



Grand Union House
Travel Plan
February 2021



Camden Mixed Developments Limited

GRAND UNION HOUSE

Framework Travel Plan





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1 INTRODUCTION

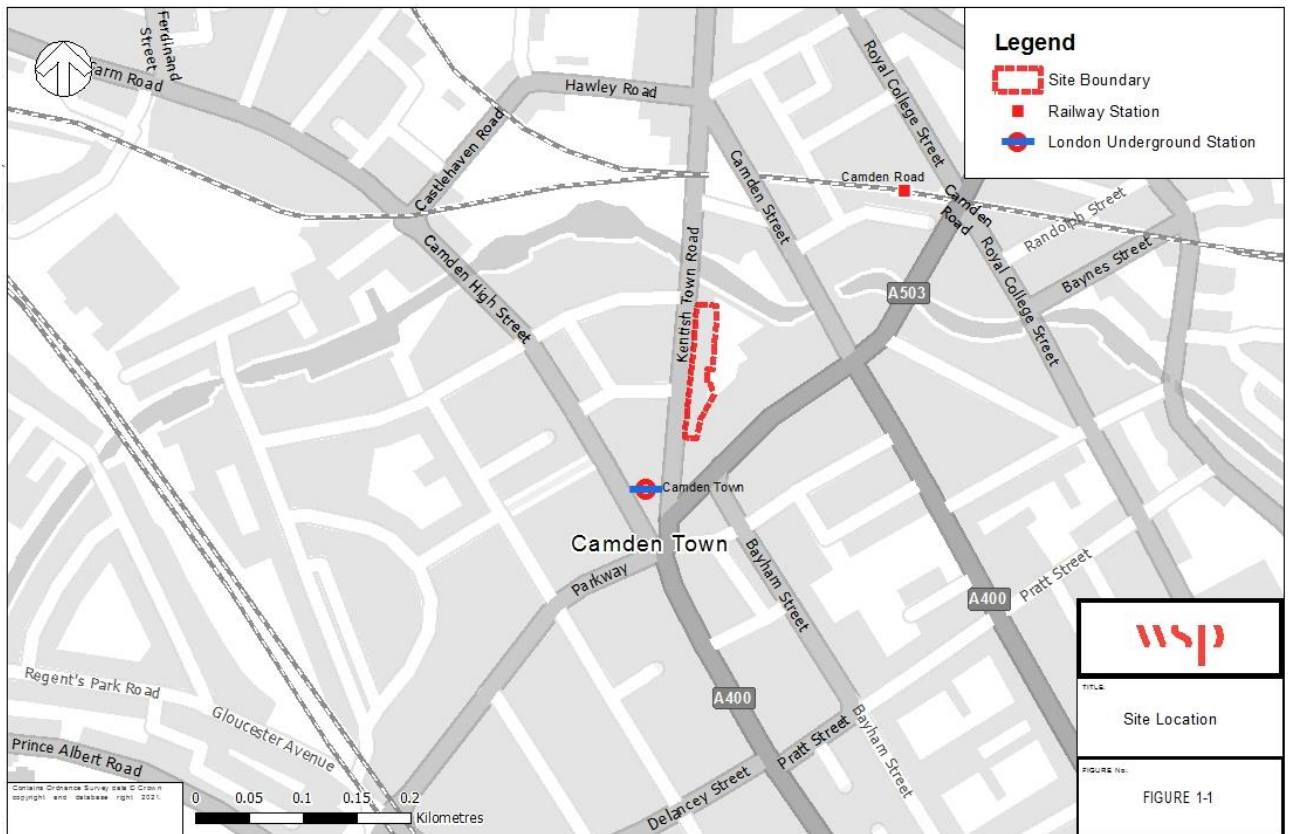
1.1 APPOINTMENT

- 1.1.1. This Framework Travel Plan (FTP) is submitted in support of a detailed planning application ('the Application') made on behalf of Camden Mixed Developments Limited ('the Applicant') for the adaptive re-use, alterations and extensions ('the Proposed Development') to Grand Union House, 16-20 Kentish Town Road, London ('the Site'), located in the London Borough of Camden (LBC).
- 1.1.2. This report has been prepared in accordance with current DfT, TfL and LBC 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 DESCRIPTION

- 1.2.1. The Site is located on Kentish Town Road, Camden Town. LBC is the local planning authority and the local highway authority. The Site location is shown in **Figure 1-1**.

Figure 1-1 - Site Location



- 1.2.2. The Site is accessed via Kentish Town Road with a further pedestrian access from Camden Road. The existing building is an office building within a retail unit and a retail bar at ground floor level.

1.3 DEVELOPMENT PROPOSALS

- 1.3.1. The Proposed Development would comprise of the part-demolition, re-build and upward extension to provide additional Class E office and commercial floorspace, six residential units (Class C3), new areas of landscaping and public realm.
- 1.3.2. Cycle parking spaces will be provided in line with the minimum Publication London Plan (December 2020) standards.

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: Planning Policy and Guidance;
- Section 3: Baseline Accessibility;
- Section 4: Travel Demand;
- Section 5: Objectives and Targets;
- Section 6: Travel Plan Strategy;
- Section 7: Residential Travel Plan Measures; and
- Section 8: Monitoring and Review.

2 PLANNING POLICY

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 Practice Guidance (2018);
- Good Practice Guidelines: Delivering Travel Plans through the Planning Process (2009);
- The 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 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 2018 version.
- 2.2.2. Planning law requires that applications for planning permission be determined in accordance with the development plan, unless material considerations indicate otherwise. *The NPPF must be taken into account in preparing the development plan and is a material consideration in planning decisions.*
- 2.2.3. The purpose of the planning system is to contribute to the achievement of sustainable development. At a very high level, the objective of sustainable development can be summarised as *meeting the needs of the present without compromising the ability of future generations to meet their own needs.*
- 2.2.4. Achieving sustainable development means that the planning system has three overarching objectives, which are interdependent and need to be pursued in mutually supportive ways (so that opportunities can be taken to secure net gains across each of the different objectives):
- An economic objective – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;
 - A social objective – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being; and
 - An environmental objective – to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.

- 2.2.5. 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.
- 2.2.6. Planning policies should:
- Support an appropriate mix of uses across an area, and within larger scale sites, to minimise the number and length of journeys needed for employment, shopping, leisure, education and other activities;
 - Be prepared with the active involvement of local highway authorities, other transport infrastructure providers and operators and neighbouring councils, so that strategies and investments for supporting sustainable transport and development patterns are aligned;
 - Identify and protect, where there is robust evidence, sites and routes which could be critical in developing infrastructure to widen transport choice and realise opportunities for large scale development;
 - Provide for high quality walking and cycling networks and supporting facilities such as cycle parking (drawing on Local Cycling and Walking Infrastructure Plans); and
 - Provide for any large-scale transport facilities that need to be located in the area, and the infrastructure and wider development required to support their operation, expansion and contribution to the wider economy. In doing so they should take into account whether such development is likely to be a nationally significant infrastructure project and any relevant national policy statements.
- 2.2.7. If setting local parking standards for residential and non-residential development, policies should take into account: a) the accessibility of the development; b) the type, mix and use of development; c) the availability of and opportunities for public transport; d) local car ownership levels; and e) the

need to ensure an adequate provision of spaces for charging plug-in and other ultra-low emission vehicles.

- 2.2.8. Maximum parking standards for residential and non-residential development should only be set where there is a clear and compelling justification that they are necessary for managing the local road network, or for optimising the density of development in city and town centres and other locations that are well served by public transport. In town centres, local authorities should seek to improve the quality of parking so that it is convenient, safe and secure, alongside measures to promote accessibility for pedestrians and cyclists.
- 2.2.9. The document also provides details on what development applications should provide:
- 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.
- 2.2.10. Plans and decisions should apply a presumption in favour of sustainable development. For decision-taking this means:
- approving development proposals that accord with an up-to-date development plan without delay; or
 - where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, granting permission unless:
 - *the application of policies in this Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or*
- any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole*
- 2.2.11. Travel Plans (TPs) should be provided for all developments that generate significant amounts of movement.

NATIONAL PLANNING PRACTICE GUIDANCE (2018)

- 2.2.12. The National Planning Practice Guidance was published in 2012 and revised in 2018, offering updated and revised guidance on planning where necessary.
- 2.2.13. The online version allows stakeholders to be altered in real time when future amendments to individual policies are made, thereby ensuring that the most up-to-date guidance documents are available. The NPPG provides additional guidance to supplement the planning policies contained in the NPPF.
- 2.2.14. The NPPG provides additional guidance to supplement the planning policies contained in the NPPF.

2.2.15. The NPPG provides clarity on the role, function and structure of the Transport Assessments and Travel Plans:

Transport Assessments and Statements are ways of assessing the potential transport impacts of developments and they may propose mitigation measures to promote sustainable development. Where that mitigation relates to matters that can be addressed by management measures, the mitigation may inform the preparation of Travel Plans.

2.2.16. Travel Plans, Transport Assessments and Statements can positively contribute to:

- Encouraging sustainable travel;
- Lessening traffic generation and its detrimental impacts;
- Reducing carbon emissions and climate impacts;
- Creating accessible, connected, inclusive communities;
- Improving health outcomes and quality of life;
- Improving road safety; and
- Reducing the need for new development to increase existing road capacity or provide new roads.

2.2.17. They support national planning policy which sets out that planning should actively manage patterns of growth in order to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable.

GOOD PRACTICE GUIDELINES: DELIVERING TRAVEL PLANS THROUGH THE PLANNING PROCESS - DFT (2009)

2.2.18. 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.

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

2.2.20. 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.

2.2.21. 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'.

2.2.22. 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

The travel plan pyramid



2.2.23. 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

THE PUBLICATION LONDON PLAN (2020)

- 2.3.1. The Publication London Plan sets out to ensure that London's transport is easy, safe and convenient for everyone and encourages cycling, walking and the use of electric vehicles.
- 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 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 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 TfL 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.
- 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 Transport Assessments 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. The Publication London Plan focuses heavily on improving infrastructure and facilities for cycling and subsequently increasing its mode share across the city. 'Policy T5 Cycling' recognises that access to secure cycle parking is vital to achieve these goals and as such, all new development in the city must provide convenient and accessible cycle parking in line with minimum standards. Regarding short-stay cycle parking, this must be convenient and readily accessible.
- 2.3.8. It is acknowledged that the dominance of vehicles on streets is a significant barrier to walking and cycling and reduces the appeal of streets as public places. To manage London's road network, align with the Healthy Streets Approach and ensure that people and businesses can move about the city as the population grows, new car parking provision must be carefully controlled.
- 2.3.9. The minimum Cycle parking standards are provided in **Table 2-1**.

Table 2-1 - Minimum Cycle Parking Standards

Land Use	Long-stay requirements	Short-stay requirements
Retail Space	1 space per 175 sqm (GEA)	First 750 sqm: 1 space per 20sqm; Thereafter: 1 space per 150sqm (GEA)
Non- Retail Space	First 1000 sqm: 1 space per 250 sqm; Thereafter: 1 space per 1000 sqm (GEA)	First 750 sqm: 1 space per 60sqm; Thereafter: 1 space per 500sqm (GEA)
Office Space	1 space per 75sqm (GEA)	First 500sqm: 1 space per 500sqm Thereafter: 1 space per 5,000sqm (GEA)
Residential dwellings	1 space per studio or 1 person 1 bedroom dwelling, 1.5 spaces per 2 person 1 bedroom dwelling 2 spaces per all other dwellings	5 to 40 dwellings: 2 spaces Thereafter: 1 space per 40 dwellings

- 2.3.10. 'Policy T6 Car Parking' states that parking should be restricted in line with existing and future public transport accessibility and connectivity. Car-free development should be targeted in places that are well-connected.
- 2.3.11. The maximum parking standards for retail, office and residential land uses are mentioned in **Table 2-2**.

Table 2-2 - Maximum car parking provision

Land Use	Maximum provision
Retail and non-retail	Central Activities Zone and all areas of PTAL 5-6 – Car-free
Office	Inner London – Car-free
Residential	All areas of PTAL 5-6 – Car-free

TRAVEL PLANNING FOR NEW DEVELOPMENT IN LONDON (NOVEMBER 2013)

- 2.3.12. In November 2013 TfL published the new guidance on the requirements for travel plans for new developments in London.
- 2.3.13. 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
Food / non-food retail	>=20 staff but less than 1,000 m2	>=1,000m2
Food/ drink retail	>=20 staff but less than 750m2	>=750m2
Office	>=20 staff but less than 2,500m2	>=2,500m2
Industrial	>=20 staff but less than 2,500m2	>=2,500m2
Residential	Between 50 and 80 units	>= 80 units

- 2.3.14. The Proposed Development exceeds the full Travel Plan thresholds for retail and office land uses. TfL's guidance sets out that:

“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.

- 2.4.2. 'Policy T1 Prioritising walking, cycling and public transport' promotes improvement of pedestrian environment, by high quality public realm improvements, safe crossings and adequate light. Safe and accessible cycle environment to provide high quality, convenient Cycle Super Highways, Quietway Network, and Central London Grid. Development towards improvements of bus network infrastructure for public transport and appropriate provision of interchanges is promoted.
- 2.4.3. 'Policy T2 Parking and car-free development' states to limit the availability of parking and require all new developments in the borough to be car-free.
- 2.4.4. 'Policy T3 Transport Infrastructure' seeks to improve transport infrastructure by protecting existing and proposed infrastructure, particularly routes and facilities for waling, cycling and public transport, from removal or severance.
- 2.4.5. The Proposed Development is in line with the policies laid in the document.

CAMDEN PLANNING GUIDANCE (JANUARY 2021)

- 2.4.6. Camden Planning Guidance (CPG) on Transport was prepared to support the policies in the Camden Local Plan 2017. The guidance is therefore consistent with the Local Plan and forms a Supplementary Planning Document (SPD) which is an additional “material consideration” in planning decisions. This document was adopted in 15th January 2021 following public consultation and replaced the Transport CPG (March 2019) which replaced Camden Planning Guidance 7: Transport (September 2011). The document provides guidance on what Travel Plans should include, depending on the land use type.
- 2.4.7. The document gives guidance on the scale of development that is likely to generate the requirements of a Travel Plan. The relevant threshold to the development is mentioned in **Table 2-4**.

Table 2-4 - Threshold to the Development

Land Use	Local Level Travel Plan	Strategic Level Travel Plan
Food / non-food retail	More than 20 staff but less than 1,000sqm	Equal or more than 1,000sqm
Office	More than 20 staff but less than 2,50sqm	Equal or more than 750sqm
Residential	Between 50 and 80 units or where justified by travel demand or transport conditions	Equal or more than 80 units or where justified by travel demand or transport conditions

- 2.4.8. 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:
 - corporate/management support and commitment;
 - designated travel co-ordinator;

- consultation on the plan;
- staff travel surveys - baseline & monitoring;
- targets – challenging but achievable;
- promotion of the package to the workforce; and
- monitoring – on-going, to check and maintain progress and development.

2.4.9. Residential Travel Plans also aim to bring safer and more sustainable transport for the whole community. As explained in the guidance, it “*provides a mechanism for setting out how the various parties (including the developer and future occupiers) can work together in partnership to encourage sustainable travel patterns*”. The main objectives of a residential travel plan are to:

“Address residents' need for access to a full range of facilities for work, education, health, leisure, recreation and shopping. In some cases, this will mean providing facilities that reduce the need to travel, such as a local shop;

Reduce the traffic generated by the development to a significantly lower level of car trips than would be predicted for the site without the implementation of the travel plan;

Promote healthy lifestyles and sustainable, vibrant local communities;

Encourage good urban design principles that open up the permeability of the development for walking and cycling linked to the design and access statements; and

Address specific problems identified in the site's Transport Assessment - for example, a road safety problem that prevents children or older people from gaining access to key facilities.”

3 BASELINE CONDITIONS

3.1 INTRODUCTION

3.1.1. The Site benefits from a range of good public transport services and being located close to a range of local amenities. These will be discussed in turn for each mode.

3.2 LOCAL HIGHWAY NETWORK

3.2.1. The local highway network surrounding the Site is shown in **Figure 3-1**. The Proposed Development is located on Kentish Town Road linking to the B518 to the north and Camden High Street to the south. The local road network has a large one-way network in operation as illustrated on **Figure 3-2**.

Figure 3-1 – Local Highway Network Plan

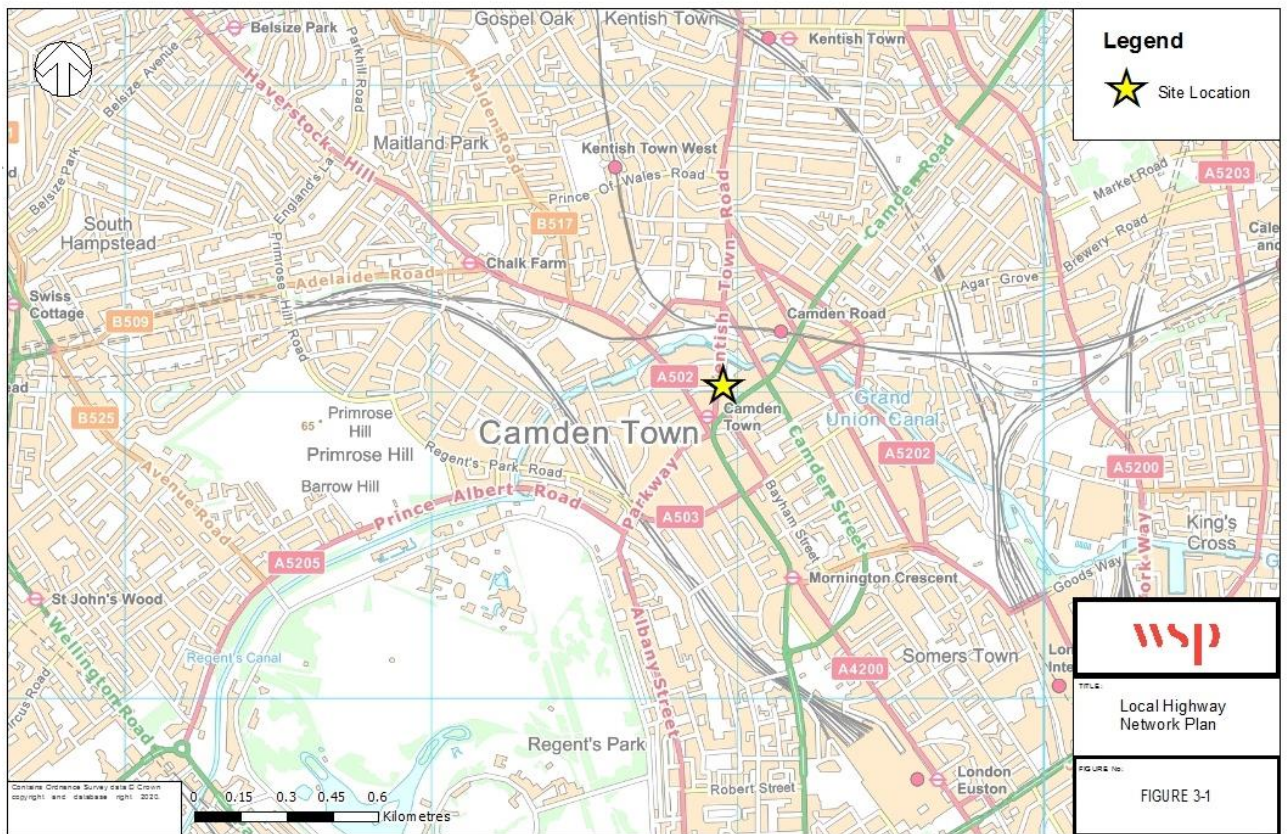
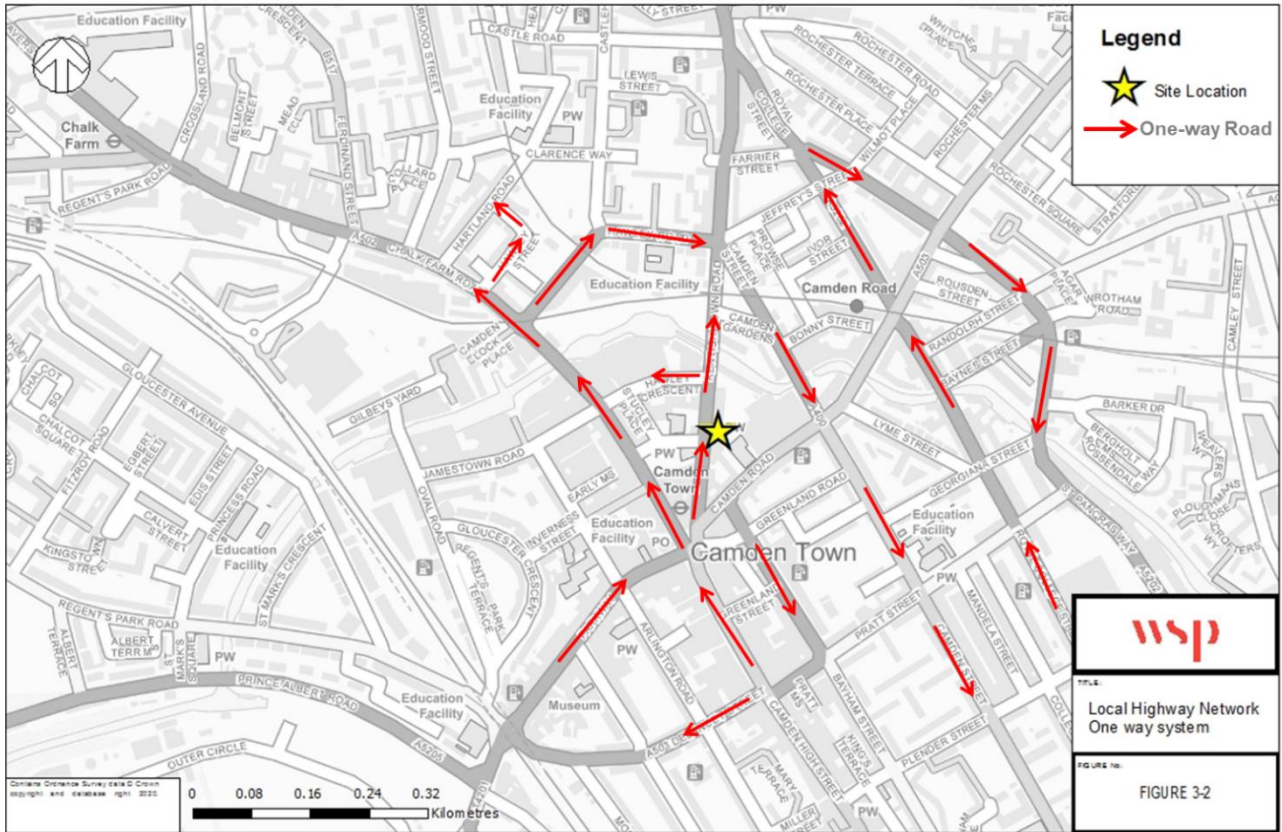


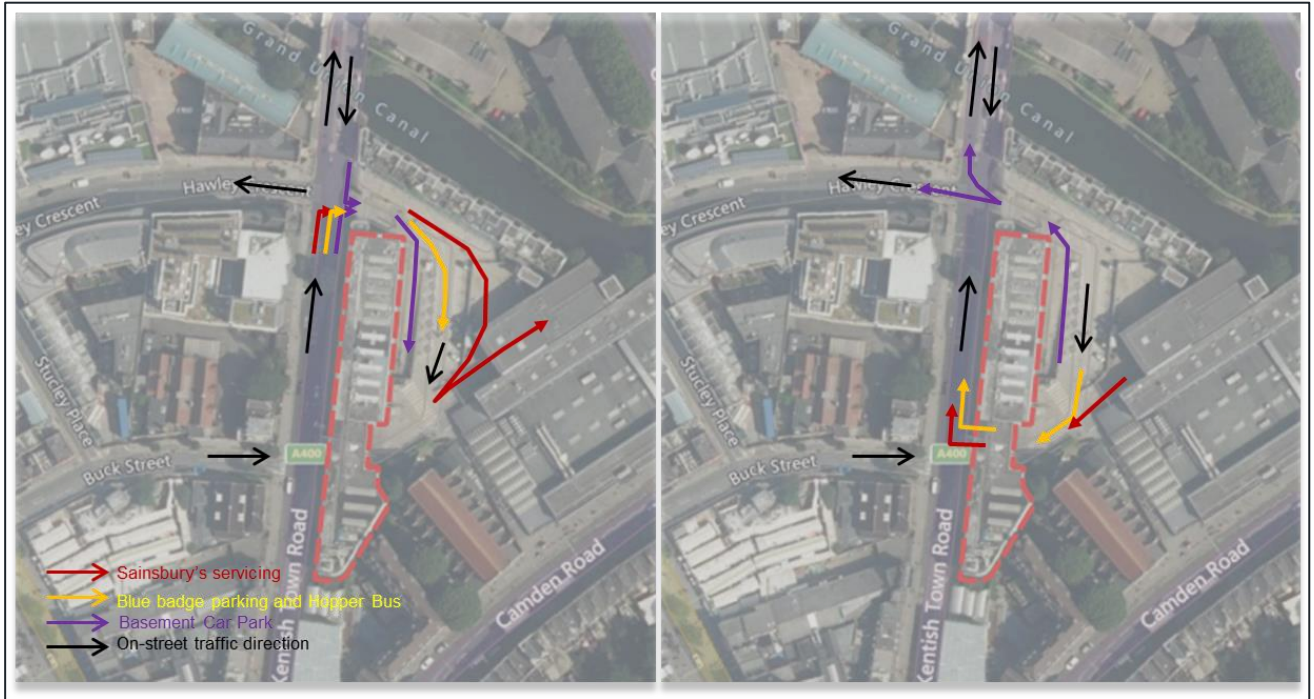
Figure 3-2 – Local Highway Network One Way System



Vehicle Access

- 3.2.2. There are two vehicle access junctions to the existing Site from Kentish Town Road:
- A North Access Junction at the signalised junction of Kentish Town Road and Hawley Crescent, which services as an access for all vehicles (basement car park, surface level wheelchair car parking, and Sainsbury’s servicing including articulated HGVs). It also services as an egress for cars from the basement car park; and
 - A South Access Junction is an egress only for the surface level Blue Badge car parking and Sainsbury’s servicing. The egress route passes underneath Grand Union House at ground floor level.
- 3.2.3. The existing street network and vehicle access arrangements are summarized in **Figure 3-3**.

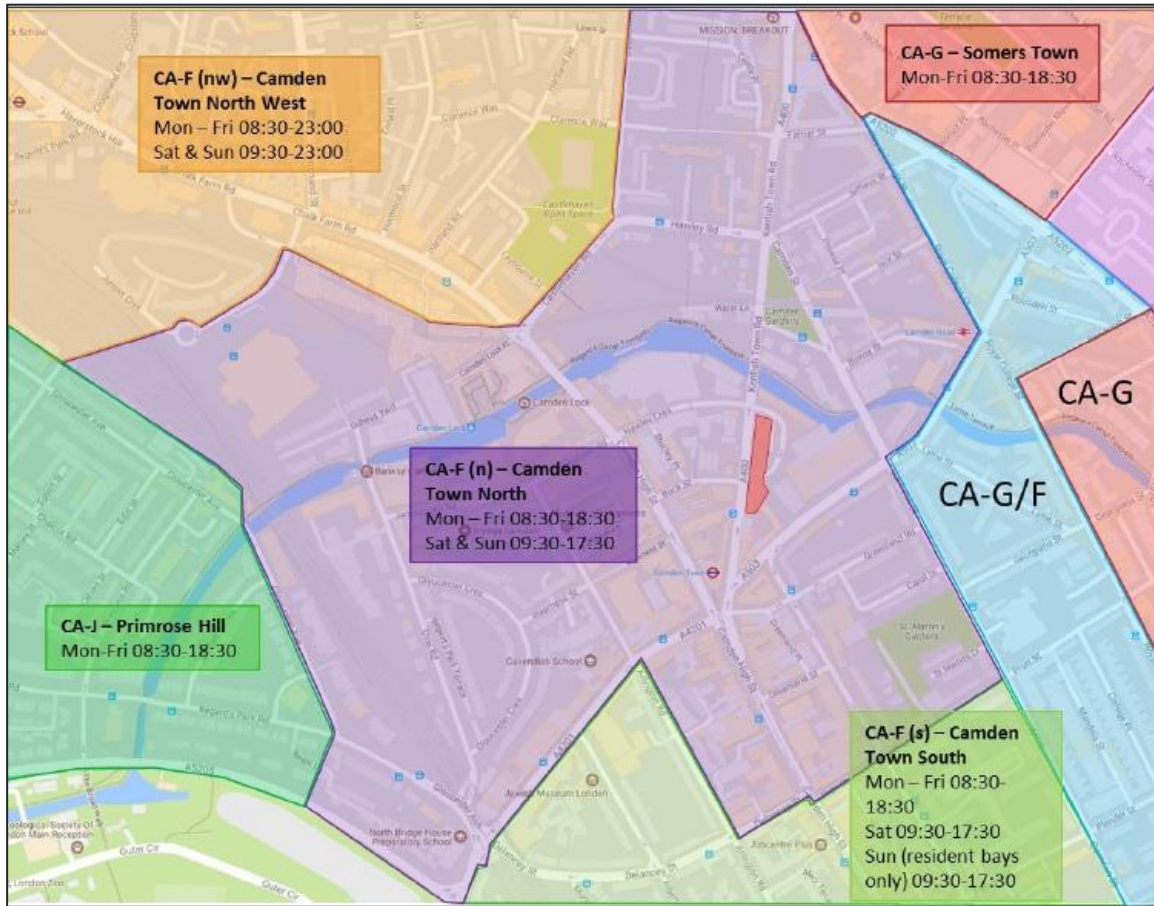
Figure 3-3 – Street Network and Vehicle Arrangement Plan



On-street parking and loading restrictions

- 3.2.4. The Site is within Camden Controlled Parking Zone CA-F (n) – Camden Town North. Permit holders of CA-F are allowed to park within all CA-F Controlled Parking Zones (CPZs), regardless of the sub-area their permit is specific too. The CPZ around the Site provides a mixture of parking conditions which are operational within the hours of 08:30-18:30 Monday to Friday and between 09:30-17:30 on Saturdays and Sundays.
- 3.2.5. A map of the CPZs is illustrated in **Figure 3-4**.

Figure 3-4 – Camden Controlled Parking Zones



3.2.6. There are currently six ‘pay and display’ 6m parking bays located at the northern end of the Site on Kentish Town Road and four ‘pay and display’ 6m parking bays located on the southern end of the Site on Kentish Town Road as shown in **Figure 3-5**. These parking bays are subject to CA-f (n) parking restrictions from 8:30 am to 6.30 pm during weekdays and from 9:30 am to 5:30 pm on weekends.

Table 3-1 – Parking Restrictions

Item Number	Street	Length of Highway	Controlled Hours	Tariff	Maximum Stay
10562	Kentish Town Road	east side: from a point 11.7 metres south of the southern kerb-line of Buck Street, southwards for a distance of 22.3 metres	Monday - Friday: 8.30AM - 6.30PM Saturday, Sunday: 9.30AM - 5.30PM	£2.45 per hour	2 hours
10560	Kentish Town Road	east side: from a point 28.6 metres south of a point opposite the southern kerb-line of Hawley Crescent, southwards for a distance of 32.8 metres	Monday - Friday: 8.30AM - 6.30PM Saturday, Sunday: 9.30AM - 5.30PM	£2.45 per hour	2 hours

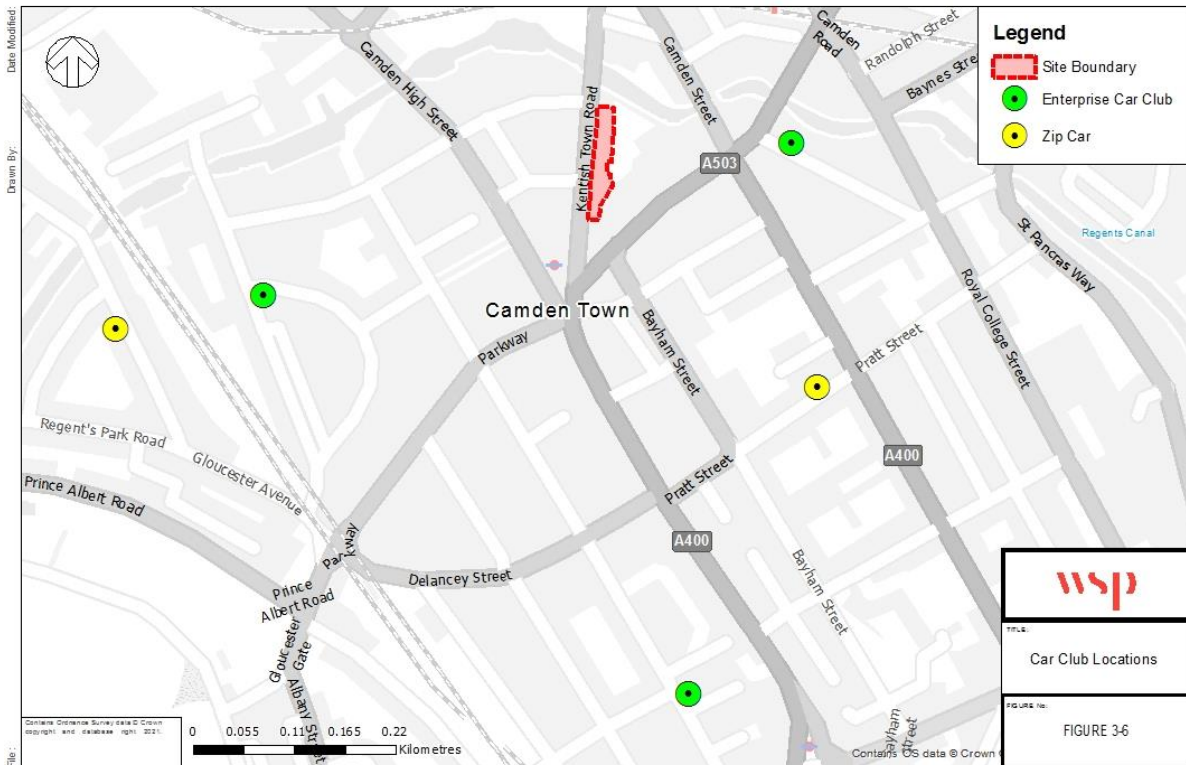
Figure 3-5 – Parking Bays on Kentish Town Road



Car Clubs

3.2.10. There are five car clubs located within a 10-minute walking distance from the Site, provided by Enterprise Car Club. The closest is on Arlington Road, 600m away or at a 5-minute walk from the Site. Other nearby locations include Camden Road, 450m away or a 5-minute walk from the Site, and Gloucester Crescent, 600m away or an 8 minute walk from the Site. The existing car clubs within the vicinity of the Site are illustrated in **Figure 3-6**.

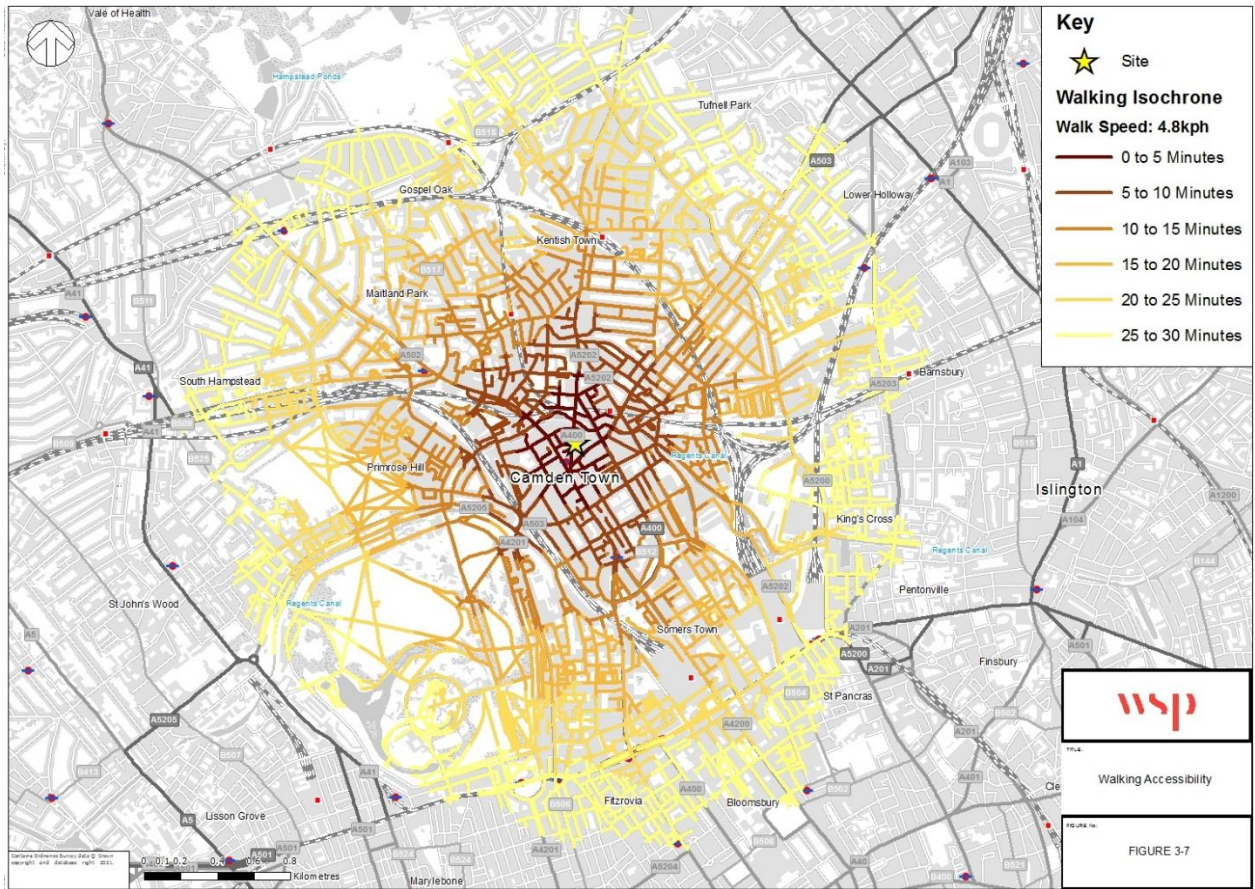
Figure 3-6 – Car Club Locations



3.3 PEDESTRIAN ACCESSIBILITY

- 3.3.1. The NPPF notes that walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly under 2 kilometres (2km is equivalent to a 25-minute walk). This statement remains relevant and the NPPF includes a core planning principle to manage patterns of growth to make fullest possible use of walking. 2011 Census data for Greater London shows that 32% of journeys to work made by foot are over 2km in length. A walking distance of 2 kilometres, and more in some cases, is likely to be realistic for residents, staff or visitors travelling to and from the Site.
- 3.3.2. There is an established pedestrian network surrounding the Site. The primary pedestrian access is via Kentish Town Road, there is a secondary access via a footway between Camden Road and the car park which is gated overnight.
- 3.3.3. Pedestrian isochrones have been generated for the development Site as shown in **Figure 3-7**. They show pedestrian accessibility to the surrounding area based on the average walking speed of 4.8 km/h, illustrating that the Site is five minutes' walk from Camden Town Underground Station.

Figure 3-7 - Walking Isochrones

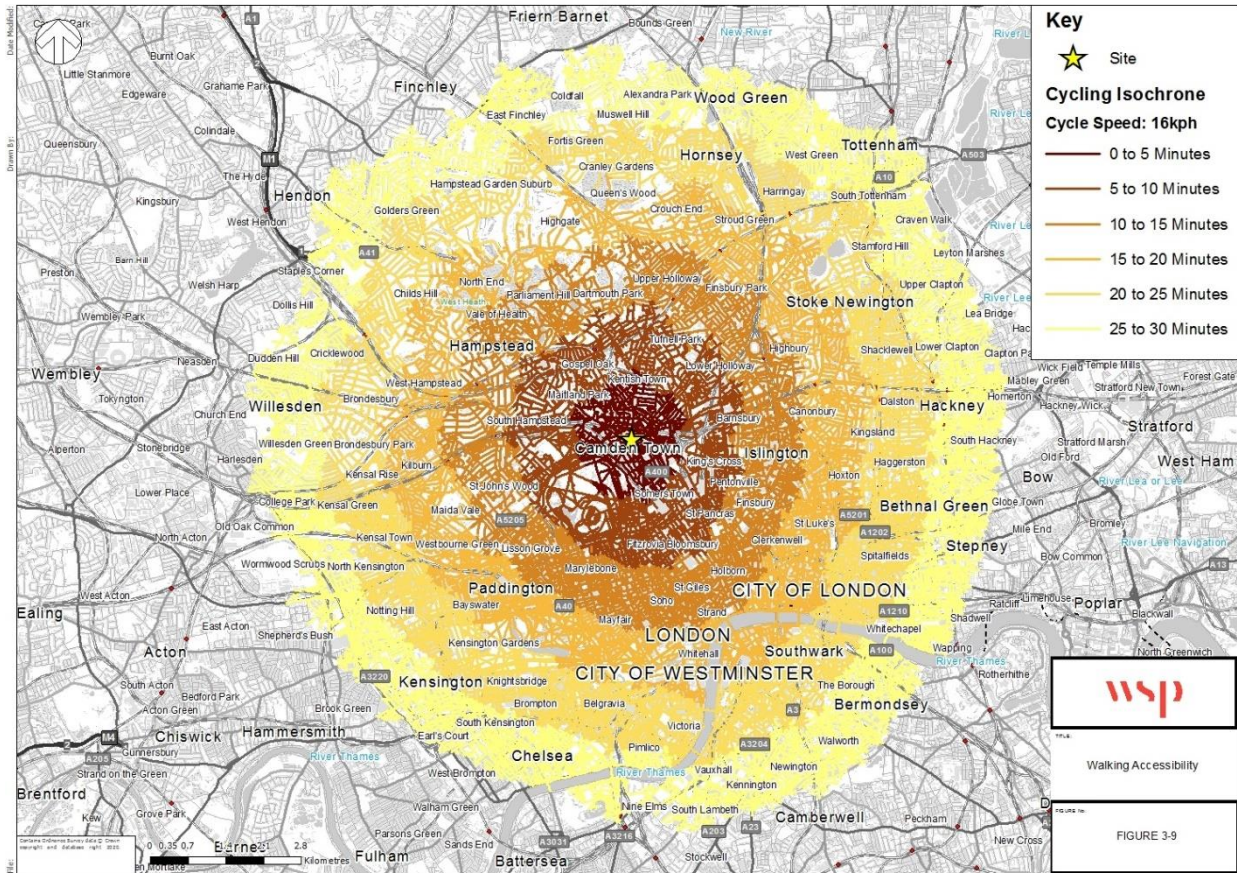


3.3.4. The figure above shows that the Site is a five-minute walk from Camden Town Underground Station.

3.4 CYCLING ACCESSIBILITY

3.4.1. **Figure 3-8** shows the cycle isochrones for the Site. They show cycle accessibility to the surrounding area based on an average cycling speed of 16km/h.

Figure 3-8 - Cycle Isochrones

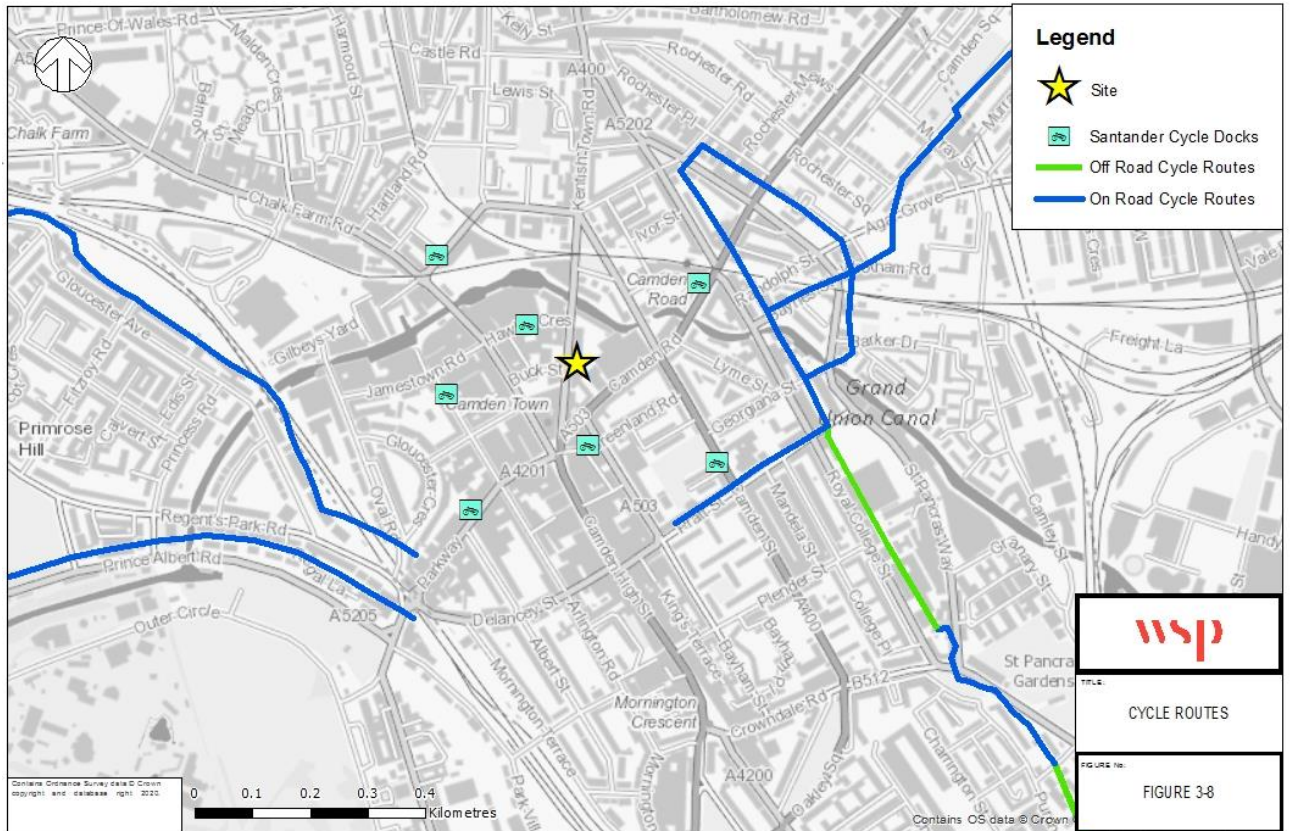


3.4.2. The **Figure 3-8** above shows that the Site is well connected by bicycle, particularly to and from Central London.

CYCLE ROUTES

3.4.3. 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 the local cycle routes is shown in **Figure 3-9**.

Figure 3-9 - Local Cycle Routes



SANTANDER CYCLE ACCESSIBILITY

3.4.4. The nearest Santander Cycle Hire Docking points are located on Hawley Cress, Greenland Road and Arlington Road. These are illustrated on **Figure 3-10** and **Table 3-2** details each docking point.

Figure 3-10 – Santander Cycle Docks

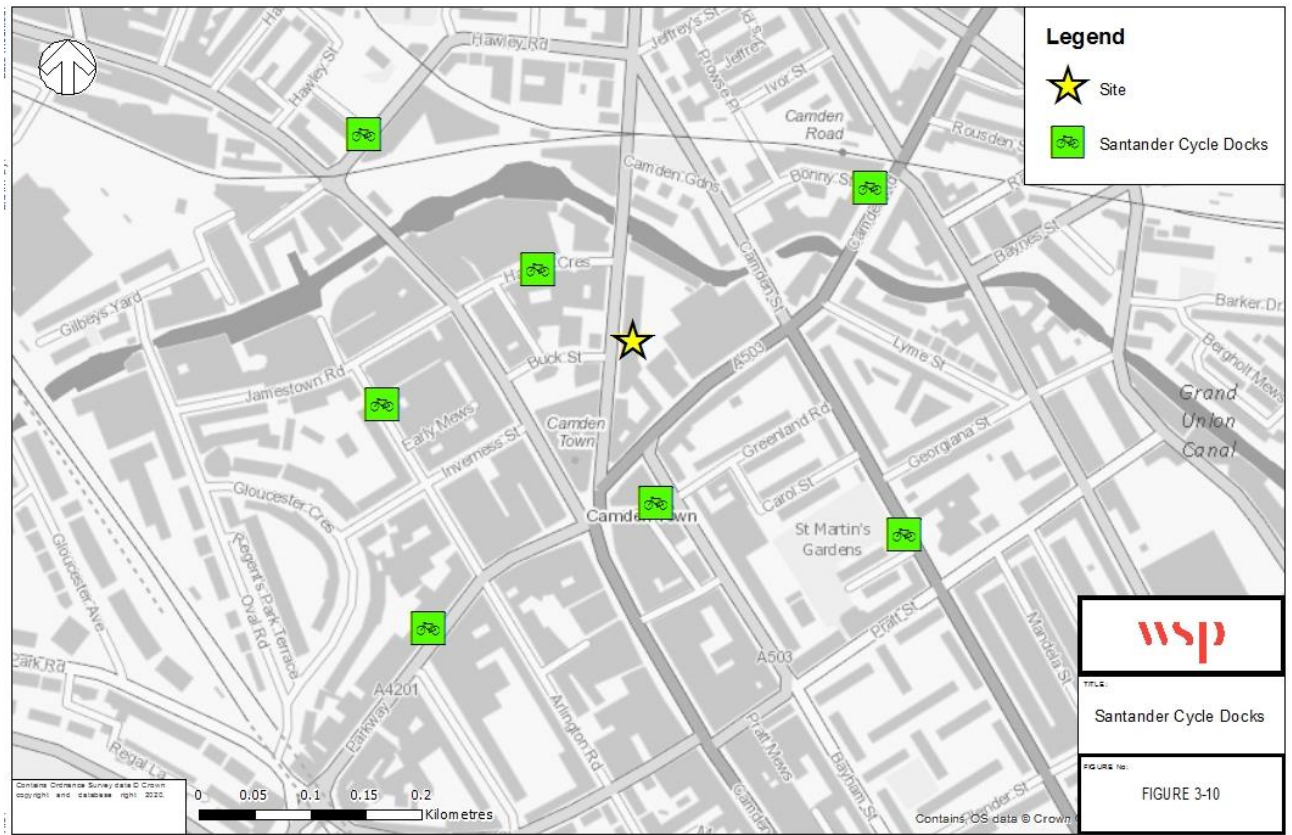


Table 3-2 - Docking Points 500m from Site

Docking point location	Number of docking points	Distance from Site	Walking time from Site
Hawley Crescent	22	130m	2 minutes
Greenland Road	36	220m	3 minutes
Arlington Road	24	350m	5 minutes
Parkway	33	350m	5 minutes
Castlehaven Road	29	500m	6 minutes
Bonny Street	44	500m	6 minutes
St Martin's Gardens	18	500m	6 minutes

3.5 PUBLIC TRANSPORT NETWORK

3.5.1. This section summarises the existing public transport provision in the vicinity of the Site including a review of the Public Transport Accessibility Level.

BUS

3.5.2. A number of bus services can be accessed from bus stops on Kentish Town Road and Camden Road as detailed in **Figure 3-11** and **Table 3-3**. The nearest bus stop is located 70m (1-minute walk) from the Site.

Figure 3-11 – Local Bus Routes

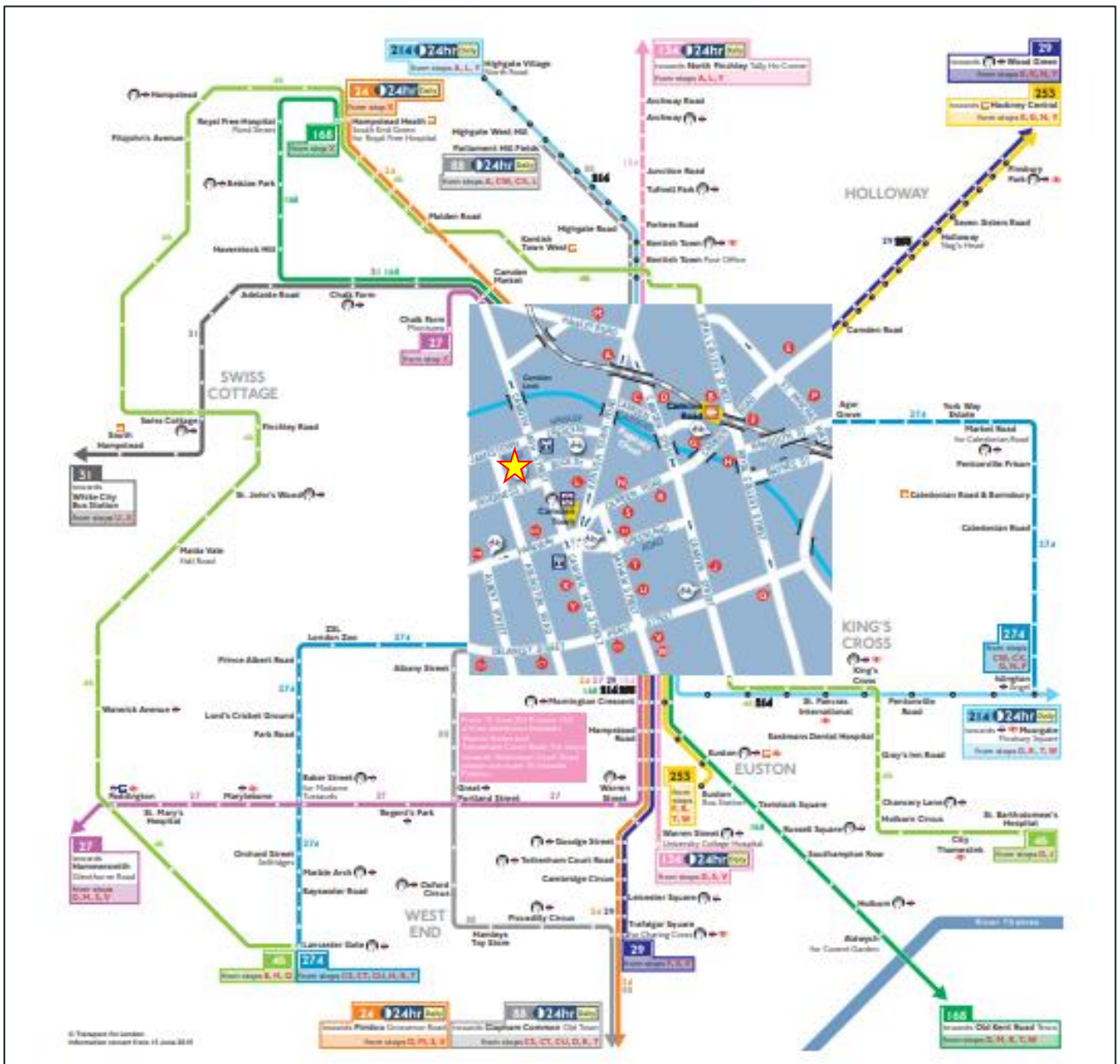


Table 3-3 – Summary of Local Bus Services

Bus Service	Bus Stop	Route	AM Peak (08:00-09:00) Frequency	PM Peak (17:00-18:00) Frequency
24	Camden Town Station (Stop S)	Hampstead Heath – Pimlico	9	9
	Camden Town Station (Stop X)	Grosvenor Road (Pimlico) – Royal Free Hospital (Hampstead Heath)	7	7
27	Camden Town Station (Stop S)	Chalk Farm – Chiswick	8	8
	Camden Town Station (Stop X)	Gunnersbury – Chalk Farm	8	8
29	Camden Town Station (Stop S)	Wood Green – Trafalgar Square	10	10
	Camden Town Station (Stop Y)	Trafalgar Square – Wood Green	10	10
31	Camden Town Station (Stop X)	Camden – White City	7	7
	Camden Town Station (Stop ZI)	Bus Terminates here	-	-
46	Kentish Town Road Camden Town (Stop KK)	St Bartholomew’s Hospital – Lancaster Gate Station	6	6
	Camden Gardens (Stop D)	Lancaster Gate Station – St. Bartholomew’s Hospital	7	7
88	Camden Town Station (Stop S)	Camden Gardens – Clapham Common	8	8
	Kentish Town Road Camden Town (Stop L)	Wingate Square – Camden Gardens	8	8
134	Camden Town Station (Stop S)	North Finchley – Tottenham Court Road	9	9
	Kentish Town Road Camden Town (Stop L)	Tottenham Court Road – North Finchley	10	10
168	Camden Street (Stop R)	Hampstead Heath – Old Kent Road	8	8
	Camden Town Station (Stop X)	Old Kent Road – Hampstead Heath	8	8
214	Camden Street (Stop R)	Highgate – Moorgate	8	8
	Kentish Town Road Camden Town (Stop L)	Moorgate – Highgate Village	7	7

253	Camden Street (Stop R)	Hackney Central Station – Euston Bus Station	10	10
	Camden Town Station (Stop Y)	Hackney Central	10	10
274	Camden Street (Stop R)	Angel Islington – Lancaster Gate	8	8
	Camden High Street Camden Town (Stop CX)	Lancaster Gate – Angel Islington	8	8
C2	Camden Street (Stop R)	Parliament Hill Fields – Oxford Street	9	9
	Camden High Street Camden Town (Stop CX)	Regents Street – Parliament Hill	8	8

LONDON UNDERGROUND (LUL SERVICES)

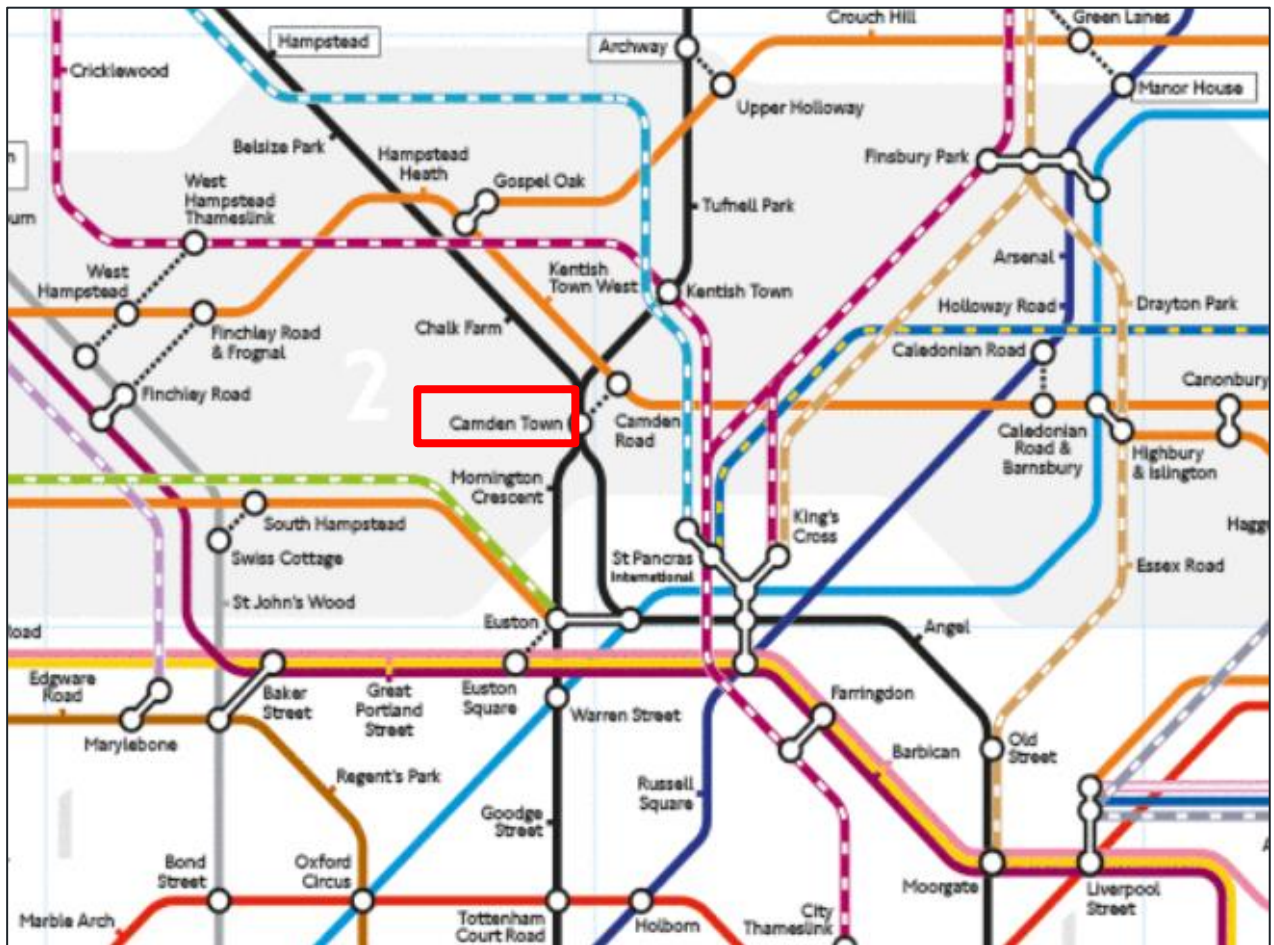
- 3.5.3. The nearest station is Camden Town Underground Station which is served by both branches of the Northern Line. It is located within Zone 2 and provides frequent and fast services into Central London. **Table 3-4** below illustrates the frequencies and destinations for the AM and PM Peak hours.

Table 3-4 - London Underground Services at Camden Town Station

Direction	Destination	AM Peak (08:00-09:00) Frequency	PM Peak Hour (17:00-18:00) Frequency
North Bound	Edgware	18	20
	High Barnet/ Mill Hill East	22	22
South Bound	Kennington (via Tottenham Court Road)	24	24
	Morden (via Bank)	23	23

Source: Transport for London (TfL)

Figure 3-12 - Local London Underground Services



3.5.4. The following section outlines the planned improvement works to ensure Camden Town Underground Station can cater for increases in future levels of demand.

PLANNED IMPROVEMENTS TO CAMDEN TOWN STATION

3.5.5. In order to upgrade the station capacity and to improve the ease of entering, exiting and changing between trains, TfL proposes the following:

- A new second entrance and exit to the station on Buck Street located between Camden High Street and Kentish Town Road (opposite the Site);
- More escalators;
- Step-free access from the street to the trains; and
- More space to change between trains.

3.5.6. The first Consultation for the proposal to upgrade the capacity of the station commenced in 2015 and was followed by a second round in 2017. A Consultation on the new entrance proposed on Buck Street was held in 2017, receiving positive feedback. A second Consultation for this entrance is expected later in 2018, with final the application for the permission to do the work needed to be made in late 2019/ late 2020 and construction of the station commencing in Spring 2020. The station update is expected to be completed in 2024/5.

LONDON OVERGROUND

- 3.5.7. The nearest London Overground station is Camden Road Rail Station located approximately 400m in a north-western direction from the Site. Details of London Overground frequencies at the station are provided in **Table 3-5** below.

Table 3-5 - London Overground Services at Camden Road Station

Direction	Destination	AM Peak Frequency (08:00-09:00)	PM Peak Frequency (17:00-18:00)
East Bound	Stratford	10	7
West Bound	Clapham Junction	6	7
	Richmond	3	4

Source: Transport for London (TfL)

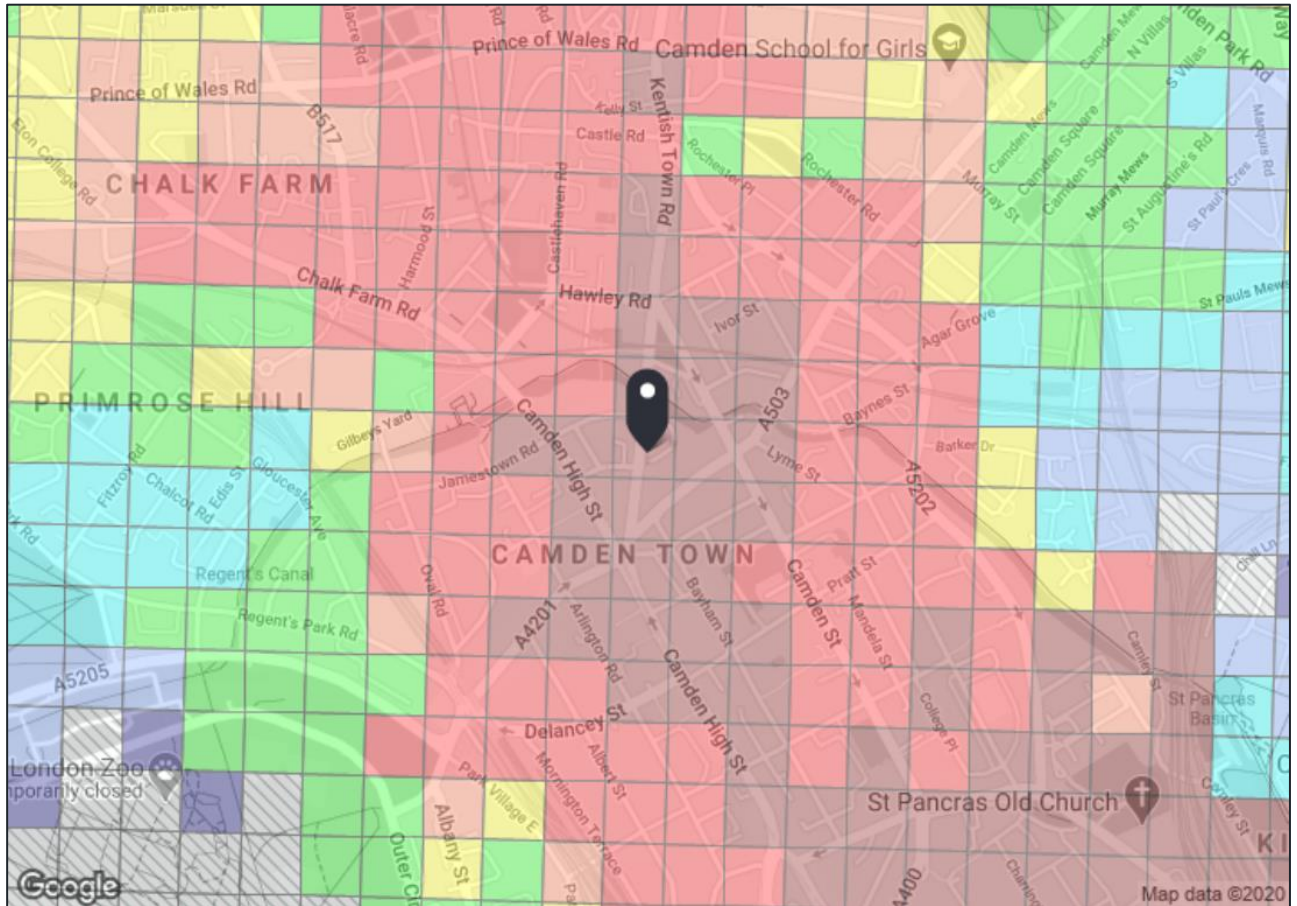
RAIL

- 3.5.8. Euston Station is accessible in a 20-minute walk, at a distance of 1.6km from 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.

PUBLIC TRANSPORT ACCESSIBILITY LEVEL (PTAL)

- 3.5.9. TfL's online WEBCAT tool shows the Site as having a PTAL 6b as shown in **Figure 3-13**.

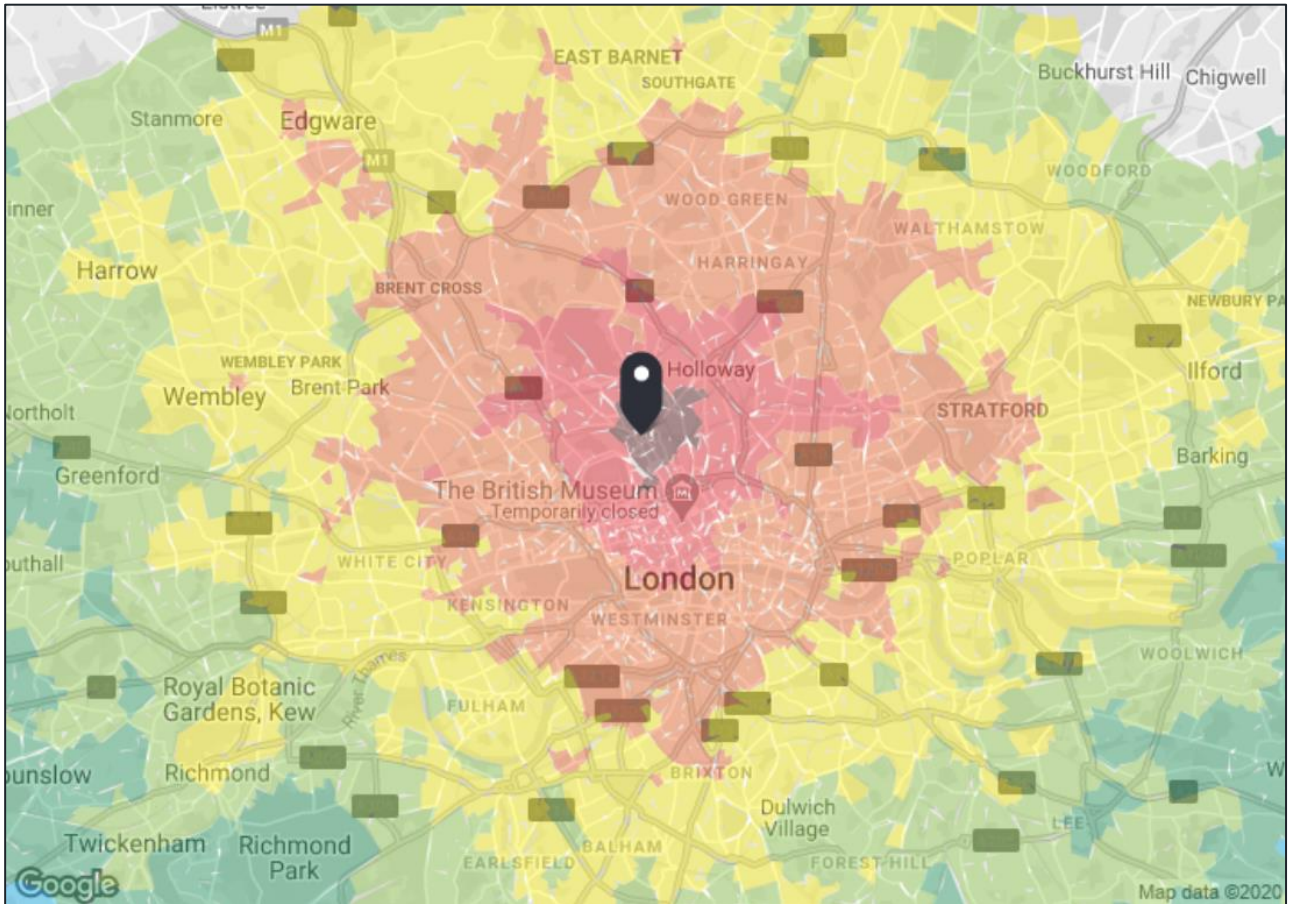
Figure 3-13 - PTAL Map



TIME MAPPING (TIM)

3.5.10. The range and frequency of public transport services and existing connectivity is reflected in the TfL online time mapping calculator as shown in **Figure 3-14**.

Figure 3-14 - Time Mapping



3.5.11. 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.

4 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 residential, school and leisure centre land-uses 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.

RESIDENTIAL AND OFFICE TRIP GENERATION FORECAST

- 4.2.2. The residential trip generation is set out in **Table 4-1**. This trip generation exercise is based upon sites in TRICS database and census mode of travel data. The methodology of how the trip generation was derived can be found in the Transport Assessment.

Table 4-1 - Total Residential Trip Generation

Mode	Average	Weekday AM Peak (08:00-09:00)			Weekday PM Peak (17:00-18:00)		
		In	Out	Two-way	In	Out	Two-way
Underground	35.4%	0	2	2	1	1	2
Train	6.3%	0	0	0	0	0	0
Bus	27.6%	1	1	2	1	1	2
Taxi	0.2%	0	0	0	0	0	0
Motorcycle	0.4%	0	0	0	0	0	0
Driving a car	0.0%	0	0	0	0	0	0
Passenger in a car	0.0%	0	0	0	0	0	0
Bicycle	8.0%	0	1	1	0	0	0
On foot	21.6%	0	1	1	0	1	1
Other	0.4%	0	0	0	0	0	0
Total	100%	1	5	6	2	3	5

4.2.3. The office trip generation is set out in **Table 4-2**. This trip generation exercise is based upon sites in TRICS database and census mode of travel data. The methodology of how the trip generation was derived can be found in the Transport Assessment in Appendix A.

Table 4-2 - Total Office Trip Generation

Mode	Car Trips Redistributed	Weekday AM Peak (08:00-09:00)			Weekday PM Peak (17:00-18:00)		
		In	Out	Two-way	In	Out	Two-way
Underground	41%	85	3	88	7	78	85
Train	34%	69	3	72	6	64	69
Bus	12%	25	1	26	2	23	25
Taxi	0%	1	0	1	0	1	1
Motorcycle	1%	3	0	3	0	3	3
Driving a car	0%	0	0	0	0	0	0
Passenger in a car	0%	0	0	0	0	0	0
Bicycle	4%	9	0	10	1	8	9
On foot	6%	13	1	14	1	12	13
Other	0%	1	0	1	0	1	1
Total	100%	206	8	215	17	190	206

Flexible Retail Uses

4.2.4. It is considered that the proposed scale and nature of the units would generally serve the local resident and daytime population of the surrounding area, as well as new office workers at the Site. It is considered that mainly walk-in trips from the adjacent network would be generated.

4.2.5. No car parking would be provided on Site for the flexible retail and leisure uses.

COMBINED FORECAST TRIP (TOTAL FOR DEVELOPMENT)

4.2.6. A summary of the total number of trips by mode forecast for the development from both the residential units and the office units for the peak periods are shown in **Table 4-3**.

Table 4-3 - Combined (Total) Forecast Trip Generation - Summary

Mode	Weekday AM Peak (08:00-09:00)			Weekday PM Peak (17:00-18:00)		
	In	Out	Two-way	In	Out	Two-way
Underground	85	5	90	8	79	87
Train	69	3	72	6	64	69
Bus	26	2	28	3	24	27
Taxi	1	0	1	0	1	1
Motorcycle	3	0	3	0	3	3
Driving a car	0	0	0	0	0	0
Passenger in a car	0	0	0	0	0	0
Bicycle	9	1	11	1	8	9
On foot	13	2	15	1	13	14
Other	1	0	1	0	1	1
Total	207	13	221	19	193	211

4.3 SERVICING

SERVICING DEMAND

Forecast delivery Trips

- 4.3.1. The proposed servicing trip rates have been obtained from 24 hour period surveys for comparable sites (Bow Quarter and Imperial Wharf) previously conducted by WSP. Average trip rates for these sites have been applied to the Proposed Development are detailed in the TA.

Table 4-4 - Proposed Servicing Trip Generation

Time	Office Deliveries	Retail Deliveries	Residential Deliveries	Total Deliveries		
				LGV	HGV	Total
0700-0800	2	0	0	2	0	2
0800-0900	2	0	0	2	0	2
0900-1000	2	0	0	2	0	2
1000-1100	2	0	0	1	1	2
1100-1200	1	0	1	1	1	2
1200-1300	1	0	0	1	0	1
1300-1400	0	1	0	1	0	1
1400-1500	0	1	0	1	0	1
1500-1600	1	0	0	1	0	1
1600-1700	0	1	0	0	1	1
1700-1800	0	0	0	0	0	0
1800-1900	0	0	0	0	0	0
0700-1900	11	3	1	12	3	15

4.3.2. In total 30 two-way servicing trips are forecast per day comprising 12 LGVs (vans) and 3 HGVs (8-10m rigid lorries) with one delivery on average in the peak hours and a maximum of two deliveries in off peak hours.

4.3.3. The office and ground floor commercial units will consolidate their trips where possible and have a management system in place to determine slots for each delivery. The only deliveries which will not be controlled will be the refuse collection twice a week, and any residential servicing trips which are likely to be low and infrequent due to the small number of residential units.

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 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 naturally travel to and from the Site via sustainable modes of transport. Instead, given the significant proposed cycle parking provision, it is proposed that the target will focus primarily on cycling to and from the Site. The mode shift target is shown in **Table 5-1**.

Table 5-1 - Interim Cycling 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

- 5.3.2. 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/ Residential Welcome Pack promoting alternative modes of transport and the key services provided through the Travel Plan, to be distributed electronically to all employees and residents;
- Provide 122 long-stay and 35 short-stay cycle parking spaces;
- Provide changing facilities, showers and lockers;
- Provide dedicated cycle access from Kentish Town Road to the cycle storage;
- 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 STRATEGY

6.1 TRAVEL PLAN CO-ORDINATOR

- 6.1.1. Whilst it is expected that separate Travel Plan Coordinators (TPC) will be appointed to take responsibility for the residential units, school and leisure centre and management of the Travel Plan, it is envisaged that they will liaise and work together to encourage the uptake of active and sustainable travel. 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.

6.4 WORKPLACE TRAVEL PLAN MANAGEMENT

- 6.4.1. The Site will include multiple occupants for the commercial land uses, with some requiring occupier-specific Travel Plans, based on thresholds set out in **Table 2-3**. In accordance with TfL guidance this document has been designed to provide a general framework that each occupier of the commercial units can use within an individualised Travel Plan.
- 6.4.2. Future occupiers will be expected to adapt the Travel Plan Framework to suit the type of business, scale and organisational policies. It is recognised that many potential occupiers will already have travel planning policies in place that are appropriate for the Proposed Development, for instance some occupiers may be relocating from nearby locations.
- 6.4.3. A Travel Plan pro-forma has been produced to assist occupiers of the commercial units that may not have previously developed a Travel Plan. The pro-forma has been designed to encourage occupiers to consider how their organisation could encourage employees and visitors to travel by

sustainable modes of travel. All occupiers that exceed Travel Plan thresholds will be required to complete the Travel Plan pro-forma as a minimum, prior to occupation.

- 6.4.4. The site-wide surveys will identify travel characteristics and therefore detailed monitoring will not be required for individual units. However, occupiers will be encouraged to undertake supplementary questionnaire surveys where practicable, to coincide with the site-wide surveys.
- 6.4.5. Depending upon the scale of development and relevant threshold, each qualifying occupier/tenant will appoint a Travel Plan Representative (TPR) to develop and manage the occupier Travel Plan. The Travel Plan will confirm the occupier's commitment to actively encouraging sustainable transport and formalise the commitment of the organisation towards the delivery of this Travel Plan.
- 6.4.6. The TPR is an important aspect of the occupier-specific Travel Plan and their willingness and enthusiasm will be a key factor in the successful implementation of a site-wide Travel Plan that will achieve good modal shift results. The role of the TPR is provided below:
 - To liaise with the TPC on matters concerning travel and the occupier-specific Travel Plan;
 - To develop the occupier-specific Travel Plan for their employer based on the framework Travel Plan;
 - To implement, market, and manage the occupier-specific Travel Plan;
 - Act as a point of contact for the TPC, for the implementation of site-wide initiatives (where applicable) and to ensure effective monitoring when required;
 - Act as a point of contact for staff regarding travel and the occupier-specific Travel Plan; and
 - Assist the TPC in gathering monitoring data from within their organisation.
- 6.4.7. Each occupier will appoint their TPR upon initial occupation of the relevant part of the Site and ensure that there is someone actively filling the role throughout the duration of the Travel Plan. Their contact details will be passed to LBC Travel Plan Officers upon their appointment. Each occupier will be responsible for submitting either a Local level travel plan or Strategic level travel plan within 3 months of occupying the development.
- 6.4.8. The role of the TPR is part-time and will have a fluctuating workload throughout the duration of the Travel Plan. The occupier will ensure that the TPR has enough time to undertake these additional duties. The staff member appointed should be able to effectively communicate with the management within their organisation regarding the Travel Plan. The funding of the TPR is the responsibility of the individual occupier.

7 TRAVEL PLAN MEASURES

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. Residents, employees and visitors of offices, retail, restaurant and leisure uses will benefit from the site-wide measures being implemented.

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. No car parking spaces being provided. The existing parking on Kentish Town Road will serve any blue badge users.

CYCLE PARKING PROVISION

7.2.3. Safe and secure cycle parking will be provided within the Proposed Development to encourage cycle ownership and travel. A total of 122 long-stay cycle spaces will be provided on the ground floor.

7.2.4. In addition, 35 short-stay cycle parking spaces will be provided in the form of Sheffield stands within the public realm for visitors.

FACILITIES FOR ACTIVE MODES

7.2.5. Changing facilities, showers and lockers will be provided 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 AND RESIDENTIAL WELCOME PACK

- 7.4.2. Travel Leaflets or email equivalents could be made available electronically to residents, employees of the retail units, restaurant, leisure, and office land uses within the Site, and to visitors. 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 Santander Cycle Hire Scheme: The Santander Cycle Hire scheme will be promoted to the residents. The scheme is a public bicycle sharing scheme for short journeys in and around central London, enabling users to travel by bicycle between any one of over 400 docking stations provided throughout the central London area. Bikes are available for use 24 hours per day 7 days per week;
- 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.
- Promotion of health benefits associated with alternative modes of transport: The travel pack will provide details of the health benefits associated with walking and cycling regularly;
- The Travel Leaflet could also invite those persons wishing to raise specific transport-related matters to engage in discussions with the TPC. The Travel Plan Co-ordinator will also be able to provide personalised Travel Planning advice to residents if required;
- Promotion of Car Share Schemes: Details of car sharing websites such as www.carplus.org.uk and www.liftshare.com will be included within the Residential Travel Pack; and
- Promotion of car club schemes: Details of car club websites such as www.zipcar.co.uk and www.citycarclub.co.uk will be included within the Residential Travel Pack.
- A copy of the Travel Leaflet could be available electronically via the TPC and will be updated regularly.

NOTICE BOARDS

- 7.4.3. Notice boards providing travel information to employees and residents within the Site will be placed in prominent locations.
- 7.4.4. The employee 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.
- 7.4.5. Residential notice boards providing travel and community information to residents will be used.
- 7.4.6. Maps of the immediate local area will be displayed, identifying locations of cycle routes and parking and public transport service access points. Notices will also be used to inform residents of any new travel initiatives or events organised by the TPC.

FLEXIBLE WORKING HOURS

- 7.4.7. Individual occupiers could be encouraged to introduce a practice of flexible working hours amongst employees. This would provide employees with greater workplace and travel choice and the potential to avoid the busiest peaks.

8 MONITORING AND REVIEW

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 8-1** 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 8-1 - Workplace Action Plan

Action	Target (values)	Funding	Indicator/ measured by	Responsibility
Prior to Occupation				
Appointment of TPC	N/A	Developer	Appointment of TPC	Developer
Agree Residential and Employee/Commercial Travel Plan Objectives and Targets with LBC	N/A	Developer	Agreement being reached with Camden	TPC
Agree Residential and Employee/Commercial Travel Plan Measures and Travel Leaflet with LBC	N/A	Developer	Agreement being reached with Camden	TPC
Provision of cycle parking secured through planning	151 cycle parking spaces	Developer	Completion of cycle parking available for employee use	Developer
Provision of active mode facilities	Showers	Developer	Completion of facilities available for employee use	Developer
Upon Occupation and throughout duration of Travel Plan				
Dissemination of the Travel Leaflet to each workplace and residences	N/A	Facilities Management	Travel Leaflet sent electronically	TPC

Install and update employee and residential notice board	N/A	Facilities Management	Notice boards installed	Developer / TPC
Promote Cycle to Work scheme to employers/residents	N/A	Facilities Management	Evidence of promotion activity/uptake	TPC
Year 1 Survey (one year after first Occupation)				
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
Years 3 and 5 Surveys				
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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