

Travel Plan

Enderby Place, Greenwich

28 November 2023

Prepared for
Maritime View Ltd



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1. Introduction

1.1 Overview

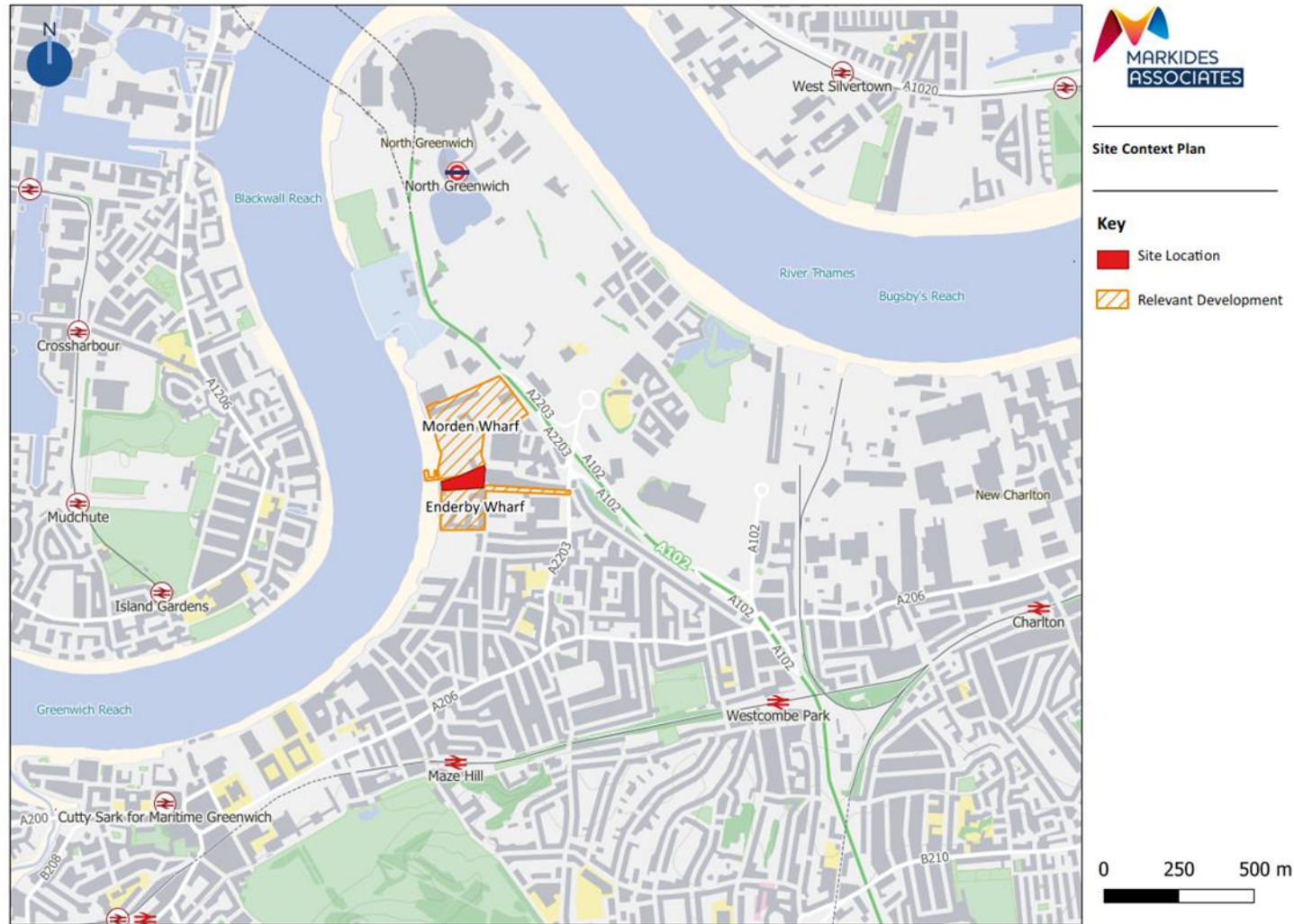
- 1.1.1 Markides Associates (MA) have been instructed by Maritime View Ltd ('the applicant') to prepare this Travel Plan (TP) in support of an application for re-development of Enderby Place ('the site'), adjacent to Morden Wharf in the Royal Borough of Greenwich (RBG). RBG are both the planning and highways authority.
- 1.1.2 The proposals comprise up to 564 residential apartments (Class C3), light industrial (Class E(g)(iii)) and community / café use (Sui Generis), and associated highways, landscaping and public realm works. A site layout plan is included in **Appendix A**.
- 1.1.3 The Travel Plan identifies a range of management strategies and measures to support and encourage sustainable travel, with a focus on active modes, given the default mode of travel from the site will be public transport.
- 1.1.4 The Travel Plan has been informed by an ATZ assessment the results of which are set out in the accompanying Transport Assessment. The ATZ has been prepared in accordance with TfL's ATZ guidance. The ATZ represents an area that is inclusive of all destinations which can be reached within a 20-minute cycle from the site, including public transport access points, cycle infrastructure and key land uses such as schools, health centres and places of worship. The assessed routes were then repeated in hours of darkness to assess the Healthy Streets Indicators at night.
- 1.1.5 A range of measures will be adopted as part of the Travel Plan, which can be defined as 'hard' measures, including elements of the scheme which are designed in from the outset, and 'soft' measures, such as those that are implemented during the life of the Travel Plan, and which do not represent physical measures.
- 1.1.6 The Travel Plan will aim to increase the proportion of walking and cycling trips throughout the course of the Travel Plan's lifetime, with further objectives and detailed targets included within the plan, following the undertaking of baseline travel surveys once the development is operating.
- 1.1.7 The implementation of the Travel Plan will be fronted by a Travel Plan Coordinator, who will be responsible for engaging with residents and occupants and officers at RBG.

1.2 The Development Site

- 1.1.1 The site is currently un-occupied formerly being occupied by a - now demolished – Submarine Cable Works. As such it currently has no formal land use status but could otherwise be considered B2/B8 industrial. It is bound to the north by land which has planning permission for a development known as Morden Wharf, separated by a Historical Retaining Wall and light Industrial warehouses to the northeast. The river Thames bounds the site to the west along with the Thames Path walking and cycling route. The site is bound to the south by Telegraph Avenue and Telcon Way, which form the main access for all modes to the site.

- 1.2.1 South of Telegraph Avenue is a completed mixed-use development identified as Enderby Wharf, with the grade listed Enderby Public House retained and situated at the western end of Telegraph Avenue. Telegraph Avenue itself forms a non-vehicular cul-de-sac, providing pedestrian and cycle access to the Thames. The site context is shown diagrammatically in **Figure 1.1** overleaf.

Figure 1.1 Site Context Plan



1.3 Responsibility for this plan

- 1.3.1 The responsibility of this Travel Plan falls in the first instance, at the application phase, to the Applicant. (Maritime View). It is expected that this Plan will be made a condition of any planning approval.
- 1.3.2 If any transfer of the site to separate or new control post-planning occurs, e.g., to a management company or commercial occupier, such transfer or sale will include transfer of the responsibility of this plan and the new party made aware of their responsibility.

1.4 Travel Plan Scope, Aims and Objectives

- 1.4.1 The aim of this TP is therefore to ensure management strategies and infrastructure is in place to support sustainable travel choices for users of the site with focus given to the most sustainable forms of travel, walking and cycling. This will help to reduce any immediate reliance on travel by car.
- 1.4.2 The headline objectives of this TP are therefore to:
- Support a low proportion of vehicle movements to / from the site generated by residents, in favour of the most sustainable forms of travel, walking and cycling; and
 - ensure residents are aware of the range of sustainable travel options that are available to access the site.
- 1.4.3 The success of the TP will be measured primarily against modal split targets across a proposed 5-year lifetime.
- 1.4.4 The TP will help to deliver a number of benefits, including:
- Availability of an improved range of travel choices;
 - Health benefits to walking and cycling more; and
 - More attractive environments around developments through supporting car free parking provision.

1.5 Transport Assessment

- 1.5.1 In addition to this TP, the planning application is supported by a Transport Assessment (TA) **22181-MA-DR-TA01**, which assesses the traffic and transportation issues associated with the development proposals.
- 1.5.2 The TA estimates the travel demands generated by the scale of development and assesses how these demands can be accommodated within the existing transport infrastructure. Much of the content of the TA, including the review of existing transport infrastructure, the description of the proposed development and baseline trip generation calculations, have been used to inform this TP, which should therefore be read in tandem with this report.

2. Existing Conditions

2.1 Overview

- 1.1.1 This section of the report provides details of the site as existing, access arrangement and accessibility by all modes.

2.2 Active Travel Environment

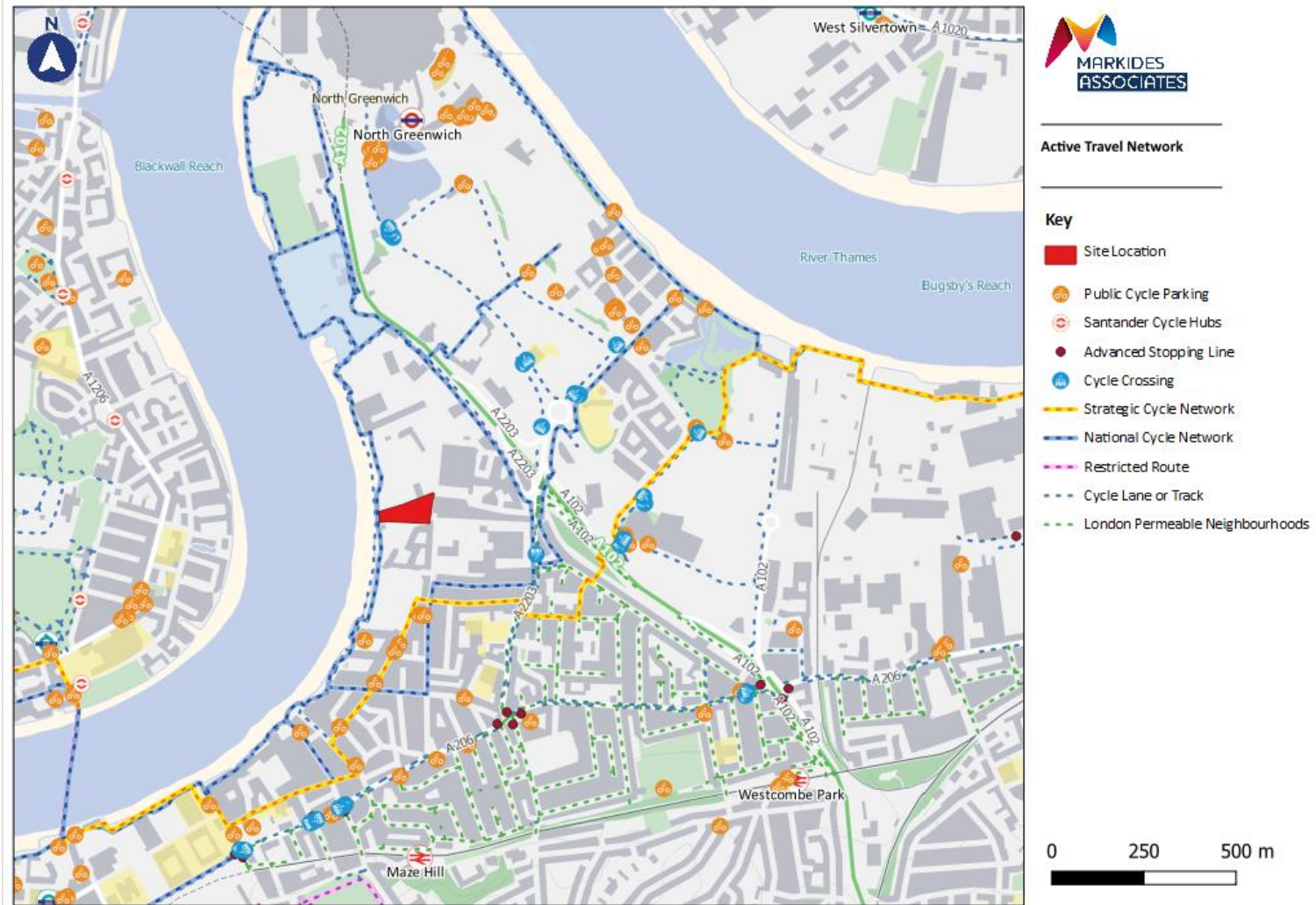
Pedestrian

- 1.1.2 The local pedestrian environment is of good quality and offers access to many local amenities, as well as various modes of public transport. Facilitating and encouraging access to and from the site by walking as a primary mode to and from local amenities is a fundamental aspect of the accompanying Travel Plan.

Cycle

- 1.1.3 The site benefits from proximity to the Strategic Cycle Network, which is located a short distance to the south, and which bisects the Greenwich peninsula.
- 1.1.4 Locally, there is an evolving network of other cycle paths, including the Olympian Way foot and cycle link along the bank of the Thames via Enderby Wharf, providing an off-road cycle connection from Cutty Sark up to the O2 Arena, and proceeding east as far as Erith via other Thames-side cycle connections.
- 1.1.5 A plan showing the extent of the active travel network is included overleaf as **Figure 2.1**.

Figure 2.1 Active Travel Network



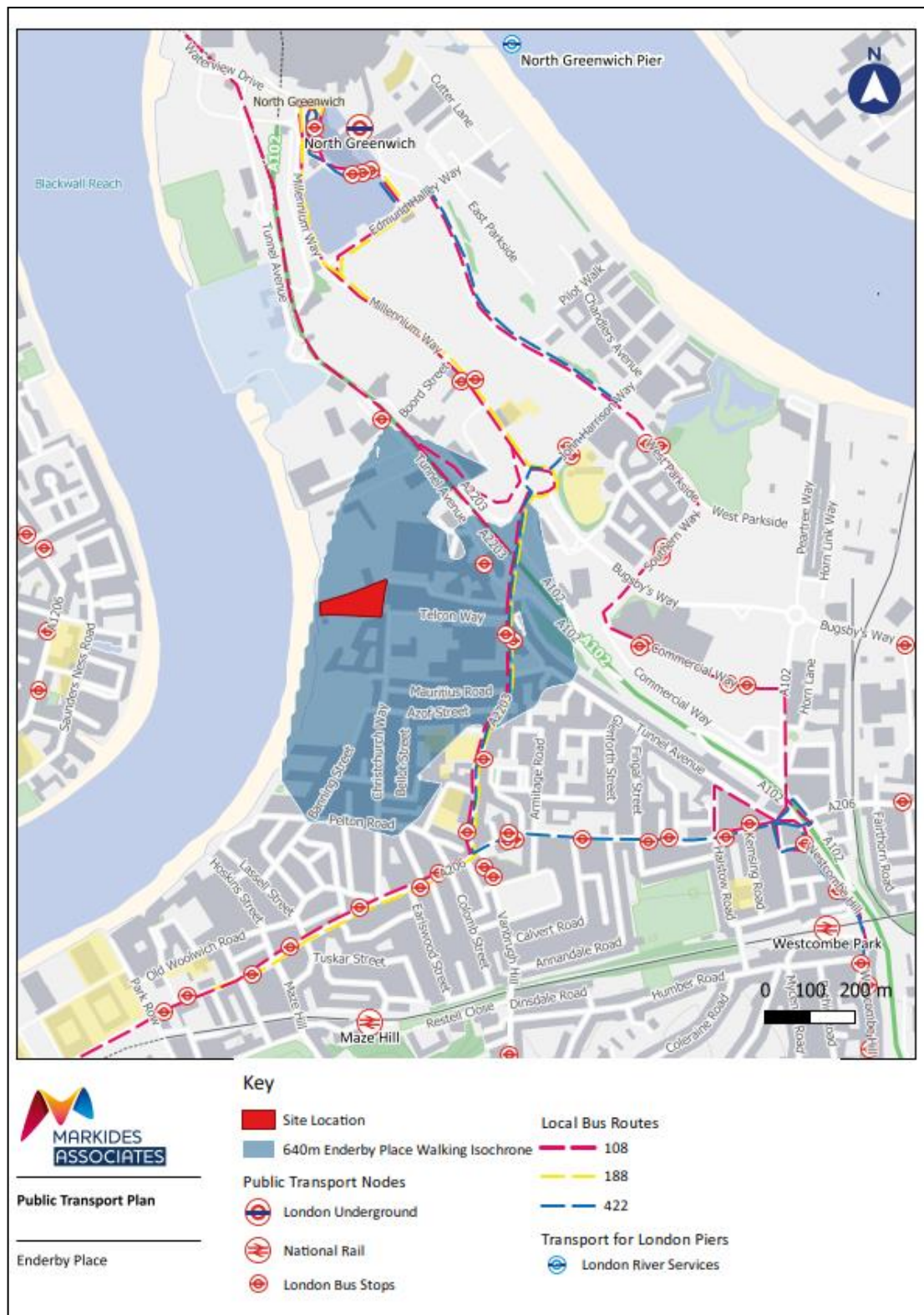
2.3 Public Transport Accessibility Level (PTAL)

- 1.1.6 Public Transport Accessibility Level (PTAL) provides a measure of accessibility of a given point to the public transport network, considering walking time to a public transport node, service accessibility, service quality and frequency. The PTAL measure ranges between 0 and 6b, with 0 indicating the areas with the lowest accessibility to public transport and 6b the areas with the highest accessibility to public transport. The PTAL is low for the forecast year 2031; however, this does not capture potential mitigation. The low PTAL notwithstanding, the site is an allocation within the Local Plan and it has been agreed that it should adopt the principles of car-free sustainable development.
- 1.1.7 The baseline PTAL score manually calculated for each site as per details provided within the TA is higher than the TfL WebCAT score in a number of grids, particularly within the Morden Wharf site. The only grid with the lowest score of 1a is within the south-eastern side Morden Wharf site as the walking distance has been calculated assuming no through-route into the Enderby Place site to the south.

2.4 Bus Network

- 1.1.8 The existing TfL bus stops and local bus routes that operate in the vicinity of the sites are illustrated in **Figure 2.2** below. These services are all captured within the PTAL walk distance. It should be noted that bus stops and routeing are subject to change and the details below are given as available via TfL's journey planning tool as of October 2023; however, this includes some temporary diversions and bus stop closures due to the Silvertown Tunnel and other adjacent development works. These are expected to be reinstated in due course.

Figure 2.2 Public Transport Plan



1.1.9 Bus Stops Morden Wharf Road and Blackwall Lane Stop MU on Tunnel Avenue are temporarily out of service. The frequency and route for the associated local bus routes is otherwise given in **Table 2.1** below.

Table 2.1 Local Bus Services

Route	Direction	Peak Hour Frequency			Weekday Services	
		Weekday	Saturday	Sunday	First	Last
108	Stratford International (Stop MU)	7-11 mins	9-12 mins	2-4 per hour	24-hour service	
	Lewisham (Stop MW)	9-12 mins	8-12 mins	2-4 per hour		
188	Russell Square (Stop MP)	8-12 mins	8-12 mins	9-13 mins	24-hour service	
	North Greenwich (Stop MQ)	8-12 mins	9-13 mins	10-14 mins		
422	North Greenwich (Stop MQ)	9-12 mins	9-12 mins	10-13 mins	04:42	00:50
	North Greenwich (Stop MN)	9-12 mins	9-12 mins	11-13 mins	05:02	01:12

1.1.10 The 108 service is restricted to a single-decker bus due to routeing through the Blackwall Tunnel, which is too low for double-decker vehicles.

1.1.11 Additional services are also available from North Greenwich Station to the wider area, including the 129, 132, 161, 180, 335, 472 and 486 bus services, with destinations including Tottenham Court Road, Lewisham, and Stratford International.

2.5 Rail & Underground Services

1.1.12 The nearest railway station is located at North Greenwich, approximately 2.5km to the northeast, or a 7-minute cycle ride. The station is also accessible via bus using the 188 service from Tunnel Avenue Stop MQ northbound. Bus stop Tunnel Avenue (Stop MP) in the southbound direction is temporarily closed at the time of writing; it is understood that this is likely to be due to the age of the bus stop facility and the closure of the adjacent building, which is a committed development site with planning permission for redevelopment expected to be implemented shortly. It is expected that this bus stop will be reinstated in due course. In the interim, southbound passengers can alight at Christ Church Primary School (Stop MR).

1.1.13 North Greenwich Station is a London Underground Line station served by the Jubilee Line, which benefits from frequent peak hour services between Stanmore and Stratford via central London, as well as Night tube services.

1.1.14 Some of the key stations on the jubilee line, and the length of time it takes to reach them are listed below:

- Stanmore (far western station) – 53 minutes
- Waterloo – 12 minutes
- London Bridge – 9 minutes
- Canary Wharf – 2 minutes
- Stratford (far eastern station) – 9 minutes

1.1.15 Both Maze Hill and Westcombe Park stations are located approximately 1.5km south of the site (20 minute walk or 10 minute cycle). The bus journey to Trafalgar Road/Maze Hill bus stop using the 188 service takes 5 minutes, followed by a 250m walk to reach the station. The 422 service can be used to access Westcombe Park via the Westcombe Park Station Stop B bus stop followed by a 200m walk.

1.1.16 Both stations are served by Southeastern Rail and Thameslink trains and benefit from cycle parking. Each station is served by:

- 2 trains per hour to London Cannon Street
- 2 trains per hour to Luton
- 2 trains per hour to Barnehurst, returning to London Cannon Street via Bexleyheath and Lewisham
- 2 trains per hour to Rainham via Chatham

1.1.17 During the peak hours, the station is served by an additional half-hourly circular service to and from London Cannon Street via Sidcup and Lewisham in the clockwise direction and direct to London Bridge anticlockwise, for a total of 10 trains at peak hour.

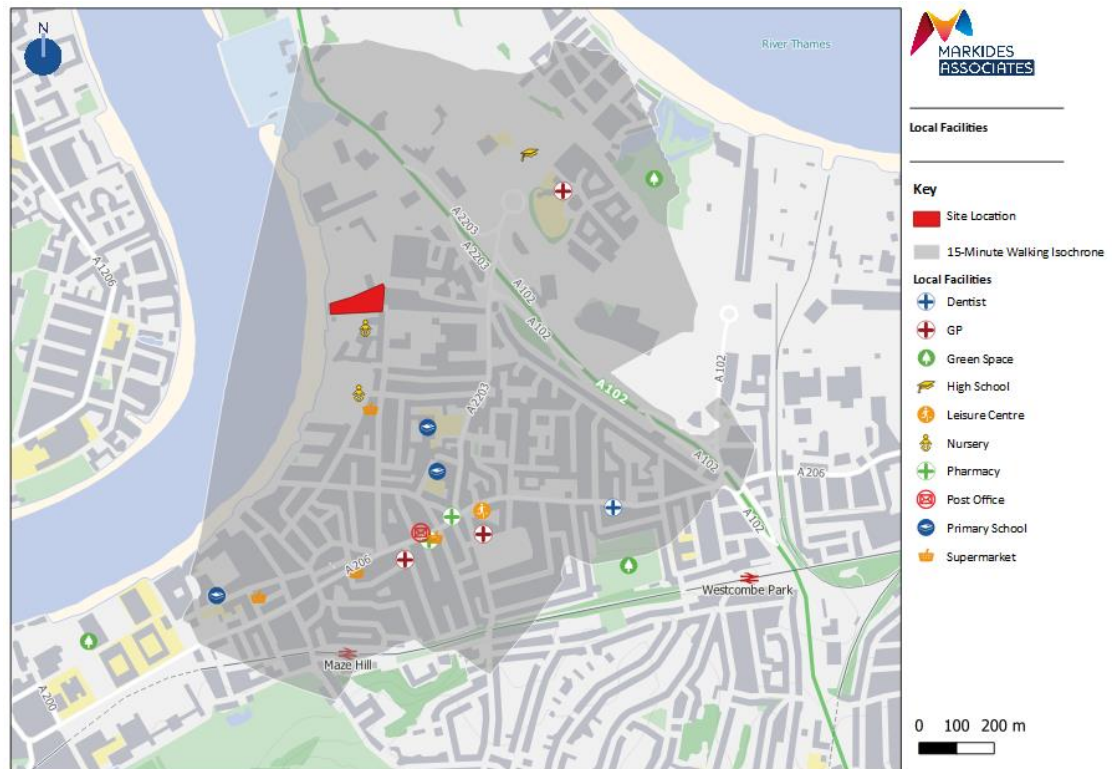
1.1.18 The locations of all stations and piers are included in **Figure 2.2** above.

2.6 Local Facilities

1.1.19 The site is well located in terms of access to existing and future facilities, with the proposals for the site also comprising a mix of uses, including employment and leisure.

1.1.20 A plan showing a 15-minute walking isochrone and facilities within reach of the site is included as **Figure 2.3**.

Figure 2.3 Local Facilities



2.7 Highway Network

- 1.1.21 At the local level, the site is bound to the south by Telegraph Avenue, a private road with no general access to vehicles, which forms a pedestrian and cycle connection from the public highway to the Thames Path via the northern edge of the Enderby Wharf development. The built form of Enderby Wharf over sails Telegraph Avenue in some locations, precluding tall vehicle access, excepting some emergency vehicles.
- 1.1.22 Telegraph avenue junctions with Christchurch Way and Telcon Way at a simple priority junction. Christchurch Way functionally forms a continuation of Telcon Way connecting south to the A206. Christchurch Way is a single-carriageway road, primarily residential, which for most of its length is adopted public highway subject to on-street parking in marked bays on each side of the road. This parking falls within Permit Holder Zone EG, operational Monday-Sunday between 09:00 and 20:00, with some Pay & Display spaces with a maximum stay of 2 hours. Between Attwood Lane and Telcon Way, Christchurch Road is a narrow, private access road.
- 1.1.23 Telcon Way is a single-carriageway two-way street connecting the site to the east to Blackwall Lane/Tunnel Avenue. It is subject to parking controls in the form of double yellow lining and forms the northern boundary of Enderby Wharf and the eastern boundary of the site. Footways are wide and in good condition, and the road is subject to a 10mph speed limit.

- 1.1.24 The junction of Telcon Way/Blackwall Lane forms a priority box junction, with a dedicated right hand turn lane into Telcon Way from Blackwall Lane southbound. The junction is approximately 50m south of the complex box signal junction of Blackwall Lane/Tunnel Avenue/A102 slipway.
- 1.1.25 Tunnel Avenue is a single-carriageway road connecting Blackwall Lane and Drawdock Road, and which runs parallel to the northbound carriageway of Blackwall Lane for its entire length. The footway on the western side of Tunnel Avenue is wide at some 5-6m and supports a shared foot-cycle connection and two bus stops with shelters, which until recently were served by the 108-bus route. At the time of writing there are works along Tunnel Avenue, particularly at the northern end, which are associated with adjacent development and/or the Silvertown Tunnel. Tunnel Avenue is not continuous for vehicle traffic, with as section of some 150m requiring diversion onto the A102; however, this is expected to be connected as part of the Silvertown Tunnel works.

3. Development Proposal

3.1 Scale of Development

- 1.1.26 The site is currently un-occupied formerly being occupied by a (now demolished) Submarine Cable Works. As such it currently has no formal land use status but could otherwise be considered B2/B8 industrial. The proposals are for the erection of part-3, part-23, part-35 storey buildings, providing up to 564 residential apartments (Class C3), light industrial (Class E(g)(iii)) and community / café use (Sui Generis), and associated highways, landscaping and public realm works.
- 1.1.27 The site itself is bound to the north by land which has planning permission for a development known as Morden Wharf, separated by a Historical Retaining Wall and light Industrial warehouses to the northeast. The river Thames bounds the site to the west along with the Thames Path walking and cycling route. The site is bound to the south by Telegraph Avenue and Telcon Way, which form the main access for all modes to the site.
- 3.1.1 South of Telegraph Avenue is a completed mixed-use development identified as Enderby Wharf, with the grade listed Enderby Public House retained and situated at the western end of Telegraph Avenue. Telegraph Avenue itself forms a non-vehicular cul-de-sac, providing pedestrian and cycle access to the Thames.

4. Anticipated Modal Split

- 4.1.1 Baseline surveys for Mode Split will take place within three months of the site beginning operation, to identify a mode split for users of the site before the TP begins to take place. However, prior to these surveys taking place an anticipated mode split has been developed based on the 2011 Census journey to work data for Greenwich O36B Lower Super Output Area (LSOA) layer. This dataset provides 2011 estimates that classify usual residents aged 16 to 74 in England and Wales by their method of travel to work.
- 4.1.2 The 2021 Census data has not been used as it was collected during the Coronavirus (COVID-19) pandemic, a period of unparalleled and rapid change when the national lockdown, associated guidance and furlough measures will have affected people’s travel to work habits.
- 4.1.3 The Census 2011 mode shares are summarised in **Table 4.1** below. To account for the car-free nature of the proposed development, with only disabled parking provided on-site and to incorporate servicing vehicle trips, the modal share above has been adjusted pro-rata. The adjusted modal split is also shown in **Table 4.1**.

Table 4.1 Census and Adjusted Mode Share

Method of Travel	LSOA Greenwich 036B	% Mode Share	Adjusted % Mode Share
Underground	220	35%	38%
Rail	76	12%	13%
Bus	133	21%	23%
Taxi	1	0%	0%
Powered 2-wheeler	6	1%	1%
Car	104	16%	4%
Car share	9	1%	2%
Bicycle	19	3%	3%
On foot	60	9%	10%
Other	7	1%	1%
Servicing	NA	NA	4%
Total	635	100%	100%

- 4.1.4 As shown in the table above, the most popular method of travel to the local area purposes is London Underground with 38% of the (adjusted) mode share, followed by bus with 23%. Active travel modes account for 12% of the mode share and vehicle trips (including car share) for 11% of the mode share.
- 4.1.5 The adjusted mode split in **Table 4.1** above has been applied to the total person trips given in the Transport Assessment and the results are summarised in **Table 4.2**.

Table 4.2 Proposed Multi-modal Residential Trips

Trip Rate	Adjusted Mode Split	AM Peak			PM Peak		
		In	Out	Total	In	Out	Total
Underground	38%	20	101	121	69	35	104
Train	13%	7	35	42	24	12	36
Bus	23%	12	61	73	42	21	63
Taxi	0%	0	0	1	0	0	0
Motorcycle	1%	1	3	3	2	1	3
Car	4%	2	11	13	7	4	11
Car Share	2%	1	4	5	3	1	4
Bicycle	3%	2	9	10	6	3	9
On foot	10%	5	28	33	19	10	28
Other	1%	1	3	4	2	1	3
Servicing	4%	2	11	13	7	4	11
Total Person	100%	52	265	318	180	92	273

4.1.6 As shown in **Table 4.2**, the residential element of the development would generate an estimated total of 33 two-way vehicle trips in the AM peak and 29 in the PM peak, with most trips being undertaken by active modes and public transport.

5. Travel Plan Strategy

5.1 Overview

5.1.1 A TP is a practical management tool, rather than a static document, which sets out 'active' initiatives throughout an agreed TP lifetime; it requires:

- Infrastructure and management initiatives to be in place before implementation;
- An implementation strategy;
- A monitoring strategy that can assess the success of the TP and respond to site occupier concerns;
- A reporting strategy so that a path of communication with the local highway authority is set up; and
- A funding strategy.

5.1.2 This chapter sets out the key elements of the wider strategy of the TP.

5.2 Infrastructure and Management initiatives

Infrastructure

5.2.1 Cycle parking spaces will be provided prior to the first occupation of the site, in accordance with the accompanying TA (Also refer to Section 6.2 of this Report).

5.2.2 The site will be car free as per the local plan allocation, and as per pre-application consultation with the relevant authorities. It will provide 3% disabled parking provision for the residential only, plus a maximum of 2 disabled parking bays for the commercial uses. All vehicle parking will be located at lower ground/podium level, accessed from Telcon Way. A total of 20 blue badge spaces will be provided.

Appointing a TP Co-ordinator

5.2.3 In order meet the goals of this TP; a coordinated effort will be required by all occupiers of the site. A TPC can be used to help work with and coordinate with occupiers helping ensure that the goals of the sites TP can be achieved.

5.2.4 The site will be managed by Maritime View and it is envisioned that the role of the TPC will be undertaken by one of their employees.

5.2.5 It is proposed that the TPC should be assigned three months prior to initial occupation of the proposed development.

5.2.6 Once appointed, the TPC will have the following general responsibilities:

- Ensure that identified physical measures have been implemented during construction.

- Be the central point of contact for site occupants and RBG regarding travel and transport concerns related to the development
- Promoting and marketing the TP.
- Organise travel survey questionnaires, maintaining and reporting the data.
- Undertaking monitoring and reporting tasks;
- Providing all users of the site with up-to-date information relating to sustainable travel options as appropriate; and
- Informing all users of the site of promotional schemes relating to sustainable travel.

5.3 Consultation

5.3.1 The success of the Plan will rely on the support of users of the site. The TPC will work with site management regarding issues relating to the Travel Plan. The role also involves liaising with outside bodies, including public transport operators and RBG.

5.4 Monitoring and reporting

5.4.1 The monitoring of travel habits associated with the development will include the undertaking of an initial travel survey, within 3 months of occupation. This survey will determine the modal split of employees at TP commencement.

5.4.2 The initial travel survey will establish the typical mode of travel and the barriers that might be preventing more regular use of sustainable transport (e.g., shift work, origin-destination).

5.4.3 The results of this survey will be collated into a monitoring report which will be presented to the Local Authority for information within 3 months of completion of the survey.

5.4.4 Subsequent monitoring of the site will occur in the form of travel surveys taken on the 1st, 3rd, and 5th anniversary of the Initial Travel Survey.

5.4.5 The TPC will be responsible for commissioning the surveys and compiling the results, which will include:

- Mode of travel, by travel purpose;
- Journey distance by travel purpose;
- Cycle parking demand;
- Bicycle User Group (BUG) uptake;
- Pedestrian and cycle infrastructure review;
- Deliveries and servicing activity;
- Car Club uptake; and
- Qualitative interview.

5.4.6 A monitoring report will be prepared based on these surveys, with results sent to the relevant local authority officer within 3 months of each survey. The monitoring report will include the

results of travel surveys and general feedback. The report will include details of measures and initiatives introduced in the past year where applicable, plus an outline of planned measures and initiatives that would be implemented in the following year if at all necessary.

- 5.4.7 It is anticipated that after the fourth Travel Survey (to be conducted on the 5th anniversary of the Initial Travel Survey), transport-related concerns of site users will be reasonably addressed, at which point the responsibilities associated with the TP will cease and additional monitoring and reporting will not be required.

5.5 Implementation Strategy

- 5.5.1 A staged programme for implementation of the TP strategy is required to ensure consistency and ease the process of introducing the TP.
- 5.5.2 Infrastructure measures, such as cycle parking and pedestrian infrastructure, will be put in place during construction and fit out, with all marketing and informative material available to occupiers at first occupation. This material would be regularly reviewed to ensure it reflects up to date information as part of the monitoring strategy.
- 5.5.3 The anticipated timescales for the TP strategy are summarised in an Action Plan indicated in **Table 5.1**.

Table 5.1 Action Plan

Action	Timing
Consideration of TP by RBG	Following planning submission and during determination period.
Planning condition/S106 detailing required content and strategy for TP	Following determination
“Hard” measures detailed within TP implemented	During construction
Appointment of TPC	Three months prior to occupation.
<p>TPC responsibilities implemented.</p> <ul style="list-style-type: none"> • Preparation of Welcome Pack • Set up online content or physical Site Notices • Walking / Cycling events Car Club membership • Formation of any groups identified as necessary. • Seek to source discounts. • Agree scope and methodology of travel surveys with Local Authority and secure commission for surveys with approved surveyor. 	TPC Appointment
Baseline Travel Survey undertaken at agreed trigger point	3 months following first occupation of the site or at full occupation, whichever occurs soonest.
Baseline Travel Survey results submitted with revised TP, where necessary, including final targets.	Within 3 months of Baseline Travel Survey
TP, including final targets, approved by local highway authority. Revisions made where necessary to reflect local highway authority comments.	Within 1 month after TP submitted
TP implementation	Ongoing
Monitoring Surveys	1st, 3rd, and 5th year after first TP approval
Monitoring reports, including revised strategies, if necessary, submitted to RBG	Within 3 months of each survey undertaken
Applicant TP responsibility discharged	At the end of the 5-year plan

5.6 Funding

- 5.6.1 The initial funding of all aspects of the TP, including the introduction of infrastructure measures, employing of stakeholders, monitoring, and reporting will be the responsibility of the Applicant, secured through planning condition and/or S106.
- 5.6.2 This responsibility will be maintained for the full life of the TP, until it is discharged, unless an alternative agreement is made with a subsequent Site Management company, or sale of the site, or lease to a single long-term occupier. Should this occur, the transfer of responsibility will be notified to RBG.

6. TP Measures

6.1 Overview

- 6.1.1 This section of the document describes the actual TP measures to be implemented at the application site. Such measures have been developed specifically with due regard to the transport conditions at the development site, including existing levels of accessibility by sustainable modes of travel.
- 6.1.2 In general, measures can be assumed to fall into one of two categories; namely 'hard measures,' such as physical facilities built into the scheme, and 'soft measures' such as promotional activities, marketing, and incentives. Both have a part to play in the success of the TP and are discussed below.

6.2 Hard Measures

- 6.2.1 Hard measures represent elements of the scheme which are designed in from the outset. Their primary role is to facilitate a modal shift by making facilities available to support 'soft' measures. It is the duty of the TPC to monitor the use of 'hard measures' implemented at the site and consider steps to improve them to better support the objective of the TP.

Car free Proposal

- 6.2.2 Aside from the 20 disabled parking spaces provided in accordance with London plan policy; the development will be car free which will help to avoid a scenario of car dependency. Of the 20 spaces provided, 18 are for the use of residents with the remaining two spaces reserved for the proposed commercial uses.

Provision of Cycle Parking

- 6.2.3 In accordance with London Standards the site will provide a total of 1049 long-stay parking spaces and 30 short stay visitor spaces designated as shown below.

Residential:

- 987 long-stay (of which 49 adapted cycle parking spaces)
- 28 visitor spaces

Commercial:

- 10 long-stay
- 2 visitor spaces

- 6.2.4 Long-stay cycle parking will also be accommodated at lower/ground podium level within a number of separate stores. Visitor cycle parking will be within allocated locations within the podium or within the public realm.

Public Transport Interventions

- 6.2.5 As per the local plan allocation:
- 6.2.6 Applicants will be expected to investigate the feasibility of the extension of bus services to improve the accessibility of the site, liaising with TfL and bus operators as appropriate.
- 6.2.7 This has, through consultation with stakeholders, established a range of options. Morden Wharf's S106 sets out commitments to the delivery of a turning head and bus standing at an early phase of implementation, to allow the diversion/extension of a bus service of a regular frequency of not less than 2 per hour.
- 6.2.8 TfL have not confirmed which bus services may be diverted, although the Morden Wharf documents have assumed loadings onto the 108 service in all assessment as the nearest bus route existing to the development.
- 6.2.9 The consultation with stakeholders to date has assumed that a service frequency of 4 per hour should be sought, served by double-decker buses connecting from North Greenwich. All work published to date by Morden Wharf in respect of transport assessment states that due to the significant change in levels, through access to Enderby Place has been discounted.
- 6.2.10 In consultation with stakeholders, MA have set out on-street options utilising Telcon Way, which appear to deliver similar walk distances to stops as the through option, and which could be supported by the proposed Silvertown Tunnel amendments to Tunnel Avenue, avoiding the necessity for buses to route along Blackwall Lane.
- 6.2.11 In all options, buses would route along Christchurch Avenue, which although private in some sections, TfL have confirmed would be acceptable to the land owner and would allow for improved bus access to Enderby Wharf.
- 6.2.12 The development will also safeguard and make proportionate contribution to the delivery of the new Thames Clipper pier, which will sit at the northern boundary of the site, but primarily within land owned by Morden Wharf.

6.3 Soft Measures

- 6.3.1 Soft measures are those that are implemented during the life of the TP which do not represent physical measures as those set out above. They broadly include marketing initiatives and promotional campaigns to promote a shift away from the private car (and indeed other motorised travel) to other, more sustainable modes, and are essential for raising awareness of the existence and aims of the TP.

Encourage Walking

- 6.3.2 Walking will be strongly encouraged as a main mode of travel for shorter journeys and in co-ordinated with public transport for longer distance journeys to the site, particularly short

trips to local shops at lunchtime. It will be the TPC's responsibility to encourage employees to walk by:

- Acting as a point of contact for users who may be concerned about the condition of local pedestrian routes and liaising with the highway authority to ensure necessary maintenance/improvements;
- Provision of information relevant to local pedestrian routes to the nearest facilities and/or public transport nodes.
- Providing comparative information on the difference between driving to the local shops and walking in terms of cost, health benefits and environmental impact.

Encourage Cycling

6.3.3 Given the high number of cycle parking spaces at the application site and the proximity to the cycle network, cycling offers an attractive proposition as a mode of transport for all users. The TPC will encourage employees to cycle to and from the application site by:

- Providing information on local cycle routes (including route planning) in the vicinity of the application site;
- Providing and/or promoting Dr Bike maintenance sessions and cycle maintenance training sessions on-site; and
- The provision of basic cycle repair equipment on-site and other facilities.

Encouraging of Local Public Transport

6.3.4 As mentioned in paragraphs 2.4 and 6.2 of this report, there are a there are a number of local bus services within walking distance of this site as well as proposals for an additional service in a close proximity to the site and the construction of a Thames Clipper Pier. These services will be further promoted through the 'Travel Pack' and the work of the TPC.

6.3.5 It has also been proposed that there will be a notice board on site which details the transport routes and their timetables to encourage residents and employees and members to use sustainable modes of transport.

6.3.6 In addition to the above, the TPC will encourage all users at the site to use public transport by

- Acting as a point of contact for residents of the site who may have concerns about the local public transport.
- Providing information on public transport stops, routes, timetables, and fares from the application site; and
- Providing personalised journey planners, and if appropriate, journey planning facilities.

7. Interim Targets

7.1 Overview

7.1.1 Section 4 identified the anticipated modal split associated with the proposed development without a TP in place which was based on the 2011 Census Data and the TRICS database. This section will describe the overarching targets for the Travel Plan. These targets are indicative and are expected to be revised following the Baseline Travel Survey.

7.1.2 Targets for the scale of modal shift against which the success of the TP can be measured, need to be 'SMART'.

- Specific
- Measurable
- Achievable
- Realistic
- Timed

7.2 Baseline Targets

7.2.1 The site will generate both residents' trips associated with the residential development and commercial trips associated with the commercial development. This Travel Plan will focus on trips associated with the residential development as they are more actively influenced by the travel plan than the commercial aspects which are mostly influenced by the 'built in' Hard Measures.

7.2.2 The indicative mode share indicates that the site could generate a total sustainable mode share of 92%. The baseline mode share indicates that the potential cycle mode share of 3% walking some 11% and 77% public transport. 4 percent would travel by car, assumed to be commuting trips and 2% car share.

7.2.3 On that basis, the following targets are suggested:

- That within the 5-year life of the plan, a 4% total car mode share is considered the end target.
- That a residents travel to work sustainable mode share of 80% is targeted within the 5-year life of the plan (consisting of public transport, cycle, and walk trips).

8. Summary

- 8.1.1 This TP has been prepared by Markides Associates on behalf of Maritime View Ltd ('The Applicant') as part of an application for re-development of Enderby Place, adjacent to Morden Wharf in the Royal Borough of Greenwich.
- 8.1.2 The TP identifies a range of management strategies and hard and soft TP measures will be implemented across the site to encourage residents to adopt sustainable modes of travel.
- 8.1.3 Baseline mode splits will be established as part of the Initial Travel Survey, to be undertaken within 3 months of the site becoming operational.
- 8.1.4 Subsequent monitoring of the TP will occur in the form of Travel Surveys undertaken on the 1st, 3rd, and 5th anniversaries of the Initial Travel Survey. It is anticipated that following the 5th anniversary survey, the transport-related concerns associated with the site will cease and additional monitoring and reporting will not be required.

APPENDIX A – SITE LAYOUT PLAN

Morden Wharf
(Proposed)

Salutation Road

Industrial Warehouse

Telcon Way

Telegraph Avenue

Telegraph Works

Christchurch Way

Enderby Wharf

River Thames

GENERAL NOTES.

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All dimensions to be checked on site prior to commencement of any works, and/or preparation of any shop drawings.

Sizes of and dimensions to any structural elements are indicative only. See structural engineers drawings for actual sizes / dimensions.

Sizes of and dimensions to any service elements are indicative only. See service engineers drawings for actual sizes and dimensions.

This drawing to be read in conjunction with all other Architect's drawings, specifications and other Consultants' information.

All proprietary systems shown on this drawing are to be installed strictly in accordance with the Manufacturers/Suppliers recommended details.

Any discrepancies between information shown on this drawing and any other contract information or manufacturers/suppliers recommendations is to be brought to the attention of the Architect

DO NOT SCALE FROM THIS DRAWING.

NOTES.

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CLIENT
Criterion Capital

PROJECT
Enderby Place

DRAWING
Ground Level Plan

SCALE
1:250 @ A1 (1:500 @ A3)

DATE
November 2023

DWG No.
1136_GA-00 REVISION
P1

STATUS
PLANNING APPROVED
AB

1 Scale: 1:250
Ground Floor Level +0.270

0 25 50 M





GENERAL NOTES.

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All dimensions to be checked on site prior to commencement of any works, and/or preparation of any shop drawings.

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NOTES.

1 Scale: 1:250
Podium Level +6.370



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BGY BUCKLEY GRAY YEOMAN +44 20 7033 9913 BGY.CO.UK			
CLIENT	Criterion Capital		
PROJECT	Enderby Place		
DRAWING	Podium Level Plan		
SCALE	1:250 @ A1	(1:500 @ A3)	
DATE	November 2023		
DWG No.	1136_GA-01	REVISION	P1
STATUS	PLANNING	APPROVED	AB

APPENDIX B – POLICY REVIEW

A1 National Planning Policy Framework

The NPPF was revised on 22nd July 2021. This document sets out Government planning policy, provides a framework within which local planning policies should be produced, and is a material consideration in planning decisions.

With regards to transport, the NPPF Paragraph 110 states that:

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

- a) appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;
- b) safe and suitable access to the site can be achieved for all users;
- c) the design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code, and
- d) any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree.

Paragraph 111 continues: *“Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.”*

Paragraph 112 continues that applications for development should:

- 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;
- Address the needs of people with disabilities and reduced mobility in relation to all modes of transport;
- Create places that are safe, secure, and attractive – which minimise the scope for conflicts between pedestrians, cyclists, and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;
- Allow for the efficient delivery of goods, and access by service and emergency vehicles; and
- Be designed to enable charging of plug-in and ultra-low emission vehicles in safe, accessible, and convenient locations.

Paragraph 111 states that: *“All developments that will generate significant amounts of movement should be required to provide a travel plan and should be supported by a transport statement or transport assessment.”*

A2 The London Plan 2021

Chapter 10 of this document deals with transport and Policy T1 sets the overarching approach to transport strategy for the city. Policy T1 states that development Plans and development proposals should support the delivery of the Mayor’s strategic target of 80 per cent of all trips in London to be made by foot, cycle, or public transport by 2041, and the proposed transport schemes set out in Table 10.1.

Policy T1 continues, “All development should make the most effective use of land, reflecting its connectivity and accessibility by existing and future public transport, walking and cycling routes, and ensure that any impacts on London’s transport networks and supporting infrastructure are mitigated.”

The New London Plan additionally includes a new concept; ‘Healthy Streets.’ These are defined by 10 indicators as follows:

- *Pedestrians from all walks of life;*
- *Easy to cross;*
- *Shade and shelter;*
- *Places to stop and rest;*
- *Not too noisy;*
- *People choose to walk, cycle, and use public transport;*
- *People feel safe;*
- *Things to see and do;*
- *People feel relaxed; and*
- *Clean air.*

Policy T2 states that development proposals should demonstrate how they will deliver improvements that support the ten Healthy Streets Indicators in line with Transport for London guidance; reduce the dominance of vehicles on London’s streets whether stationary or moving; and be permeable by foot and cycle and connect to local walking and cycling networks as well as public transport.

A3 Royal Greenwich Local Plan: Core Strategy with Detailed Policies

This document sets out the way the Council propose to develop the Borough in the years leading up to 2028.

Policy IM4 Sustainable Travel Relates to this Travel Plan stating that

- All developments should contribute to improved accessibility and safety, and reduce the use of the private car and the need to travel.
- Developments should be designed for the needs of pedestrians cyclists and public transport users first.
- Cycling and walking are encouraged, with a focus on the needs of pedestrians, including those with disabilities, and cyclists in the design and layout of development.
- Existing footpaths and cycleways will be protected, and new and improved paths will be promoted. Riverside developments should include pathways, and support for a pedestrian bridge across Deptford Creek is endorsed.
- To discourage car usage, developments should adhere to or go below the maximum parking standards outlined in the London Plan.

8.1.5 The section goes on to state that “Residential Travel Plans (including deliveries and servicing, where appropriate) should be provided for planning applications exceeding the thresholds in, and produced in accordance with, the relevant TfL guidance”.