



OD Camden Hotel Ltd

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# **5-17 HAVERSTOCK HILL**

Travel Plan



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## 5-17 HAVERSTOCK HILL

Travel Plan

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WSP

WSP House  
70 Chancery Lane  
London  
WC2A 1AF



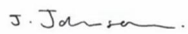
Phone: +44 20 7314 5000

Fax: +44 20 7314 5111

WSP.com

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# CONTENTS

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<b>1</b>	<b>INTRODUCTION</b>	<b>1</b>
1.1	COMMISSION	1
1.2	PROPOSALS SUMMARY	2
1.3	TRAVEL PLAN OVERVIEW	2
1.4	REPORT PURPOSE	3
<b>2</b>	<b>POLICY REVIEW</b>	<b>4</b>
2.1	INTRODUCTION	4
2.2	NATIONAL POLICY	4
2.3	REGIONAL POLICY	6
2.4	LOCAL POLICY	8
<b>3</b>	<b>SITE CONTEXT AND ACCESSIBILITY</b>	<b>9</b>
3.1	INTRODUCTION	9
3.2	PEDESTRIAN ACCESSIBILITY	9
3.3	CYCLE ACCESSIBILITY	9
3.4	PUBLIC TRANSPORT	13
3.5	HIGHWAY CONDITIONS	18
<b>4</b>	<b>TRAVEL DEMAND</b>	<b>21</b>
4.1	SITE MONITORING	21
4.2	BASELINE TRAVEL DEMAND	21
<b>5</b>	<b>OBJECTIVES AND TARGETS</b>	<b>22</b>
5.1	OBJECTIVES	22
5.2	TARGETS	22

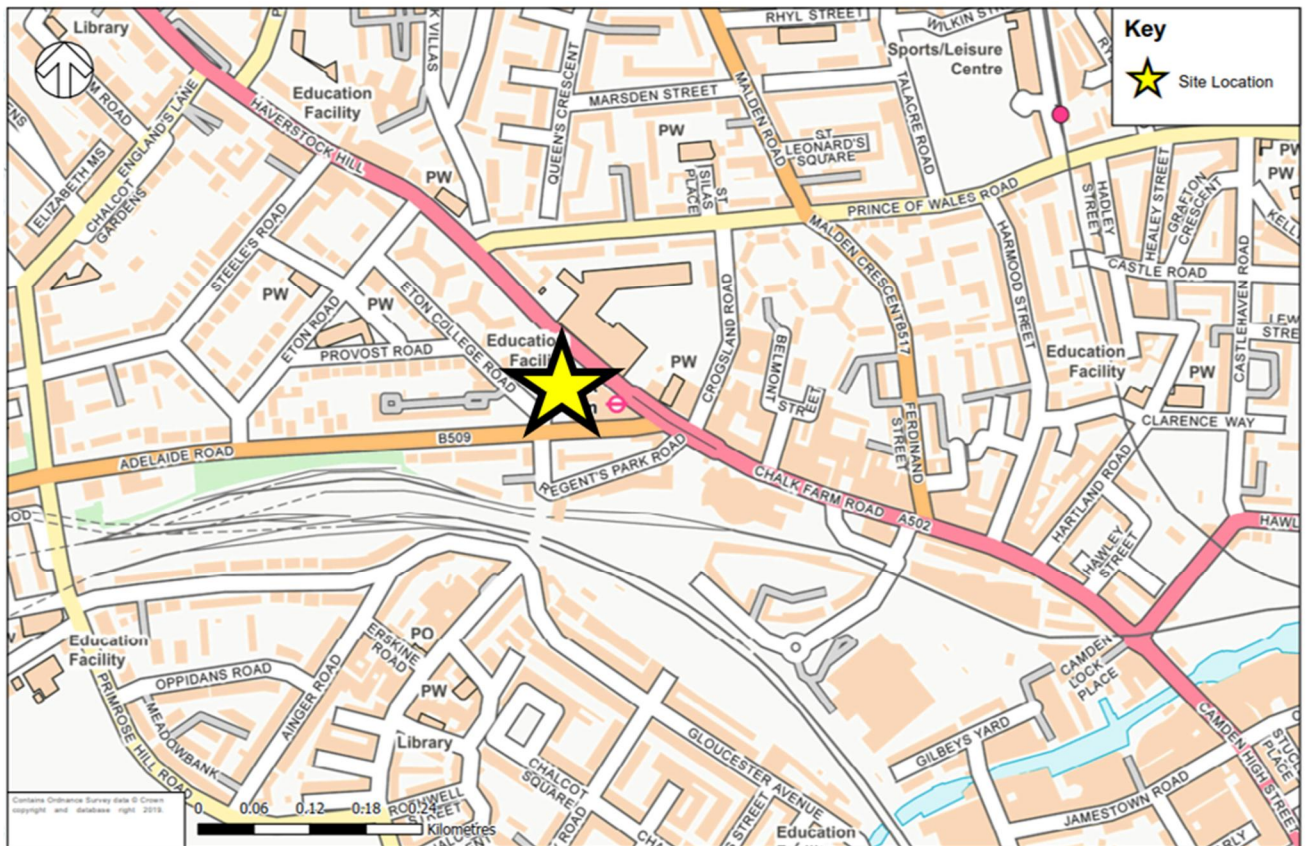
5.3	‘AIM’ TYPE TARGETS	22
5.4	‘ACTION’ TYPE TARGETS	22
<b>6</b>	<b>TRAVEL PLAN STRATEGY</b>	<b>24</b>
6.1	TRAVEL PLAN CO-ORDINATOR	24
6.2	MARKETING STRATEGY	24
6.3	SECURING THE TRAVEL PLAN	24
<b>7</b>	<b>PACKAGE OF MEASURES</b>	<b>25</b>
7.1	INTRODUCTION	25
7.2	‘HARD’ MEASURES – SITE DESIGN	25
7.3	KEY SERVICES & FACILITIES	26
7.4	‘SOFT’ MEASURES – COMMUNICATION AND PROMOTION	27
<b>8</b>	<b>MONITORING AND REVIEW</b>	<b>28</b>
8.1	INTRODUCTION	28
8.2	MONITORING	28
8.3	ACTION PLAN	29

# 1 INTRODUCTION

## 1.1 COMMISSION

- 1.1.1 WSP has been commissioned by OD Camden Hotel Ltd to provide transport consultancy advice in relation to the development proposals at 5-17 Haverstock Hill in the London Borough of Camden (LB Camden).
- 1.1.2 This Travel Plan forms part of a suite of documents that accompanies the Transport Assessment for the planning application. This report has been prepared in accordance with current DfT and TfL Travel Plan guidance.
- 1.1.3 The location of the site is illustrated in **Figure 1-1**.

**Figure 1-1: Site Location**



- 1.1.4 The site experiences a high level of public transport accessibility, and scores a PTAL of 6a (Excellent). Bus stops are situated immediately outside the site on Haverstock Hill and Adelaide Road. Chalk Farm Station is located immediately adjacent to the east, and less than a 1-minute walk from the site, providing direct access to the Northern line on the London Underground network.

## 1.2 PROPOSALS SUMMARY

1.2.1 This planning application seeks the:

*“Demolition of existing building and erection of a part-six, part-seven storey development comprising residential (Use Class C3), Hotel (Use Class C1), and associated commercial, business and service (Class E) use with associated works.”*

1.2.2 The development proposals seek full redevelopment of the site, with a variety of land uses provided. The development will feature hotel, restaurant, café, retail and residential uses.

1.2.3 A detailed breakdown of the development proposals is set out in **Table 1-1**.

**Table 1-1: Proposed Development Schedule**

Land Use	Development quantum
C1 Hotel	118 keys
A2-A5 Food & beverage	562m <sup>2</sup>
A1 Non-food retail	158m <sup>2</sup>
C3 Residential	35 dwellings

1.2.4 With reference to guidance on Travel Plans and associated thresholds as to when a Travel Plan is required, specifically this Travel Plan relates to the commercial element of the proposed development, which includes the hotel, restaurant, café and retail uses. The residential development does not trigger the need for a Travel Plan. As such, this Travel Plan will predominantly be aimed at employees of the commercial uses.

1.2.5 The development will be car-free. Given car travel will be limited to / from the site through design from the outset, the focus of this Travel Plan will be to encourage walking and cycling trips in place of public transport as far as practicable. Cycle parking provision and facilities will be provided in accordance with the Intend to Publish (ITP) London Plan standards and London Cycle Design Standards (LCDS).

1.2.6 A comprehensive servicing and waste collection strategy has been developed to ensure that all delivery / servicing activity is undertaken on-site, from the proposed internal access route at the rear of the site. This access route will operate one-way northbound only, with vehicles accessing from Adelaide Road and egressing onto Haverstock Hill. Delivery / servicing, waste collection and emergency vehicles only will be permitted to use this access route.

## 1.3 TRAVEL PLAN OVERVIEW

1.3.1 TfL, in their latest guidance, define a Travel Plan as ‘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’. A Travel Plan involves identifying an appropriate package of measures aimed at promoting sustainable travel, with an emphasis on ‘promoting alternatives to the car’.

1.3.2 A Travel Plan should establish a structured strategy with clear objectives and targets, supported by suitable policies and quality measures for implementation. Whilst the location of a development, its physical design and proximity to facilities and services create the conditions to make sustainable

travel choices a natural option communicating these opportunities to occupiers is also critical to the success of the Travel Plan.

- 1.3.3 The Travel Plan is essentially a 'living document' requiring monitoring, review and revision to ensure it remains relevant to the organisation and those using the site and provides continuous improvements for its duration. These aspirations and actions should be documented in a Travel Plan, the structure and content of which are dependent upon a range of factors including the location and nature of development, the occupiers and the end users.
- 1.3.4 The Travel Plan should demonstrate a holistic approach by incorporating both 'hard' engineering measures and 'soft' marketing and management measures necessary to address the transport effects arising from development. It is essentially a 'living document' requiring monitoring, review and revision to ensure it remains relevant to the organisation and those using the site and provides continuous improvements for its duration.
- 1.3.5 The applicant is fully supportive of the Travel Plan and appreciates the benefit of using and encouraging greater use of sustainable transport for both people and goods.

## **1.4 REPORT PURPOSE**

- 1.4.1 This Travel Plan has been prepared in accordance with TfL's Travel Planning Guidance (November 2013). This guidance marks a move towards integrating deliveries and servicing into the Travel Planning process together with appropriate marketing and measures.
- 1.4.2 This document is intended for review by LB Camden to agree appropriate measures, targets and monitoring requirements prior to implementation. The Travel Plan is intended to be a 'live' document that will be monitored on a regular basis.
- 1.4.3 The structure of the Travel Plan has been prepared to reflect the structure advised within TfL's Travel Planning Guidance, as follows:
  - i Section 2: Policy Review
  - i Section 3: Site Context and Accessibility
  - i Section 4: Travel Demand
  - i Section 5: Objectives and Targets
  - i Section 6: Travel Plan Strategy
  - i Section 7: Package of Measures
  - i Section 8: Monitoring and Review



## 2 POLICY REVIEW

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### 2.1 INTRODUCTION

- 2.1.1 The national and local transport policies relevant to the development proposals are well documented and this section does not seek to replicate them. Instead, the key themes in the relevant national and local policies are summarised briefly in turn, and where relevant, policies which relate directly to the development proposals are addressed.

### 2.2 NATIONAL POLICY

#### National Planning Policy Framework, 2019

- 2.2.1 The revised National Planning Policy Framework was updated on 19 February 2019 and sets out the government's planning policies for England and how these are expected to be applied. This revised Framework replaces the previous National Planning Policy Framework published in March 2012 and revised in July 2018.
- 2.2.2 The NPPF seeks to reduce the complexity and improve the accessibility of the planning system, whilst protecting the environment and encouraging growth in a sustainable manner.
- 2.2.3 The NPPF replaces all previous Planning Policy Guidance Notes and Statements, becoming the definitive national planning guidance from which local planning authorities can, in collaboration with their communities, produce local plans appropriate to the character and needs of their area.
- 2.2.4 To ensure sustainable development is pursued in a positive way, at the heart of the framework is a presumption in favour of sustainable development which consists of plan-making and decision taking. Transport issues should be considered from the earliest stages of plan-making and development proposals, so that:
- i The potential effects of development on transport networks can be addressed
  - i Opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location or density of development that can be accommodated
  - i Opportunities to promote walking, cycling and public transport use are identified and pursued
  - i The environmental effects of transport infrastructure can be identified, assessed and taken into account – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains
  - i Patterns of movement, streets, parking and other transport considerations are integral to the design of schemes and contribute to making high quality places. The planning system should actively manage patterns of growth in support of these objectives. Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions and improve air quality and public health. However, opportunities to maximise sustainable transport solutions will vary between urban and rural areas, and this should be taken into account in both plan-making and decision-making

### **National Policy National Planning Practice Guidance, 2014**

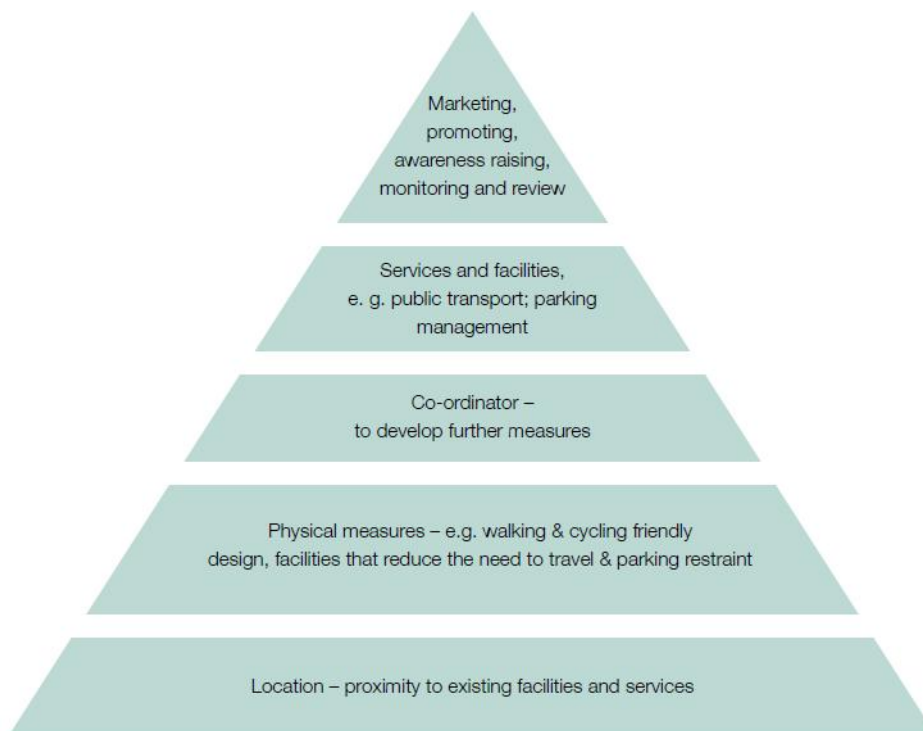
- 2.2.5 The National Planning Practice Guide (NPPG) was published in March 2014, providing updated and revised guidance on planning where necessary. The online version allows stakeholders to be alerted in real time when amendments to individual policies are made, thereby ensuring that the most up-to-date guidance documents are available.
- 2.2.6 The NPPG provides additional guidance to supplement the planning policies contained in the NPPF.
- 2.2.7 Paragraph 9 of the NPPG states that the need for a Travel Plan for development will depend on factors including:
  - ❑ Travel Plan policies contained within the local authority's Local Plan
  - ❑ Proposed Development quantum's, and in particular whether they fall above or below any thresholds which may exist for the preparation of Travel Plans
  - ❑ Existing public transport availability and patronage
  - ❑ Site-specific considerations, which could include proximity to environmentally-sensitive areas or the need to focus on particular elements within the Travel Plan (e.g. minimising traffic generation levels)
- 2.2.8 Paragraph 11 gives details of the approach to be taken when preparing a Travel Plan. Guidance points include:
  - ❑ Setting specific outcomes rather than just outlining the process to be followed
  - ❑ Considering all journeys associated with the proposed development, including visitor trips; taking a reasonable approach to sanctions in the event of targets not being met. It is noted that Travel Plans can only impose certain conditions if they are consistent with Government policy
  - ❑ Advising that: "it is often best to retain the ability to establish certain elements of the Travel Plan or review outcomes after the development has started operating" so that the actual operational and occupational characteristics of the developments can be taken into account once it is up and running. In this respect, a more fluid approach is deemed preferable to one which is overly prescriptive prior to occupation
- 2.2.9 Paragraph 12 sets out guidance on the monitoring of Travel Plans. The developer and the local authority should agree on the monitoring plan to be followed and with whom the responsibility for ensuring compliance lies. The guidance advises that monitoring should continue until the development's travel patterns are deemed to be consistent with the Travel Plan objectives, after which point the Travel Plan could remain active but would become a voluntary initiative.

### **Good Practice Guidelines: Delivering Travel Plans through the Planning Process – DfT, 2009**

- 2.2.10 The DfT guidelines are intended to assist all stakeholders, to secure an effective policy framework, determine when a Travel Plan is required, how it should be prepared and what it should contain within the context of an integrated planning and transport process. The guidelines also set out how Travel Plans should be evaluated, secured, implemented, and then monitored and managed in the longer term as part of this process.
- 2.2.11 The document comprises technical guidelines and does not set out any new policy or legal requirements.

- 2.2.12 It recognises that the planning process provides the key opportunity to ensure that new development can be effectively accessed by everyone who needs to get to and from a site, minimise the effect of developments on the transport infrastructure and help to reduce CO2 emissions.
- 2.2.13 Travel Plans are important for developments to:
- Support increased choice of travel modes
  - Promote and achieve access by sustainable modes
  - Respond to the growing concern about the environment, congestion, pollution and poverty of access
  - Promote a partnership between the authority and the developer in creating and shaping 'place'
- 2.2.14 The document also recognises that it can be helpful to view a Travel Plan for a new development as a pyramid of measures and actions, as illustrated by **Figure 2-1**.

**Figure 2-1: Travel Plan Pyramid**



- 2.2.15 The DfT's Travel Plan Pyramid helps to demonstrate how successful plans are built on the firm foundations of a good location and site design. Additional hard and soft measures should be integrated into the design, marketing and occupation of the site. In addition, parking restraint is often crucial to the success of the plan in reducing car use.

## 2.3 REGIONAL POLICY

### Intend to Publish London Plan, 2019

- 2.3.1 The Intend to Publish (ITP) London Plan sets out emerging policy for London and is a material consideration in planning decisions. The document aims to ensure that London's transport is easy,

safe and convenient for everyone, and encourages the use of cycling, walking and public transport. The Mayor's key target, as set out in Policy T1 is that:

80% of all trips in London are to be made by foot, cycle or public transport by 2041.

- 2.3.2 The Draft New London Plan recognises that London's challenges of guaranteeing its status as an efficient, well-functioning globally-competitive city are intertwined with the obstacles and opportunities that transport brings. It states that the integration of land use and transport is essential in realising and maximising growth and ensuring that different parts of the city are connected in a sustainable and efficient way.
- 2.3.3 In order to achieve this, the ITP London Plan acknowledges that a strategic shift is needed to reduce Londoners' dependency on the car, creating a healthy, pleasant and sustainable street environment in which people can walk, cycle and use public transport.
- 'Policy T2 Healthy Streets' outlines that development proposals should:
- i Demonstrate how they will deliver improvements that support the ten Healthy Streets Indicators in line with Transport for London Guidance (**Figure 2-1**)
  - i Reduce the dominance of vehicles on London's streets whether stationary or moving
  - i Be permeable by foot and cycle and connect to local walking and cycling networks as well as public transport
- 2.3.4 Policy T2 relates to Healthy Streets and seeks development that delivers patterns of land use that facilitate residents making shorter, regular trips by walking or cycling. The Healthy Streets Approach recognises the importance of promoting and facilitating active modes of travel by making developments permeable and highly connected by foot and cycle with reduced vehicle dominance.
- 2.3.5 Policy T4 identifies that development proposals should reflect and be integrated with current and planned transport access, capacity and connectivity. Travel Plans are noted as being able to help reduce negative impacts and bring about positive outcomes and are required in accordance with relevant Transport for London guidance.
- 2.3.6 Policy T5 sets out that development should encourage cycling and provides new cycle parking standards. Cycle parking and cycle parking areas should allow easy access and provide facilities for disabled cyclists. In places of employment, supporting facilities are recommended, including changing rooms, maintenance facilities, lockers and shower facilities (at least one per ten long-stay spaces is recommended).

### Travel Planning for New Development in London, 2013

- 2.3.7 In November 2013 TfL published new guidance on the requirements for Travel Plans for new developments in London.
- 2.3.8 The type of Travel Plan required should be considered in context of a range of circumstances. Thresholds set out in **Table 2-1** identify the type of Travel Plan that is required. In cases where individual occupiers do not meet the thresholds a Travel Plan is not required. Where this is the case it will be encouraged that occupiers take up sustainable transport initiatives. It should also be noted that such occupiers will continue to benefit from the site wide Travel Plan measures.

**Table 2-1: Development Scale Guidelines for Travel Plans**

Land Use	Travel Plan Statement	Full Travel Plan
C1 (Hotels)	More than 20 staff but less than 100 beds	Equal or more than 100 beds
A1 (Food/Non-Food Retail)	More than 20 staff but less than 1,000sqm	Equal or more than 1,000sqm
A3/A4/A5 (Food/Drink)	More than 20 staff but less than 750sqm	Equal or more than 750sqm
C3 (Residential)	Between 50 and 80 units	Equal or more than 80 units

## 2.4 LOCAL POLICY

### London Borough of Camden Local Plan, 2017

- 2.4.1 On the premise of improving health and wellbeing, air quality and sustainable communities, the Camden Local Plan seeks to prioritise sustainable transport such as walking, cycling and public transport and to minimise the use of motor vehicles.

### Camden Planning Guidance, 2011 (amendments in 2018)

- 2.4.2 CPG7 is a supplementary document which provides transport advice, with focus on mitigating transport related issues such as poor air quality and congestion in the borough. The guidance is in line with the Local Plan policies. The document provides guidance on what Travel Plans should include, depending on the land use type.
- 2.4.3 Workplace Travel Plans are used to promote alternatives to single-occupancy car use for travel by staff to and from the site. It may also include visitor, client and customer travel, as well suppliers making deliveries. The key components necessary for all workplace Travel Plans are:
- i corporate / management support and commitment
  - i designated travel co-ordinator
  - i consultation on the plan
  - i staff travel surveys - baseline and monitoring
  - i targets – challenging but achievable
  - i promotion of the package to the workforce
  - i monitoring – on-going, to check and maintain progress and development

## **3 SITE CONTEXT AND ACCESSIBILITY**

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### **3.1 INTRODUCTION**

3.1.1 This section details the site's existing pedestrian, cycle, public transport, and highway accessibility.

### **3.2 PEDESTRIAN ACCESSIBILITY**

3.2.1 The primary pedestrian access to the site is via Adelaide Road, and secondary access is provided from Haverstock Hill. The streets surrounding the site have an established network of footways which provide access to the site, nearby facilities and amenities, local bus stops, and Chalk Farm Underground Station (which is situated immediately to the east of the site, also on Adelaide Road).

3.2.2 Pedestrian crossing facilities are present at the Adelaide Road / Haverstock Hill junction. Footways are located on both sides of Haverstock Hill and Adelaide Road, which are overlooked and lit. The section of footway on the northern side of Adelaide Road, adjacent to the site, has an effective width ranging from 4.6m to 9.4m. A pedestrian priority zebra crossing is located on Adelaide Road immediately outside of the site, featuring dropped kerbs and tactile paving.

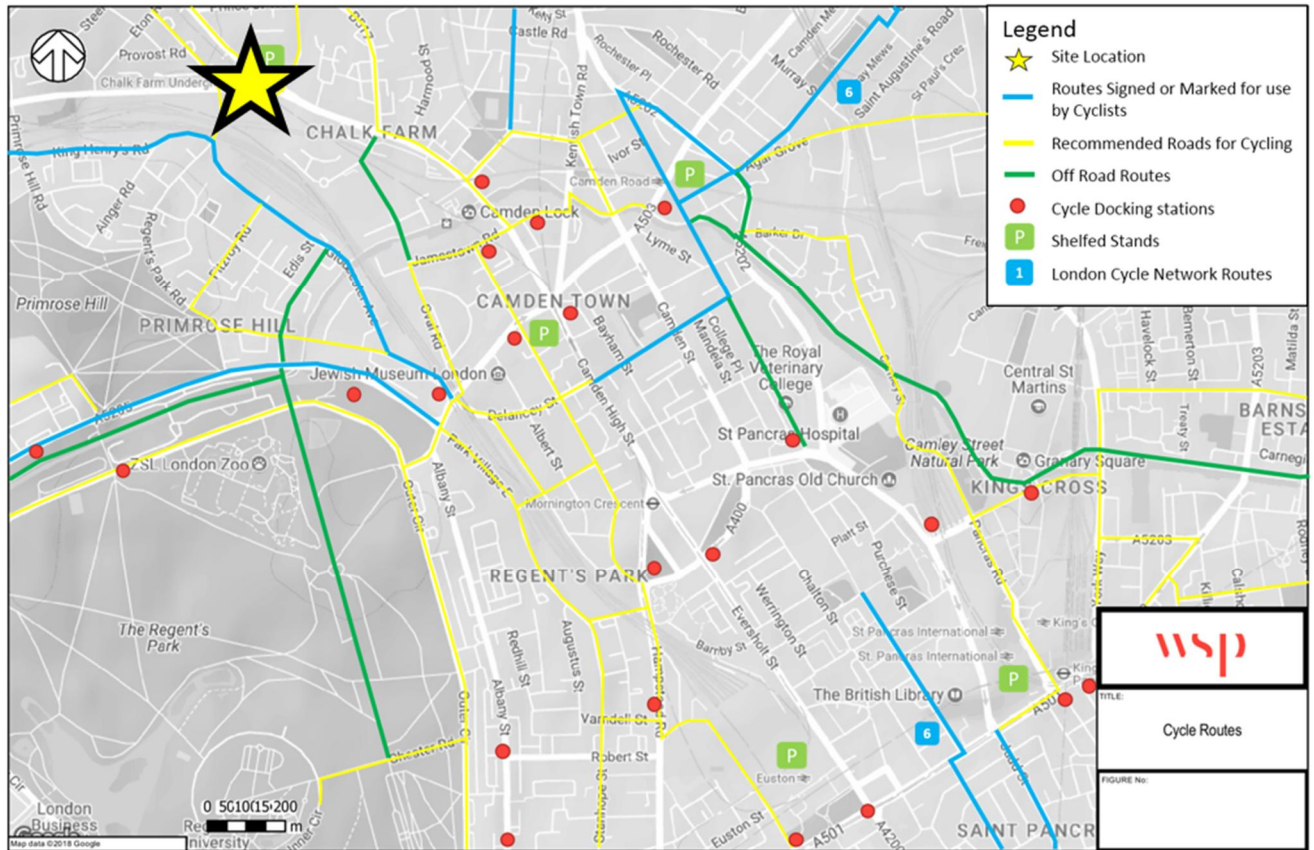
### **3.3 CYCLE ACCESSIBILITY**

3.3.1 The site is conveniently placed within an efficient network of on and off-road cycle routes. To the south west, routes lead to Regents Park and Primrose Hill, providing cyclists with a safe and scenic thoroughway to Central London. Cycleway 6, providing a segregated cycle route into Central London via Farringdon and Blackfriars, is situated a 4-minute ride from the site, on Kentish Town Road.



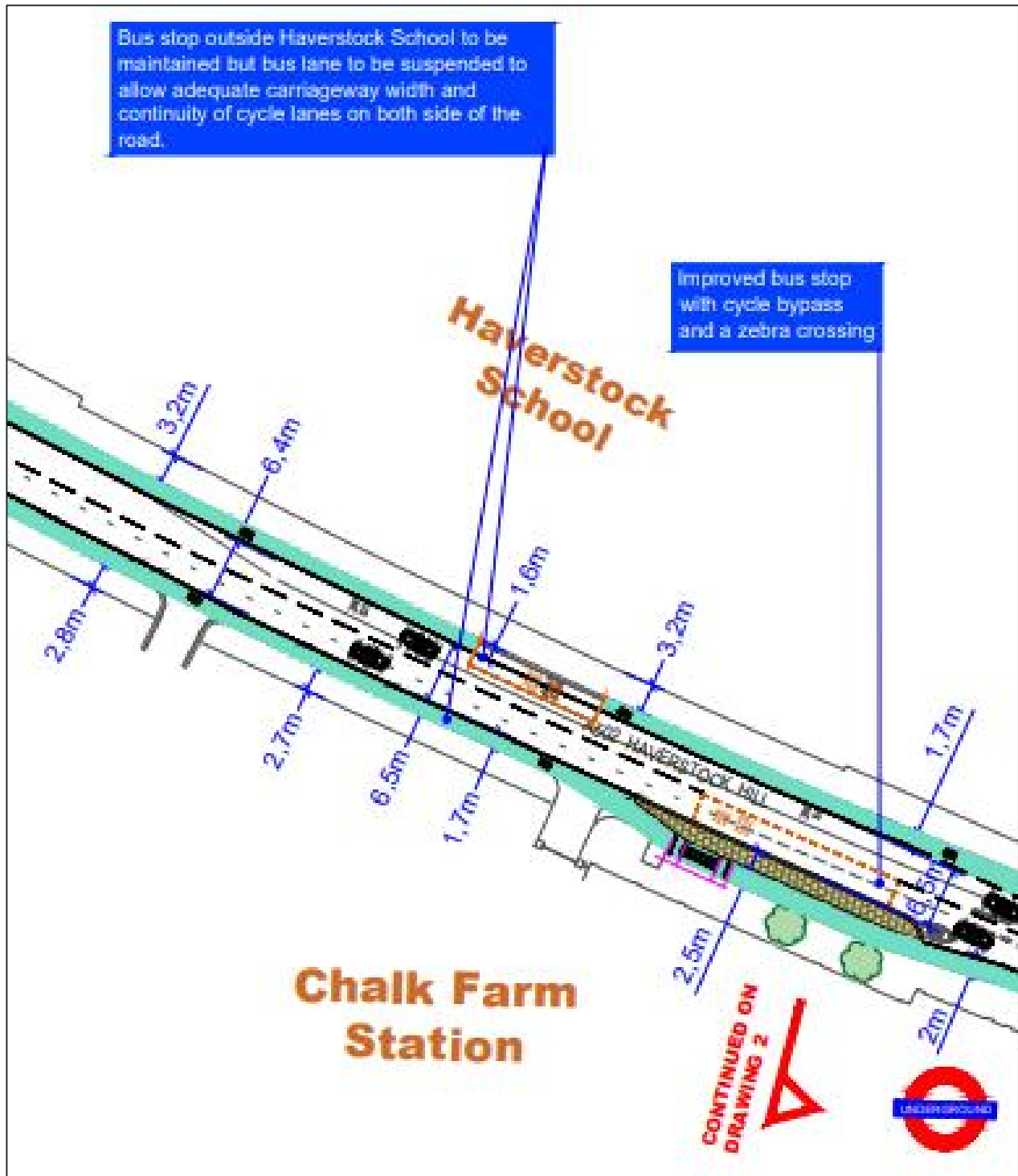
- 3.3.2 There are recommended roads for cycling which lead to Euston, St Pancras and Kings Cross stations towards the south east, and various routes into the London Borough of Hackney further afield. Routes to the north of the site provide direct access to Hampstead Heath and Finsbury Park. Cycling facilities within the local area including local cycle routes is shown in **Figure 3-1**.

**Figure 3-1: Local Cycle Network**



- 3.3.3 In addition to the routes shown in **Figure 3-1**, a temporary cycle route has also recently been installed place immediately adjacent to the site, on Haverstock Hill. This route is a temporary measure as part of LB Camden's social distancing practices as a response to COVID-19. We understand that LB Camden intend for a permanent, segregated cycle route to be constructed along Haverstock Hill, from the junction with Prince of Wales Road to the junction with Castlehaven Road. The improvements directly outside the site are shown in **Figure 3-2**.

**Figure 3-2: Proposed Cycleway on Haverstock Hill**

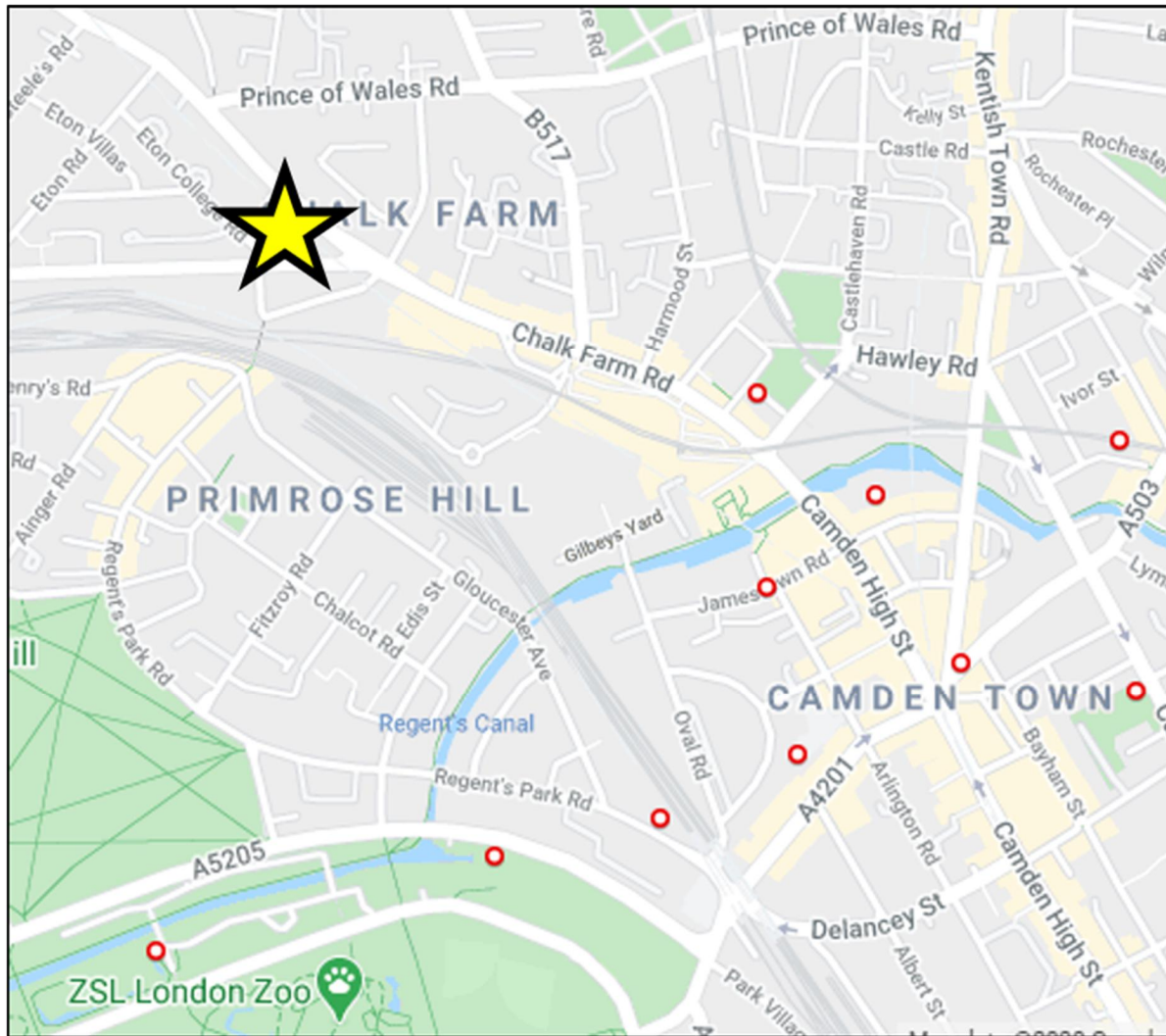




### Santander Cycle accessibility

- 3.3.4 The nearest Santander Cycle Hire Docking points are located on Hawley Crescent, Greenland Road and Arlington Road. These are shown in **Figure 3-3**, whilst **Table 3-1** details each docking point within close proximity to the site.

**Figure 3-3: Nearby Santander Cycle Docking Stations**



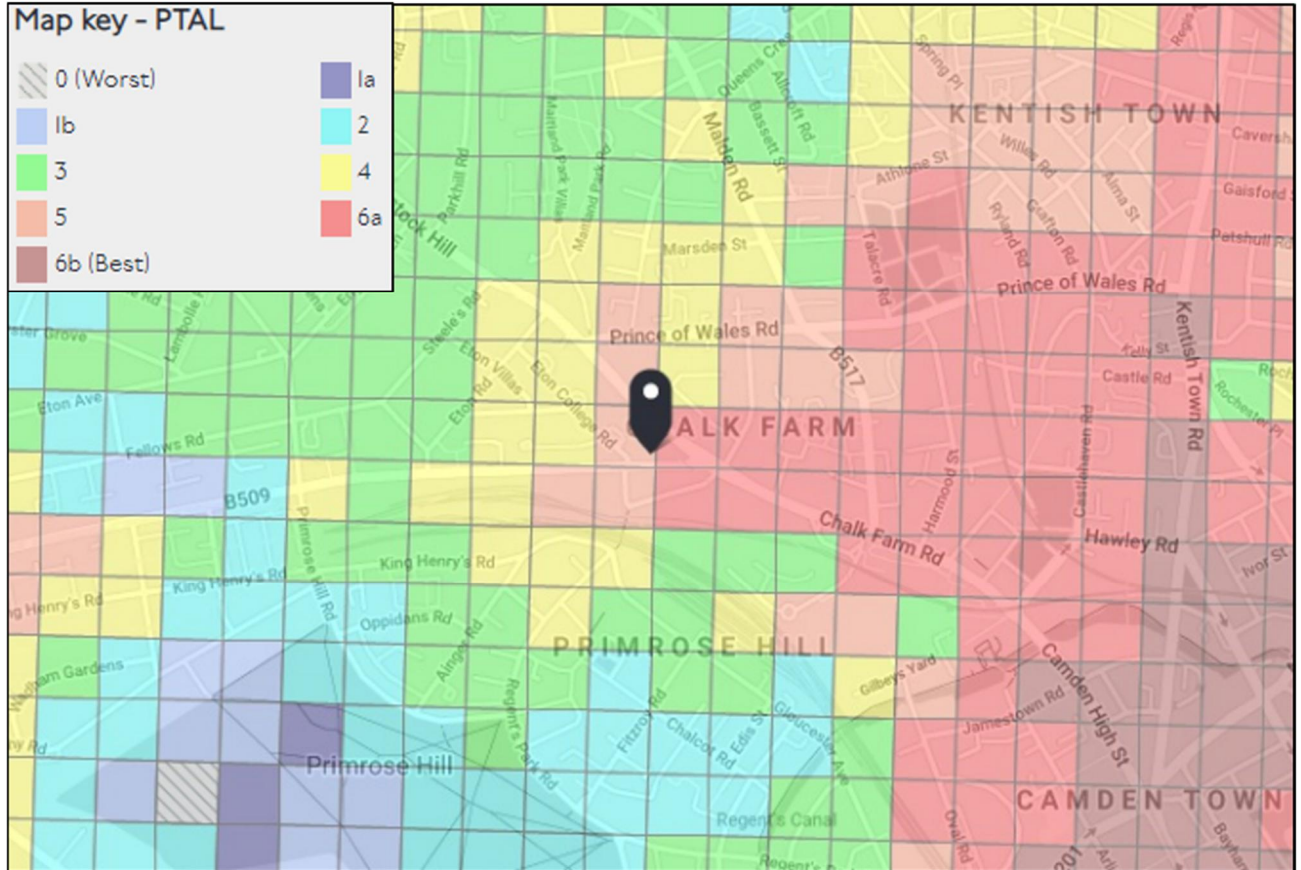
**Table 3-1: Docking Stations within a 20-minute Walk from the Site**

Docking station location	Number of docking points	Distance from site	Walking time from site
Castlehaven Road	29	600m	8 minutes
Hawley Crescent	20	800m	10 minutes
Arlington Road	24	800m	10 minutes
Parkway, Camden Town	33	1.2km	15 minutes
Gloucester Avenue, Camden Town	23	1.0km	12 minutes
The Regent's Park	36	1.2km	16 minutes

### 3.4 PUBLIC TRANSPORT

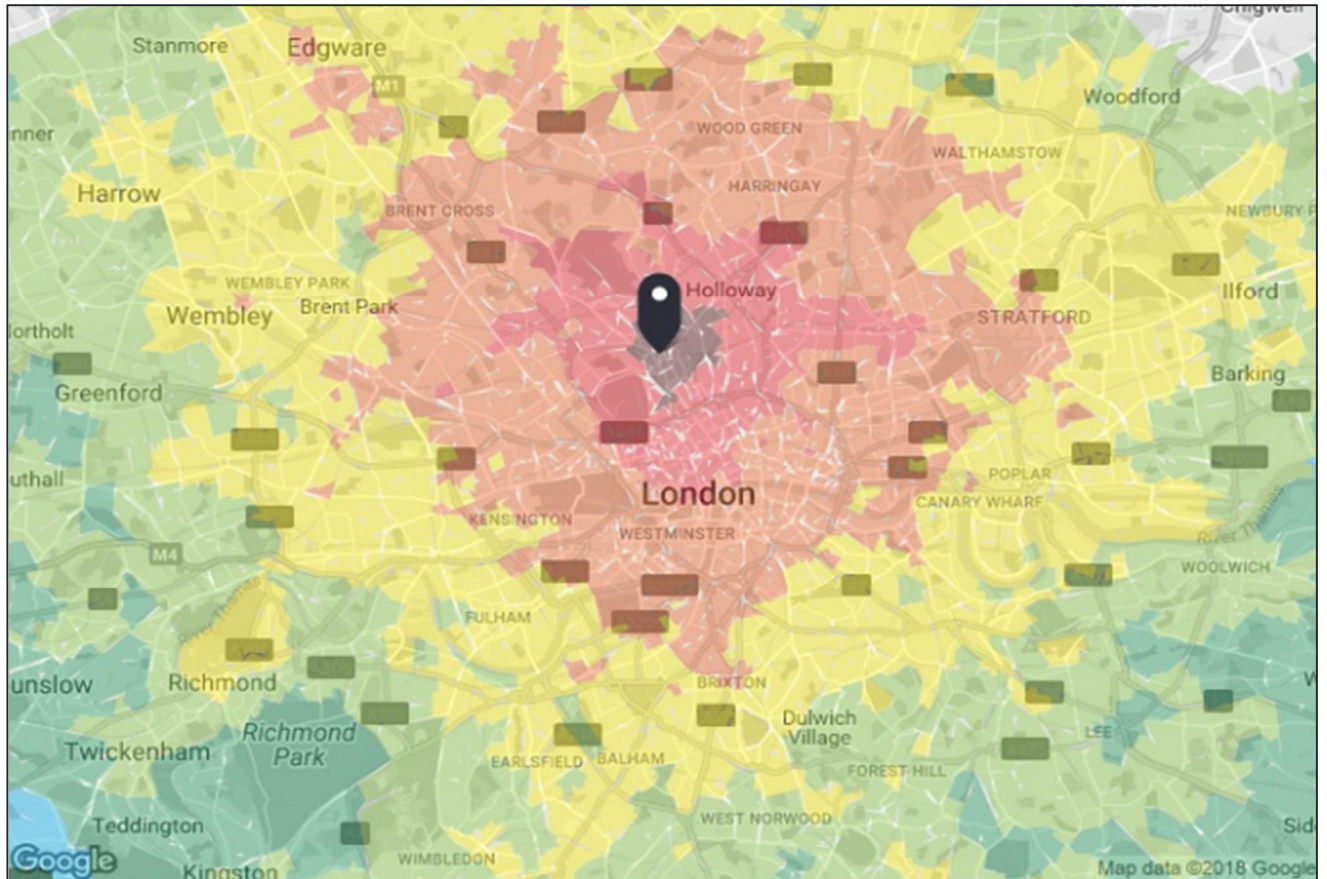
3.4.1 TfL's online WebCAT tool shows the site as having a PTAL of 6a as shown in **Figure 3-4**.

**Figure 3-4: PTAL Map**



3.4.2 The range and frequency of public transport services and existing connectivity is reflected in the TfL online time mapping calculator as shown in **Figure 3-5**.

**Figure 3-5: TIM Map**



- 3.4.3 The TIM mapping shows that the site is within 30-minutes travel time of Holloway, City of London and Whitechapel, and within 30-45 minutes travel time of Wood Green, Brent Cross and Stratford.

#### **London Underground and Overground access**

- 3.4.4 The nearest station is Chalk Farm Underground Station, which is located adjacent to the east of the site. The station is served by the Northern Line, as shown in **Figure 3-6**. The station is located within Zone 2 and provides frequent and fast services into Central London. **Table 3-2** summarises the frequencies and destinations for the weekday AM and PM peak hours.

**Table 3-2: London Underground Services at Chalk Farm Station**

Direction	Destination	AM peak frequency (08:00-09:00)	PM peak frequency (17:00-18:00)
Northbound	Edgware	17	21
Southbound	Kennington (via Tottenham Court Road)	25	24
	Morden (via Bank)	19	18

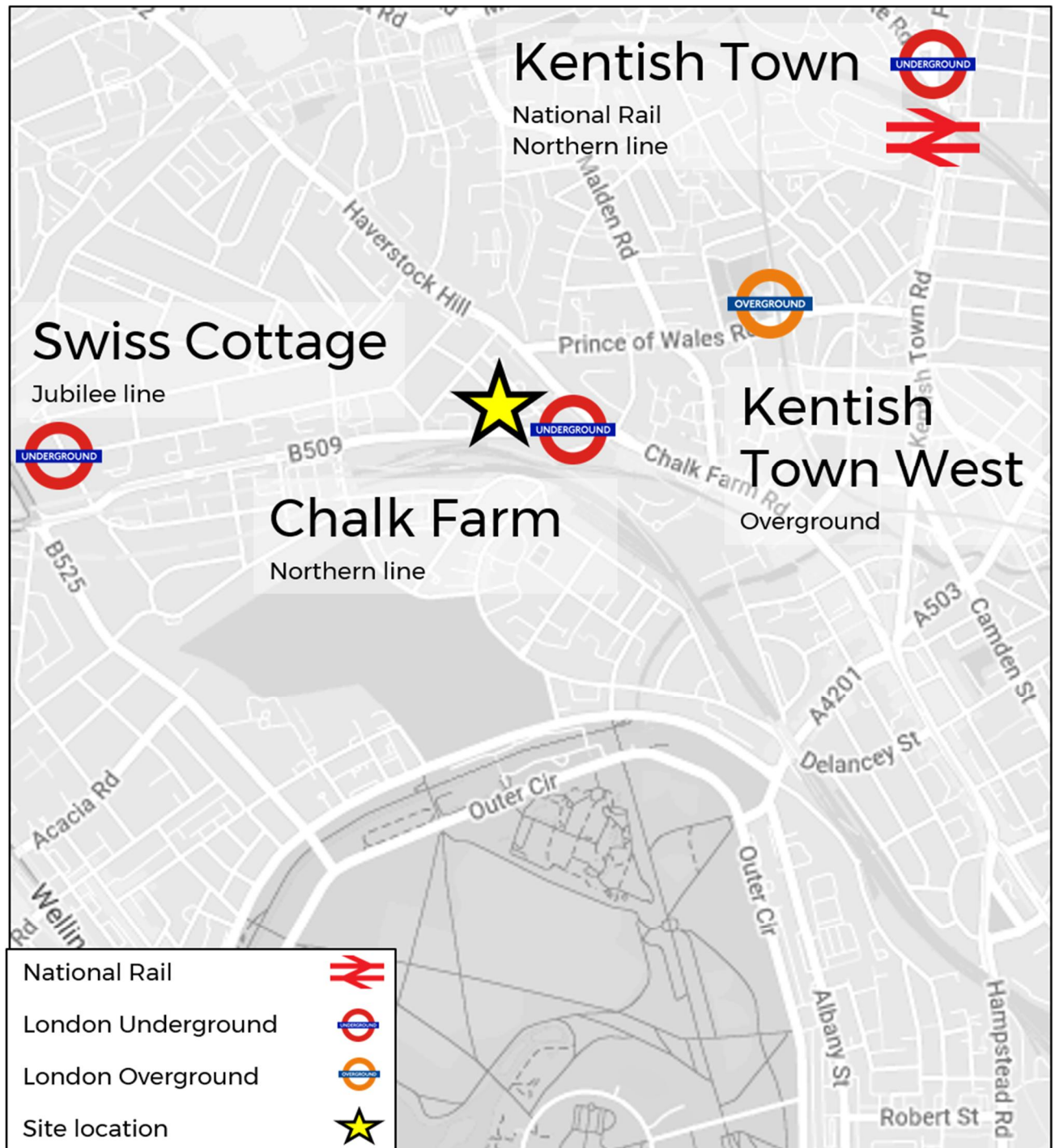
- 3.4.5 The nearest London Overground station is Kentish Town West Station located approximately 650m in a north-eastern direction from the site. Details of London Overground frequencies at the station are provided in **Table 3-3**, and shown in **Figure 3-6**.



**Table 3-3: London Overground Services at Kentish Town West Station**

Direction	Destination	AM peak frequency (08:00-09:00)	PM peak frequency (17:00-18:00)
Eastbound	Stratford	8	8
Westbound	Clapham Junction	4	4
	Richmond	4	4

**Figure 3-6: Local London Underground and Overground Services**



### National Rail access

- 3.4.6 Euston Station is located approximately 1.6km to the southeast of the site, accessible within a 20-minute walk, with services by Avanti, West Midlands and Caledonian Sleeper trains, in addition to the London Overground. This provides connections to various locations, including Edinburgh, Manchester, Birmingham, Northampton and Watford junction.
- 3.4.7 **Table 3-4** provides a summary of the routing and frequency of direct rail services to and from key destinations during the weekday AM and PM peak hours.

**Table 3-4: National Rail Services at Euston Station**

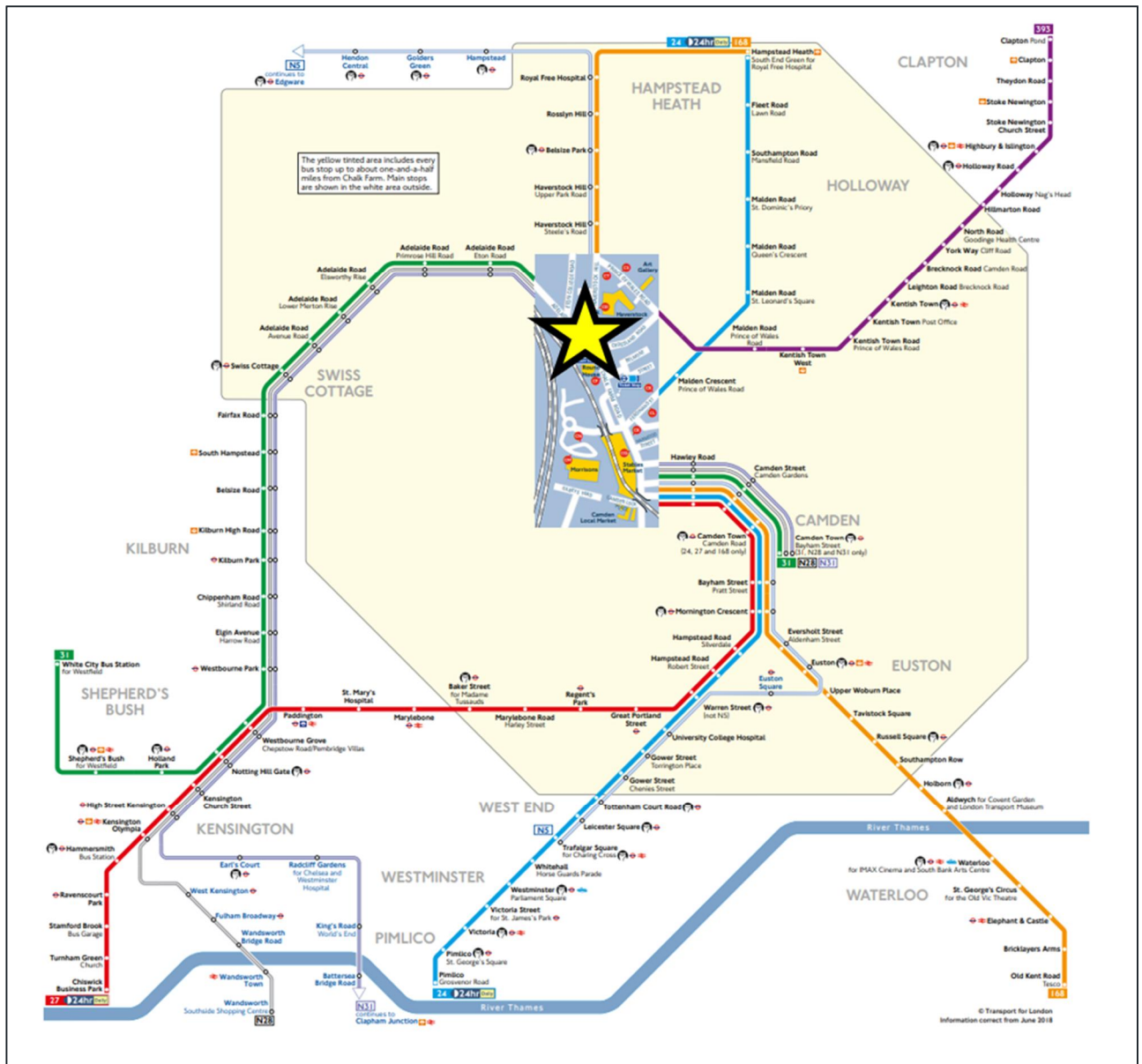
Operator	Destination	AM peak frequency (08:00-09:00)	PM peak frequency (17:00-18:00)
Overground	Watford Junction	3	3
Avanti	Wolverhampton	3	3
	Edinburgh Waverley	1	2
	Glasgow	1	0
	Holyhead	1	1
	Liverpool Lime Street	1	1
	Manchester Piccadilly	3	3

- 3.4.8 St Pancras and King's Cross stations are also situated on Euston Road, within a 30-minute walk from the site, and provide services to national destinations such as Leeds, York and Leicester, and international destinations such as Paris, Brussels and Lille.

## Bus access

- 3.4.9 There are a number of bus stops within close proximity to the site served by numerous bus routes, outlined in **Table 3-5**. These are located on Kentish Town Road and Camden Road, as shown in **Figure 3-7**. The nearest bus stop is adjacent to the site and is served by bus routes 31, N28 and N31.

**Figure 3-7: Local Bus Routes**



**Table 3-5: Bus Route Summary**

Bus service	Bus stop	Route	AM peak frequency (08:00-09:00)	PM peak frequency (17:00-18:00)
24	Ferdinand Street (Stop CK)	Hampstead Heath – Pimlico	9	9
	Ferdinand Street (Stop CL)	Grosvenor Road (Pimlico) – Royal Free Hospital (Hampstead Heath)	7	7
31	Chalk Farm (Stop CB)	Camden – White City	7	7
	Chalk Farm (Stop CA)	Camden Town	6	6
168	Chalk Farm (Stop CC)	Hampstead Heath – Old Kent Road	8	8
	Chalk Farm (Stop CD)	Old Kent Road – Hampstead Heath	8	8
393	Chalk Farm (Stop CC)	Lower Clapton	5	5
	Chalk Farm (Stop CD)	Terminates here	-	-

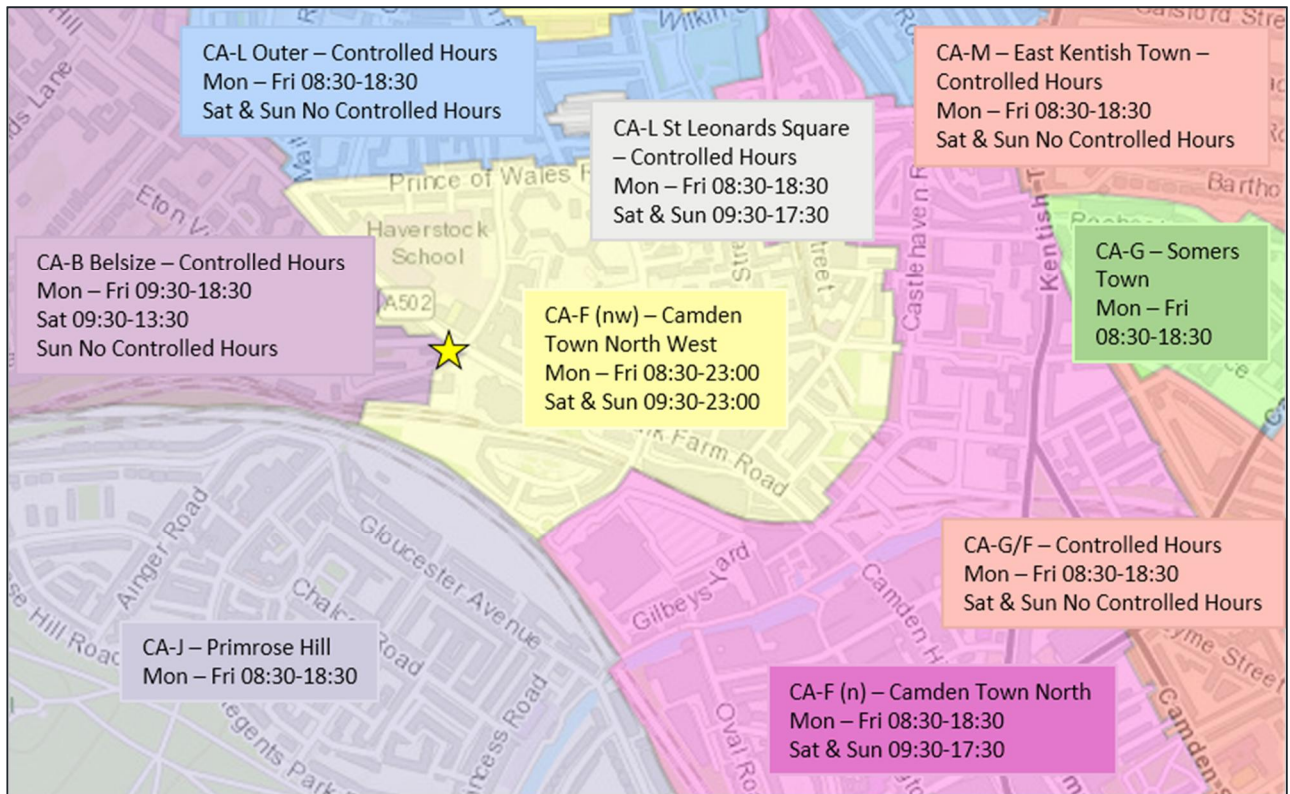
## 3.5 HIGHWAY CONDITIONS

- 3.5.1 The development site is bound by Adelaide Road to the south and Haverstock Hill to the northeast.
- 3.5.2 The proposed development will be car-free. As such, vehicles arriving at the site will be predominantly associated with deliveries / servicing and refuse collection. Deliveries / servicing and refuse collection will take place on-site, with vehicles entering the site from Adelaide Road and exiting onto Haverstock Hill.
- 3.5.3 It is expected that taxi trips will be generated by the development proposals, in particular by the hotel use. The existing highway arrangement provides for taxi kerbside activity. It is anticipated that taxis would pull up outside the site entrance on Adelaide Road, either to the west of the pedestrian crossing, or between the pedestrian crossing and the Chalk Farm Stop CA bus stop. Forecast trip generation is set out later in this report.

## On-street controls

- 3.5.4 The site is within Camden Controlled Parking Zone CA-B Belsize, with adjacent streets in CA-F (nw) – Camden Town North West. The CPZ around the site provides a mixture of parking controls which are operational within the hours of 09:30-18:30 Monday to Friday and between 09:30-13:30 on Saturdays and Sundays in CA-B Belsize CPZ. A map of the CPZs is illustrated in **Figure 3-8**.

**Figure 3-8: Controlled Parking Zones (CPZs)**



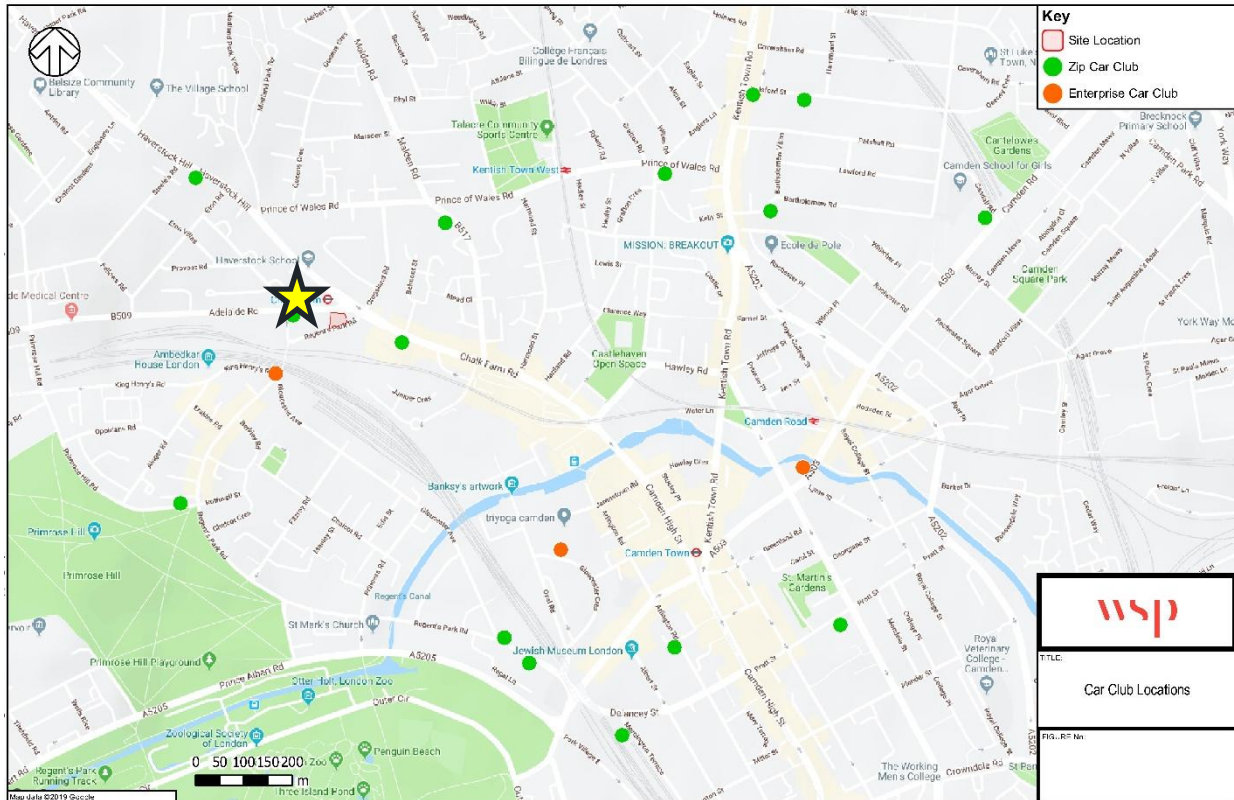
- 3.5.5 On Regent's Park Road, there is an advisory east-bound cycle lane against the northern kerb, directly adjacent to the site. Parking is provided for c.15 vehicles further down on Regents Park Road against the southern kerb. These parking bays are subject to 'CA-F (nw)' parking restrictions.



## Car Club

- 3.5.6 There are six car clubs located within a 10-minute walking distance from the site, provided by Zipcar and Enterprise Car Club. The closest are on Adelaide Road and Chalk Farm Road, both 180m away or at a 2-minute walk from the site. Other nearby locations include Regent's Park Road, 220m away or a 3-minute walk from the site, and Haverstock Hill, 450m away or a 5-minute walk from the site. The existing car clubs within the vicinity of the site are illustrated in **Figure 3-9**.

**Figure 3-9: Car Club Locations**



## 4 TRAVEL DEMAND

### 4.1 SITE MONITORING

- 4.1.1 The existing site is vacant and non-operational. The travel characteristics of occupants of the proposed development will be monitored on a regular basis once the development is buildout and occupied. Travel surveys will be undertaken for the hotel use in accordance with the TRICS monitoring system that feeds into the TRICS survey database.
- 4.1.2 This survey will accurately identify the site travel characteristics and the results will be known as Year 0. The initial travel survey will be co-ordinated and publicised by the Travel Plan Coordinator (TPC).

### 4.2 BASELINE TRAVEL DEMAND

- 4.2.1 At this stage (and in the absence of baseline travel survey data until buildout and occupation) modal shares have been predicted as part of the Transport Assessment study prepared by WSP.

#### Trip generation

- 4.2.2 The forecast commercial trip generation is set out in **Table 4-1**. This trip generation exercise is based upon sites in the TRICS database and census mode of travel data.

**Table 4-1: Forecast Trip Generation**

Mode	AM (08:00-09:00)			PM (17:00-18:00)		
	In	Out	Total	In	Out	Total
London Underground	6	9	16	9	9	18
National Rail / Overground	3	4	7	4	4	8
Bus	1	1	2	1	1	3
Taxi	2	3	5	3	2	5
Car driver	0	0	1	0	0	1
Car passenger	0	0	1	0	0	1
Bicycle	0	0	0	0	0	0
Walking	9	13	24	13	13	26
Total	21	30	55	32	30	61

## 5 OBJECTIVES AND TARGETS

### 5.1 OBJECTIVES

- 5.1.1 Travel Plans should have measurable outputs or targets against which the progress of the plan can be monitored.
- 5.1.2 The strategy for this Travel Plan includes the following general objectives:
- i To establish sustainable travel principles for the development as a whole
  - i To facilitate tailored travel information
  - i To encourage healthy and active travel
  - i To reduce local congestion
  - i To minimise single occupancy vehicle and taxi trips
  - i To support car free lifestyles
  - i To raise awareness of sustainable modes of transport available for residents traveling to and from the site

### 5.2 TARGETS

- 5.2.1 In accordance with TfL's best practice guidance, all targets identified will be SMART, in that they are Specific, Measurable, Achievable, Realistic and Time-bound.
- 5.2.2 Two types of targets have been identified. 'Action' type targets are defined within Appendix Three of TfL's guidance as 'non-quantifiable actions that need to be achieved' (e.g. appointing a TPC before occupation, whilst 'Aim' type targets are 'quantifiable and relate to the degree of modal shift the plan is seeking to achieve or other outcomes' (e.g. the date by which an increase in walking and cycle mode split will be achieved). The 'Action' and 'Aim' type targets for the site are set out below and will ultimately contribute towards achieving the objectives set out above.

### 5.3 'AIM' TYPE TARGETS

- 5.3.1 Given the 'car free' nature of the proposals it is not necessary to formulate specific 'aim type' targets for single occupancy vehicle trips as all employees will travel to and from the site via sustainable modes of transport (encouraged by design from the outset). Instead, it is proposed that any 'aim type' target will focus on cycling to and from the site.
- 5.3.2 The mode shift target is shown in **Table 5-1**.

**Table 5-1: Interim Cycling and Walking Mode Share Targets**

Mode	Year 1	Year 3	Year 5
Cycling	1% increase from baseline survey	3% increase from baseline survey	5% increase from baseline survey

- 5.3.3 The interim target will be reviewed after the initial travel surveys have been undertaken at the site.

### 5.4 'ACTION' TYPE TARGETS

- 5.4.1 The following action type targets will be set for the commercial use:

- i Appointment of a Travel Plan Coordinator (TPC) by the Facilities Management company prior to occupation of the development
- i Produce a Travel Leaflet promoting alternative modes of transport and the key services provided through the Travel Plan, to be distributed electronically to all employees and visitors
- i Provide of long-stay and short-stay cycle parking spaces in line with the ITP London Plan
- i Provide changing facilities, showers and lockers for hotel staff
- i Promote to occupiers the benefits of offering cycle to work schemes to employees
- i Promote to occupiers the benefits of flexible working practices
- i Undertake travel surveys at years one, three and five after initial occupation

## **6 TRAVEL PLAN STRATEGY**

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### **6.1 TRAVEL PLAN CO-ORDINATOR**

- 6.1.1 The TPCs will ensure that the adoption of the Travel Plan is effective and efficient, and will be included on all green leases for tenants, employees and visitors.
- 6.1.2 The role will involve:
- i Giving a ‘human face’ to the Travel Plan – explaining its purpose and the opportunities on offer
  - i Helping establish and promote the individual measures in the plan
  - i Administration of the Travel Plan, which involves the maintenance of necessary paperwork, consultation and promotion. This ensures the plan remains up to date and provides current information to readers
  - i Measuring success and monitoring change

### **6.2 MARKETING STRATEGY**

- 6.2.1 It is recognised that a marketing and communication strategy is key to the success of the Travel Plan. The marketing strategy will aim to raise awareness of the key services and facilities implemented as part of the Travel Plan, and disseminate travel information and notification of events and facilities provided.

### **6.3 SECURING THE TRAVEL PLAN**

- 6.3.1 The provision of an approved Travel Plan in accordance with current TfL guidance together with the implementation of site-wide ‘action’ type targets will be secured through a planning condition associated with any planning permission for the proposed development.
- 6.3.2 A commitment to the Travel Plan strategy for the site forms part of the commitment to implement the Travel Plan to discharge the planning condition accordingly.

## 7 PACKAGE OF MEASURES

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### 7.1 INTRODUCTION

7.1.1 This section outlines the measures which will be implemented to achieve the objectives. These measures form the core of the Travel Plan. The measures have been grouped into three types as follows:

- i 'Hard' engineering measures incorporated into the design;
- i 'Key services and facilities' provided; and
- i 'Soft' marketing and management measures which ensure that sustainable travel behaviour is maximised.

### 7.2 'HARD' MEASURES – SITE DESIGN

7.2.1 It should be recognised that many physical aspects of the design of the site will influence travel patterns, and will have a significant impact upon reducing dependence upon the car. The hard engineering measures that will be incorporated into the design of the proposed development are set out below. It should be noted that appropriate hard engineering measures will be provided during the construction of the building and landscaping within the proposed development prior to occupation.

#### **Car Parking Provision**

7.2.2 The proposed development is car-free and no car parking provision is proposed. This will limit car travel to and from the site from the outset.

#### **Cycle Parking Provision**

7.2.3 Long-stay cycle parking will be provided in secure locations. The staff cycle store is located at ground level.

7.2.4 Short-stay cycle parking will be provided outside the front of the site, on Adelaide Road.

7.2.5 Parking for accessible cycles will be delivered at 5% of the overall long-stay provision, and these spaces will be clearly denoted. All cycle parking provision will be designed as Sheffield stands.

7.2.6 **Table 7-1** summarises the proposed cycle parking provision.

**Table 7-1: Proposed Cycle Parking Provision**

Land Use	Development quantum	Long-stay requirement	Long-stay provision	Short-stay requirement	Short-stay provision
Retail (A1 non-food)	158m <sup>2</sup>	1 space per 250m <sup>2</sup>	1	1 space per 60m <sup>2</sup>	3
F&B (A2-A5)	562m <sup>2</sup>	1 space per 175m <sup>2</sup>	3	1 space per 20m <sup>2</sup>	28
Hotel (C1)	118 keys	1 space per 20 bedrooms	6	1 space per 50 bedrooms	3
Residential (C3)	0 studio	1 space per studio	64	1 space per 40 dwellings	1
	12x 1 bed	1.5 spaces per 1 bed			
	23x 2+ bed	2 spaces per 2+ bed			
Total	-	-	74	-	35

### Facilities for active modes

- 7.2.7 Changing facilities, showers and lockers will be provided for staff to encourage active travel modes, in line with the ITP London Plan requirements.

## 7.3 KEY SERVICES & FACILITIES

- 7.3.1 A selection of key services and facilities to complement the location and physical design of the site will also be sought to further encourage the use of sustainable transport modes.

### Cycle to Work scheme

- 7.3.2 The national Cycle to Work scheme enabling employees who wish to cycle to work to purchase a bike on a tax-free basis could be promoted to all workplace occupiers for the benefit of their staff. Administration of this could be provided by the workplace occupiers.

### Cycle to Work week

- 7.3.3 A cycle to work week could be organised by the Travel Plan Coordinator. The cycle to work week could be funded by the workplace occupiers to promote cycling to staff. The event could be co-ordinated with the National Bike week, where timescales permit.

### Interest free season ticket loans for employees

- 7.3.4 Occupiers could be encouraged to provide employee interest free loans for the purchase of public transport season tickets. If offered, the provision of interest free season ticket loans could be communicated with employees through the travel leaflet.

### Encouraging physical activity as part of daily travel

- 7.3.5 The travel leaflet will detail the cycle facilities available on site and could include details of the local sports facilities and discounts with different outlets (gymnasiums and sports shops).

### Sustainable delivery initiatives

- 7.3.6 Off-site delivery consolidation is proposed which will reduce the number of service vehicles that need to access the site, and therefore minimise potential pedestrian / cyclist conflict with vehicles, as well as environmental impacts.

## 7.4 'SOFT' MEASURES – COMMUNICATION AND PROMOTION

- 7.4.1 The location of the site, its design and proximity to public transport services within the surrounding area should create all of the conditions to make sustainable travel choices a natural option. However, it is also recognised that a communication strategy is key to the success of the Travel Plan. Details of possible elements of the communication strategy for the site are set out below.

### Travel leaflet

- 7.4.2 Travel leaflets could be made available electronically to hotel visitors and employees. The leaflets could be produced by the TPC.

A key role of the Travel Leaflet would also be to raise awareness of the sustainable travel initiatives being implemented through the travel plan including:

- i **Access initiatives:** The Travel Leaflet could contain a high-quality map showing walking, cycling and public transport routes to / from the site, together with the locations of key local facilities such as shops services and restaurants – all of which will be accessible on foot. Additional sources of information such as TfL's Journey Planner website and mobile applications could also be provided.
- i **Promotion of key services and facilities:** Details of the key services and facilities such as the location and access arrangements for cycle parking and maintenance facilities. Sources of more detailed further information could also be included.
- i **Promotion of membership to the London Cycling Campaign (LCC):** Promote the LCC, a cycle organisation with local groups throughout London. Details of the local LCC group together with membership information could be included within the Travel Leaflet.
- i **Promotion of employee initiatives:** Details of the national cycle to work scheme and the availability of interest free season ticket loans (subject to occupier agreement).
- i **Promotion of off-peak travel:** The Travel Leaflet could contain information regarding the benefit of off-peak travel, especially avoiding public transport services at the busiest times.

- 7.4.3 The travel leaflet could also invite those persons wishing to raise specific transport-related matters to engage in discussions with the TPC.

- 7.4.4 A copy of the travel leaflet will be available electronically via the TPC and will be updated regularly.

### Notice boards

- 7.4.5 Boards providing travel information to staff at the site will be placed in prominent locations.

- 7.4.6 The notice boards will include information such as locations of on-site and off-site cycle parking; public transport service access points, and upcoming travel initiatives or events organised by the TPC, such as Bike Week and the Cycle to Work Scheme.

### Hotel website

- 7.4.7 In addition to the Travel Pack, travel advice on walking, cycling and public transport routes to the site would be published on the hotel website and a link to this page included in booking confirmation.



## 8 MONITORING AND REVIEW

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### 8.1 INTRODUCTION

- 8.1.1 A programme of monitoring and review will be implemented to generate information by which the success of the Travel Plan will be evaluated. This will establish whether the agreed targets are being met. Monitoring and review will be the responsibility of the Travel Plan Co-ordinator.

### 8.2 MONITORING

- 8.2.1 Monitoring the Travel Plan will be undertaken through travel surveys to understand the changing nature of travel habits and the effectiveness of measures in working towards meeting the Travel Plan's objectives.
- 8.2.2 The TPC will coordinate the baseline travel survey in Year 1 to identify the initial travel mode share and adjust the Travel Plan targets if necessary, in coordination with LB Camden Travel Plan officers. Surveys will be then repeated in Year 3 and Year 5 to monitor progress against targets.
- 8.2.3 Monitoring will follow TfL best practice guidance and be TRICS compliant such that the surveys could be incorporated into the database. The surveys will comprise the following components:
- ┆ Questionnaire surveys of employees
  - ┆ Pedestrian counts at the pedestrian accesses
  - ┆ Cyclist counts at the cycle accesses
- 8.2.4 The TPC will compile a monitoring report outlining the results of the monitoring process. The report will include the following information:
- ┆ A summary of the Travel Plan objectives and targets
  - ┆ How and when information has been gathered
  - ┆ Modal split gathered on the travel survey
  - ┆ Progress towards meeting targets
  - ┆ Future proposals for further refinement of the Travel Plan if required
- 8.2.5 The monitoring report will be submitted to the LB Camden travel planning officers within one month of the survey date. The TPC will be responsible for coordinating the timing of the Travel Plan survey questionnaires, collating the results and submitting the monitoring report.
- 8.2.6 Once the Year 5 survey is undertaken and reported the monitoring requirements for the Travel Plan will have been completed.

#### **Aim target monitoring and reporting**

- 8.2.7 To measure progress against the Aim target, the following monitoring regime is proposed:
- ┆ Year 1, 3 and 5 Surveys
    - A TRICS compliant monitoring survey will be undertaken during the first reasonably practicable neutral month and a monitoring report setting out the surveyed results will be submitted to the approving authority.

## Review

- 8.2.8 The TPC will report the results of the monitoring survey to LB Camden within one month of the survey being undertaken. The TPC and LB Camden officers will then review the results and, if appropriate, revise the targets and measures for the following 24-month period. The travel survey results and any revised targets will be included in the subsequent revisions of the Travel Plan. If the monitoring results identify that targets are not being met, remedial measures to encourage cycling will be implemented.

## 8.3 ACTION PLAN

- 8.3.1 The programme for the implementation of the Travel Plan measures is set out in **Table 8-1** including tasks, intended implementation dates and responsibilities.
- 8.3.2 The Action Plan will be a live plan, updated by the TPC to reflect the outcome of consultation with the local planning authority, once the first full multi-modal travel survey has been completed.

**Table 8-1: Action Plan**

Action	Target (values)	Indicator/ measured by	Responsibility
Prior to Occupation			
Appointment of TPC	N/A	Appointment of TPC	Developer
Agree Travel Plan Objectives and Targets with LB Camden	N/A	Agreement being reached with LB Camden	TPC
Agree Travel Plan Measures and Travel Leaflet with LB Camden	N/A	Agreement being reached with LB Camden	TPC
Provision of cycle parking secured through planning	Short and long stay cycle parking provided in line with ITP London Plan standards	Completion of short and long stay cycle parking	Developer
Provision of active mode facilities	Showers	Completion of facilities available for employee use	Developer
Upon Occupation and throughout duration of Travel Plan			
Dissemination of the Travel Leaflet to each workplace	N/A	Travel Leaflet sent electronically	TPC
Install and update employee notice board	N/A	Notice boards installed	Developer / TPC
Promote Cycle to Work scheme to employers	N/A	Evidence of promotion activity/ uptake	TPC
Year 1 Survey (one year after first Occupation)			
Undertake initial travel surveys	N/A	Receipt of survey results	TPC
Agree target values for mode split with LB Camden	N/A	Receipt of written agreement of targets.	TPC
Years 3 and 5 Surveys			
Undertake travel surveys and analysis every two years for the duration of the monitoring period and discuss results with LB Camden	N/A	Receipt of survey results	TPC



WSP House  
70 Chancery Lane  
London  
WC2A 1AF

**wsp.com**

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