



ttp consulting
transport planning specialists

Leeds Property Ltd.

35-39 Leinster Gardens

Transport Statement

February 2016

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1 INTRODUCTION

- 1.1 TTP has been appointed by Leeds Property Ltd. ('the Applicant') to provide traffic and transport advice in relation to their proposal for the redevelopment of 35-39 Leinster Gardens in the City of Westminster (WCC).
- 1.2 The site is located on Leinster Gardens, close to the junction with Queens Gardens, in Bayswater in a highly accessible location. Bayswater underground station is approximately 500m (7 minutes' walk) southwest of the site.
- 1.3 The building is a Grade 2 listed building which is currently in use as a hotel. The forecourt in front of the building is currently used for up to 2 cars to park in unmarked bays, which is accessed via Leinster Gardens. Pedestrian access is also taken from Leinster Gardens.
- 1.4 The development proposal is for 32 residential units including 17 x 1-bedroom units, 5 x 2-bedroom units, 8 x 3-bedroom units and 2 x 4-bedroom units. The parking area at the front of the development will remain unchanged as per the existing situation.
- 1.5 This report considers the effects of the proposed development in traffic and transport terms. It considers practical issues such as accessibility, trip generation, parking and servicing arrangements associated with the development. The remainder of the report will be set out as follows:
- Section 2 sets out the existing situation at the site;
 - Section 3 considers the accessibility of the site by non-car modes
 - Section 4 provides details of the proposals for the development of the site;
 - Section 5 sets out existing transport policy relevant to the proposed development;
 - Section 6 considers the effects of the development; and
 - Section 7 summarises and concludes the report.

2 EXISTING SITUATION

Site Use

- 2.1 The site comprises 35 – 39 Leinster Gardens which is a Grade 2 listed building that is currently in use as a hotel. The forecourt in front of the building is used for parking for up to 2 cars in unmarked bays, which is accessed via an existing crossover on Leinster Gardens.

Site Location

- 2.2 The site which is located in Bayswater to the west of the City of Westminster. It is on the west side of Leinster Gardens, to the north of Hyde Park, 550m southwest of Paddington Station.
- 2.3 To the west side it is bound by the rear of the properties that front onto Porchester Terrace. To the east side it is bound by Leinster Gardens.
- 2.4 Leinster Gardens is largely residential in nature, including several hotels. Leinster Terrace to the south has a row of retail units at ground level and offices/ residential use on upper floors.

Local Highway Network

- 2.5 Leinster Gardens is a single carriageway road which operates between Cleveland Gardens to the north and Leinster Terrace and Bayswater Road to the south. There are on-street parking bays on Leinster Gardens interspersed with single yellow lines.
- 2.6 Bayswater Road (A402) is a strategic east/west route through the Borough connecting to Marble Arch to the east and Notting Hill Gate to the west. It runs along the north edge of Hyde Park, to the south of the site.
- 2.7 The A40 is a strategic route between central London and the M25 to the west. It runs east-west to the north of the site.

Parking

- 2.8 The site is within a Controlled Parking Zone (CPZ) within which residents bays are in operation between 08:30-22:00 every day, and pay-by-phone/pay and display bays are in operation between 08:30 and 18:30 Monday - Friday and 08:30-13:30 on Saturdays.
- 2.9 WCC maintains a database of parking survey information throughout the Borough. The most recent parking data for the area surrounding the site was collected in 2011.

- 2.10 The total spaces available, and occupied, within a 200m radius of the site are summarised by day and night in **Table 2.1** below. The full parking data reports have been included in **Appendix A**.

| Table 2.1: Summary of WCC Parking Occupancy Data | | | | | | | |
|---|---------------|------------------------------|------------|------------------------------|------------|--------------------------------|------------|
| Restriction Type | Spaces | Daytime (1100 – 1500) | | Evening (1900 – 2300) | | Overnight (0000 – 0600) | |
| | | Parked | % | Parked | % | Parked | % |
| Pay-by-Phone / Pay & Display | 17 | 13 | 76% | 6 | 35% | 8 | 47% |
| Pay-by-Phone | 35 | 25 | 71% | 24 | 69% | 18 | 51% |
| <i>Resident Bays</i> | <i>507</i> | <i>350</i> | <i>69%</i> | <i>361</i> | <i>71%</i> | <i>404</i> | <i>80%</i> |
| <i>Shared Use Bays</i> | <i>39</i> | <i>32</i> | <i>82%</i> | <i>32</i> | <i>82%</i> | <i>31</i> | <i>79%</i> |
| <i>Resident and Shared Use Total</i> | 546 | 382 | 70% | <i>393</i> | <i>72%</i> | <i>435</i> | <i>80%</i> |
| Single Yellow Line 1 | 141 | 9 | 6% | 27 | 19% | 15 | 11% |
| Total | 739 | 429 | 58% | 450 | 61% | 476 | 64% |

- 2.11 The table shows that the occupancy percentage of parking spaces in the vicinity of the site is 70% during the daytime (for resident and shared use bays only), 61% during the evening and 64% overnight.

3 ACCESSIBILITY

3.1 This section considers the accessibility of the site by non-car modes.

Walking

3.2 The site is well connected to the main pedestrian routes that serve public transport facilities and local amenities. There are footways on both sides of all local carriageways within the vicinity of the site. A number of controlled and uncontrolled crossings are located within the local area.

3.3 The Transport for London guidance document 'Walking Good Practice', issued in April 2012, refers to car journeys up to 2km in length which could easily be walked in less than 30 minutes.

3.4 The Chartered Institution of Highways and Transportation (CIHT) Guidelines ("Guidelines for Providing for Journeys on Foot", 2000) suggests a maximum 'acceptable' walking distance for pedestrians without mobility impairment of 2km, which has been summarised in **Table 3.1** below for some common trip purposes.

| Table 3.1: Suggested Acceptable Walking Distances | | | |
|--|------------------------------|----------------------------|------------------|
| Definition | Walking Distances (m) | | |
| | Town Centres | Commuting / Schools | Elsewhere |
| Desirable | 200m | 500m | 400m |
| Acceptable | 400m | 1,000m | 800m |
| Preferred Maximum | 800m | 2,000m | 1,200m |
| Source: Providing for Journeys on Foot, IHT, 2000 | | | |

3.5 **Table 3.2** sets out details of approximate distances between the proposed development site and local amenities. The table illustrates that there are a number of local amenities located within a 'desirable' and 'acceptable' walking distance of the site. Average walking speed is assumed to be 80m per minute.

| Table 3.2: Facilities within Walking Distance | | | |
|--|------------------|---------------------------|---------------------------------|
| Facility | Location | Distance from Site | Approximate Walking Time |
| Lancaster Gate Medical Centre | Leinster Terrace | 280m | 4 |
| Primary School | Leinster Gardens | 305m | 4 |
| Moore's Pharmacy | Craven Road | 430m | 5 |
| Barclays Bank | Queensway | 500m | 6 |
| Tesco Express/ Sainsbury's | Queensway | 540m | 7 |

- 3.6 As indicated in **Table 3.2**, many essential facilities and amenities are within acceptable walking distance of the site. The footways in the vicinity of the site are in good condition with street lighting and crossings with tactile paving and dropped kerbs.

Cycling

- 3.7 It is generally accepted that cycling is a suitable mode of travel for journeys up to 5 miles in length although in London, longer journeys are commonplace. Much of Central London is accessible in less than 5 miles cycling distance of the site.
- 3.8 Leinster Gardens is marked as '*Quieter roads that have been recommended by other cyclists*'. Routes to other parts of London, including along Craven Road are marked as '*Routes signed or marked for use by cyclists on a mixture of quiet or busier roads*'. There are off-road cycling routes through Hyde Park, to the south of the site.

Public Transport

Bus Services

- 3.9 The closest bus stops, Porchester Road Stop D and Leinster Terrace Stop LF, are 5 minutes' walk to the south of the site, on Bayswater Road.
- 3.10 A TfL Bus Spider Map is provided in **Appendix B**. The bus routes which serve these stops are summarised in **Table 3.3** on the following page.

Table 3.3: Summary of Bus services at closest stops

| Route | Origin/Destination | First bus | Last bus | Frequency (every 'x' minutes) |
|-------|------------------------------------|-----------|----------|--------------------------------------|
| 94 | Acton Green to Piccadilly Circus | 00:03 | 23:55 | 3-12 minutes between 06:00 and 00:00 |
| 148 | Shepherds Bush to Camberwell Green | 06:13 | 01:02 | 6-12 minutes between 07:00 01:00 |
| 390 | Archway to Notting Hill Gate | 00:14 | 00:00 | 6-12 minutes between 07:00 00:00 |
| N207 | Uxbridge to Bloomsbury | 00:13 | 05:30 | 15-20 mins |

- 3.11 **Table 3.3** demonstrates that the site benefits from regular bus services from within walking distance of the site. There are interchange opportunities at Underground and mainline Railway Stations on all of the bus routes.

Rail Services

- 3.12 There are several underground stations within walking distance of the site. The closest is Bayswater underground station which is approximately 500m (7 minutes' walk) southwest of the site. Paddington underground and railway station is approximately 500m (7 minutes' walk) in the other direction to the northwest of the site. Queensway underground station is 700m (9 minutes' walk) to the southeast of the site. The underground services at these 3 stations are summarised in **Table 3.4** below.

Table 3.4: London Underground Services

| Station | Line | Destination | Frequency (minutes one-way) | |
|------------|--------------------|--|-----------------------------|----------|
| | | | Peak | Off-peak |
| Bayswater | District | Edgware Rd to Wimbledon | 8 | 10 |
| | Circle | Edgware Rd to Hammersmith | 10 | 10 |
| Paddington | Bakerloo | Harrow & Wealdstone to Elephant & Castle | 3 | 4 |
| | Circle | Edgware Rd to Hammersmith | 10 | 10 |
| | Hammersmith & City | Hammersmith to Barking | 7 | 10 |
| Queensway | Central | West Ruislip to Epping | 4 | 10 |

3.13 The closest National Rail station to the site is Paddington which is a 9 minute walk away. Paddington is served by regular train services to Heathrow, Bristol and Oxford. There are many interchange opportunities, using the bus and underground, to other mainline railway stations in London.

Public Transport Accessibility Level

3.14 Public Transport Accessibility Levels (PTALs) are a theoretical measure, from 1-6, of the accessibility of a given point to the public transport network, taking into account walk access time and service availability.

3.15 The assessment methodology reflects:

- Walking time from the point of interest to the public transport access points;
- The reliability of the service modes available;
- The number of services available within the catchment; and
- The level of service at the public transport access points – i.e. average waiting time.

3.16 The PTAL rating of the centre of the site is 6b, meaning the site has an excellent level of accessibility to public transport. **Appendix C** contains the TfL PTAL summary.

Car Clubs

3.17 Car clubs offer an alternative to owning a car for people living or working in the area who do not require frequent use of a car.

3.18 There are several car club bays operated by Zipcar in the vicinity of the site. The closest space is on Leinster Gardens, 160m south of the site.

4 DEVELOPMENT PROPOSAL

- 4.1 The development proposal is for 32 residential units including 17 x 1-bedroom units, 5 x 2-bedroom units, 8 x 3-bedroom units and 2 x 4-bedroom units. The architect's floor layout plans are provided in **Appendix D**.

Access

- 4.2 Pedestrian and cyclist access to the site is proposed to be from Leinster Gardens, as per the existing arrangement.

Parking

Vehicle Parking

- 4.3 There are no changes proposed to the existing forecourt parking area and there will be no additional parking spaces provided on-site. This is considered an appropriate response to the change of use proposal as well as the excellent level of public transport accessibility that the site benefits from. The potential effects of the development on on-street parking conditions are discussed in **Section 6**.

Cycle Parking

- 4.4 There will be dedicated cycle parking on the lower ground floor, as indicated in **Appendix D**. It is proposed that there will be 18 Josta 2-tier racks which will be capable of accommodating 36 bikes. This is compliant with WCC minimum cycle parking standards which state that there should be a minimum of 1 space per unit.

Servicing and Refuse Collection

- 4.5 A dedicated bin store will be provided on the lower ground floor (shown in **Appendix D**).
- 4.6 Servicing and deliveries will be carried out from the front of the development on Leinster Gardens. It is anticipated that there will be a reduction in deliveries and servicing when compared to the existing hotel use.

5 POLICY CONTEXT

5.1 This section summarises the relevant transport policies at national, regional and local level.

National Planning Policy Framework

5.2 The National Planning Policy Framework (NPPF) was published in March 2012 and sets out the Government's national planning policies and how these should be applied.

5.3 Chapter 4 – 'Promoting Sustainable Transport' sets out central government national transport policy:

"Transport policies have an important role to play in facilitating sustainable development but also in contributing to wider sustainability and health objectives. Smarter use of technologies can reduce the need to travel. 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.

Encouragement should be given to solutions which support reductions in greenhouse gas emissions and reduce congestion. In preparing Local Plans, local planning authorities should therefore support a pattern of development which, where reasonable to do so, facilitates the use of sustainable modes of transport."

5.4 Chapter 4 of the NPPF 'Promoting Sustainable Transport' states that:

"All developments which 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 sustainable access to the site can be achieved for all people; and*
- *Improvements can be undertaken within the transport network that cost effectively limit 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."*

The London Plan

5.5 The London Plan (March 2015) is a Spatial Development Strategy which sets out the framework for the development of London over the next 20-25 years.

- 5.6 Policy 6.1 sets out a number of strategic aims, with those relevant to the proposals as follows:
- a) *"encouraging patterns and nodes of development that reduce the need to travel, especially by car;*
 - b) *seeking to improve the capacity and accessibility of public transport, walking and cycling, particularly in areas of greatest demand;*
 - c) *supporting development that generates high levels of trips at locations with high levels of public transport accessibility;*
 - d) *supporting measures that encourage shifts to more sustainable modes and appropriate demand management; and*
 - e) *promoting walking by ensuring an improved urban realm."*
- 5.7 Policy 6.3 *"Assessing the Effects of Development on Transport Capacity' states that 'Development proposals should ensure that impacts on transport capacity and the transport network, at both corridor and local level, are fully assessed. Development should not adversely affect safety on the transport network... Transport assessments will be required in accordance with TfL's Transport Assessment Best Practice Guidance for major planning applications."*

The Mayor's Transport Strategy (MTS) (2010)

- 5.8 The Mayor's Transport Strategy (MTS) was published in May 2010 and is a policy document developed in conjunction with the London Plan and the Economic Development Strategy as part of a strategic policy framework to support and shape the economic and social development of London over the next 20 years. The document outlines the Mayor's vision and how TfL and its partners will achieve the vision.
- 5.9 The Mayor's vision states that:
- "London's transport system should excel among those of global cities, providing access to opportunities for all its people and enterprises, achieving the highest environmental standards and leading the world in its approach to tackling urban transport challenges of the 21st century."*
- 5.10 The MTS stresses the importance of integrating development with transport infrastructure and locating development in areas with the widest possible opportunities for sustainable travel.

Core Strategy

- 5.11 Westminster City Council resolved to adopt its Core Strategy in January 2011. Policy CS40 Pedestrian Movement and Sustainable Transport states:

"All developments will prioritise pedestrian movement and the creation of a convenient, attractive and safe pedestrian environment, with particular emphasis in areas with high pedestrian volumes or peaks. Sustainable transport options will be supported and provided for, including the following priorities:

- *Providing for cycling facilities as part of all new development, including facilities for residents, workers and visitors as appropriate; and*
- *Reducing reliance on private motor vehicles and single person motor vehicle trips"*

Westminster Unitary Development Plan (UDP)

5.12 The adoption of the Core Strategy resulted in the deletion of a number of the City Council's historic UDP policies; however, the traffic/transport policies relevant to this planning application were retained in January 2010.

5.13 Policy TRANS 15 concerns traffic reduction and states the following:

"To minimise the adverse effects of traffic on the environment and amenity, the City Council will seek to increase the use, integration and development of public transport, cycling and walking as viable alternatives to motor vehicles and reduce the use of private motor vehicles, particularly, but not exclusively, through and commuter traffic. It will adopt the traffic reduction targets set out in the Mayor's Transport Strategy and the London Plan."

5.14 Policy TRANS 10 covers Cycle Parking Standards and states that residential developments require 1 cycle parking space per unit.

5.15 Policy TRANS 23 covers residential car parking which states that *"the Council will, where appropriate and practical, require off-street parking to be accommodated on the basis of;*

- *1 space per unit of 2 bedrooms or less; and*
- *1 to 2 spaces per unit of 3 bedrooms or more provided that the overall aggregate does not exceed 1.5 spaces per unit."*

5.16 Policy TRANS 23 goes on to state that:

"For any new residential development including residential extensions and conversions the City Council may take into account the likelihood of additional demand for on-street parking arising from the development. The City Council will normally consider there to be a serious deficiency where additional demand would result in 80% or more of available legal on-street parking places

being occupied during the day (i.e. parking bays) or at night (i.e. parking bays and single yellow lines) in the vicinity of the development.

and

Residential development intended or designed without on-site parking provision may be acceptable where:

- *a surplus of on-street parking space is available (see TRANS 23 (B)); and*
- *the development is extremely well-served by public transport; and*
- *on-site parking provision is physically impossible or impractical, .."*

5.17 Policy TRANS 23 ends by suggesting that "*where appropriate, the potential impact of additional cars being parked on-street in the vicinity of a proposed development will be mitigated by either:*

(i) a financial contribution towards the cost of parking improvements that would directly benefit residents, or

(ii) the long-term provision, by the developer, of off-street parking in the vicinity."

6 EFFECTS OF THE PROPOSAL

- 6.1 This section considers the effects of the development proposal in traffic and transport terms including trip generation, car and cycle parking, servicing requirements and refuse collection.
- 6.2 Due to the relatively small number of units, the proposed development is expected to have no material impact in traffic / transport terms, particularly in the context of the current use of the site as a hotel. However, in light of the Council's normal requirement for off-street, on-site car parking to be provided for new residential development, this section of the report considers the effect of not providing any dedicated parking spaces and sets out the mitigation measures proposed by the Applicant in light of the fact that no car parking is proposed.

Parking

- 6.3 Policy TRANS 23 (off street parking, residential development) in the Westminster UDP states that the council requires off-street parking for residential developments where acceptable and appropriate. However, residential development without off-street parking may be acceptable where a surplus of on-street parking is available, where the development is well served by public transport, and where on-site provision is impossible or impractical.
- 6.4 In such circumstances, part B of the policy states:
- "For any new residential development including residential extensions and conversions, the City Council may take into account the likelihood of additional demand for on-street parking arising from the development. The City Council will normally consider there to be a serious deficiency where additional demand would result in 80% or more of available legal on-street parking places being occupied during the day (i.e. parking bays) or at night (i.e. parking bays and single yellow lines) in the vicinity of the development. In these circumstances, the City Council will normally seek to resist development unless the potential impact of additional cars being parked on-street in the vicinity is mitigated."*
- 6.5 It has been shown in **Section 2** of this report that there is available on street parking in the area, and in **Section 3** that it is well served by public transport with a PTAL rating of 6b. Furthermore, as there is no scope for increasing parking provision on-site due to the change of use proposal, it is considered appropriate that no off-street parking is provided for the site.
- 6.6 In order to consider the potential impact of the development on on-street parking in the vicinity of the site, the potential level of vehicle ownership has been assessed using 2011 Census data.

- 6.7 The Census data indicates that in the local super output area 'Westminster 017E' in which the site is located, there are 0.33 car/ vans per unit. If this rate is applied to the 32 proposed units, it suggests that there could be 11 cars associated with the development. This has been applied to the existing parking occupancy levels set out in **Section 2**, to determine the potential impact on on-street parking.

Daytime Assessment

- 6.8 **Table 6.1** illustrates the parking occupation of residents' bays and shared use bays during the daytime for the existing scenario and the future scenario, which includes 11 additional vehicles.

| Table 6.1 Parking Occupancy Daytime (residents bays and shared use bays) | | | |
|---|-------------------------|----------------------------------|-------------------------------|
| Scenario | Number of Spaces | Number of Parked Vehicles | Percentage Utilisation |
| Existing | 546 | 382 | 70% |
| Future (Plus 11 vehicles) | 546 | 393 | 72% |

- 6.9 The Table indicates that if an additional 11 vehicles were to park during the day, occupancy would increase marginally from 70% to 72% which remains below 80%; the level that parking stress is generally considered to occur at.

- 6.10 It is therefore considered that any cars associated with the development can be accommodated on-street in the vicinity of the site during the daytime and would not result in a material impact on parking conditions.

Overnight Assessment

- 6.11 **Table 6.2** shows the existing and future occupancy levels for residents' bays, shared use bays and single yellow lines overnight. The existing scenario shows 57% utilisation of spaces which will increase marginally to 59%, if an additional 11 vehicles park overnight.

| Table 6.2 Parking Occupancy Overnight (residents bays, shared use bays and single yellow lines) | | | |
|--|-------------------------|----------------------------------|-------------------------------|
| Scenario | Number of Spaces | Number of Parked Vehicles | Percentage Utilisation |
| Existing | 687 | 391 | 57% |
| Future (Plus 11 vehicles) | 687 | 402 | 59% |

- 6.12 **Table 6.3** indicates that parking occupancy of all bays has the potential to increase from 64% to 66% as a result of the development.

| Table 6.3 Parking Occupancy Overnight (all spaces) | | | |
|---|-------------------------|----------------------------------|-------------------------------|
| Scenario | Number of Spaces | Number of Parked Vehicles | Percentage Utilisation |
| Existing | 739 | 476 | 64% |
| Future (Plus 11 vehicles) | 739 | 487 | 66% |

- 6.13 The assessment indicates that there is capacity to accommodate 11 additional vehicles in the vicinity of the site both during the daytime and overnight and that parking conditions will remain below the 80% threshold.
- 6.14 Notwithstanding this, the Applicant confirms it is willing to fund the following measures to mitigate against the potential impact of additional cars being parked on-street in the vicinity of the site.

Mitigation Measures

Car Club Membership

- 6.15 The Applicant confirms that it would be willing to provide 25 year car club membership for each residential unit. It is acknowledged that future residents may on occasion need to use a car even if they do not own one. The provision of car club membership for future residents will reduce the need for ownership of a private car, which further supports the proposed level of parking. **Section 3** details the location of the nearest car club vehicles. **Appendix E** sets out Zipcar's membership offer.

Financial Contribution

- 6.16 In addition, the applicant confirms that it would be willing to provide a financial contribution of £1,000 for each unit that does not have an off-street parking space (i.e. £32,000 in total) in lieu of the theoretical shortfall in off-street car parking.
- 6.17 A contribution of this nature would enable the Council to continue to monitor on-street parking throughout the City of Westminster and would, for example, enable the Council to consider modifying parking restrictions in the vicinity of the site to provide additional residents parking either by converting pay by phone / pay and display bays to shared use bays or single yellow lines to residents' only parking.

Cycle Parking

- 6.18 In total, 18 Josta 2-tier racks capable of accommodating 36 bikes will be provided on the lower ground floor of the development. This is compliant with WCC minimum cycle parking standards which require a minimum of 1 space per unit.
- 6.19 Access to the cycle store will be by lift.

Servicing Requirements

- 6.20 There will be a dedicated refuse store on the lower ground floor, and refuse will be moved for weekly collection by the management team using the lift.
- 6.21 Servicing and deliveries will be carried out from the single yellow line in front of the development on Leinster Gardens.
- 6.22 A review of TRICS database indicates that residential developments typically generate 8-9 deliveries per 100 units, per day. The 32 unit development is therefore expected to generate 2-3 deliveries per day. This is likely to be imperceptible in terms of background vehicle movements on local roads.
- 6.23 It is anticipated that there will be a reduction in deliveries and servicing from the existing hotel use which is likely to have had daily deliveries / collections of laundry and daily food deliveries. It is therefore not expected that deliveries and servicing would have a material impact on the operation and environmental condition of the public highway.

Refuse Collection

- 6.24 Refuse collection will be undertaken on-street, from Leinster Gardens, on the single yellow line immediately outside the site, as per the existing situation.

7 SUMMARY AND CONCLUSION

Summary

- 7.1 TTP Consulting has been appointed by Leeds Property Ltd. ("the Applicant") to provide traffic and transport advice in relation to their proposal for the redevelopment of 35-39 Leinster Gardens in the City of Westminster.
- 7.2 The site is located on Leinster Gardens, close to the junction with Queens Gardens, which is in Bayswater. The building is a Grade 2 listed building which is currently in use as a hotel. The forecourt provides parking for up to 2 vehicles to park.
- 7.3 The proposal seeks to change the use of the building to provide 32 residential units. There will be no change to the forecourt which has an existing crossover from Leinster Gardens.
- 7.4 The site has an excellent PTAL rating of 6b and is within easy walking distance of several underground stations, a mainline railway station, bus stops and other local facilities and amenities.
- 7.5 The development proposal does not include any additional on-site parking. This is considered appropriate because of the site's excellent access to public transport. A review of car ownership census data and WCC's parking data, indicates that any cars associated with the development could be accommodated on-street in the vicinity of the site. Parking utilisation remains below the 80% threshold. However, notwithstanding this, the Applicant has confirmed that it is willing to provide Car Club membership for each unit, and a financial contribution of £1,000 per unit (£32,000 in total).
- 7.6 In total, 36 cycle parking spaces will be provided at the development which is in excess of local minimum standards.
- 7.7 Deliveries/ servicing and refuse collection will take place from the front of the site. Residential developments are expected to generate 2-3 deliveries per day. This is not expected to have a material impact on the local highway network.

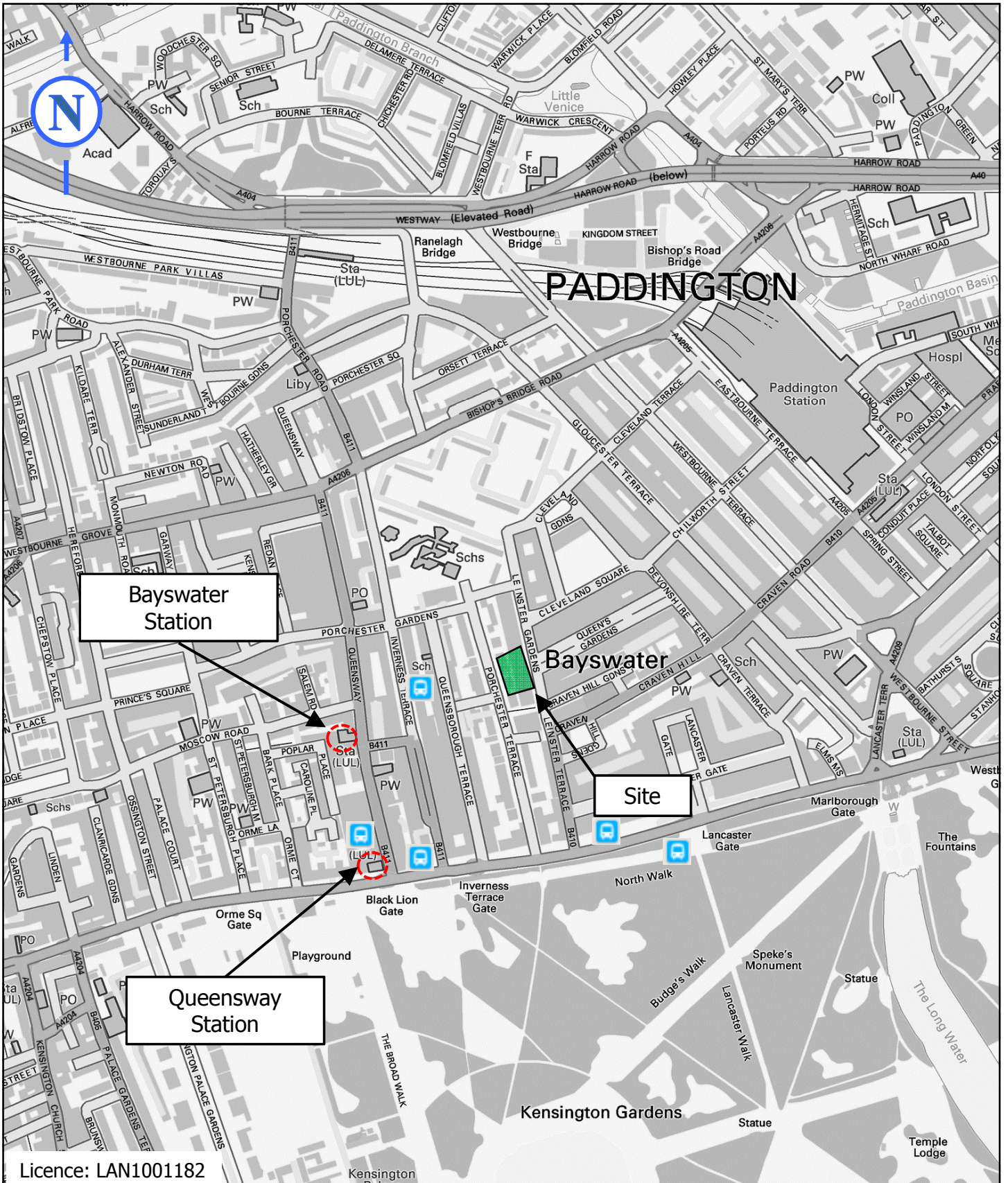
Conclusion

- 7.8 In light of the above, we conclude that the proposed development will not result in a material impact in highway and transportation terms. The proposed scheme is consistent with relevant transport policy guidance and will not give rise to any material transport related impacts. It therefore meets the test of the NPPF paragraph 32, which states that:

"Development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe."

7.9 We therefore conclude that the planning application proposal is acceptable in traffic and transport terms.

Figures



Licence: LAN1001182

TITLE:
Site Location Plan

PROJECT:
35-39 Leinster Gardens

CLIENT:
Gloxonia Holdings Ltd

DRAWN: J.P. CHECKED: DATE: 20.11.2015 SCALE:



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DRAWING REFERENCE: **Figure 1**

REVISION:
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Appendix A

WCC Parking Data

| Totals for all selected streets | | | | Weekday 00:00 - 06:00 |
|---------------------------------|------|--------|--|-----------------------|
| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) | |
| Resident Bay | 507 | 404 | 79.84 | |
| Shared Use Bay | 39 | 31 | 79.49 | |
| TOTALS: | 546 | 435 | 79.82 | |

| Totals for all selected streets | | | | Weekday 11:00 - 15:00 |
|---------------------------------|------|--------|--|-----------------------|
| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) | |
| Resident Bay | 507 | 350 | 69.17 | |
| Shared Use Bay | 39 | 32 | 82.05 | |
| TOTALS: | 546 | 382 | 70.09 | |

| Totals for all selected streets | | | | Weekday 19:00 - 23:00 |
|---------------------------------|------|--------|--|-----------------------|
| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) | |
| Resident Bay | 507 | 361 | 71.20 | |
| Shared Use Bay | 39 | 32 | 82.05 | |
| TOTALS: | 546 | 393 | 71.98 | |

Street: CLEVELAND GARDENS Weekday 00:00 - 06:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|--|
| Resident Bay | 24 | 22 | 91.67 |
| TOTALS: | 24 | 22 | 91.67 |

Street: CLEVELAND SQUARE Weekday 00:00 - 06:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|--|
| Resident Bay | 107 | 93 | 86.92 |
| TOTALS: | 107 | 93 | 86.92 |

Street: CRAVEN HILL Weekday 00:00 - 06:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|--|
| Resident Bay | 51 | 36 | 70.59 |
| Shared Use Bay | 5 | 6 | 120 |
| TOTALS: | 56 | 42 | 75 |

Street: CRAVEN HILL GARDENS Weekday 00:00 - 06:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|--|
| Resident Bay | 57 | 43 | 75.44 |
| TOTALS: | 57 | 43 | 75.44 |

Street: INVERNESS TERRACE Weekday 00:00 - 06:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|-----------------------------------|
| Resident Bay | 6 | 6 | 100 |
| TOTALS: | 6 | 6 | 100 |

Street: LEINSTER GARDENS Weekday 00:00 - 06:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|-----------------------------------|
| Resident Bay | 50 | 47 | 94 |
| Shared Use Bay | 9 | 3 | 33.33 |
| TOTALS: | 59 | 50 | 84.75 |

Street: LEINSTER PLACE Weekday 00:00 - 06:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|-----------------------------------|
| Resident Bay | 11 | 6 | 54.55 |
| TOTALS: | 11 | 6 | 54.55 |

Street: PORCHESTER GARDENS Weekday 00:00 - 06:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|-----------------------------------|
| Resident Bay | 5 | 4 | 80 |
| TOTALS: | 5 | 4 | 80 |

Street: PORCHESTER TERRACE Weekday 00:00 - 06:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|-----------------------------------|
| Resident Bay | 37 | 27 | 72.97 |
| TOTALS: | 37 | 27 | 72.97 |

Street: QUEEN'S GARDENS Weekday 00:00 - 06:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|-----------------------------------|
| Resident Bay | 91 | 74 | 82.22 |
| Shared Use Bay | 25 | 22 | 88 |
| TOTALS: | 116 | 96 | 83.48 |

Street: QUEENSBOROUGH TERRACE Weekday 00:00 - 06:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|-----------------------------------|
| Resident Bay | 68 | 46 | 67.65 |
| TOTALS: | 68 | 46 | 67.65 |

Street: CLEVELAND GARDENS Weekday 11:00 - 15:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|-----------------------------------|
| Resident Bay | 24 | 17 | 70.83 |
| TOTALS: | 24 | 17 | 70.83 |

Street: CLEVELAND SQUARE

Weekday 11:00 - 15:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|--|
| Resident Bay | 107 | 81 | 75.70 |
| TOTALS: | 107 | 81 | 75.70 |

Street: CRAVEN HILL

Weekday 11:00 - 15:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|--|
| Resident Bay | 51 | 27 | 52.94 |
| Shared Use Bay | 5 | 5 | 100 |
| TOTALS: | 56 | 32 | 57.14 |

Street: CRAVEN HILL GARDENS

Weekday 11:00 - 15:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|--|
| Resident Bay | 57 | 42 | 73.68 |
| TOTALS: | 57 | 42 | 73.68 |

Street: INVERNESS TERRACE

Weekday 11:00 - 15:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|--|
| Resident Bay | 6 | 5 | 83.33 |
| TOTALS: | 6 | 5 | 83.33 |

Street: LEINSTER GARDENS

Weekday 11:00 - 15:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|--|
| Resident Bay | 50 | 42 | 84 |
| Shared Use Bay | 9 | 6 | 66.67 |
| TOTALS: | 59 | 48 | 81.36 |

Street: LEINSTER PLACE

Weekday 11:00 - 15:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|--|
| Resident Bay | 11 | 7 | 63.64 |
| TOTALS: | 11 | 7 | 63.64 |

Street: PORCHESTER GARDENS

Weekday 11:00 - 15:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|--|
| Resident Bay | 5 | 5 | 100 |
| TOTALS: | 5 | 5 | 100 |

Street: PORCHESTER TERRACE

Weekday 11:00 - 15:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|--|
| Resident Bay | 37 | 20 | 54.05 |
| TOTALS: | 37 | 20 | 54.05 |

Street: QUEEN'S GARDENS Weekday 11:00 - 15:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|-----------------------------------|
| Resident Bay | 91 | 49 | 54.44 |
| Shared Use Bay | 25 | 21 | 84 |
| TOTALS: | 116 | 70 | 60.87 |

Street: QUEENSBOROUGH TERRACE Weekday 11:00 - 15:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|-----------------------------------|
| Resident Bay | 68 | 55 | 80.88 |
| TOTALS: | 68 | 55 | 80.88 |

Street: CLEVELAND GARDENS Weekday 19:00 - 23:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|-----------------------------------|
| Resident Bay | 24 | 18 | 75 |
| TOTALS: | 24 | 18 | 75 |

Street: CLEVELAND SQUARE Weekday 19:00 - 23:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|-----------------------------------|
| Resident Bay | 107 | 86 | 80.37 |
| TOTALS: | 107 | 86 | 80.37 |

Street: CRAVEN HILL Weekday 19:00 - 23:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|-----------------------------------|
| Resident Bay | 51 | 27 | 52.94 |
| Shared Use Bay | 5 | 5 | 100 |
| TOTALS: | 56 | 32 | 57.14 |

Street: CRAVEN HILL GARDENS Weekday 19:00 - 23:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|-----------------------------------|
| Resident Bay | 57 | 40 | 70.18 |
| TOTALS: | 57 | 40 | 70.18 |

Street: INVERNESS TERRACE Weekday 19:00 - 23:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|-----------------------------------|
| Resident Bay | 6 | 6 | 100 |
| TOTALS: | 6 | 6 | 100 |

Street: LEINSTER GARDENS Weekday 19:00 - 23:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|-----------------------------------|
| Resident Bay | 50 | 42 | 84 |
| Shared Use Bay | 9 | 7 | 77.78 |
| TOTALS: | 59 | 49 | 83.05 |

Street: LEINSTER PLACE Weekday 19:00 - 23:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|-----------------------------------|
| Resident Bay | 11 | 6 | 54.55 |
| TOTALS: | 11 | 6 | 54.55 |

Street: PORCHESTER GARDENS Weekday 19:00 - 23:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|-----------------------------------|
| Resident Bay | 5 | 5 | 100 |
| TOTALS: | 5 | 5 | 100 |

Street: PORCHESTER TERRACE Weekday 19:00 - 23:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|-----------------------------------|
| Resident Bay | 37 | 26 | 70.27 |
| TOTALS: | 37 | 26 | 70.27 |

Street: QUEEN'S GARDENS Weekday 19:00 - 23:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|-----------------------------------|
| Resident Bay | 91 | 61 | 67.03 |
| Shared Use Bay | 25 | 20 | 80 |
| TOTALS: | 116 | 81 | 69.83 |

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|--|
| Resident Bay | 68 | 44 | 64.71 |
| TOTALS: | 68 | 44 | 64.71 |

| Totals for all selected streets | | | | Weekday 00:00 - 06:00 |
|---------------------------------|------------|------------|--|-----------------------|
| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) | |
| Pay by Phone & P&D | 17 | 8 | 47.06 | |
| Pay by Phone Bay | 35 | 18 | 51.43 | |
| Resident Bay | 507 | 404 | 79.84 | |
| Shared Use Bay | 39 | 31 | 79.49 | |
| Single Yellow 1 | 141 | 15 | 10.87 | |
| TOTALS: | 739 | 476 | 64.76 | |

| Totals for all selected streets | | | | Weekday 11:00 - 15:00 |
|---------------------------------|------------|------------|--|-----------------------|
| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) | |
| Pay by Phone & P&D | 17 | 13 | 76.47 | |
| Pay by Phone Bay | 35 | 25 | 71.43 | |
| Resident Bay | 507 | 350 | 69.17 | |
| Shared Use Bay | 39 | 32 | 82.05 | |
| Single Yellow 1 | 141 | 9 | 6.52 | |
| TOTALS: | 739 | 429 | 58.37 | |

| Totals for all selected streets | | | | Weekday 19:00 - 23:00 |
|---------------------------------|------------|------------|--|-----------------------|
| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) | |
| Pay by Phone & P&D | 17 | 6 | 35.29 | |
| Pay by Phone Bay | 35 | 24 | 68.57 | |
| Resident Bay | 507 | 361 | 71.20 | |
| Shared Use Bay | 39 | 32 | 82.05 | |
| Single Yellow 1 | 141 | 27 | 19.57 | |
| TOTALS: | 739 | 450 | 61.14 | |

Street: CLEVELAND GARDENS Weekday 00:00 - 06:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|--------------------|------|--------|--|
| Pay by Phone & P&D | 12 | 8 | 66.67 |
| Resident Bay | 24 | 22 | 91.67 |
| TOTALS: | 36 | 30 | 83.33 |

Street: CLEVELAND SQUARE Weekday 00:00 - 06:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|--|
| Pay by Phone Bay | 9 | 4 | 44.44 |
| Resident Bay | 107 | 93 | 86.92 |
| Single Yellow 1 | 2 | 0 | 0 |
| TOTALS: | 118 | 97 | 82.20 |

Street: CRAVEN HILL Weekday 00:00 - 06:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|--|
| Resident Bay | 51 | 36 | 70.59 |
| Shared Use Bay | 5 | 6 | 120 |
| Single Yellow 1 | 4 | 0 | 0 |
| TOTALS: | 60 | 42 | 70 |

Street: CRAVEN HILL GARDENS Weekday 00:00 - 06:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|--|
| Pay by Phone Bay | 11 | 7 | 63.64 |
| Resident Bay | 57 | 43 | 75.44 |
| Single Yellow 1 | 2 | 0 | 0 |
| TOTALS: | 70 | 50 | 71.43 |

Street: CRAVEN HILL MEWS Weekday 00:00 - 06:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|-----------------------------------|
| Single Yellow 1 | 20 | 1 | 5 |
| TOTALS: | 20 | 1 | 5 |

Street: HALLFIELD ESTATE Weekday 00:00 - 06:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|-----------------------------------|
| Single Yellow 1 | 8 | 3 | 37.50 |
| TOTALS: | 8 | 3 | 37.50 |

Street: INVERNESS TERRACE Weekday 00:00 - 06:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|-----------------------------------|
| Resident Bay | 6 | 6 | 100 |
| Single Yellow 1 | 4 | 1 | 25 |
| TOTALS: | 10 | 7 | 70 |

Street: LEINSTER GARDENS Weekday 00:00 - 06:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|-----------------------------------|
| Pay by Phone Bay | 9 | 4 | 44.44 |
| Resident Bay | 50 | 47 | 94 |
| Shared Use Bay | 9 | 3 | 33.33 |
| Single Yellow 1 | 26 | 3 | 11.54 |
| TOTALS: | 94 | 57 | 60.64 |

Street: LEINSTER PLACE Weekday 00:00 - 06:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|-----------------------------------|
| Resident Bay | 11 | 6 | 54.55 |
| TOTALS: | 11 | 6 | 54.55 |

Street: LEINSTER TERRACE Weekday 00:00 - 06:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|--------------------|------|--------|-----------------------------------|
| Pay by Phone & P&D | 5 | 0 | 0 |
| Pay by Phone Bay | 2 | 1 | 50 |
| Single Yellow 1 | 16 | 0 | 0 |
| TOTALS: | 23 | 1 | 5 |

Street: PORCHESTER GARDENS Weekday 00:00 - 06:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|-----------------------------------|
| Resident Bay | 5 | 4 | 80 |
| Single Yellow 1 | 6 | 3 | 50 |
| TOTALS: | 11 | 7 | 63.64 |

Street: PORCHESTER TERRACE Weekday 00:00 - 06:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|-----------------------------------|
| Pay by Phone Bay | 4 | 2 | 50 |
| Resident Bay | 37 | 27 | 72.97 |
| Single Yellow 1 | 36 | 1 | 2.78 |
| TOTALS: | 77 | 30 | 38.96 |

Street: QUEEN'S GARDENS

Weekday 00:00 - 06:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|--|
| Resident Bay | 91 | 74 | 82.22 |
| Shared Use Bay | 25 | 22 | 88 |
| Single Yellow 1 | 8 | 1 | 12.50 |
| TOTALS: | 124 | 97 | 78.86 |

Street: QUEENSBOROUGH TERRACE

Weekday 00:00 - 06:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|--|
| Resident Bay | 68 | 46 | 67.65 |
| Single Yellow 1 | 9 | 2 | 22.22 |
| TOTALS: | 77 | 48 | 62.34 |

Street: CLEVELAND GARDENS

Weekday 11:00 - 15:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|--------------------|------|--------|--|
| Pay by Phone & P&D | 12 | 8 | 66.67 |
| Resident Bay | 24 | 17 | 70.83 |
| TOTALS: | 36 | 25 | 69.44 |

Street: CLEVELAND SQUARE

Weekday 11:00 - 15:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|--|
| Pay by Phone Bay | 9 | 5 | 55.56 |
| Resident Bay | 107 | 81 | 75.70 |
| Single Yellow 1 | 2 | 0 | 0 |
| TOTALS: | 118 | 86 | 72.88 |

Street: CRAVEN HILL

Weekday 11:00 - 15:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|--|
| Resident Bay | 51 | 27 | 52.94 |
| Shared Use Bay | 5 | 5 | 100 |
| Single Yellow 1 | 4 | 0 | 0 |
| TOTALS: | 60 | 32 | 53.33 |

Street: CRAVEN HILL GARDENS

Weekday 11:00 - 15:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|--|
| Pay by Phone Bay | 11 | 8 | 72.73 |
| Resident Bay | 57 | 42 | 73.68 |
| Single Yellow 1 | 2 | 0 | 0 |
| TOTALS: | 70 | 50 | 71.43 |

Street: CRAVEN HILL MEWS

Weekday 11:00 - 15:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|--|
| Single Yellow 1 | 20 | 0 | 0 |
| TOTALS: | 20 | 0 | 0 |

Street: HALLFIELD ESTATE

Weekday 11:00 - 15:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|--|
| Single Yellow 1 | 8 | 1 | 12.50 |
| TOTALS: | 8 | 1 | 12.50 |

Street: INVERNESS TERRACE

Weekday 11:00 - 15:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|--|
| Resident Bay | 6 | 5 | 83.33 |
| Single Yellow 1 | 4 | 1 | 25 |
| TOTALS: | 10 | 6 | 60 |

Street: LEINSTER GARDENS

Weekday 11:00 - 15:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|--|
| Pay by Phone Bay | 9 | 7 | 77.78 |
| Resident Bay | 50 | 42 | 84 |
| Shared Use Bay | 9 | 6 | 66.67 |
| Single Yellow 1 | 26 | 2 | 7.69 |
| TOTALS: | 94 | 57 | 60.64 |

Street: LEINSTER PLACE

Weekday 11:00 - 15:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|--|
| Resident Bay | 11 | 7 | 63.64 |
| TOTALS: | 11 | 7 | 63.64 |

Street: LEINSTER TERRACE

Weekday 11:00 - 15:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|--------------------|------|--------|--|
| Pay by Phone & P&D | 5 | 5 | 100 |
| Pay by Phone Bay | 2 | 2 | 100 |
| Single Yellow 1 | 16 | 0 | 0 |
| TOTALS: | 23 | 7 | 35 |

Street: PORCHESTER GARDENS

Weekday 11:00 - 15:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|--|
| Resident Bay | 5 | 5 | 100 |
| Single Yellow 1 | 6 | 0 | 0 |
| TOTALS: | 11 | 5 | 45.45 |

Street: PORCHESTER TERRACE

Weekday 11:00 - 15:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|--|
| Pay by Phone Bay | 4 | 3 | 75 |
| Resident Bay | 37 | 20 | 54.05 |
| Single Yellow 1 | 36 | 5 | 13.89 |
| TOTALS: | 77 | 28 | 36.36 |

Street: QUEEN'S GARDENS

Weekday 11:00 - 15:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|--|
| Resident Bay | 91 | 49 | 54.44 |
| Shared Use Bay | 25 | 21 | 84 |
| Single Yellow 1 | 8 | 0 | 0 |
| TOTALS: | 124 | 70 | 56.91 |

Street: QUEENSBOROUGH TERRACE

Weekday 11:00 - 15:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|--|
| Resident Bay | 68 | 55 | 80.88 |
| Single Yellow 1 | 9 | 0 | 0 |
| TOTALS: | 77 | 55 | 71.43 |

Street: CLEVELAND GARDENS

Weekday 19:00 - 23:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|--------------------|------|--------|--|
| Pay by Phone & P&D | 12 | 5 | 41.67 |
| Resident Bay | 24 | 18 | 75 |
| TOTALS: | 36 | 23 | 63.89 |

Street: CLEVELAND SQUARE

Weekday 19:00 - 23:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|--|
| Pay by Phone Bay | 9 | 6 | 66.67 |
| Resident Bay | 107 | 86 | 80.37 |
| Single Yellow 1 | 2 | 0 | 0 |
| TOTALS: | 118 | 92 | 77.97 |

Street: CRAVEN HILL

Weekday 19:00 - 23:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|--|
| Resident Bay | 51 | 27 | 52.94 |
| Shared Use Bay | 5 | 5 | 100 |
| Single Yellow 1 | 4 | 0 | 0 |
| TOTALS: | 60 | 32 | 53.33 |

Street: CRAVEN HILL GARDENS

Weekday 19:00 - 23:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|--|
| Pay by Phone Bay | 11 | 7 | 63.64 |
| Resident Bay | 57 | 40 | 70.18 |
| Single Yellow 1 | 2 | 0 | 0 |
| TOTALS: | 70 | 47 | 67.14 |

Street: CRAVEN HILL MEWS Weekday 19:00 - 23:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|-----------------------------------|
| Single Yellow 1 | 20 | 2 | 10 |
| TOTALS: | 20 | 2 | 10 |

Street: HALLFIELD ESTATE Weekday 19:00 - 23:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|-----------------------------------|
| Single Yellow 1 | 8 | 6 | 75 |
| TOTALS: | 8 | 6 | 75 |

Street: INVERNESS TERRACE Weekday 19:00 - 23:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|-----------------------------------|
| Resident Bay | 6 | 6 | 100 |
| Single Yellow 1 | 4 | 3 | 75 |
| TOTALS: | 10 | 9 | 90 |

Street: LEINSTER GARDENS Weekday 19:00 - 23:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|-----------------------------------|
| Pay by Phone Bay | 9 | 7 | 77.78 |
| Resident Bay | 50 | 42 | 84 |
| Shared Use Bay | 9 | 7 | 77.78 |
| Single Yellow 1 | 26 | 7 | 26.92 |
| TOTALS: | 94 | 63 | 67.02 |

Street: LEINSTER PLACE Weekday 19:00 - 23:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|-----------------------------------|
| Resident Bay | 11 | 6 | 54.55 |
| TOTALS: | 11 | 6 | 54.55 |

Street: LEINSTER TERRACE Weekday 19:00 - 23:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|--------------------|------|--------|-----------------------------------|
| Pay by Phone & P&D | 5 | 1 | 20 |
| Pay by Phone Bay | 2 | 1 | 50 |
| Single Yellow 1 | 16 | 1 | 7.69 |
| TOTALS: | 23 | 3 | 15 |

Street: PORCHESTER GARDENS Weekday 19:00 - 23:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|-----------------------------------|
| Resident Bay | 5 | 5 | 100 |
| Single Yellow 1 | 6 | 2 | 33.33 |
| TOTALS: | 11 | 7 | 63.64 |

Street: PORCHESTER TERRACE Weekday 19:00 - 23:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|-----------------------------------|
| Pay by Phone Bay | 4 | 3 | 75 |
| Resident Bay | 37 | 26 | 70.27 |
| Single Yellow 1 | 36 | 1 | 2.78 |
| TOTALS: | 77 | 30 | 38.96 |

Street: QUEEN'S GARDENS

Weekday 19:00 - 23:00

| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|--|
| Resident Bay | 91 | 61 | 67.03 |
| Shared Use Bay | 25 | 20 | 80 |
| Single Yellow 1 | 8 | 2 | 25 |
| TOTALS: | 124 | 83 | 66.94 |

Street: QUEENSBOROUGH TERRACE

Weekday 19:00 - 23:00






| Restriction Types | Bays | Parked | Bays Less Suspended Occupancy (%) |
|-------------------|------|--------|--|
| Resident Bay | 68 | 44 | 64.71 |
| Single Yellow 1 | 9 | 3 | 33.33 |
| TOTALS: | 77 | 47 | 61.04 |

Appendix C

TfL Bus Spider Map

Day buses from Bayswater (Queensway)





Key

-  Connections with London Underground
-  Connections with London Overground
-  Connections with National Rail
-  Connections with Docklands Light Railway
-  Connections with river boats

Red discs show the bus stop you need for your chosen bus service. The disc **A** appears on the top of the bus stop in the street (see map of town centre in centre of diagram).

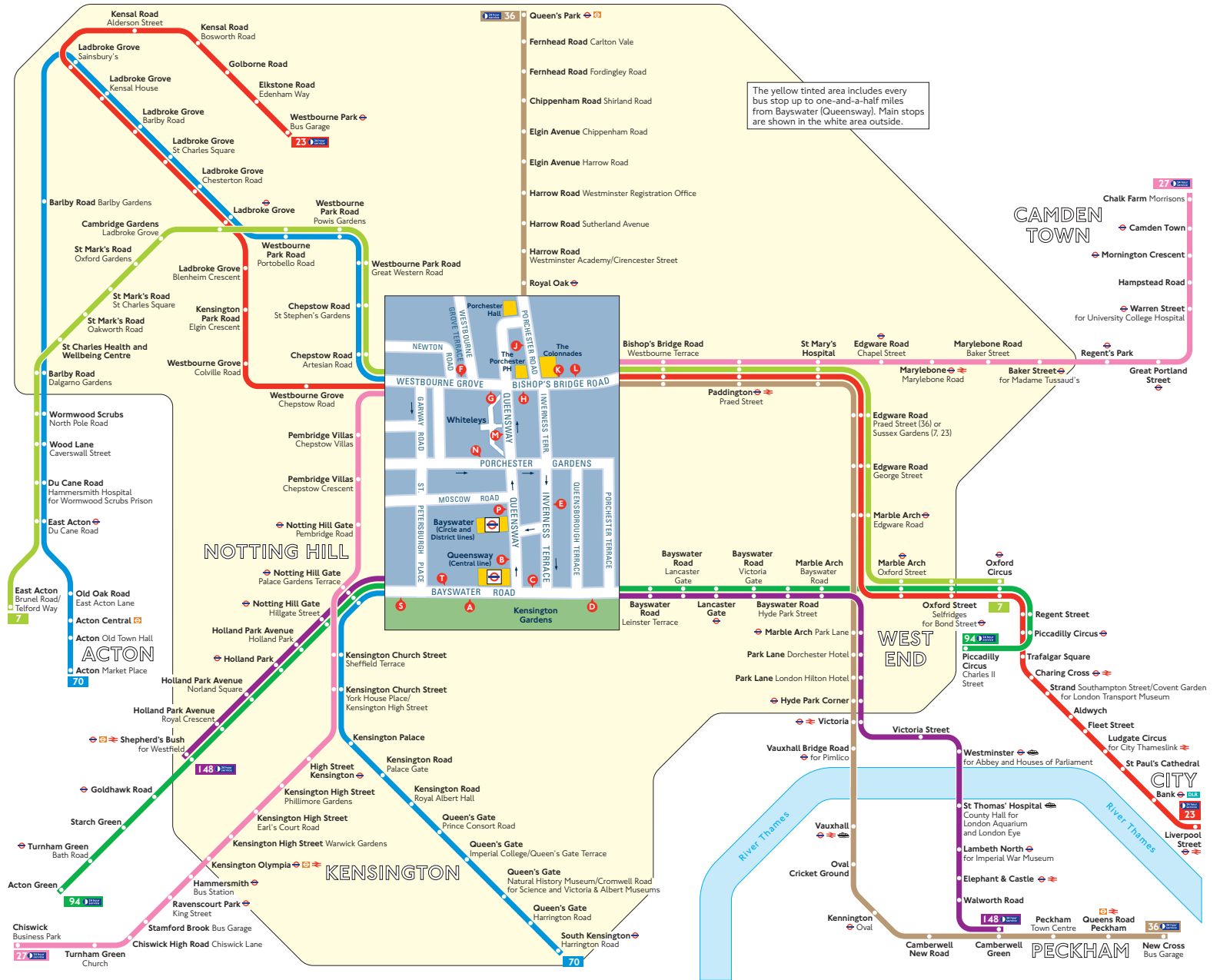
Route finder

Day buses including 24-hour services

| Bus route | Towards | Bus stops |
|--|------------------------|-----------|
| 7 | East Acton | G |
| | Oxford Circus | F L |
| 23  | Liverpool Street | F L |
| | Westbourne Park | G |
| 27  | Chalk Farm | F K |
| | Chiswick Business Park | H |
| 36  | New Cross | L |
| | Queen's Park | J |
| 70 | Acton | B G M P T |
| | South Kensington | A E N S |
| 94  | Acton Green | A D S |
| | Piccadilly Circus | C T |
| 148  | Camberwell Green | C T |
| | Shepherd's Bush | A D S |

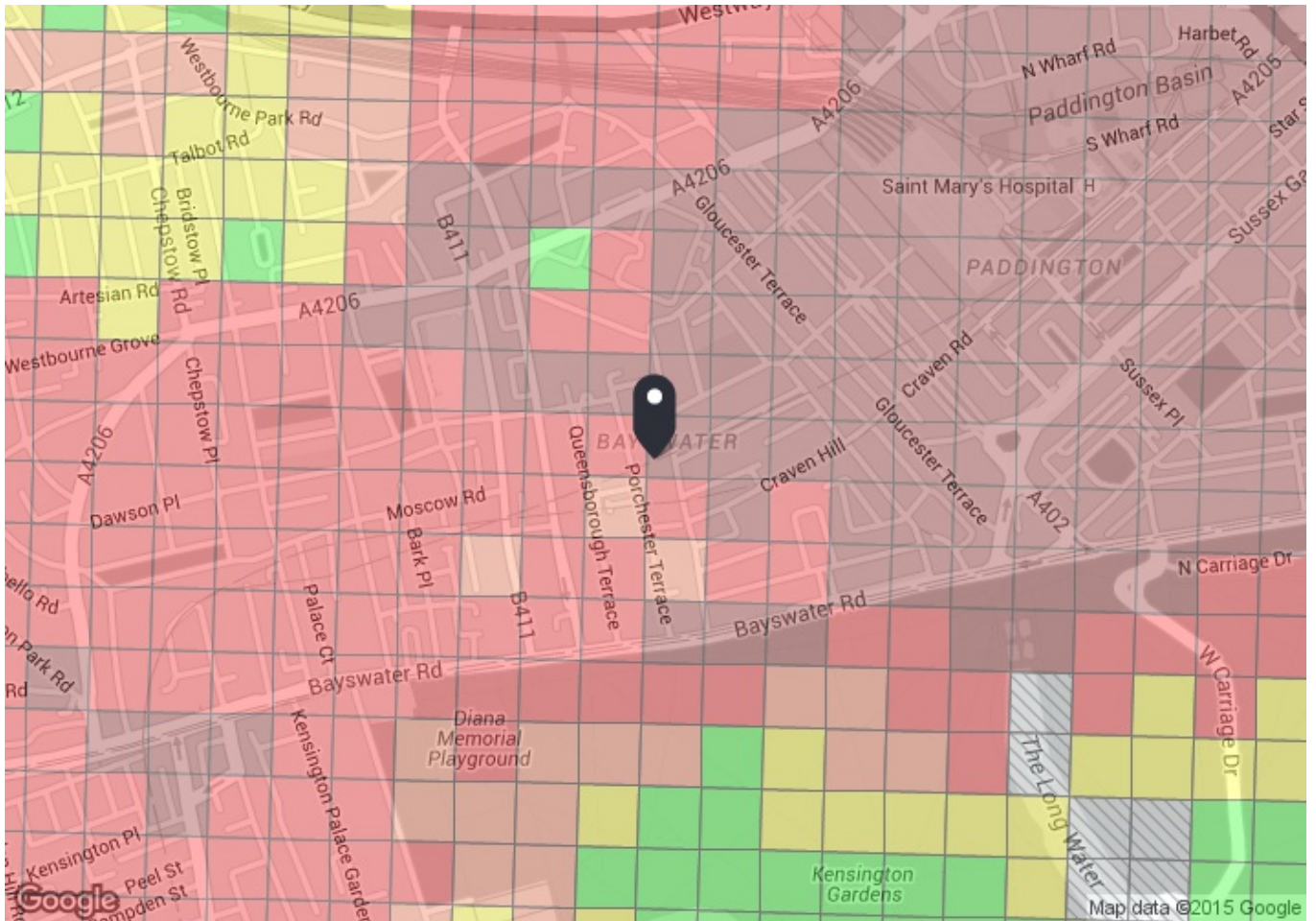
Route 390

The daytime service on route 390 will start from Lancaster Gate. Take route 94 or 148 and change there. There is no change to the night service.



Appendix B

TfL PTAL Report



PTAL output for 2011 (Base year)
6b

W2 3AN
London W2 3AN, UK

Easting: 526110, Northing: 180918

Grid Cell: 82770

Report generated: 20/11/2015

Calculation Parameters

| | |
|--|---------|
| Day of Week | M-F |
| Time Period | AM Peak |
| Walk Speed | 4.8 kph |
| Bus Node Max. Walk Access Time (mins) | 8 |
| Bus Reliability Factor | 2.0 |
| LU Station Max. Walk Access Time (mins) | 12 |
| LU Reliability Factor | 0.75 |
| National Rail Station Max. Walk Access Time (mins) | 12 |
| National Rail Reliability Factor | 0.75 |

Map key - PTAL

| | |
|-----------|----|
| 0 (Worst) | 1a |
| 1b | 2 |
| 3 | 4 |
| 5 | 6a |
| 6b (Best) | |

Map layers

- PTAL (cell size: 100m)

Calculation data

| Mode | Stop | Route | Distance (metres) | Frequency(vph) | Walk Time (mins) | SWT (mins) | TAT (mins) | EDF | Weight | AI |
|------|--------------------------|------------------------|-------------------|----------------|------------------|------------|------------|------|--------|------|
| Bus | EASTBOURNE TERR PADD STN | 332 | 587.94 | 6 | 7.35 | 7 | 14.35 | 2.09 | 0.5 | 1.05 |
| Bus | EASTBOURNE TERR PADD STN | 23 | 587.94 | 8 | 7.35 | 5.75 | 13.1 | 2.29 | 0.5 | 1.15 |
| Bus | EASTBOURNE TERR PADD STN | 7 | 587.94 | 8 | 7.35 | 5.75 | 13.1 | 2.29 | 0.5 | 1.15 |
| Bus | EASTBOURNE TERR PADD STN | 27 | 587.94 | 8 | 7.35 | 5.75 | 13.1 | 2.29 | 0.5 | 1.15 |
| Bus | WESTBOURNE TERRACE | 46 | 490.52 | 6 | 6.13 | 7 | 13.13 | 2.28 | 0.5 | 1.14 |
| Bus | WESTBOURNE TERRACE | 36 | 490.52 | 10 | 6.13 | 5 | 11.13 | 2.7 | 0.5 | 1.35 |
| Bus | CLEVELAND TERRACE | 205 | 557.98 | 8 | 6.97 | 5.75 | 12.72 | 2.36 | 0.5 | 1.18 |
| Bus | BAYSWATER R LEINSTER TCE | 94 | 394.57 | 13 | 4.93 | 4.31 | 9.24 | 3.25 | 1 | 3.25 |
| Bus | BAYSWATER R LEINSTER TCE | 148 | 394.57 | 8 | 4.93 | 5.75 | 10.68 | 2.81 | 0.5 | 1.4 |
| Bus | QUEENSWAY PORCHESTER GNS | 70 | 432.74 | 6 | 5.41 | 7 | 12.41 | 2.42 | 0.5 | 1.21 |
| Rail | Paddington | 'PADTON-HTRWAPT 2T18' | 703.6 | 2 | 8.8 | 15.75 | 24.55 | 1.22 | 0.5 | 0.61 |
| Rail | Paddington | 'HTRWAPT-PADTON 2Y14' | 703.6 | 2 | 8.8 | 15.75 | 24.55 | 1.22 | 0.5 | 0.61 |
| Rail | Paddington | 'PADTON-HTRWTM5 1T32' | 703.6 | 4 | 8.8 | 8.25 | 17.05 | 1.76 | 1 | 1.76 |
| Rail | Paddington | 'HTRWTM5-PADTON 1Y28' | 703.6 | 4 | 8.8 | 8.25 | 17.05 | 1.76 | 0.5 | 0.88 |
| Rail | Paddington | 'GFORD-PADTON 2G05' | 703.6 | 2 | 8.8 | 15.75 | 24.55 | 1.22 | 0.5 | 0.61 |
| Rail | Paddington | 'PADTON-GFORD 2G08' | 703.6 | 2 | 8.8 | 15.75 | 24.55 | 1.22 | 0.5 | 0.61 |
| Rail | Paddington | 'PADTON-OXFD 2N14' | 703.6 | 0.33 | 8.8 | 91.66 | 100.45 | 0.3 | 0.5 | 0.15 |
| Rail | Paddington | 'PADTON-OXFD 2N16' | 703.6 | 0.33 | 8.8 | 91.66 | 100.45 | 0.3 | 0.5 | 0.15 |
| Rail | Paddington | 'PADTON-OXFD 2N18' | 703.6 | 0.33 | 8.8 | 91.66 | 100.45 | 0.3 | 0.5 | 0.15 |
| Rail | Paddington | 'PADTON-OXFD 2N22' | 703.6 | 0.67 | 8.8 | 45.53 | 54.32 | 0.55 | 0.5 | 0.28 |
| Rail | Paddington | 'PADTON-OXFD 2N24' | 703.6 | 0.33 | 8.8 | 91.66 | 100.45 | 0.3 | 0.5 | 0.15 |
| Rail | Paddington | 'RDNGSTN-PADTON 2F09' | 703.6 | 0.33 | 8.8 | 91.66 | 100.45 | 0.3 | 0.5 | 0.15 |
| Rail | Paddington | 'OXFD-PADTON 2P11' | 703.6 | 0.33 | 8.8 | 91.66 | 100.45 | 0.3 | 0.5 | 0.15 |
| Rail | Paddington | 'RDNGSTN-PADTON 2P12' | 703.6 | 0.33 | 8.8 | 91.66 | 100.45 | 0.3 | 0.5 | 0.15 |
| Rail | Paddington | 'RDNGSTN-PADTON 2P14' | 703.6 | 1.33 | 8.8 | 23.31 | 32.1 | 0.93 | 0.5 | 0.47 |
| Rail | Paddington | 'RDNGSTN-PADTON 2P17' | 703.6 | 0.33 | 8.8 | 91.66 | 100.45 | 0.3 | 0.5 | 0.15 |
| Rail | Paddington | 'OXFD-PADTON 2P18' | 703.6 | 0.33 | 8.8 | 91.66 | 100.45 | 0.3 | 0.5 | 0.15 |
| Rail | Paddington | 'BNBR-PADTON 2P20' | 703.6 | 0.33 | 8.8 | 91.66 | 100.45 | 0.3 | 0.5 | 0.15 |
| Rail | Paddington | 'SLOUGH-PADTON 2P25' | 703.6 | 0.33 | 8.8 | 91.66 | 100.45 | 0.3 | 0.5 | 0.15 |
| Rail | Paddington | 'SLOUGH-PADTON 2P32' | 703.6 | 0.33 | 8.8 | 91.66 | 100.45 | 0.3 | 0.5 | 0.15 |
| Rail | Paddington | 'PADTON-RDNGSTN 2R13' | 703.6 | 1.67 | 8.8 | 18.71 | 27.51 | 1.09 | 0.5 | 0.55 |
| Rail | Paddington | 'PADTON-RDNGSTN 2R19' | 703.6 | 0.33 | 8.8 | 91.66 | 100.45 | 0.3 | 0.5 | 0.15 |
| Rail | Paddington | 'PADTON-TWYFORD 2R21' | 703.6 | 0.33 | 8.8 | 91.66 | 100.45 | 0.3 | 0.5 | 0.15 |
| LUL | Paddington | 'QueensPk-EI&Castle' | 703.6 | 11.01 | 8.8 | 3.47 | 12.27 | 2.45 | 1 | 2.45 |
| LUL | Paddington | 'EI&Castle-Harrow&W' | 703.6 | 5.67 | 8.8 | 6.04 | 14.84 | 2.02 | 0.5 | 1.01 |
| LUL | Paddington | 'StbridgePk-EI&Castle' | 703.6 | 5 | 8.8 | 6.75 | 15.55 | 1.93 | 0.5 | 0.96 |
| LUL | Paddington | 'Waterloo-QueensPk' | 703.6 | 1 | 8.8 | 30.75 | 39.55 | 0.76 | 0.5 | 0.38 |
| LUL | Paddington | 'Waterloo-Harrow&W' | 703.6 | 0.33 | 8.8 | 91.66 | 100.45 | 0.3 | 0.5 | 0.15 |
| LUL | Paddington | 'Barking-Hammersmith' | 703.6 | 6.34 | 8.8 | 5.48 | 14.28 | 2.1 | 0.5 | 1.05 |
| LUL | Paddington | 'Hammersmith-Plaistow' | 703.6 | 1 | 8.8 | 30.75 | 39.55 | 0.76 | 0.5 | 0.38 |
| LUL | Bayswater | 'Hammersmith-Edgware' | 595.57 | 6 | 7.44 | 5.75 | 13.19 | 2.27 | 0.5 | 1.14 |
| LUL | Bayswater | 'EdgwareRd-Wimbledon' | 595.57 | 6 | 7.44 | 5.75 | 13.19 | 2.27 | 0.5 | 1.14 |
| LUL | Queensway | 'Ealing-Epping ' | 633.81 | 3 | 7.92 | 10.75 | 18.67 | 1.61 | 0.5 | 0.8 |
| LUL | Queensway | 'WRuislip-Epping ' | 633.81 | 3 | 7.92 | 10.75 | 18.67 | 1.61 | 0.5 | 0.8 |
| LUL | Queensway | 'RuislipGar-Epping ' | 633.81 | 1 | 7.92 | 30.75 | 38.67 | 0.78 | 0.5 | 0.39 |
| LUL | Queensway | 'WhiteCity-Epping ' | 633.81 | 0.33 | 7.92 | 91.66 | 99.58 | 0.3 | 0.5 | 0.15 |
| LUL | Queensway | 'Epping-NActon ' | 633.81 | 1 | 7.92 | 30.75 | 38.67 | 0.78 | 0.5 | 0.39 |
| LUL | Queensway | 'Northolt-Epping ' | 633.81 | 0.67 | 7.92 | 45.53 | 53.45 | 0.56 | 0.5 | 0.28 |
| LUL | Queensway | 'Debden-WRuislip' | 633.81 | 0.33 | 7.92 | 91.66 | 99.58 | 0.3 | 0.5 | 0.15 |
| LUL | Queensway | 'WhiteCity-Debden' | 633.81 | 0.33 | 7.92 | 91.66 | 99.58 | 0.3 | 0.5 | 0.15 |
| LUL | Queensway | 'Debden-Northolt' | 633.81 | 1 | 7.92 | 30.75 | 38.67 | 0.78 | 0.5 | 0.39 |
| LUL | Queensway | 'RuislipGdns-Debden' | 633.81 | 0.33 | 7.92 | 91.66 | 99.58 | 0.3 | 0.5 | 0.15 |
| LUL | Queensway | 'Loughton-WRuislip' | 633.81 | 1 | 7.92 | 30.75 | 38.67 | 0.78 | 0.5 | 0.39 |
| LUL | Queensway | 'NActon-Loughton' | 633.81 | 0.67 | 7.92 | 45.53 | 53.45 | 0.56 | 0.5 | 0.28 |
| LUL | Queensway | 'RuislipGdns-Loughton' | 633.81 | 0.67 | 7.92 | 45.53 | 53.45 | 0.56 | 0.5 | 0.28 |
| LUL | Queensway | 'Loughton-WhiteCity' | 633.81 | 0.67 | 7.92 | 45.53 | 53.45 | 0.56 | 0.5 | 0.28 |
| LUL | Queensway | 'Loughton-Northolt' | 633.81 | 0.33 | 7.92 | 91.66 | 99.58 | 0.3 | 0.5 | 0.15 |
| LUL | Queensway | 'Ealing-Loughton' | 633.81 | 1 | 7.92 | 30.75 | 38.67 | 0.78 | 0.5 | 0.39 |

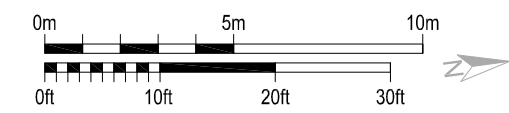
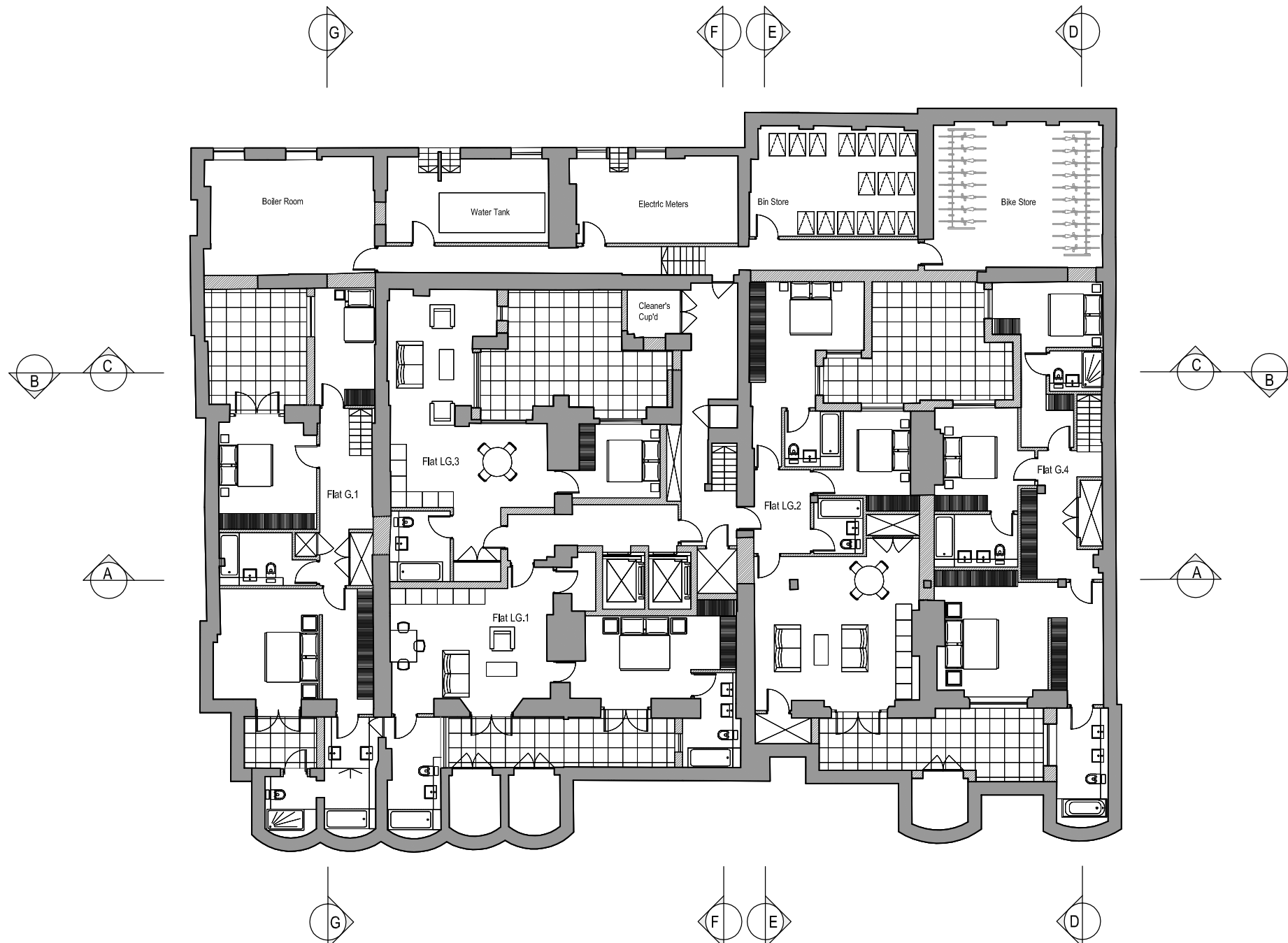
| Mode | Stop | Route | Distance (metres) | Frequency(vph) | Walk Time (mins) | SWT (mins) | TAT (mins) | EDF | Weight | AI |
|----------------------------|-----------|------------------------|-------------------|----------------|------------------|------------|------------|------|--------|--------------|
| LUL | Queensway | 'Ealing-NewburyPark' | 633.81 | 0.67 | 7.92 | 45.53 | 53.45 | 0.56 | 0.5 | 0.28 |
| LUL | Queensway | 'WRuislip-NewburyPark' | 633.81 | 0.33 | 7.92 | 91.66 | 99.58 | 0.3 | 0.5 | 0.15 |
| LUL | Queensway | 'NActon-NewburyPark' | 633.81 | 0.33 | 7.92 | 91.66 | 99.58 | 0.3 | 0.5 | 0.15 |
| LUL | Queensway | 'Hainault-Ealing ' | 633.81 | 5.33 | 7.92 | 6.38 | 14.3 | 2.1 | 0.5 | 1.05 |
| LUL | Queensway | 'Hainault-Nacton ' | 633.81 | 1.33 | 7.92 | 23.31 | 31.23 | 0.96 | 0.5 | 0.48 |
| LUL | Queensway | 'Hainault-WRuislip' | 633.81 | 3.33 | 7.92 | 9.76 | 17.68 | 1.7 | 0.5 | 0.85 |
| LUL | Queensway | 'RuislipGdns-NP-Hain ' | 633.81 | 0.67 | 7.92 | 45.53 | 53.45 | 0.56 | 0.5 | 0.28 |
| LUL | Queensway | 'Hainault-WhiteCity' | 633.81 | 1.67 | 7.92 | 18.71 | 26.64 | 1.13 | 0.5 | 0.56 |
| LUL | Queensway | 'Hainault-NP-Northolt' | 633.81 | 1 | 7.92 | 30.75 | 38.67 | 0.78 | 0.5 | 0.39 |
| LUL | Queensway | 'GrangeHill-WD-Eal ' | 633.81 | 1 | 7.92 | 30.75 | 38.67 | 0.78 | 0.5 | 0.39 |
| LUL | Queensway | 'GrangeHill-Wdld-Whit' | 633.81 | 0.67 | 7.92 | 45.53 | 53.45 | 0.56 | 0.5 | 0.28 |
| LUL | Queensway | 'GrangeHill-Wdld-WRsp' | 633.81 | 0.67 | 7.92 | 45.53 | 53.45 | 0.56 | 0.5 | 0.28 |
| Total Grid Cell AI: | | | | | | | | | | 41.71 |

Appendix D

Architect's Proposed Layouts

Do not scale from this drawing, except for town planning purposes.
 Work to figured dimensions only.
 This drawing is the property of Brimelow McSweeney Architects and copyright is reserved by them.
 This drawing is issued on condition that it is not copied, used or disclosed by or to any unauthorised person without the prior written consent of Brimelow McSweeney Architects.
 The areas on the drawing have been measured directly from a CAD drawing and have no tolerances added or subtracted.
 The areas have been calculated in accordance with the Code of Measuring Practice, 6th Edition (2007) using the stated options NIA, GIA, GEA. They are approximate and relate to the likely areas of the building at the current state of the design. Any decisions to be made on the basis of these predictions, whether as to project viability, pre-letting, lease agreements and the like, should make allowance for the following:
 - Design development
 - Accurate site survey, site levels and dimensions need to be fully evaluated
 - Allowance for construction methods and building tolerances.
 - Local authority consents

| rev | date | drawn by | chkd | description |
|-----|----------|----------|------|---|
| / | 22.09.14 | SPD | SH | FIRST ISSUE |
| A | 22.09.14 | SPD | SH | Single bedroom reinstated to flat G.1 |
| B | 20.03.15 | RK | SH | Minor Updates |
| C | 27.03.15 | RK | SH | Annotations Added and Address Corrected |
| D | 08.05.15 | RK | SH | Minor Revisions |



| | | |
|---|----------|-------|
| status | | |
| PRELIMINARY | | |
| BRIMELOW McSWEENEY ARCHITECTS | | |
| 28 Great Queen Street, Covent Garden, London WC2B 5SL tel: 020 7831 7835 - fax: 020 7831 7839 - email: admin@brim-architects.co.uk | | |
| project | | |
| 35-39 Leinster Gardens London W2 3AN | | |
| title | | |
| Proposed Lower Ground Floor Plan | | |
| scale | date | drawn |
| 1:200@A3 | 15-09-14 | SPD |
| drawing no. | revision | |
| 1422-1110 | D | |

Appendix E

Zipcar Membership Proposal



Leinster Gardens **City of Westminster** **TTP Consulting**

Proposal: November 2015

Adam Williams
UK Property Developments

DD: 0203 004 7860
awilliams@zipcar.co.uk

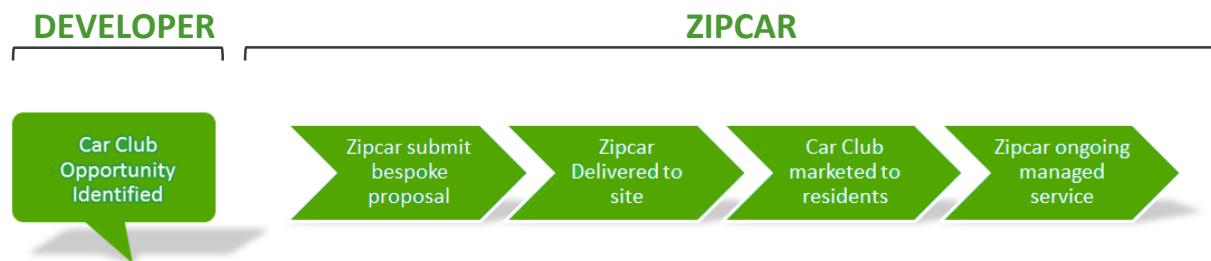

zipcar[®]

Zipcar & Property Developments

Zipcar works with an ever increasing number of Property Developers, Transport Consultants and Housing Associations across the UK to:

- ✓ Increase the likelihood of gaining planning permission on a site.
- ✓ Addressing specific Section 106 or Travel Plan requirements.
- ✓ Reducing the need to provide costly private parking.
- ✓ Act as a useful marketing tool to help sell properties with a limited parking provision.

Working with Zipcar – 5 Simple Steps



What is Zipcar?

Zipcar is a pay-as-you-go car club designed to provide members with access to cars and vans as quickly and conveniently as possible with the least amount of hassle. Our team is passionate about bringing this innovative concept to every urban street as a simpler, more efficient, more sustainable way to use a car.

2010

Zipcar merged with Streetcar and is the World's largest car-sharing club

Over 900,000 members worldwide

6 UK cities

London, Bristol, Cambridge, Oxford, Glasgow & Edinburgh

London is the largest UK network with 1,500 bays; 5 times more locations than Starbucks!

Zipcar users are ABC1 adults aged between 25-44 yrs old.

71% use Zipcar for leisure/spontaneous & activities.

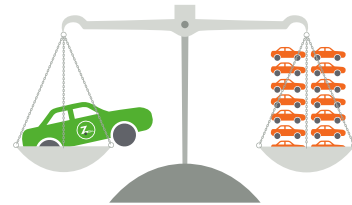
Zipcar users are urban-dwellers that like to explore the city & jump at the chance to engage with nature and the outdoors.

Members use Zipcar as an alternative to the costs and hassles of owning or hiring a car.

A Sustainable Transport Solution

A large proportion of your future residents may have a private vehicle, but may not really need one. They may commute to work using public transport and just have a car for occasional use. A relationship with the world’s largest car sharing club would definitely assist in reducing the carbon footprint of your residents, provide a convenient and easily-used service, and save them a substantial amount of money.

Every Zipcar takes an average of 10-15 privately owned cars off the roads of the UK, because members often sell (or don't replace) a car when they join.



Zipcar is a service that benefits the whole community. We have found that car club members choose to drive a car less after joining Zipcar; the average car club member only actually clocks up between 403 and 414 miles a year which is significantly less than private vehicle owners. This is because they both make better use of public transport and think much harder about their transport options according to what they need to achieve and the cost associated with that decision.

Not only this but car club vehicles are typically between 10% and 33% more efficient in terms of carbon dioxide emissions per KM travelled, in comparison to the average car, because operators chose new and fuel efficient models.



Using Zipcar

The Zipcar process has been designed to provide simplicity and little administration – there are no depots or deposits involved (headaches typically found with regular car hire). Once the person has become a member there is no further form filling required to hire a vehicle anywhere in the world.



join



reserve



unlock



drive

Development Viability

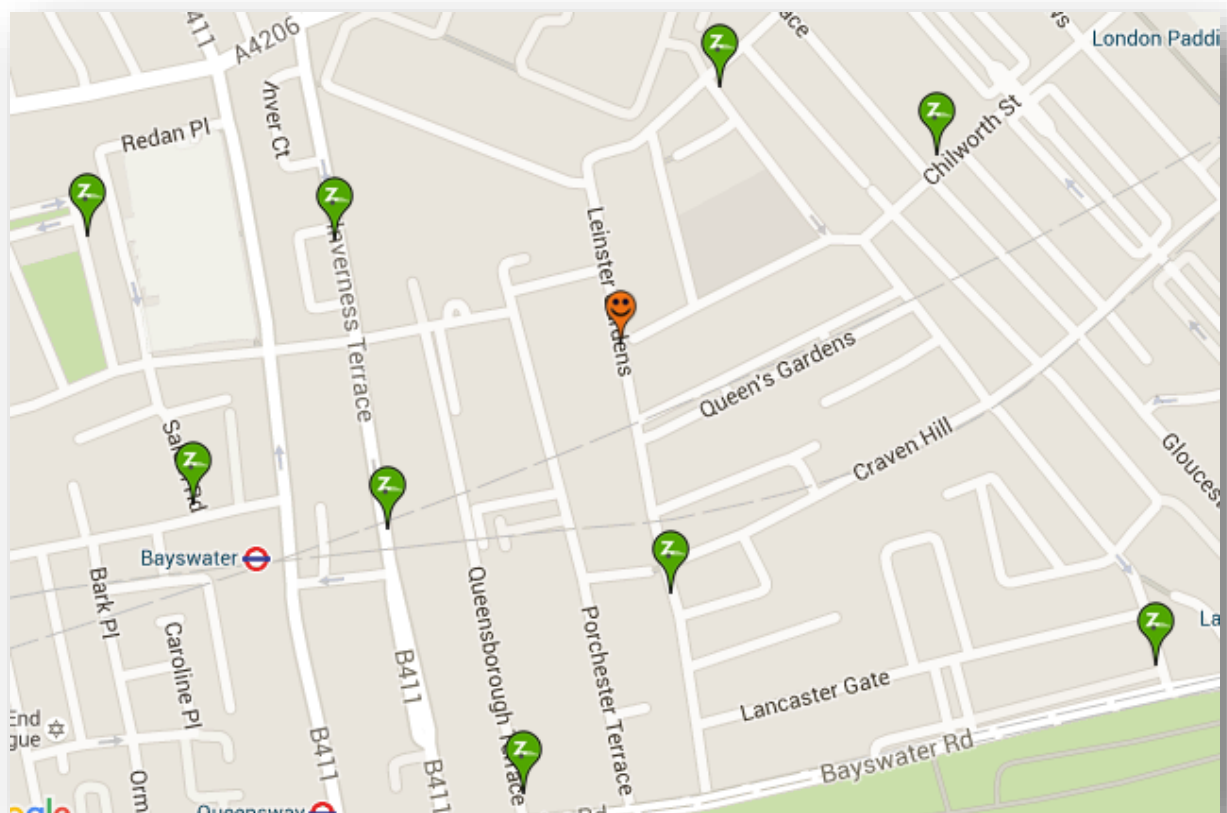
Zipcar has been operating in the City of Westminster since 2005 and is now working in partnership with the council to provide car clubs on-street to residents. We currently have 186 vehicles in the borough and over 10,600 members. The cars are performing well, being used approximately 8-10 hours a day.

In our opinion a car club could work well at this location given support from the developer in the early phases of the development. The current proximity to local transport links is very good (approximately PTAL 6) which is encouraging for the car club's chances of success, as synergy with public transport links is a key contributor to good car club performance. This makes it likely that the residents of this development will not need a car for work – essential to the success of the scheme.

The low parking on site should ultimately ensure good uptake of the car club. We normally rely on a parking ratio of less than 0.7 to guarantee car club success.

As the map below indicates, there is a very strong network of Zipcar vehicles in the vicinity of the development and as a result, Zipcar would not seek to immediately add further vehicles on site, the existing network is more than sufficient to meet the car club needs of residents. However, as demand grows, we would evaluate the necessity to install a vehicle at the development when required.

Existing Network



Leinster Gardens – Car Club Proposal

As per the Section 106, a Zipcar welcome pack for each unit that entitles the occupier to 25 year's free membership (usually £49.59 +VAT per year discounted to £300 +VAT per unit) would be suitable. This comes to a total contribution of £9,600+VAT for the 32 units detailed. This sum is to be paid on, or in advance of, first occupation.

In order to ensure that only existing residents make use of the free memberships residents will receive an annual email asking them to confirm their personal details in order to renew the membership. As a result, if a resident moves out the new resident moving in will be able to claim their free membership whilst the old resident's membership will lapse.

In exchange Zipcar would commit to a contractual obligation to run the car club operation at the development for a minimum of 25 years.

Zipcar will provide 1 year's free business account (usually £119) for any commercial entity operating from or in conjunction with the site at no further cost to the developer.

Marketing Proposal

A free membership to Zipcar is an excellent marketing tool to utilise with prospective buyers who, due to low parking ratios and parking restrictions, are unable to have their own vehicle on site. We would market the free memberships as a benefit paid for by the developer that provides residents with a cheaper, greener more convenient alternative to private car ownership. In this way Zipcar adds real value to the development and is an excellent solution to the recurring problem of prospective residents not being able to have their own vehicle on site due to a lack of space.

Zipcar would promote its service to the residents of the development through a number of ways.

Bespoke marketing material: This would outline the offers your residents are entitled to. We find that this is crucial in generating early interest in the scheme; these would be part of each residents welcome pack. Additionally we would recommend that a mail shot is sent at a later date reminding residents of the service.

Advertising within the development: Zipcar would advertise within the development itself through posters and leaflets in communal areas.

Launch day event: Our promotions team are very experienced and have a number of fun and exciting ways to inform residents of the fantastic deal that the developer has secured for them. Techniques used by our promotions team include inflatable cars, vehicles with video games in the back, balloons, banners and laptops that allow our team to show new members how the service works and assist in helping them sign up.

This approach would have the most impact if conducted when any new vehicles were implemented on a site, or at any open days or community events within the development.



The Zipcar Fleet

Zipcar has a vehicle type for every occasion. This will ensure that your residents get the best possible service, and can find a vehicle to suit their needs. Zipcar membership also includes Zipvan membership – providing our members with convenient access to larger vehicles when required.

Our vehicles are best in class from an emissions perspective. A Zipcar lives in the fleet for a maximum of eight months, ensuring our members are driving the most modern and efficient fleet in any car club across the world.

| Model | Weekday | Weekend |
|------------------------------|----------------|----------------|
| | Hourly / Daily | Hourly / Daily |
| Vauxhall Corsa / Ford Fiesta | £6 / £54 | £7.50 / £65 |
| VW Golf / Ford Focus | £7 / £64 | £8.50 / £75 |
| Vauxhall Ampera (PHEV) | £7 / £64 | £8.50 / £75 |
| Audi A3 | £8 / £74 | £9.50 / £85 |
| VW Touran | £10 / £94 | £11.50 / £105 |
| VW Transporter | £10 / £89 | £11.50 / £105 |

Fuel, insurance and 60 free miles per 24 hours are included. Additional miles are 25p per mile (29p for premium vehicles and vans).