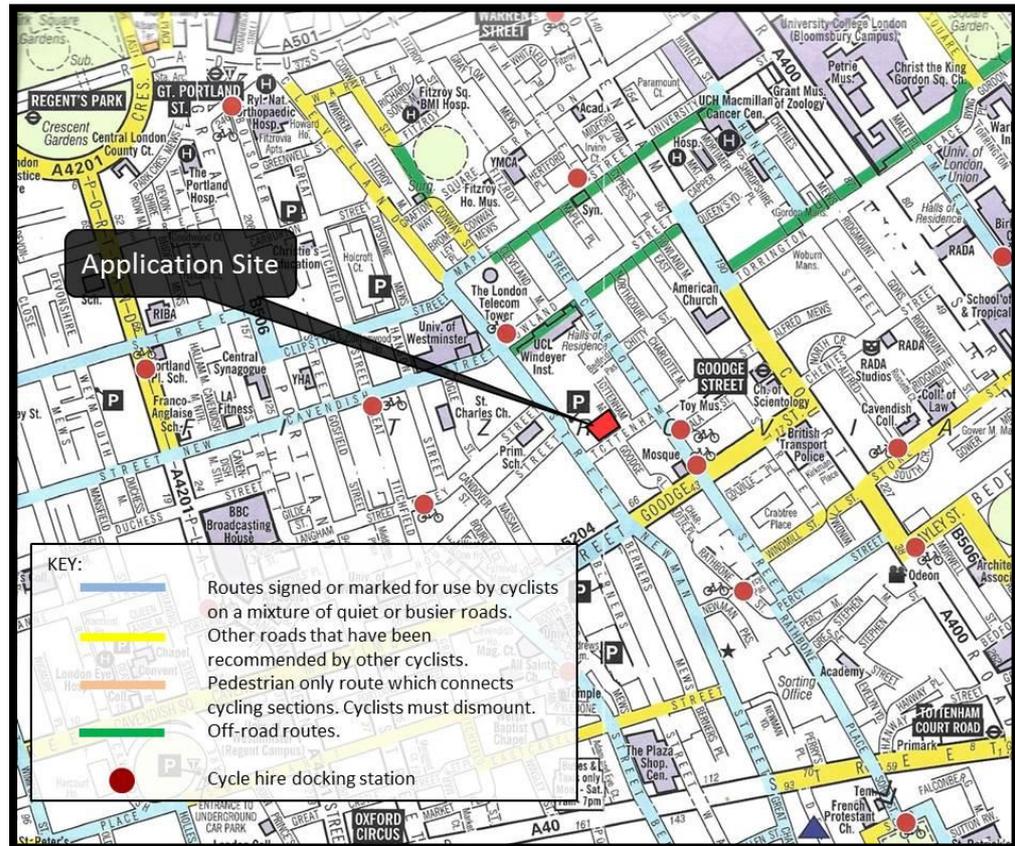


Figure 3: Local cycle routes (extract from TfL ‘Cycling in Central London’ 2015)

2.8 Within the vicinity of the application site, there are several London Cycle Hire docking stations located, the nearest being at Scala Street (21 cycle stands), Charlotte Street (14 stands) and Howard Street (30 stands).

Bus Services

2.9 When considering access by public transport, a PTAL assessment is a standard tool for quantifying the accessibility of a Point of Interest (POI). The PTAL methodology is adopted by TfL for this purpose.

2.10 TfL PTAL guidance states that for a bus route to be included in the assessment, the POI must be within an 8 minute walk or 640m of a Service Access Point (SAP), assuming a walk speed of 4.8kph.

- 2.11** The nearest bus stop (TfL stop reference A – Goodge Street) is located on Tottenham Court Road, a 220 metre walk distance from the site. This stop provides access to seven regular daily northbound bus services towards key London destinations including Kings Cross, Warren Street, Hampstead Heath, Wood Green, Stoke Newington and North Finchley. For southbound services, the nearest bus stop is provided on Gower Street (TfL stop reference C – Torrington Place) some 500 metres from the site, providing regular services towards Hammersmith, Putney Heath, Pimlico, Trafalgar Square, Victoria and Notting Hill Gate.
- 2.12** There are a further seven bus service available within a 640 metre walk distance of the site which can be accessed from stops at Oxford Street and Regent Street.
- 2.13** A summary of the bus services and their frequencies is shown in Table 2.1 below.

Service	TfL Stop Reference (walk distance)	Route Towards	Frequency (minutes)		
			Week	Sat	Sun
10	A (230m)	Kings Cross	7-11	7-11	11-13
	C (500m)	Hammersmith	7-10	8-12	11-12
14	A (230m)	Warren Street	3-7	7-10	10-14
	C (500m)	Putney Heath	4-8	6-9	9-13
24	A (230m)	Hampstead Heath	5-8	5-8	7-11
	C (500m)	Pimlico	4-8	6-9	6-10
25	OJ (520m)	Ilford	5-9	5-9	4-8
29	A (230m)	Wood Green	3-6	5-8	4-8
	C (500m)	Trafalgar Square	3-6	4-8	4-8
55	OJ (520m)	Leyton	5-8	6-10	9-12
	OM (520m)	Oxford Circus	5-9	7-11	8-12
73	A (230m)	Stoke Newington	2-6	2-6	5-7
	C (500m)	Victoria	3-7	3-7	4-7
88	RD (620m)	Camden Town	5-8	6-10	10-12
	RF (650m)	Clapham Common	6-10	6-10	11-12
98	OM (520m)	Willesden	5-7	6-10	8-12
	OJ (700 m)	Russell Square	5-8	7-11	6-10
134	A (230m)	North Finchley	3-7	3-6	6-8
	C (500m)	Tottenham Court Road	3-7	3-6	5-8
390	A (230m)	Archway	5-9	6-10	11-14
	C (500m)	Notting Hill Gate	6-10	6-10	10-12
453	RF (650m)	Deptford Bridge	4-8	6-10	9-12
	RD (620m)	Marylebone	4-8	7-10	9-12
C2	RD (620m)	Parliament Hill Fields	6-10	7-10	8-12
	RF (650m)	Victoria	6-10	7-11	9-12

Table 2.1: Summary of Bus Routes Serving the Site

2.14 Table 2.1 shows that the site benefits from access to 13 frequent daily bus services, from which it is evident that in terms of the quantity and frequency of service provision there are no demonstrable barriers to bus travel to/from the site. Based upon the average daily frequencies for each service, the total frequency of buses serving the site is 248 buses/hour during a weekday, 213 buses/hour during a Saturday and 173 buses/hour during a Sunday.

London Underground Rail Services

2.15 In respect of rail services, PTAL assessment guidance states that a rail service can be considered accessible if the POI is within a 12 minute or 960 metre walk of a SAP. There are six London Underground stations located within a 960 metre walking distance of the site. The nearest station is Goodge Street, a 240 metre walk distance to the east of the site, which is served by the Northern line (Charing Cross branch).

2.16 Warren Street station is located at the northern end of Tottenham Court Road and is a 720 metre walk distance from the application site. Warren Street station is served by the Victoria and Northern (Charing Cross branch) lines.

2.17 Tottenham Court Road station is located at the southern end of Tottenham Court Road and is a 720 metre walk distance from the application site. Tottenham Court Road station is served by the Central and Northern (Charing Cross branch) lines. In December 2018, the station will also be served by the Elizabeth Line, being delivered by the Crossrail project.

2.18 Great Portland Street station is located to the northwest of the application site, a 760 metre walk distance via Cleveland Street. Great Portland Street station provides access to the Metropolitan, Circle and Hammersmith & City lines.

2.19 Oxford Circus station is located to the southwest of the application site and is an 820 metre walk distance from the application site. Oxford Street station provides access to the Bakerloo, Victoria and Central lines.

2.20 Euston Square station is located an approximate 870 metre walk distance to the north of the application site. Euston Square station provides access to the same lines as Great Portland Street station, namely the Metropolitan, Circle and Hammersmith & City lines.

2.21 The frequencies of the London Underground lines which are served by the stations in the vicinity of the application site are summarised below in Table 2.2 for the typical weekday AM peak period (07:00-10:00), midday peak (12:00-14:00) and PM peak period (16:00-19:00).

London Underground Line	Station(s)	Direction	Weekday Average Frequency (trains/hour)		
			07:00-10:00	12:00-14:00	16:00-19:00
Bakerloo	Oxford Circus	Northbound	21	20	21
		Southbound	21	20	21
Central	Oxford Circus Tottenham Court Rd	Westbound	27	24	27
		Eastbound	27	24	29
Circle	Euston Square Gt Portland St.	Westbound	6	6	6
		Eastbound	6	6	6
Hammersmith & City	Euston Square Gt Portland St.	Westbound	6	6	6
		Eastbound	6	6	6
Metropolitan	Euston Square Gt Portland St.	Westbound	13	8	15
		Eastbound	13	8	15
Northern	Warren Street Goodge Street Tottenham Court Rd	Northbound	21	18	21
		Southbound	21	18	21
Victoria	Warren Street Oxford Circus	Northbound	32	24	32
		Southbound	33	24	33

Table 2.2: Summary of Weekday London Underground Service Frequencies

2.22 It can be seen from Table 2.2 that the site is accessible to an average total of 253 trains/hour during the AM peak period, 212 trains/hour during the midday peak period and 259 trains/hour during the PM peak period.

PTAL

- 2.23** Due to the wide range and high frequency of public transport services which operate in the surrounding area, the site is afforded an 'excellent' PTAL rating of 6b which is the highest possible rating.

Car Club

- 2.24** Car clubs are a popular option for individuals who do not need frequent access to a car. Within the vicinity of the application site there are presently four car club bays. Two bays are located on Charlotte Street, a two minute walk from the site, which are operated by Zipcar. A further two spaces are located on Chitty Street, a three minute walk from the site, which are operated by City Car Club.

Car Parking

- 2.25** In accordance with London Plan policy 6.13 and Local Plan policy T2, the development will operate as 'car free' meaning that no on-site office or residential parking will be provided.
- 2.26** Any potential demand for office worker or visitor or disabled parking could take place within the publicly available on-street parking surrounding the site.
- 2.27** Directly in front of Arthur Stanley House are three on-street disabled parking bays located on Tottenham Street. Along the southern side of Tottenham Street between Charlotte Street and Cleveland Street are three on-street 'pay and display' parking bays with a maximum duration of stay of two hours, and four 'resident permit holders only' parking bays which apply Monday to Saturday 08:30 to 18:30. Where parking bays are not located, there are single or double yellow line parking restrictions in force.
- 2.28** Along Tottenham Mews there are single yellow line parking restrictions are in place, between the hours of 08:30 to 18:30 Monday to Saturday.

2.29 The site is located within LB Camden's Controlled Parking Zone CA-E. As the development is to be secured as 'car-free' via a Section 106 legal agreement, future occupiers would not be entitled to apply for parking permits.

3 OBJECTIVES AND TARGETS

Objectives

3.1 The objectives of this Travel Plan are to:

- Promote sustainable transport choices for staff and residents travelling to and from the site;
- Promote accessibility to the development by non-car modes of transport;
- Promote the health benefits of walking and cycling; and
- Reduce the need to travel by car.

3.2 By meeting these objectives, the Travel Plan will bring about the following benefits:

- Improve personal health by reducing reliance on the private car;
- Reduce air and noise pollution in the local area;
- Reduce the impact of traffic in the vicinity of the development; and
- Generate a sustainable community that has good accessibility for everyone to local services and facilities.

3.3 It is intended that these objectives will be met by identifying and implementing initiatives that provide staff and residents with a variety of travel choices. These initiatives will reduce the need to travel by car, thus reducing the likelihood of increased on-street car parking in the area.

Targets

- 3.4** The number of proposed residential units falls well below the TfL and Camden thresholds for which a Travel Plan or Travel Plan Statement would be required. Therefore, whilst this Travel Plan will set out measures and initiatives aimed at residents, it is not considered appropriate to set specific target for residents within this Travel Plan.
- 3.5** It is therefore only the B1a office use element of the scheme that will be monitored and assessed against set targets, as described below.
- 3.6** Within twelve months of initial occupation of the office use, staff will be asked to complete a travel questionnaire survey.
- 3.7** The Transport Assessment prepared for the planning application includes TRICS output and trip calculations. The associated predicted modal split for the office use is shown in Table 3.1 below.

	Daily (07:00 – 19:00)
	B1a Office Use
Car Driver (single occupancy vehicle)	0%
Passenger (car / taxi)	3.1%
Bicycle	1.7%
Walk	49.1%
Public Transport (bus/tram/train)	46.1%
Total	100%

Table 3.1: Predicted Modal Split

3.8 SMART (Specific, Measurable, Achievable, Realistic and Time-bound) modal split targets have been set for the proposed B1a office use, based on the modal split data shown in Table 3.1. A target will be to reduce passenger car trips to and from the site and surrounding streets. Additionally, a target will be set to reduce pressure on the public transport network through the promotion of walking and cycling as ‘active’ modes of transport. Table 3.2 shows the targets that have been set for the proposed development:

Mode of Transport	Target 1 year after occupation	Target 3 years after occupation	Target 5 years after occupation
Passenger (car / taxi)	3.1%	2.8%	2.5%
Bicycle	1.7%	3.0%	5.0%
Walk	49.1%	49.5%	50.0%
Public Transport	46.1%	44.7%	42.5%
Total	100%	100%	100%

Table 3.2: Modal Split Targets

4 MEASURES

4.1 The development proposals comprise 6,459sqm GIA of B1a office use and 9 private residential units. Measures have been designed to encourage staff and residents to make trips by sustainable modes of transport. Some measures are to be incorporated into the design of the development whilst other measures will be implemented once occupation has commenced. Measures are included to facilitate trips by public transport although there will be a greater focus on promoting walking and cycling.

4.2 These measures will be reviewed following the initial surveys. Measures may be amended or new ones introduced in order to support the Travel Plan objectives.

Travel Plan Coordinator

4.3 An individual will be appointed to take on the responsibility for the Travel Plan including its implementation, monitoring and progress reporting. This role is referred to as the Travel Plan Coordinator (TPC) and this person will be the main contact for the Travel Plan.

4.4 The TPC will take on the responsibility of managing the Travel Plan, developing the measures and monitoring progress towards meeting targets.

Travel Pack

4.5 The Developer will be responsible for overseeing the production of a Travel Pack for the site. The pack will contain details of the sustainable modes of transport that are available in the vicinity of the site and the benefits of using them.

4.6 The Travel Pack will be issued to all occupiers of the office space and residents upon initial occupation.

Walking

- 4.7** The Travel Pack will contain details of the health and environmental benefits of walking. It will provide details of recommended leisure routes as well as the locations of key amenities situated within walking distance of the site.

Cycling

- 4.8** The development proposals will provide a 72 space secure cycle store for the office use at basement 1 level. Lockers will be provided within the cycle store with seven individual changing and shower areas located adjacent to the cycle store. A communal residential cycle parking store will be provided on the upper ground floor with space for 14 bicycles. Additionally, short stay visitor cycle parking will be provided in the form of Sheffield stands located alongside the building on the Tottenham Mews frontage. There will be space for 12 short stay spaces in the form of six Sheffield stands.
- 4.9** The Travel Pack will contain details of the locations of on-site cycle parking and how to access them. Demand for the cycle parking facilities will be monitored to ensure that they remain sufficient for the site users.
- 4.10** Furthermore, to facilitate cycling, staff and residents will be given information about local cycle retailers and workshops. The TPC will also endeavour to negotiate discounts at a local cycle store for residents of the development.
- 4.11** The Travel Pack will contain information about the health and environmental benefits of cycling. It will also provide details of the designated cycle routes within the proximity of the site and across the borough with reference to TfL's latest Local Cycling Guide.
- 4.12** The organisation(s) that occupy the office space will also be issued with Travel Packs. In addition, they will be asked to consider offering their staff the opportunity to take part in a cycle purchase scheme whereby they are able to benefit from tax-free cycle purchases.

Public Transport

- 4.13** The Travel Pack will include a map showing the locations of the nearby bus stops and underground rail stations. It will also contain details of the 'London Bus Checker App' which provides access to a live countdown to every London bus stop.
- 4.14** A link to the TfL website (www.tfl.gov.uk) will be included within the Travel Pack so that site users can access online route maps and timetable information. In addition, the Travel Pack will set out the benefits of purchasing an Oyster Card and the nearest Oyster Card retailers.

Car Club

- 4.15** The site is located within a three minute walk of four car club bays operated by Zipcar and City Car Club. The development is located in a highly sustainable location, therefore it is likely that residents may only need infrequent access to a car. Car club membership can meet this need by offering car hire on an hourly basis and from a location within easy walking distance of the site. The Travel Pack will explain the benefits of joining a car club scheme, and will include a map showing the locations of the nearest car club vehicles and the website addresses for Zipcar and City Car Club.
- 4.16** The TPC will liaise with the car club operators, offering the opportunity to pass promotional materials on from them to the site occupiers.

Reducing the Need to Travel

- 4.17** The Travel Pack will contain details of the nearby facilities that can easily be accessed by foot. It will also provide information about online services and home deliveries that remove the need to travel.

Action Plan

- 4.18** Table 4.1 below sets out the proposed timescales and responsibilities for the implementation of the Travel Plan measures.

Action	Timescale	Responsibility
Provide on-site cycle parking	During construction	Developer
Appoint a Travel Plan Coordinator	Prior to occupation	Developer
Distribute Travel Packs to occupiers	Upon initial occupation of the office space and residential units.	Travel Plan Coordinator
Liaise with car club operators	Within 6 months of initial occupation	Travel Plan Coordinator
Carry out travel surveys	Within 12 months of initial occupation, then at years 3 and 5	Travel Plan Coordinator
Review the targets and measures set out in the Travel Plan	Within 3 months of undertaking travel surveys	Travel Plan Coordinator and the LB Camden Travel Plan Officer
Monitor the Travel Plan targets	Within 3 months of undertaking travel surveys	Travel Plan Coordinator with LB Camden

Table 4.1: Action Plan

5 MONITORING AND ENFORCEMENT

- 5.1** The measures within this Travel Plan are designed to promote sustainable modes of transport to staff and residents of the proposed development.
- 5.2** The TPC will issue travel surveys to staff on a biennial basis (after years 1, 3 and 5) so as to record their modal split for regular journeys. The data captured will be compared with that recorded through the previous surveys in order to identify progress towards meeting targets.
- 5.3** In the event that targets are not being met, the TPC will liaise with LB Camden to discuss other measures that could be introduced to the site.
- 5.4** Following each of the travel surveys, a Monitoring Report will be produced to show a modal split comparison with previous survey results. Monitoring Reports will be submitted to the Travel Plan Officer at LB Camden for review. Any updates to the Travel Plan targets or measures will be discussed and agreed with the Developer and LB Camden.

6 SUMMARY AND CONCLUSIONS

- 6.1** Crosby Transport Planning Limited has been instructed by Westbrook Partners / 1921 Mortimer Investments Limited to prepare this Travel Plan in respect of development proposals at Arthur Stanley House, Tottenham Street, London W1T 4RN, situated within the London Borough of Camden (LBC).
- 6.2** The site is situated within a highly accessible location, close to underground stations, bus services, cycle routes and car clubs. The site has a PTAL rating of 6b 'excellent'. The development therefore offers staff and residents a realistic choice of sustainable modes of transport for journeys to and from a wide range of destinations.
- 6.3** This Travel Plan contains details of the role of the Travel Plan Coordinator in ensuring that occupiers of the office space and residents are made aware of the availability of all modes of transport, and the benefits of using them for travelling to and from the site. The Travel Plan also sets out how the modal split will be monitored to ensure that the appropriate facilities are in place to enable continued use of sustainable modes, in particular walking and cycling.
- 6.4** A monitoring process has been identified that will be carried out for a period of five years after initial occupation. A Monitoring Report will be submitted to LB Camden biennially for review. Any new measures to be implemented as a result of the monitoring process will be agreed by the LB Camden Travel Plan Officer and the Developer prior to their introduction at the site.