King’s Cross Central
Green Travel Plan

Argent St George,
London and Continental Railways
and Exel

April 2004
Introduction

“King’s Cross has the best public transport accessibility in London.”

So says the ‘London Plan’, recently published by the Greater London Authority (GLA, 2004). This public transport accessibility will improve still further with the completion of the Channel Tunnel Rail Link and St Pancras International in 2007. In due course, King’s Cross Station Enhancement, Thameslink 2000, the Cross River Tram and other projects may deliver further transport improvements.

The unique accessibility of King’s Cross offers particular scope for high-density business development as well as housing and this is reflected in the planning applications for mixed use development recently submitted by Argent St George, LCR and Exel.

This Travel Plan is one of a number of documents that has been prepared and submitted in support of those applications. It has been prepared with the active involvement and support of the developers and landowners. It takes due account of published Best Practice about Travel Plans and explains how the development would work to improve the already excellent travel facilities and promote and encourage sustainable - greener and cleaner - travel choices, in line with national, regional and local policies.

It explains, for example, that as and when the development gets underway, the Travel Plan would be supported by:

- A Travel Co-ordinator;
- Travel Information Points;
- Comprehensive travel information, available to all site occupiers and users;
- Secure parking facilities for bicycles;
- The developer and the Estate Management Company, leading by example; and
- A commitment to ongoing monitoring and review, as the development is built out.

Argent St George, LCR and Exel look forward to working with the site’s future occupiers and users to implement, review and improve this Travel Plan alongside several phases of development, over the next 15 or so years.
Background to the Travel Plan

General

King’s Cross Central would be a comprehensive, phased, mixed use redevelopment of former railway lands, extending to some 27.2 ha, within the King’s Cross Opportunity Area.

The proposed development lies between the Euston Road, St Pancras Station, the Midland Main Line, the alignment of the new Channel Tunnel Rail Link (CTRL), York Way, the East Coast Main Line and King’s Cross Station. The site includes Wharf Road, Goods Way, Battle Bridge Road and (parts of) Pancras Road and York Way.

Most of the King’s Cross Central site falls within LB Camden and this is referred to as the ‘Main Site’. A small section of the site to the east of the CTRL realignment of York Way is referred to as the ‘Triangle Site’. The Triangle Site is partly within LB Islington and partly within LB Camden.

The Main Site application is for:

"Comprehensive, phased, mixed use development ... [comprising] business and employment uses ... residential uses, serviced apartments and hotels; shopping, food and drink and professional services ... the full range of community, health, education, cultural, assembly and leisure facilities ... multi storey and other car parking; re-erection of the linked triplet of gas holder guide frames to enclose new residential and other development ... re-erection of the guide frame for gas holder no. 8, alongside the re-erected triplet, to enclose new play facilities and open space; relocation of an existing district gas governor; works of alteration to other existing buildings and structures, to facilitate their refurbishment for specified uses; new streets and other means of access and circulation; landscaping including open space; new bridge crossings and other works along the Regent’s Canal; the re-profiling of site levels; and other supporting infrastructure works and facilities."

The Triangle Site application is for:

"Mixed use development [comprising] ... residential; shopping, food and drink and professional services ... a health and fitness centre ... incorporating medi-centre facilities, a crèche and community facilities ... amenity and open space; habitat area; recycling and other ancillary uses; parking; highway works to provide access; and other supporting works and facilities."
Figure 1
The King’s Cross Central Site and Surrounding Area
Table 1
Summary of King’s Cross Central Development

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Main Site (sq. m.)</th>
<th>Triangle Site (sq. m.)</th>
<th>Total (KXC) (sq. m.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business and Employment</td>
<td>up to 486,280</td>
<td>0</td>
<td>up to 486,280</td>
</tr>
<tr>
<td>Residential</td>
<td>125,000 to 176,875</td>
<td>up to 18,000</td>
<td>up to 194,875</td>
</tr>
<tr>
<td></td>
<td>(1600 to 2300 units)</td>
<td>(up to 250 units)</td>
<td>(up to 2550 units)</td>
</tr>
<tr>
<td>Hotels / Serviced Apartments</td>
<td>up to 47,225</td>
<td>0</td>
<td>up to 47,225</td>
</tr>
<tr>
<td>Uses within D1 (includes museums, community, health and education)</td>
<td>up to 75,765</td>
<td>up to 3,500</td>
<td>up to 79,265</td>
</tr>
<tr>
<td>Uses within D2 (assembly and leisure, including cinema use, up to 8,475 sq. m.)</td>
<td>up to 31,550</td>
<td>(total for D1 and D2 uses)</td>
<td>up to 35,050</td>
</tr>
<tr>
<td>Shopping, Food and Drink</td>
<td>up to 45,925</td>
<td>up to 2,500</td>
<td>up to 45,925</td>
</tr>
<tr>
<td>Multi-storey Car Park</td>
<td>up to 23,850</td>
<td>0</td>
<td>23,850</td>
</tr>
<tr>
<td>Other (service access and access to LUL)</td>
<td>up to 525</td>
<td>0</td>
<td>up to 525</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>up to 718,275</td>
<td>up to 24,000</td>
<td>up to 742,275</td>
</tr>
</tbody>
</table>

A summary of the proposed development is shown in Table 1.

In addition to the built floorspace shown on Table 1, the proposed development includes new streets, parks, squares and other principal public realm areas. Together, these routes and spaces would:

- Provide new connections between Camden and Islington and enable pedestrians and cyclists to make better use of existing resources, for example the Regent’s Canal; and
- Provide over 10 ha of new high quality public realm (not including any land for King’s Cross Station Enhancement, the covered canopies in the ‘Midland Yard’ area, York Way or those parts of Camley Street Natural Park and the Regent’s Canal falling within the application boundary).
An illustrative build out of King’s Cross Central, within the proposed development envelope shown in blue.
Sustainable Location and Development Choices

The very location and nature of King’s Cross Central means that in a number of respects the proposed development is intrinsically environmentally sustainable. The entire site comprises ‘brownfield’ land and, as explained in the preface, it already enjoys the best public transport accessibility in London.

These intrinsic advantages are recognised in Chapter 13 of the LB Camden Unitary Development Plan (UDP), which is specifically concerned with the King’s Cross Opportunity Area. This states that the Opportunity Area is one of the few remaining major development opportunities in London and the major one in Camden, meriting separate treatment in the UDP by virtue of:

"a. the scale and nature of the outstanding development opportunities presented by the area’s excellent and improving public transport network.”

and

“f. the great potential for low energy buildings with sustainable transport links, located in the heart of central London.”

The future major growth areas in the Midlands and South-East England, at Milton Keynes and the East Midlands, the Stansted-Cambridge Corridor, Thames Gateway and Ashford, all currently have direct rail links into King’s Cross / St Pancras or Euston, or will have such links once the CTRL and associated rail infrastructure is complete.

The locational advantages of the site are further recognised in the Joint Planning and Development Brief for the site, published and adopted by LB Camden and LB Islington. This states (para 2.1.6) that:

"... King’s Cross has the potential to provide an outstanding development, exemplifying the principles of sustainability in a socially inclusive way. In particular, it has the best public transport accessibility and infrastructure to support business and commercial development, culture, tourism, retail and leisure, higher education uses and other Central Area activities. These should be combined with improved accessibility, new housing provision, the enhancement of existing and the provision of new open space, new community and other facilities, enhanced transport functions and the integration of its valued historic features with high quality design.”

In short, the nature of the site, its location and high-density, mixed use redevelopment combine to make a significant contribution to sustainable development and sustainable transport objectives. In keeping with national, regional and local transport and land use planning policies, the development proposals:

• reduce the need to travel, for example by promoting linked trips within a mixed use development and reducing the need for mainline rail commuters to interchange onto London Underground Services;
• concentrate development at key public transport nodes, in particular for uses that generate significant volumes of travellers;
• facilitate the improvement of travel facilities, including the provision of new infrastructure;
• deliver a mix and density of land uses which supports high-quality public transport services and reduces the need to travel;
• create an environment to promote walking and cycling in catering for movement to, from and within the development;
• integrate fully with neighbouring areas and the existing transport systems;
• provide for limited levels of car storage; and
• offer attractive and accessible alternatives to travel by private car.
This Travel Plan

This Travel Plan is one of a number of documents that has been prepared and submitted in support of the King’s Cross Central planning applications.

A Travel Plan can be defined as:

“A package of measures aimed at promoting greener, cleaner travel choices and reducing reliance on the car.”


This Travel Plan adopts a long term perspective, reflecting the phased development of King’s Cross Central. It explains how the Applicants would work together with the site’s future occupiers and others to implement and improve a package of Travel Plan initiatives over several phases of development, over the next 15 or so years. The Travel Plan purposefully adopts a wide focus, with some discussion of, for example, safe routes to school and access for all, which are addressed in more detail in the Applicants’ Public Realm Strategy. These initiatives may be unusual items within a Travel Plan, but they are considered relevant to Travel Plan objectives.

The Travel Plan has been prepared following discussions with LB Camden, LB Islington and Transport for London (TfL) at a workshop specifically held to consider the Travel Plan initiatives and priorities.

Objectives of the Travel Plan

The Applicants seek to ensure that the proposals contribute to sustainable development and sustainable transport objectives to a greater degree than would arise simply from the nature of the site and its location. The Travel Plan is part of the Applicants’ strategy to achieve this. Travel Plans are widely accepted as a positive way for organisations to contribute towards the ‘sustainable’ policy agenda.

The primary objectives of the Travel Plan are:

- to reduce the need for travel;
- to promote and encourage the use of sustainable modes of transport - walking, cycling and public transport - and to minimise reliance on the private car;
- to understand how people travel to, from and within the King’s Cross Central development as it develops over time;
- to improve the quality of travel information available to occupiers and their staff, residents and visitors; and
- to develop initiatives in partnership with incoming businesses and residential communities.

This would help to achieve many benefits including:

- reduced congestion and journey times;
- improved air quality, less noise and pollution; and
- improved health of employees and residents.

The Travel Plan recognises the need to maintain a balance between objectives whilst still being adaptable to meet varying priorities over time.
Policy Context

This Travel Plan has been prepared taking into account relevant policy advice at the national, regional and local level, promoting sustainable development and sustainable transport.

The objectives of national policy are outlined in a range of guidance documents including Planning Policy Guidance Note 13 on Transport:

- Promote more sustainable transport choices for both people and for moving freight;
- Promote accessibility to jobs, shopping, leisure facilities and services by public transport, walking and cycling, and
- reduce the need to travel, especially by car.

The PPG states that:

"There is no standard format or content for travel plans, and they may have a variety of names (such as green transport plans, company travel plans and school travel plans). However, their relevance to planning lies in the delivery of sustainable transport objectives, including:

1. reductions in car usage (particularly single occupancy journeys) and increased use of public transport, walking and cycling;
2. reduced traffic speeds and improved road safety and personal security particularly for pedestrians and cyclists; and
3. more environmentally friendly delivery and freight movements, including home delivery services."

At the local level, the Travel Plan responds to the Joint Planning and Development Brief prepared and adopted by LB Camden and LB Islington. This states that:

"The purpose of the Travel Plan is to facilitate the delivery of mitigation measures outlined in the Transport Assessment and the implementation of the key transport objectives ... An area-wide Travel Plan will act as an ongoing management tool to guide each stage of the overall development. This will also provide a framework for localised travel plans for individual businesses and tenants. Examples of measures that should be incorporated into the Travel Plan include the following:

- High quality walking and cycle routes;
- The incorporation of secure cycle storage facilities;
- Public transport promotion and initiatives such as the provision of information and interest-free season ticket loans;
- City car club schemes;
- Higher occupancy vehicle systems;
- The provision of recharging points for vehicles powered by alternative (zero or low emission) fuels;
- The promotion and encouragement of ‘green travel’ planning and practices among site occupiers; and
- A sustainable strategy for deliveries and servicing."

This Travel Plan addresses each of the topics and initiatives identified in the Brief, to the extent that this is appropriate, at this stage. The Brief rightly acknowledges, in the quote above, that the initial priority is to establish a Travel Plan framework, to set the context for future decisions. The precise development mix (and occupier profile) would evolve over time.
Applicants’ Philosophy

In due course, following the grant of the planning permissions and other consents necessary to implement the King’s Cross Central development, the Applicants are committed to working with the site’s future occupiers and others to implement and improve this Travel Plan over several phases of development, over the next 15 or so years.

Implementing the Travel Plan would require the co-operation of and action by other parties, not least future incoming businesses and other occupiers at King’s Cross. The Applicants would promote, encourage and facilitate this co-operation and action. They would also lead by example, implementing the initiatives described below within the development phase (for example, by working closely with their contractors) and their future Estate Management Company.

Leading by Example
The King’s Cross Central Estate Management Company (or Partnership) might employ as many as 350-400 people, with responsibilities for managing the implementation, servicing and maintenance of the development and its constituent parts. It would be a significant business in its own right. It would also be in a unique position to influence the behaviour and choices made by other businesses and occupiers and to help them implement new initiatives, for example through the provision of information and shared experience.

In particular, the Estate Management Company would be in a position to demonstrate that the Travel Plan initiatives have business as well environmental benefits. For example, staff recruitment and retention is a major challenge to modern companies and transport is a key consideration for anyone living and/or working in London. The scope and success of the Travel Plan, not only in terms of recruitment and retention, but also potential cost savings, may play some part in attracting some businesses, residents and other occupiers to King’s Cross.

This document is therefore the start of an ongoing, long-term commitment. As explained in Section 8 below, once the development is underway, the Applicants / Estate Management Company would appoint/nominate a Travel Co-ordinator who would work with the LB Camden, LB Islington, TfL and other transport organisations to deliver the objectives of the Travel Plan.

The Travel Co-ordinator would encourage participation in and commitment to the Travel Plan from site occupiers and their own travel co-ordinators and would work in partnership to deliver the Travel Plan initiatives.

This Travel Plan has drawn from the experience gained by the Applicants in delivering their previous developments, from their own plans and other best-practice examples. For example, as a result of Argent’s own travel plan initiative, taxi use for local trips and private car use for longer distance travel has reduced substantially; and some 60% of Argent’s Central London employees regularly walk or cycle to work.

Throughout the report, there are boxed case study notes illustrating good practice from around the UK.
Travel Accessibility at King’s Cross Central

King’s Cross Central is located at one of the most accessible transport interchanges in the country, currently with 6 Underground lines, 3 mainline rail stations and bus connections in the vicinity. By the time King’s Cross Central commences, St Pancras will be an international interchange for the Channel Tunnel Rail Link.

National Rail Accessibility

The site is adjacent to King’s Cross station, King’s Cross Thameslink station and St Pancras station. Euston station is approximately 750 metres from the edge of the site.

In addition, the North London Line passes to the north of the site and the nearest stations on this line are Camden Road to the west and Caledonian Road & Barnsbury to the east. Both are approximately 1km from the northern part of the site. The services are run by Silverlink Train Services. The general service frequency is four trains per hour.

In 2007, the Channel Tunnel Rail Link will open, providing for a total of 8 domestic train services per hour in each direction between Ashford, Ebbsfleet and St Pancras. St Pancras will also be the main terminus for new international services.

<table>
<thead>
<tr>
<th>Station</th>
<th>Distance to Site</th>
<th>Operators</th>
</tr>
</thead>
<tbody>
<tr>
<td>King’s Cross</td>
<td>Adjacent</td>
<td>GNER, WAGN, Hull Trains</td>
</tr>
<tr>
<td>King’s Cross Thameslink</td>
<td>Adjacent</td>
<td>Thameslink</td>
</tr>
<tr>
<td>St Pancras</td>
<td>Adjacent</td>
<td>Midland Mainline</td>
</tr>
<tr>
<td>Euston</td>
<td>750 metres</td>
<td>Virgin Trains, Silverlink Trains, Scotrail, First North Western</td>
</tr>
</tbody>
</table>
London Underground Accessibility

King's Cross / St Pancras Underground station is served by the following six Underground lines providing a combined peak hourly frequency of approximately 100 trains per hour:

- Metropolitan Line;
- Circle Line;
- Hammersmith & City Line;
- Northern Line (City Branch);
- Piccadilly Line; and
- Victoria Line.

Figure 2 shows the LUL services from King's Cross.

As part of the LUL PPP programme, significant improvements are planned to the Underground lines at King's Cross / St Pancras.
Route 274 currently operates east-west along Agar Grove providing a link to the north of the proposed development and routes 31, 153, and 394 all operate within 1-2 km of the site. Together the 17 bus routes provide over 130 buses per hour in each direction at peak times.

The Mayor’s BusPlus initiative will increase bus capacities in the capital by 40% (above 2001 capacities) by 2011.

The development proposals incorporate a new internal road arrangement, which would enable better bus connections to and through the site. These connections would enable the development to be integrated into the bus network in this part of London and facilitate the provision of new and amended services, which would have benefits for local transport provision and regeneration.

Bus Accessibility
There are a total of 17 bus routes that operate within the vicinity of the King’s Cross Central development, providing key links by bus from a wide range of destinations throughout London. Figure 3 shows the existing bus network for the King’s Cross area. The focus for bus activity is on the following corridors:

- Euston Road corridor, (main focus);
- Pancras Road;
- York Way;
- Caledonian Road; and
- Pentonville Road / Gray’s Inn Road.

13 routes specifically serve the southern end of the development site with activity being concentrated around the entrance to King’s Cross railway station.
Table 3
Public Transport Accessibility Levels

<table>
<thead>
<tr>
<th>Area</th>
<th>Development with Base Services</th>
<th>Development with Some Local Bus Service Enhancements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Site</td>
<td>3 - 6 (medium - very high)</td>
<td>5 / 6 (high - very high)</td>
</tr>
<tr>
<td>Triangle Site</td>
<td>3 (medium)</td>
<td>4 (medium - high)</td>
</tr>
</tbody>
</table>

Public Transport Accessibility Level (PTAL)

The Public Transport Accessibility Level (PTAL) has been calculated for the Main Site and the Triangle Site. This information is summarised in Table 3.

Following the development proposals, with some local bus service enhancements, the PTAL is estimated to be 5 / 6 (high-very high ) for the Main Site and 4 (medium-high) for the Triangle Site.

Walking and Cycling

At present, the pedestrian environment within the site is poor, with significant security and pedestrian safety issues through the area, particularly during the evening. Cycle access in the King’s Cross area is also difficult, with existing traffic conditions on the roads along the west, south and east boundaries of the development area presenting intimidating barriers to cyclists. The volume of traffic on the adjacent highways and the one-way section routings require cyclists to make significant detours.

The development proposals would deliver significant improvements to these conditions. King’s Cross Central would provide a high quality pedestrian environment, with the creation of new public spaces. The alignment of the Boulevard and Long Park, creating a central north / south spine for King’s Cross Central linked by Granary Square, offer an integrated pedestrian environment, with significant amounts of high quality public open space. East-west linking routes, including the improved routes along the canal and Goods Way, would improve connections between Camden and Islington.

All routes in the road hierarchy would have pedestrian links, with wide pavements and planting zones where possible. It has been an aim to limit on-street parking for amenity reasons, providing planting and generous pavement space, together with high quality street furniture including seating and facilities for cyclists.

Cyclists would be able to travel on-carriageway on all internal roads that provide local access to individual development plots and segregated cycle lanes are proposed on the adopted highways passing through the site (Pancras Rd and Goods Way). The proposed cycle routes would link to the London Cycle Network in the local area.

Vehicles

The site is bordered by the A501 Euston Road to the south, the North London railway to the north, the A5200 York Way to the east and Pancras Road and the Midland Mainline railway to the west.

The A501 Euston Road is the boundary for the Congestion Charge. The main road running through the site is Goods Way which links York Way to Pancras Road.

In the future, access to the development would be off Goods Way or York Way. Car parking / storage provision would be limited - the proposals are within adopted standards and take due account of Camden’s emerging UDP standards. Overall, the Applicants have proposed the minimum parking levels considered necessary for the development.

The proposed development includes a Multi Storey Car Park (MSCP) to provide minimum parking levels. The MSCP would be a positive and important part of the sustainable development of King’s Cross Central, for a number of transport and other reasons, including:

- Pedestrian flows associated with the MSCP would help animate key routes and public spaces within the development, with associated safety and other benefits. At the same time, the location of the MSCP would help market retail and leisure uses within the adjacent Goods Yard buildings to residential and commercial occupiers who walk past;
The operation and role of the MSCP is discussed in more detail in the Transport Assessment report. It explains that, as the development progresses, active management of the MSCP spaces would enable the estate management team to 'fine tune' its operation over time and respond to changing circumstances, e.g. through amending opening times, pricing structures and/or the number of spaces available to particular categories of users (e.g. retail and leisure users) at different times of the day. This might, for example, mean that fewer spaces are available at peak times, compared to off-peak times.

- The MSCP presents opportunities to (a) establish centralised, high quality, efficient and viable city car club facilities, together with other ‘green’ facilities such as electric charging and/or LPG points; and (b) market these facilities to car users; and
- The MSCP would promote car storage as opposed to car use. Residential and office occupiers with spaces in the MSCP would be discouraged from using their cars, particularly so for short trips, by having to walk from their home or place of work to the MSCP to access their vehicle. For some buildings, the walk time could be up to 10 minutes. Moreover, car users would be reminded en route that other alternatives are available, for example by the presence of bus routes and the city car club referred to above.
Table 4 summarises the predicted modal splits for each of the journey types at King’s Cross Central used as the basis for the Transport Assessment. Table 4 does not take into account the potential benefits of this Travel Plan, which provides the basis to further promote the use of sustainable modes of transport - walking, cycling and public transport - and to minimise reliance on the private car.

### Table 4
Overall Modal Split by Journey Purpose for External Trips

<table>
<thead>
<tr>
<th>Journey Description</th>
<th>Car</th>
<th>Rail / LUL</th>
<th>Bus</th>
<th>Taxi</th>
<th>Motorcycle</th>
<th>Bicycle</th>
<th>Walk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial - Journeys to Work</td>
<td>2%</td>
<td>85%</td>
<td>7%</td>
<td>0%</td>
<td>3%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Residential - Journeys to Work</td>
<td>9%</td>
<td>50%</td>
<td>20%</td>
<td>1%</td>
<td>4%</td>
<td>4%</td>
<td>12%</td>
</tr>
<tr>
<td>Residential - Educational Based</td>
<td>25%</td>
<td>30%</td>
<td>20%</td>
<td>1%</td>
<td>0%</td>
<td>4%</td>
<td>20%</td>
</tr>
<tr>
<td>Residential - Escort Educational</td>
<td>25%</td>
<td>30%</td>
<td>20%</td>
<td>1%</td>
<td>0%</td>
<td>4%</td>
<td>20%</td>
</tr>
<tr>
<td>Residential - Shopping Based</td>
<td>10%</td>
<td>45%</td>
<td>15%</td>
<td>1%</td>
<td>2%</td>
<td>5%</td>
<td>22%</td>
</tr>
<tr>
<td>Residential - Other Personal Business</td>
<td>12%</td>
<td>50%</td>
<td>15%</td>
<td>2%</td>
<td>4%</td>
<td>2%</td>
<td>15%</td>
</tr>
<tr>
<td>Retail - Journeys to Work</td>
<td>0%</td>
<td>57%</td>
<td>30%</td>
<td>1%</td>
<td>1%</td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td>Retail - Visitors</td>
<td>5%</td>
<td>47%</td>
<td>19%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>25%</td>
</tr>
<tr>
<td>Leisure - Journeys to Work</td>
<td>0%</td>
<td>57%</td>
<td>30%</td>
<td>1%</td>
<td>1%</td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td>Leisure - Visitors</td>
<td>10%</td>
<td>35%</td>
<td>15%</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
<td>35%</td>
</tr>
</tbody>
</table>
Improving Transport Facilities

The King’s Cross Central development proposals assist in the delivery of a number of local public transport improvements.

King’s Cross Station Enhancement

The King’s Cross Central proposals have been designed to accommodate Network Rail’s aspirations for a new western concourse for the enhancement of King’s Cross Station.

The Applicants have been working with Network Rail for over three years, to ensure that the two sets of proposals (for King’s Cross Central and King’s Cross Station Enhancement) relate well to one another and deliver a high quality solution to the area between the two main line stations.

As and when Network Rail apply for and receive planning permission and Listed Building Consent for a new western concourse and associated works, and can confirm that the project has fully-secured funding and a firm start date, the Applicants would work in partnership, to enable Network Rail to implement its proposals. These proposals are likely to require land within the Applicants’ control, both for built development and construction purposes.
New LUL Entrance

The development proposals include a new entrance into the Underground network, within a new building along ‘the Boulevard’. This new infrastructure would improve the integration between the new development and public transport infrastructure.

Buses

The development could facilitate and encourage the provision of new / diverted / extended bus routes through the site, improving public transport permeability to the King’s Cross area, and to adjacent areas. The primary roads and junctions within the development have been designed to accommodate the new bendi-buses running between the stations in the south and the Triangle Site in the north.
Cross River Tram

The development proposals could accommodate the proposed Cross River Tram (CRT), the alignment and timescale of which is uncertain. The development proposals provide for a number of potential CRT alignments based on Good’s Way and York Way.

Maiden Lane

LB Camden have aspirations for a new Maiden Lane Station on the North London Line. The North London Line forms part of the OrbiRail network.

The King’s Cross Central development proposals would not prejudice the provision of a new station at Maiden Lane. Moreover, the redevelopment of King’s Cross Central is likely to be a catalyst for further land use and economic changes in the area (as addressed within the Applicants’ Regeneration Strategy).
The Travel Plan Framework

The success of the Travel Plan would depend upon the co-operation, participation and action of future occupiers, facilities management teams, the Applicants / Estate Management Company, local authorities and transport providers.

The Applicants / Estate Management Company would establish a framework for delivering the Travel Plan objectives and initiatives, as set out below. Given the already excellent public transport accessibility at King’s Cross Central, and the high quality provision proposed for walking and cycling, the framework measures are targeted at providing all stakeholders with comprehensive transport information to inform and facilitate sustainable transport decisions.

Travel Co-ordinator

Once the development is underway, the Applicants / Estate Management Company would appoint / nominate a Travel Co-ordinator to lead the Travel Plan project. The Travel co-ordinator would work with other occupiers, the LB Camden, LB Islington, TfL and other transport organisations to deliver the objectives of the Travel Plan.

The Travel Co-ordinator would encourage participation in and commitment to the Travel Plan from site occupiers and their own travel co-ordinators and would work in partnership to deliver the Travel Plan initiatives. The Travel Plan Co-ordinator would be available to assist occupier employers in preparing their own high quality Travel Plans and in disseminating information to their own staff, visitors and other building users.

The Applicants are keen that the Travel Co-ordinator should play an active role within the LB Camden ‘Green Travel Network’. This Network provides support and ideas to local companies and organisations to assist them in preparing travel plans and travel initiatives.

Applicants’ Current Travel Plan Example

Argent Group Plc provide public transport information for their employees and have a designated Travel Plan Co-ordinator. Argent also provide their employees with interest-free loans for season tickets, bicycle and safety equipment.
Marketing the Travel Plan

The Applicants / Estate Management Company would work to ensure that all occupiers, staff, residents and visitors to King’s Cross Central are kept informed of the various travel choices and facilities that are available to them, as the development is built-out and occupied over time. The Travel Co-ordinator would have an important role in marketing the Travel Plan and recommending what marketing techniques should be used in the future, in addition to those highlighted below.

Travel Web

The Applicants / Estate Management Company would set up and maintain web pages providing up to date transport information about King’s Cross Central. The web site should provide links to real-time news, timetable and transport operator host sites. The Travel Co-ordinator would work with occupiers to incorporate their information requirements and help provide ready access, for example via the internet.

Travel Information Points

The Applicants / Estate Management Company would look to establish, within the King’s Cross Central development, Travel Information Points, where employees, visitors and others can access travel information, for example transport timetables and cycle maps. The Applicants would explore, with transport service providers, whether it would be possible for Travel Information Point users to purchase tickets to local services.

Case Study Example

The Oracle Corporation Ltd have opened a ‘Commuter Centre’ where Oracle employees can obtain up to date public transport and cycling information, use the ‘Orabike’ scheme, purchase bus and rail tickets and join the car share scheme.

Case Study Example

The Blythe Valley Park website provides detailed travel information on car sharing, local public transport, local walking and cycle routes as well as links to local public transport operators.
Travel Information Leaflet(s)
The Applicants / Estate Management Company and their Travel Co-ordinator would prepare (a) King’s Cross Central Travel Leaflet(s), for example for occupiers to distribute to staff and visitors. The leaflet(s) would provide some of the information offered through the internet site / web pages.

Regular Monitoring
Regular monitoring would be carried out, to confirm the effectiveness of the Travel Plan and to provide up to date travel pattern data.

The Travel Co-ordinator would be responsible for co-ordinating the scope of any monitoring requirements; organising monitoring events; and sharing the results to all relevant parties. Monitoring is likely to include:

- Monitoring the travel behaviour of staff, companies and others within King’s Cross Central (with their support);
- Review of existing data sources (for example pedestrian footfall counts, car park usage, automatic traffic counts);
- Data collection for specific user groups, for example shopper surveys (which may include quantitative and attitudinal surveys);
- Specialist surveys focused on a particular measure, for example travel diaries for a sample of residents and web-based surveys of occupiers and their staff; and
- Co-ordination with other surveys of traffic patterns in the area, for example entry and exit counts at the mainline stations undertaken by the station operators.

Reviewing the Travel Plan
The Travel Plan would be updated regularly, informed by the monitoring results and other information. Site occupiers, facilities management teams, the local authorities and transport providers would be invited to contribute to these reviews.
User Initiatives

Reducing the Need to Travel
The Applicants / Estate Management Company would encourage occupiers to take steps to reduce travel demand. They would:

- Encourage occupiers to recruit locally, for example by putting them in touch with employment brokerage services (see the Applicants’ Regeneration Strategy);
- Encourage occupiers to promote Homeworking where applicable;
- Encourage occupiers to install teleconferencing facilities; and
- Encourage occupiers to consider flexitime policies to minimise trips to work and enable employees to fit their working day around public transport timetables.

Walking and Cycling Initiatives
The proximity of King’s Cross Central to Central London and excellent transport facilities, together with its internal site layout, mean that a large number of people would walk and cycle to, from and within the development. In addition, as explained in Section 5, King’s Cross Central would complement and enhance the Camden Cycle Network and London Cycle Network, making it very easy to cycle to, from and within the development.

To promote and encourage walking and cycling the Applicants / Estate Management Company would:

- Prepare a local walking map, as part of the King’s Cross Central Travel Leaflet(s). The map would provide visitors with guidance on the best way of travelling to, from and through the site on foot. The map would be updated as the development progresses;
- Help promote local ‘safe routes to schools’ and ‘trail’ routes within the development. Establishing safe routes to school would not only provide benefits for school children. It would also benefit others who finds walking around the city difficult, for example some elderly persons and the physically disabled (see ‘Access for All’ below). Trails routes could link places of interest and destinations within King’s Cross Central as well as making external connections beyond the site to spaces and play facilities. Trails could be developed for children, young people, skateboarders, families, visitors and residents. They would add interest and opportunities for incidental play en route without creating obstacles for the ‘head-down’ user. Trails could also provide links to Islington and Camden open spaces, play opportunities and existing routes; in particular Crumbles Castle Adventure playground, Bingfield Park, Barnard Park and St Pancras Churchyard;
- Incorporate secure cycle parking within the design of all major office buildings. Cycle parks would be lit, secure and offer protection from the weather;
- Incorporate access to secure cycle storage within the design of residential properties;
- Provide high quality cycle parking within public realm areas, particularly in the vicinity of public buildings and facilities;

Case Study Examples
Employees at HMV are entitled to interest free loans to enable them to purchase a bicycle and spread the payments.

Employees at Frenchay Hospital, Bristol can use a folding, pooled, bicycle that enable them to combine bicycle and train for longer trips.
• Make it easy for occupiers to provide showers and changing facilities;
• Seek to attract and encourage a cycle retailer to the development, on sustainable commercial terms, as part of an early phase.
• Encourage the establishment of a cycle maintenance clinic within the development;
• Encourage and facilitate the setting up a cycle club at King’s Cross Central, possibly through a local cycle retailer (see above), to allow occupiers, employees and residents to borrow cycles for work and leisure related trips;
• Facilitate and support a site-wide Bicycle User Group (BUG). Membership of the BUG would be open to any occupier, employee or resident at King’s Cross Central. The BUG would provide a forum for those who regularly commute to work by cycle and / or use their cycle during working hours. It is anticipated that the BUG would provide advice on tax incentives to cycling employees; cycling routes; discounts available within local cycle shops; new cycling facilities provided within the development as these become available; safety and maintenance;
• Encourage occupiers to provide interest-free loans for bicycle and safety equipment purchases; and
• Encourage occupiers to offer a cycle mileage allowance scheme, for work-related trips by cycle.

**Access for All**

The Applicants are committed to developing an environment at King’s Cross Central that provides access for all. As explained in the Public Realm Strategy, the development would incorporate various measures to ensure that physical accessibility to people of all ages and to people with disabilities is provided. These would include:

• Pedestrian friendly environment;
• Pedestrian priority in key locations;
• Pavements with tactile surfacing;
• Minimal changes in footpath levels;
• Carefully design landscape proposals, including the provision of lifts and ramps where necessary; and
• Use of colours and lighting and information systems to help people understand.

Planning and designing all parts of the new development to be used and enjoyed by everyone, including people with disabilities, would bring many benefits to all. For example, the result of designing for people in wheelchairs would ensure that the main pedestrian routes and footpaths are also safe and convenient for parents with children in pushchairs, for people who have wheeled trolleys or suitcases and for anyone who is frail or has difficulties in walking.

Changes of level would be made easy by modern high speed lifts or by gentle ramps which are suitable for all members of the public to use. The footpaths and other circulation routes would have smooth non-slip surfaces which are as good for busy office workers as they are for people with wheelchairs or for families with young children in buggies. This convenience does not mean that there would not be variety. Fountains, water features, sculpture, play spaces, seats, trees and soft planting would provide enjoyable sensory experiences for people with disabilities and pleasure for everyone, from young children to elderly people.

**Applicants’ Current Travel Plan Example**

Argent Group Plc provides showers, a full height locker for each member of staff, a drying room, ironing facilities, a lockable shed for bicycles and free laundered towels. The company also offers free breakfast, free membership of the London Cycle Campaign (which provides training, buddyng and third party insurance), interest free loans for bicycle and safety equipment and free batteries for bicycle lights. The company will also refund up to £50 every six months (per employee) spent on cycle maintenance.

Some 60% of staff now regularly walk, cycle or run to work.
Public Transport Initiatives

King’s Cross Central is highly accessible by public transport - more so than any other location in London. As a result, and as explained in Section 6, the vast majority of development-related trips are expected to take place via public transport.

Given the already excellent accessibility, the Applicants / Estate Management Company would focus on providing occupiers, staff, residents and visitors with comprehensive public transport information, through the measures described in Section 8.

In addition, the Applicants / Estate Management Company would:

• Encourage occupiers to set up and maintain public transport notice boards in employee and reception areas;
• Make public transport information available within Estate Management Company premises and reception areas within multi-tenanted buildings; and
• Provide incoming residents with a public transport welcome pack, with information on, for example, local bus routes and service patterns.

Vehicle Initiatives

The Applicants take a realistic and responsible attitude to vehicle use. The vast majority of visitors and staff at King’s Cross Central would not need to travel by car and consequently parking levels would be at minimum levels. Residents would have every incentive and opportunity to enjoy a ‘car free’ lifestyle and visitors to the development would be strongly encouraged to travel by public transport.

At the same time, the Applicants recognise that there are people who need to own a car but do not need to use it very often. This means accommodating secure car storage but discouraging car use and making ‘green’ alternatives more attractive. There are also people and types of trips for which there is no realistic alternative to the car or other form of vehicle.
The Applicants / Estate Management Company would therefore:

- Facilitate the setting up of a car-share scheme within the development;
- Attract and encourage one or more city car club operations within the development. In particular, the Applicants are keen to see a city car club operation within the multi storey car park proposed to the North of the Regent’s Canal;
- Encourage occupiers to review any company vehicle fleets by providing information on lower emission vehicles or alternative fuel vehicles, for example electric, hydrogen or LPG (see below), and raising awareness of grants for converting vehicles;
- Provide and market a number of recharging points for electric vehicles within the development and provide the infrastructure to easily expand this network in the future;
- Provide information on the availability of alternative fuel supplies (for example LPG) at local filling stations; and
- Carefully manage and control parking within the development. In particular, there would be scope to ‘fine tune’ the operation of the multi storey car park over time, to respond to changing circumstances, e.g. through amending opening times, pricing structures and / or the number of spaces available to particular categories of users.

Service and Deliveries

Within the Framework, considerable attention has been paid to future servicing strategies to ensure that these essential operations could be carried out without adversely affecting the ‘pedestrian experience’ of the public realm. In the south, where pedestrians will be most concentrated, an underground servicing solution has been developed so that all but the smallest retail units could be serviced from one of two access points on either Pancras Road or Goods Way. In the north, servicing is specified as being away from the principle public realm, again reinforcing the feeling of pedestrian priority.

The Applicants / Estate Management Company would work with occupiers to implement a sustainable servicing strategy. Consideration would be given to:

- Joint ordering systems;
- Providing facilities to encourage internet shopping and home deliveries, for example cold rooms for grocery deliveries associated with concierge facilities;
- Promoting co-ordinated deliveries, for example for home shopping deliveries;
- Estate-wide recycling schemes; and
- Encouraging suppliers to use low emission vehicles when delivering to King’s Cross Central.

The Estate Management Company

As explained in Section 4, the King’s Cross Central Estate Management Company might employ as many as 350-400 people when the development is fully complete. The Estate Management Company would have responsibilities for:

- Servicing regimes, management of deliveries and estate waste;
- Parking allocation and management; and
- Implementing, promoting and developing the Travel Plan.

It would be a significant business in its own right. It would also be in a unique position to influence the behaviour and choices made by other businesses and occupiers and to help them implement new initiatives, for example through the provision of information and shared experience. As such, the Applicants intend to implement as many as possible of the initiatives described above, within their future Estate Management Company.

In particular, they are committed to:

- Recruiting locally;
- Providing secure cycle parking within new the management offices;
- Providing shower and changing facilities within the new management offices; and
- Purchasing appropriate low emission vehicles for Estate Management Company activities that cannot reasonably be performed using public transport.