



**179 London Road
Waterlooville
Hampshire
PO7 7RJ**

**Transport Statement prepared by
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Date 8th September 2011**

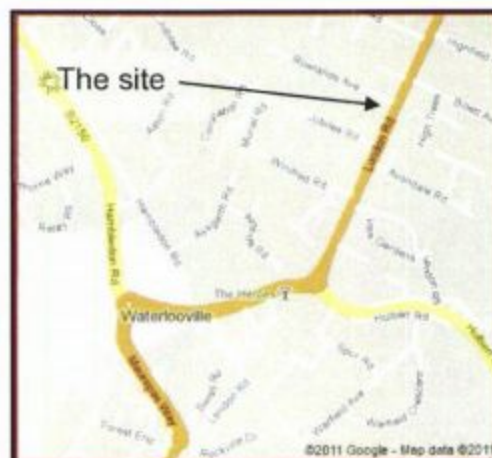
Introduction.

1. This transport statement is submitted in support of a planning application to redevelop the site of 179 London Road, Waterlooville, a car sales forecourt with ancillary accommodation and providing car valeting and hand car wash services. The proposal is to provide a new food retail store. The report considers the highway and transport implication including potential car parking demand and servicing requirements.

Site location

2. The site lies approximately 600m from the edge of the pedestrianised Waterlooville town centre and is located at the junction of London Road and Rowlands Avenue. London Road is the A3 and is both the primary distributor road in the area and an important bus route – part of the ZIP public transport priority corridor. Rowlands Avenue is a residential cul-de-sac. On the opposite corner to the application site is a public house, the Woodpecker, and at the end of Rowlands Avenue is a public park with community facilities.
3. There is a southbound bus lane on London Road and a ghost island marking affords a protected right turn to Rowland Avenue and assists vehicles turning right out of Rowlands Avenue. This form of junction is common along this section of London Road.
4. There are extensive parking restrictions on London Road (including a ban on loading and unloading at any time) and the parking restrictions (but not the loading ban) extend into Rowlands Avenue, a distance of 53.0m measured from the give way line adjacent to the application site, 50.7m adjacent to the Woodpecker PH.

Figure 1- Location Plan



The development proposals

5. The proposal is to redevelop the site to provide a new convenience store of 220m² ground floor retail area with 129m² ancillary accommodation over together with 11 parking spaces (including one wheelchair accessible space) at the rear, accessed from Rowlands Avenue. There will be no vehicular access from London Road. Cycle parking is to be provided on the London Road frontage, adjacent to the customer entrance and a designated cycle route. The proposals are shown on PLC Architects drawing no. 10-1753-101 P4.

Site accessibility and sustainability

6. **Walking.** The site is in a primarily residential area and therefore has a catchment for "walk in" trips. There are well maintained footways throughout the area with good street lighting. The footway on London Road measures 4.5m and on Rowlands Avenue adjacent to the store 2.6m.
7. The major obstacle for pedestrians accessing the store is crossing London Road due to both its width and the volume of traffic that uses it.
8. However to either side of the Rowlands Avenue junction there are pedestrian refuge islands affording convenient access to cross the road but also to the southbound bus stops.

Photo 1 - Pedestrian refuge north of site



Photo 2 - Pedestrian refuge south of site



9. **Cycling.** There are extensive cycle routes along and leading off of London Road initially developed as part of a safer routes to schools initiative and subsequently extended as part of the ZIP bus priority corridor scheme.

10. The availability of a route passing directly in front of the proposed store potentially extends the catchment area of the store for cyclists.

Photo 3 - Cycle route looking towards application site



11. **Buses.** The First Hants and Dorset service 41 and Stagecoach coastline service 37 both pass the site. Service 37 is a Monday-Saturday hourly service principally serving Havant and Petersfield via Waterlooville town centre. Service 41 is a 15 minute frequency service (20 minutes Saturday and Sunday) which links Clanfield/Horndean to Cosham/Portsmouth via Waterlooville town centre.
12. The nearest northbound stop for both services is approximately 80m from the application site and the nearest southbound stop approximately 120m from the application site. Both sites are comprehensively equipped with a shelter, seats, real time passenger information, a help point and timetable case.

Photo 4 - Northbound bus shelter



Photo 5 - Southbound bus shelter



Cycle Parking

13. It is proposed to provide 4 Sheffield racks at the entrance to the store giving a total of 8 cycle parking spaces. This exceeds the council's requirement for 1 stand per 200m² GEA¹ for short stay parking and 1 stand per 300m² GEA for long stay parking.

Car parking

14. On-street car parking routinely takes place in Rowlands Avenue with vehicles partially parked on both footways. Parking has been observed on the parking restrictions and may be related to the current authorised uses.

**Photo 6 - Rowlands Avenue
looking north
(13:30 Tuesday 9th August)**



**Photo 7 - Parking on double yellow
lines
(13:30 Tuesday 9th August)**



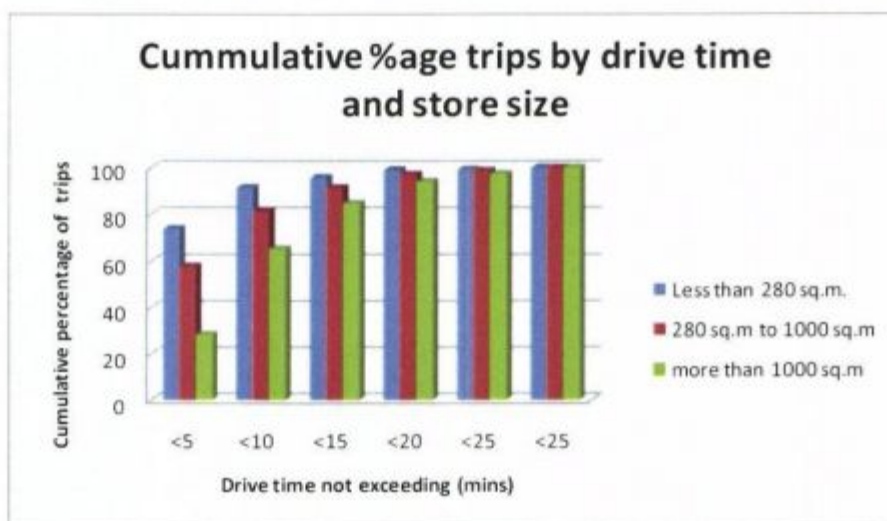
15. The store will comprises 220m² of retail space at ground floor with 129m² of ancillary accommodation at first floor level..
16. At present Havant Borough Council applies the standards set out in Hampshire Parking Strategy and Standards to non-residential developments which for food retail not in an accessible area sets a maximum parking provision of 1 space/14m². For 220m² this equates to a maximum provision of 16 spaces.
17. The applicant proposes 11 spaces including one wheelchair accessible space to serve the new store.
18. At its meeting on the 18th August 2011, the Planning Committee unanimously approved proposals for a new convenience store at 158 Hart Plain Avenue. This store will have a retail floor space of 281m² and off-

¹ Gross External Area

street parking for 10 cars, a ratio of 1 space per 28m². The application proposes a store with a retail floor area of 220m² and parking for 11 vehicles, a ratio of 1 space per 20m².

19. Data collected by the Competition Commission² clearly demonstrates that with increasing floor space proportionally less customers to food stores come from the immediate surrounding area, are therefore less likely to walk or cycle (or indeed use public transport) and therefore the proportion of those using cars, and requiring car parking, increases (per 100m² of floor space), as demonstrated in the graph below based on the Competition Commissions published data.

Figure 4 Trips by drive time



20. The Competition Commission data suggests that convenience stores, with their relatively small retail floor space, have very local catchments, an interpretation supported by the number of competing stores in urban areas that are able to continue to trade in close proximity to each other and by anecdotal evidence that a representative catchment for a convenience store is less than ½ mile.
21. The proposal is for a convenience store in the <280m² range and it can be estimated that approximately 70% or more of customers will live within the equivalent of a 5 minute drive time of the store. This means many potential customers will be able to walk or cycle to the convenience store.

² Market investigation into the supply of groceries in the UK', Competition Commission, 2008

22. A number of observations were made of the parking duration of individual vehicles on the morning of Friday 14th July at the One Stop store at 150-154 Hart Plain Avenue. The average parking duration was less than 3½ minutes. The maximum parking duration of nearly 10 minutes was exceptional being more than 3 minutes longer than the next longest duration at around 6 minutes 45 seconds. Very few visits exceeded 5 minutes. This is clearly demonstrated in the following graph.



23. This is a pattern of use that is likely to be repeated at this location meaning that in the event of any car parking associated with the store taking place in Rowlands Avenue rather than in the car park the vehicle is unlikely to be parked for more than 5 minutes and therefore any potential inconvenience to residents minimised.
24. Site visits to view parking in Rowlands Avenue have been undertaken on a number of occasions at different times of day and on different days of the week, including at times when many residents might reasonably be expected to be at home. The following photographs were all taken in Rowlands Avenue from approximately 100m from the proposed store entrance (approximately 50m from the entrance to the car park for the proposed store). The photographs on the left are looking south-east towards the site and London Road, those on the right looking north-west towards the park.

Photo 8 - Record of site visits (taken from appx.100m from store

8th August 2011 – 13:30



Saturday 13th August 2011 – 18:00



Sunday 14th August 2011 – 11:00



Sunday 14th August 2011 – 19:00



Monday 15th August 2011 – 15:30



Tuesday 16th August 2011 – 09:30



25. The site inspections have indicated that even though on-street parking takes place in Rowlands Avenue there is capacity to accommodate occasional over-spill parking from the store without significant detriment to local residents, both because of the infrequency of this happening but also

because, based on [REDACTED] venue, any parking is likely to be of very [REDACTED]

26. It is concluded that 11 spaces, including 1 wheelchair accessible space is an appropriate level of provision.

Trip generation

27. There are approximately 85 dwellings in Rowlands Avenue together with a park at its far end. There is also the access to the car park serving the Woodpecker PH.
28. The nature of convenience stores shopping is such that it does not, in urban areas, generate significant new trips on the highway network. The purpose of visiting the store will usually be "essential" and in the absence of this store it is reasonable to assume that potential customers, particularly those with access to a car, would travel to another store. For such customers the proliferation of convenience stores in urban areas possibly has reduced trip lengths by providing comparable services increasingly close to home or work. For other customers shopping at a convenience store will be part of another trip, for example commuting or the school run and again the proliferation of convenience stores makes it unlikely that a driver will divert significantly off the route of the main journey to shop.
29. The new store is therefore unlikely to generate significant new trips on London Road. Whilst there is likely to be more traffic turning on and off London Road as a result of the redevelopment, the existing London Road junction provides a segregated right turn lane to Rowlands Avenue and is an appropriate form of junction to provide safe and convenient access for customers of the store and other users of Rowlands Avenue.

Servicing

30. The Traffic Regulation Order prevents servicing from London Road for reasons of highway safety and capacity. Accordingly it is intended that all servicing will take place from Rowlands Avenue.
31. The service point is located in Rowlands Avenue as far from the junction with London Road as is practicable. Vehicles to the store will stop adjacent to the loading area and goods lift to make their delivery before, under the supervision of a trained banksman, reversing into the aisle to the parking area and returning to London Road. (Reversing into the car park aisle to turn avoids the need for commercial vehicles to travel the length of Rowlands Avenue to turn).

32. The convenience store will be provided with an enclosed refuse store with a level haul route to Rowlands Avenue.
33. The anticipated deliver pattern, based on the delivery pattern to similar sized stores, is likely to be:
- Bread delivered early morning every day by OGV
 - Groceries and fresh food, one delivery on 6 days a week (not Sunday) by OGV (10.5m - the largest vehicle likely to deliver to the store)
 - Milk deliveries as and when required on OGV
 - Newspapers and magazines delivered by van
 - Irregular deliveries of products not covered above.
34. There would typically be 5-7 deliveries per day by a mix of vehicle types and sizes.

Visibility

35. The existing London Road footway width of 4.5m affords good visibility in both directions for vehicles emerging into London Road.

Photo 9 - Looking left into London Road



Photo 10 - Looking right into London Road



36. A ghost island marking in London road affords a protected right turn for vehicles turning into Rowlands Avenue and assists those turning right out of Rowlands Avenue by enabling the manoeuvre to be undertaken in two parts.

Photo 11 - Protected right turn.
The application site is on the
left hand edge of the photograph



37. The footway on Rowlands Avenue has a width of 2.6m, sufficient for an vehicle emerging from the car park to see a vehicle approaching along Rowlands Avenue; these vehicle would be travelling at low speed having just turned into Rowlands Avenue from London Road or be decelerating as they approach London Road. There will be low walls/landscaping either side of the car park entrance affording emerging drivers adequate visibility of pedestrians about to cross their path.
38. Visibility to the right for emerging vehicles may be inhibited whilst servicing is taking place, being most severe when the serving vehicle is the 10.35m OGV (once per day); light vans are likely to be parked further from the entrance and therefore be less of an obstruction.
39. Manual for Streets 2 (Section 10.7) accepts that vehicles parking in sight lines is commonplace in urban areas yet does not appear to create significant problems and concludes that where speeds are low some encroachment may be acceptable. A series of diagrams then illustrates how drivers modify their behaviour to take account of the obstruction. Vehicles travelling north in Rowlands Avenue, the vehicles which might be screened by a parked vehicle) will have just turned off London Road and will be travelling relatively slowly. As Rowlands Avenue is a cul-de-sac many of these drivers are likely to be residents and of the remainder many could be expected to be regular users of the community facilities at the park at the northern end of the road. Almost all drivers will, therefore, be familiar with the new store, once opened, and its car park and therefore any obstruction should not lead to a significant highway hazard.

Conclusions

40. The convenience store will have a local catchment for walking and cycling trips and is convenient for bus services on London Road. Appropriate cycle parking will be provided adjacent to the store entrance.
41. Eleven car parking spaces will be provided including one space for disabled drivers. This is considered an appropriate level of provision for this small retail store. There is good visibility from the car park entrance into Rowlands Avenue.
42. Surveys undertaken at a nearby convenience store indicate that the duration of visit for the majority of customers to such stores is 5 minutes or less and therefore in the event of customers parking in Rowlands Avenue any inconvenience to residents would be minimal. A number of site inspections have confirmed that there is spare parking capacity in Rowlands Avenue even at those times when many residents could be expected to be at home and their own parking requirements at a maximum.
43. The existing junction between London Road and Rowlands Avenue provides an appropriate, safe and convenient access for customers to the store and other users of Rowlands Avenue.
44. Servicing from London Road is prohibited by traffic regulation order. All servicing, including refuse collection, will take place from Rowlands Avenue with vehicles departing the store turning using the car park aisle.

END