

65-69 Holmes Road, Camden

Student Pick-Up and Drop-Off Management Scheme

Hallmark Property Group

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1 Introduction

1.1 Context

This Student Pick-Up and Drop-Off Management Plan has been prepared by AECOM on behalf of Hallmark Property Group to address an S106 planning obligation associated with the permission granted for the redevelopment of the Magnet showroom at 65-69 Holmes Road, Camden NW5 3AU. A site location plan is included at **FIGURE 1.1**.

The development was approved on the 6th March 2014 for the 'Erection of part seven, part three storey building above two basement levels to provide student accommodation comprising 273 units (337 rooms and 439 bed spaces), with ancillary facilities (sui generis), warehouse (Class B8) at basement and ground floor levels and coffee shop (Class A1) at ground floor level following the demolition of existing B8 buildings.' (ref: 2013/7130/P). The student accommodation will be managed by The Stay Club, which is a separate but associated company of Hallmark Property Group.

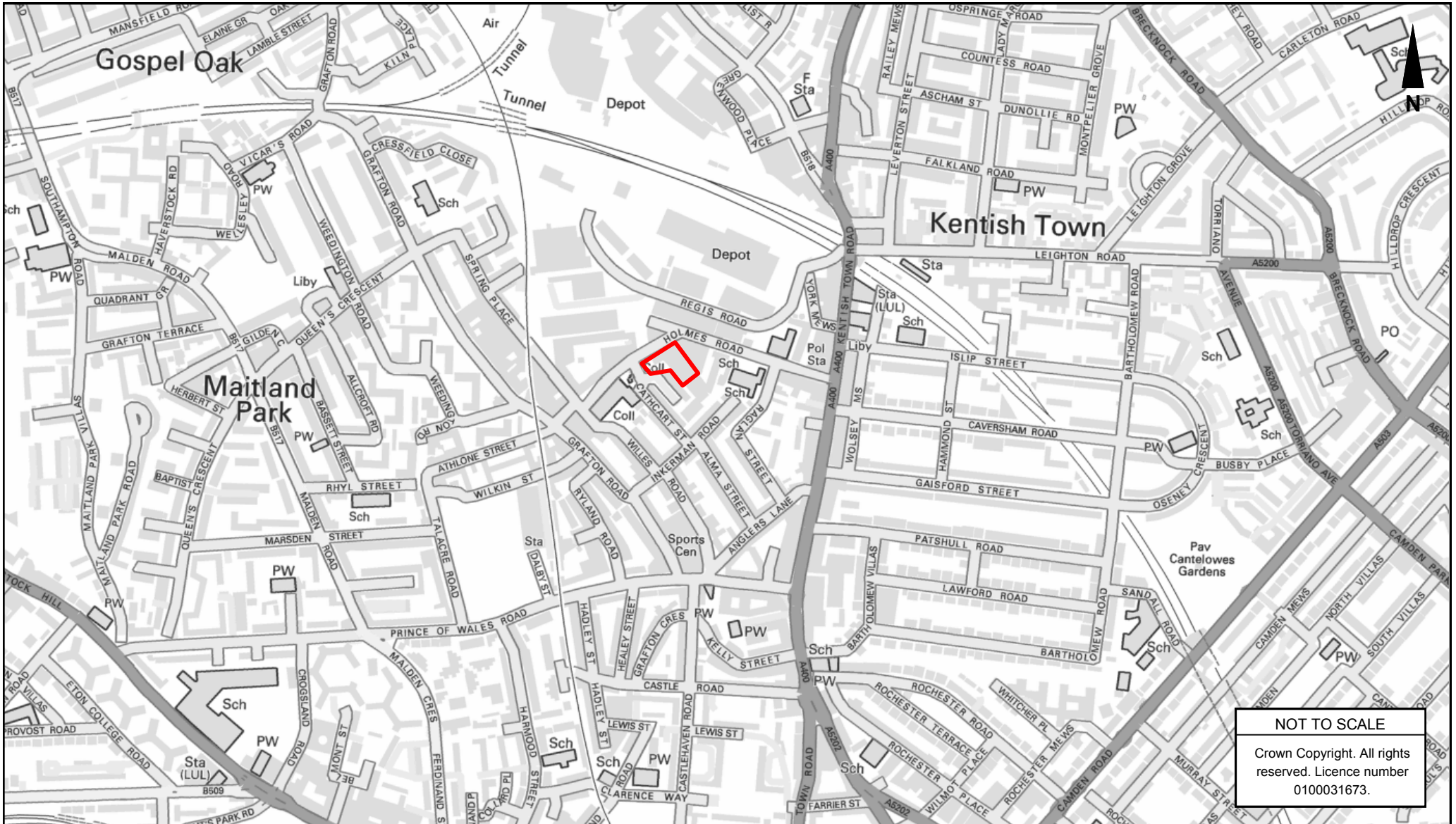
A number of Section 106 planning obligations accompany the planning permission for the site, including the requirement for a Construction Traffic Management Plan (CTMP), Servicing Management Plan (SMP), Workplace and Student Travel Plans to be prepared. Those documents have since been prepared and should be read in conjunction with this report.

Under obligation 4.9 in the Section 106 agreement, dated 6th March 2014, a requirement also exists for the preparation of a Student Management Plan. As part of this work, and in support of the Student Travel Plan, a framework for the drop-off and collection of students at key times of the year i.e. during the start and end of term has been developed and is set out herein. This is particularly important due to the car-free nature of the development and the restricted level of on-street parking available within the surrounding Controlled Parking Zone (CPZ).

1.2 Structure

The remainder of this report is structured as follows:

- **Section 2** sets out the context of the development, including information concerning travel arrangements for students;
- **Section 3** presents the proposed drop-off and collection arrangements; and,
- **Section 4** provides a summary of the report



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Site Location

Figure 1.1



2 Development Context

2.1 Background to the Development

The development will consist of 337 bedrooms for student accommodation, 2292sqm of B8 warehouse/showroom space and a commercial unit (coffee shop), as well as ancillary facilities.

The development is car-free, with no car parking spaces provided for residents of the student accommodation or the warehouse/showroom land use. A service yard will be provided to the rear of the building, and will be accessed using the existing vehicle crossover on Cathcart Street. All deliveries, servicing and refuse collections to the development will take place from the service yard.

2.2 Off-Site Arrangements

Kentish Town Underground and rail station is located approximately 400m to the northeast of the site. Northbound bus stops are located approximately 300m from the site (Stop KE) with southbound bus stops within 400m (Stop KB and KC) on Kentish Town Road. Students will therefore be encouraged to use public transport, where possible.

Holmes Road lies within the West Kentish Town (Outer) CPZ, with restrictions applying Monday-Friday 08:30-18:30 and Saturday-Sunday 09:30-17:30. Roads surrounding the site including Cathcart Street, Regis Road, Spring Place, Willes Road, Inkerman Road, Alma Street and Raglan Street are included within this zone. Four pay-and-display parking bays (maximum stay two hours) are located adjacent to the site on Holmes Road.

It is noted that for the West Kentish Town (Inner) CPZ, which includes Grafton Road, Athlone Street, Weedington Road and Warden Road, restrictions apply Monday to Friday between 09:00 and 11:00. On-street parking is therefore available outside of these hours on these roads that are within approximately 200-300m of the site.

Pay-and-display parking is also available on Willes Road with a maximum stay of two hours. There are no public car parks within close proximity of the site.

2.3 Student Travel

Under 'normal' circumstances, students will travel to / from the development site using sustainable transport modes such as walking, cycling or using public transport. Upon occupation of a student apartment and as part of the Student Travel Plan process, residents will be provided with travel information concerning the local area and the options that are available for travelling to and from the site.

As the development is car-free, students will not be able to park on-site and there is a restricted level of on-street parking available within the surrounding CPZ. Student residents will be informed from the outset that no parking is provided on site and as such, students will be discouraged from bringing any private vehicles with them during the period of their stay on site.

3 Student Pick-Up / Drop-Off Arrangements

3.1 Context

It is recognised that outside of the 'normal' operational periods of the development, there will be localised peaks in activity at the site, including when students arrive at the start or term and leave at the end of term.

During such periods, which will be likely to create short term demand for parking, it is proposed that a drop off and collection schedule will be set-up by the student residence management company, thus organising and staggering the times for pick-ups and drop-offs so that no vehicle remains in the vicinity of the site for any longer than necessary.

Students will be strongly advised to travel by public transport when arriving/departing at the start/end of term. However, in the event that a car is needed when moving in or out of their accommodation, it is proposed that up to four cars could park in the service yard for a short period of time (to be agreed with the B8 Showroom/Warehouse occupant).

It should be noted that the student accommodation units are designed as furnished, pre-fabricated pods which will mean that students should not need to bring any large pieces of furniture or bulky items with them when they move in / out.

As such, it will not be essential for them to be dropped off / collected from immediately outside the student accommodation building and therefore they will be able to carry their belongings from nearby parking facilities instead or they will be able to travel by public transport modes.

3.2 Pick-Up / Drop-Off Management Measures

A series of measures have been developed in order to manage the drop-off/pick-up of students at the development and these are outlined in detail below:

- Students will be contacted to confirm their accommodation details. At this time, information regarding how to travel to and from the site will be provided, so that students can choose how they would like to travel when moving in/out.
- Students will be asked to notify the management company of whether or not they need to travel by car / private vehicle and those who do not need to travel by car / private vehicle will be provided with date(s) when they can move in/out.
- The students who do need to drive to/from the site when moving in/out will be advised by the management company of the available move in/out dates and time slots (an online booking system for this may be available in due course).
- The students will then confirm their date and time slot, which will allow a vehicle to access the service yard for up to one hour at a designated time, to allow loading/unloading. The site management team will be present on-site throughout the moving in/out period and vehicles arriving early will be turned away (students will be made aware of this in advance) and students staying longer than permitted will be charged in accordance with the British Parking Association (BPA) guidelines.

3.3 Pick-Up / Drop-Off Schedule

The drop-off / pick-up schedule has been prepared based on the following:

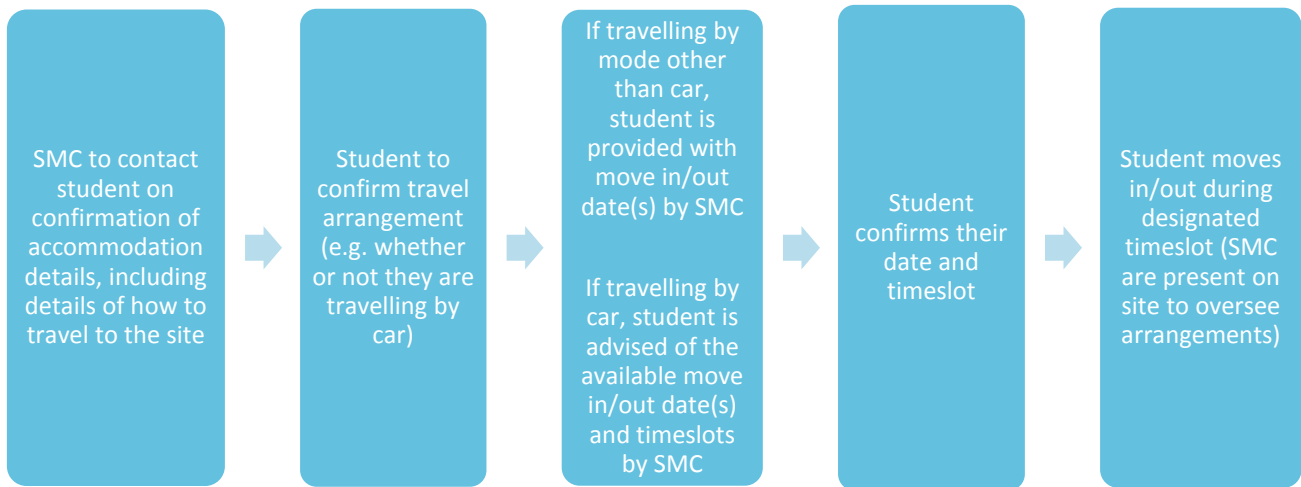
- The total of 337 rooms
- 10 days are provided for students to move in/out

- That up to four cars could park in the service yard (to be agreed with the B8 Showroom/Warehouse occupant)

Dividing the total number of rooms (337) by the 10 days available for students to move in/out indicates that 34 students could be expected to move in/out of the development per day. As it is proposed that four spaces are made available, this is equivalent to eight students per space, per day. Moving would occur between 09:00-17:00, which would allow a one-hour timeslot per vehicle. It is noted that this represents a worst-case scenario, as it assumes all students will drive.

It is also noted that if some students do not drive or more spaces are made available in the service yard, then the move period could be reduced from 10 days. **FIGURE 3.1** below summarises the actions of the drop-off/pick-up schedule.

FIGURE 3.1 – Action Summary: Drop-Off / Pick-Up Schedule



3.4 Other Parking Arrangements

As mentioned in **SECTION 2.2**, there are no public car parks in the vicinity of the site. However, four pay and display spaces are available on Holmes Road adjacent to the site, which could also be used for parking and unloading if available. Yellow lines are also present on Holmes Road, which may allow loading/unloading for vehicles during certain times.

Public car parking is also available outside the hours of 09:00-11:00 Monday to Friday on roads such as Grafton Road, Athlone Street, Weedington Road and Warden Road, which are approximately 200-300m from the site. Students could therefore use these areas if they arrive early or once they have unloaded.

At this stage of the process, no other parking arrangements have been made, however the implementation of the drop-off/pick-up schedule will be monitored and should it be considered necessary, supplementary alternative measures such as off-site parking will be investigated.

4 Summary

AECOM has been commissioned by Hallmark Property Group to prepare this Student Pick-Up and Drop-Off Management Scheme in relation to the redevelopment of the 65-69 Holmes Road site to provide student accommodation and warehouse facilities within the London Borough of Camden (LBC).

This report focusses on the student accommodation and outlines a framework drop-off and collection schedule for the 337 student accommodation units, in order to manage the pick-up and drop-off activity at key times of the year, i.e. during the start and end of term. This is of particular importance due to the car-free nature of the development and the restricted level of on-street parking available within the surrounding Controlled Parking Zone (CPZ).

A series of management measures/actions have been outlined, as summarised in **FIGURE 3.1**. The schedule for the worst case scenario (if all students were to drive) would result in a 10 day move in/out period, and is based on using the service yard to the rear of the site which is accessed from Cathcart Road, with each student having a one hour timeslot to load/unload.

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