



Uchaux Limited

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# **REGENTS PARK HOTEL, CAMDEN**

Framework Travel Plan (FTP)



Uchaux Limited

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Framework Travel Plan (FTP)

**TYPE OF DOCUMENT (VERSION) PUBLIC**

**PROJECT NO. 70059971**

**OUR REF. NO. 002**

**DATE: FEBRUARY 2021**

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# QUALITY CONTROL

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Issue/revision	First issue	Revision 1	Revision 2	Revision 3
Remarks	Planning Issue	Scheme update		
Date	July 2019	February 2021		
Prepared by	A Rashid	N Sunderland		
Signature	A R	N S		
Checked by	N Sunderland	D McDougall		
Signature	N S	D McD		
Authorised by	S Foxcroft	D McDougall		
Signature	S F	D McD		
Project number	70059971	70059971		
Report number	001	002		
File reference	\\uk.wspgroup.com\central_data\Projects\700599xx\70059971 - Regents Park Road Hotel - Camden\03 WIP\DE Development\05 Reports\Travel Plan			

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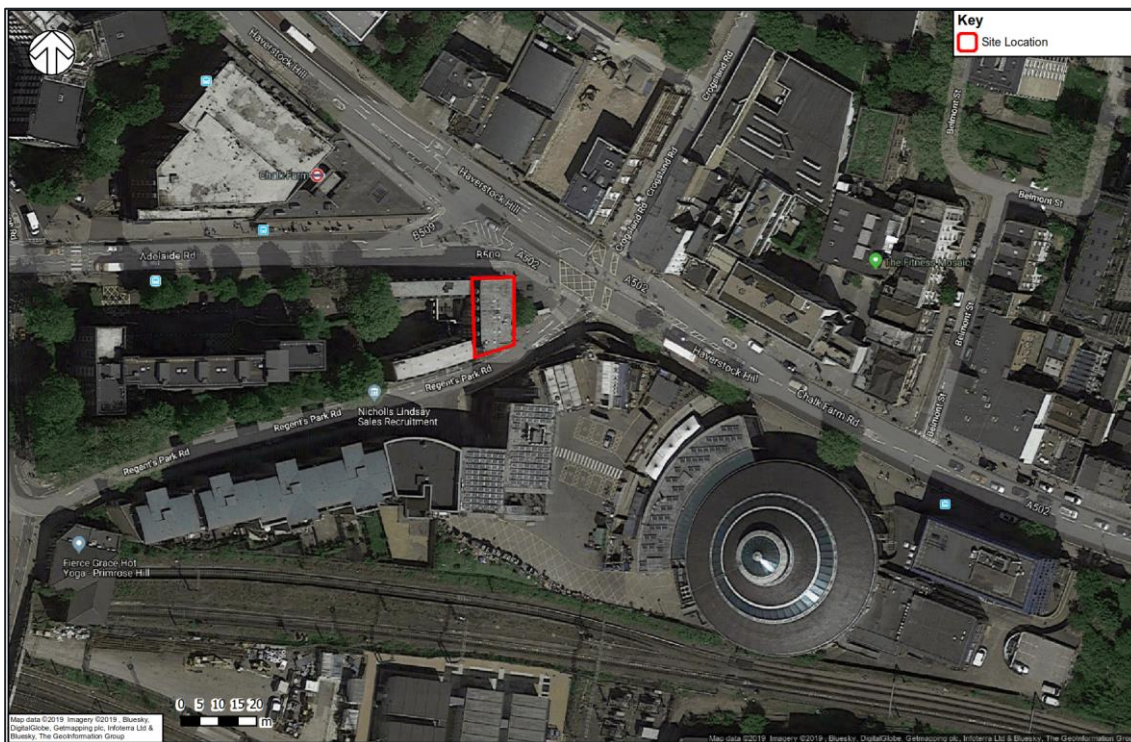
# 1 INTRODUCTION

## 1.1 APPOINTMENT

- 1.1.1 This Framework Travel Plan ('FTP') is submitted in support of a detailed planning application ('the Application') made on behalf of Uchaux Limited ('the Applicant') for the Proposed Development at Regents Park Road Hotel, 155 - 157 Regents Park Road, London, NW1 8BB.
- 1.1.2 This report has been prepared in accordance with current DfT and TfL travel plan guidance. It will therefore be used as a basis from which to agree terms of any planning agreement, including conditions or planning obligations relating to the proposed measures identified within this document.

## 1.2 SITE LOCATION

- 1.2.1 The existing site comprises a four-storey building on the corner of Regents Park Road and Haverstock Hill. The building fronts Haverstock Hill and is set back from the main road by an area of public realm. The site comprises a mix of uses including retail at ground floor with office accommodation at first and second floor and a single residential unit on the top floor.
- 1.2.2 The London Borough of Camden (LBC) is the local planning authority and the local highway authority.
- 1.2.3 The Site is within a Neighbourhood Centre. The site is immediately adjacent to Chalk Farm Station and is located next to the Roundhouse Arts venue. The site is not located within the Conservation Area but is in close proximity to the Primrose Hill, Eton and Regents Canal Conservation Area.
- 1.2.4 The location of the site is illustrated in Figure 1-1.



**Figure 1-1 Site Location**

## 1.3 DEVELOPMENT PROPOSALS

1.3.1 The Proposed Development comprises the following:

*“Redevelopment to provide a part ground plus 6-storey building and part ground plus 3-storey building comprising a hotel with associated works.”*

1.3.2 The Proposed Development comprises a ground plus six storey building, comprising a 59-key micro hotel.

1.3.3 The development will be ‘car-free’ apart from a single blue badge car parking space which will be available for the hotel.

1.3.4 Cycle parking spaces will be provided in line with the minimum Publication London Plan and Camden Planning Guidance.

## 1.4 TRAVEL PLAN OVERVIEW

1.4.1 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’.

1.4.2 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.

1.4.3 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.

1.4.4 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 impacts 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.

1.4.5 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.

## 1.5 REPORT PURPOSE

1.5.1 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.

- 1.5.2 This document will be then reviewed by LBC to agree appropriate measures, targets and monitoring requirements prior to implementation. The Travel Plan is intended to be a 'live' document that will monitored on a regular basis.

## 1.6 TRAVEL PLAN STRUCTURE

- 1.6.1 The structure of the travel plan has been prepared to reflect the structure advised within TfL's Travel Planning Guidance, as follows:

- Section 2: Policy Review;
- Section 3: Baseline Site Context and Sustainable Transport;
- Section 4: Baseline Highway Conditions;
- Section 5: Travel Demand;
- Section 6: Objectives and Targets;
- Section 7: Travel Plan Strategy;
- Section 8: Package of Measures; and
- Section 9: Monitoring and Review.

## 2 PLANNING POLICY AND BEST PRACTICE

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### 2.1 INTRODUCTION

2.1.1 This section summarises the key national, regional and local planning policies relating to the Proposed Development. Specifically, an overview of the following documents is provided:

- National Planning Policy Framework (February 2019);
- National Planning Policy Framework (July 2018);
- National Planning Practice Guidance (March 2014);
- Good Practice Guidelines: Delivering Travel Plans through the Planning Process (2009);
- Publication London Plan (December 2020);
- Travel Planning for New Development in London (November 2013);
- LBC Local Plan (July 2017); and
- Camden Planning Guidance – Transport (January 2021).

### 2.2 NATIONAL POLICY

#### NATIONAL PLANNING POLICY FRAMEWORK, FEBRUARY 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:

- The potential impacts of development on transport networks can be addressed;
- 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;
- Opportunities to promote walking, cycling and public transport use are identified and pursued;
- The environmental impacts of traffic and 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; and
- 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 PLANNING POLICY FRAMEWORK (JULY 2018)**

- 2.2.5 The National Planning Policy Framework, (NPPF) sets out the Government's planning policies for England and how these should be applied. It provides a framework within which locally-prepared plans for housing and other development can be produced, replacing the previous 2012 version.
- 2.2.6 Chapter 9, Promoting Sustainable Transport, outlines the requirements of development applications, it must be ensured that:
- appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;
  - safe and suitable access to the site can be achieved for all users; and
  - any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree.
- 2.2.7 The document also provides details on what developments should do to minimise the impact on the road network:
- give priority first to pedestrian and cycle movements, both within the scheme and within neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;
  - address the needs of people with disabilities and reduced mobility in relation to all modes of transport;
  - create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;
  - allow for the efficient delivery of goods, and access by service and emergency vehicles; and
  - be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.
- 2.2.8 Travel Plans (TPs) should be provided for all developments that generate significant amounts of movement.

## **NATIONAL POLICY NATIONAL PLANNING PRACTICE GUIDANCE (MARCH 2014)**

- 2.2.9 The National Planning Practice Guide (NPPG) was published in March 2014, offering 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.
- 2.2.10 The NPPG provides additional guidance to supplement the planning policies contained in the NPPF.
- 2.2.11 Paragraph 9 of the NPPG states that the need for a Travel Plan for a particular 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; and
- 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).

2.2.12 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. In particular, it is noted that Travel Plans can only impose certain conditions if they are consistent with Government policy; and
- 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.

2.2.13 Paragraph 12 offers 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)**

2.2.14 The DfT guidelines are intended to assist all stakeholders, in both the public and private sectors, 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. They also set out how Travel Plans should be evaluated, secured, implemented and then also monitored and managed in the longer term as part of this process.

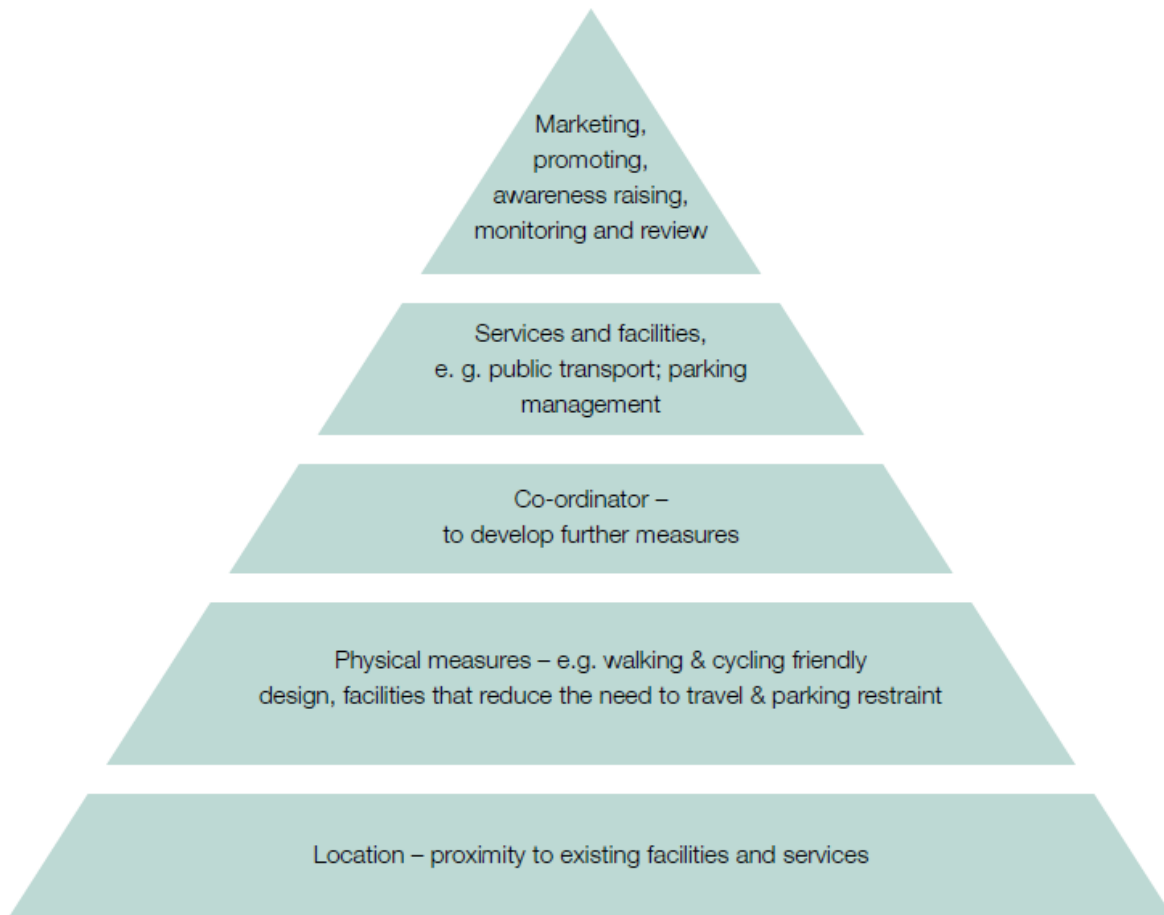
2.2.15 The document comprises technical guidelines and does not set out any new policy or legal requirements.

2.2.16 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 impact of developments on the transport infrastructure and help to reduce CO2 emissions.

2.2.17 Travel Plans are important for developments in order 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; and
- Promote a partnership between the authority and the developer in creating and shaping ‘place’.

2.2.18 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, which is constructed from the ground up, with each new layer building on the last all set within the context of the outcomes sought, as illustrated by Figure 2-1.



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

- 2.2.19 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

### PUBLICATION LONDON PLAN (DECEMBER 2020)

- 2.3.1 The Publication London Plan has been approved as the new London Plan by the Mayor, and was issued to the Secretary of State for consideration. It is expected to be formally adopted in early 2021.
- 2.3.2 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.
- 2.3.3 The Publication 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.

2.3.4 In order to achieve this, the Publication 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.

2.3.5 'Policy T2 Healthy Streets' outlines that development proposals should:

- Demonstrate how they will deliver improvements that support the ten Healthy Streets Indicators in line with Transport for London Guidance;
- Reduce the dominance of vehicles on London's streets whether stationary or moving; and
- Be permeable by foot and cycle and connect to local walking and cycling networks as well as public transport.



Source: Lucy Saunders

**Figure 2-1: Ten Healthy Streets Indicators**

- 2.3.6 'Policy T4 Assessing and mitigating transport impacts' states that development proposals should reflect and be integrated with current and planned transport access, capacity and connectivity. It is acknowledged that TAs should be submitted with development proposals where appropriate and 'focus on embedding the Healthy Streets Approach within, and in the vicinity of, new development.'
- 2.3.7 Where parking is provided, electric vehicle charging infrastructure should be implemented. In total, 20% of all car parking spaces should have acting charging facilities, with passive provision for all remaining spaces.
- 2.3.8 Car parking standards for the proposed hotel use are set out below:

*"In the CAZ and locations of PTAL 4-6, any on-site provision should be limited to operational needs, disabled persons parking and parking required for taxis, coaches and deliveries or servicing.*

*B In locations of PTAL 0-3, schemes should be assessed on a case-by-case basis and provision should be consistent with the Healthy Streets Approach, mode share and active travel targets, and the aim to improve public transport reliability and reduce congestion and traffic levels.*

*C All operational parking must provide infrastructure for electric or other Ultra-Low Emission vehicles, including active charging points for all taxi spaces.*

*D Disabled persons parking should be provided as set out in Policy T6.5 Non-residential disabled persons parking."*

- 2.3.9 Policy T6 Car Parking has been changed to include that:

*"Car-free development has no general parking but should still provide disabled persons parking in line with part E of this policy.*

*An absence of local on-street parking controls should not be a barrier to new development, and boroughs should look to implement these controls wherever necessary to allow existing residents to maintain safe and efficient use of their streets."*

- 2.3.10 New car parking standards are shown below.

**Table 2-3: Publication London Plan Car Parking Standards**

Land Use	London Plan Maximum Car Parking Standards
Hotel and Leisure Uses	In the CAZ and locations with a PTAL 4-6, any on-site provision should be limited to operational needs, disabled persons parking and parking required for taxis, coaches and deliveries or servicing.

- 2.3.11 Policy T5 Cycling has been states that:

*"Development proposals should demonstrate how cycle parking facilities will cater for larger cycles, including adapted cycles for disabled people.*

*Development Plans requiring more generous provisions of cycle parking based on local evidence will be supported"*

- 2.3.12 Cycle parking standards relevant to the Proposed Development are summarised below.

## TRAVEL PLANNING FOR NEW DEVELOPMENT IN LONDON (NOVEMBER 2013)

- 2.3.13 In November 2013 TfL published the new guidance on the requirements for travel plans for new developments in London.
- 2.3.14 The type of Travel Plan required should be considered in context of a range of circumstances. Thresholds set out in Table 2-3 below 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 2-3: 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

*“Mixed use developments comprising of one or more elements that exceed the thresholds, or outline planning permission for which specific elements are not yet established, will require a framework travel plan.”*

- 2.3.15 On this basis a Framework Travel Plan has been prepared. A Framework Travel Plan should include:
- A commitment to individual Travel Plan development by occupiers of the site, where they relate to elements of the scheme that exceed the thresholds;
  - As occupiers are confirmed, they will need to submit a full travel plan statement, as appropriate for their occupation. This requirement should be included within the terms of the lease, or before ownership is transferred if the site is sold;
  - Baseline travel patterns delivered;
  - Measures to be delivered site-wide, and responsibility for the delivery and funding of these;
  - Future actions for Travel Plan development and refinement; and
  - Preliminary targets based on associated transport assessment predictions with appropriate timescales.

## 2.4 LOCAL POLICY

### LONDON BOROUGH OF CAMDEN LOCAL PLAN (JULY 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 to transport both people and freight. The following policy are relevant to the Grand Union House site.

### CAMDEN PLANNING GUIDANCE (JANUARY 2021)

- 2.4.2 Camden Planning Guidance (CPG): Transport is a supplementary document which provides transport advice, with a particular 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.

2.4.3 The guidance states that TAs should enable the council to consider whether:

- the development is acceptable in its proposed form and without any alterations to existing transport arrangements;
- some alteration would be needed to the development or to transport facilities or networks in order to accommodate the travel it would generate in an acceptable way;
- the development could not proceed without unacceptable harm to travel or the transport network, in which case the proposal would be contrary to Policy A1 (Managing the Impact of a Development).

The Key Messages within the CPG: Transport document with respect to cycling facilities include:

The Council will seek high quality cycle parking facilities for development, including redevelopments and in applications that change travel patterns and the travel profile or increase the numbers of people travelling to a site.

Applicants must provide, as a minimum, the quantity of cycle parking spaces as set out in the London Plan; and

Applicants will provide cycling facilities that are fully inclusive and accessible by step free access.



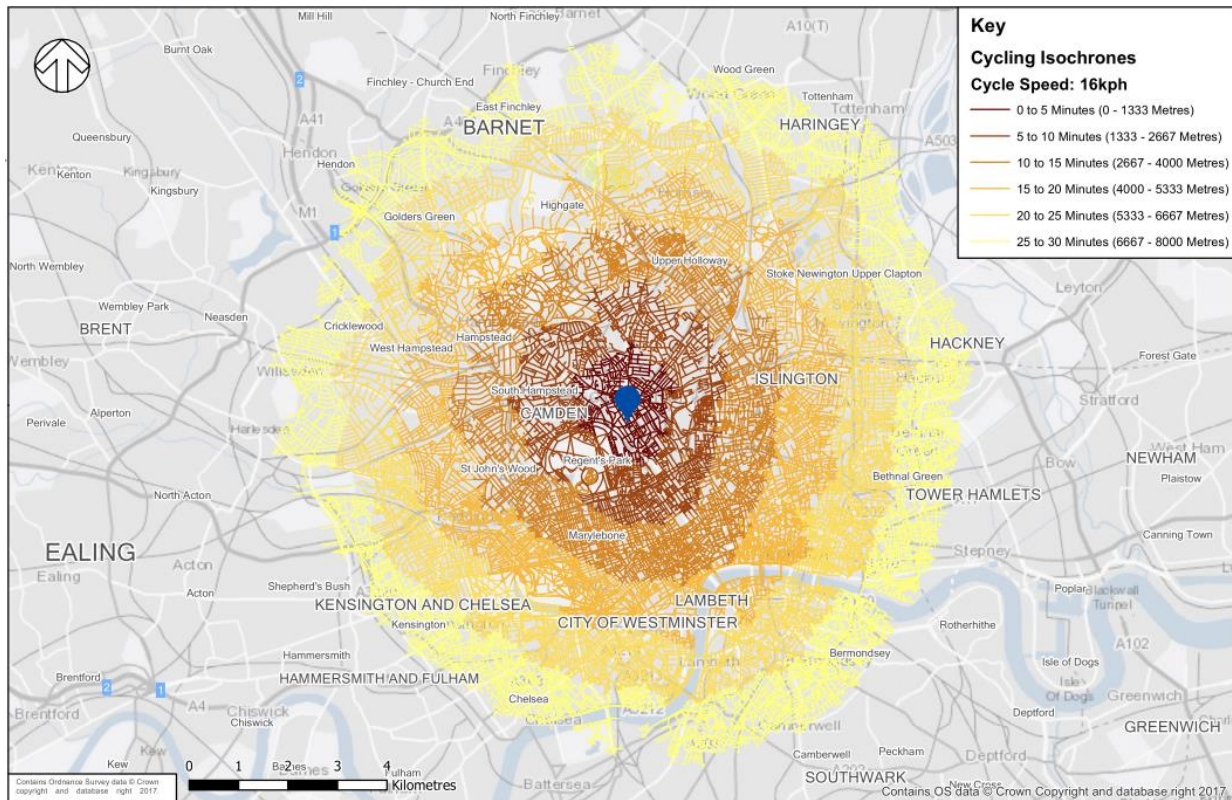




3.2.6 Figure 3-1 shows that the Site is a five minute walk from Camden Town Underground Station.

### 3.3 CYCLE ACCESSIBILITY

3.3.1 Figure 3-2 shows the cycle isochrones for the Site in 5 minute increments up to a 30 minute cycle ride. The cycle isochrones show cycle accessibility to the surrounding area based on an average cycling speed of 16 km/h.

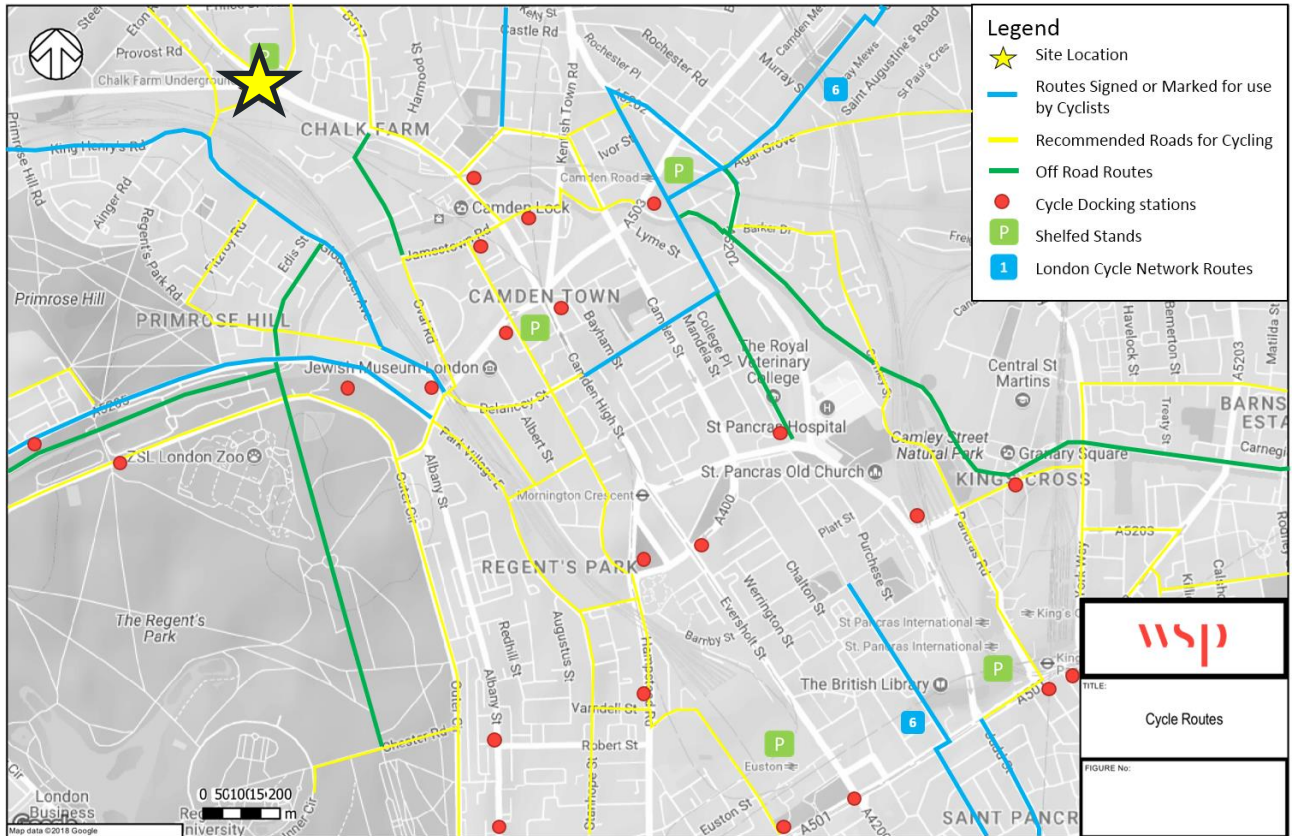


**Figure 3-2: Cycle Isochrones**

3.3.2 Figure 3-2 shows that the Site is well connected by bicycle, particularly to and from Central London.

### CYCLE ROUTES

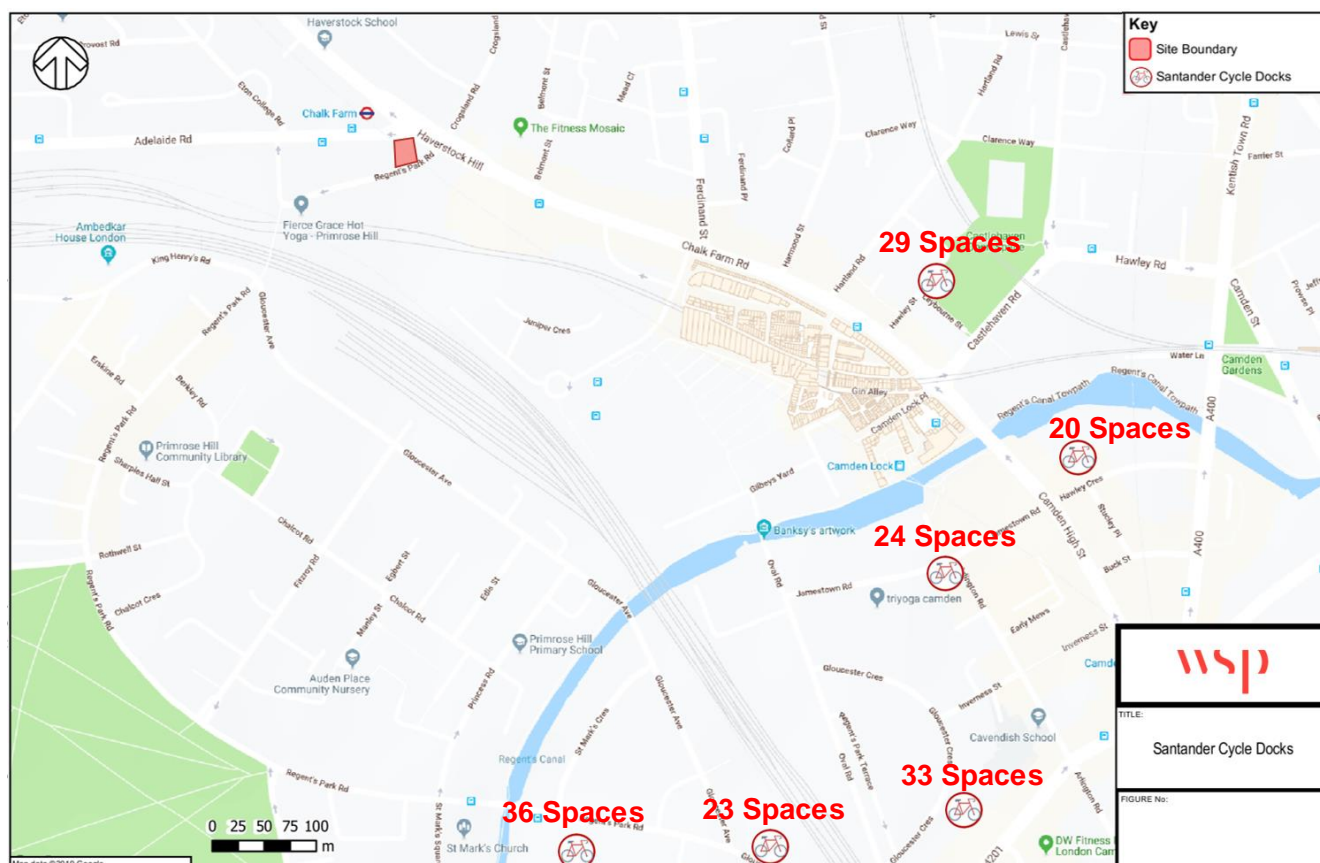
3.3.3 The Site is conveniently placed within an efficient network of on and off-road cycle routes. To the south west of the Site, routes lead to Regents Park and Primrose Hill, providing cyclists with a safe and scenic thoroughway to Central London. There are recommended roads for cycling which lead 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. A plan illustrating the cycling facilities within the local area including local cycle routes is shown in Figure 3-3.



**Figure 3-3: Cycle Routes**

## 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 on Figure 3-4, while Table 3-1 details each docking point within close proximity to the Site.



**Figure 3-4: Santander Cycle Docks**

**Table 3-1: Docking Points 500m from Site**

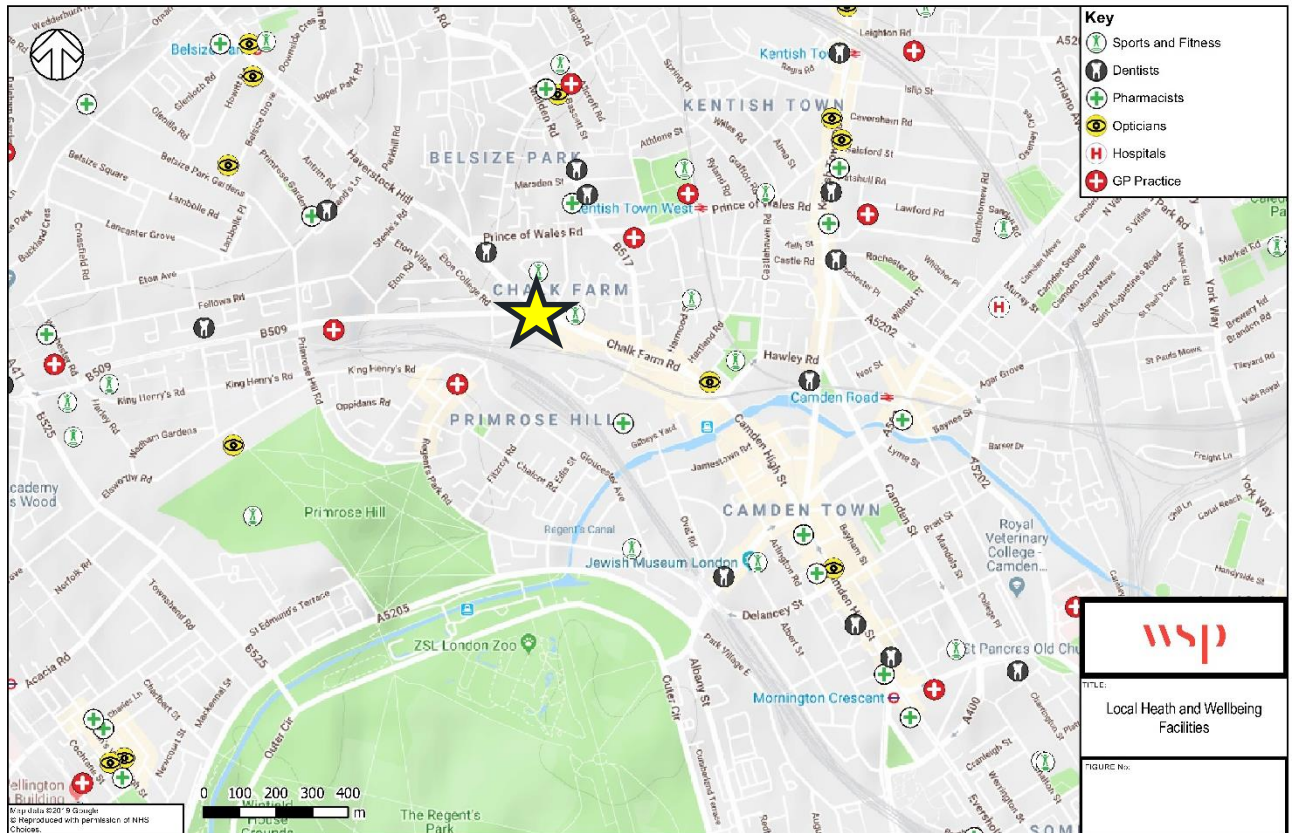
Docking Point Location	Number of Docking Points	Distance from Site	Walking time from Site
Castlehaven Road	29	600m	8 minutes
Hawley Crescent	20	800m	10 minutes
Arlington Road	24	800m	10 minutes
Parkway, Camden Town	33	1.2km	15 minutes
Gloucester Avenue, Camden Town	23	1.0km	12 minutes
The Regent's Park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





## HEALTH

- 3.4.5 The nearest pharmacy to the Site is Primrose Hill Surgery, located a 300m south or 4 minute walk away. The closest hospital to the Site is St Pancras Hospital located 1.3km or a 25 minute walk away, and there is an NHS Service Centre for Ageing and Mental Health situated at the same distance from the Site. There are also various opticians and dentists within a 10 minute walk.
- 3.4.6 Figure 3-6 overleaf illustrates the local health and wellbeing facilities surrounding the Site.

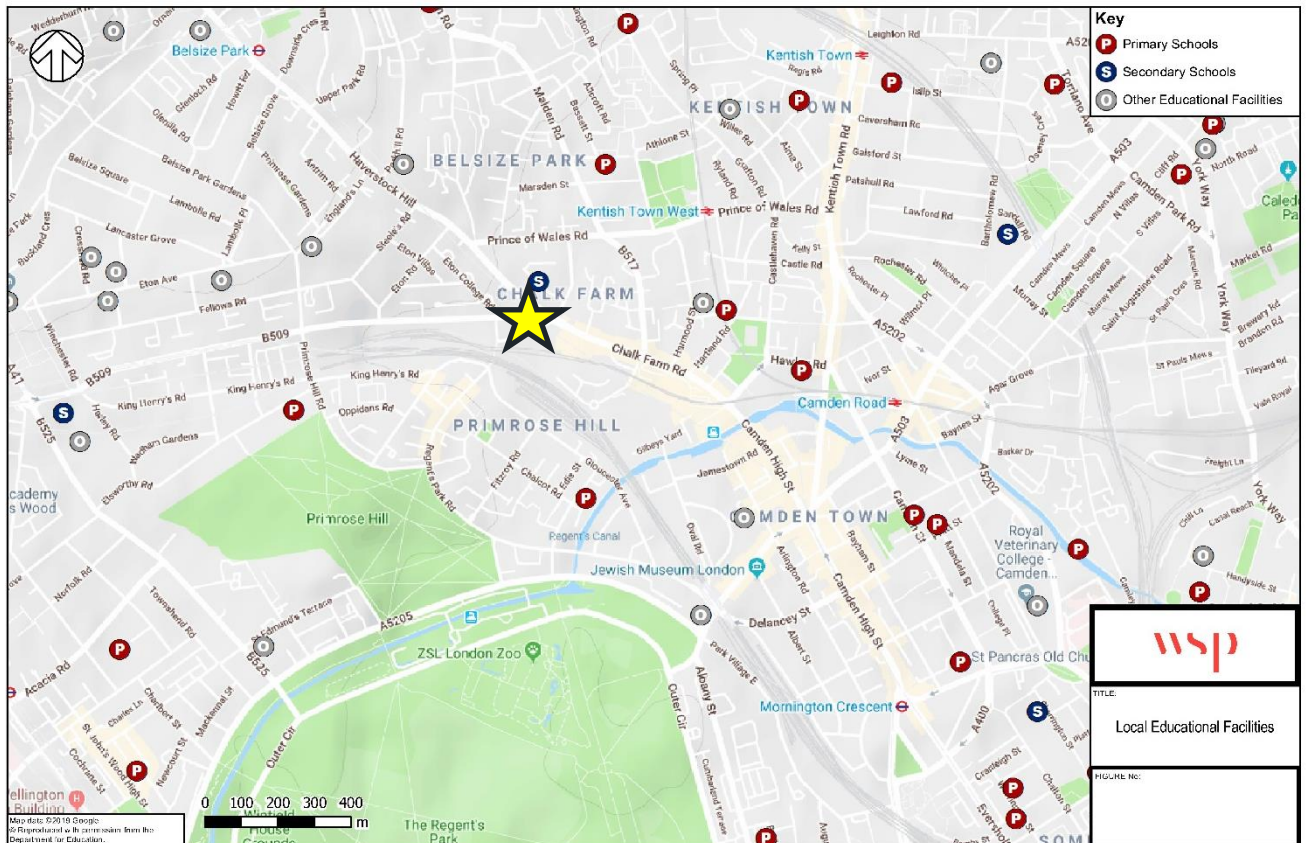


**Figure 3-6: Local Health and Wellbeing Facilities**



## EDUCATION

- 3.4.7 The nearest Primary School is Primrose Hill Primary School, which is located 805m south or a 9 minute walk away from the Site. Haverstock school is the closest secondary school, only 160m or a 3minute walk from the site. There are several other educational facilities within the vicinity of the Site, including other primary, secondary and private schools.
- 3.4.8 Figure 3-7 illustrates the local educational facilities in the area surrounding the Site.



**Figure 3-7: Local Educational Facilities**

## 3.5 BUS

- 3.5.1 There is a number of bus stops within close proximity to the Site served by numerous bus routes. These are located on Kentish Town Road and Camden Road, as shown in Figure 3-8. The nearest bus stop is adjacent to the Site and is served by bus routes 31, N28 and N31.

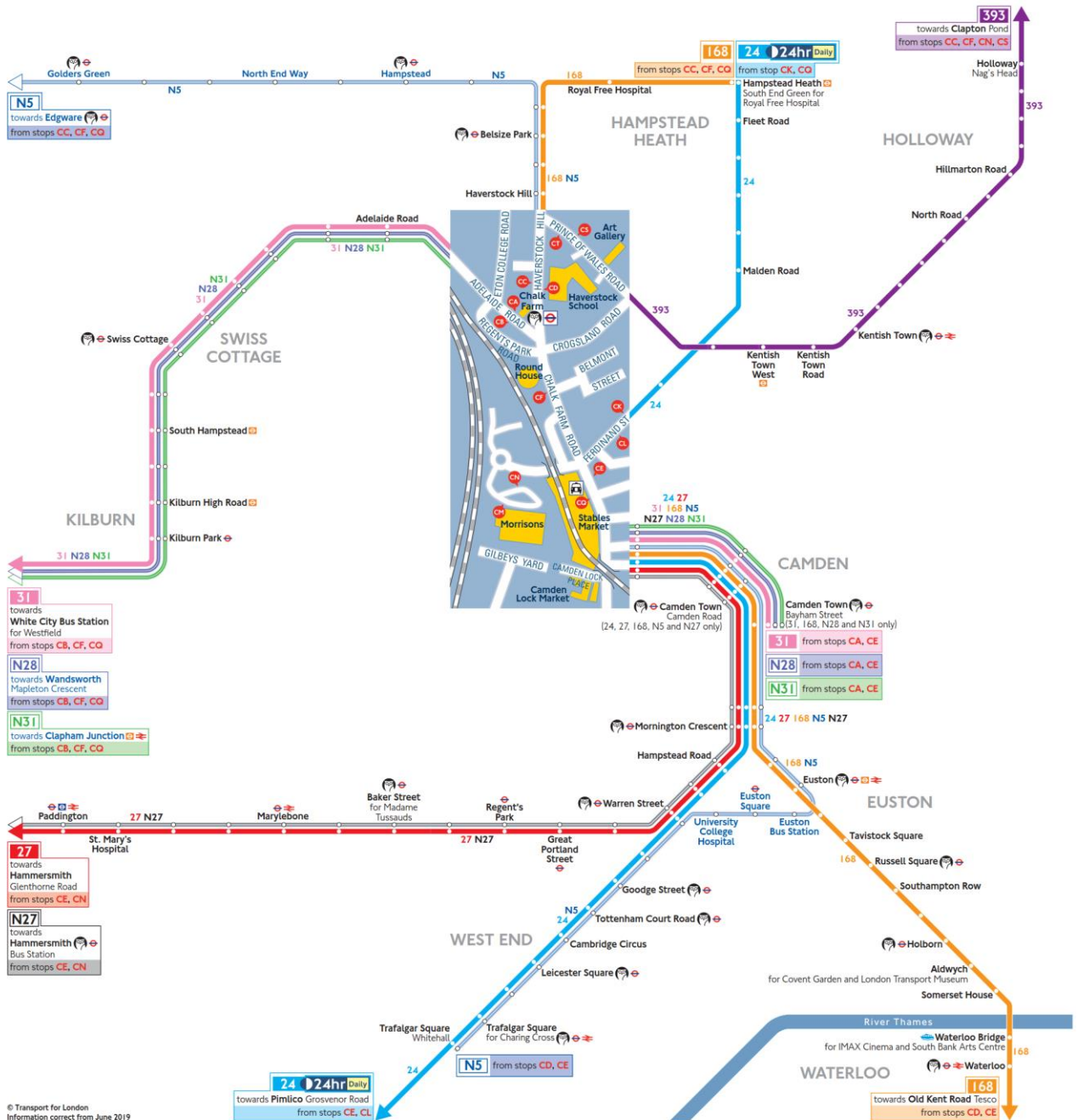


Figure 3-8: Local Bus Routes

**Table 3-2: Bus Route Summary**

Bus Service	Bus Stop	Route	AM Peak (08:00-09:00) Frequency	PM Peak (17:00-18:00) Frequency
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	-	-

Source: Transport for London (TfL)

## 3.6 UNDERGROUND

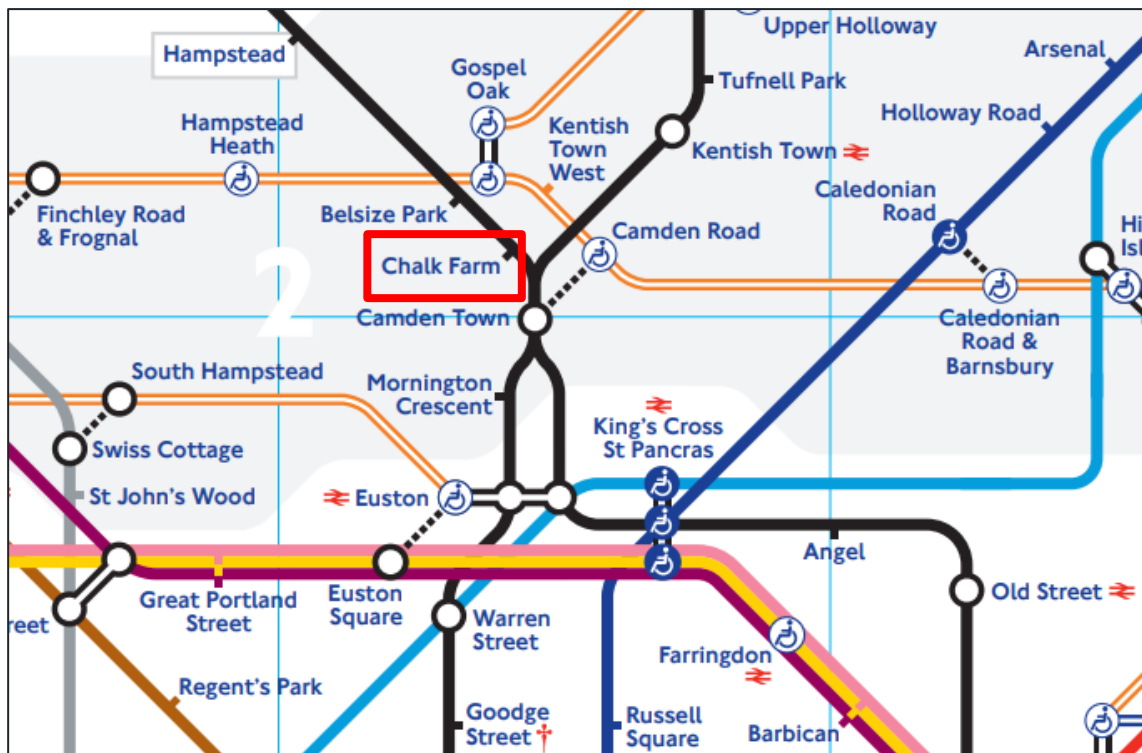
- 3.6.1 The nearest station is Chalk Farm Underground Station, which is located immediately north of the site. The LU station is served by the western branch of the Northern Line, as shown on Figure 3-9. The Site is located within Zone 2 and provides frequent and fast services into Central London. Table 3-3 summarises the frequencies and destinations for the weekday AM and PM Peak hours.



**Table 3-3: 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

Source: Transport for London (TfL)



**Figure 3-9: Local London Underground Services**

## 3.7 LONDON OVERGROUND

- 3.7.1 The nearest London Overground station is Kentish Town West Rail Station located approximately 650m in a north-eastern direction from the Site. Details of London Overground frequencies at the station are provided in Table 3-4.

**Table 3-4: London Overground Services at Kentish Town Station**

Direction	Destination	AM Peak Frequency (08:00-09:00)	PM Peak Frequency (17:00-18:00)
East Bound	Stratford	8	8
West Bound	Clapham Junction	4	4
	Richmond	4	4

Source: Transport for London (TfL)

## 3.8 RAIL

- 3.8.1 Euston Station is accessible within a 20 minute walk, at a distance of 1.6km south of the Site, with services by Virgin, West Midlands and Caledonian Sleeper Trains, in addition to a different branch of the London Overground. This provides connections to various locations, including Edinburgh, Manchester, Birmingham, Northampton and Watford junction.
- 3.8.2 Table 3-5 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.

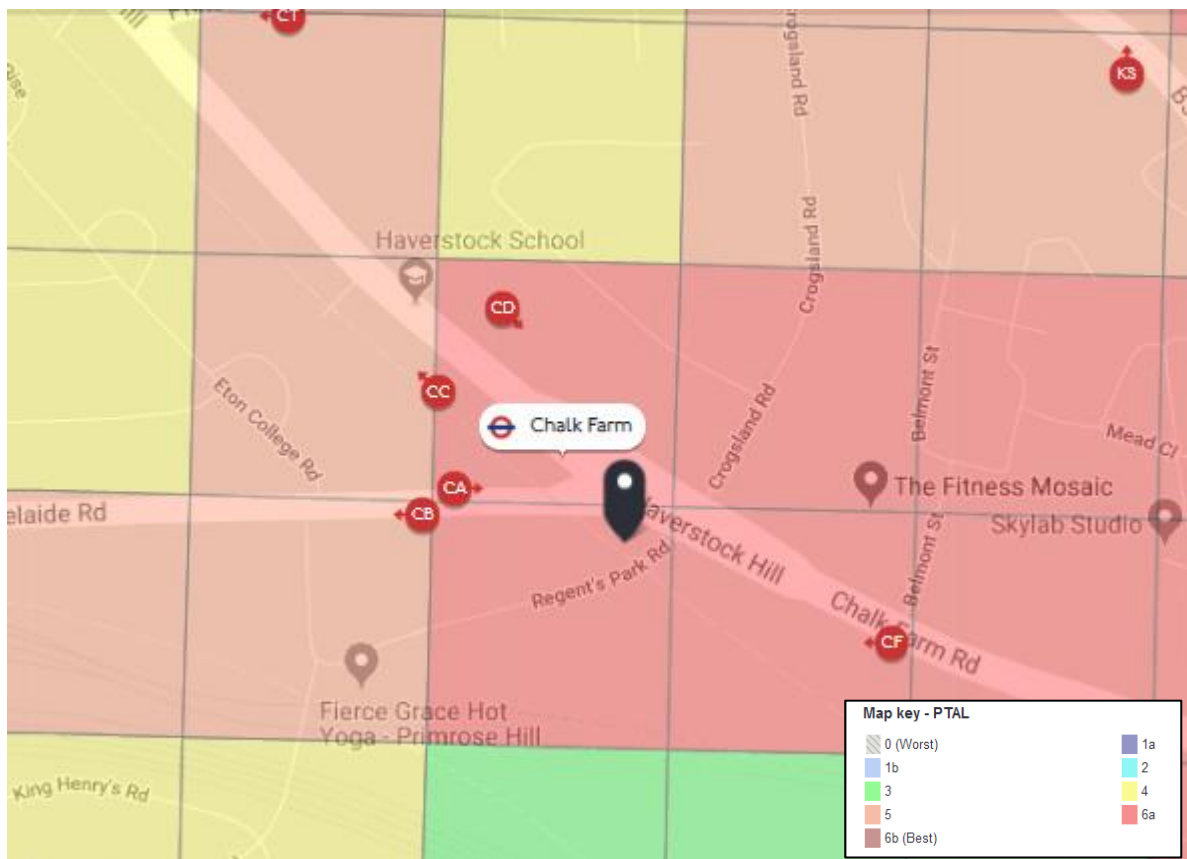
**Table 3-5: Rail Services at Euston Station**

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

Source: Transport for London (TfL)

## 3.9 PUBLIC TRANSPORT ACCESSIBILITY LEVEL (PTAL)

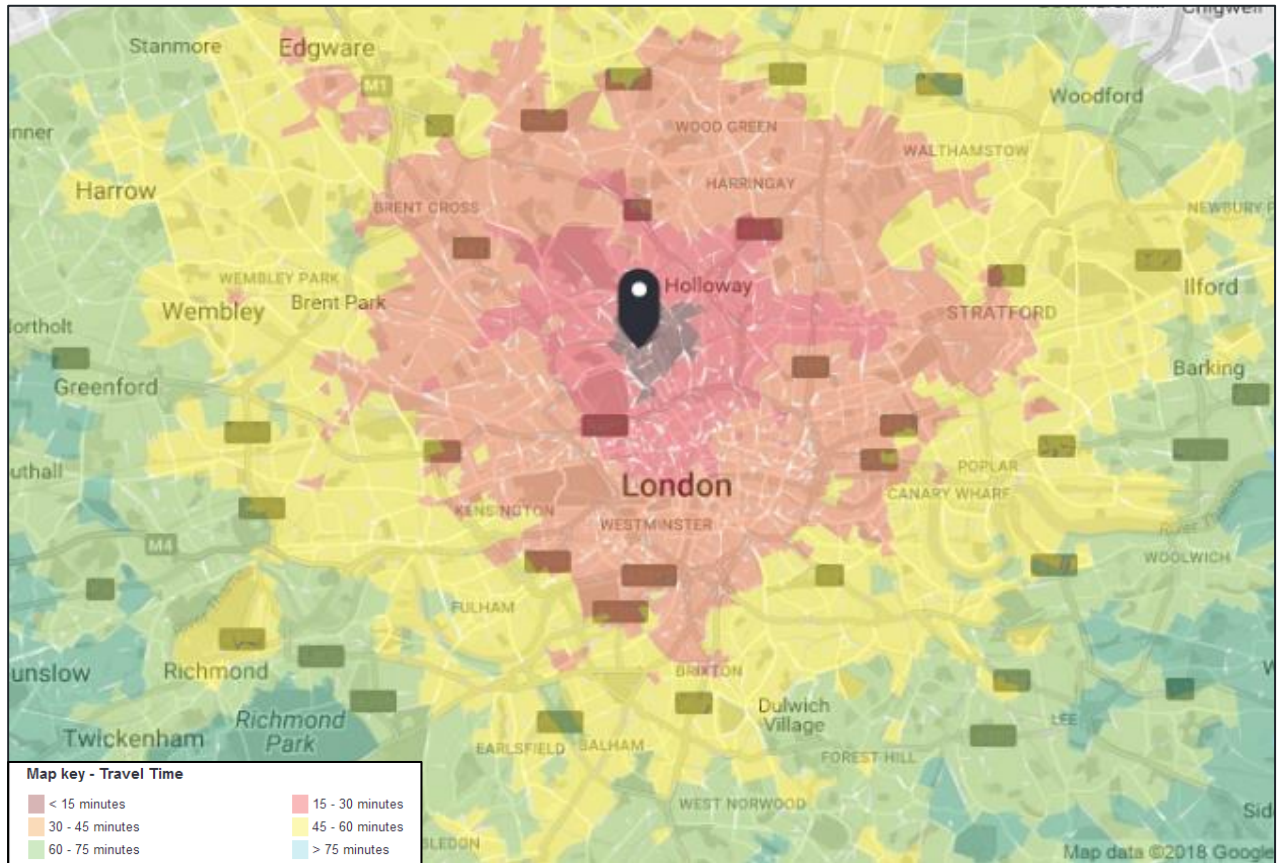
3.9.1 TfL's online WEBCAT tool shows the Site as having a PTAL of 6a as shown in Figure 3-10.



**Figure 3-10: PTAL Map**

### 3.10 TIME MAPPING (TIM)

3.10.1 The range and frequency of public transport services and existing connectivity is reflected in the TfL online time mapping calculator as shown in Figure 3-11.



**Figure 3-11: Time Mapping**

3.10.2 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.



## 3.11 HIGHWAY CONDITIONS

3.11.1 This section provides a description of the existing highway conditions in the vicinity of the Site, including a description of the local road network and a review of personal injury accident records.

### LOCAL HIGHWAY NETWORK

3.11.2 The local highway network surrounding the Site is shown in Figure 3-12. The Proposed Development is bound by Regent's Park Road to the south and Adelaide Road to the north.

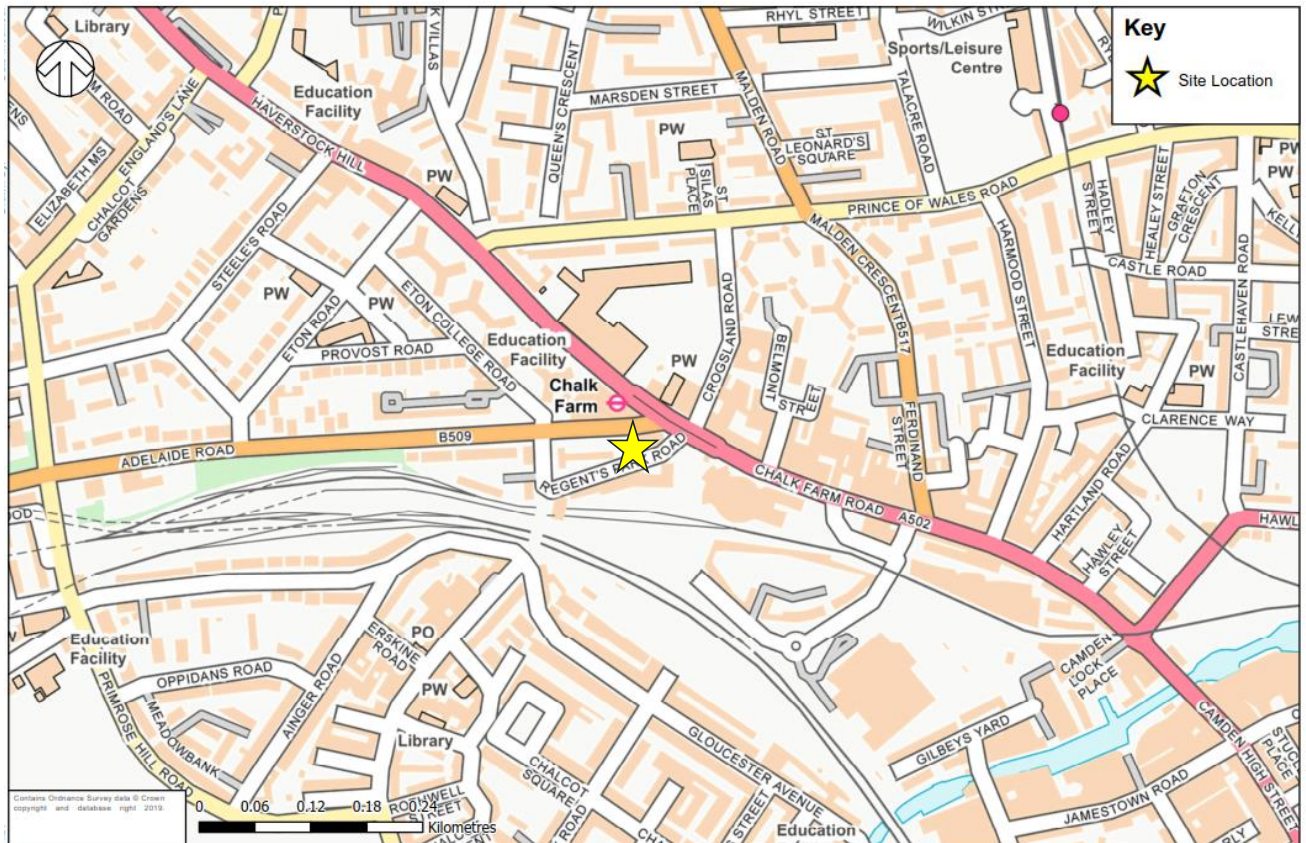
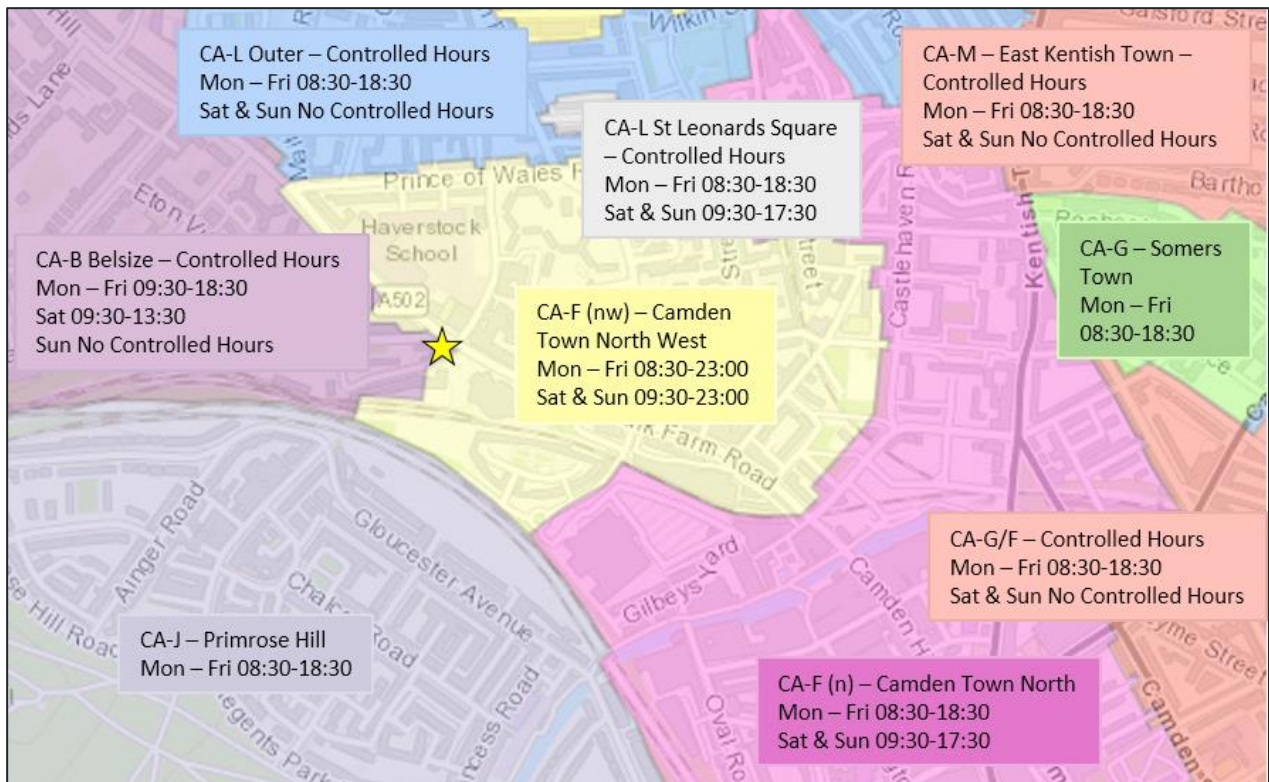


Figure 3-12: Local Highway Network Plan

## 3.12 ON-STREET PARKING AND LOADING RESTRICTIONS

- 3.12.1 The Site is within Camden Controlled Parking Zone CA-B Belsize, with adjacent streets in CA-F (nw) – Camden Town West. The CPZ around the Site provides a mixture of parking conditions 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.
- 3.12.2 A map of the CPZs is illustrated in Figure 3-13.



**Figure 3-13: Camden Controlled Parking Zones**

- 3.12.3 On Regent's Park Road, there is an east-bound cycle lane against the northern kerb, directly adjacent to the site. Parking is provided for c.15 vehicles further down on Regent's Park Road against the southern kerb. These parking bays are subject to 'CA-f (nw)' parking restrictions. No parking is provided in the vicinity of the site on Adelaide road.



### 3.13 CAR CLUB

3.13.1 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 3-14.

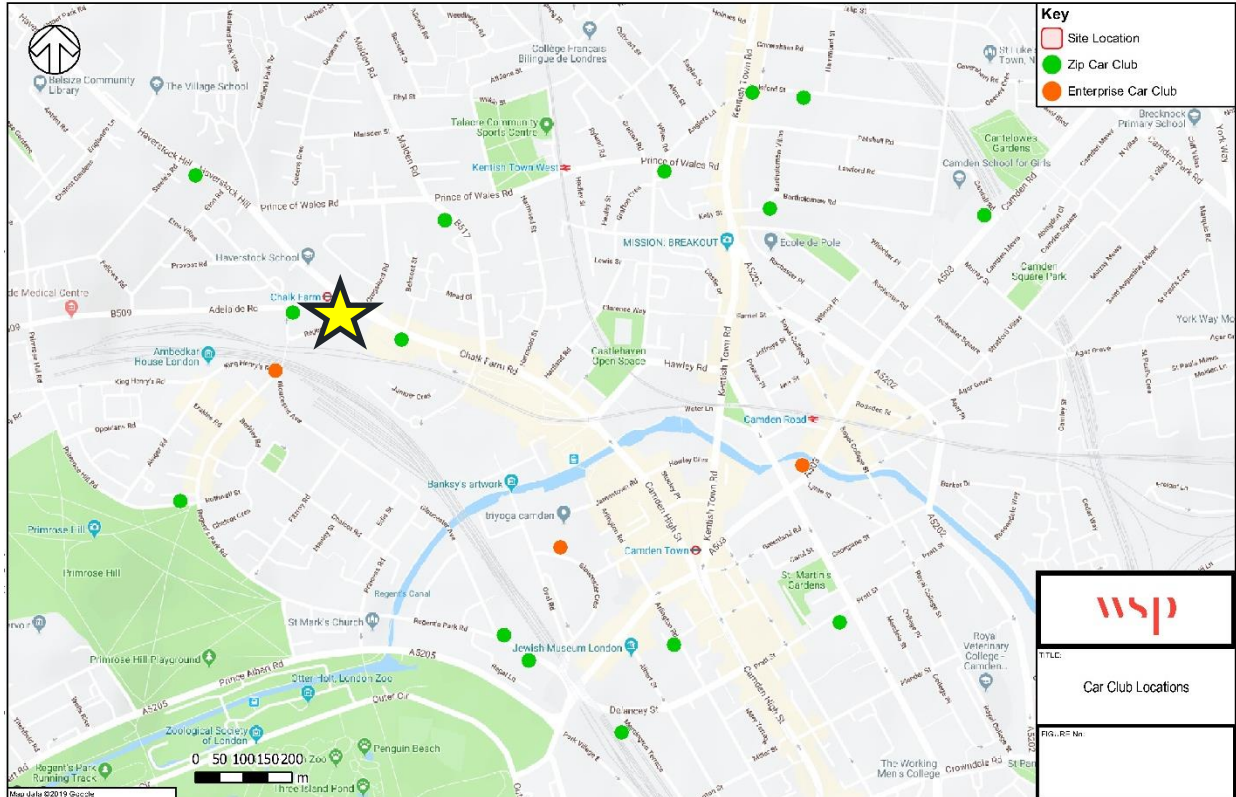


Figure 3-14: Car Club Locations

## 4 BASELINE TRAVEL DEMAND

### 4.1 SITE MONITORING

- 4.1.1 Given that the Proposed Development has not yet been constructed, it is not possible to undertake Site monitoring to establish baseline travel characteristics at this stage for all elements of the development.
- 4.1.2 The travel characteristics of occupants of the Proposed Development will however be monitored on a regular basis once the development is occupied. Travel surveys will be undertaken for the hotel land-use in accordance with the TRICS monitoring system that feeds into the TRICS survey database.
- 4.1.3 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 Co-ordinator (TPC).

### 4.2 BASELINE TRAVEL DEMAND

- 4.2.1 In the absence of existing travel survey data at the Site modal shares have been determined from the trip generation analysis and supplementary surveys derived within the Transport Assessment produced by WSP.

#### TRIP GENERATION

- 4.2.2 The total 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: Total Trip Generation**

Mode	AM (08:00-09:00)			PM (17:00-18:00)			Daily		
	In	Out	Total	In	Out	Total	In	Out	Total
Train / underground	4	6	10	14	11	25	169	161	330
Bus	1	1	2	3	2	5	32	31	63
Taxi	0	0	0	0	0	0	2	2	4
Motorcycle, scooter or moped	0	0	0	0	0	0	2	2	4
Driving a car or van	0	0	0	0	0	0	0	0	0
Passenger in a car or van	0	0	0	0	0	0	0	0	0
Bicycle	0	0	0	0	0	0	2	2	4
On foot	1	1	2	2	1	3	21	20	41
Other method of travel to work	0	0	0	0	0	0	0	0	0
<b>Total</b>	<b>6</b>	<b>8</b>	<b>14</b>	<b>19</b>	<b>15</b>	<b>34</b>	<b>228</b>	<b>218</b>	<b>446</b>



## 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 therefore has the following general objectives:
- To establish sustainable travel principles for the development as a whole;
  - To facilitate tailored travel information;
  - To encourage healthy and active travel;
  - To reduce local congestion;
  - To minimise single occupancy vehicle and taxi trips;
  - To support car free lifestyles; and
  - To raise awareness of sustainable modes of transport available for visitors and employees 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 naturally travel to and from the Site via sustainable modes of transport. Instead, given the proposed cycle parking provision, it is proposed that the target will focus primarily on cycling to and from the Site. It should be noted that due to the high public transport accessibility, car-free nature of the development and the expected high levels of walking from the outset, mode share targets have not been set for walking, but rather the target will be for the baseline walking mode share to be maintained following occupation.
- 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
Walking	Maintain baseline walking mode share following occupation		

- 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 are potentially set for the commercial elements:

- Appointment of a Travel Plan Coordinator (TPC) by the Facilities Management company prior to occupation of the development;
- 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;
- Provide of long-stay and short-stay cycle parking spaces in line with the Publication London Plan;
- Provide changing facilities and lockers for hotel staff;
- Promote to occupiers the benefits of offering cycle to work schemes to employees;
- Promote to occupiers the benefits of flexible working practices; and
- Undertake travel surveys at years one, three and five after initial occupation.

## **6 TRAVEL PLAN MANAGEMENT**

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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:
- Giving a ‘human face’ to the Travel Plan – explaining its purpose and the opportunities on offer;
  - Helping establish and promote the individual measures in the plan;
  - 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; and
  - 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 AND FUNDING**

- 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 planning condition for the 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 conditions.

## 7 PACKAGE OF MEASURES

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### 7.1 INTRODUCTION

7.1.1 This section outlines the measures which will be implemented on-site in order to achieve the objectives. These measures form the core of the Travel Plan. The measures have been grouped into three types as follows and considers in turn in the following sections:

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

7.1.2 All occupiers of the Proposed Development will be covered by site-wide measures. Hotel visitors and Employees will benefit from the site-wide measures being implemented.

7.1.3 The overarching measures which are to be implemented are detailed below. Additional measures that are specific to each of the occupiers (once known) will be provided within individual occupier Travel Plans.

### 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 and will be funded by the Applicant.

#### **CAR PARKING PROVISION**

7.2.2 There are currently no car parking spaces proposed. One blue badge parking space will be provided on-street for the hotel use.

#### **CYCLE PARKING PROVISION**

7.2.3 Long-stay cycle parking will be provided in secure location located in the courtyard of the site to the north of the site. A total of 4 cycle parking spaces will be provided for the hotel cycle store including one DDA compliant cycle parking space

7.2.4 A total of 4 short stay cycle parking spaces will be provided to the south of the site.

#### **FACILITIES FOR ACTIVE MODES**

7.2.5 Changing facilities and lockers will be provided for hotel staff to encourage active travel modes.

### 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. Details of possible key services are set out below:

## **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:

- 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 further information such as TfL's Journey Planner website and mobile applications could also be provided;
- 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;

- 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.
- 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).
- 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 could be available electronically via the TPC and will be updated regularly.

### **NOTICE BOARDS**

7.4.5 Notice boards providing travel information to employees within 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 for visitors.

## 8 MONITORING & 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 annual 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 LBC 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 to be TRICS compliant such that the surveys could be incorporated into the database. The surveys will comprise the following components:
- Questionnaire surveys of employees undertaken through the different occupier TPRs;
  - Pedestrian counts at the pedestrian accesses;
  - Cyclist counts at the cycle accesses; and
  - Servicing monitoring information to be provided by the off-site delivery consolidation centre, which will regularly collect servicing vehicle.
- 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; and
  - Future proposals for further refinement of the Travel Plan if required.
- 8.2.5 The monitoring report will be submitted to the LBC 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 the LBC travel planning officer within one month of the survey being undertaken. The TPC and officers of LBC will then review the results and, if appropriate, revise the targets and measures accordingly for the following 24 month period. The results of the travel survey and 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 9-1 including tasks, intended implementation dates and responsibilities.
- 8.3.2 The Action Plan is intending to be a live plan to be 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 9-1: Workplace Action Plan**

Action	Target (values)	Funding	Indicator/ measured by	Responsibility
<b>Prior to Occupation</b>				
Appointment of TPC	N/A	Developer	Appointment of TPC	Developer
Agree Travel Plan Objectives and Targets with LBC	N/A	Developer	Agreement being reached with Camden	TPC
Agree Travel Plan Measures and Travel Leaflet with LBC	N/A	Developer	Agreement being reached with Camden	TPC
Provision of cycle parking secured through planning	Provision of short and long stay cycle parking spaces in line with the Publication London Plan standards	Developer	Completion of short and long stay cycle parking	Developer
Provision of active mode facilities	Changing facilities and lockers	Developer	Completion of facilities available for employee use	Developer
<b>Upon Occupation and throughout duration of Travel Plan</b>				
Dissemination of the Travel Leaflet to each workplace	N/A	Facilities Management	Travel Leaflet sent electronically	TPC



Install and update employee notice board	N/A	Facilities Management	Notice boards installed	Developer / TPC
Promote Cycle to Work scheme to employers	N/A	Facilities Management	Evidence of promotion activity/ uptake	TPC
<b>Year 1 Survey (one year after first Occupation)</b>				
Undertake initial travel surveys	N/A	Facilities Management	Receipt of survey results	TPC
Agree target values for mode split with LBC	Target subject to negotiations with Camden	Facilities Management	Receipt of written agreement of targets.	TPC
<b>Years 3 and 5 Surveys</b>				
Undertake travel surveys and analysis every two years for the duration of the monitoring period and discuss results with LBC	N/A	Facilities Management	Receipt of survey results	TPC



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