



Comet Way, Hatfield

Residential Travel Plan


On behalf of **Comet Way Hatfield Ltd**

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1 Introduction

1.1 Background

1.1.1 Stantec has been commissioned by Comet Way Hatfield Ltd to prepare this Residential Travel Plan to accompany a planning application for the redevelopment of the Volkswagen Commercial Vehicle Dealership, Comet Way, Hatfield.

1.1.2 The development proposals are to redevelop the existing land use to provide 118 residential units. The proposed development will consist of 51 1-bed units and 67 2-bed units. Vehicular access will be retained via Goldsmith Way, with pedestrian/cycle access onto Comet Way.

1.2 Site Location

1.2.1 The Site is located on Comet Way, Hatfield. The Site is bound to the north by the De Havilland Gatehouse, to the east by Comet Way, to the south by Jetliner Way and to the west by Goldsmith Way. The Site is currently occupied by a Volkswagen Commercial Vehicle Dealership (0.47ha).

Figure 1.1 – Site Location Plan



1.3 Purpose of Report

1.3.1 Travel Plans (TP) are long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel.

1.4 Report Structure

1.4.1 This TP has been prepared in accordance with the *Hertfordshire County Council Travel Plan Guidance (March 2020)* and has been structured as follows:

- Section 2 – Development Proposals;
- Section 3 – Policy Review;
- Section 4 – Existing Conditions;
- Section 5 – Aims, Objectives and Targets;
- Section 6 – Residential Travel Plan Measures;
- Section 7 – Management, Monitoring and Review,
- Section 8 – Implementation Plan; and
- Section 9 – Conclusions.

2 Proposed Development

2.1 Introduction

- 2.1.1 This section sets out the development proposals including the access strategy, parking strategy and servicing and delivery strategy.

2.2 Development Proposals

- 2.2.1 The proposed development will redevelop the existing land use (Car Dealership, 0.47ha) to provide 118 new residential apartments. The proposed development will consist of 51 1-bed apartments and 67 2-bed apartments. The site layout plan is attached as **Appendix A**.

2.3 Walk and Cycle Access

- 2.3.1 A 3m shared pedestrian and cycle access is proposed on Comet Way. This will provide a pedestrian / cycling link with the current footway on Comet Way and the on-plot car parking. It also provides access to cycling parking spaces both outside on the link and within the secure Cycle store within the eastern core. A 1.5m wide pedestrian access will allow residents access via Goldsmith Way to western core and the car parking spaces on plot. The largest Cycle store onsite, with space for 56 bicycles, is accessed via Jetliner Way. Residents will access the southern core through this entrance and the bike store

2.4 Vehicular Access

- 2.4.1 The main and only vehicle access to the site will be directly off Goldsmith Way. The existing access and egress to the site via Comet Way will be stopped up, this will benefit the safety and efficiency as Comet Way as a movement corridor.

2.5 Car and Cycle Parking

The car and cycle parking at the Site will be provided in accordance with Welwyn Hatfield Borough Council's (WBHC's) Supplementary 'Supplementary Planning Guidance: Parking Standards' (2004) and the 'Interim Policy for Parking Standards and Garage Sizes' (2014). The standards set out in the Supplementary Planning Guidance for residential developments are presented in Table 2.1.

Table 2.1 – Maximum Parking Standards

Use Class	Description of Development	Maximum Car Parking Standards		Cycle Parking Standards
		Zones 1 and 2	Elsewhere	
C3 Residential	a) General needs			1 l/t space per unit if no garage or shed provided
	a. Bedsits	0.75 spaces per bedsit	1.25 spaces per bedsit	
	b. 1-bedroom dwellings	0.75 spaces per dwelling	1.25 spaces per dwelling	
	c. 2-bedroom dwellings	1.0 space per dwelling	1.5 space per dwelling	
	d. 3-bedroom dwellings	1.5 spaces per dwelling	2.25 spaces per dwelling	
	e. 4 or more-bedroom dwelling	2.0 spaces per dwelling	3.0 spaces per dwelling	

- 2.5.1 It is proposed to provide 100 car parking spaces, of which 16 would be suitable for use by disabled motorists. This represents a ratio of 0.85 spaces per apartment. This is considered to be an appropriate response to the site's highly accessible location, and a reflection of the fact that many people will not require the use of a car to access shops, facilities and employment.
- 2.5.2 The Council's Vehicle Parking SPD classifies the area within which the site is located as Zone 3, which implies a need for a relatively high level of car parking. However, the SPD is very out of date, having been adopted 16 years ago, and the zonal maps within it clearly show that it was produced before the majority of the development surrounding the site was built; this includes the bus station, which sits immediately to the south of the site. As we have noted above, the site is in now in one of the most sustainable and well-connected locations in the Borough, and this must be considered when applying the car parking standards.
- 2.5.3 Whilst the SPD only specifies maximum parking standards for new development, and it does not set minima, the Council's interim policy from 2014 states that the SPD's figures will be used as guidance. If it were assumed that the site was within Zones 1 or 2 (a far more realistic assessment than zone 3), then the maximum allowance would be for 0.75 spaces per 1 - bedroom apartment, and 1 space per 2-bedroom apartment. This would equate to an allowance of 105 spaces. As such, the proposed level of car parking is similar to the level the SPD suggests is appropriate in this location. In light of this, we consider that the proposals are entirely acceptable in this regard.
- 2.5.4 To further justify the level of car parking space provision for the proposed development, the 2011 Census dataset (LC4415EW) for the super output area E02004989 was analysed to understand the forecast residential car parking demand. The analysis found that the forecast residential car parking demand is 81 spaces (**Appendix D**). The proposed development is also required to provide visitor parking spaces equating to 10% of the overall parking. This equates to 8 visitor parking spaces. The total forecast parking required for the proposed development is 89. The proposed development will provide 100 parking spaces and will therefore be able to accommodate the forecast parking demand.
- 2.5.5 The proposed development will also provide the following:
- 16 disabled parking spaces (included within the total car parking spaces provided);

- 8 electric vehicle parking spaces. All remaining parking spaces will be constructed so that they can be retrofitted with electric vehicle charging points.

2.5.6 The proposed development will also provide 164 cycle parking spaces. The overall parking to be provided at the development is set out in Table 2.2.

Table 2.2 – On-site Parking Provisions

Car Parking	Disabled Parking (included within car parking provision)	Electric Vehicle Parking (included within car parking provision)	Cycle parking
100	16	8	164

2.6 Summary

- 2.6.1 The proposed development will redevelop the existing land use into 118 residential apartments. The proposed development will consist of 51 1-bed apartments and 67 2-bed apartments.
- 2.6.2 The car and cycle parking at the Site will be provided in accordance with WHBC’s Supplementary Planning Guidance: Parking Standards (2004) and the Interim Policy for Parking Standards and Garage Sizes (2014). The Site will provide 100 unallocated car parking spaces, including 10 visitor spaces, 16 disabled parking spaces and 8 electric vehicle parking spaces. 164 cycle parking spaces will also be provided. The parking provision will accommodate the forecast car parking space demand as well as the visitor car parking space requirement.

3 Policy Review

3.1 Introduction

3.1.1 This TP has been prepared in line with relevant national and local policies and guidance. The relevant policies and guidance have been identified and detailed in this section of the report. The policies and guidance covered are as follows:

- National Policies and Guidance
 - National Planning Policy Framework (2019);
 - Planning Practice and Guidance: Travel plans, Transport Assessments and Statements in Decision-Taking (2014); and
 - Creating Growth, Cutting Carbon - Making Sustainable Local Transport Happen (2011).
- Local Policies and Guidance
 - Hertfordshire's Local Transport Plan 2018-2031 (2018); and
 - Welwyn Hatfield Borough Council Draft Local Plan Proposed Submission (2016).

3.2 National Policies

National Planning Policy Framework (2019)

3.2.1 The key aim of the revised National Planning Policy Framework (NPPF) is to promote and achieve sustainable development. This aim is highlighted in Paragraph 10 which states that '*at the heart of the Framework is a presumption in favour of sustainable development*'.

3.2.2 Chapter 9 of the NPPF covers the promotion of sustainable transport. The NPPF states that:

- *Transport issues should be considered from the earliest stages of plan-making and development proposals, so that:*
 - *the potential impacts of development on transport networks can be addressed;*
 - *opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised;*
 - *opportunities to promote walking, cycling and public transport use are identified and pursued;*
 - *the environmental impacts of traffic and transport infrastructure can be identified, assessed and considered;*
 - *patterns of movement, streets, parking and other transport considerations are integral to the design of schemes and contribute to making high quality places.*

3.2.3 Chapter 9 of the NPPF also states the following:

- *'Maximum parking standards for residential and non-residential development should only be set where there is a clear and compelling justification that they are necessary for*

managing the local road network, or for optimising the density of development in city and town centres and other locations that are well served by public transport.'

- *'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.'*
- *'All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed.'*

Planning Practice Guidance: Travel plans, Transport Assessments and Statements in Decision-Taking (2014)

3.2.4 This guidance supersedes earlier guidance published by the Department for Transport in 2009 (*'Good Practice Guidelines: Delivering Travel Plans through the Planning Process'*) and has been prepared in consultation with Department for Communities and Local Government (DCLG), bringing together current practice from examples from around the country.

3.2.5 The Planning Practice Guidance covers:

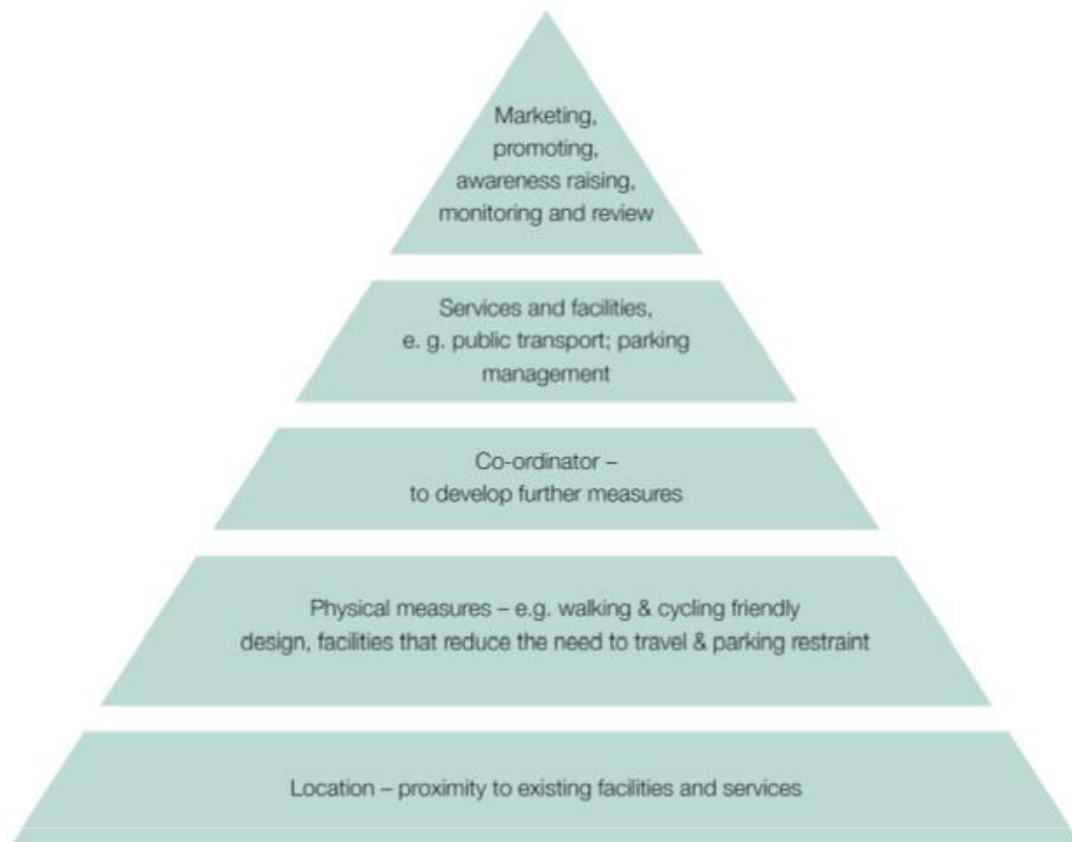
- when is a Travel Plan required;
- how should the need for and scope of a Travel Plan be established;
- what information should be included in a Travel Plan; and
- how a Travel Plan should be monitored.

3.2.6 Paragraph 11 of the guidance states that:

- *"Travel Plans should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements all of which should be proportionate. They should also consider what additional measures may be required to offset unacceptable impacts if the targets should not be met.*
- *Travel Plans should set explicit outcomes rather than just identify processes to be followed (such as encouraging active travel or supporting the use of low emission vehicles). They should address all journeys resulting from a proposed development by anyone who may need to visit or stay, and they should seek to fit in with wider strategies for transport in the area."*

3.2.7 The previous Good Practice Guidelines document contained a *'Travel Plan Pyramid'* (Figure 2.1) which illustrates the measures and actions that can be used when creating a Travel Plan. Whilst this document is no longer current, the principles set out in the pyramid remain relevant when considering and preparing Travel Plans.

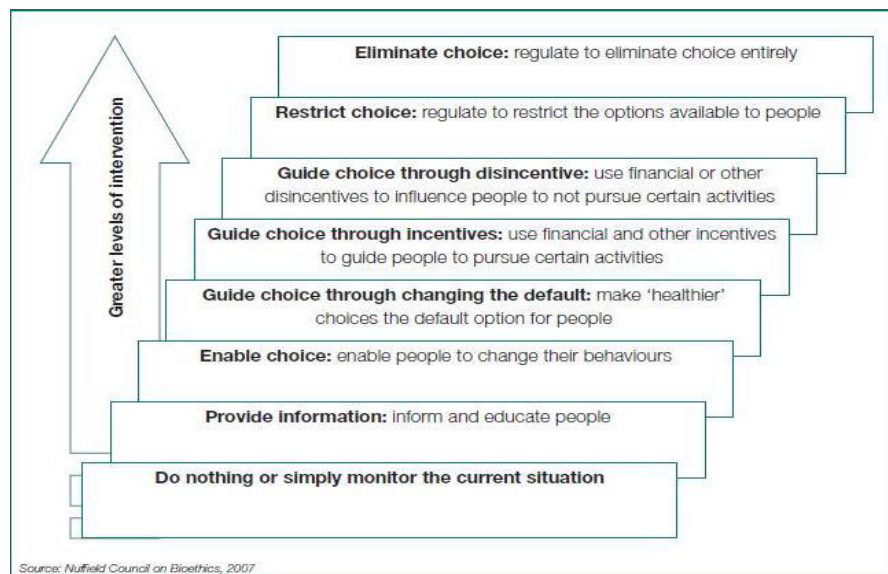
Figure 2.1 – Travel Plan Pyramid (DfT)



Creating Growth, Cutting Carbon - Making Sustainable Local Transport Happen (2011)

- 3.2.8 This White Paper forms part of the Government's overall strategy to tackle carbon emissions from transport by encouraging short trips (less than 5 miles) to be undertaken using sustainable modes of transport such as walking, cycling and public transport. The document sets out mechanisms for local authorities to deliver local sustainable transport and provides practical guidance for local authorities on dealing with transport issues in their areas, supported by case studies.
- 3.2.9 The Government set out their priority within this White Paper for local transport to:
- *'Encourage sustainable local travel and economic growth by making public transport and cycling and walking more attractive and effective, promoting lower carbon transport and tackling local road congestion'.*
- 3.2.10 The *'Ladder of Interventions'*, shown in Figure 2.2, provides a useful framework for Travel Plans, setting out the full range of interventions available to deliver an effective travel demand management strategy and mode shift towards sustainable transport.

Figure 2.2 – Ladder of Interventions (DfT)



3.3 Local Policies

Hertfordshire's Local Transport Plan 2018 – 2031 (2018)

3.3.1 The Local Transport Plan sets out how transport can help deliver a positive future vision for Hertfordshire by having a major input into wider policies such as economic growth, meeting housing needs, improving public health and reducing environmental damage whilst also providing for safe and efficient travel. The Local Transport Plan accelerates the transition from a previous transport strategy that was largely car based to a more balanced approach which caters for all forms of transport and seeks to encourage a switch from the private car to sustainable transport. The Local Transport Plan sets out the objectives, policies and key schemes that will achieve this switch. Policy 5 is of relevance to this TP and states to:

- *“Ensure the location and design of proposals reflect the LTP Transport User Hierarchy and encourage movement by sustainable transport modes and reduced travel demand.*
- *Secure developer mitigation measures to limit the impacts of development on the transport network, and resist development where the residual cumulative impact of development is considered severe.*
- *Require a travel plan for developments according to the requirements of ‘Hertfordshire’s Travel Plan Guidance’.*”

Welwyn Hatfield Borough Council Draft Local Plan Proposed Submission (2016)

3.3.2 The draft Local Plan sets out the Council’s planning framework for the borough, identifying how much and what type of development is needed and where it should be accommodated. The previous district plan was adopted in 2005 and covered the period up to 2011. The new Local Plan covers the period to 2032. Policy SADM3 is of relevance to this TP. Policy SADM3 states:

- *“All development at or above the thresholds set out in Hertfordshire County Council’s Hertfordshire Travel Plan Guidance will be required to submit a Travel Plan as part of a planning application.”*

4 Existing Conditions

4.1 Introduction

4.1.1 This section reviews the site location and existing transport infrastructure surrounding the Site.

4.2 Site Location

4.2.1 The Site is located on Comet Way, Hatfield. There are a mix of uses surrounding the Site, including the Eisai Pharmaceutical Company to the north, a fast-food restaurant to the east, a residential development and Travelodge to the west and the Galleria shopping centre and car park to the south. The Site is currently occupied by a vacant Volkswagen Commercial Vehicle Dealership (0.47ha).

4.3 Local Amenities

4.3.1 The local amenities and their approximate distance to the Site is set out in Table 4.1. The table also estimates the walking and cycling times to the amenities from the Site based on a walking speed of 1.4m/s and a cycling speed of 4.4m/s.

Table 4.1 – Local Amenities

Category	Name of Amenity	Distance (m)	Walking Time (min)	Cycling Time (min)
Education	Bright Comets Day Nursery	450	5	2
	The University of Hertfordshire	750	9	3
	Hatfield Community Free School	1000	12	4
	Birchwood Avenue Primary School	1200	14	5
Health	David Lloyd Health Club	400	5	2
	Lloyds Pharmacy	800	10	3
	Wrafton House NHS Surgery	1100	13	4
Pub/ Restaurants	KFC Hatfield	200	2	1
	Pizza Express	350	4	1
	Harpsfield Hall	700	8	3
Retail	The Galleria	450	5	2

*distance calculated from site access

4.4 Pedestrians and Cyclists

Pedestrians

- 4.4.1 Footways are provided along both sides of Goldsmith Way, measuring approximately 2.0m in width, providing a pedestrian link from the Site to surrounding amenities and Comet Way. A footway is provided along the northern side of Jetliner Way, approximately 4.0m in width at the junction with Tamblin Way/ Goldsmith Way and reduces to approximately a 3.0m wide footway/ cycleway leading east towards Comet Way and Hatfield Town Centre.
- 4.4.2 Comet Way provides a footway/ cycleway approximately 3.0m in width along the northern side and a footway approximately 2.0m in width along the southern side. A two-stage signalised pedestrian crossing is provided approximately 500m north along Comet Way providing onward travel. This provision is also at the junction with Tamblin Way, connecting to an existing cycle lane which continues into the business park.

Cyclists

- 4.4.3 There is intermittent provision for cyclists in the immediate proximity of the Site, so cyclists must use the carriageway when not provided. The low speed limits on Goldsmith Way (20mph) and Tamblin Way (30 mph) are therefore conducive to cycling. The Site is located approximately 300m west of the National Cycle Route (NCR) 61 which can be accessed via Lemsford Road using the two-stage signalised crossing across Comet Way. The NCR 61 routes from Maidenhead to Hatfield, Welwyn Garden City and Hertford before arriving near Hoddesdon.

4.5 Public Transport

Bus

- 4.5.1 There are several bus stops near the Site, the closest of which is located opposite Eisai Pharmaceutical Company approximately 600m to the northwest of the Site on Mosquito Way. These bus stops are 200m further than the desirable walking distance of 400m recommended by The Chartered Institute of Highways and Traffic's (CIHT) 'Providing for Journeys on Foot' report (2000), but well within the 1.6km range specified by the CIHT as the distance "most people will walk"¹. These bus stops provide seating, shelter, flagpole, and timetables and are served by nineteen different bus services throughout the week. Further detail on the destinations and frequencies of some of these services is set out in Table 4.2.

Table 4.2 – Local Bus Services

Route	Destinations	Frequency		
		Weekday	Saturday	Sunday
341	Hatfield Town Centre - Essendon - Hatfield Railway Station - Hertford - Hoddesdon - Broxbourne	Five daily	Five daily	-
601	Watford - Bushey - Shenley - London Colney - St Albans - Hatfield	Every 30 minutes	Every 30 minutes	Hourly

¹ Planning for Walking (CIHT, 2015), page 29

Route	Destinations	Frequency		
		Weekday	Saturday	Sunday
614	Hatfield Station - Hatfield Business Park - University of Hertfordshire - Barnet - Edgware - Queensbury Station	Hourly	Hourly	-

Rail

- 4.5.2 The nearest railway station to the Site is the Hatfield Railway Station located approximately 1.5km to the east of the Site. The railway station is accessible from the Site via bus services 301, 614, 641 providing future occupants with a sustainable alternative to driving. The rail services provided at Hatfield Railway Station are set out in Table 4.3.

Table 4.3 – Hatfield Railway Station Services

Destination	Frequency		
	Weekday	Saturday	Sunday
Welwyn Garden City	Every 15 mins	Every 10 - 15 mins	Every 15 – 30 mins
London Kings Cross	Every 30 mins	Every 30 mins	Every 30 mins
Moorgate	Every 15 mins	Every 30 mins	Every 30 mins
Royston	Hourly	Every 30 mins	Hourly
Cambridge	Hourly	Every 30 mins	Hourly

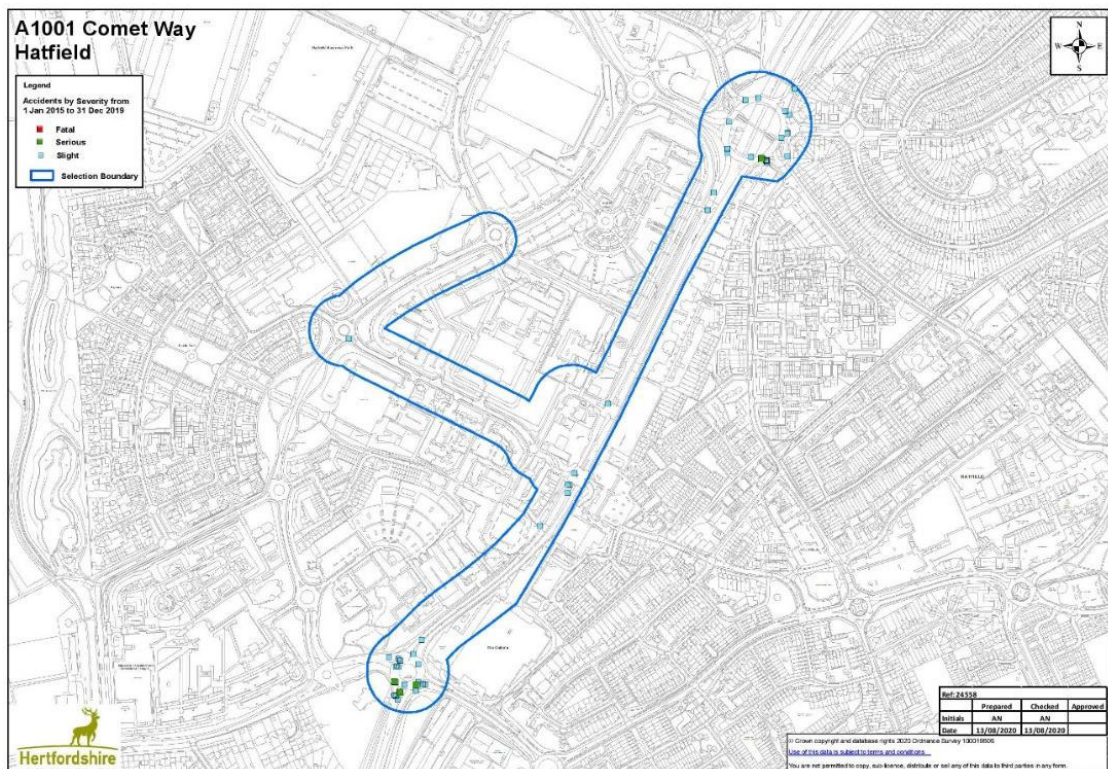
4.6 Local Highway Network

- 4.6.1 Vehicular access to the existing site is via Comet Way (A100). Comet Way is approximately 15m in width with a speed limit of 50mph. Comet Way connects with Wellfield Road/ Birchwood Avenue/ Manor Road/ Hatfield Avenue roundabout to the north and Cavendish Way/ St Albans Road W roundabout to the south.

4.7 Road Safety Assessment

- 4.7.1 The latest five years (2015 - 2019) of Personal Incident Accident (PIA) data has been obtained from HCC to help understand the existing road safety conditions surrounding the Site. The PIA assessment area was determined based on walking routes to public transport facilities in addition to the most relevant local junctions. The geographical area of analysis is illustrated in Figure 4.1.

Figure 4.1 – PIA Area of Analysis



4.7.2 A review of the PIC data identified that 52 incidents occurred in the assessment area during the latest five years. The severity of the 52 incidents were categorised as 48 slight, 4 serious and 0 fatal incidents. Analysis of the PIC data identified three clusters of incidents located at:

- The Comet Way Rbt/ A1001 Comet Way;
- A1001 Comet Way Rbt/ A1057 St Albans Road West; and
- B197 Wellfield Road/ A1001 Birchwood Rbt.

4.7.3 These clusters accounted for 16 accidents involving one pedestrian and two cyclists over the last five years.

4.8 Summary

4.8.1 A review of the existing transport infrastructure and services has identified that there are opportunities to access the Site by sustainable travel.

4.8.2 The footways provided along Comet Way connect to the wider pedestrian network and provides connectivity to destinations including the Hatfield Town and the railway station. The lack of dedicated cycle infrastructure means that cyclists may be required to cycle on-road.

4.8.3 There are several public transport facilities and services provided in proximity to the Site with the closest bus stop being located approximately 600m to the northwest of the Site and the closest railway station being located approximately 1.5km to the east of the Site. These facilities are accessible via foot and provides regular services to destinations further afield.

4.8.4 A review of the PIC data identified that 52 incidents occurred in the assessment area during the latest five years. Analysis of the PIC data identified three clusters of incidents.

5 Aims, Objectives and Targets

5.1 Introduction

5.1.1 This section sets out the aims, objectives, and targets of this TP.

5.2 The Aim

5.2.1 The aim of this TP is to:

- *'reduce single occupancy vehicle use and promote sustainable modes of travel at the Site'.*

5.2.2 The objectives adopted to achieve the aim of this TP is set out in Table 5.1.

Table 5.1 – Objectives

Reference No.	Objectives
1	To reduce reliance on single occupancy car travel by facilitating and encouraging the use of sustainable modes of travel
2	To improve health and wellbeing
3	To raise awareness of the Travel Plan and its objectives
4	To continually develop, monitor and evaluate the progress of the Travel Plan towards achieving its target

5.3 Targets

5.3.1 Targets are proposed as the measurable goals by which the implementation and effectiveness of the Travel Plan will be assessed. These have been set over a five-year timeframe and are designed to be “SMART” (Specific, Measurable, Achievable, Realistic, and Time-bound).

5.3.2 Given that the future mode share of residents is not known at this pre-occupation development stage, interim targets are included in this Travel Plan. These interim targets will be updated by the TPC in agreement with HCC upon completion of the baseline Householder Travel Surveys which will be conducted at 50% occupation or one year after first occupation of the development.

5.3.3 In order to forecast resident mode share at the development, the following methodology has been adopted:

- **Interim Baseline Mode Share** - an interim baseline mode share has been sourced from 2011 Census Journey to Work data for E02004989 that includes the area surrounding the proposed site. This indicated a baseline mode share for single occupancy car travel of 73%; and
- **Interim Modal Share Targets** – In the absence of any specific TP target in the Hertfordshire County Council Travel Plan Guidance, the following target has been identified for this TP based on experience on similar developments: *'Reduce single occupancy vehicle use by 10% within five years of implementation of the Travel Plan'.*

- 5.3.4 The following interim mode share targets are therefore proposed for the Residential Travel Plan to be achieved by the end of the Year 5 Review for resident travel.

Table 5.2 – Residential Travel Plan Interim Targets (Residents)

Mode	Interim Baseline Mode Share (2011 Census)	Mode Shift	Net Change	Interim Targets
Single Occupancy Vehicle	73%	-10.0%	-7.3%	65.7%
Other	27%		+7.3%	34.3%

5.4 Summary

- 5.4.1 The aim of this TP is to '*reduce single occupancy vehicle use and promote sustainable modes of travel at the Site*'. Four objectives have been adopted to achieve this aim. A SMART mode share target to '*reduce single occupancy vehicle use by 10% within five years of implementation of the Residential Travel Plan*' was identified in the absence of any specific TP target in the Hertfordshire County Council Travel Plan Guidance.
- 5.4.2 The forecast baseline mode share of the proposed development was derived from the 2011 Census dataset in the absence of any site-specific surveys. The TP mode shift target was applied to the forecast baseline mode share of the proposed development to determine the mode share targets of the proposed development. A baseline travel survey will be conducted to establish the actual baseline mode share of the proposed development once 50% of the development is occupied or one year after first occupation of the development. The results of the survey will form the new baseline from which the annual mode share targets will be calculated.

6 Residential Travel Plan Measures

6.1 Introduction

- 6.1.1 This section sets out the proposed package of measures that will be implemented as part of this TP. These measures are deemed most appropriate to the scale, use and location of the Site as well as having the greatest potential for influencing travel to and from the Site by sustainable modes.
- 6.1.2 The responsibility of implementing and managing the measures will be with the developer and the Travel Plan Coordinator (TPC) who will be appointed by the developer. The role of the TPC is discussed in further detail in Section 7.

6.2 Pedestrians and Cyclists

- 6.2.1 Walking and cycling offer the opportunity to replace short car trips of less than 2km and 5km, respectively, with a healthy and sustainable mode of transport. The following measures will be implemented as part of this TP:
- The provision of 164 cycle parking spaces;
 - The provision of a £50 bicycle voucher to each household to use towards purchasing cycling equipment;
 - The TPC will set up a cycle forum whereby cyclists can discuss their views and concerns;
 - The provision of a Residential Travel Information Pack to each resident. The Residential travel Information Pack will contain the following:
 - Links to useful walking/cycling websites;
 - Information on the health benefits of walking/cycling;
 - Information and maps of the local amenities within walking/cycling distances; and
 - Information on walk/cycle events.

6.3 Public Transport

- 6.3.1 Whilst walking and cycling offer opportunities to replace short and medium distance car trips, bus and rail systems offers the greatest opportunity to replace car travel over longer distances. The following measures will be implemented as part of this TP:
- The latest information on bus/train services will be displayed electronically on-site;
 - The provision of a Residential Travel Information Pack to each resident. The Residential Travel Information Pack will contain the following:
 - A map illustrating the local bus routes and bus stops in proximity to the Site;
 - Information on the local bus services and rail services; and
 - Links to useful bus/rail websites.

6.4 Sustainable Car Use

6.4.1 Car sharing can be an effective method in reducing peak hour congestion and demand for car parking spaces both on and off-site. Encouraging car sharing will be particularly effective for the development given the high baseline percentage of single occupancy vehicle drivers. Electric vehicle use will also be promoted on-site. The following measures will be implemented as part of this TP:

- The provision of eight electric vehicle parking spaces. All remaining parking spaces will be installed with ducting so that they can be retrofitted with electric vehicle charging points; and
- The provision of a Residential Travel Information Pack to each resident. The Residential Travel Information Pack will contain the following:
 - Information on the benefits of car sharing;
 - Information on the benefits of using electric vehicles;
 - Information on car sharing events; and
 - Links to useful car sharing websites.

6.5 Marketing and Promotion Strategy

6.5.1 It is recognised that a marketing and promotion strategy is key to the success of a Travel Plan. This TP will be promoted through the distribution of a Residential Travel Information Pack to each resident. The Residential Travel Information Pack will contain the information set out previously as well as the following:

- An introduction to the purpose of the Travel Plan;
- Links to useful websites; and
- The contact details of the TPC.

6.5.2 In addition to the Residential Travel Information Pack, the following measures will be implemented as part of this TP:

- Sustainable Travel Behaviour Champions will be identified. The Sustainable Travel Behaviour Champions will be residents of the development who will work through their own social network to promote sustainable travel opportunities.
- The provision of a free personalised journey planning service by the TPC.
- Training will be provided to all sales staff responsible for meeting with prospective residents. The training will focus on ensuring all staff are familiar with the objectives of the TP and are able to communicate the sustainable travel opportunities available.

6.6 Funding

6.6.1 The developer will fund all aspects of the TP, including managing and delivering the measures and monitoring and employing the TPC.

6.7 Summary

- 6.7.1 The aim of this TP will be achieved through the implementation of measures which are deemed to be most appropriate to the scale, use and location of the Site as well as having the greatest potential for influencing travel to and from the Site by sustainable modes. A number of measures have been identified in this section including measures to encourage walking, cycling, public transport use and sustainable car use.

7 Management, Monitoring and Review

7.1 Introduction

7.1.1 This TP is intended to be a 'living' document which will be updated as required through the lifetime of the plan. The management, monitoring and reviewing responsibilities of the TP will be with the developer and the TPC.

7.2 Travel Plan Coordinator

7.2.1 A Travel Plan Coordinator (TPC) will be appointed three months prior to first occupation of the proposed development. The TPC will be the individual responsible for the implementation, monitoring and management of the TP. The role of the TPC will include:

- Managing the implementation of measures set out in the TP;
- Promoting and marketing of the TP and its measures, including producing marketing material for incoming site users;
- Setting up appropriate management arrangements;
- Acting as a point of contact for site occupiers and other stakeholders in respect of the TP and related issues;
- Liaising with Hertfordshire County Council in implementing the TP;
- Collecting data and other information relevant to the implementation and future monitoring of the TP; and
- Submitting monitoring reports to Hertfordshire County Council.

7.3 Monitoring Process

7.3.1 The progress of the TP will be monitored through annual travel surveys prepared by the TPC. The results of the Travel surveys will be used by the TPC to prepare annual monitoring reports. The monitoring reports will include the following:

- The travel survey results including mode share;
- An analysis of the results;
- Contingency measures to mitigate any issues;
- An action plan; and
- Up to date contact details of the TPC.

7.3.2 The first travel survey and monitoring report will be undertaken once 50% of the development is occupied or one year after first occupation. The travel surveys and monitoring reports will be undertaken annually for a minimum of five years from full occupation of the development.

7.4 Contingency Measures

- 7.4.1 Appropriate contingency measures will be required should progress towards the mode shift target be unsatisfactory. The contingency measures will directly relate to the specific issues identified in the monitoring report. The contingency measures could include:
- The offer of free cycle training and cycle repair sessions;
 - Bus/rail vouchers for residents;
 - A prize draw for those who travel sustainably; and
 - An extension of the monitoring period and the TPC role beyond the initial five-year period.

7.5 Summary

- 7.5.1 This TP is intended to be a 'living' document which will be updated as required through the lifetime of the plan. The management, monitoring and reviewing responsibilities of the TP will be with the TPC and the developer.
- 7.5.2 The success of the TP will be monitored through annual travel surveys and monitoring reports. Appropriate contingency measures will be agreed should progress towards the mode shift targets be unsatisfactory.

8 Implementation Plan

8.1 The Plan

8.1.1 This section sets out the implementation plan of the TP. The implementation plan details the proposed TP measures as well as the responsibilities and timeframe for achievement. The implementation plan is set out in Table 8.1.

Table 8.1 – Implementation Plan

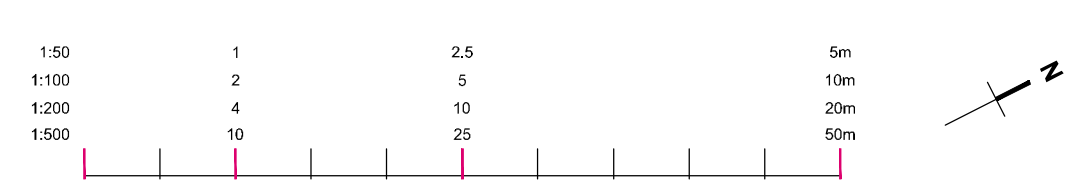
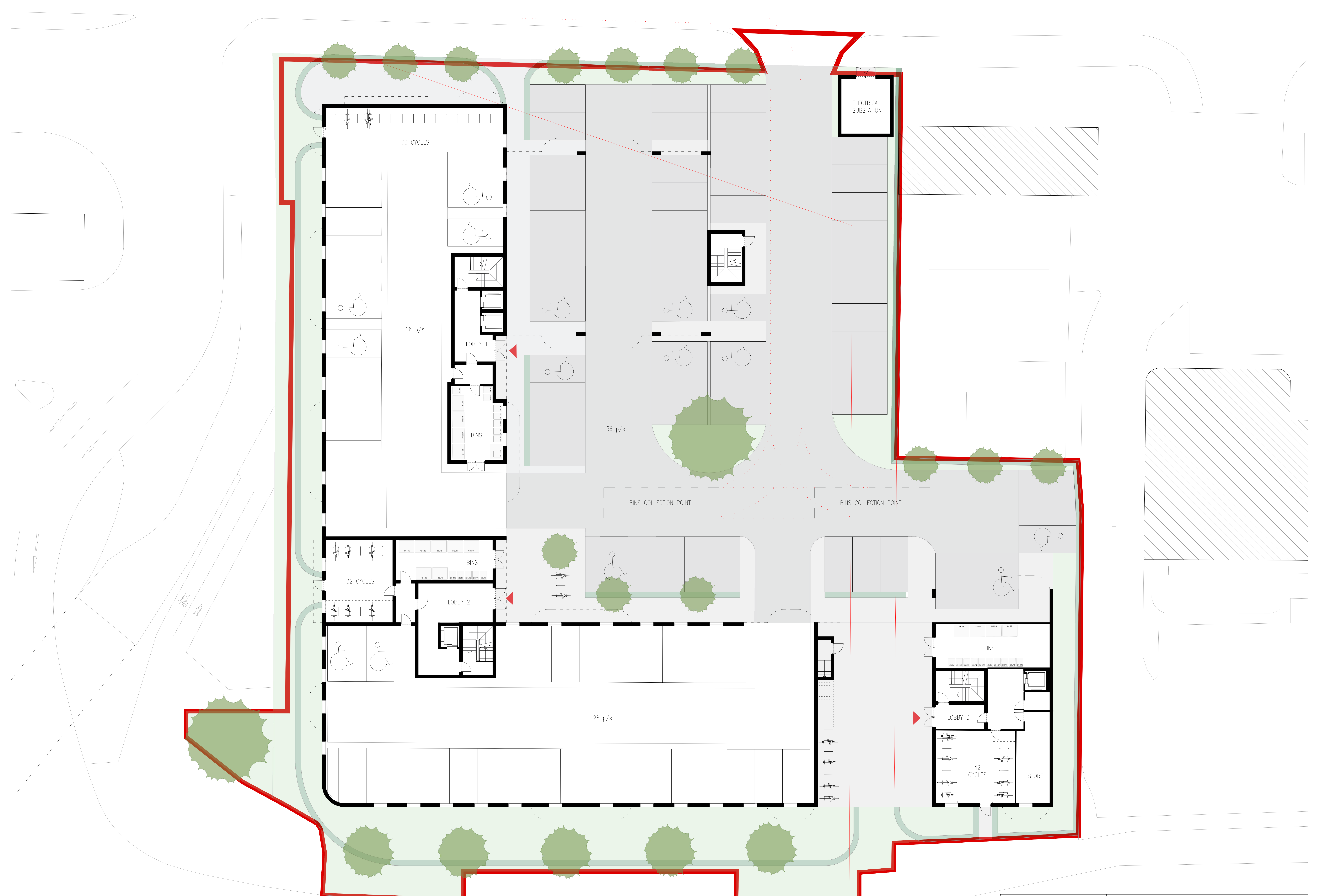
Item	Responsibility	Timeframe
Walking and Cycling		
The provision of 164 cycle parking spaces.	Developer	Prior to occupation
The provision of a £50 bicycle voucher to each household to use towards purchasing cycling equipment.	Developer	Upon occupation
The TPC will set up a cycle forum whereby cyclists can discuss their views and concerns.	TPC	Upon occupation
Public Transport		
The latest information on bus/train services will be displayed electronically on-site.	Developer	Upon occupation
Sustainable Car Use		
The provision of eight electric vehicle parking spaces. All remaining parking spaces will be installed with ducting so that they can be retrofitted with electric vehicle charging points.	Developer	Prior to occupation
Parking spaces will be allocated for car sharers (the number of spaces provided will be determined once the demand for car sharing is known).	Developer / TPC	Upon occupation
Marketing and Promotion Strategy		
Distribution of a Residential Travel Information Pack to each resident.	Developer / TPC	Upon occupation
Sustainable Travel Behaviour Champions will be identified.	TPC	Upon occupation

The provision of a free personalised journey planning service by the TPC.	TPC	Upon occupation
Training will be provided to all sales staff responsible for meeting with prospective residents.	Developer	Prior to occupation
Management, Monitoring and Review		
Appointment of TPC.	Developer	Prior to construction
Baseline travel survey.	TPC	Within three months of first occupation
Travel survey and monitoring reports.	TPC	Annually
Contingency measures.	Developer / TPC	Upon review of monitoring reports

9 Conclusion

- 9.1.1 Stantec has been commissioned by Comet Way Hatfield Ltd to prepare this Residential Travel Plan to accompany a planning application for the redevelopment of the Volkswagen Commercial Vehicle Dealership, Comet Way, Hatfield.
- 9.1.2 The proposed development will redevelop the existing land use to provide 118 new residential apartments. The proposed development will consist of 51 1-bed apartments and 67 2 bed-apartments.
- 9.1.3 The aim of this TP is to '*reduce single occupancy vehicle use and promote sustainable modes of travel at the Site*'. Four objectives have been adopted to achieve this aim. A SMART mode share target to '*reduce single occupancy vehicle use by 10% within five years of implementation of the Residential Travel Plan*' has been set.
- 9.1.4 The mode share target will be achieved through the implementation of the measures detailed in this TP. The responsibility of implementing the measures will be with the developer and the TPC.
- 9.1.5 The success of the TP will be monitored through annual travel surveys and monitoring reports. Appropriate contingency measures will be implemented should progress towards the mode shift targets be unsatisfactory.

Appendix A Proposed Site Layout Plan



Appendix B Car Parking Demand Calculations

LC4415EW - Accommodation type by car or van availability by number of usual residents aged 17 or over in household

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population All households
 units Persons
 date 2011
 area type 2011 super output areas - middle layer
 area name E02004989 : Welwyn Hatfield 010
 accomodation type Flat, maisonette, apartment, caravan or other mobile or temporary structure

No of Usual Residents in Households	All categories: Car or van availability	No cars or vans in household	No car (%)	Development parking spaces required	1 car or van in household	1 car (%)	Development parking spaces required	2 or more cars or vans in household	2 cars (%)	Development parking spaces required	Development parking spaces required *2
All categories: Number of usual residents aged 17 or over in household	1,377	625			582			170			
No usual residents aged 17 or over in household	0	0			0			0			
One usual resident aged 17 or over in household	680	363	53%	0	295	43%	22	22	3%	2	3
Two or more usual residents aged 17 or over in household	697	262	38%	0	287	41%	28	148	21%	14	28

In order to protect against disclosure of personal information, records have been swapped between different geographic areas. Some counts will be affected, particularly small counts at the lowest geographies.

1 Bed Unit	51
2 Bed Unit	67

Total 81