

## Citroen Site, Brentford

### Residential Travel Plan

On behalf of

The logo for L&Q consists of the letters 'L&Q' in a bold, blue, sans-serif font.

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## Document Control Sheet

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# 1 Introduction

## 1.1 Context

- 1.1.1 Peter Brett Associates LLP (PBA) has been commissioned by L&Q (the Applicant) to prepare a Residential Travel Plan (RTP) to support the planning application for the redevelopment of the Citroen Site on Capital Interchange Way, Brentford, TW8 0EX.
- 1.1.2 An application for the redevelopment of the Citroen Site to provide 427 residential units including 40% affordable housing, with ancillary facilities, flexible uses (within classes A1, A2, A3 and B1) and a nursery comprising buildings of 12, 13, 15, 16 and 18 storeys was submitted in November 2017 (ref. is 01508/A/P6).
- 1.1.3 This RTP reflects the latest proposals and supersedes the original Travel Plan (dated October 2017). The proposals have been amended in response to comments received and the latest proposals are for the redevelopment of the site to provide a mixed use scheme of 441 residential units (Class C3) including 50% affordable housing with ancillary facilities, flexible uses (within Classes A1, A2, A3 and B1) and a nursery (Class D1), comprising buildings of 12, 13, 16, 17 and 18 storeys in height, with associated cycle parking, car parking, playspace, landscaping and public realm improvements.
- 1.1.4 The application site is well located with respect to public transport and has a Public Transport Accessibility Level (PTAL) of 3 and 4 which indicates moderate/good public transport provision. The proposal includes the provision of 48 internal ground floor car parking spaces with 5 disabled bays and 15 on-carriageway parking spaces with 3 disabled bays on the access road.
- 1.1.5 Although the site benefits from a good PTAL and will provide a low level of parking provision for residents this document seeks to promote sustainable residents travel options to minimise single occupancy car travel.
- 1.1.6 Transport for London's (TfL's) Travel Plan Guidance sets out the threshold for, and type of, Travel Plan required for each land use. For residential developments, a Travel Plan Statement is required for developments of between 50 and 80 units, with a Full Travel Plan required for development equal to or greater than 80 units. This redevelopment therefore requires the submission of a Full Residential Travel Plan.
- 1.1.7 The non-residential units are sufficiently low in size to be below the London Plan thresholds for requiring a Travel Plan Statement
- 1.1.8 It is envisaged that this RTP will be a 'living' document that is constantly monitored, reviewed and revised where necessary. It is widely recognised that Travel Plans prepared in advance of the occupation of a site can only offer an overall strategy for the adoption of sustainable transport measures. Once a site has sufficient occupancy, then there must be the opportunity to further develop the RTP to reflect the specific needs of the residents, whilst meeting the key objectives and planning commitments. This is a particular issue for residential developments, where it can be problematic to maintain momentum and achieve "ownership" over a long time period. The proposed approach embeds measures from the outset, through good physical infrastructure and plans for management and monitoring, as discussed and outlined in this RTP.

## 1.2 Document Structure

- 1.2.1 This RTP is written in accordance with the TfL guidance and is ATTrBuTE-compliant with a PASS rating; the ATTrBuTE report is provided within **Appendix A**.
- 1.2.2 This RTP is divided into the following chapters:

- Section 2 briefly summarises existing national, regional and local planning policy that informs the writing of this RTP;
- Section 3 outlines site accessibility and the existing travel situation;
- Section 4 presents the development proposals and access strategy;
- Section 5 outlines objectives and targets;
- Section 6 discusses the delivery of the RTP including the coordination role and securing the RTP;
- Section 7 details the RTP measures; and
- Section 8 summarises plans and timescales for the RTP monitoring, review and handover.

## 2 Policy Context

### 2.1 Overview

- 2.1.1 This section provides a review of the key national, regional and local policy documents relevant to travel planning for the Citroen site. The National Planning Policy Framework (NPPF) provides national policy. Regional Policy is provided by the London Plan Local policy is provided through the Hounslow Local Plan.

### 2.2 National Policy

#### National Planning Policy Framework (2012)

- 2.2.1 National policy has moved towards securing more sustainable outcomes with emphasis on minimising the need to travel, reducing car use and encouraging more sustainable means of transport. The national planning policies are set out within the National Planning Policy Framework which was adopted in March 2012. As the emphasis on sustainable development is maintained in the NPPF this Travel Plan has been developed to accord with future planning policies as they develop nationally and locally.

- 2.2.2 In considering travel in the context of planning applications, the following NPPF sections are relevant:

*“S29 The transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel. However, the Government recognises that different policies and measures will be required in different communities and opportunities to maximise sustainable transport solutions will vary from urban to rural areas”.*

- 2.2.3 This initial statement of intent underlines the need to plan for sustainable travel, but to be pragmatic about its role in different communities, which is relevant for the Citroen site.

*“S32: All developments that generate significant amounts of movement should be supported by a Transport Statement or Transport Assessment. Plans and decisions should take account of whether:*

- *the opportunities for sustainable transport modes have been taken up depending on the nature and location of the site, to reduce the need for major transport infrastructure;*
- *safe and suitable access to the site can be achieved for all people; and*
- *improvements can be undertaken within the transport network that cost effectively limits the significant impacts of the development. Development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe.”*

- 2.2.4 In addition to the above, the NPPF states that “all developments which generate significant amounts of movement should be required to provide a Travel Plan”. The NPPF goes on to state that a Travel Plan is “a long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives through action and is articulated in a document that is regularly reviewed”.

#### Draft National Planning Policy Framework (2018)

- 2.2.5 The Draft NPPF was published in March 2018. In considering travel in the context of planning applications, the following NPPF sections are relevant:



*“S108: In assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:*

- a) appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;*
- b) safe and suitable access to the site can be achieved for all users; and*
- c) 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.*

*109. Development should only be prevented or refused on highways grounds if the residual cumulative impacts on the road network or road safety would be severe.*

*S110. Within this context, applications for development should:*

- a) give priority first to pedestrian and cycle movements, both within the scheme and with 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;*
- b) address the needs of people with disabilities and reduced mobility in relation to all modes of transport;*
- c) 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;*
- d) allow for the efficient delivery of goods, and access by service and emergency vehicles; and*
- e) be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.*

*S111. All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed.”*

2.2.6 Based on the above, the submission of a RTP at the Citroen site is considered fully justified.

## **2.3 Regional Policy**

### **London Plan (2016)**

- 2.3.1 The London Plan is the overall strategic plan for London, setting out an integrated economic, environmental, transport and social framework for the development of London over the next 20–25 years.
- 2.3.2 The plan’s objectives of greatest relevance to travel planning are “to ensure that London is a city where everyone has access to jobs, opportunities and facilities with an efficient and effective transport system which actively encourages more walking and cycling”.
- 2.3.3 Chapter 6 addresses transport and its associated policies. Policy 6.3 of the plan asserts that:

- “Workplace and/or residential travel plans should be provided for planning applications exceeding the thresholds in, and produced in accordance with, the relevant TfL guidance;
- Construction logistics plans and delivery and servicing plans should be secured in line with the London Freight Plan and should be coordinated with travel plans; and
- LDFs should include policies requiring transport assessments, travel plans, construction logistics and delivery/servicing plans”.

### Draft London Plan (2017)

2.3.4 The Draft London Plan will supersede the current and earlier referenced 2016 London Plan with an anticipated year of adoption in 2019. The Draft London Plan sets out the new integrated economic, environmental, transport and social framework over a 20-25-year period. The key policies relating to travel planning and sustainable travel are set out below:

2.3.5 Draft Policy T1B states that;

*“All development should make the most effective use of land, reflecting its connectivity and accessibility by existing and future public transport, walking and cycling routes, and ensure that any impacts on London’s transport networks and supporting infrastructure are mitigated”.*

2.3.6 Draft Policy T5A states that;

*“Development Plans and development proposals should help remove barriers to cycling and create a healthy environment in which people choose to cycle.”*

### The Mayor’s Transport Strategy (2018)

2.3.7 The Mayor’s Transport Strategy (MTS) is a document, developed alongside the London Plan and Economic Development Strategy (EDS) as part of a strategic policy framework to support and shape the economic and social development of London over the next 20 years. Similar to the London Plan, the MTS emphasises the importance of integrating land-use planning and transport to support the use of sustainable modes.

2.3.8 The MTS recognised that the success of London’s future transport system relies upon reducing Londoners’ dependency on cars in favour of increased walking, cycling and public transport use. Through this aim, it states that;

*“... a shift away from the car will help address many of London’s health problems, by reducing inactivity and cleaning up the air. It will help to eliminate the blight of road danger. It will limit the city’s contribution to climate change and help to develop attractive local environments. It will reconnect communities by creating places where people are prioritised over cars. It will revitalise local high streets and attract international businesses and their employees to more pleasant urban centres.”*

2.3.9 The MTS goes on to state that;

*“Making alternative transport options accessible and appealing to all Londoners is the key to reducing car dependency. This means improving street environments to make walking and cycling the most attractive options for short journeys and providing more, and better, services to make public transport the most attractive option for longer ones. This approach will reduce health and economic inequalities and help support an ageing population by providing low-cost, accessible travel options for Londoners who are currently reliant on cars – or who cannot get around at all.”*

2.3.10 This is vital not only to the success of the MTS and the London Plan, but also to the success of the RTP. The following policies have also been identified to have an important part to play in the future success of the RTP.

2.3.11 Policy 2 state that;

*“The Mayor, through TfL and the boroughs, and working with stakeholders, will seek to make London a city where people choose to walk and cycle more often by improving street environments, making it easier for everyone to get around on foot and by cycle, and promoting the benefits of active travel. The Mayor’s aim is that, by 2041, all Londoners do at least the 20 minutes of active travel they need to stay healthy each day.”*

2.3.12 Policy 10 state that;

*“The Mayor, through TfL and the boroughs, and working with stakeholders, will use the Healthy Streets Approach to deliver coordinated improvements to public transport and streets to provide an attractive whole journey experience that will facilitate mode shift away from the car.”*

2.3.13 The proposed development will seek to support the key goals of the MTS and contribute to the enhancement of transport networks to the benefit of the local area.

## 2.4 Local Policy

### Hounslow Local Plan (2015)

2.4.1 The adopted Local Plan sets out the future spatial strategy of the London Borough of Hounslow for the next 15 years, and provides for significant growth in new housing and jobs to meet resident’s needs.

2.4.2 Policy EC2 Developing a sustainable local transport network seeks to maximise opportunities for walking, cycling and using public transport. This will be achieved by:

- “(a) Promoting ‘car-free’ or ‘low car’ development where appropriate, as well as car clubs and car sharing schemes;
- (b) Promoting the active management of car parking and travel demand in the borough, particularly through the implementation of Controlled Parking Zones (CPZs) and restricting access to these zones to existing dwellings and requiring developments to plan end-use in accordance with these measures;
- (c) Preparing site specific development briefs where strategic sites include existing car parks, to ensure that sufficient car parking is retained to meet local needs;
- (d) Using the standards established in the London Plan for car parking, cycle parking, motorcycle parking, coach parking, and electric vehicle charging.”

2.4.3 LBH will expect development proposals to:

- Demonstrate they are located appropriately with regard to public transport accessibility and capacity, road capacity and access to good quality, walking and cycling networks;
- Demonstrate that adverse impacts on the transport network are avoided, including preparation of Transport Assessments; and
- Prepare Travel Plans in accordance with latest guidance from Transport for London and the council’s ‘10 Point Guide’ or any subsequently adopted guidance

## 3 Site Accessibility

### 3.1 Overview

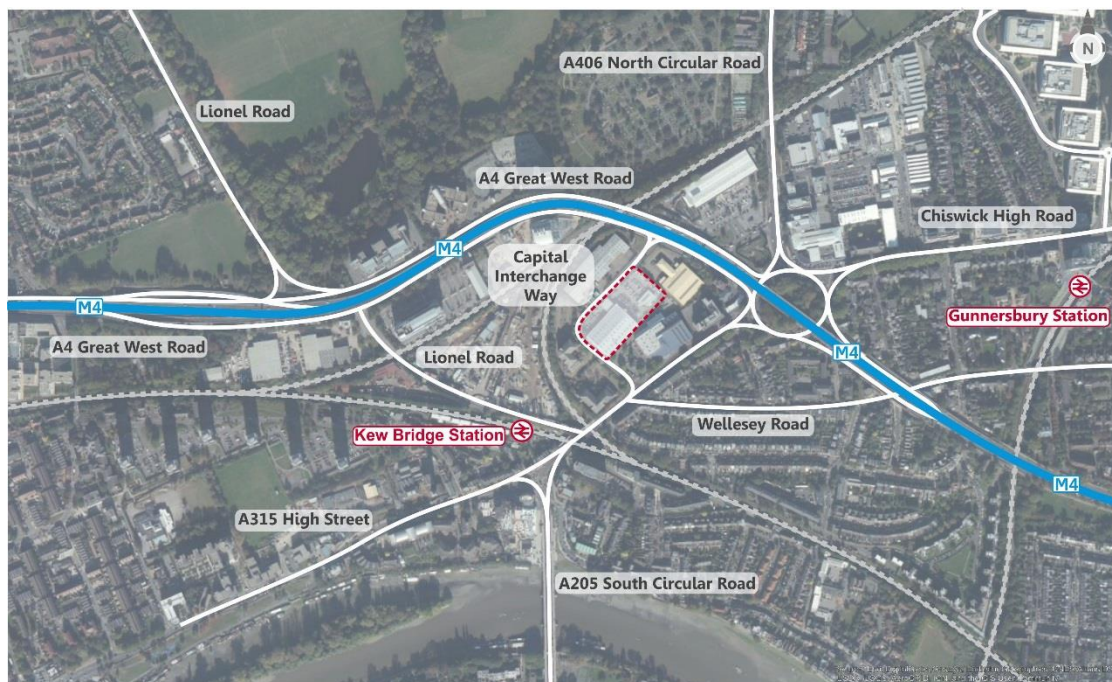
3.1.1 This section describes access opportunities serving the site. It therefore highlights walking, cycling and public transport provision which provide more sustainable travel choices as an alternative to car use.

### 3.2 Site Location

3.2.1 The site is surrounded by Capital Interchange Way on its northern and western boundaries. To the north of the site is a cleared commercial site that previously contained four industrial units. To the south of the site is Brentford Fountain Leisure Centre and to the east is a VW dealership. Kew House School, a co-educational independent senior school, is located to the west of the site

3.2.2 **Figure 3-1** shows the sites in its local context to local amenities.

Figure 3-1: Site Location



### 3.3 Walking

#### General Environment

3.3.1 Footways are located on both sides of Capital Interchange Way. These provides access south towards Brentford Fountain Leisure Centre and to a selection of shops to the south of the A205 Chiswick High Road via a signalised pedestrian crossing at the junction with Capital Interchange Way.

3.3.2 Kew Bridge Rail Station is located approximately 270 metres to the south west of the site and is accessed on foot via Capital Interchange Way and the A205 Chiswick High Road. The signalised crossing described above provides a safe crossing facility on this route and is the only road that is required to be crossed.



- 3.3.3 Pedestrian access towards Gunnersbury Park Overground and Underground Station approximately 930 metres to the west of the centre of the site is via a series of controlled signalised toucan crossings at Chiswick Roundabout and along the A315 Chiswick High Road.

## 3.4 Cycling

### General Environment

- 3.4.1 Transport for London (TfL) Local Cycling Guide 6 covers the area surrounding the site and indicates routes that are recommended for cycling, with Capital Interchange Way highlighted as such a route. This provides access from the site north towards an off carriageway designated cycle lane on the A4 Great West Road towards Gunnersbury Park. The local cycle routes are shown on the Local Cycling Guide extract within **Appendix B**.
- 3.4.2 Chiswick High Road contains a shared bus and cycle lane northbound towards Chiswick Roundabout. On the approach to the roundabout the cycle route leaves the bus lane and becomes a shared foot and cycleway. At Chiswick Roundabout the cycle route continues through the junction via the toucan crossing described above.
- 3.4.3 To the south of the site a shared foot and cycleway is located on both sides of Kew Bridge heading towards Kew Gardens. The A315 Kew Bridge Road contains an eastbound shared bus and cycle lane towards the junction with the A205 South Circular Road and westbound on-carriageway cycle lane. These both assist cycling to and from the centre of Brentford, which is less than 2 kilometres to the south west of the site.

### Local Amenities

- 3.4.4 Existing local amenities that can be used by residents of the development are set out in **Table 3.1**, together with the respective distances and journeys times, based upon a walking speed of 4.8kph and cycling speed of 16.0kph.

Table 3.1: Local Amenities

Key Local Amenities	Distance (metres)	Journey Time (mins)		
		Walking	Cycling	Public Transport
Strand-on-the-Green Primary School	805	10	3	n/a
Lionel Primary School	966	12	4	47
Kew House Senior School	50	1	1	n/a
Acton High School	2092	27	8	32
Buttercups Day Nursery	966	12	4	12
Wellesley Road Surgery	1127	14	4	8
Wellesley Dental Practice	322	4	1	n/a
BMI Health Care	322	4	1	5
Sainsbury's	1170	15	4	7
Waitrose	1170	15	4	7
Esso (On the Run) Convenience Store	322	4	1	n/a
Gunnersbury Rail and Underground Station	966	12	4	7
Kew Bridge Underground Station	322	4	1	n/a
Stand-on-the-Green Sub Post Office	966	12	4	n/a

Key Local Amenities	Distance (metres)	Journey Time (mins)		
		Walking	Cycling	Public Transport
BA Williams Chemist LTD	1287	16	5	6
Sainsbury's Local	322	4	1	3
Best-One Convenience Store	805	10	3	4
Lloyds Bank	1609	20	6	8
Barclays Bank	1931	24	7	7
HSBC Bank	1448	18	5	7
Express Tavern	322	4	1	2
The Bell & Crown public house	805	10	3	n/a

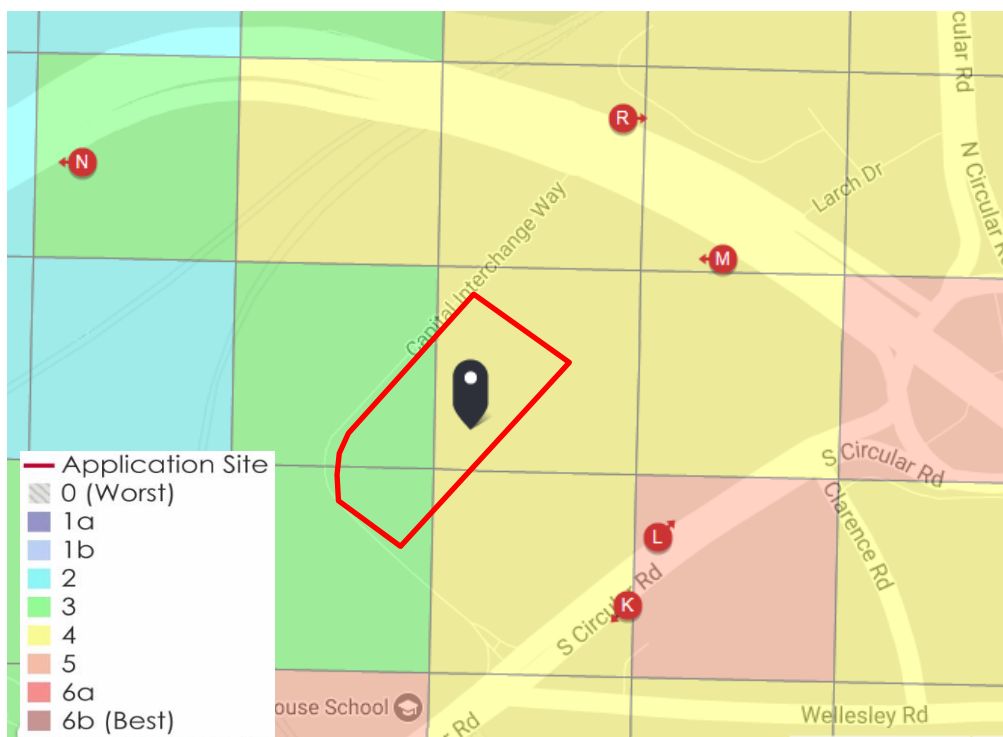
Note: These do not include all local services and amenities

- 3.4.5 This table demonstrates that the site is well located to access a range of services and amenities by sustainable travel. There are a broad range of facilities within a suitable walking, cycling or public transport journey.

### 3.5 Public Transport Accessibility Level

- 3.5.1 Public Transport Accessibility Levels (PTALs) provide a measure of a site's proximity to public transport services and indicate a relative rating. It takes into account walk access times and service availability, frequency and reliability. A PTAL can range from 0 to 6b, where a score of 0 indicates no accessibility and 6b indicates "excellent" provision.
- 3.5.2 The PTAL analysis methodology has prescribed maximum walk distances to bus stops (640 metres) and rail/ underground stations (960 metres). A PTAL assessment has been prepared via the TfL website, with the output provided in Appendix C. This has determined that for the operation of the development a 2021 PTAL assessment has been undertaken which includes local proposed public transport improvements, with the forecast map covering the site shown in **Figure 3.2**. This highlights that the site has a PTAL score of 3 (moderate) on the west of the site and a PTAL score of 4 (good) on the eastern side of the site.

Figure 3.2: PTAL Assessment



- 3.5.3 It is however noted that the PTAL methodology does not take account of public transport services just beyond bus stop and rail/ underground station thresholds, or indeed the ability to make multi-modal journeys such as catching a bus to a nearby station or riding a bike to a station that is beyond 640 metre walk distance. The site in reality is therefore considered to be a lot more accessible by sustainable modes than the PTAL results reveal.

### 3.6 Local Bus Services

- 3.6.1 The site benefits from six bus services surrounding the site. These are set out in **Table 3.1** together with their frequency.

Table 3.1: Bus Services Summary

Bus No.	Route	Frequency (min)		
		Weekday (0700-1900)	Saturday (0700-1900)	Sunday (0700-1900)
65	Ealing Broadway – Richmond – Kingston – Chessington South	4-8	5-15	8-19
237	Hounslow Heath – Brentford – Stamford Brook – Shepherd's Bush	5-9	8-16	8-15
267	Fulwell – Brentford – Ravenscourt Park – Hammersmith	8-12	15-30	15-30
391	Richmond – North Sheen – Hammersmith – Sands End	8-12	9-16	10-30
440	Stonebridge Park – West Acton – Chiswick Park	12-14	15-20	20-30
H91	Hounslow West – Osterley – Hammersmith	7-12	9-21	14-30

Source: TfL (Aug 2017)

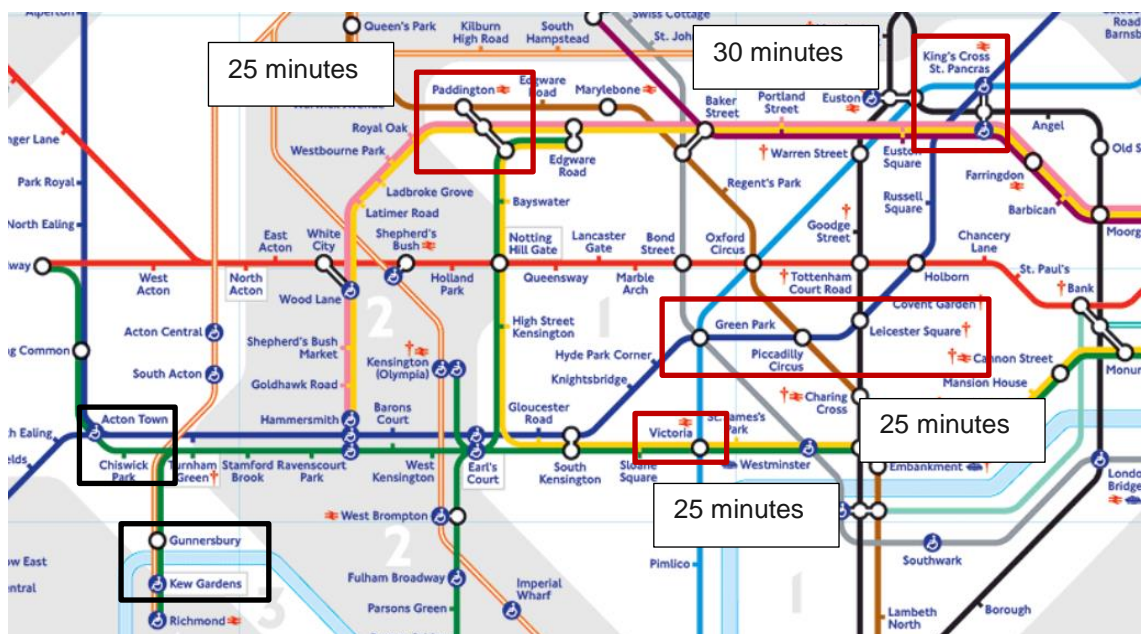
- 3.6.2 Service 65 operates the highest frequency service of the nearby bus routes and provides a connection from the site to locations such as Ealing Broadway, Richmond and Kingston.
- 3.6.3 Service 237 operates between Hounslow Heath and Shepherd's Bush and Service 391 operates between Richmond and Sands End. Bus stops for each of these services are located on the Chiswick High Road adjacent to Brentford Fountain Leisure Centre.
- 3.6.4 Service 267 operates on Chiswick High Road with a stop adjacent to Brentford Fountain Leisure Centre. This service operates between Fulwell and Hammersmith via Brentford.
- 3.6.5 Service 440 operates between Power Road to Stonebridge Park Station in Brent. The terminal and first bus stops for this service is located on Power Road, which is to the north east side of Chiswick Roundabout.
- 3.6.6 Service H91 operates along the A4 Great West Road to the north of the site, providing connections to Hounslow West, Osterley and Hammersmith



### 3.7 Rail and Underground Services

- 3.7.1 The site is situated 4 minutes' walk to Kew Bridge Rail Station. From Kew Bridge, direct trains are available to London Waterloo, Weybridge, Hounslow and Reading. Kew Bridge Rail Station is served approximately 6 times an hour in both directions during the peak hours, with the journey time to Waterloo approximately 30 minutes.
- 3.7.2 The site is also situated 12 minutes' walk to Gunnersbury Overground and London Underground Station. This station is situated on the District Line, which has services between Richmond and Upminster as well as between Richmond and Edgware Road. Services operate at a frequency of approximately 10 minutes.
- 3.7.3 The line also provides connection with central London (Westminster and Embankment) in approximately 30 minutes, with Paddington and Victoria Rail Stations reached in 30 minutes. The London Overground provides connections to further destinations including Euston and Stratford.
- 3.7.4 The site is also located within walking and cycling distance to other London Underground, Overground and National Rail stations, which can also be easily reached by cycle and local bus services. These include;
- Acton Town Station which is on the Piccadilly Line and is 24 minutes on foot or 7 minutes by bike. Brentford Station (National Rail) is 26 minutes' walk from the site or 8 minutes by bike.
- 3.7.5 **Figure 3.3** illustrates the main connections available from these stations within the London Underground and London Overground networks.

Figure 3.3: London Tube and Overground Map.



Source: Transport for London

- 3.7.6 As shown in **Figure 3.3**, the site is very well connected by the London Underground and London Overground to Central London and key rail termini such as Victoria, King's Cross St Pancras and Paddington.

### **3.8 Car Club**

- 3.8.1 Car Clubs provide easy and affordable access to vehicles, reducing the need to own a car. The vehicles can be booked online or by phone, for periods from one hour to a weekend. The nearest Car Club space is located within the Fountain Leisure Centre directly to the south-east of the Citroen Site, which is operated by Zip Car. Further details including membership are available on the Zip Car website:

<http://www.zipcar.co.uk/>

## 4 Proposed Development and Access Strategy

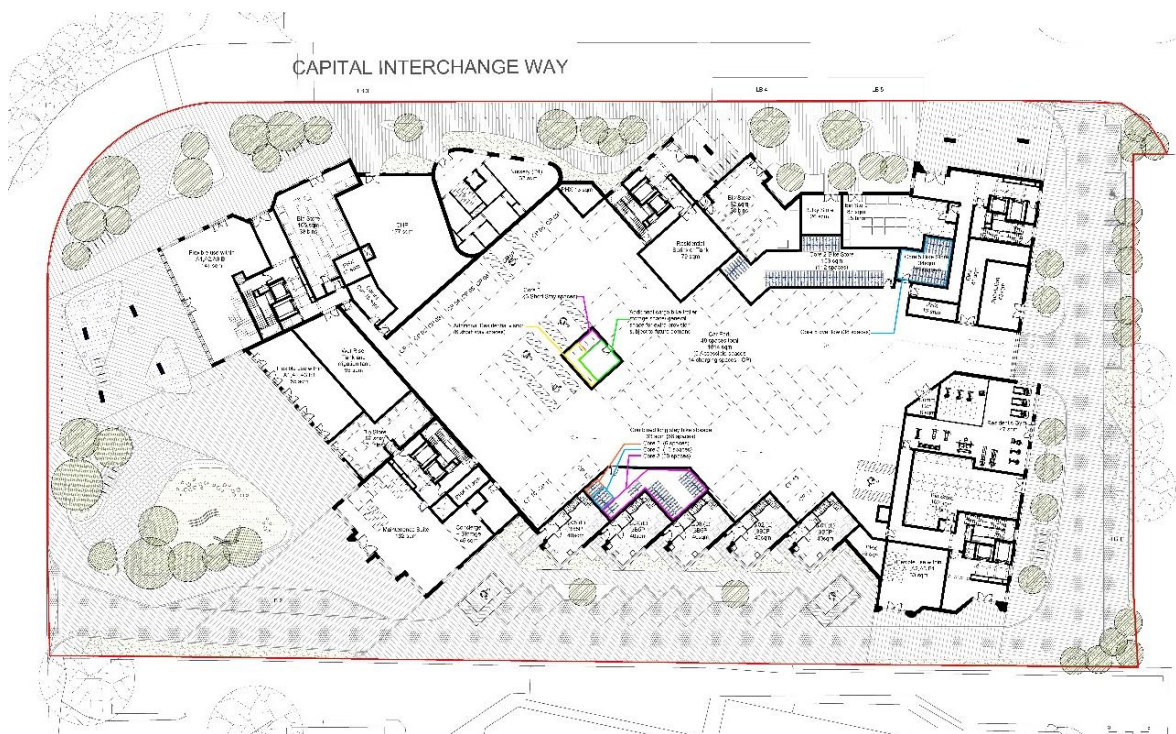
### 4.1 Development Schedule

- 4.1.1 The proposed redevelopment of the Citroen site will provide a residential led mixed use development consisting of 441 residential units (Class C3) including 50% affordable housing with ancillary facilities, flexible uses within classes (A1, A2, A3 and B1) and a nursery (Class D1). The development will provide 20% of car parking spaces with active charge points and a further 80% of spaces will be passive in accordance with the Draft London Plan, 2017.

### 4.2 Pedestrian and Cycle Access

- 4.2.1 The site will have various pedestrian accesses, with the western area being open space, with access routes around the site. Further step free pedestrian accesses will be provided at each block and for each flexible use commercial/retail unit and nursery.
- 4.2.2 The proposed access links to the development are shown in **Figure 4-1**.

Figure 4-1: Proposed Site Layout and Access



- 4.2.3 Cycle access to the internal ground floor car park will be from the vehicular access provided on the eastern boundary of the site from the internal access road. The 1<sup>st</sup> floor cycle parking will be accessed via lifts from the ground floor, with the layout shown on **Figure 4-2**. The associated short stay cycle parking within the development will be located within the courtyard area on the western boundary of the site.



Figure 4-2: Proposed First Floor Layout



### 4.3 Cycle Parking

- 4.3.1 The development provides 881 cycle parking spaces consisting of 816 long stay spaces and 65 short stay spaces. This is broken down by the following land uses in **Table 4.1**.

Table 4.1: Long and Short Stay Cycle Parking

Use	Long Stay	Short Stay
C3 Residential	806	29
A1, A2, A3 Retail/B1 Office	8	12
D1 Nursery	2	20
D1 Nursery (large bike/ trailer)	0	4
Total	816	65

- 4.3.2 The long stay residential cycle parking provision is provided in a mixture of enclosed cycle stores within the ground floor car park and at first floor podium level, which are specific to each residential block for additional security. **Table 4.2** sets out the proposed residential cycle parking provision by location throughout the development

Table 4.2: Residential Cycle Parking Provision and Location

	Long Stay		Short Stay	
Residential Parking	Ground	First	Ground	First
Core 1	0	180	0	3
Core 2	112	0	2	0
Core 3	0	160	0	0
Core 4	0	116	0	2
Core 5	38	134	0	3
Combined Long Stay Store	66	0	0	0
Central Store	0	0	9	0
External	0	0	10	0
<b>Total</b>	<b>806</b>		<b>29</b>	

- 4.3.3 Within the cycle store, the long stay spaces and some of the short stay spaces are made up of a mixture of 'Sheffield' type stands and two-tier stands for space saving efficiency.
- 4.3.4 **Figure 4.1** and **Figure 4.2** illustrate the location of the internal residential cycle parking at ground and first floor level respectively.
- 4.3.5 There are 10 external residential short stay spaces. These are unallocated, but are within a total external provision of 56 spaces. The external cycle parking areas are illustrated in **Figure 4.2** and are distributed in 7 separate areas on the western, northern and eastern sides of the site. Each of these areas contains 4 no. 'Sheffield' type cycle stands thereby providing capacity for 8 cycles.
- 4.3.6 The long and short stay commercial/retail, nursery and nursery larger bike/ trailer spaces are all unallocated and are located externally within the provision of 56 spaces. The level of cycle parking provided by the development exceeds the requirements within the current London Plan, as well as the Draft New London Plan.

## 4.4 Vehicle Access

- 4.4.1 Vehicular access to the development will be gained from Capital Interchange Way on the western side of the site. This will be a one-way route into the site leading to an internal road along the southern boundary of the site, which will provide limited surface parking and a ground floor car park that accessed on the eastern side of the site from the internal road.
- 4.4.2 The vehicle egress will be left out of the car park onto Capital Interchange Way north of the site.

## 4.5 Service Access

- 4.5.1 The development will contain two on-site servicing and delivery bays that are located near the core internal refuse storage areas. The access road has been designed to accommodate a Hounslow Council Refuse vehicle and a removals vehicle. Three servicing and delivery bays will be provided on Capital Interchange Way north of the site as requested by LBH.
- 4.5.2 It is proposed that deliveries will be managed by on-site management from the concierge located in the south western corner of the development. The concierge will have a storage area for deliveries, where residents will be informed of any delivery by phone or email. The deliveries will then be collected directly from the concierge by the residents.

- 4.5.3 As part of the management for Brentford FC, all parking and delivery on Capital Interchange Way will be temporarily suspended on match day. There will be no on street deliveries to be organised by the on site management, with only off-street deliveries being undertaken.
- 4.5.4 The delivery and service bays provided on Capital Interchange Way will not be used for drop off/pick up for the nursery. This will help to encourage sustainable travel to the nursery.

## 5 Objectives and Targets

### 5.1 Overview

- 5.1.1 This section sets out the overarching objectives and targets of the RTP for the Citroen Site development.
- 5.1.2 The objectives are supported by a set of quantified SMART (Specific, Measurable, Achievable, Realistic and Time-Bound) targets to ensure progress towards achieving them can be measured.

### 5.2 Objectives

- 5.2.1 The objective of this RTP is to encourage residents and visitors of the development to travel using sustainable means.
- 5.2.2 Several sub-objectives have been set to support the realisation of this overarching objective. These seek to:
- Increase the awareness of the RTP and its constituent elements;
  - Encourage greater use of more sustainable means of travel;
  - Minimise single occupancy car journeys and promote car sharing;
  - Reduce the need to travel; and
  - Develop an on-going management coordination process which will monitor and review changes.
- 5.2.3 Details on how the RTP will achieve these objectives are provided in Chapter 6.

### 5.3 Targets

- 5.3.1 According to TfL's Travel Planning Guidance, comprehensive and compliant surveys need to be within 6 months of occupation. The targets presented in this section are based on the trip generation and mode share agreed within the Transport Assessment and, if necessary, will be updated when baseline monitoring surveys are conducted.
- 5.3.2 Maximum impact on people's travel patterns is likely to be achieved immediately following a life change – for example moving into a new home. Therefore, it is expected that the RTP will have maximum effect during first occupation.
- 5.3.3 At this stage, it is not possible to provide the travel pattern details of residents prior to occupation.
- 5.3.4 Until questionnaire surveys have been undertaken following 6 months after first occupation, 'interim' travel targets have been set out below in **Table 5-1**.
- 5.3.5 The RTP aims to achieve on occupation, and then reduce, the car driver mode share calculated in the Transport Assessment, while increasing cycling by 4% and walking by 6% over the life of the RTP. While the site is close to public transport, it is also close to facilities and services which should serve well in achieving these targets with wider major development in the area underway which will encourage walking and cycling for work and leisure purposes.

Table 5-1: Citroen Site Residential Mode Split Interim Targets

Mode	Percentage 'Interim' Baseline'	3 <sup>rd</sup> Year Target	5 <sup>th</sup> Year Target
Public Transport	54%	54%	55%
Car Driver	23%	21%	20%
Car Passenger	1%	1%	1%
Bicycle	6%	7%	10%
Foot	14%	16%	20%
Other	2%	1%	1%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>



## 6 Travel Plan Delivery

### 6.1 Residential Travel Plan Coordinator

- 6.1.1 The appointment or nomination of a Residential Travel Plan Coordinator is central to the successful implementation and management of the RTP. The Residential Travel Plan Coordinator will act as the promoter of the components of the RTP to secure its implementation, as well as being the key contact point for the residents and other people who use the site.
- 6.1.2 During the pre-occupation stage of the development, a suitable Residential Travel Plan Coordinator will be appointed. This person will be appointed / nominated and funded by the Applicant, with the service provided by either the Site-Wide Management Company or consultants on behalf of the Applicant .
- 6.1.3 The key responsibilities undertaken by the Residential Travel Plan Coordinator are set out below, acknowledging that these will be reviewed / amended on a regular basis:
- Leading on the delivery of the RTP once approved by LBH;
  - Coordinating the necessary data collection to develop the 'Household Welcome Pack' for all residential dwellings, containing: maps of local walking and cycling facilities; public transport timetables; contact details for local bus and taxi companies; contact details for local authority travel-based initiatives and promotions; and information about local facilities in the area;
  - Representing the 'human face' of the RTP, such as liaison with future residents' steering groups (once set up) / community trust;
  - Facilitating the 'smarter choices' campaign by providing personalised travel planning tailored to residents' needs by visiting each individual dwelling;
  - Promoting the individual measures and packages;
  - Liaising with LBH over monitoring and reviews of the RTP, and to help assess progress towards achieving mode-shift away from car use (discussed in more detail in the next chapter);
  - Providing an information leaflet containing links to key websites promoting sustainable transport options and home shopping, and providing information and advice on local travel issues when requested;
  - Providing a focal point for the residents for community-based travel issues.

### 6.2 Securing

- 6.2.1 the Applicant will fund the preparation, implementation and operation of the travel plan process, together with the monitoring and review, which shall be undertaken in association with LBH.
- 6.2.2 the Applicant will also fund the day-to-day site Residential Travel Plan Coordinator's role, the implementation and management of physical measures, the promotion of sustainable travel throughout the delivery period of the proposed development, and the coordination of the monitoring and review process.

## 7 Measures

- 7.1.1 In order to meet the objectives set out in Section 5 of this RTP, there are a number of measures available to encourage sustainable travel and discourage the use of the car. The 'hard' measures will be delivered with the development and the 'soft' measures can be selected by the Travel Plan Coordinator to encourage the residents to meet the objectives.
- 7.1.2 The measures have been allocated to targeting one of the five RTP objectives; increase the awareness of the RTP, encourage use of sustainable modes, encourage the best use of cars and other vehicles, to reduce the need to travel and develop an on-going management coordination process. The measures are summarised in **Table 7-1**.

Table 7-1: RTP Measures

Objectives	Measure	Phase	Responsibility
<b>Increase the awareness of the RTP</b>	A trained employee based in the Sales Office will offer personalised travel planning advice/information to house purchasers to raise their awareness of travel choices before they move in.	Pre-occupation	Applicant
	<p>A 'Household Welcome Pack' aimed at all new occupants will be produced and provided upon occupation to ensure they are aware of travel options, enabling them to plan their journeys to and from their new home, ensuring that more sustainable travel options are considered. These will be periodically updated and will contain the following information:</p> <ul style="list-style-type: none"> <li>Location map of the site highlighting transport facilities in and close to the site such as bus stops, cycle stands and car club vehicles</li> <li>Site-specific public transport information including the latest bus timetables and maps</li> <li>Links to relevant websites with travel information such as <a href="http://www.tfl.gov.uk">www.tfl.gov.uk</a> and cycling organisations</li> <li>Local walking and cycling maps showing local services and schools within an easy walk/cycle distance</li> <li>A brief introduction in the pack to explain the RTP objectives, targets and how the residents can make a difference to increase the awareness of the RTP itself.</li> <li>Details of car sharing schemes</li> <li>Local Car club information</li> <li>Promotional material on the health and financial benefits of sustainable modes of travel</li> <li>Feedback survey forms</li> </ul>	During occupation	Travel Plan Coordinator

Objectives	Measure	Phase	Responsibility
	The provision for the information and materials listed in the welcome pack to be displayed and made available on prominently displayed notice boards for residents in communal entrance/exit point in the development.	Upon occupation	Travel Plan Coordinator
<b>Encourage the use of sustainable transport modes</b>	Pedestrian footways along the primary access connecting to existing pedestrian network and public transport facilities.	Pre-occupation	Applicant
	Secure and conveniently located cycle storage provision.	Pre-occupation	Applicant
	Arrange events to promote sustainable transport such as a Walk To Work Day, Bike Week, In Town Without My Car and National Liftshare Week.	Throughout occupation	Travel Plan Coordinator
	Encourage residents to register with Walk-BUDi and Bike-BUDi, which provides a national travel database of registered users wishing to find someone to share daily journeys to work.	Throughout occupation	Travel Plan Coordinator
<b>Encourage the best use of cars and other vehicles</b>	Limited car parking is provided on-site.	Pre-occupation	Applicant
	On-site electric vehicle charging points are to be provided in accordance with the London Plan.	Pre-occupation	Applicant
	Encourage residents to register with Liftshare to record their daily journeys and find others to car share with. This will also be promoted using literature in the Household Welcome Packs.	Throughout occupation	Travel Plan Coordinator
	As part of the Household Welcome Pack, a discount/voucher for each household will be provided for membership/use on a pay as go basis with local car club suppliers.	Upon occupation	Travel Plan Coordinator
<b>Reduce the need to travel</b>	Fibre optic broadband infrastructure to allow internet access to every household.	Pre-occupation	Applicant
	The use of online shopping will be promoted to reduce the need for travelling to the shops by car.	Throughout occupation	Travel Plan Coordinator

Objectives	Measure	Phase	Responsibility
<b>Develop an on-going management coordination process</b>	Appointment of a Travel Plan Coordinator.	Pre-occupation	Applicant
	Undertake baseline and future residential travel surveys.	Following 6 months following first occupation	Travel Plan Coordinator
	Undertake future residential travel surveys.	Years 3 and 5 following initial baseline survey	Travel Plan Coordinator
	Following the completion of the baseline and future residential travel surveys, a comprehensive review of the RTP will be undertaken in association with LBH.	As appropriate	Travel Plan Coordinator

## 8 Monitoring and Review

- 8.1.1 The RTP will be the responsibility of the Applicant who will appoint a suitable Residential Travel Plan Coordinator. This person will be appointed / nominated and funded by the Applicant with the service provided by either the Site-Wide Management Company or separate consultants. Should the agreed travel targets not be met at year 5, the Applicant will agree a reasonable period and measures with LBH which the Travel Plan will be extended. The extended period of the Travel Plan, including any surveys, will be funded by the Applicant.
- 8.1.2 Surveys, monitoring and review of targets will take place when 75% of the units are occupied or within six months of commencement of new built units being occupied, whichever occurs first.
- 8.1.3 **Table 8-1** below gives the plans and timescales for the monitoring and review of the RTP.

Table 8-1: Plans and timescales for Travel Plan Monitoring and Review

Action	Timescale
Baseline travel survey of all residents	When 75% of the proposed residential units are occupied or within 6 months following first occupation, whichever occurs first
Update of RTP following baseline surveys in association and with agreement of LBH	Following baseline travel surveys
Future residential travel surveys	Years 3 and 5 following initial baseline survey*
Undertake a comprehensive strategic review of all aspects of the RTP (including the Objectives, Targets, the Action Plan and the monitoring programme) in association and with agreement of LBH	Following baseline surveys and in years 3 and 5 following initial baseline survey

\*Additional surveys may be required should targets not be met and the life of the travel plan be extended beyond the initial 5 years.

- 8.1.4 The duration of the RTP Coordinator's role will extend for the duration of the life of the Travel Plan under the S106.
- 8.1.5 If the target mode share is achieved within the time period, then the Applicant funded Residential Travel Plan Coordinator's role will be complete at the end of the period. An agreed mechanism will be put forward for the successful handover of responsibility from the Residential Travel Plan Coordinator to a future Community Steering Group comprising local residents or Community Trust to continue the RTP and Residential Travel Plan Coordinator role.
- 8.1.6 The Applicant will provide a fixed commuted sum per year to help the above group for a period of 3 years beyond the date at which the travel plan is discharged to cover the key responsibilities of managing the RTP and the Coordinator role such as ensuring that information points and noticeboards are retained and kept up to date.

## Appendix A    ATTrBuTe Report

# ATTrBuTe

Travel plan name	Residential Travel Plan
Planning application reference number	
Name of travel plan author	Peter Brett Associates LLP (PBA)
Email address of travel plan author	reading@peterbrett.com
Telephone number of travel plan author	+44 1189 500761
Name of travel plan assessor	Stuart Gardner
Job title/role of travel plan assessor	
Plan Type	Strategic level   Framework   Travel Plan (occupiers known)

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The development		6/7
Does the travel plan include a) a breakdown of the different land uses expected on site? b) details of the size of each type of land use? c) details of how build-out of the development will be phased?	NONE	2
Does the travel plan include a) full address of the development? b) contact details for the person responsible for preparing the travel plan?	NONE	2
Does the travel plan include details of the number of users expected on site (including employees, residents, deliveries and visitors)?	NONE	1
Does the framework travel plan include a commitment for occupiers of the site to develop individual travel plans within the context of the overarching plan?	NONE	1
Policy		2/2
Does the travel plan include reference to relevant national, regional and local/borough... a) transport and spatial policy? b) travel planning guidance?	NONE	2
Site assessment		3/3
To what extent does the travel plan clearly describe the accessibility and quality of... a) existing transport networks and initiatives? b) existing travel initiatives available to all users?	NONE	3
Surveys		3/3
Does the travel plan propose the following? a) TRAVL compliant site user travel and freight surveys? b) an agreed date with the borough for the surveys to take place?	NONE	2
Is a baseline modal split (actual trip numbers and percentage of all trips) estimated for the site?	NONE	1
Objectives		3/3

Does the travel plan include objectives which reflect... a) Mayoral policy & strategic guidance? b) local / borough policy and guidance? c) the challenges and opportunities specific to the site?	NONE	3
Targets		2/2
Are there targets linking directly to each objective?	NONE	1
Have targets appropriate to the phasing of the development been set?	NONE	1
TP Co-ordinator		3/3
Has the framework travel plan co-ordinator.... a) roles and responsibilities been made clear? b) been allocated a sufficient amount of time to spend on the travel plan?	NONE	2
Has a site-wide travel plan co-ordinator been identified or is there agreement upon when a co-ordinator will be in place?	NONE	1
Measures		6/6
To what extent do the site-wide measures... a) support the objectives of the travel plan? b) reflect the context of the site?	NONE	3
Is an action plan provided which includes... a) short / medium / long term actions? b) timescales and responsibilities?	NONE	2
Is the action plan clear on how and when travel plans will be developed among occupying organisations?	NONE	1
Monitoring		2/2
Is a clear site-wide monitoring programme that adheres to the standardised approach included?	NONE	1
Is it clear who is responsible for site-wide monitoring?	NONE	1
Securing and enforcement		1/1
Is it clear how the travel plan will be secured?	NONE	1
Funding		6/6
Has a sufficient budget been set for the site-wide... a) travel plan co-ordinator post? b) measures? c) monitoring programme?	NONE	3
Have funding streams been identified for the site-wide... a) travel plan co-ordinator post? b) measures? c) monitoring programme?	NONE	3
Total - PASS		37



## Appendix B Local Cycle Network



