



Stag Brewery, Mortlake

Site Wide Travel Plan

For Reselton Properties

March 2022



The former Stag Brewery, Mortlake

Site Wide Travel Plan

On behalf of **Reselton Properties Limited**

Project Ref: 38262/5514 | Rev: C | Date: March 2022

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1 Introduction

1.1 Background

1.1.1 This Site Wide Travel Plan (SWTP) has been prepared by Stantec on behalf of Reselton Properties Limited (“the Applicant”) in support of two linked planning applications (“the 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 A summary of the Applications is set out below:

- **Application A** - “Hybrid application to include the demolition of existing buildings to allow for comprehensive phased redevelopment of the site:

Planning permission is sought in detail for works to the east side of Ship Lane which comprise:

- a) Demolition of existing buildings (except the Maltings and the façade of the Bottling Plant and former Hotel), walls, associated structures, site clearance and groundworks.
- b) Alterations and extensions to existing buildings and erection of buildings varying in height from 3 to 9 storeys plus a basement of one to two storeys below ground.
- c) Residential apartments
- d) Flexible use floorspace for:
 - i. Retail, financial and professional services, café/restaurant and drinking establishment uses
 - ii. Offices
 - iii. Non-residential institutions and community use
 - iv. Boathouse
- e) Hotel / public house with accommodation
- f) Cinema
- g) Offices
- h) New pedestrian, vehicle and cycle accesses and internal routes, and associated highway works
- i) Provision of on-site cycle, vehicle and servicing parking at surface and basement level
- j) Provision of public open space, amenity and play space and landscaping
- k) Flood defence and towpath works
- l) Installation of plant and energy equipment

Planning permission is also sought in outline with all matters reserved for works to the west of Ship Lane which comprise:

- a) The erection of a single storey basement and buildings varying in height from 3 to 8 storeys
- b) Residential development
- c) Provision of on-site cycle, vehicle and servicing parking
- d) Provision of public open space, amenity and play space and landscaping
- e) New pedestrian, vehicle and cycle accesses and internal routes, and associated highways works”

- **Application B** - “Detailed planning permission for the erection of a three-storey building to provide a new secondary school with sixth form; sports pitch with floodlighting, external MUGA and play space; and associated external works including landscaping, car and cycle parking, new access routes and other associated works”

- 1.1.3 Together, Applications A and B described above comprise the 'Proposed Development'.
- 1.1.4 In addition to this TA, the Planning Application is accompanied by a Framework Delivery & Servicing Plan, Waste Management Plan, Car Park Management Plan and Travel Plans, which should be read in conjunction with this document.

1.2 Planning History

- 1.2.1 The current applications follow earlier planning applications which were refused by the Greater London Authority and the GLA. The refused applications were for:
- **Application A** – hybrid planning application for comprehensive mixed-use redevelopment of the former Stag Brewery site consisting of:
 - Land to the east of Ship Lane applied for in detail (referred to as 'Development Area 1' throughout); and
 - Land to the west of Ship Lane (excluding the school) applied for in outline (referred to as 'Development Area 2' throughout).
 - **Application B** – detailed planning application for the school (on land to the west of Ship Lane).
 - **Application C** – detailed planning application for highways and landscape works at Chalkers Corner.
- 1.2.2 The LBRuT (the Council) resolved to grant planning permission for Applications A and B but refuse Application C.
- 1.2.3 Following the LBRuT's resolution to approve the Applications A and B, the Mayor called-in the Applications and became the determining authority. The Mayor's reasons for calling in the Applications were set out in his Stage II letter (dated 4 May 2020) but specifically related to concerns regarding what he considered was a low percentage of affordable housing being proposed for the Site and the need to secure a highways solution for the scheme following the LBRuT's refusal of Application C.
- 1.2.4 Working with the Mayor's team, the Applicant sought to meaningfully respond to the Mayor's concerns on the Applications. A summary of the revisions to the scheme made and submitted to the GLA in July 2020 is as follows:
- Increase in residential unit provision from up to 813 units to up to 1,250 units;
 - Increase in affordable housing provision from (up to) 17%, to 30%;
 - Increase in height for some buildings of up to three storeys;
 - Change to the layout of Blocks 18 and 19, conversion of Block 20 from a terrace row of housing to two four storey buildings;
 - Reduction in the size of the western basement, resulting in an overall car parking spaces reduction of 186 spaces and introduction of an additional basement storey under Block 1;
 - Internal layout changes and removal of the nursing home and assisted living in Development Area 2;
 - Landscaping amendments, including canopy removal of four trees on the north west corner of the Site; and

- Alternative options to Chalkers Corner, in order to mitigate traffic impacts through works to highway land only and allow the withdrawal of Application C.
- 1.2.5 The application was amended to reflect these changes.
- 1.2.6 Notwithstanding this, and despite GLA officers recommending approval, the Mayor refused the applications in August 2021.
- 1.2.7 The Mayor's reasons for refusal in respect of Application A were:
- height, bulk and mass, which would result in an unduly obtrusive and discordant form of development in this 'arcadian' setting which would be harmful to the townscape, character and appearance of the surrounding area;
 - heritage impact. The proposals, by reason of its height, scale, bulk and massing would result in less than substantial harm to the significance of several listed buildings and conservation areas in the vicinity. The Mayor considered that the less than substantial harm was not clearly and convincingly outweighed by the public benefits, including Affordable Housing, that the proposals would deliver;
 - neighbouring amenity issues. The proposal, by reason of the excessive bulk, scale and siting of Building 20 and 21 in close proximity to the rear of neighbouring residential properties in Parliament Mews and the rear gardens of properties on Thames Bank, would result in an unacceptable overbearing an unneighbourly impact, including direct overlooking of private amenity spaces. The measures in the Design Code would not sufficiently mitigate these impacts; and
 - no section 106 agreement in place.
- 1.2.8 Application B was also refused because it is intrinsically linked with Application A and therefore could not be brought forward in isolation.

The Proposed New Scheme

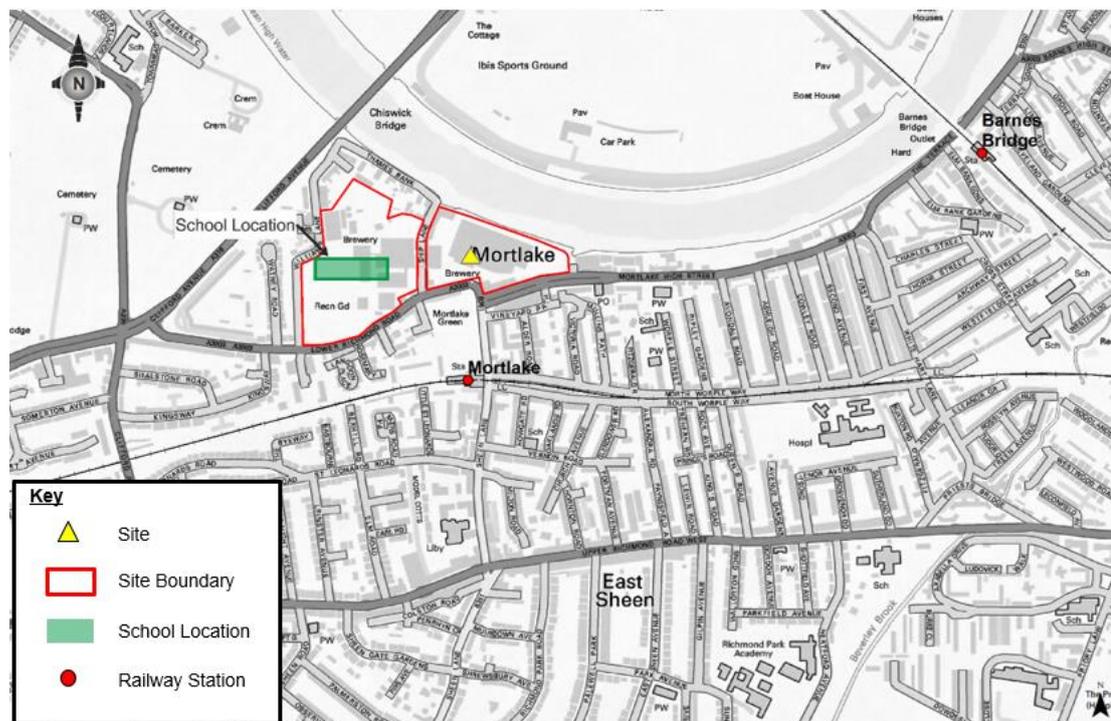
- 1.2.9 This 3rd iteration of the scheme seeks to respond directly to the Mayors reasons for refusal and in doing so also addresses number of the concerns raised by the LBRuT.
- 1.2.10 The amendments can be summarised as follows:
- A revised energy strategy is proposed in order to address the London Plan (2021) requirements;
 - Several residential blocks have been reduced in height to better respond to the listed buildings along the Thames riverfront and to respect the setting of the Maltings building, identified as a Building of Townscape Merit (BTM) by the LBRuT;
 - Reconfiguration of layout of Buildings 20 and 21 has been undertaken to provide lower rise buildings to better respond to the listed buildings along the Thames riverfront; and
 - Chalkers Corner light highways mitigation works.
- 1.2.11 The school proposals (submitted under 'Application B') are unchanged. The Applicant acknowledges LBRuT's identified need for a secondary school at the Site and the applications continue to support the delivery of a school. It is expected that the principles to be agreed under the draft Community Use Agreement (CUA) will be the same as those associated with the refused school application (LBRuT ref: 18/0548/FUL, GLA ref: GLA/4172a/07)..

- 1.2.12 Overall, it is considered that together, the Applications respond successfully to the concerns raised by the GLA which also reflect some of the concerns raised by stakeholders in respect of the previous schemes and during pre-application discussions on the revised Proposed Development. As a result, it is considered that the scheme now represents a balanced development that delivers the principle LBRuT objectives from the Site.
- 1.2.13 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.
- 1.2.14 The Client, Reselton Properties Ltd, will appoint a management company to oversee the SWTP for the proposed development and will be responsible for its implementation and further development until a number of Travel Plan Coordinators are appointed. It is recommended that there will be a travel plan coordinator appointed for each different land use types, coming together to create a group of Travel Plan Coordinators, with one overarching travel plan coordinator responsible for the site as a whole.

1.3 Site Location

- 1.3.1 The site is bounded by the River Thames to the north, the A3003 Lower Richmond Road / Mortlake High Street to the south and Williams Lane to the west, with Ship Lane running north-south through the centre of the site.
- 1.3.2 Figure 1-1 below shows the site location in a local context.

Figure 1-1: Site Location Plan



1.4 Development Mix & Travel Plan Requirements

- 1.4.1 The redevelopment of the site will provide a mixed-use development incorporating residential, retail and leisure land uses as well as associated parking provision. The overall development proposals for the site also include a secondary school; which is subject to a separate planning application and so will be subject to an entirely separate travel plan. The proposed secondary school site is located within the western part of the site, as identified within Figure 1-1.

- 1.4.2 The Planning application is hybrid consisting of a detailed application for the part of the site that lies to the east of Ship Lane and an Outline application for parts of the site that lie to the west of Ship Lane. The overall development mix is set out in Table 1.1.

Table 1-1: Proposed Development Mix

Land Use	Proposed Scheme (GIA / No.)
Total Residential	1,085 units
Detailed Application – Application A (Development Area 1)	
Residential	558 units
Unspecified Flexible Floor Areas inc, Retail/Restaurant/Office/ Community/Boathouse	4,839 m ²
Office	4,547 m ²
Cinema	1,606 m ²
Hotel	1,765 m ²
Outline Application - Application A (Development Area 2)	
Residential	527 units
Detailed School Application	
School	9,319 m ² (approximately 1,200 pupils)

- 1.4.3 This SWTP sets out the overall principles for the various travel plans that will be required for the new development. These will include a Residential Travel Plan (RTP) and School Travel Plan (STP) both provided separate to this Travel Plan. In addition there will also be separate travel plans or travel plan statements relating to the other 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 online website.
- 1.4.4 Table 1.2 below shows the land uses included as part of the site and whether they will require a travel plan before occupation, based on TfL’s Travel Plan guidance.

Table 1-2: Travel Plan Requirements

Land Use	Development Quantum	Travel Plan Requirement	Travel Plan/Statement Required?
Residential	1,085 Units	Equal or more than 80 units	Full Travel Plan required
Retail	Flexible Use – Unlikely any unit will be over 1,000m ²	Equal or more than 1,000sqm	No (potentially requires a TPS should staff no. be greater than 20)
Restaurant	Flexible Use – Unlikely any unit will be over 1,000m ²	Equal or more than 750sqm	No (potentially requires a TPS should staff no. be greater than 20)
Community Uses	Flexible Use – Unlikely will be over 1,000m ²	Equal or more than 1,000sqm	No (potentially requires a TPS should staff no. be greater than 20)
Office	4,547 m ²	Equal or more than 2,500sqm	Full Travel Plan required
Cinema (Leisure)	1,606 m ²	Equal or more than 1,000sqm	Full Travel Plan required

- 1.4.5 The above review suggests that only the residential element, office and cinema would require full travel plans. Where total floor areas are greater than some of the thresholds, i.e. retail and restaurant no travel plan is thought to be required as each individual unit would not exceed this amount.
- 1.4.6 Other elements may require travel plan statements which would not necessarily include specific targets but rather set out positive measures to promote sustainable transport, together with an action plan for their implementation.
- 1.4.7 The importance of effective travel planning across the Site is recognised and so the importance of including as many residents, employees and visitors within the travel planning process is also recognised.
- 1.4.8 Whilst the proposed new secondary school does not form part of this SWTP (there will be a separate School Travel Plan), the benefits of including the school within overall travel planning arrangements, including inviting the school to be involved in the SWTP steering group meetings is recognised.

1.5 Requirement of a Site Wide Travel Plan

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

1.6 Travel Plan Context

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

1.7 Travel Plan Structure

1.7.1 This SWTP is prepared with the following structure:

- **Chapter 2** outlines site accessibility and the existing travel situation;
- **Chapter 3** briefly summarises the existing national, regional and local planning policy that informs the writing of this SWTP;
- **Chapter 4** presents the development proposals;
- **Chapter 5** outlines objectives and targets;
- **Chapter 6** discusses the delivery of the SWTP objectives;
- **Chapter 7** provides the SWTP measures and action plan; and
- **Chapter 8** summarises plans and timescales for SWTP monitoring and review.

2 Site Assessment

2.1 Introduction

2.1.1 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.

2.2 Local Amenity Provision

2.2.1 Table 2-1 below identifies the existing wide range of local facilities within the area, many of which can be easily accessed from the site on foot.

Table 2-1: Local Amenities

	Amenity	Walk Time from Site
Schools	Thomson House	3 minutes
	East Sheen Primary	15 minutes
	Kew Riverside Primary	16 minutes
	Barnes Primary	17 minutes
	Sheen Mount Primary	20 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	Royal Mail Barnes & Mortlake Delivery Office	2 minutes
	Everydays & Mortlake Post Office	2 minutes

2.2.2 Figure 2.1 also demonstrates the location of a number of different local amenities, highlighting further the close proximity of a number of facilities to the Site.

Figure 2-1: Local Amenities Plan



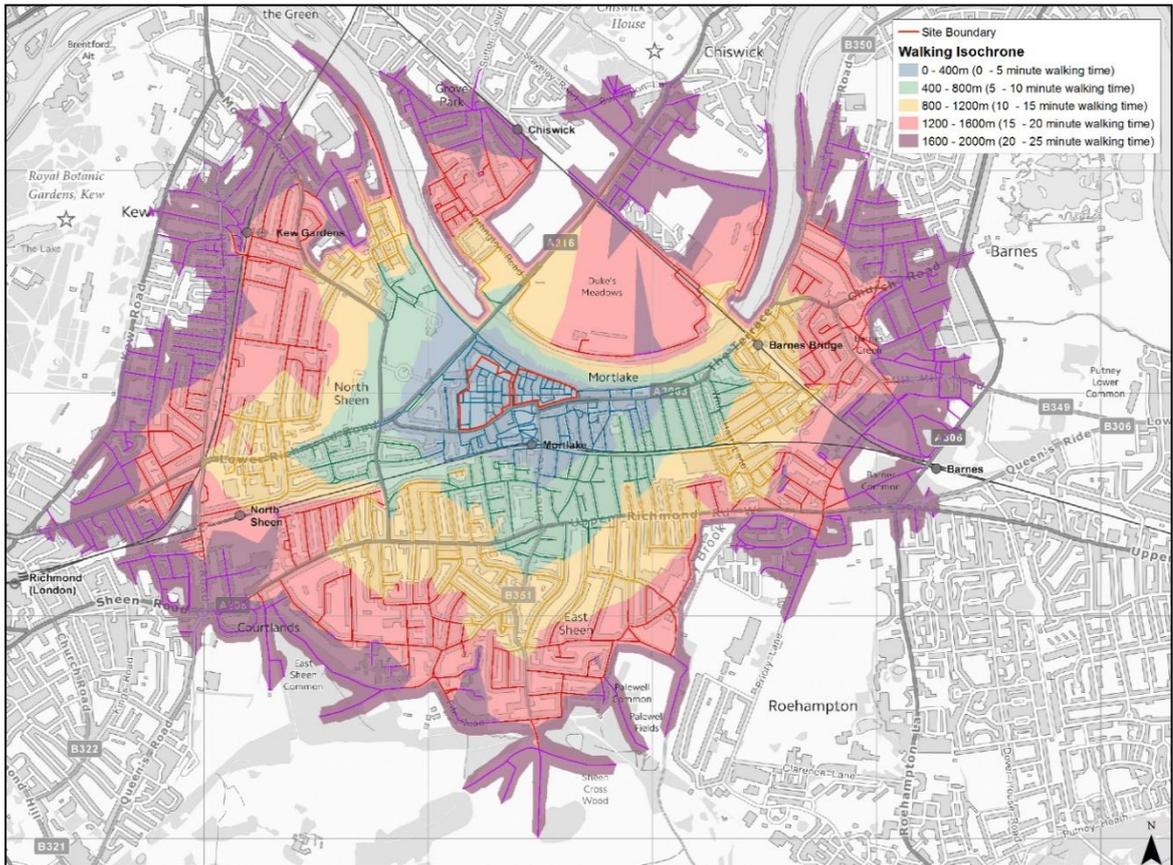
2.3 Existing Pedestrian and Cyclists Provision

Pedestrian Network

- 2.3.1 Footways are provided on both sides of the carriageway for most roads in the surrounding area with the main exceptions being Ship Lane, Thames Bank, Williams Lane and the corner of Mortlake Green. The majority of footways within the area are over 2 metres in width and are well lit and maintained. The exceptions to this are Ship Lane, Sheen Lane in the lead up to the level crossing and over the crossing, Williams Lane and at the pinch point near the mini roundabout at the northern end of Sheen Lane, where there are variable footways along the length of these links with some footways being less than 2 metres.
- 2.3.2 Additionally, there are several footpaths through Mortlake Green which are approximately 2 metres in width. These footways are well maintained and act as a recreational asset as well as providing links between Lower Richmond Road and Mortlake Station. Lighting within Mortlake Green is provided although it is not to the standard provided on footways adjacent to the carriageway.
- 2.3.3 Several formal pedestrian crossings are located in the area. There are two zebra crossings on Sheen Lane, approximately 70 metres to the north of the crossing and about 120 metres to the south. There are currently no formal crossings on Mortlake High Street in the immediate vicinity of the Site, the closest is a zebra crossing approximately 140 metres to the west of the Site. There is an existing signalised pedestrian/cycle crossing on Lower Richmond Road just to the east of the Ship Lane junction which provides access between Ship Lane and the northern entrance to Mortlake Green. There is also an existing zebra crossing just to the west of the junction with Williams Lane. Additional signal-controlled crossings are then located at the Chalkers Corner junction as well as at the Sheen Lane/South Circular junction.
- 2.3.4 The Thames Path is located to the north of the site between the site boundary and the River Thames. This provides an unlit path along the south bank of the river leading towards Kew to the west and Barnes to the east. The footway is a mixture of unpaved and cobbled surfaces.

2.3.5 Figure 2-2 provides a plan showing typical walking distances from the centre of the Site in the form of walk isochrones. This shows that both Mortlake (0-5 mins) and Barnes Bridge (10-15 mins) stations are within an easy walking distance of the site as well as the retail/restaurant facilities along the Upper Richmond Road (5-10 mins).

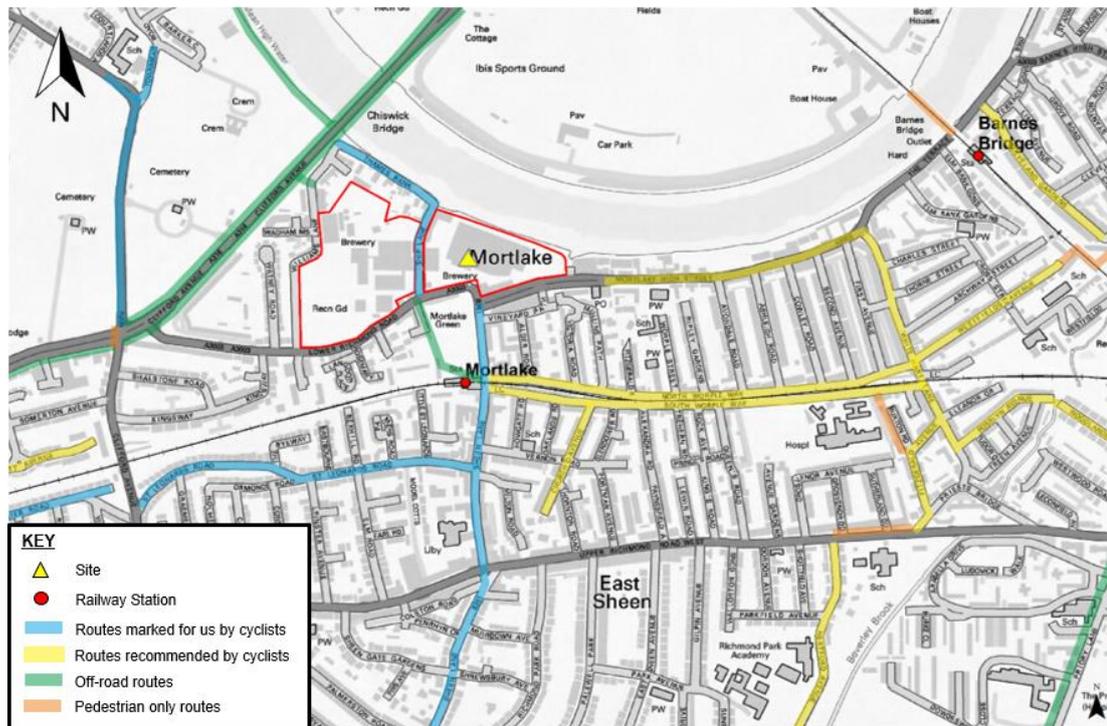
Figure 2-2: Walking Isochrones



Cycle Network

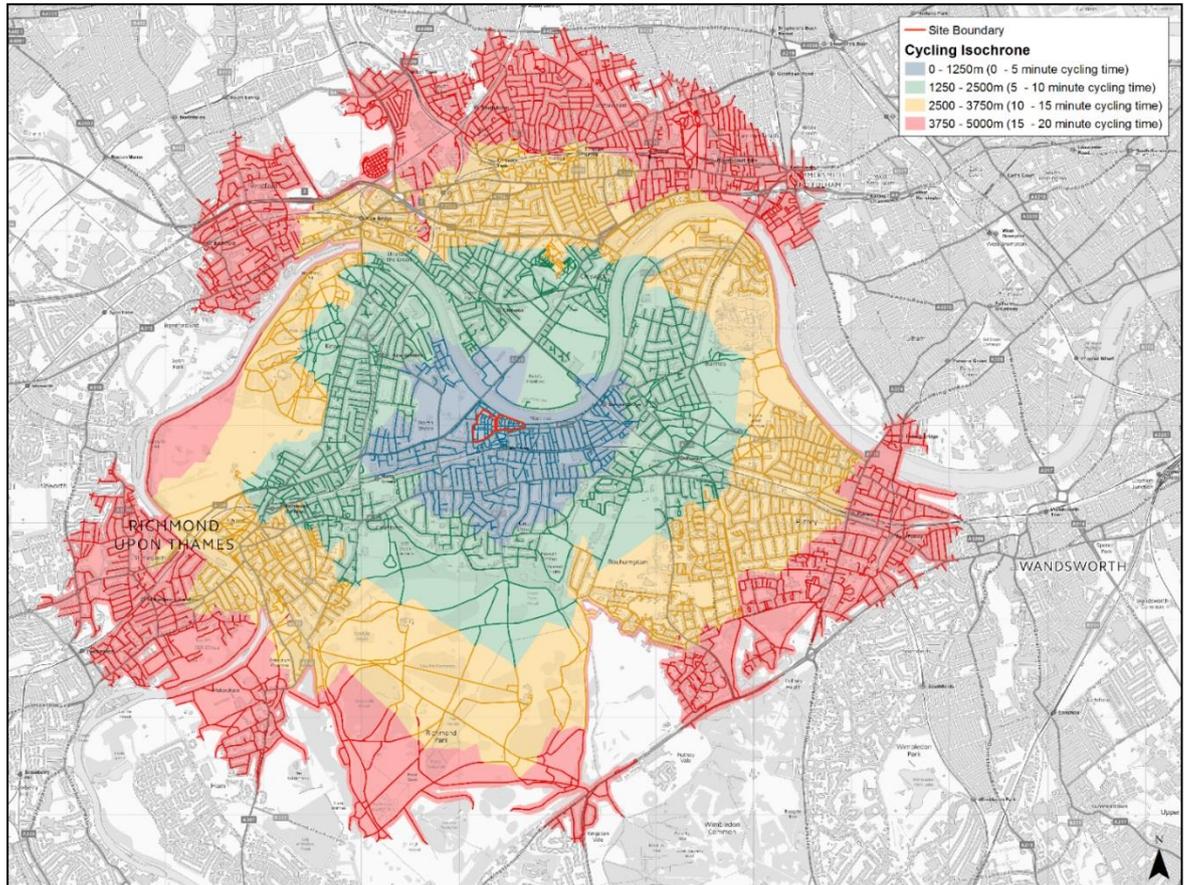
2.3.6 Figure 2.3 shows that cycle facilities in the area can be found on the A316 corridor including both Lower Richmond Road (west of Chalkers Corner) and Clifford Avenue (east of Chalkers Corner). A two-way cycle path runs intermittently on both sides of the carriageway over Chiswick Bridge towards Chalkers Corner and then further southwest along the Lower Richmond Road towards Richmond.

Figure 2-3: Local Cycle Routes (Source: TfL Local Cycling Guides)



- 2.3.7 Other routes towards Richmond are also signed and described by TfL’s local cycling guide as along a mixture of quiet or busier roads. This includes a route via St Leonards Road, Lambert Avenue, Manor Grove, Townsend Terrace and Kings Road or using Tangier Road and the busier Sheen Road between Denehurst Gardens and Church Street.
- 2.3.8 A series of more local cycle routes are available to both the north and south of the proposed development. To the north there is an off-road cycle path that forms part of the Thames Path that runs along both the northern and southern banks of the River Thames. On the southern bank of the River Thames this provides a link between Barnes Bridge to the east and towards Kew Bridge to the west.
- 2.3.9 The existing north-south route through the site on Ship Lane connects the Thames Path (west of Chiswick Bridge) to the LCN Route 4. The route, which is marked as either an off-road path or along quiet or busier roads, runs along the River Thames (to the northwest of the site) then through the development along Ship Lane and Mortlake Green. The route then divides with an east-west connection via South Worpole Way towards the White Hart Lane Level Crossing or continues north-south along the busier Sheen Lane into Richmond Park.
- 2.3.10 Connections beyond Barnes Station towards Hammersmith use the busier Lonsdale Road although there is an option at the Gerard Road junction to connect to the Thames Path and a traffic free route towards Hammersmith Bridge and beyond. Hammersmith Bridge is currently closed to vehicle traffic but still open for cyclists and pedestrians.
- 2.3.11 Figure 2-4 shows cycle journey times through cycle isochrones from the development site. This shows that numerous destinations are reachable within a maximum of a 20-minute cycle. Richmond, Chiswick, Hammersmith and Putney are all shown to be reachable within this time period as well as Richmond Park also being within this range.

Figure 2-4: Cycle Isochrones



2.4 Existing Public Transport Network

Bus Services

2.4.1 The nearest bus stop to the Site is located on Lower Richmond Road on the southern boundary of the Site. This bus stop is served by Routes 419, 533 and N22:

- Route 419 provides a service between Roehampton and Richmond Station, which operates along the Mortlake High Street and Lower Richmond Road corridor and which serves the site from stops located along the Site frontage. This provides a daily service with a frequency of about 4 buses per hour on weekdays and Saturdays and two buses an hour on Sundays;
- Route 533 has been introduced as a temporary service due to the temporary Hammersmith Bridge closure to serve both sides of Hammersmith Bridge by operating via Chiswick Bridge. Notably TfL are closely monitoring the situation to ensure that bus networks are fully utilised and meeting the demand of their passengers, and;
- The N22, which operates past the site from Oxford Circus to Twickenham.

2.4.2 In addition to these services, a number of other services can be accessed from the Site but are beyond the recommended walking distance. These include the following:

- The western part of the site, and in particular the northwest corner, is also located close to the 190 bus service that operates along Clifford Avenue and which links Richmond with West Brompton, via Hammersmith. This also runs to a frequency of about 4 buses per hour on weekdays and Saturdays and 3 buses an hour on Sundays.
- The 209 service is easily accessible from the eastern part of the Site. Due to the temporary Hammersmith Bridge Closure his service currently terminates at Castelnau (on the southside of the river). The 209 provides a very high frequency service to Hammersmith, via Barnes; and
- The R68 provides a service between Kew Bridge and Richmond via the Kew Riverside Retail Park. The nearest stops are at Chalkers Corner only about a 400 metre walk from the south west corner of the Site at the southern end of Williams Lane but about 670 metres walk from the southern end of Ship Lane;
- A number of bus services (33, 337 and 493) can be accessed from stops on the South Circular, but these stops are at least a 600-metre walk from the Site. The R33 provides a similar service to the closer 419 but the 337 and 493 provide access to alternative destinations to the southeast of the site. The 337 provides access to Putney and Clapham Common, whilst the 493 provides access to Southfields, Wimbledon and St Georges Hospital.

2.4.3 Table 2-2 provides further details for these services.

Table 2-2: Local Bus Routes and Weekday/Weekend Frequencies

Bus No	Route	Closest Bus Stop to the Development	Weekday Bus Wait Times (mins) (07:00-19:00)	Saturday Bus Wait Times (mins) (07:00-19:00)	Sunday Bus Wait Times (mins) (07:00-19:00)
419	Norley Vale - George Street	Ship Lane/ Stag Brewery (N/Z)	10-14	9-12	20-25
209	Castelnau/ Lonsdale Road – Mortlake Bus Station	Avondale Road (X) Mortlake Bus Station (P)	15	15	20
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	15	20
533	Castelnau/ Lonsdale Road – Hammersmith Bus Station	Ship Lane/ Stag Brewery (N/Z)	10-13	15	15
378	Mortlake Bus Station – Putney Bridge Station/ Gonville Street	Avondale Road (X) Mortlake Bus Station (P)	7-11	11-12	9-15

R68	Kew Retail Park – Hampton Court Railway Station	Chalker’s Corner (F)	15	15	15-20
33	Fulwell Station – Castelnau/ Lonsdale Road	East Sheen (C/D)	4-9	7-11	15-20
337	Northcote Road - Richmond	East Sheen (C/D)	9-13	11-14	15-20
493	St George’s/University of London – Richmond/Manor Road	East Sheen (C/D)	10-14	10-14	20
N22	South Road/ Fulwell – Margaret Street/ Oxford Circus	Ship Lane/ Stag Brewery (N/Z)	2 services per hour every day (00:00-05:30)		

National Rail

- 2.4.4 The closest railway station to the site is Mortlake Rail Station, which is approximately 300m walking distance (4-minute walk) from the site boundary, with Barnes Bridge Station providing an alternative station approximately 1,200m away. There are train services to London Waterloo, Wimbledon and Chiswick with each of these services running approximately every half an hour from Mortlake. In the morning peak hour (08:00-09:00) there are 8 trains to London Waterloo, 6 to Wimbledon and 5 to Chiswick.
- 2.4.5 These services from Mortlake Rail Station also provide good connectivity to the wider strategic network via interchange at Clapham Junction where users can access services to London Victoria, other Southern Rail destinations across London and the London Overground. Various London Underground Lines can also be accessed from Richmond, Putney, Vauxhall and Waterloo. Table 2-3 details the journey times to potential destinations and the corresponding interchanges.

Table 2-3: 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

- 2.4.6 In terms of parking provision, Mortlake Rail Station, offers 11 car parking spaces and one additional accessible space.

- 2.4.7 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 direct to London Waterloo which allows users to access the London Underground. Of the remaining 4 services, 2 trains are to Waterloo via the Hounslow Loop and 2 trains are to Weybridge.

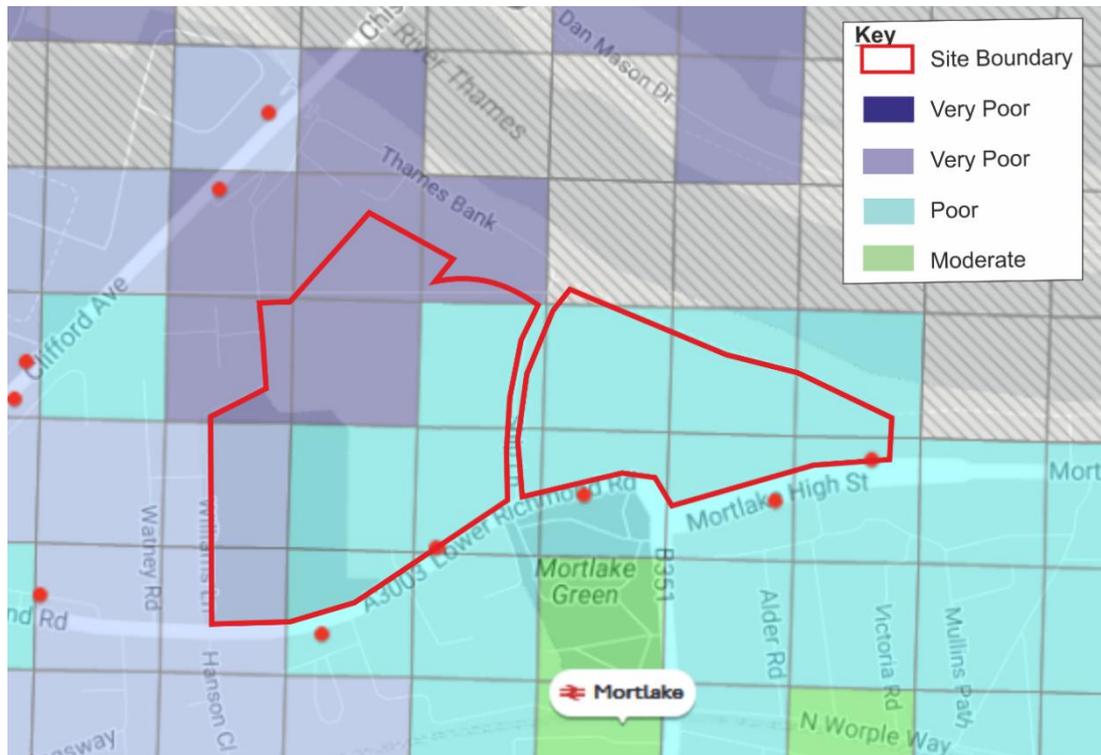
London Underground

- 2.4.8 The closest London Underground service from the Site is the District Line at Kew Gardens station and the District Line also serves Richmond station. It is likely that most people would access this service at Richmond, either by using the rail service to Richmond from Mortlake or by taking the 419 bus service. The walking distance to Kew from the western end of the site is approximately 1.56 kilometres but the R68 service (nearest stops being within a 400m walk of the site) also provides access to this station.

2.5 Public Transport Accessibility

- 2.5.1 The Public Transport Accessibility Level (PTAL) is a measure of the accessibility of a specified point within a development site to the public transport network, taking into account walk access times and service frequency. The method is essentially a way of measuring the density of the public transport network at a particular point. PTAL scores can range from 1a to 6b, where a score of 1 indicates a “very poor” level of accessibility and 6 indicates “excellent” accessibility.
- 2.5.2 Figure 2.5 provides a copy of the TfL (WebCAT) plan showing the existing PTAL for the local area. This shows that whilst the majority of the Site has a PTAL rating of 2 a significant part of the area in the north west corner has a lower rating of 1. In practice it has been acknowledged by TfL that the rating in the north-west corner is incorrect as it ignores the bus services that operate along Clifford Avenue. If these services are taken into account, then the existing PTAL for the Site improves slightly with virtually the whole Site falling within the PTAL 2 category.
- 2.5.3 A PTAL rating of 2 still represents a ‘poor’ level of accessibility to public transport services. In reality though, as demonstrated earlier in the chapter, the public transport accessibility can be considered to be much better. PTAL does not take into account the wide variety of locations that can be easily accessed from the Site and the interchange facilities available which provide easy access to the wider strategic network serving London and the wider South East Region. The rail services from Mortlake provide for easy access to a very extensive area through interchange at Clapham Junction, Richmond, Victoria or Waterloo whilst the various bus services that serve the area provide links to a very extensive area of London and again provide access to a number of important strategic interchanges, including Hammersmith.

Figure 2-5: PTAL of the Existing Site (Source: TfL WebCAT Toolkit)



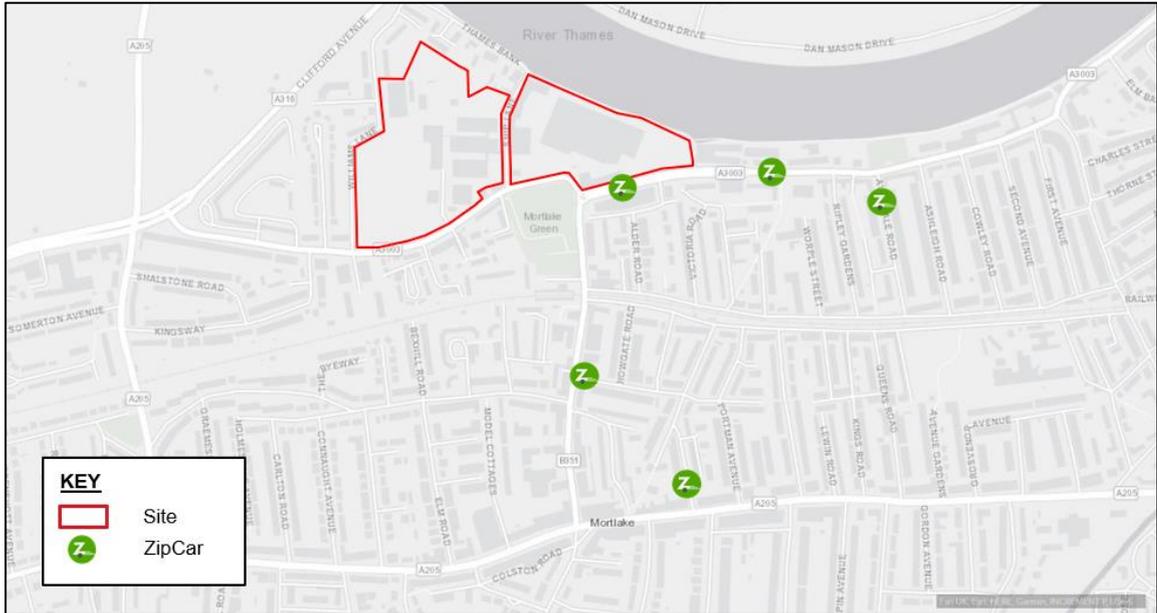
2.6 Car Clubs

2.6.1 Car Clubs provide a car sharing option for people wishing to use a car occasionally but without having to own and maintain a vehicle. The current location of existing car club vehicles is shown on Figure 2.7 below.

2.6.2 There are 5 car club spaces within approximately 500m of the site offering one space each with the exception of the Western Mortlake High Street space where there is provision for two vehicles. 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) – 1 Vehicle
- Vernon Road – 1 Vehicle
- Mortlake High Street (West) – 2 Vehicles
- Thornton Road (Sheen) – 1 Vehicle
- Avondale Road – 1 Vehicle

Figure 2-6: Local Car Clubs



2.7 Summary

2.7.1 Based on the above despite the low PTAL level it demonstrates the proximity of a number of sustainable modes of transport to the development and highlights how through furthering the use of these modes, the SWTP will be able to reduce the need to travel by car.

3 Policy Review

3.1 Overview

3.1.1 This chapter provides a review of the current national, regional and local planning transport policy relevant to the Stag Brewery Development. The following policy documents are the documents that make up the review of the national, regional and local policies:

- National Planning Policy Framework (NPPF), July 2021.
- National Planning Practice Guidance (PPG), 2019.
- The London Plan, March 2021.
- Mayor's Transport Strategy, March 2018.
- Strategic Cycling Analysis - Identifying future cycling demand in London, 2017.
- London Borough of Richmond upon Thames Local Plan, 2018
- Stag Brewery, Mortlake Supplementary Planning Document, 2011

3.2 National Planning Policy

National Planning Policy Framework (NPPF), July 2021

3.2.1 The National Planning Policy Framework (NPPF) was first published in 2012. Since then, there have been two iterations, with the latest NPPF adopted in July 2021. The presumption in favour of sustainable development remains the core objective of the NPPF (Paragraph 11 states that "*Plans and decisions should apply a presumption in favour of sustainable development.*") The NPPF seeks to facilitate sustainable development. In respect of transport, paragraph 104 of the NPPF advocates that transport issues should be considered from the earliest stages of plan-making and development proposals, so that:

- a) the potential impacts of development on transport networks can be addressed.
- b) opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location or density of development that can be accommodated.
- c) opportunities to promote walking, cycling and public transport use are identified and pursued.
- d) the environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains.
- e) patterns of movement, streets, parking and other transport considerations are integral to the design of schemes and contribute to making high quality places.

3.2.2 At a more detailed level, the NPPF states that developments should be located and designed in order to:

- a) give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use.

- b) address the needs of people with disabilities and reduced mobility in relation to all modes of transport.
 - c) create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards.
 - d) allow for the efficient delivery of goods, and access by service and emergency vehicles.
 - e) be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.
- 3.2.3 The NPPF stresses the importance of providing a Travel Plan for all developments that generate significant amounts of movement.

National Planning Practice Guidance (PPG)

- 3.2.4 The PPG, first published in March 2014 by the Department for Communities and Local Government, supports the policies outlined within the NPPF.
- 3.2.5 The guidance relevant to Transport is the ‘Travel Plans, Transport Assessments and Statements’ in relation to decision-taking’. The guidance defines Travel Plans, Transport Assessments and Transport Statements and lays out how these are related to each other, why they are important and what should be considered when preparing a TP, TA and TS.
- 3.2.6 Paragraphs 9 and 13 of the PPG state *“All developments that will generate significant amounts of movement should be required to provide a travel plan”,* and the application *“should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed”.*

3.3 Regional Planning Policy

The London Plan, March 2021

- 3.3.1 The London Plan sets out the strategic plan for London, including an integrated economic, environmental, transport and social framework for the development of London over the next 20-25 years. With population set to increase by 70,000 per year, demand on new homes along with space for employment will increase. The policies set within the London Plan are to provide an appropriate spatial strategy that plans growth within London in a sustainable way.
- 3.3.2 Chapter 10 of the plan sets out the policies in relation to Transport, the core aim of which is to reduce the dependency on cars and encourage increased uptake of sustainable and active modes of travel, in particular walking and cycling. An emphasis is placed on the requirement to shift away from car use, in turn supporting sustainable growth of the city.

Mayor’s Transport Strategy, March 2018

- 3.3.3 The Mayor’s Transport Strategy, adopted in March 2018, sets out the Transport policies for up to 2041, with a strong emphasis placed on reducing car dependency and improving cycling / walking, improving public transport interchanges, providing better information to travellers and delivery of affordable, reliable and safe transport network.
- 3.3.4 One core aim within the Strategy is for 80% of all trips in London to be made by foot, cycle or using public transport by 2041. This places an emphasis to ensure new developments are providing the adequate infrastructure to support walking and cycling trips, in the form of improvements to public realm, or high-quality cycle parking spaces and within proximity to public transport networks.

- 3.3.5 The MTS places an emphasis on healthy streets and promoting sustainable travel, with three main themes comprising of:
- Healthy streets and healthy people.
 - A good public transport experience.
 - New homes and jobs.
- 3.3.6 'Healthy streets and healthy people' is about creating streets and routes that encourage walking, cycling and public transport use to reduce car dependency and the resultant adverse health effects it has. Streets and neighbourhoods should be designed to make them pleasant places, with walking and cycling prioritised. Road danger will be reduced to help make people feel safer and more comfortable when walking and cycling. A shift away from car use will be pursued to help London's streets work more efficiently and reduce congestion.
- 3.3.7 '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 enables a shift from private car which could reduce the number of vehicles on London's streets. The whole journey will be made more attractive, including the station experience and onward journeys.
- 3.3.8 'New homes and jobs' is about ensuring that the ever-increasing number of people living and working in London are well-connected. The growth must be 'good growth', which provides more opportunities, delivers affordable homes and improves 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.

3.4 Local Planning Policy

London Borough of Richmond upon Thames Local Plan, 2018

- 3.4.1 The London Borough of Richmond upon Thames Local Plan, adopted in July 2018, sets out policies and guidance to develop the borough over the next 15 years up to 2033. This document identifies how places within the borough will change, or be protected from change, over the set period.
- 3.4.2 The LBRuT Local Plan was adopted in July 2018. This local plan suggests travel plans are to be supplied with all major transport assessments.
- 3.4.3 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*"
- 3.4.4 Furthermore, this policy states that new developments should "maximise opportunities to provide safe and convenient access to public transport services".
- 3.4.5 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".
- 3.4.6 Within the Local Plan, the Stag Brewery Site is listed as Site Allocation 24. This mentions the need to follow the planning brief for the site issued in 2011 and sets out the requirements for the site.

Stag Brewery, Mortlake Supplementary Planning Document, 2011

- 3.4.7 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 and confirms that there will be a requirement to provide a “Green Travel Plan” to support the development.
- 3.4.8 The Brief stresses the importance of creating new pedestrian routes and of improving cycle provision both within the site and linking to existing routes in the area. Improved pedestrian links across the Lower Richmond Road and Mortlake High Street and along Sheen Lane are particularly important to link the existing communities to the River and to ensure new residents can access existing shops, services and community facilities and the Station. It states that the principles of sustainable transport should be considered. It also stipulates a requirement to provide a car club.

3.5 Summary

- 3.5.1 Both LBRuT and GLA policies require the provision of a travel plan to support new developments. This travel plan has been drawn up in accordance with the travel plan guidance set out on TfL’s website in line with the London Plan (2021).

4 Development Proposals

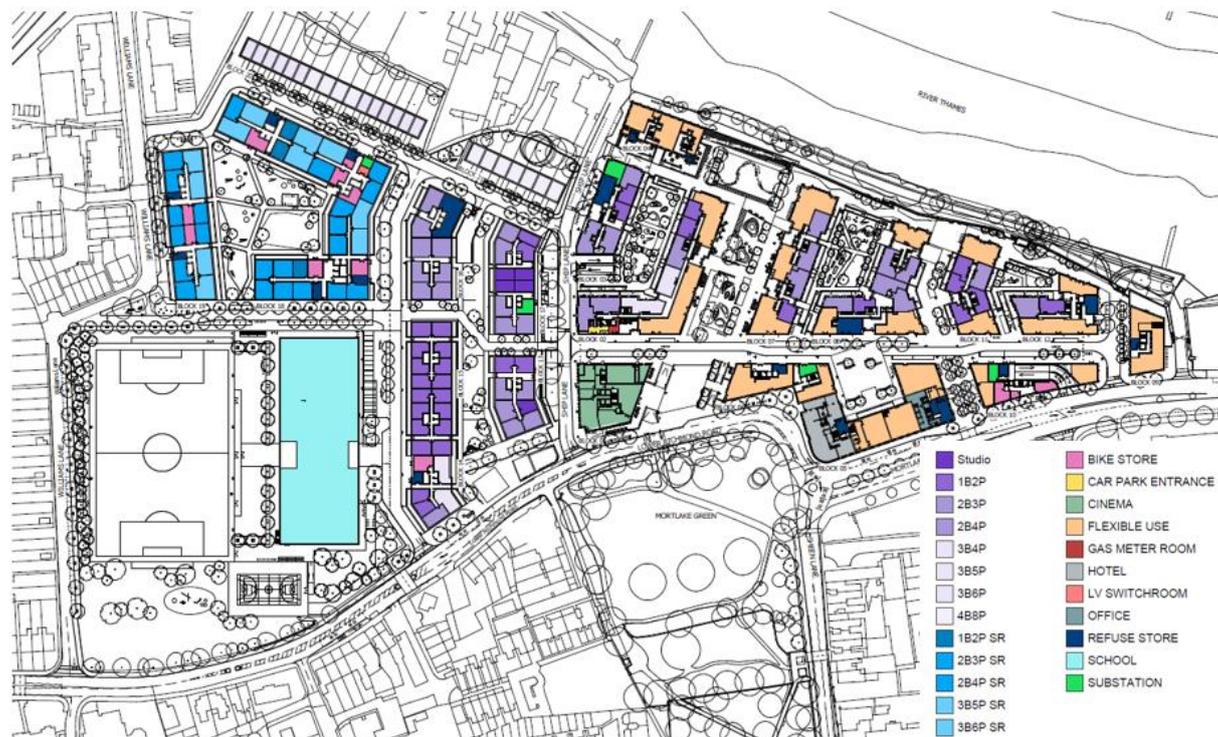
4.1 Overview

- 4.1.1 This chapter sets out in detail the development proposals for the former Stag Brewery site including proposed parking arrangements and includes a description of access proposals for all modes.
- 4.1.2 As part of the design process there has been a very detailed engagement with the Borough, with TfL and with the local community. Details of this are provided within the Transport Assessment Addendum together with a review of how the access strategy has evolved to respond to the feedback received through this consultation.
- 4.1.3 The chapter also outlines how the development proposals accord with transport policy and in particular with the guidance provided by the Stag Development Brief, which was adopted as Supplementary Planning Guidance in July 2011 and the Site Allocation included in the Adopted Local Plan. The proposals also align with Adopted and London Plan Policies.

4.2 Development Proposals

- 4.2.1 The redevelopment proposals for the Site are for a mixed use, residential led development closely reflecting the aspirations of the Council's Site Allocation and Planning Brief. The main departure from the Planning Brief is the inclusion of a large secondary school as opposed to a primary school, although the Site Allocation from the Local Plan requires the delivery of a secondary school.
- 4.2.2 As set out in the transport assessment addendum, there are two separate applications:
- A hybrid application for the majority of the development comprising of a detailed application for the area to the east of Ship Lane and an outline application for the area to the west of Ship Lane; and
 - A separate, detailed application for the secondary school which occupies part of the Site to the west of Ship Lane.
- 4.2.3 This SWTP has been prepared in support of the hybrid planning application.
- 4.2.4 Figure 4.1 shows the illustrative masterplan for the new development and indicates the type and location of the land uses proposed.

Figure 4-1: Proposed Illustrative Masterplan



4.2.5 Table 4-1 provides a summary of the development proposals.

Table 4-1: Stag Brewery development quanta

Land Use	Development Quanta
Total Residential	1,085 units
Detailed Application – Application A (Development Area 1)	
Residential	558 units
Unspecified Flexible Floor Areas inc, Retail/Restaurant/Office/Community/Boathouse	4,839 m ² (GIA)
Office	4,547 m ²
Cinema	1,606 m ²
Hotel	1,765 m ²
Outline Application - Application A (Development Area 2)	
Residential	527 units
Detailed School Application	
School	9,319 m ² (approximately 1,200 pupils)

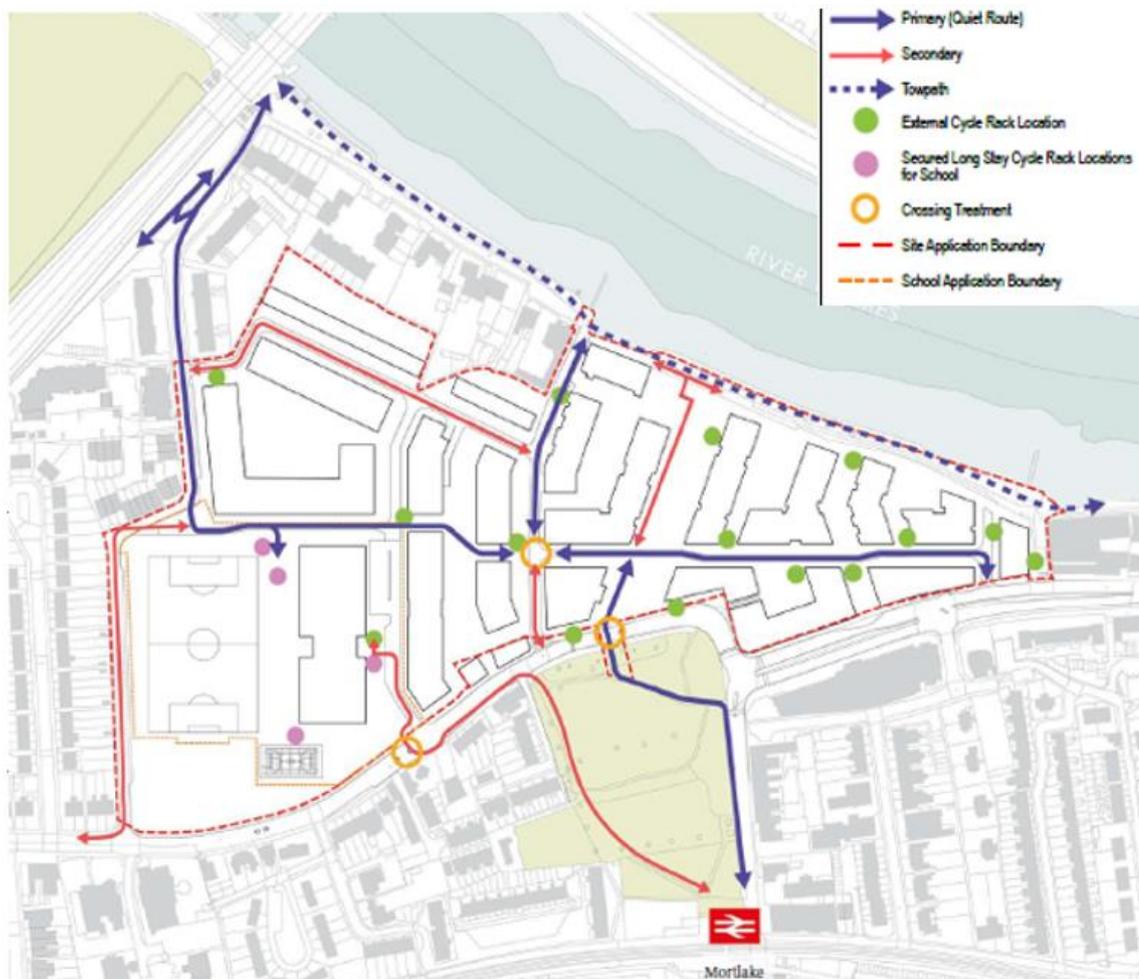
- 4.2.6 The development includes a new 370 seat cinema and an office both of which are located along the Mortlake High Street/Lower Richmond Road frontage. It is also anticipated that this will include a new local convenience store.
- 4.2.7 The western section of the site will comprise two elements; the new secondary school (not subject to this SWTP) and residential development.
- 4.2.8 These facilities and the proposals are intended for local people within the development and the surrounding area. It is intended that the majority of the land use will have a small catchment and that the type of retail, restaurants and office space will serve the local community and not attract visitors from a larger area. It is understood that the cinema may have a wider catchment but that principally they will serve the local community within Mortlake.
- 4.2.9 As such this travel plan will seek to promote the use of more sustainable modes such as walking and cycling due to the local nature of the development. Where walking and cycling are not feasible, the SWTP will then seek to promote the use of public transport instead of walking and cycling.

4.3 Access Strategy

Pedestrian and Cycle Access

- 4.3.1 The access strategy gives priority to pedestrian and cycle movement. As discussed above, the proposals include the provision of a new 20 mph zone along the A3003 frontage and on Sheen Lane, to the north of the railway crossing together with new pedestrian crossing facilities. These measures are again in accordance with the Planning Brief and Site Allocation. Within the Site itself, priority for pedestrian / cycle movement is achieved by limiting vehicular access and movement at ground level and by carefully managing the movement of service vehicles.
- 4.3.2 The development is also characterised by a very high quality of public realm which is described in detail within the Design and Access Statement. Key features are the creation of a wide access route between Lower Richmond Road and the riverside which is then linked to Mortlake station through a relocated pedestrian crossing and new pedestrian route through Mortlake Green. The development would also provide a new “high street” to the east of Ship lane running parallel to Mortlake High Street which also act as part of a new east to west cycle route that will link Clifford Avenue in the west with Mortlake High Street at the eastern end of the Site and will provide direct access to the new secondary school.
- 4.3.3 Figure 4.2 identifies the proposed network of pedestrian and cycle routes through the site. The overall pedestrian and cycle access strategy is described in further detail in the Transport Assessment within Chapter 10 which also shows how the on-site proposals link into the wider networks serving the area.

Figure 4-2: Proposed Pedestrian and Cycle Routes Through the Site



Cycle Parking

- 4.3.4 The provision of high-quality cycle parking has been high priority for the project. The volume of cycle parking will be provided above the minimum standards required by London Plan standards. This includes an additional 40 spaces over the required minimum for short stay (visitors) to the site. An area has also been safeguarded for a future cycle hire scheme.
- 4.3.5 Changing space and shower facilities, in line with policy requirements, will also be provided for each land use to encourage cycling to work and to leisure facilities.

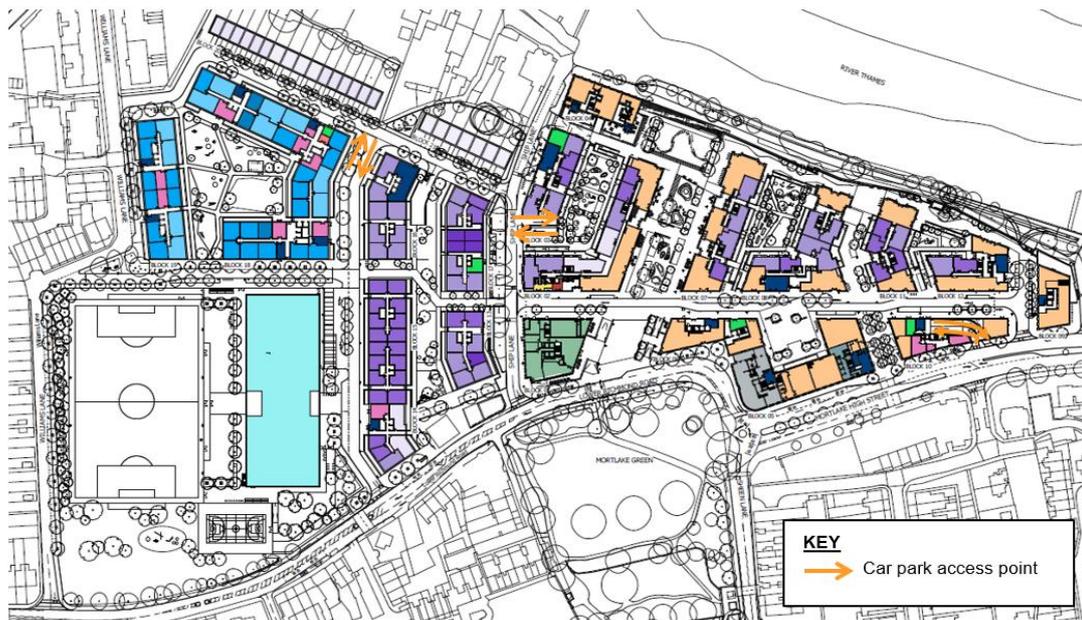
Car Park Access

- 4.3.6 A key facet of this has been to ensure minimal conflict with vehicular traffic within the site. Therefore, for the detailed application all car parking is provided within the basement with none at ground level. This means that only servicing traffic and refuse and emergency vehicles will need to travel into the detailed application site. Parking for the outline application is significantly reduced from the previous scheme and so too is the size of the basement on the western side of the site. Parking for the outline application is mainly provided within a basement car park but parking for the school and for the terrace of town houses will be at surface.
- 4.3.7 Initially, a single access point was proposed to the eastern car park from Ship Lane. However, following feedback from the first public exhibition an additional access was added from Mortlake

High Street. It was considered that this would provide more flexible access arrangements and reduce the impacts of the development upon the operation of the Sheen Lane mini roundabout. The main access to the parking at the western end of the Site, including the underground car park and the School, will be from a new access road connecting with Lower Richmond Road; this will be broadly at the location of the current access to the Stag sports club. Ship Lane and Williams Lane will act as secondary access points to this area.

4.3.8 Figure 4-3 identifies the location of car parking and the associated access routes.

Figure 4-3: Car Park Access Points



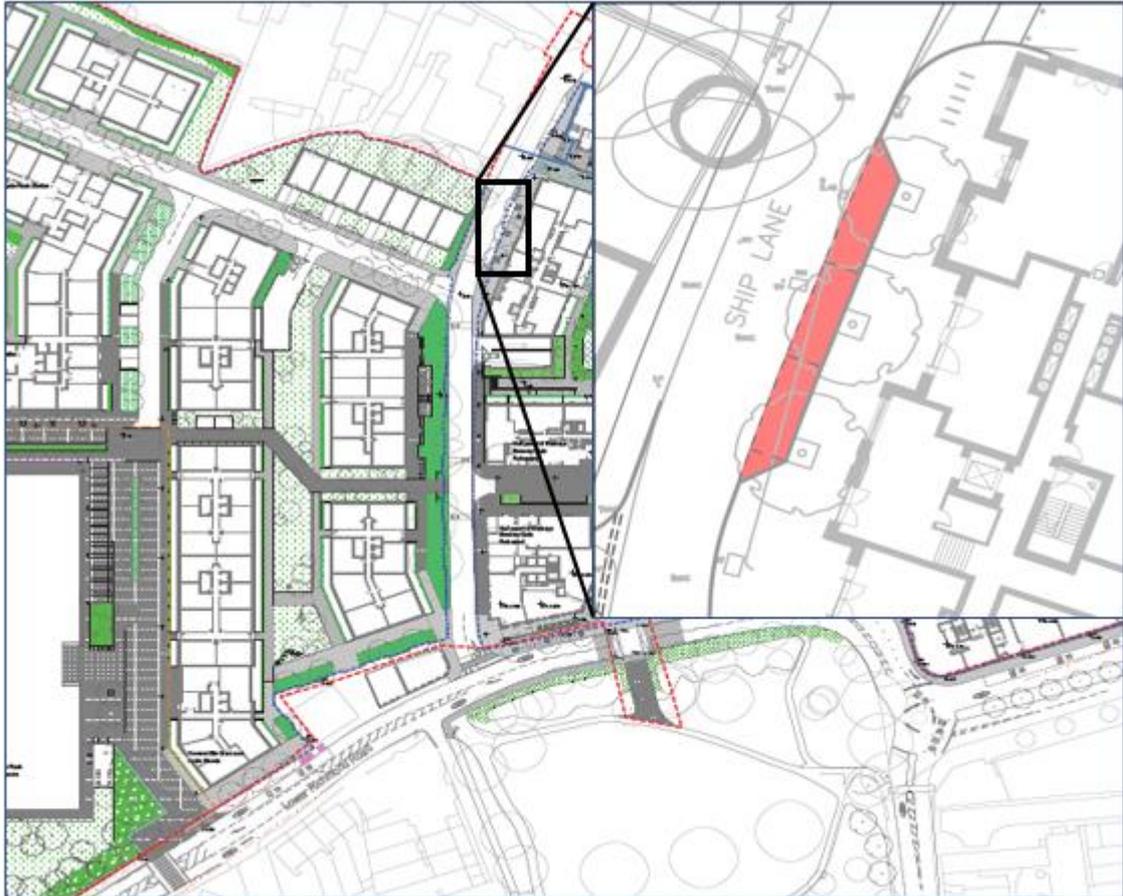
Delivery and Servicing

4.3.9 Delivery and servicing to the Site will also be closely managed in order to minimise any adverse impacts including conflicts with pedestrians and cycles. Detailed arrangements are set out in a separate Delivery and Servicing Plan (DSP).

4.3.10 Figure 4.4 provides a plan showing the proposed servicing routes through the site and identifies the location of service bays and refuse collection points. For the detailed application the majority of service vehicles will enter the Site from Mortlake High Street onto the new "high street" via a controlled access.

4.3.11 For the western part of the Site provision has been made for parking coaches associated with the school.

Figure 4-5: Proposed Car Club Locations on Ship Lane



4.4 Car Parking

- 4.4.1 The number of car parking spaces provided aims to strike a balance between the need to provide sufficient parking to meet the commercial requirements of the development and to ensure that excessive overspill parking does not occur onto surrounding streets and the desire to limit traffic generation in an area identified as suffering from existing congestion. Table 4.2 below shows the number of parking spaces being provided within each parking area. This is a reduced amount of parking compared to the previous application.

Table 4-2: Proposed Car Parking Numbers

Parking Area	Hybrid Scheme	
	Residential Spaces (disabled)	Non-Residential Spaces (disabled)
Eastern Basement (Application A, Development Area 1)	330 (18)	78 (8)
Western Basement (Application A, Development Area 2)	70 (24)	-
Townhouses (Application A, Development Area 2)	23 (23 if required)	-
School (Application B)	N/A	15 (2)
Sub - Total	423	93
Total	516	

- 4.4.3 There will be no parking provision at street level for any land use, with the exception of the 15 spaces for the school and for the 23 spaces for the individual townhouses.

4.5 Summary

- 4.5.1 The proposals for the Stag Brewery site are for a mixed use, residential led development, providing up to 1,085 residential units, as well as non-residential land uses such as retail, restaurants and office.
- 4.5.2 This is an improvement on the previous proposals from a travel planning perspective due to the reduction in car parking and overall car parking ratio. This will further encourage sustainable travel.
- 4.5.3 The access strategy gives priority to pedestrian and cycle movements, therefore promoting walking and cycling. The proposals include the provision of a new 20 mph zone along the A3003 frontage and on Sheen Lane, to the north of the railway crossing together with new pedestrian crossing facilities. These measures are again in accordance with the Planning Brief and further the promotion of walking and cycling as key modes of travel from the site.
- 4.5.4 Within the Site itself, priority for pedestrian / cycle movement is achieved by limiting vehicular access. Almost all parking is contained within basement car parks. To the east of Ship Lane there is no surface car parking and to the west surface parking is limited to that for the school and for the terraced town houses. Servicing traffic will also be controlled outside of peak hours. All of these measures will help to minimise conflicts between vehicles and pedestrians and cyclists.
- 4.5.5 The development is also characterised by a very high-quality public realm which is described in detail within the Design and Access Statement and associated addendums. Key features are the creation of a wide access route between Lower Richmond Road and the riverside which is then linked to Mortlake station through a relocated pedestrian crossing and new pedestrian route through Mortlake Green. The development would also provide a new “high street” to the east of Ship lane running parallel to Mortlake High Street which also act as part of a new east

to west cycle route that will link Clifford Avenue in the west with Mortlake High Street at the eastern end of the Site and will provide direct access to the new secondary school.

- 4.5.6 The development proposals also safeguard for the possible future provision of a bus stand area and driver facilities within the south west corner of the site (corner of Lower Richmond Road and Williams Lane). This is following discussions with both TfL and LBRuT and would allow the extension of the 209 to the Site or facilitate an extension of a different bus service should that be required by TfL in the future.
- 4.5.7 Proposed parking provision for the development seeks to strike a balance between the need to provide sufficient parking to meet the commercial requirements of the development and to ensure that excessive overspill parking does not occur onto surrounding streets and the desire to limit traffic generation in an area identified as suffering from existing congestion.
- 4.5.8 Cycle parking is provided in accordance with the London Plan (2021) with secure long-term parking provided within the Basement car parks and at Ground Floor for residents and short stay parking provided on-street for the non-residential uses. In addition, changing and shower facilities are to be provided for all land uses to further encourage people to cycle.

5 Objectives and Targets

5.1 Overview

- 5.1.1 This section sets out the overarching Objectives and Targets of the SWTP 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 SWTP 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 SWTP and its constituent measures;
- Encourage greater use of sustainable transport modes, particularly cycling and walking;
- Promote smarter sustainable travel behaviour and reduce the need to travel overall / and / or in peak times;
- Improve the health of residents and minimise the development impacts on the surrounding environment; and
- Promote sustainable modes of travel to all visitors of the site.

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

5.3 Targets

- 5.3.1 Unless otherwise agreed with the Planning Authority, TRICS-compliant surveys will be conducted three months into occupation of each individual land use within each phase of development at the Stag Brewery site. These will provide baseline mode share data and will form the basis for agreeing future Target Mode Shares for each individual land use which will be set out in the individual travel plans associated with the development.
- 5.3.2 Overall, the main aim of the travel plans is to manage the travel patterns of residents, employees and visitors of the site travelling to and from the development from the outset and aim to encourage the use of a combination of public transport and other sustainable modes including walking and cycling.
- 5.3.3 Generally, initial opening year mode share targets are based upon the mode share estimates set out in the Transport Assessment Addendum. Targets should then be established for end of Year One, End of Year Three and end of Year Five. These targets will seek to achieve a shift in mode away from car, and in particular single occupancy car, towards the more sustainable modes of travel. The targets should be challenging but realistic.

- 5.3.4 The targets will be reviewed once the initial TRICS travel survey of each individual land use is completed. The baseline data from the surveys will provide a better understanding about what is achievable and what measures will best suit each land use and their respective users.
- 5.3.5 Mode shares for the whole development in the AM peak are included within Table 5.1. The estimates already reflect at least to some extent the reduced car ownership proposed for the development. The Year One, Year Three and Year Five targets are also included in the table.
- 5.3.6 Overall, the targets seek to reduce the number of car driver trips further. The targets also seek to reflect the current priorities of the Mayor’s Transport Strategy, namely the importance of promoting Healthy Streets and the more active modes of travel, including walking and cycling. In this respect it is considered that there will be limited opportunity to decrease the proportion of rail trips in favour of active modes, since these will generally be longer distance trips. However, it is considered that there will be more scope to encourage a shift from bus to walking and cycling for shorter distance trips. This is reflected in the targets.
- 5.3.7 Based on these mode shares shown in the table below, the following targets for mode shift have been set for 1 year, 3 years and 5 years after occupation of the site.

Table 5-1: Proposed AM Peak Mode Shares

	Opening Year Whole Development	Year 1 Whole Development	Year 3 Whole Development	Year 5 Whole Development
Car Driver	13%	12%	10%	9%
Other inc. Car Passenger, Taxi, Motorbike	4%	3%	3%	3%
Bus	28%	27%	26%	24%
Train	14%	15%	15%	15%
Walk	38%	39%	40%	41%
Cycle	3%	4%	6%	8%
Total	100%	100%	100%	100%

- 5.3.8 The table shows the site wide targets and that there is a focus on increasing active travel.

6 Delivering the Travel Plan Objectives

6.1 Introduction

- 6.1.1 This section explains how this SWTP 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 SWTP will be dependent upon effective management combined with clearly defined roles.
- 6.2.2 As explained in section 1.1.3, a number of Travel Plan Coordinators (TPC) will likely need to be appointed with potentially a different TPC representing each land use or commercial unit. An overarching TPC will provide overall co-ordination and leadership of the travel plans being responsible for the overall site travel plan management and encouraging individual land use TPC's to remain active and become part of an overall steering group for TPCs within the site.
- 6.2.3 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 SWTP.
- 6.2.4 It is strongly advised that a Steering Group, made up of the different travel plan coordinators for the site, is established as soon as practical and that quarterly meetings are set up with residents, employees and other relevant parties; this would provide a communicative platform for site users and LBRuT to ensure the aims and objectives of the SWTP are fulfilled.
- 6.2.5 Whilst the proposed secondary school does not form part of this SWTP it is strongly recommended that strong links are forged between the two and that the school TPC is invited to attend the Stag TP Steering Group Meetings

Securing and Funding the Travel Plan

- 6.2.6 This SWTP will not be funded through the S106 however, the Section 106 Agreement 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 will be enhanced through the development and implementation of an effective marketing strategy which will initially be produced by the Developer. Once the Steering Group has been appointed, they will then be responsible for the further development and implementation of the marketing strategy.
- 6.3.2 To increase awareness of the Travel Plan Objectives, residents and employees will be given a Travel Welcome Pack on arrival (also to be available electronically) in their new property/place of employment. This will give information on the sustainable ways to travel around the area and information about the availability of the local services and facilities. It will also provide other information relevant to the encouragement of sustainable lifestyles within the Stag. For example, this could include information relating to car clubs, cycle hire, cycle maintenance, the advantages of owning or using electric or hybrid vehicles.

- 6.3.3 The Steering Group will also serve to appraise the SWTP; documenting the advantages and drawbacks as well as suggesting improvements. They will then update the SWTP to reflect any changes suggested within the review process.

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 in and visiting the site have a range of travel options available to them.
- 6.4.2 Other initiatives may include discounted use of public transport services for an initial fixed period, discounts on bicycles and cycle equipment purchases (i.e. cycle to work scheme), and residential and commercial car club membership for two years.

6.5 Reducing the Need to Travel by Car

- 6.5.1 The mix of uses within the proposed development, including employment, leisure, shopping as well as the provision of the adjacent secondary school, will in itself encourage sustainable patterns of travel as well as reducing the number of trips overall. For example, the school will not provide any parking spaces for students, except for 15 disabled spaces, which may be used by staff or students. The further availability of existing shops and services, including local primary and nursery schools within easy walking distance of the Site will further encourage sustainable patterns of travel.
- 6.5.2 The need to travel by car is further reduced by the availability of a wide range of public transport options and by enhanced cycling connections to and from the Site. The existing rail and bus services provide good connectivity to the wider area including central London, Richmond, Twickenham and Wimbledon. A number of bus routes serve stops within the vicinity of the site as well as the close proximity of Mortlake Rail Station. South Western Railway services provide the opportunity to access the wider strategic network serving London and the South East Region through interchanges with London Underground/Overground and other network rail trains, for example at Clapham Junction, Richmond, Waterloo and Vauxhall
- 6.5.3 Each household/workplace will be encouraged to develop localised patterns of sustainable travel by the provided Travel Welcome Packs upon arrival. Residents and employees 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 Steering Group will also investigate the feasibility of promoting local employment opportunities among residents to encourage living and working locally.
- 6.5.4 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 as well as promoting the benefits of working from home if the occupation permits.

6.6 Efficient Use of Private Vehicles

- 6.6.1 This SWTP recognises that since there is an element of residential and non-residential parking provided within the development which will generate vehicle traffic. However, it has been agreed with LBRuT that it is appropriate to provide parking below the maximum standards in order to attempt to restrict the amount of private vehicle usage. Further details of this are available in the Car Park Management Strategy which sets out the plan for controlling parking numbers, without adversely affecting the surrounding area.
- 6.6.2 The use of car clubs is another measure which can be used to promote efficient use of private car usage whilst decreasing vehicle ownership. Alternative car club providers have been approached and they have confirmed that they are interested in providing a car club service at this development. It is therefore anticipated that a formal car club will be set up at an early stage

in the implementation of the development. Whilst car clubs are primarily linked to residential developments, they can also provide benefits to other uses e.g. offices and such opportunities will be explored.

- 6.6.3 Air quality is an important issue within Mortlake and this SWTP can contribute towards minimising the developments impacts not only by encouraging reduced car use but also by encouraging the use of electric vehicles. Potential options will be to provide higher levels of provision of electric charging points, which the applicant has committed to once demand for the original 20% of spaces exceeds the supply.

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 Several of the proposed measures of this travel plan were detailed in the development proposals chapter and are listed below:
- Pedestrian and cycle priorities at surface level across the development;
 - A 20mph zone along Lower Richmond Road/Mortlake High Street/Sheen Lane to improve the pedestrian and cycling environment;
 - Public realm works to improve the pedestrian and cycling environment;
 - Secure long stay cycle parking is provided within the basement alongside cycle changing and showering facilities. Short stay spaces are provided at ground level to give ease of access to all land uses;
 - Improvements to bus services and infrastructure as well as routes towards Mortlake Rail Station to increase the attractiveness of the public transport network; and
 - Provision of car clubs within the centre of the site.
- 7.1.3 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.
- 7.1.4 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 SWTP 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 SWTP	Support and buy-in, the client will ensure that the SWTP is an active, living document	Encourage residents and employees to adopt the travel plan	This will ensure future commitment to the development of the SWTP	On Occupation	Developer
Appoint Framework Travel Plan Coordinator	A Steering Group will be responsible for managing the on-going development, delivery and promotion of the SWTP	Appoint a TPC responsible for the overall management and coordination of the individual travel plans	This will ensure that the SWTP is taken forward and results are delivered	Prior to Occupation	Developer
Establish Steering Group	The Steering Group should include a range of residents, employees and pupils within the development.	Establish and work alongside the Steering Group	All users can share knowledge and coordinate the improvement of sustainable travel options	Within three months of first occupation	Developer
Establish Quarterly Steering Group Meetings	Steering Group Meetings will enable the discussion of site-wide issues and the exchange of SWTP progress/information between all site occupiers	The SWTP Coordinator will work with the Steering Group ensuring effective meetings are held on a regular basis	This will ensure that key site-wide issues are addressed and SWTP progress/information is exchanged, also providing easy communication between site users and the local authority	On Occupation	Framework Travel Plan Coordinator
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	Site Users can refer to the Welcome Pack to make informed decisions on their travel choices.	On Occupation	Developer/ Steering Group

Publicise Travel Plan Success	Promote the Travel Plan and achievements made	Feedback to site users on progress against travel plan targets through newsletters/emails etc.	Site users will remain involved and aware of the SWTP, and will be more likely to continue mode shift and encourage others to do the same	Annually after the development is occupied	Steering Group
Provide travel information to prospective Site Users	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	Site Users 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	Developer
Encouraging greater use of sustainable transport modes					
Cycle Parking Facilities	The development will provide secure cycle parking and information on cycle routes/facilities.	To provide secure cycle parking spaces. An information leaflet on cycle facilities available should be given to site users	Provision of cycle facilities will encourage site users to use bicycles as a mode of travel	With Development	Developer
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 site users to walk instead of using a bus to reach local areas. The SWTP will highlight areas within a 20-minute walking radius.	Substantial improvements will be delivered as part of the redevelopment to agreed development triggers	Developer/LBRuT
Public Transport Guides	Issuing information to site users 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 site users to use it when possible.	On Occupation	TPC/LBRuT
Encouraging the best use of car and other vehicles					
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	Developer

Electric Vehicles	Promote the use of Electric Vehicles	Adapt marketing strategy to promote electric vehicles, as well as overproviding spaces for such vehicles to encourage use	Reduces the number of fuel powered privately owned cars on the road leading to improved air quality	On Occupation	Developer
Parking Permits	Residents of the development will not be eligible for parking permits outside of the site	To prevent residents from obtaining parking permits for outside the site, should the CPZ be brought forward.	This will eliminate those living in the development from taking up parking outside homes.	On Occupation	LBRuT
Reducing the need to travel					
High Speed Internet Connectivity	Having high speed internet connectivity can allow residents to order shopping online and work from home	Allow high speed internet connections to be made available in each residential unit and promote the merits of online grocery shopping and working from home.	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	Developer
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	TPC

8 Plans and Timescales for Travel Plan Monitoring and Review

8.1 Overview

- 8.1.1 The SWTP will be the responsibility of the Developer in coordination with the Steering Group. This Steering Group and the Developer will discuss funding to manage the future development of the SWTP, 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 from first occupation for commercial and 50% occupation for residential. Revised targets may be proposed once the surveys have been reviewed and analysed.
- 8.1.2 The SWTP 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.
- 8.1.3 Table 8-1 identifies key actions and timescales relating to the monitoring and review of the SWTP.
- 8.1.4 In addition to travel surveys to identify mode share and the extent to which mode share targets are being achieved it is anticipated that the monitoring will include other aspects, including the use of the car clubs, use of cycle parking, disabled parking spaces and electric charging points. Qualitative surveys to understand how well exiting travel arrangements cater for the Stag community should also be undertaken, taken together, this information will assist the Steering Group to review of the Travel Plan and help to ensure that changes are introduced that reflect the changing needs of the community over time.

Table 8-1 Plans and Timescales for Travel Plan Monitoring and Review

Action	Indicative Timescales
Submit Residential and Commercial Travel Plans for LPA approval	Prior to Occupation
Baseline travel survey of site users	3 months' post first occupation for commercial and 50% occupation for residential
Update of SWTP following baseline surveys	Following baseline travel surveys
Steering Group meetings	Bi-annually
Update of travel information for the site users	Annually
Future site user travel surveys	1 st , 3 rd and 5 th year following baseline travel surveys. Further periodic surveys may be required depending upon the overall timescales for the implementation of the development. This will need to be reviewed as part of the SWTP process.

