





Dear Business Owner,

In February we contacted you to share details on a consultation for a trial of a motor traffic-free environment on Queen's Crescent and a motor vehicle restriction on Grafton Road. A decision has now been made to proceed with a modified version of the proposed scheme. This letter focuses on specific information we want to provide to businesses on Queen's Crescent. You will also receive a letter that is being sent to 7,300 properties in the area with details of the scheme.

We understand that this is a challenging time for businesses, and we want to work together over the coming months to make this scheme work for local residents and businesses. In making this decision we have taken feedback from a wide range of stakeholders into account and have made changes to the scheme in response to business and wider community concerns.

In summary, some of the main responses to the consultation are below:

- An overall majority of those who responded to the consultation indicated that they did not agree that Queen's Crescent is currently a pleasant place to visit, shop and spend time.
- Overall, 49.7% people agreed with plans for a motor traffic-free zone on Queen's Crescent versus 43.5% of people who did not.
- The consultation also showed that walking was by far the main way people travelled to Queen's Crescent.

Data also highlights that 32,000 people live within a 15-minute walk (0.7 miles) of Queen's Crescent.

A summary of the consultation can be found in the decision report available online at camden.gov.uk/making-travel-safer-in-camden.

We want to make Queens' Crescent a more pleasant place that serves the diverse local community, for people to want to come and spend time, and money here. We want to introduce things that people have asked for in the consultation such as seating, street trees and a street market on additional days.

We also want to work with food-based businesses to enable them to use space created in the motor traffic-free zone for temporary table and chairs that can be used by their customers. If any business is interested in this opportunity, please read the 'Reopening your business safely in Camden' toolkit provided with this letter or get in touch via the email address below.

We understand that some people will still need to drive to Queen's Crescent and that businesses will have some customers arriving by motor vehicle. Parking will still be available on sections of Queen's Crescent outside of the motor traffic-free environment and on surrounding streets.



Getting customers to you. Did you know?

- Nearly 70% of households in Camden do not own a car.
- Cyclists and people coming on foot spend more money than those coming by car – up to 40% more a month.
- People who walk or cycle visit shops more often than car drivers.
- People on foot visit more shops.
- Environments that support walking and cycling generate economic uplift, and increase retail sales by up to 30%.
- People want to visit and spend time in areas that are less polluted, traffic-dominated and safe to use.

The motor traffic-free zone will run from Bassett Street to Weedington Road which you can see in the plan on the next page. The motor traffic-free zone is approximately 90m long and half way along Allcroft Road provides a location where people can be picked up or dropped off by motor vehicle.

In this letter you will find the following:

- A layout map/plan overview of the scheme
- Frequently asked questions (which covers questions like how loading can happen)
- Camden's Reopening High Streets guide

Construction of the motor traffic-free zone will commence from the 27th May 2021 and disruption will be kept to a minimum.

You have the right to comment at any point during the trial period via email, phone or online. Once the scheme is up and running you will be able to share your views on how the changes are going and answer a few quick questions via

[Camden.gov.uk/CommentQueensCrescent](https://camden.gov.uk/CommentQueensCrescent)



You can use this QR to access the site from your phone.

These changes are designed to reduce traffic dominance and make walking and cycling safer and easier, improve air quality and respond to the engagement in this area since 2015, all whilst bringing heavily anticipated public realm improvements to the area on a trial basis before a full public consultation, 6 months after a trial scheme, is launched.

If you have any questions please do not hesitate to get in touch via SafeTravel@camden.gov.uk

**Kind regards,
Camden Transport Strategy**

Overview Map



Motor traffic free zone
To be operational 24 hours per day, to restrict all motor vehicular access within this area, except for loading at certain times. Will be operated as a Pedestrian Zone during market times.



Existing Pedestrian Zone (during market times only)
Pedestrian Zones to operate during market times, in line with existing arrangement on Queens Crescent.



- - - - - Access restriction to motor vehicles

Motor vehicle routes



At all times



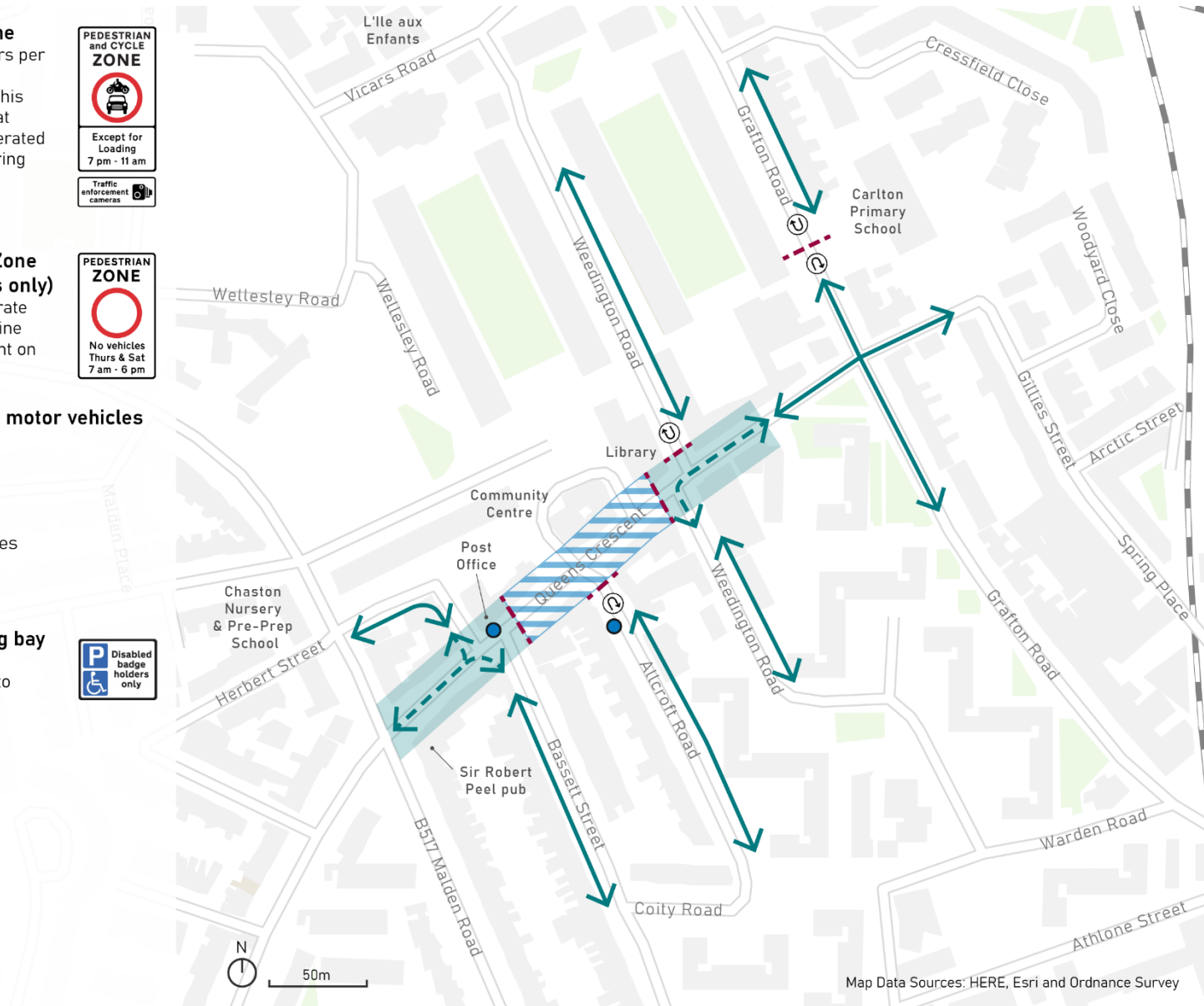
Outside of market times



Space for turnaround



New disabled parking bay
Disabled parking bays to ensure disabled access to Queens Crescent.



Frequently Asked Questions (FAQs)

The below FAQs relate specifically to the motor traffic-free zone on Queens Crescent. There will be a comprehensive list of FAQs uploaded to the Queen's Crescent Commonplace site which will be continually reviewed and updated.

How do I provide feedback?

You can comment at any point during the trial period via email or via the Queen's Crescent Commonplace site. The Commonplace website to share your views on how the changes are going is available at camden.gov.uk/CommentQueensCrescent

Once the changes have been up and running for a little while we will check in with all local residents and businesses over the summer to remind you how to comment. We will also contact all residents, businesses, and stakeholders with more information ahead of a full public consultation on the scheme after the trial has been in place for six months.

When will this happen?

Work is scheduled to commence from the 27th May 2021 and will take place between 9am and 5pm.

How can I receive deliveries?

An exemption for loading, for businesses, is provided within the motor traffic-free environment between the hours of 7pm and 11am on Monday - Wednesday and Friday and Sunday. On Thursdays and Saturdays the loading exemption will be between 7pm and 7am. With 7am being in line with the existing market operations. Outside of these times loading for businesses inside the motor traffic-free zone can either take places from available spaces on Queen's Crescent outside of the motor traffic-free zone or via Allcroft Road which is half way along the 90 meter length of the motor traffic-free zone.

How will my customers get to me?

The proposed motor traffic free section of Queen's Crescent is approximately 90m long and parking spaces are retained on sections of Queen's Crescent (outside the motor traffic-free zone) and on the surrounding streets, so those who need to park on or in close proximity to Queens Crescent will still be able to do so.

The proposed changes have been designed to reduce traffic dominance and improve road safety for the most vulnerable road users. Walking was the primary transport choice from respondents to the consultation in accessing Queen's Crescent and data shows that over 90% of trips for shopping purposes in Camden by Camden residents are made by public transport, foot, or bike.

How can I apply for a Pavement Licence?

We want to support local hospitality so temporary Pavement Licences have been introduced under the Business and Planning Act 2020 to enable food-led businesses to place removable furniture on the pavement adjacent to their premises on the public highway.

To assist local businesses to reopen, this licence application is fast-tracked and processed within 14 days. This includes a seven-day consultation period where businesses are required

to display a public notice outlining their plans and a seven-day determination period. Licences are granted for any length of time up to the end of 30 September 2022. The fee for this licence is set at £100. Businesses with existing pavement licences should have been contacted about renewing their licence already. If you had an existing licence and have not been contacted, please email tablesandchairslicence@camden.gov.uk

All furniture must be removed outside of opening hours, as a standard condition of this licence. A temporary pavement licence is not required for a premises placing furniture within its own private forecourt. For more information, visit camden.gov.uk/pavement-licencing or email tablesandchairslicence@camden.gov.uk

‘Streatory’ or licencing for a communal outdoor dining area

For businesses looking to organising a ‘streatory’ with a number of restaurants or cafes using a communal area away from the premises for dining or on the road, please email tablesandchairslicence@camden.gov.uk. Provide a telephone number so council staff can contact you to discuss the proposal and requirements. We will also be introducing informal public seating on Queen's Crescent during the trial (parklets). We hope that this will benefit businesses and market traders on the street by providing seating for customers, local residents and other visitors to the street.

How will the scheme be monitored?

We will monitor various aspects of the trial including traffic and pedestrian volumes and air quality and will also continue to work with the local resident and business community to understand what they feel is working well or otherwise. The proposals would be monitored during the trial period and feedback from traders and businesses with any additional needs would be considered for inclusion the in consultation six months after the trial is launched. Once the scheme is in place you can use our dedicated Commonplace website to share your views on how the changes are going via camden.gov.uk/CommentQueensCrescent .

What will happen on the existing street market days (Thursdays and Saturday)?

The existing street market will continue to operate on Thursdays and Saturdays with existing restrictions amended from Thursday 7am – 5.30pm and Saturday 7am - 6pm, to Thursday and Saturday 7am - 6pm.

How will refuse be collected?

Waste collections can continue as they currently do as refuse service vehicles are exempt from the proposed measures.

How will emergency services access properties?

Emergency services have been engaged as part of the development of this scheme. Emergency services can continue to access all properties in the area as they are exempt from no motor vehicle signage.

What other support is available for businesses?

Details of advice and support, including access to financial assistance for businesses negatively impacted by the pandemic, is available via: camden.gov.uk/financial-support-for-businesses-and-employers1

Camden has also commissioned support from the Rebel Business School, providing free two week masterclasses for local people, whether they are just starting out, or have an existing business they would like to grow. Find out more at camden.gov.uk/rebel

Find out more

To find out more on how we are making travel safer in Camden visit:

www.camden.gov.uk/making-travel-safer-in-camden
safetravel@camden.gov.uk / 020 7974 4444

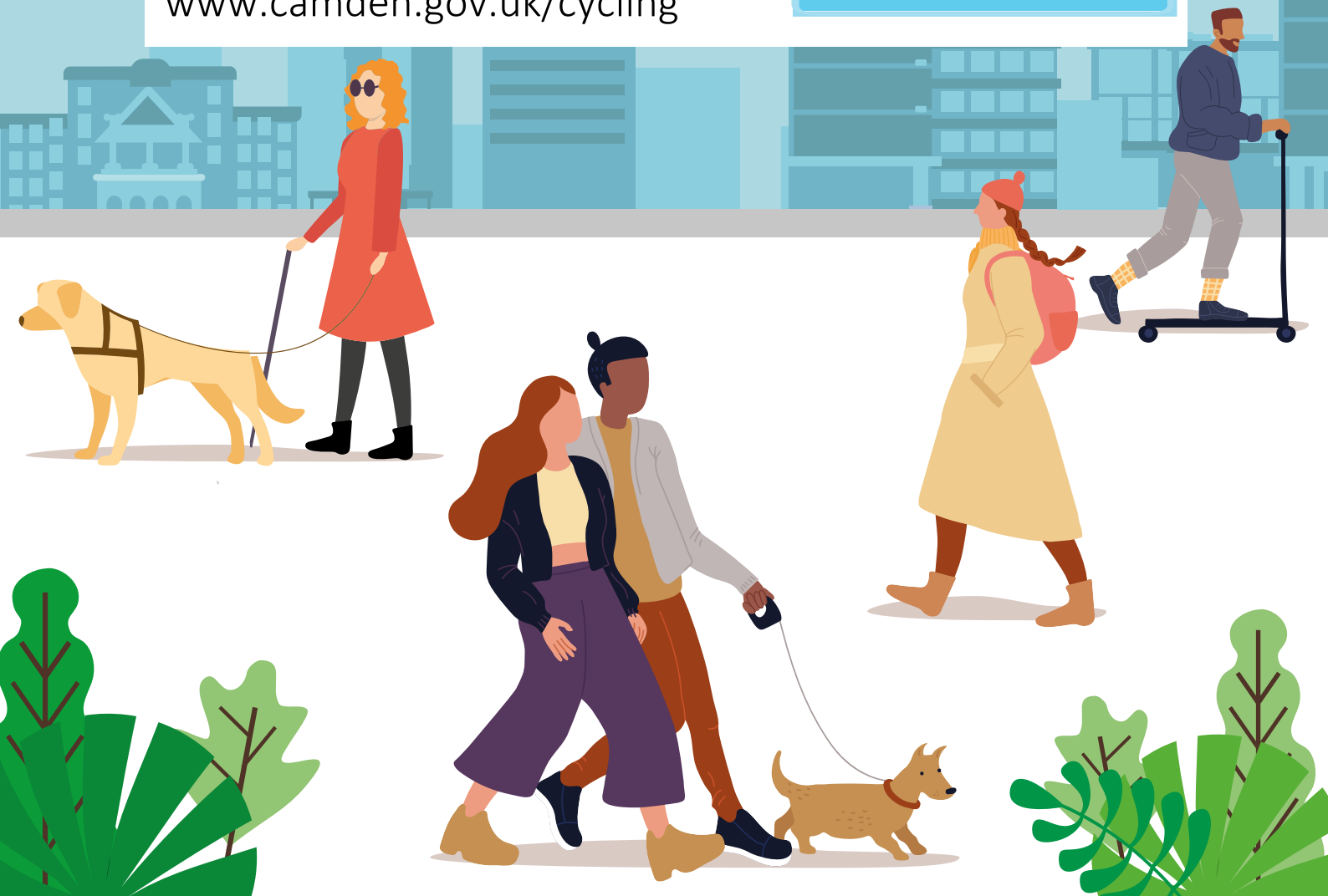
To give your general suggestions and feedback visit:
safetravelcamden.commonplace.is

To learn to cycle for the first time,
improve your cycling skills or for
a bike loan to help you your
way visit:

www.camden.gov.uk/cycling

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