



Stag Brewery, Mortlake

Residential Travel Plan

For Reselton Properties

February 2018

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1 Introduction

1.1 Background

- 1.1.1 This Residential Travel Plan (RTP) has been prepared by Peter Brett Associates LLP (PBA) on behalf of Reselton Properties Limited ('the Applicant') in support of three linked planning applications for the comprehensive redevelopment of the former Stag Brewery Site in Mortlake ('the Site') within the London Borough of Richmond Upon Thames ('LBRuT').
- 1.1.2 The former Stag Brewery Site is bounded by Lower Richmond Road and Mortlake High Street to the south, the River Thames and existing residential development to the north, Williams Lane to the east and Bulls Alley (off Mortlake High Street) to the west. The Site is bisected by Ship Lane. The Site currently comprises a mixture of large scale industrial brewing structures, large areas of hardstanding and playing fields.
- 1.1.3 The redevelopment will provide homes (including affordable homes), accommodation for an older population, complementary commercial uses, community facilities, a new secondary school alongside new open and green spaces throughout.
- 1.1.4 The author of this Travel Plan and relevant contact details are provided in the document control sheet at the front of this report. The company contact details are also noted on the front page.
- 1.1.5 The Applicant, Reselton Properties Ltd, will manage the RTP for the proposed development and will be responsible for the implementation and further development until a Residential Travel Plan Coordinator (RTPC) is appointed post occupation.

1.2 Site Location

- 1.2.1 Figure 1.1 below shows the Site location in a local context.

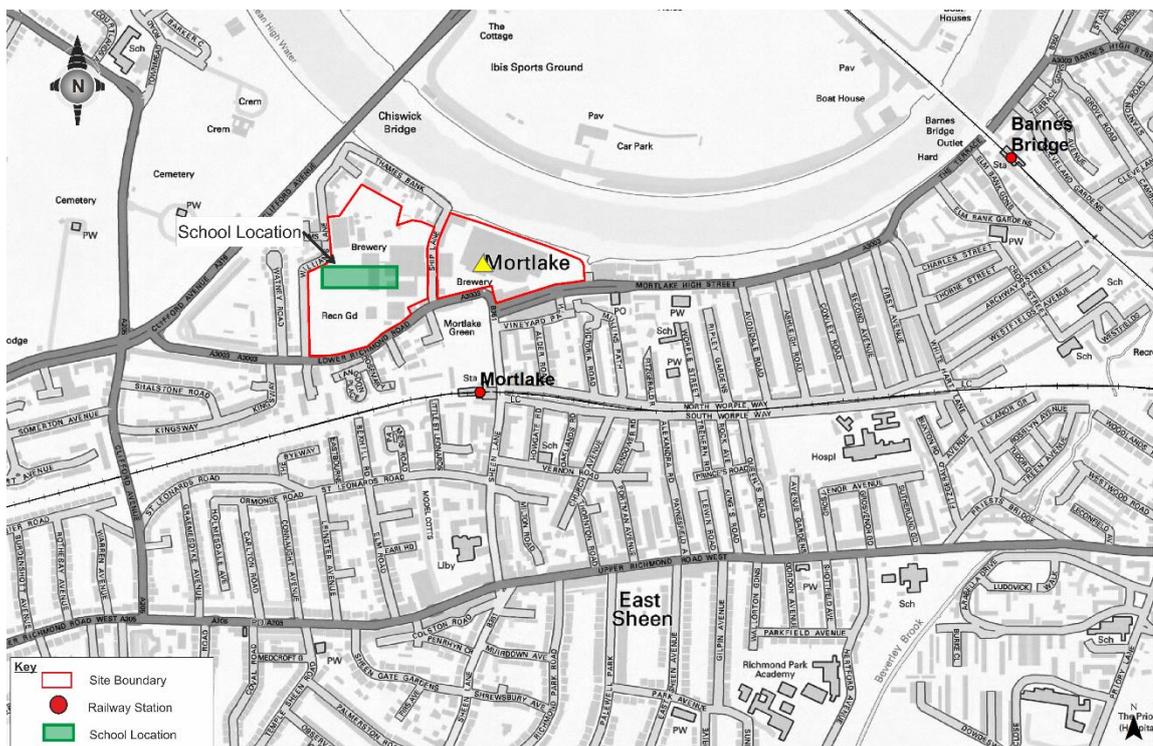


Figure 1.1 Site Location Plan

1.3 Development Proposals

1.3.1 The proposed development seeks to create a new village heart for Mortlake through the provision of a mix of uses, high quality architecture, public realm and landscaping which encourages activity and permeability throughout the site, helping to link Mortlake Green through to the riverside.

1.3.2 The proposed development mix for both the outline and detailed application are set out in Table 1.1. The separate application for the secondary school will be detailed.

Table 1.1 Proposed Detailed Application Development Mix

Land Use	Development Quanta
Detailed Application – Application A (Development Area 1)	
Residential	443 units
Unspecified Flexible Floor Areas inc, Retail/Restaurant/Office/Community/Boathouse	4,664 m ²
Hotel	1,668 m ² (16 rooms)
Office	2,424 m ²
Cinema	2,120 m ² (3 screens, 370 seats)
Gym	740 m ²
Management Office	33 m ²
Outline Application	
Residential	Up to 225 units
Residential/Assisted Living	Up to 150 residential or assisted living units
Care Home	70 Units
Detailed School Application	
School	9,319 m ² (1,200 pupils)

1.3.3 In addition to this RTP there will be a Framework Travel Plan relating to the Site as a whole (i.e. Application A, Development Areas 1 and 2, excluding the School (Development Area 2)). This will set out the overarching principles and objectives for the various travel plans for the Site. There will also be a separate School Travel Plan. This RTP is in accordance with that Framework Plan. There will also be separate travel plans or travel plan statements relating to the individual land uses/units depending on their size or number of employees, in accordance with the Transport for London (TfL) thresholds for the provision of Travel Plans as set out in their Guidance on their Website:

<https://tfl.gov.uk/info-for/urban-planning-and-construction/travel-plans#on-this-page-0>

1.4 Requirement of a Residential Travel Plan

- 1.4.1 A full RTP is required for a large residential development such as this.
- 1.4.2 This RTP is based on the current TfL guidance and has been prepared in accordance with the relevant local best practice travel planning guidance.

1.5 Travel Plan Context

- 1.5.1 This RTP aims to promote sustainable travel behaviour amongst residents and visitors to the Site. It is considered to be a 'live document'; therefore, not only will it be actively promoted amongst the residents, but reviewed and revised over time and also post occupation of the Site. This will ensure that the RTP is promoting relevant targets that are both suitable and appropriate for the Site, at all stages of the application.

1.6 Travel Plan Structure

- 1.6.1 This RTP is prepared with the following structure:
- Chapter Two briefly summarises the existing national, regional and local planning policy that informs the writing of this RTP;
 - Chapter Three outlines Site accessibility and the existing travel situation;
 - Chapter Four presents the development proposals;
 - Chapter Five outlines objectives and targets;
 - Chapter Six discusses the delivery of the RTP objectives;
 - Chapter Seven provides the RTP measures and action plan; and
 - Chapter Eight summarises plans and timescales for RTP monitoring and review.

2 Policy Review

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 Stag Brewery Site.
- 2.1.2 The National Planning Policy Framework (NPPF) provides national policy, regional policy is provided by the London Plan (2016), the Mayor's Transport Strategy and TfL's Travel Planning Guidance and finally, the Richmond upon Thames Local Plan, Core Strategy and Development Management Plan provides local guidance.

2.2 National Policy

National Planning Policy Framework, 2012

- 2.2.1 The NPPF was published in 2012 with subsequent supporting guidance documents prepared in the National Planning Practice Guidance (NPPG), a live document initially published in 2014. The NPPF provides planning policy and the NPPG the guidance to aid its implementation.
- 2.2.2 The NPPG defines Travel Plans as “long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel.”
- 2.2.3 Travel Plans, together with Transport Assessments, are used to assess and mitigate the negative transport impacts of the proposed development; and hence, to promote sustainable development. NPPG identifies Travel Plans as a key tool to identify opportunities for the effective promotion and delivery of sustainable transport. All developments which generate significant amounts of movement should be required to provide a Travel Plan.

2.3 Regional Policy

- 2.3.1 The London Plan, published in July 2011, sets out the overarching policies and principles for developments in London over the next 20-25 years. The London Plan has been further revised in March 2015, Further Alterations to the London Plan (FALP) and March 2016, Minor Alterations to the London Plan (MALP).
- 2.3.2 A key objective of the Plan states London should be “a city where it is easy, safe and convenient for everyone to access jobs, opportunities and facilities with an efficient and effective transport system which actively encourages more walking and cycling”.
- 2.3.3 The London Plan's objectives pertaining to Travel Plans are as follows:
- To ensure that London is a city where everyone can access jobs, opportunities and facilities with an efficient and effective transport system that actively encourages walking and cycling and makes better use of the Thames;
 - To improve the environment locally and globally, so that London becomes a world leader and is at the forefront of policies to tackle climate change, reduce pollution, develop a low carbon economy and consume fewer resources and use them more effectively.
- 2.3.4 Further policies within the London Plan which encourage the exploration of sustainable travel initiatives are stated below:

2.3.5 Policy 6.11 Smoothing Traffic Flow and Tackling Congestion states that *DPD's (Development Plan Documents) should develop an integrated package of measures*. These measures will aim to reduce the need to travel and consequently traffic flows and congestion. This includes *promoting and encouraging car sharing and car clubs*.

2.3.6 Policy 6.13 Parking posits that *developments in all parts of London must ensure that 1 in 5 car parking spaces (both active and passive) provide an electrical charging point to encourage the uptake of electric vehicles*.

2.3.7 Figure 2.1 below shows the Maximum parking standards for new residential development according to the London Plan.

Suburban	150–200 hr/ha	Parking provision	150–250 hr/ha	Parking provision	200–350 hr/ha	Parking provision
3.8–4.6 hr/unit	35–55 u/ha	Up to 2 spaces per unit	35–65 u/ha	Up to 1.5 spaces per unit	45–90 u/ha	Up to one space per unit
3.1–3.7 hr/unit	40–65 u/ha		40–80 u/ha		55–115 u/ha	
2.7–3.0 hr/unit	50–75 u/ha		50–95 u/ha		70–130 u/ha	
Urban	150–250 hr/ha		200–450 hr/ha		200–700 hr/ha	
3.8–4.6 hr/unit	35–65 u/ha	Up to 1.5 spaces per unit	45–120 u/ha	Up to 1.5 spaces per unit	45–185 u/ha	Up to one space per unit
3.1–3.7 hr/unit	40–80 u/ha		55–145 u/ha		55–225 u/ha	
2.7–3.0 hr/unit	50–95 u/ha		70–170 u/ha		70–260 u/ha	
Central	150–300 hr/ha		300–650 hr/ha		650–1100 hr/ha	
3.8–4.6 hr/unit	35–80 u/ha	Up to 1.5 spaces per unit	65–170 u/ha	Up to one space per unit	140–290 u/ha	Up to one space per unit
3.1–3.7 hr/unit	40–100 u/ha		80–210 u/ha		175–355 u/ha	
2.7–3.0 hr/unit	50–110 u/hr		100–240 u/ha		215–405 u/ha	

Figure 2.1 London Plan parking standards for residential developments

2.3.8 In addition to the above parking standards and **Error! Reference source not found.**, the London Plan states that,

'All developments in areas of good public transport accessibility (in all parts of London) should aim for significantly less than 1 space per unit. Adequate parking spaces for disabled people must be provided preferably on-site'.

2.3.9 Of the parking spaces provided, *'20 per cent of all spaces must be for electric vehicles with an additional 20 per cent passive provision for electric vehicles in the future'* and that *'in outer London areas with low PTAL (generally PTALs 0-1), boroughs should consider higher levels of provision, especially to address 'overspill' parking pressures'*.

2.3.10 Further, major residential developments will be required to contribute towards providing car clubs in the vicinity of the development through CIL and/or Section 106.

2.4 The Mayor's Transport Strategy 2017 consultation

2.4.1 A more recent version of the Mayor's Transport Strategy (MTS) is out to public consultation. This places an even greater emphasis on healthy streets and promoting sustainable travel. The MTS is due to be published in 2018.

2.4.2 The three main themes include

- 'Healthy Streets and Healthy People';
- 'A good public transport experience' and;
- 'New Homes and Jobs'.

2.4.3 'Healthy streets and healthy people' is about creating streets and routes that encourage walking, cycling and public transport. Local streets and neighbourhoods will be designed to

make them pleasant places for people to walk, cycle, and use public transport. Reducing road danger will make people feel safer and more comfortable walking and cycling. A shift away from car use will help London's streets work more efficiently and reduce congestion.

- 2.4.4 'A good public transport experience' ensures that public transport is the most efficient way for people to travel distances that are too long to walk or cycle, and a shift from private car to public transport could reduce the number of vehicles on the streets. New technologies, such as Wi-Fi to Tube tunnels will make public transport more attractive.
- 2.4.5 'New homes and jobs' is ensuring that people live and work in well-connected places and transport plays a key role in delivering this. 'Good growth' will provide more opportunities, deliver affordable homes and improve the quality of life. People should be able to live in areas where many of the places they want to go to are within walking and cycling distance, and good public transport connections are available for longer trips.
- 2.4.6 The new MTS consultation demonstrates a clear focus on providing and promoting sustainable modes of travel.

2.5 Local Policy

Stag Brewery, Mortlake Planning Brief (Supplementary Planning Document, 2011)

- 2.5.1 The supplementary planning brief for the Stag Brewery Site is set out to provide guidance for the development and what it should contain and represent. The brief also demonstrates the opportunities and constraints surrounding the proposed development.
- 2.5.2 The brief indicates the desire for a village feel to the Mortlake area to be enhanced by the new development on the Stag Brewery Site focused on a mix of land uses particularly to the east of Ship Lane.
- 2.5.3 The Brief sets out a requirement to provide a "Green Travel Plan" including a way finding strategy for pedestrians. It also stipulates that the proposals must include car parking (including car club provision) and cycle parking including provision for visitors to the area in line with the Council's standards. It also stresses the importance that the development includes clear proposals to create new pedestrian routes and improve cycle infrastructure in the area.

Local Development Framework Core Strategy, 2009

- 2.5.4 LBRuT's Core Strategy forms part of a wider Local Development Framework for Richmond Council. The Core Strategy is noted as the most important part of the Local Development Framework and sets out the long-term vision for areas within Richmond and how these areas should be developed by 2024.
- 2.5.5 CP5 of the Core Strategy outlines the methods Richmond Council have committed to undertaking in order to implement and maintain sustainable travel within the borough.
- 2.5.6 With regards to transport, the strategy promotes sustainable transport choices with an aim to mitigate the impact of development on the environment, and to reduce the congestion on roads and public transport networks.

Paragraph 8.1.5C in the Core Strategy states that *the council will prioritise the needs of pedestrians and cyclists in the design of new developments including links to existing networks and requiring the provision of adequate cycle parking.*

- 2.5.7 LBRuT aims to fulfil this by providing and promoting a well-designed bicycle and walking network across the Borough, and improve conditions for cyclists and pedestrians elsewhere.

Development Management Plan, 2011

- 2.5.8 The LBRuT Development Management Plan (DMP) contain detailed policies which aim to support the achievement of the Core Strategy Objectives. It aims to shape, determine and deliver development with an emphasis on collaboration to promote sustainable developments.
- 2.5.9 Policy DM TP 3 states that new developments will be expected to create or improve links with the local and wider transport networks, including links to the cycle and pedestrian networks. This supports the Core Strategy in its aim to encourage use of public transport and other sustainable modes of transport. i.e. walking and cycling, whilst reducing reliance on the private car.
- 2.5.10 Policy DM TP 6 and 7 both express the Council's commitment to maintaining and improving conditions for cyclists and pedestrians by ensuring that new development schemes do not adversely impact on the cycling network or pedestrian environment.
- 2.5.11 Policy DM TP 8 as it relates to off street parking, states that any new development will need to demonstrate that the new scheme provides an appropriate level of off street parking to avoid an unacceptable impact on on-street parking conditions and local traffic conditions. Where a CPZ is in place new residents may not be eligible for an existing permit, with the exception of blue badge holders.

Draft Local Plan, 2017

In May 2017, the LBRuT submitted the Local Plan (Publication version), to the Secretary of State for Communities and Local Government for independent Examination.

- 2.5.12 Policy LP 44 - Sustainable Travel Choices of the Local Plan states that the Council will work in partnership to promote safe, sustainable and accessible transport solutions. In terms of walking and Cycling the Council "*will ensure that new development is designed to maximise permeability within and to the immediate vicinity of the development Site through the provision of safe and convenient walking and cycling routes, and to provide opportunities for walking and cycling, including through the provision of links and enhancements to existing networks*"
- 2.5.13 Furthermore, this policy states that new developments should "*maximise opportunities to provide safe and convenient access to public transport services*".
- 2.5.14 Paragraph 11.14 states that developments should "*encourage the use of modes other than the car by making it as easy as possible through provision of good pedestrian facilities, clear layout and signage, provision of cycling facilities and improving access to public transport interchanges*".

3 Site Assessment

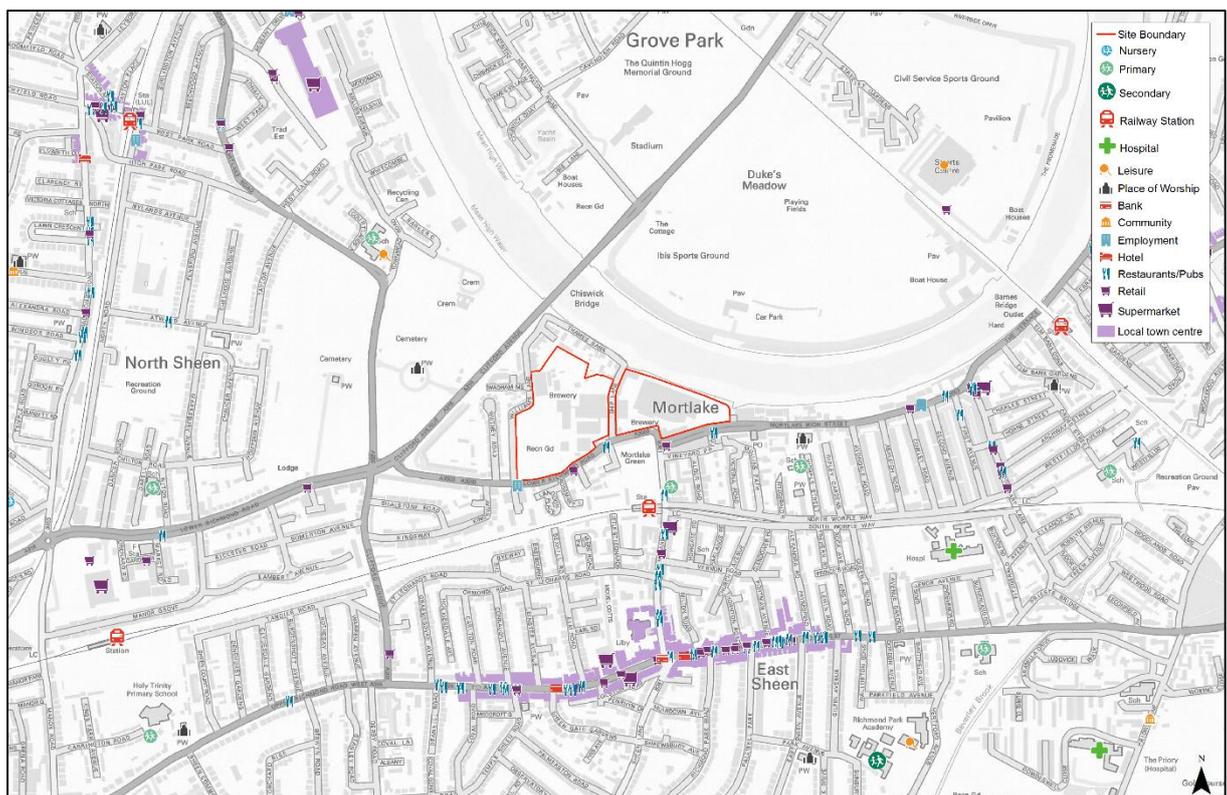
3.1 Introduction

3.1.1 This chapter describes the existing transport conditions on and around the Site. The existing transport context has been examined to ensure that the transport options available to those travelling to and from the Site are identified.

3.2 Local Amenity Provision

3.2.1 Figure 3.1 identifies the wide range of local amenities that are available in the Mortlake area and are easily accessible by foot from the Site. These include public houses, corner shops and employment opportunities along Lower Richmond Road. Sheen Lane provides access to more food/drink establishments as well as both supermarket and non-food retail stores. The nearest local centre, denoted by the purple on the figure, is to the south of the Site centred on the junction of Upper Richmond Road (South Circular) and Sheen Lane.

Figure 3.1 Plan of Local Amenities in Mortlake



3.2.2 In the wider Mortlake area there are several primary schools, and a secondary school. The closest primary school to the Site is Thomson House School located adjacent to the Sheen Lane Level Crossing an approximate 220m walk from the southern end of Ship Lane. The other primary school that's catchment extends to within close proximity of the Site is Kew Riverside Primary school, a one form entry primary school, which may also serve the Site.

3.2.3 Other primary schools in the area but further from the Site include Barnes Primary, Sheen Mount Primary School and East Sheen Primary. Richmond Park academy secondary school, is located to the south of Upper Richmond Road.

- 3.2.4 Other facilities in the area include Barnes Hospital (approximately 880m walking distance), leisure facilities at Shene Fitness Centre (1.2km) and Chiswick Racquets Club (1.3km) and places of worship (St Mary's Church - 350m, Elim Pentecostal Church, East Sheen). Alternative retail facilities are also available at Kew Bridge Retail Park, including stores such as Next, M&S and Boots among others (2.1km) and along the Lower Richmond Road towards Richmond, including numerous high street shops (580m). The majority of all these facilities are within an appropriate walking or cycling distance from the Site.
- 3.2.5 Table 3.1 below identifies the existing wide range of local facilities within the area.

Table 3.1 Local Amenities

	Amenity	Walking Time from Site
Schools	Kew Riverside Primary	16 minutes
	Sheen Mount Primary	20 minutes
	East Sheen Primary	15 minutes
	Barnes Primary	17 minutes
	Thomson House	3 minutes
Places of Worship	St Mary Magdalen's RC Church	7 minutes
	St Mary's Mortlake	7 minutes
Open Spaces	Mortlake Green	2 minutes
	Vine Road Recreation Ground	22 minutes
Post Offices	Everydays & Mortlake Post Office	5 minutes
	Royal Mail Barnes & Mortlake Delivery Office	2 minutes

3.3 Existing Pedestrian and Cyclists Provision

Pedestrian Network

- 3.3.1 A Pedestrian Environment Review System (PERS) audit has been carried out in order to assess the existing pedestrian environment in the area and to identify whether any improvements are required in order to provide an acceptable quality of pedestrian access to the Site. The scope of this audit was agreed with TfL prior to the audit taking place and is appended in the Transport Assessment.
- 3.3.2 The PERS audit confirms that the pedestrian network serving the Site is generally of a good quality providing good connectivity to local facilities, including bus stops and rail stations.
- 3.3.3 Footways along Lower Richmond Road (A3003), to the south of the Site, are of an adequate width to accommodate all vulnerable road users, although the corner of Lower Richmond Road and Mortlake High Street narrows slightly. Where public transport waiting areas are present on this road they are set back to prevent congested footways. There are very few

crossings along this link which reduces the pedestrian permeability, however the crossings present do give priority to pedestrians.

- 3.3.4 Williams Lane borders the Site to the west; it is a two lane-single carriageway road. The stretch of road that sits adjacent to the Watney playing fields has pedestrian footways present on the north-bound carriageway side only, measuring approximately 1.5m wide. The remaining stretch of Williams Lane that lies behind the Watney playing fields has pedestrian footways on both sides of the road, which provide an adequate width for pedestrians.
- 3.3.5 The pedestrian footway on Thames Bank, to the north of the Site, is quite narrow which would pose an access issue for wheelchair users. Despite this, the road is rarely used by vehicle traffic and provides access to the Thames Pathway.
- 3.3.6 Ship Lane runs through the centre of the proposed Site and only has a pedestrian footway present on the northbound carriageway side. Despite the number of parked cars flanking the footway, permeability is not affected, the parked cars act as a physical barrier to pedestrians from vehicular traffic and cyclists.
- 3.3.7 Figure 3.2 shows walking isochrones and walk times from the Site. The isochrones show distance covered within 5 to 25 minutes walking time in 5 minute increments. Figure 3.2 coupled with Figure 3.1 shows that the Site is within 5 minutes of Mortlake station and within 10 minutes of all of the facilities along Sheen Lane and the South Circular, including the Hospital.

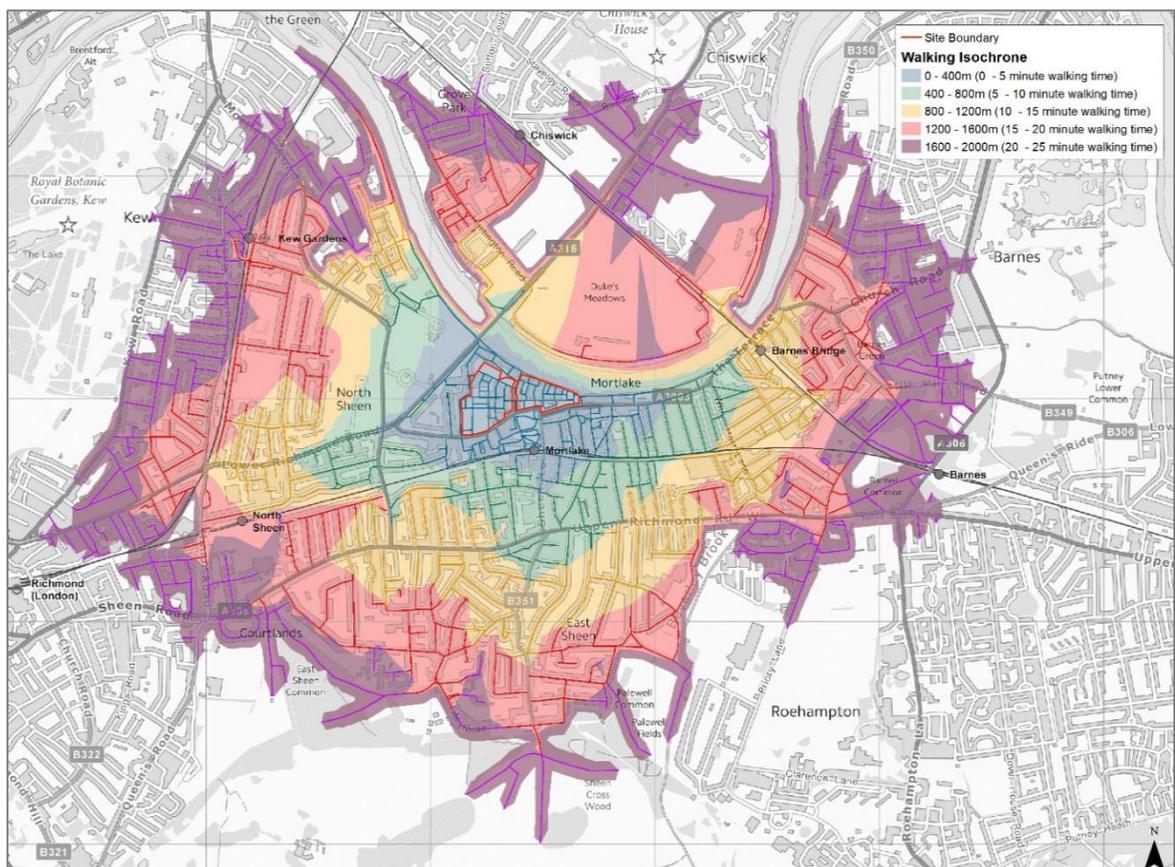


Figure 3.2 Walking Isochrones

Cycle Network

- 3.3.8 The standard of the Cycle Network in the local vicinity of the Site varies, with some areas being of a good standard and some areas requiring improvements.
- 3.3.9 Cycle facilities are present on Thames Bank, to the north of the Site, which is a route marked for use by cyclists. Thames Bank forms part of an off-road route along the Thames which effectively connects off-road cycle routes from Clifford Avenue and Williams Lane to The Terrace, to the east of the Site (Development Area 1).
- 3.3.10 Ship Lane which is also a route marked for use by cyclists and runs through the centre of the Site connecting Thames Bank to Lower Richmond Road (A3003). Both routes are moderately quiet and lit providing a good level of service for cyclists. Cycle infrastructure is also present in Mortlake Green vis signed cycle routes. Cyclists may opt to use Mortlake Green as a through route to access facilities south of the Site towards Mortlake Station.
- 3.3.11 The current cycle network in the area has a few shortcomings, however, which affect the overall standard. These include the lack of fully connected routes leading to any one destination this is evident in the lack of cycle infrastructure along the Lower Richmond Road and Mortlake High Street corridor. Another of the shortfalls of the Mortlake cycle network is the poor signage indicating that North and South Worpole Way as routes recommended by cyclists.
- 3.3.12 Figure 3.3 shows the local cycle network in the area according to the TfL Local Cycle Guide 6.

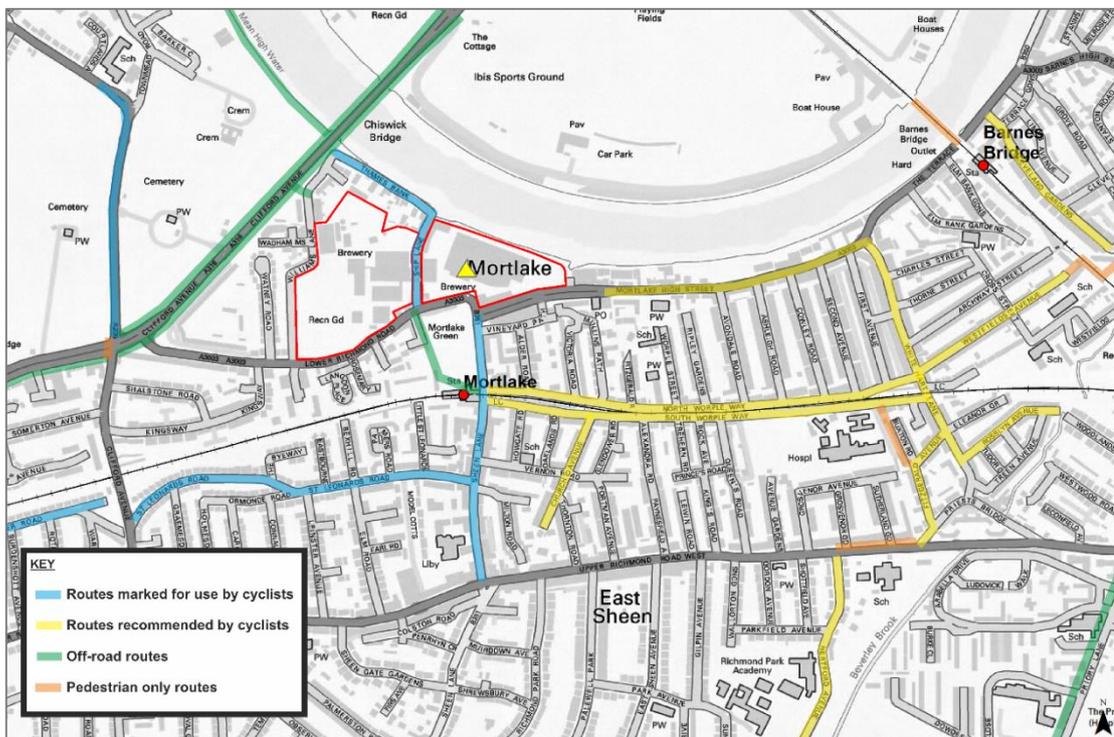


Figure 3.3 Local Cycle Network

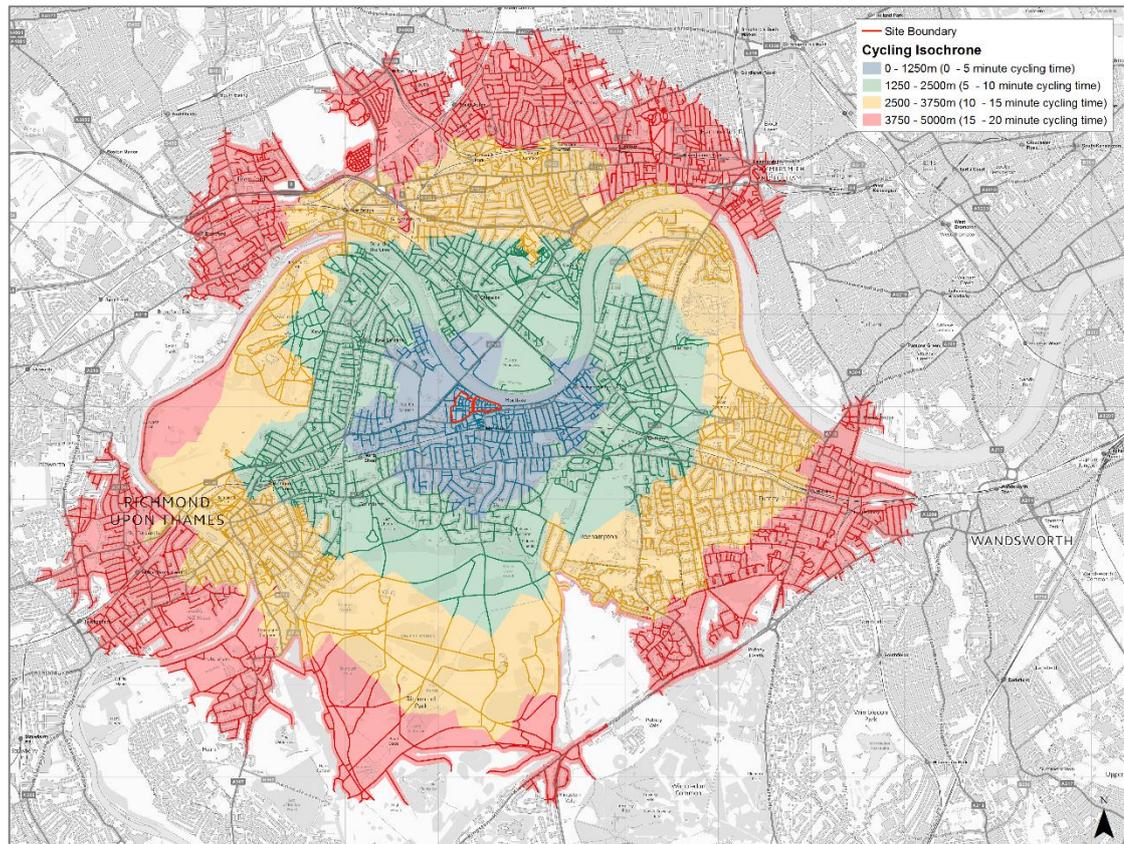


Figure 3.4 Cycle Isochrones

3.3.13 The cycle isochrones presented in 3.4 above shows cycle journey times of up to 20 minutes (in 5 minute increments) from the Site. Also shown in the figure is the extent of facilities easily accessible by cycling to future residents and users of the Stag Mortlake redevelopment Site, these facilities include local schools, places of worship and medical centres.

3.4 Existing Public Transport Network

3.4.1 Figure 3.5 Error! Reference source not found. below shows the public transport facilities in close proximity to the Site as it relates to the local bus network. The following sections provide a detailed description of the public transport services.

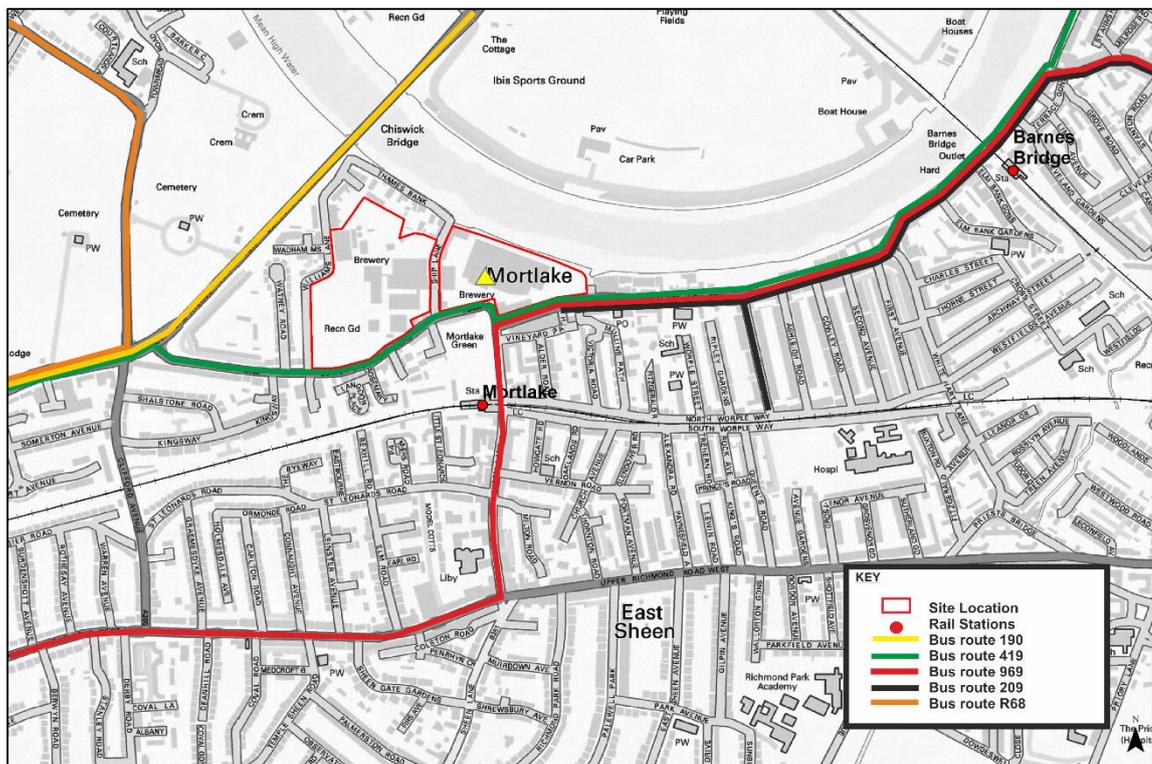


Figure 3.5 Local Public Transport Facilities

Bus Services

- 3.4.2 The closest bus stops to the Site are Ship Lane/Stag Brewery (N/Z) and Sheen Lane Mortlake High Street (B/A) which are located along the southern border of the Site, on Lower Richmond Road and Mortlake High Street. These stops are serviced by the 419 bus service which provides a link eastbound towards Hammersmith and westbound towards Richmond. This provides a frequency of four buses per hour during the day, including during the AM and PM peaks. The 209 service, which also provides access to Hammersmith via Barnes is a frequent service and can be accessed from stops approximately 320 metres to the east of the eastern edge of the Site
- 3.4.3 In addition to the above bus routes the Site can also be accessible by bus routes 190, which provides a service between West Brompton and Richmond via stops on Clifford Avenue, approximately 340 metres from the northern end of Sheen Lane whilst bus route R68, which provides a service between Kew Gardens and Richmond is accessible from stops close to the Chalkers Corner junction, approximately a 480 metre walk from the western edge of the Site. In addition, there are other bus services that can be accessed from stops located on the South Circular to the south of the Site.
- 3.4.4 The bus services have been summarised in the table below. Together they provide a good coverage of the wider area complementing the rail service available from Mortlake.

Table 3.2 Local Bus Routes and Weekday/Weekend Frequencies

Bus No	Route	Closest Bus Stop to the Development	Weekday Bus Frequency (mins) (07:00-19:00)	Saturday Bus Frequency (mins) (07:00-19:00)	Sunday Bus Frequency (mins) (07:00-19:00)
419	Hammersmith Bus Station -Richmond Bus Station	Sheen Lane/ Mortlake Station (A/B)	15-20	15-30	25-30
209	Hammersmith Bus Station – Mortlake Bus Station	Avondale Road (X) Mortlake Bus Station (P)	4-8	10-12	7-10
969	Whitton – Roehampton Vale	Sheen Lane/ Mortlake Station (A/B)	Tuesday and Friday only 1 service per day in each direction		
190	George Street – Empress State Bldg/ W Brompton Stn	Thames Bank (R/J)	15-20	15	20
R68	Kew Retail Park – Hampton Court Railway Station	Chalker’s Corner (F)	15	12-15	12-15

National Rail

- 3.4.5 The closest railway station to the Site is Mortlake Station, which is approximately 300m walking distance (4-minute walk) from the Site. There are train services to London Waterloo, Wimbledon and Chiswick with each of these services running approximately every half an hour. In the morning peak hour (0800-0900) there are 8 trains to London Waterloo, 6 to Wimbledon and 5 to Chiswick.
- 3.4.6 Mortlake rail station also provides good connectivity to the wider strategic network via interchange at Clapham Junction where users can access services to a wide variety of destination including London Victoria. Table 3.2 details the journey times to potential destinations and the corresponding interchanges.

Table 3.2 Rail Journey times from Mortlake Station

Destination	Interchange	Journey Time
Richmond	District Line	4 mins
Putney	District Line (500m)	6 mins
Clapham Junction	National Rail and London Overground	12 mins
Vauxhall	Victoria Line	18 mins
London Waterloo	Northern Line, Bakerloo Line, Jubilee Line and Waterloo and City Lines	23 mins

- 3.4.7 In terms of parking provision, Mortlake rail station offers 11 car parking spaces and one additional accessible space.
- 3.4.8 Barnes Bridge rail station, located approximately 950 from the Site, is serviced by an average total of 8 trains per hour, 4 of which are to London Waterloo (providing a similar service to that available from Mortlake). Of the remaining 4 services, 2 trains are to Waterloo via the Hounslow Loop and 2 trains are to Weybridge.

London Underground

- 3.4.9 Richmond Underground station is located approximately 2.38km from the centre of the Site on The Quadrant (A307). This station is served by the District line and London Overground services which provide services to Hammersmith, Earls Court and Victoria among other locations via the District Line. Services to Willesden Junction, Hackney Central and Stratford can also be accessed at this station via the London Overground.

3.5 PTAL Assessment

- 3.5.1 Public Transport Accessibility Levels (PTALs) are a detailed measure of the accessibility of a Site to the public transport network, taking into account walk access times and service availability, frequency and reliability. A PTAL can range from 1a to 6b, where a score of 1 indicates a “very poor” level of accessibility and 6b indicates “excellent” provision. PTALs are used to inform the density of a proposed development.
- 3.5.2 A base year PTAL report for the area shows that the Site is adjudged to mainly have a PTAL of 2 but with a small area in the north west corner of the Site having a PTAL score of between 1a and 1b. However, discussions with TfL have confirmed that this is incorrect and that a PTAL score of 2 applies to the whole Site.
- 3.5.3 Whilst a score of 2 still indicates quite a poor level of accessibility it is considered that this does rather underplay the areas accessibility by Public Transport. As discussed above, Mortlake Station is within easy walking distance of the whole Site and tis does provide a frequent train service which effectively links the Site into the overall strategic rail and underground network serving London and the wider South East Region.

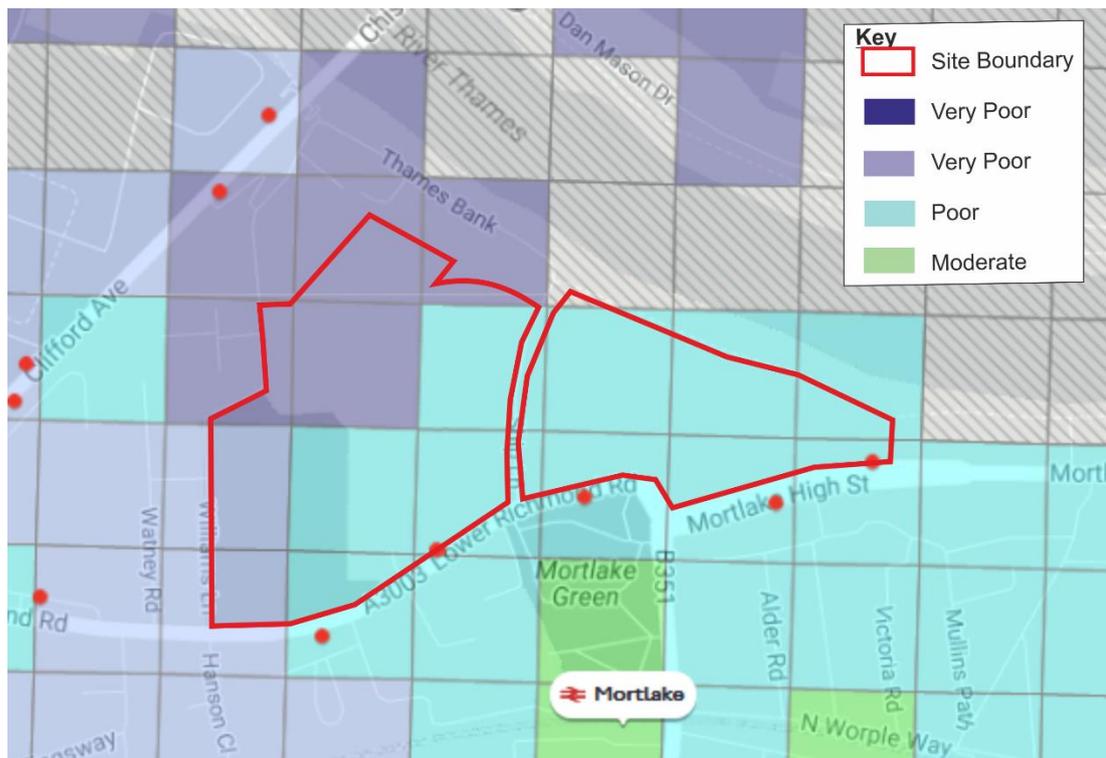


Figure 3.6 Figure showing the PTAL of the existing Site

(Source: WebCAT)

Car Clubs

3.5.4 There are approximately 5 car club spaces within 500m of the Site offering all offering one space apart from Mortlake High Street (West) where 2 spaces are allocated. Four of the five are ZipCar club spaces, and the final is from the company Ridelink. The location of each of the car clubs are listed below:

- Mortlake High Street (East) – ZipCar – 1 Vehicle
- Vernon Road – ZipCar – 1 Vehicle
- Mortlake High Street (West) – ZipCar – 2 Vehicles
- Thornton Road (Sheen) – ZipCar – 1 Vehicle
- Vineyard Path – Ridelink – 1 Vehicle

3.5.5 Figure 3.7 below shows the location of the car clubs within the vicinity of the Site.

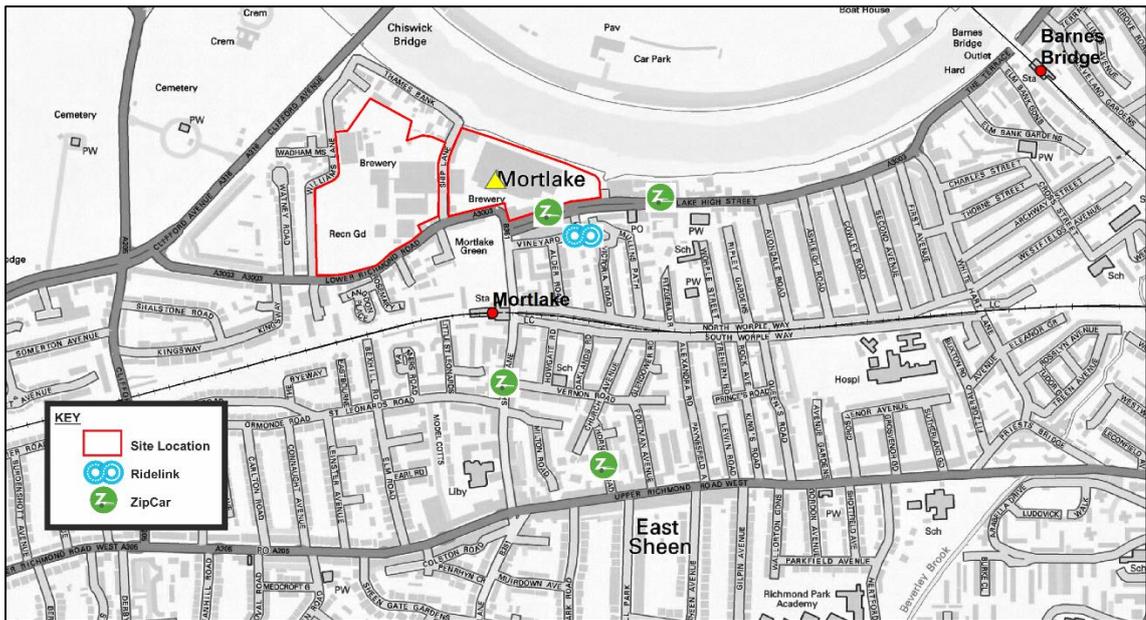


Figure 3.7 Local Car Club Locations Within 500m of the Site

4 Development Proposals

4.1 Overview

4.1.1 The development proposals relate to the Site of the former Stag Brewery which ceased operation in December 2015. In accordance with the adopted Development Brief and emerging Site Allocation, the proposed development comprises of a residential mixed use development which include a range of leisure and local retail facilities with the aim of creating a new and vibrant village centre for Mortlake.

4.2 Proposals

4.2.1 The regeneration proposals for the Site are for a mixed use, residential led development closely reflecting the aspirations of the Council's Planning Brief and the emerging Site Allocation. The main departure from the Planning Brief is the inclusion of a large secondary school as opposed to a primary school indicated within the Brief. This is because since the Brief was issued the Council has determined that there is a greater need in the area for a new secondary facility and has therefore made this a priority. This in turn has had significant implications for the transport and access strategy for the development, since the travel impacts of a large secondary school are substantially greater than for a local primary school.

4.2.2 Table 4.1 below demonstrates the breakdown of the residential accommodation for both the detailed and outline application. An additional 150 units may be added to the Development Area 2 schedule due to the flexibility in the application for the 150 assisted living units.

Table 4.1 Residential Accommodation Summary

	1 Bed	2 Bed	3 Bed	4 Bed	Total
Application A (Development Area 1 – Detailed) - Total Residential units	65	232	138	8	443
Application A (Development Area 2 – Outline) - Total Residential units (Indicative mix as Outline)	32	87	86	19	224

4.2.3 The residential units will be made up of mostly flats with there being 667 units in total of which, 24 will be houses. Application A (Development Area 2) also includes a care home; this will be subject to a separate Travel Plan before occupation.

4.3 Access

4.3.1 Access to the development Site depends on the mode of travel. The premise of the Site is that it is easily permeable and provides good links from Mortlake, in particular Mortlake Green through to the River Thames. As such there are several access points to the development from a pedestrian and cycle perspective with several routes through the Site.

- 4.3.2 From a vehicular perspective the key access point to the Site is via Ship Lane. This provides access to the two underground car parks and the minor routes through the Site. Other minor access routes for vehicles would be available from Williams Lane and Mortlake High Street.
- 4.3.3 A masterplan demonstrating where facilities will be located within the Site and where access points to the Site are available is shown in Appendix A.

4.4 Residential Car and Cycle Parking

- 4.4.1 Car parking for the Site is being provided in two underground basements. There will be no parking provision at street level for any land use with the exception of the town houses (Blocks 20 and 21) which form part of the Development Area 2 (Application A) and are proposed to have on plot spaces. An agreement of a parking ratio of approximately 0.72 parking spaces per residential unit has been agreed with LBRuT. This may reduce to 0.70 spaces per unit should the assisted living units become residential. Table 4.1 shows a breakdown of the residential car parking.

Table 4.1 Parking Summary

Parking Area	Residential Spaces (disabled)
Eastern Basement (Application A – Development Area 1)	331 (11%)
Western Basement (Application A – Development Area 2)	148 (11%)
Total	479

- 4.4.2 Cycle Parking numbers will be provided in accordance with the London Plan Standards for cycle parking. There will be a mixture of parking types provided from more secure long term parking spaces to short term street side cycle parking spaces for visitors and users of facilities such as the retail or restaurants.

4.5 Car Clubs

- 4.5.1 It is proposed to provide car club spaces on Ship Lane since this is central to the overall development site and would also be available to the wider community. Three potential spaces have been identified. Initial offers have been received from two alternative car club providers.

5 Objectives and Targets

5.1 Overview

5.1.1 This section sets out the overarching Objectives and Targets of the RTP for the Proposed Development.

5.1.2 The objectives are supported by a set of quantified SMART (**S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**imed) Targets so that progress towards achieving them can be measured.

5.2 Objectives

5.2.1 The objective of this RTP is:

To encourage the use of sustainable transport and realise the benefits of walking and cycling to and from the proposed development.

5.2.2 To support the realisation of this overarching objective, the following sub-objectives have been set out:

- Increase awareness of the RTP and its constituent measures;
- Encourage greater use of sustainable transport modes, particularly cycling and walking;
- Reduce the need to travel overall / and / or in peak times through promoting smarter sustainable travel methods;
- Influence the travel behaviour of residents of the development; and
- Influence the travel behaviour of visitors to the residential units
- Improve the health of residents and minimise the development impacts on the surrounding environment.

5.2.3 Details on how the RTP will deliver these objectives are provided in Chapter Six.

5.3 Targets

5.3.1 TRICS-compliant surveys (Trip Rate Information Computer System) will be conducted three months into occupation of the proposed residential units. The Targets presented in this section are based on the trip generation presented in the Transport Assessment and will be updated when monitoring surveys for the complete development are conducted.

5.3.2 The site-specific mode share targets for public transport, walking and cycling are set out in Table 5.1. The indicative baseline mode share presented in Table 5.1 is derived from Census 2011 data as presented in Chapter 4. The data collected three-months into occupation will be used as a baseline target.

5.3.3 The main target is to achieve a reduction in the number of residents and their visitors travelling to the development by private car; whilst encouraging the use of a combination of public transport and other sustainable modes including walking and cycling.

5.3.4 The targets will be reviewed once the TRICS travel survey of the residents is completed. The baseline data from the surveys will provide a better understanding about what is achievable and what measures best suit the Site.

Table 5.1: Proposed Development Mode Split Targets

Mode	Baseline Mode Share	3 rd year target	5 th year target
Car Driver	36%	32.0%	30.5%
Car Passenger	5%	4.7%	4.7%
Bus	11%	10.3%	10.2%
Train	22%	22.8%	22.8%
Walk	21%	26.0%	27.7%
Cycle	3%	3.7%	3.9%

6 Delivering the Travel Plan Objectives

6.1 Introduction

- 6.1.1 This section explains how this RTP will be taken forward to successfully achieve its Objectives and Targets.

6.2 Travel Plan Delivery

Travel Plan Management

- 6.2.1 The success of the RTP will be dependent upon effective management combined with clearly defined roles and the links to the Framework Travel Plan (FTP).
- 6.2.2 The FTP, which is the overarching travel plan for the whole Site, makes reference to how each individual travel plan, including the RTP, will need to feed into the FTP. The Framework Travel Plan Coordinator (FTPC) will be mainly responsible for the management of travel plans across the Site but with regard to the management of this RTP, a residential travel plan coordinator will be responsible and will also feed into the FTPC to ensure the residential aspect of the Site is achieving Site wide aims.
- 6.2.3 Whilst the RTPC is not responsible for the FTP they will be required to attend the steering group so as to be able to communicate with other travel plan co-ordinators and to allow consistent management to Travel Plans across the Site.
- 6.2.4 The RTPC will also need to liaise with LBRuT to devise any future measures.
- 6.2.5 The proposed TPC at this stage of development is to be designated by the Estate Management Company. The appointed TPC will then be responsible for the management and further development of this FTP.
- 6.2.6 It is strongly advised that a Residential Steering Group is established to hold quarterly meetings with residents and other relevant parties; this would provide a communicative platform for residents and the LBRuT to ensure the RTP is fulfilled.

Securing and Funding the Travel Plan

- 6.2.7 It is envisaged that this RTP will be secured through the Section 106 Agreement and that this will secure funding to include initial implementation, on-going monitoring and review and any additional measures that might be required as a result of this process.

6.3 Travel Plan Awareness

- 6.3.1 The success of this Plan is dependent on the development and implementation of an effective marketing strategy which will be produced by LBRuT. Once the RTPC has been appointed, they will be responsible for the further development and implementation of the marketing strategy.
- 6.3.2 To increase awareness of the Travel Plan Objectives, residents will be given a Travel Welcome Pack on arrival in their new property. This will give information on the sustainable ways to travel around the area and the local services and facilities.
- 6.3.3 The Residential Steering Group will also serve to appraise the RTP; documenting the advantages and drawbacks as well as suggesting improvements.

6.4 Encouraging Sustainable Travel

- 6.4.1 Chapter Seven details the specific measures that are to be pursued in relation to encouraging more sustainable travel patterns e.g. greater use of cycling, walking and public transport. The emphasis is placed on providing a good level of accessibility to the Site by all modes to ensure that those living on and visiting the Site have a range of travel options available to them.
- 6.4.2 A mixture of hard and soft measures are being used in order to encourage more sustainable travel. Soft measures include promoting sustainable modes through welcome packs and by providing information to new residents, as detailed further in the action plan, discounted use of public transport services for an initial fixed period, discounts on bicycles and cycle equipment purchases, and discounted memberships to car clubs.
- 6.4.3 The harder measures are detailed in the Transport Strategy within the Transport Assessment. In summary there are several proposals to encourage more sustainable travel.
- 6.4.4 Improvements to the pedestrian, cycle and highway networks are being made. New crossings and streets designed to be predominantly used by pedestrians and cyclists are key measures as well as reducing the speed limit on Lower Richmond Road from 30 to 20 mph. Changes are also being made at Chalkers Corner to better accommodate pedestrians and cyclists.
- 6.4.5 Improvements are also being made to the bus network, with a likely increase in the frequency of the 419 service from one service every 15 minutes to one every 10 minutes. However, TfL are still making considerations on their preferred option.
- 6.4.6 3 new car club spaces are being provided on Ship Lane as an alternative to private vehicle ownership.

6.5 Efficient Use of Private Vehicles

- 6.5.1 This plan recognises that there is an element of residential parking provided within the development. Details on the car parking strategy can be found in the Car Park Management Plan which is appended to the TA. The Travel Welcome Pack will educate residents to make informed decisions about how they travel and to encourage more walking and cycling trips.
- 6.5.2 The use of car clubs is another measure which can be used to promote efficient use of private car usage whilst decreasing vehicles ownership.

6.6 Reducing the Need to Travel

- 6.6.1 The need to travel by car is reduced by new onsite facilities, bus routes serving in the vicinity of the Site as well as the close proximity of Mortlake Rail and Richmond Underground Station. The local availability of shops and services such as the High Street immediately adjacent to the west of the Site also reduces the need to travel in order to find local facilities. The Site lies between the train station and bus stops meaning that residents are likely to call into the local shops and facilities on their way home to meet many of their day to day needs.
- 6.6.2 Each household will be encouraged to develop localised patterns of sustainable travel by the provided Travel Welcome Packs upon arrival. Residents will be made aware of the full range of amenities available and how to access them either on Site or in the local area. The RTPC will also investigate the feasibility of promoting local employment opportunities among residents to encourage living and working locally.
- 6.6.3 The provision of high speed internet connectivity in each residential unit and promotion of the benefits of online grocery shopping will also reduce the need for residents to travel to the supermarket. The FDSMP within the TA provides more details on the strategy for the Site and how that can help reduce the need to travel.

7 Travel Plan Measures and Action Plan

7.1 Overview

- 7.1.1 This section details the measures that the Client intends to implement at the Site; and the likely measures that they will promote the use of sustainable transport modes and reduce car use.
- 7.1.2 An Action Plan is provided in Table 7.1 The main aim of the Action Plan is to identify individual initiatives that can assist residents and visitors to reduce private vehicle journeys.
- 7.1.3 Table 7.1 sets out the benefits of various measures and the timescales for their implementation. They are grouped by measures that will meet the RTP sub-objectives.

Table 7.1 Action Plan for Stag Brewery

Initiative	Description	Measures	Benefits	Timescale for Implementation	Responsibility
Managing the on-going development and delivery of the Travel Plan with future residents					
Adoption of the RTP	Support and buy-in from Reselton Properties will ensure that the RTP is an active, living document	Encourage residents to adopt the travel plan	This will ensure future commitment to the development of the RTP	On Occupation	Client
Residential Travel Plan Coordinator	A RTPC will be responsible for managing the on-going development, delivery and promotion of the RTP	Appoint a RTPC for the residential units	This will ensure that the RTP is taken forward and results are delivered	Prior to Occupation	Client
Establish Residents Steering Group	The Residents Steering Group should include a range of residents within the development.	Establish and work alongside the Residents Steering Group	Residents can share knowledge and coordinate the improvement of sustainable travel options	On Occupation	RTPC
RTPC to attend Residents Steering Group	Meetings with the Residents Steering Group will enable the discussion of Site-wide issues and the exchange of RTP progress/information between all residents	Work with the RTPC and Residents Steering Group to meet on a regular basis	This will ensure that key Site-wide issues are addressed and RTP progress/information is exchanged, also providing easy communication between residents and the local authority	On Occupation	RTPC
Increasing Awareness of the Travel Plan and its Objectives					
Travel Welcome Packs	To provide Welcome Packs to each residential unit	To provide information on sustainable ways to travel around the area and the local services and facilities available on the Site	Residents can refer to the Welcome Pack to make informed decisions on their travel choices.	On Occupation	Client/RTPC

Initiative	Description	Measures	Benefits	Timescale for Implementation	Responsibility
Publicise Travel Plan Success	Promote the Travel Plan and achievements made	Feedback to residents on progress against travel plan targets	Residents will remain involved and aware of the RTP, and will be more likely to continue mode shift and encourage others to do the same	Annually after the development is occupied	RTPC
Provide travel information to prospective residents	Provide travel information in the marketing suite show homes and/or the websites	Provide information on all modes and train sales/ marketing staff to give information on the options available	Residents will be well informed on their travel options before agreeing to occupy the units, and may be encouraged to change previously established travel habits.	When the marketing materials is produced / show home is opened	RTPC/Client
Encouraging greater use of sustainable transport modes					
Cycle Parking Facilities	The development will provide secure cycle parking, cycle routes and information on cycle facilities.	To provide secure cycle parking spaces. An information leaflet on cycle facilities available should be given to residents	Provision of cycle facilities will encourage residents to use bicycles as a mode of travel	With Development	Client
Pedestrian Facilities	Creating better pedestrian links to the wider area.	To develop good pedestrian links to the wider local area and public transport facilities. Install a Legible London wayfinding monolith.	Improved pedestrian links will encourage residents to walk instead of using a bus to reach local areas. The RTP will highlight areas within a 5 and 25-minute walking radius.	Some of this will be a part of the redevelopment when it is completed	LBRuT/Client
Public Transport Guides	Issuing information to residents on public transport options and journey planners.	Provide a guide detailing the available public transport routes in the area and how to access them.	Improved knowledge and ease of access to public transport will encourage residents to use it when possible.	On Occupation	LBRuT
Encouraging the best use of car and other vehicles					

Initiative	Description	Measures	Benefits	Timescale for Implementation	Responsibility
Car Club	Encourage the use of the car club	To publicise the car clubs that are located within and in the vicinity of the Site	Reduces the need for privately owned cars and reduces short journey car trips	On Occupation	LBRuT
Reducing the need to travel					
High Speed Internet Connectivity	Having high speed internet connectivity can allow residents to order shopping online	Allow high speed internet connections to be made available in each residential unit and promote the merits of online grocery shopping.	Residents can order shopping online or choose to 'work from home' therefore reducing the need to travel by car to work/ high street shops or supermarkets	With Development	Client
Local services	Raise awareness and promote the use of local services to residents	Include information in the welcome pack of the amenities in the local area	Residents will be aware of services in close proximity to the Site that they can walk/cycle to instead of travelling further by less sustainable modes.	On Occupation	LBRuT

8 Plans and Timescales for Travel Plan Monitoring and Review

8.1 Overview

- 8.1.1 The RTP will be the responsibility of the Applicant in coordination with the RTPC. This RTPC and the Applicant will discuss funding to manage the future development of the RTP, including the on-going monitoring and review. Initial surveys, monitoring and review of targets will take place once the proposed development has been occupied for three months. Revised targets may be proposed once the surveys have been reviewed and analysed.
- 8.1.2 The updated RTP would then be submitted to the LBRuT for its agreement within one year of occupation of the Site.
- 8.1.3 The RTP will be regularly monitored and reviewed to ensure that the plan reflects the changing requirements of the Site, is up-to-date with travel planning options available and remains challenging.
- 8.1.4 Table 8.1 provides 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	Indicative Timescales
Baseline travel survey of all residents	3 months' post occupation
Update of RTP following baseline surveys	Following baseline travel surveys
Residential Steering Group meetings	Bi-annually
Update of travel information for the residents	Annually
Future resident travel surveys	3 rd and 5 th year following baseline travel surveys

Appendix A Development Masterplan