ASDA

ABBEY PARK, WHITLEY

PROPOSED STORE EXTENSION

TRANSPORT ASSESSMENT

0836 / MAMT

June 2009
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- A draft Travel Plan has been prepared as a separate document

<table>
<thead>
<tr>
<th>Status</th>
<th>Author</th>
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<th>Check</th>
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1. INTRODUCTION

1.1 COTTEE Transport Planning are instructed by Asda Stores Ltd to produce a Transport Assessment (TA) in respect of their proposals to construct an extension and reconfigure the car park at their existing store located on London Road, Abbey Park, Whitley.

1.2 The purpose of this report is to consider the transport implications of the proposals on:

- site layout;
- car parking;
- non-car accessibility; and
- traffic conditions in the vicinity of the site.

1.3 A Scoping Study has been submitted to Coventry City Council (CCC) setting out the parameters to be used in this report. Agreement has been reached.

1.4 To assist in understanding the existing traffic conditions associated with the Asda Store and in the vicinity of the site, surveys were undertaken in July 2008 and September 2008 to determine trip rates and car parking demand.

1.5 The contents of this report are described in the following paragraphs. Section 2 describes the site and existing conditions. Section 3 explains the proposed development and sets out the scope of the study. Public transport, pedestrian and cycle accessibility are considered at Section 4.

1.6 Vehicular access and the traffic effects of the development are considered at Section 5, whilst car parking is examined at Section 6. At Section 7 the proposed development is considered in light of Transport Policy. Finally, at Section 8 a summary and conclusions is provided.

1.7 A draft Travel Plan has been prepared and attached as a separate document to this report and will be included within the planning application for the proposed development.

1.8 Asda’s planning consultant, RPS Group, examine the retail and planning aspects of the proposals in a separate report. A Design and Access Statement has been prepared by the Architects.
2. **THE SITE AND EXISTING CONDITIONS**

2.1 The Asda store is located to the south east of Coventry City Centre. Residential properties and London Road form the southern boundary of the site, whilst Humber Road and Seven Stars industrial estate form the eastern boundary. A nursing home and Council depot form the northern and western boundaries respectively.

2.2 A petrol filling station, car wash, taxi drop off / pick up, recycling and cash point facilities are provided within the site. A site location plan is attached at Appendix A, whilst a site context plan is attached at Appendix B.

2.3 Vehicular access is currently achieved via a roundabout junction with London Road. Servicing currently takes place via a left in / left out priority junction with London Road, around 300m to the west of the customer access roundabout.

**Traffic Surveys**

2.4 Traffic surveys were undertaken at the following junction on Friday 4 July (1500 – 1900 hours) and Saturday 5 July 2008 (1100 – 1500 hours):

- London Road / Humber Road / Allard Way / Asda Access – Five arm roundabout junction.

2.5 During pre application discussions, CCC requested that traffic surveys were also undertaken on Sunday 14 (0900 - 1300 hours) and Tuesday 16 (1500 – 1900 hours) September 2008.

2.6 Car park accumulation surveys were also undertaken at the store on Friday 4 July 2008 and Saturday 5 July 2008 between the hours of 0800 – 2000 to determine existing levels of car parking demand.

2.7 The surveys have enabled the determination of existing trip rates associated with the Asda store. A summary of the peak hour traffic flows are attached at Appendix C, whilst a summary of the base traffic flows obtained at the site access junction in July 2008 and September 2008 are included in the table below:

<table>
<thead>
<tr>
<th>Date and Time</th>
<th>Total Traffic Flows Recorded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday 4 July 2008 (Peak Hour 1600 – 1700)</td>
<td>5,306</td>
</tr>
<tr>
<td>Saturday 5 July 2008 (Peak Hour 1200 – 1300)</td>
<td>4,254</td>
</tr>
<tr>
<td>Sunday 14 September 2008 (Peak Hour 1200 – 1300)</td>
<td>3,631</td>
</tr>
<tr>
<td>Tuesday 16 September 2008 (Peak Hour 1700 – 1800)</td>
<td>4,734</td>
</tr>
</tbody>
</table>

2.8 The results indicate that higher traffic flows were recorded at the site access junctions during the Friday pm and Tuesday pm peak hours. Notwithstanding this, junction capacity analysis has been undertaken for all periods. This is discussed further at **Section 5**.

**Public Transport**

2.9 Information has been obtained from the bus operators in Coventry on existing services in the vicinity of the site. The principal bus stops are located on London Road at distances of 90 m and 180 m from the store entrance, for eastbound and westbound services respectively. A further
bus stop is provided on Humber Road, 300m to the east of the store. These bus stop locations are indicated on the site context plan attached at Appendix B, whilst a plan showing bus routes is attached at Appendix D.

2.10 These bus stops are served by the following routes:

<table>
<thead>
<tr>
<th>Service</th>
<th>Route</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Chapelfields – Toll Bar End via Coventry</td>
<td>Hourly (Mon – Fri)</td>
</tr>
<tr>
<td>11</td>
<td>Coventry – Stonehouse via Cheylesmore, Willenhall</td>
<td>1 every 30 mins (Mon – Fri)</td>
</tr>
<tr>
<td>21</td>
<td>Wood End – Willenhall via Coventry</td>
<td>1 every 10 mins (Mon – Fri)</td>
</tr>
<tr>
<td>21C</td>
<td>Wood End – Willenhall via Coventry, Cheylesmore</td>
<td>11 services a day (Mon – Fri)</td>
</tr>
<tr>
<td>21W</td>
<td>Wood End – Middlemarch via Coventry</td>
<td>7 services a day (Mon – Fri)</td>
</tr>
<tr>
<td>22</td>
<td>Bell Green – Willenhall via Coventry</td>
<td>1 every 20 mins Mon – Fri</td>
</tr>
<tr>
<td>570</td>
<td>Coventry – Harbury via Stretton, Marton, Southam</td>
<td>1 service a day (Mon – Fri)</td>
</tr>
<tr>
<td>580</td>
<td>Coventry – Rugby via Ryton, Stretton, Dunchurch</td>
<td>6 services a day (Mon – Fri)</td>
</tr>
<tr>
<td>737</td>
<td>Coventry – Coventry Airport (Siskin Parkway)</td>
<td>Hourly (Mon – Fri)</td>
</tr>
<tr>
<td>801</td>
<td>University Hospital – University via Willenhall</td>
<td>1 every 30 mins (Mon – Fri)</td>
</tr>
</tbody>
</table>

2.11 These services provide a frequency of 15 buses per hour and a connection to Coventry City Centre.

**Pedestrian / Cycle Access**

2.12 The pedestrian and cycle facilities in the vicinity of the site are good and comprise the following:

- zebra crossing facilities within the car parking area;
- pedestrian connections from the store entrance to the residential areas located within the vicinity of the site;
- pedestrian connections from the store entrance to the industrial and commercial uses in the vicinity of the site;
- a puffin crossing on London Road (west of the priority junction of London Road / Riverside Close);
- uncontrolled pedestrian facilities on the arms of the London Road / Allard Way / Humber Road roundabout junction; and
• 6 secure cycle parking spaces (3 Sheffield stands) located close to the store entrance for customers.

2.13 It can be seen that there is a very good network of pedestrian / cycle facilities both close to and within the site. The wider network of cycle routes is shown on a plan attached at Appendix E.

**Personal Injury Accident Data**

2.14 At the request of CCC, a review of the Personal Injury Accident (PIA) data for the three-year period to May 2008 has been undertaken and is included at Appendix F. A summary of PIA’s within the study area is set out in the table below:

<table>
<thead>
<tr>
<th>Location</th>
<th>Slight</th>
<th>Serious</th>
<th>Fatal</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. London Road / Humber Road / Allard Way / Asda Access</td>
<td>14</td>
<td>1</td>
<td>0</td>
<td>15</td>
</tr>
</tbody>
</table>

**London Road / Humber Road / Allard Way / Asda Access – Part Signalised Roundabout**

2.15 Three of the accidents involved pedestrians, all slight. Two slight accidents involved cyclists and one involving a motorcyclist. One serious accident involved a passenger climbing out of a window. Eight slight accidents involving two ‘nose to tail’ collisions, three vehicles failing to give way and three vehicle overtaking collisions.

**Overview**

2.16 A number of accidents at this junction have involved pedestrians and cyclists. CCC are proposing the introduction of a new pedestrian / cycleway along the southern boundary of the site (London Road). These improvements will incorporate new pedestrian / cycle crossing facilities on London Road and the Asda site access. In addition, ASDA, in association with the planning application for the store extension, are proposing the introduction of a new TOUCAN crossing facility on Humber Road. The introduction of these improvements will encourage the use of this route by pedestrians and cyclists accessing the store from the nearby residential areas. A preliminary drawing provided by CCC indicating the pedestrian / cycleway is attached at Appendix G, whilst a plan indicating a preliminary arrangement for the TOUCAN crossing on Humber Road is attached at Appendix H.
3. PROPOSED DEVELOPMENT AND SCOPE OF THE STUDY

3.1 It is proposed to increase the gross floor area of the store by 2,400 sqm (25,384 sqft) from 5,332 sqm (57,394 sqft) to 7,732 sqm (83,229 sqft) by constructing an extension on the north – eastern boundary of the store. The proposed increase in terms of retail floor space is 1,617 sqm (17,406 sqft) from 2,815 sqm (30,301 sqft) to 4,432 sqm (47,707 sqft). This represents an increase of 57%.

3.2 In addition, it is proposed to realign the access road into the Asda store and reconfigure the car park layout. Plans prepared by RPS Design Architects indicating the proposed site layout are attached at Appendix I.

3.3 A Scoping Study was submitted to CCC in July 2008 to agree the parameters for the TA and agreement has been reached. A copy of the Scoping Study, a minute of the meeting and subsequent correspondence with CCC are attached at Appendix J. The following parameters have been incorporated in this assessment:

Increase in Customers

3.4 To estimate the change in the number of car trips from an Asda extension, data has been obtained from other similar stores. The data relates to changes in the number of transactions over a twelve-month period prior to and after the extensions took place. The change in the number of transactions is a very good measure of the likely change in the number of vehicle movements. Indeed they are considered to be directly proportional. The fact that the data covers a period of twelve months prior to and twelve months after the extension took place provides a very good spread of data and is not subject to the variations in traffic that can occur, for example between different survey days and dates.

3.5 A table indicating the change in transactions arising from increases in store sizes is attached at Appendix K. It can be seen that for an increase in sales floor area of 25.2% on average transactions increased by 4.5%.

3.6 A store extension is designed to improve the shopping environment and to assist in maintaining market share in light of increasing competition from other retailers.

3.7 Furthermore it is Asda’s aim to encourage customers to stay longer in the store thereby increasing the average spend per trip. It can be seen therefore that it is not the primary aim to seek a large increase in customer numbers, rather food retailers must constantly seek to improve their offer in order to compete successfully with others in the marketplace.

3.8 Pro rata an increase of 57% in retail floor area would lead to a 10.2% increase in transactions. It has been assumed that the number of transactions is proportional to the number of car trips to the store i.e. a 10.2% increase in transactions would lead to a 10.2% increase in car trips.

3.9 It is proposed to apply the 10.2% increase to the trip rates established by the traffic surveys as set out in Section 2.

3.10 The measured peak hour traffic flows to the store together with a 10.2% increase are listed below:
### 3.11 During pre application discussions, CCC requested, for robustness, a sensitivity analysis is undertaken based on the 85th percentile value. A table indicating the 85th percentile (Carlisle Store) change in transactions arising from the increases in store sizes is attached at Appendix L. It can be seen that for an increase in sales floor of 16.4% on average transactions increased by 5.1%.

### 3.12 Pro rata an increase of 57% in retail floor area would lead to a 17.7% increase in transactions. It has been assumed that the number of transactions is proportional to the number of car trips to the store i.e. a 17.7% increase in transactions would lead to a 17.7% increase in car trips.

### 3.13 It is proposed to apply the 17.7% increase to the trip rates established by the traffic surveys as set out in Section 2.

### 3.14 The measured peak hour traffic flows to the store together with a 17.7% increase are listed below:

<table>
<thead>
<tr>
<th></th>
<th>Existing Store</th>
<th>Proposed Store (17.7% increase)</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Arrivals</td>
<td><em>deps.</em></td>
<td>Arrivals</td>
</tr>
<tr>
<td>Friday PM peak hour</td>
<td>553</td>
<td>538</td>
<td>98</td>
</tr>
<tr>
<td>1600 – 1700</td>
<td></td>
<td>95</td>
<td>651</td>
</tr>
<tr>
<td>Saturday peak hour</td>
<td>562</td>
<td>567</td>
<td>99</td>
</tr>
<tr>
<td>1200 – 1300</td>
<td></td>
<td>100</td>
<td>661</td>
</tr>
<tr>
<td>Sunday peak hour</td>
<td>528</td>
<td>540</td>
<td>93</td>
</tr>
<tr>
<td>1200 – 1300</td>
<td></td>
<td>96</td>
<td>621</td>
</tr>
<tr>
<td>Tuesday peak hour</td>
<td>461</td>
<td>529</td>
<td>82</td>
</tr>
<tr>
<td>1700 – 1800</td>
<td></td>
<td>94</td>
<td>543</td>
</tr>
</tbody>
</table>

**Traffic Distribution**

### 3.15 Development traffic has been distributed in accordance with existing traffic patterns. Flow diagrams showing the distribution and assignment of development traffic are attached at Appendix C.
Traffic Growth

3.16 It has been agreed with CCC that no growth is to be applied to base traffic flows. Therefore capacity analysis is to be undertaken based on the traffic flows obtained from the 2008 surveys.

3.17 Traffic flow diagrams showing base traffic flows are attached at Appendix C.

Committed Development

3.18 The following committed development sites are to be incorporated into this assessment:

- CCC Application Reference: 52546 – New Stoke Village - Traffic flow information associated with this development are indicated on the traffic flow diagrams attached at Appendix M (Figures extracted from Transport Assessment prepared by Walker Engineering Dated May 2005). Note: The TA prepared by Walker Engineering also included the removal of existing traffic from the local network. Therefore, this has been taken into consideration with this assessment. Traffic flow diagrams indicating the existing movements to be removed are also attached at Appendix M.

  Note: Traffic flows only provided for the AM and PM Peak Hours. Therefore, only PM peak hour traffic flows have been included within this assessment.

- CCC Application Reference: 48976 – New Century Park, Allard Way - Traffic flow information associated with this development is indicated on the traffic flow diagrams attached at Appendix N (Figure 9 extracted from the Transport Assessment dated November 2001 prepared on behalf of British Land Ltd.).

  Note: Traffic flows only provided for the AM and PM Peak Hours. Therefore, only PM peak hour traffic flows have been included within this assessment.

- CCC Application Reference: 47334 – Whitley Business Park - Traffic flow information associated with this development is indicated on the Design and Calculation sheet attached at Appendix O (Taken from the Transport Assessment prepared by Oscar Faber dated October 1997).

3.19 Traffic flow diagrams showing base traffic flows plus committed and the combination of existing plus committed and proposed development have been prepared and included at Appendix C.

Threshold Analysis

3.20 A threshold test has been carried out at each of the junctions surveyed above and the results are included in the table below:
Average increase in transactions (10.2% Increase in trips)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Junction 1: London Road / Humber Road / Allard Way / Asda Access</td>
<td>6,205</td>
<td>6,316</td>
<td>1.79%</td>
</tr>
<tr>
<td></td>
<td>4,254</td>
<td>4,370</td>
<td>2.73%</td>
</tr>
</tbody>
</table>

* - Friday PM peak hour includes traffic flows associated with committed development

85th percentile increase in transactions (17.7% Increase in trips)

<table>
<thead>
<tr>
<th>Junction</th>
<th>2008 Base + Committed Development Traffic Flows</th>
<th>2008 Base + Committed + Proposed Development (17.7% Increase) Traffic Flows</th>
<th>Percentage Change (Increase in traffic flows)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Junction 1: London Road / Humber Road / Allard Way / Asda Access</td>
<td>6,205</td>
<td>6,398</td>
<td>3.10%</td>
</tr>
<tr>
<td></td>
<td>4,254</td>
<td>4,455</td>
<td>4.72%</td>
</tr>
</tbody>
</table>

* - Friday PM peak hour includes traffic flows associated with committed development
The assessment indicates there will be marginal increases in traffic flows arising from the proposed development. Nevertheless junction capacity analysis has been undertaken at the site access junction. This is discussed further at Section 5.

A comparison has also been undertaken on the percentage increase arising from traffic associated with the committed development sites listed in paragraph 3.18 above. The results are included in the table below:

<table>
<thead>
<tr>
<th>Junction 1: London Road / Humber Road / Allard Way / Asda Access</th>
<th>Sunday Peak Hour</th>
<th>*Tuesday Peak Hour</th>
<th>Sunday Peak Hour</th>
<th>*Tuesday Peak Hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,631</td>
<td>5,600</td>
<td>3,820</td>
<td>5,776</td>
<td></td>
</tr>
<tr>
<td>Percentage Change (Increase in traffic flows)</td>
<td>5.21%</td>
<td>3.14%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* - Tuesday PM peak hour includes traffic flows associated with committed development

The assessment indicates that there will be substantial increases in traffic flows at the site access roundabout arising from the three committed development sites.
4. PUBLIC TRANSPORT, PEDESTRIAN AND CYCLE ACCESS

Public Transport

4.1 As set out in Section 2, 15 buses per hour serve the site from Monday to Friday. The services on London Road provide a connection to Coventry City Centre.

4.2 The principal bus stops on London Road are located at walk distances of 90m and 180m from the store entrance, for eastbound and westbound services respectively. The bus stops are accessed via a pedestrian walkway from the store entrance and a puffin crossing on London Road. A further bus stop is provided on Humber Road about 300m to the east of the store.

Pedestrian and Cycle Access

4.3 Pedestrian and cycle facilities will be provided within the site to ensure existing links with the surroundings areas are retained following implementation of the store extension and reconfigured car park.

4.4 During pre application discussions, CCC have advised of their proposals to introduce a shared pedestrian / cycle footway along London Road, which will link into a new route along Allard Way up to Binley Road. As regards the works in the vicinity of the store, CCC are proposing:

- upgrading the existing Puffin crossing on London Road to a Toucan crossing;
- the introduction of a 3m wide shared pedestrian / cycle route on the southern boundary of the Asda site;
- introduce signing along the along London Road up to the site access roundabout;
- create a new section of cycle route adjacent to the site access roundabout to link Allard Way to London Road; and
- provide improved crossing facilities at the Asda customer access.

4.5 In order to accommodate a minimum width of 3m, CCC require a section of Asda’s land on the southern boundary of the site. Discussions are currently ongoing with CCC on this matter and are to continue following submission of the planning application. A plan provided by CCC showing the proposed segregated pedestrian / cycleway is attached at Appendix G.

4.6 There are currently 3 secure cycle parking stands (6 spaces) provided for customers. Therefore, it is proposed to provide an additional 14 secure cycle parking spaces (7 Sheffield stands). These will be located close to the store entrance.

4.7 Colleagues are currently not provided with cycle parking spaces, therefore, it is proposed to introduce 10 secure, covered cycle parking spaces (5 Sheffield stands) located close to the colleague / visitor entrance.

4.8 In association with the development proposals, ASDA propose the introduction of a new Toucan crossing on Humber Road. A drawing showing a preliminary arrangement is attached at Appendix H.
5. VEHICULAR ACCESS

5.1 As indicated earlier traffic surveys have been undertaken (Friday 4 July, Saturday 5 July, Sunday 14 September and Tuesday 16 September 2008) to establish existing traffic conditions associated with the store and in the vicinity of the site at key junctions.

5.2 Traffic flow diagrams indicating existing traffic flows, development traffic, committed development traffic and the combination of existing plus development and committed development have been prepared and included at Appendix C.

5.3 The scope of the study and the parameters have been discussed and agreed with WCC as set out earlier at Section 3. The traffic capacity of the junctions are considered in the following paragraphs:

5.4 Queue length data gathered during the surveys on the traffic signal controlled arm of the site access junction demonstrates that in general the MMQ calculations are similar to the surveyed data. It is important to note that the calculated queues will always be different as the results are optimised for a fixed cycle time and set stage sequences for an hour period. Where the calculated MMQ’s are less than the observed queues, this is likely to be due to blocking of an exit by another queue or by a situation, specific on the day of the surveys.

5.5 The performance of the part signalised site access roundabout has been analysed using the TRANSYT 13 computer programme.

5.6 The TRANSYT 13 analysis results are included at Appendix P. They are described as follows:

2008 Base Traffic Flows

5.7 The TRANSYT analysis indicates that the local road network currently functions with degrees of saturation below 90% based on 2008 traffic flows. The highest degree of saturation occurs during the Friday pm peak hour on A4082 London Road (W) nearside and middle lanes (Link 10), which is 86% saturated.

2008 Base + Committed Development Traffic Flows

5.8 The TRANSYT analysis indicates that during the Friday pm peak hour, the following links would be close to, or exceed capacity with committed development traffic included:

- A4082 London Road (W) nearside and middle lanes (Link 10)
- Gyratory middle lane @ A4082 London Road (W) (Link 16)
- Humber Road Give Way (Link 30)

5.9 The TRANSYT analysis undertaken for the Saturday, Sunday and Tuesday peak hours indicates that the local road network will satisfactorily accommodate committed development traffic. The highest degree of saturation occurs during the Tuesday pm peak hour on the following links:

- A4082 London Road (W) nearside and middle lanes (Link 10)
- Gyratory middle lane @ A4082 London Road (W)
2008 Base + Committed + Asda Development Traffic

5.10 The TRANSYT analysis indicates that during the Friday pm peak hour, the proposed development would not have a material impact on the operation of the local network.

5.11 The TRANSYT analysis undertaken for the Saturday, Sunday and Tuesday peak hours indicates that the local road network will satisfactorily accommodate committed and proposed development traffic. The highest degree of saturation occurs during the Tuesday pm peak hour on the following links:

- A4082 London Road (W) nearside and middle lanes (Link 10)
- Gyratory middle lane @ A4082 London Road (W)

2008 Base + Asda Development Traffic

5.12 To assist in the Council’s consideration, TRANSYT analysis has also been undertaken on the existing site access without committed development traffic included.

5.13 The TRANSYT analysis indicates that with the introduction of ASDA development traffic (17.7% increase) the local site access roundabout will function with degrees of saturation below 90% with 2008 base traffic flows. The greatest degree of saturation occurs on A4082 London Road (W) nearside and middle lanes (Link 10), which is 89% saturated during the Friday pm peak hour.

5.14 The TRANSYT analysis undertaken for the Saturday, Sunday and Tuesday peak hours indicates that the local road network will operate with degrees of saturation below 90% with proposed development traffic included (17.7%).

5.15 As discussed, earlier, to accommodate the development proposals it is proposed to realign the access road into the site and reconfigure the car park. Drawings prepared by RPS Design Architects showing the proposed site layout are included at Appendix I, whilst drawing showing the AutoTrack analyses undertaken on the layout is attached at Appendix Q.
6. CAR PARKING

6.1 A car parking survey was undertaken on Friday 4 and Saturday 5 July 2008 to determine existing levels of car park occupancy associated with the Asda store. Graphs summarising the results of the two surveys are attached at Appendix R.

6.2 The existing Asda store provides the following:

- Standard Spaces 472
- Parent + Child Spaces 24
- Sub total 496
- Disabled Spaces 32
- Total 528

6.3 This provision represents a car parking ratio of 1 car parking space per 10.8 sqm gfa plus disabled upon the existing 5,332 sqm gfa store. This ratio exceeds the maximum car parking standards set out in Planning Policy Guidance (PPG) Note: 13 i.e. 1 space per 14 sqm gfa.

6.4 As can be seen from the results of the surveys attached at Appendix R, the demand for spaces in the car park did not exceed capacity during the Friday or Saturday surveys. It can be seen that the maximum accumulation was 63% (330 spaces) and 57% (225 spaces) during the Friday and Saturday respectively.

6.5 In association with the store extension it is proposed to reconfigure the existing car park. The proposed parking provision is indicated on the drawings attached at Appendix F (prepared by RPS Design Architects) and summarised below:

- Standard Spaces 415
- Parent + Child Spaces 18
- Sub total 433
- Disabled Spaces 19
- Total 452

6.6 This represents a car parking ratio of 1 space per 16.9 sqm gfa based on the proposed 7,332 sqm gfa. This provision falls within the maximum standards set out in PPG Note 13 i.e. 1 space per 14 sqm gfa plus disabled.

6.7 The proposed development results in a loss of 76 car parking spaces. However, the results of the car park accumulation surveys indicates that there is sufficient capacity within the car park to accommodate existing demand and also an increase in duration of stay associated with customers shopping in the extended store. Graphs indicating the proposed number of car parking spaces and the anticipated increase in traffic (sensitivity analysis of 17.7%) are attached at Appendix S.

6.8 In order to reduce reliance on the car and hence demand for parking spaces, a range of measures will be introduced by Asda in their Travel Plan to encourage car sharing and alternative modes of travel by colleagues.
Cycle Parking

6.9 It is proposed to introduce a total of 20 secure cycle parking spaces for customers located close to the store entrance, whilst it is proposed to provide colleagues with 10 secure, covered cycle parking spaces located close to the colleague/visitor entrance.

6.10 It is proposed to monitor the usage of the customer and colleagues’ cycle parking through a Travel Plan.
7. TRANSPORT POLICY


7.2 Planning Policy Guidance Note 13 (PPG13) Transport published in March 2001 sets out its objectives at paragraph 4. It states that:

"The objectives of this guidance are to integrate planning and transport at the national, regional, strategic and local level to:

• 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."

7.3 Paragraph 19 on accessibility states that:

"A key planning objective is to ensure that jobs, shopping, leisure facilities and services are accessible by public transport, walking and cycling. This is important for all, but especially for those who do not have regular use of a car, and to promote social inclusion. In preparing their development plans, local authorities should give particular emphasis to accessibility in identifying the preferred areas and sites where such land uses should be located, to ensure they will offer realistic, safe and easy access by a range of transport modes, and not exclusively by car."

COTTEE Transport Planning emphasis.

The site is accessible by bus, cycle and on foot.

7.4 Public Transport is considered in PPG13 from paragraph 72:

"The likely availability and use of public transport is very important ingredient in determining locational policies designed to reduce the need for travel by car. Within the context of the local transport plan, local authorities should work in partnership with public transport providers and operators, and use their planning and transport powers to improve public transport in ways which will reinforce the effectiveness of location policies in the development plan. The aim should be to establish a high quality, safe, secure and reliable network of routes, with good interchanges, which matches the pattern of travel demand in order to maximise the potential usage of public transport."

COTTEE Transport Planning emphasis.

7.5 Travel Plans are referred to in PPG13 from paragraph 87:

"Where travel plans are to be submitted alongside a planning application, they should be worked up in consultation with the local authority and local transport
providers. They should have measurable outputs, which might relate to targets in the local transport plan, and should set out the arrangements for monitoring the progress of the plan, as well as the arrangements for enforcement, in the event that agreed objectives are not met. They might be designed for the applicant only, or be part of a wider initiative, possibly organised by the local authority, involving other developments in the area.”

Preliminary objectives for a Travel Plan are considered at Section 8. Modal split targets for colleagues will be promoted in line with the provision of the Local Transport Plan and will be enforced through a monitoring and review process.

7.6 PPS6 refers to the need for local authorities when considering new developments to ensure they are accessible by alternative modes of transport to the car, at paragraph 3.24 it states:

“In considering proposed new developments, local planning authorities should consider:

i) the need for accessibility by a choice of modes of transport

7.7 Paragraph 3.25 goes on to say:

“Developments should be accessible by a choice of means of transport, including public transport, walking, cycling, and the car (taking full account of customers’ likely travel patterns). In determining whether developments are or will become genuinely accessible, local authorities should assess the distance of proposed developments from existing or proposed public transport facilities (bus or railway stations and interchanges). Account should also be taken of the frequency and capacity of services, and whether access is easy, safe and convenient for pedestrians, cyclists and disabled people. Distances should be measured as actual walking distances rather than as a straight line.”

7.8 Pedestrian and cycle facilities will be provided within the site to ensure existing links with the surrounding areas are retained following implementation of the rebuilt store and car park. In addition the existing bus stops located on London Road are within 90m and 180m walk distances of the store entrance for eastbound and westbound services respectively. A further bus stop is provided on Humber Road about 300m to the east of the store.

7.9 These bus stops are served by 15 buses per hour and provide a connection to Coventry City Centre and cover a wide area.

7.10 Secure cycle parking facilities will be provided close to the store and colleagues / visitors entrances.

7.11 As a result of the above, it is considered that the proposals will provide a substantial proportion of customers and staff with the opportunity to reach the development by means other than the car. Accordingly, the development is considered to be consistent in transport terms with the provisions of PPG13 and PPS6.
8. SUMMARY AND CONCLUSIONS

8.1 It is proposed to extend the Asda store on London Road, Whitley by 2,400 sqm. gfa by constructing an extension on the north – eastern boundary of the store. The existing store comprises around 5,332 sqm gfa.

8.2 A meeting has taken place with CCC to agree the scope of the study and this was followed by further discussions to agree the parameters to be incorporated within the analysis.

8.3 Traffic and car park surveys have been undertaken at the site to determine trip rates and car parking demand.

8.4 During pre application discussions, CCC have requested, for robustness, sensitivity analysis is undertaken based on the 85th percentile (Carlisle store) change in transactions arising from the increase in store sizes.

8.5 Based upon surveys of store extensions elsewhere, an increase in traffic flows (sensitivity analysis) would be expected in the region of 100 trips during the Friday, Saturday, Sunday and Tuesday peak hours respectively.

8.6 Junction capacity analysis undertaken on the site access roundabout demonstrates that the proposed development would not have a material impact on the operation of the junction with development traffic included (sensitivity analysis).

8.7 The site is served by ten scheduled bus services providing around 15 buses per hour from Monday to Friday. These routes serve the bus stops located on London Road which are within a 90m and 180m walk distance of the store entrance, for eastbound and westbound services respectively.

8.8 High quality pedestrian routes are provided between the store entrance and the bus stops located on London Road.

8.9 During pre application discussions, CCC have advised of their proposals to introduce a shared pedestrian / cycleway on London Road, which will link into a new route along Allard Way up to Binley Road.

8.10 In order to accommodate the proposals, CCC need a section of Asda’s land along the southern boundary of their site. Discussions are currently ongoing with CCC on this matter and will continue following submission of the planning application.

8.11 In addition, Asda propose the introduction of a new Toucan crossing on Humber Road. This will link in to the Council proposed cycle route on London Road and Allard Way.

8.12 Asda colleagues are currently not provided with cycle parking spaces, therefore, it is proposed to provide a secure covered parking area (10 spaces) located close to the colleague / visitor entrance.

8.13 It is proposed to provide an additional 14 secure cycle parking spaces in addition to the existing 6 spaces for customers. The cycle parking will be located close to the store entrance to encourage customers to cycle.
8.14 It is proposed to monitor the usage of the customer and colleagues’ cycle parking through a Travel Plan.

8.15 Car park accumulation surveys undertaken at the store indicate that the car park did not exceed capacity during the Friday or Saturday surveys. It can be seen that the maximum accumulation was 63% (330 spaces) and 57% (225 spaces) during the Friday and Saturday respectively.

8.16 The proposed reconfiguration of the car park to accommodate the development proposals results in a loss of 76 car parking spaces. However, the results of the car park accumulation surveys incorporating the proposed number of car parking spaces and the increase in traffic (sensitivity analysis of 17.7%), demonstrates that there is sufficient capacity within the car park to accommodate existing demand and also an increase in duration of stay associated with customers shopping in the extended store.

8.17 The proposed car parking ratio is 1 space per 16.9 sqm gfa plus disabled based upon the proposed 7,332 sqm gfa store. This provision falls within the maximum standards set out in PPG Note 13 i.e. 1 space per 14 sqm gfa plus disabled.

8.18 A draft Travel Plan has been prepared and will be included within the planning application to promote and encourage colleagues to car share, for example.

8.19 The development proposals have been examined in the light of national transport policy and it has been concluded that the proposals are compliant with policy.

8.20 As a result of the examination of the transport impact undertaken in this report, it is considered that the proposed increase in store size and reconfigured car park can be accommodated in Transport terms.