



Transport Statement

Unit 6 - Wellington Retail Park,
Waterlooville

Henderson Global Investors

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FINAL rev A

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1 INTRODUCTION

1.1 Preface

1.1.1 Royal HaskoningDHV has been instructed by the Henderson UK Retail Warehouse Fund to prepare a Transport Statement in association with the removal of a range of goods planning restriction associated with Unit 6 of the Wellington Retail Park, Waterloooville.

1.1.2 It is understood that the restriction on goods that could be sold from the unit was imposed when planning approval for Phase 3 of the Retail Park's development was granted in November 2000, via Planning Conditions 16 and 17. These planning conditions were varied in 2006 (06/54013/003) and Condition 2 of this permission sets out the restriction on non-food sales associated with units 1 to 7 within the Retail Park. Specifically the condition states:

“Notwithstanding the provisions of the Town and Country Planning Use Classes Order, Units 1-7 as shown on Plan 05/007-11 attached to this permission shall not be used for the sale of food (other than confectionary and pet food); and Unit 6 shall not be used for the sale of clothing (other than sports goods), footwear (other than sports goods), fashion accessories (including handbags, luggage, watches and jewellery) books, stationary, (except when sold from an Office Suppliers Store, perfumery, and toiletries, music, records, CD's, audio and video tapes (including hire), china, glass goods and kitchenware, unless any of the above are ancillary to or related to the main range of goods to be sold.”

REASON: In order to ensure that the vitality and viability of the existing Waterloooville Town Centre is not undermined by the nature of the retail uses permitted on this site and having due regard to policies and proposals S3 and S4 of the Hampshire County Structure Plan 1996-2011 (Review) and TC2, TC3 and TC4 of the Havant Borough District Wide Local Plan (1996-2011).

1.1.3 This document will present the transport implications of allowing Unit 6 to be occupied by a food-retailer.

1.1.4 Unit 6 was formally occupied by JJB Sports and provides 924sq.m of retail floorspace at ground floor, and 726sq.m at mezzanine floor level. Overall the unit provides 1,650sq.m for floor area.

1.2 Recent Planning History

APP/10/00585

1.2.1 On 14 December 2010 planning permission (APP/10/00585) was granted to convert the former Focus unit (Unit 9) into two units (9A and 9B), involving the partial demolition of the south elevation to provide new entrances, along with mezzanine floors in the units, and a new pedestrian walkway with 27 additional car parking spaces in front of the building.

1.2.2 The new units will be the following sizes:

- Unit 9A 1,062.5sqm ground 1,062.5sq.m mezzanine 2,125sqm total
- Unit 9B 1,052.6sqm ground 1,052.6sq.m mezzanine 2,105sqm total
- Total 2,115sqm ground 2,115sq.m mezzanine 4,230sqm total

1.2.3 Condition 2 of the planning permission APP/10/00585 states that the development shall not be used for the sale of food other than confectionary and pet foods.

APP/12/00330

1.2.4 This submission sought to vary Condition 2 referred to above, permitting one of the two units (Unit 9A or 9B) to accommodate a food retailer. This application was approved in June 2012.

1.2.5 While both units 9A and 9B are currently unoccupied, it is understood that the unit now permitted for occupation by a food retailer is to be taken up by a discount retailer specialising in the sale of comparison goods. As a specialist food retailer is unlikely to occupy the unit, the travel demand that would result from food retail occupation is now unlikely to occur.

APP/12/00369

1.2.6 The application sought the provision of a Coffee Shop unit (159sq.m), adjacent to the existing DFS store. This application was approved in May 2012. The application results in the loss of 3 car parking spaces.

1.3 Scope of Transport Statement

1.3.1 This Transport Statement is divided up into 7 additional sections as follows:

- **Section 2** will describe the existing Retail Park, including the site's access, car parking provision and servicing. Reference is made to the planning consent associated with the Sainsbury's store, to be constructed directly to the north of the Retail Park.
- **Section 3** will consider access to the Retail Park by sustainable modes of transport, including walking, cycling and public transport.
- **Section 4** will describe the proposed planning submission scheme.
- **Section 5** will discuss the implications of removing the restriction on the sale of goods, on traffic attraction.
- **Section 6** will assess the implications for car parking demand, with reference to a recent car park beat survey and the traffic attraction figures calculated in Section 5.
- **Section 7** will consider parking provision at the Retail Park with regards to the Council's adopted parking policy.
- Finally **Section 8** provides a summary and conclusion to the Transport Statement.

2 THE EXISTING SITE

2.1 Site Location, Access and Town Centre Connectivity

- 2.1.1 Havant Borough Council's 'Proposals Map' which accompanies the adopted Core Strategy (March 2011), identifies that the Wellington Retail Park lies on the edge, but to the north of, the defined town centre boundary. However, the Planning Authority's Draft Local Plan (Allocations) document, December 2012, indicates the Borough's ambition to include the Retail Park within the town centre boundary in the future (refer to section 7.2).
- 2.1.2 The Retail Park is bounded by Hambledon Road (B2150) to the west and the A3 (Maurepas Way) to the south. These two roads form a roundabout junction just beyond the south-west corner of the Retail Park, which also incorporates a one-way vehicular access (entry only) to the Retail Park.
- 2.1.3 At the north-west corner of the Retail Park, the B2150 junctions with Aston Road at a traffic signal control junction. A second point of vehicular access to the Retail Park is provided via Aston Road and Hambledon Road, which form a mini-roundabout junction approximately 40-metres to the east of the B2150. Hambledon Road runs in a north-west / south-east direction directly into the Retail Park.
- 2.1.4 A pedestrian route exists beneath the A3 (Maurepas Way) connecting the Retail Park with the town centre.
- 2.1.5 Plan **RH1**, provided to the rear of this report, details the site location with respect to the surrounding highway network.
- 2.1.6 An ASDA superstore is located directly opposite the Retail Park, to the south-east of the A3. In addition, the Retail Park is currently within a walk distance of Waitrose store, which is present in the town centre.

Sainsbury's Development - Application No. 10/00793

- 2.1.7 While the site is located adjacent to but outside the defined town centre boundary, the development of a Sainsbury's foodstore on land immediately to the north of the Retail Park (Caetano site) will allow the Retail Park to become better connected with the town. The Sainsbury's store, which received a resolution to grant planning in December 2011, will measure 7,745sq.m gross floor area (excluding atrium). It is understood that work has commenced on the foodstore's construction.
- 2.1.8 The Retail Park is located directly between the defined town centre and the Sainsbury's site, which will include a petrol filling station and substantial additional car parking (438 spaces).
- 2.1.9 As a result of the Sainsbury's development the Retail Park will be located between two large foodstores (Sainsbury's and ASDA), and the Waitrose town centre unit will also be within a short walk distance.

2.1.10 The pedestrian route which exists beneath the A3, connecting the Retail Park with the town centre, will be improved as a result of the Sainsbury's development; as this development will fund the provision of new pedestrian ramps and an at grade crossing across Maurepas Way.

2.1.11 An extract from the Transport Assessment submitted in association with the Sainsbury's development is provided below in which the proposed improved town centre connection is described.

"The existing subway is currently served by steps and a stepped ramp which provides a link to the town centre but which is not compliant with the regulations of the Disability Discrimination Act (DDA). As part of the (Sainsbury's) development scheme it is therefore proposed to provide a new pedestrian ramp, in addition to the subway, which will be constructed to a gradient of 5% (1:20) in order to provide a DDA compliant pedestrian link to Maurepas Way. Furthermore, an at-grade surface crossing on Maurepas Way will be provided for pedestrians that will operate under signal control. The proposed crossing will tie into the existing footway on the southern side of Maurepas Way to provide a link into the town centre."

2.1.12 As a result of the Sainsbury's development, some alternation to vehicular access is also proposed. These measures are described within the Sainsbury's Transport Assessment, an extract of which is provided below.

"The existing site access on Aston Road will be closed and a new vehicular access will be provided to the site from Aston Road. A new three arm roundabout junction will be constructed on Aston Road which will provide access to the foodstore car park to the south."

As part of the highway improvements Aston Road will be repositioned to the north of its existing alignment with both the Aston Road/Hambledon Road roundabout and proposed site access roundabout being located on land formerly occupied by Sprintprint. The alignment of Hambledon Road has been altered to allow for a larger conventional roundabout at the junction with Aston Road and to create additional stacking space on the Aston Road arm of the signal controlled junction. A right turn lane has been provided to allow vehicles to enter the PFS. The Aston Road arm of the signal controlled junction with B2150 Hambledon Road has been repositioned to the north to allow an additional left turn lane to be added at the signal controlled junction on this arm. At the request of HCC a splitter island has been included between the right and left turn lanes on the Aston Road approach to the signalled junction. The additional lane will provide additional capacity at this junction. The proposed arrangement also includes a staggered pedestrian crossing on Aston Road at the signals which will allow all pedestrian movements to be run on a 'walk with traffic' basis, thereby preventing the need for an 'all red' phase."

2.2 Retail Park

2.2.1 The Retail Park comprises of 14 retail units which combine to provide an overall floor area of 22,047sq.m GIA. In addition, the Retail Park is provided with 559 customer car parking spaces and 31 staff spaces located within the service area, to the rear of Unit 9 and the DFS store.

2.2.2 The Retail Park accommodates the following retail outlets:

- Dreams
- Halfords
- Jollye's
- DFS
- TK Maxx
- Carpet Right
- SCS
- Brantano
- Argos
- Matalan

2.2.3 Seven (7) of the units are provided as a retail terrace along the eastern side of the Retail Park. These units (Units 1 to 7) commence to the south of Aysgarth Road and face the Park's customer car park. Service vehicles route to the rear of the retail terrace via Aysgarth Road. Unit 6, formally occupied by JJB Sports, forms part of this retail terrace.

Parking

2.2.4 The Retail Park is supplemented by 590 car parking spaces. This includes 31 staff spaces located to the rear of Units 9A, 9B and DFS.

2.2.5 The new Sainsbury's store, to be located adjacent to the Retail Park, will be accompanied by 438 new car parking spaces.

3 EXISTING SUSTAINABLE TRANSPORT PROVISIONS

3.1 Preface

3.1.1 The development site is located in the vicinity of a number of frequent public transport routes, the most convenient of which route along the B2150, along the western boundary of the Retail Park.

3.1.2 A summary of all local public transport services that are immediately accessible from the Wellington Retail Park is provided below.

3.2 Bus Services

3.2.1 There is a bus shelter located on each side of the B2150, just beyond the western boundary of the Retail Park.

3.2.2 The bus shelters are well within the recommended walking distance of 400 metres (measured from the centre of the Retail Park) as outlined within the IHT document *"Planning for Public Transport in Developments"* and therefore serve as a viable public transport link to and from the site for customers.

3.2.3 The bus stop for southbound bus services can be accessed from the footway located on the eastern side of the B2150, adjacent to the site. The bus stop for northbound buses can be accessed via pedestrian crossings at the B2150/Aston Road traffic signal junction.

3.2.4 The frequency of the bus services which route along the B2150 are outlined in Table 3.1 below:

No.	Route	Mon – Fri		Saturday	Sunday
		Peak	Off Peak	Typical Frequency	Typical Frequency
7	Southsea - City Centre - Cosham - Crookhorn - WaterlooVille - Wecock Farm	6	6	6	3
		1 st : 0557, last: 2334		1 st : 0627, last: 2334	1 st : 0825, last: 2334
X9	Gunwharf - City Centre - Cosham QA Hosp - WaterlooVille - Hambleton/Denmead	3	2	2	-
		1 st : 0711, last: 1850		1 st : 0801, last: 1820	n/a
39	Havant - Leigh Park - WaterlooVille - Wecock Farm	6	6	6	1
		1 st : 0628, last: 2107		1 st : 0726, last: 2107	1 st : 0858, last: 1729
300	Denmead -Wecock Farm -Emsworth – Chichester via WaterlooVille	1 service, Wednesday only		n/a	n/a
		-		n/a	n/a

Based on timetable data published by service operators – January 2013

Table 3.1: Existing bus services along the B2150 (frequency per hour)

3.2.5 Table 3.1 shows that there are 15 buses an hour (during peak hours) directly accessible from the site's pedestrian access.

3.2.6 Additional bus services are accessible from Waterlooville town centre.

3.3 Walking and Cycling

3.3.1 Walking and cycling are important modes of travel to be considered with respect to the provision of sustainable development, especially for short journeys.

3.3.2 With regard to pedestrian trips, the Institute for Highways and Transportation's publication 'Providing for Journeys on Foot' identifies a preferred maximum walk distance to a town centre of 800-metres and 1200-metres to other destinations. The National Travel Survey (Table NTS0306) identifies an average pedestrian journey to be 0.7 miles (1126-metres).

3.3.3 Waterlooville's defined town centre boundary is located directly to the south of Maurepas Way, and the proposed Sainsbury's development is located directly to the north. The Retail Park therefore bounds existing and future retail development to both the north and the south and as such customers visiting the Retail Park are well placed to make linked trips with adjacent retail development, on foot.

3.3.4 In terms of cycling, we anticipate that the majority of cycle trips associated with the Unit 6 will be undertaken within a journey distance of 5-kilometres. This is considered appropriate on the basis that the average journey distance by bike, as measured in the National Travel Survey (Table NTS0306) for 2009 is 2.9 miles (4.7 kilometres) and for 2010 is 2.8 miles (4.5 kilometres).

3.3.5 A 5-kilometre cycle catchment means that residents throughout Waterlooville are able to access the Retail Park by bike, with surrounding areas such as Horndean, Havant and Denmead also accessible from within an acceptable cycle distance.

3.3.6 In terms of local infrastructure, there is a dedicated pedestrian / cycle link which links the Retail Park with the B2150. The route runs through the site (to the rear of Unit 9 and DFS) and connects with the B2150, providing a direct link to the adjacent southbound bus stop. From here there is a shared pedestrian / cycle route runs along the eastern side of the B2150 to the junction with Aston Road.

3.3.7 At the traffic signal junction of the B2150/Aston Road there are controlled pedestrian crossings provided across the B2150 and Aston Road. The crossings provide access to the B2150's bus stop accommodating northbound services.

3.3.8 Footways are also provided on both sides of Hambledon Road, as it links to the Retail Park's customer car park. As an extension of the Hambledon Road footway, and linking to the pedestrian/cycle route described above, a pedestrian/cycle route is demarcated through the Retail Park's customer car park to the park's southern boundary where a link is provided beneath the A3 (Maurepas Way) connecting with St. George's Walk, the town centre and additional public transport services.

- 3.3.9 As previously discussed, the link between the Retail Park and the town centre will be enhanced as a result of the recently approved Sainsbury's development (application no. 10/00793). The proposals include a new at grade level crossing on the A3 and a ramped access from the Retail Park linking with the new crossing facility.
- 3.3.10 In summary, the Retail Park is permeable to pedestrian and cycle movement and pedestrian links are provided to connect with local bus services and the Town Centre. Furthermore, the site is well placed to facilitate linked trips with the town centre and the future Sainsbury's foodstore.

4 THE PROPOSED DEVELOPMENT

- 4.1.1 The applicant is seeking permission to remove the existing planning restrictions on the sale of goods from Unit 6 of the Retail Park, with the purpose of facilitating a food retailer.
- 4.1.2 It is understood that the restrictions outlined in paragraph 1.2.1 of this document were imposed in order to protect the vitality and viability of the adjacent town centre. However, as a result of the planning approval of the Sainsbury's development it is recognised that the Retail Park will in future be located directly between two major retail destinations and that food retail use has been considered permissible in locations that are outside of the defined town centre boundary.
- 4.1.3 It is also recognised that the Retail Park is located in the vicinity of other major existing food retail development and as such the removal of a planning restriction which prevents the sale of food is unlikely to have a significant influence on local traffic demand, as food retail traffic is already present in the local area. This is explored in detail within Section 5 of this document.

5 TRAFFIC ATTRACTION

5.1 Preface

5.1.1 It is widely recognised that new food retail development can result in a reduction in overall vehicular mileage as it can 'claw back' trips that would otherwise be undertaken to destinations located further a field.

5.1.2 In this case the provision of a food retailer within the Retail Park will mean that trips can be drawn from other local retailers (existing and proposed) as well as destinations located further a field. In addition, the Retail Park is located to enable a significant number of linked trips to be undertaken with other units within the Retail Park and within the wider town centre.

5.1.3 Below we explore the implications of removing the existing planning restriction and compare traffic movement associated with a typical food retail occupier with that of a non-food retailer.

5.2 Existing Traffic Attraction – Wellington Retail Park

5.2.1 The existing traffic attraction of the Retail Park has been obtained from the Transport Assessment (TA) prepared by Mayer Brown (application no. 10/00793) in relation to an approved foodstore (Sainsbury's) development at a neighbouring site. The surveyed peak arrivals and departures for the existing Retail Park (20,544sq.m GIA) in 2009 and associated non-food retail trip rates are as follows.

Peak Time Period	Surveyed Traffic Flow		Trip Rate (per 100sq.m)	
	Arrivals	Departures	Arrivals	Departures
PM Peak (1615 – 1715)	313	360	1.524	1.752
Saturday Peak (1100 – 1200)	564	493	2.745	2.400

Table 5.1: Existing Retail Park Traffic Attraction / Trip Rates

5.3 Traffic Attraction - Approved Non-Food Retail Unit (1,650sq.m GIA), Unit 6

5.3.1 Applying the non-food retail trips rates currently experienced by the Retail Park to 1,650sq.m of gross internal floor area results in the following traffic attraction.

Peak Time Period	Traffic Flow		
	Arrivals	Departures	Total
PM Peak (1615 – 1715)	25	29	54
Saturday Peak (1100 – 1200)	45	40	85

Table 5.2: Traffic Attraction - Approved 1,650sq.m GIA Non-food Retail Unit

- 5.3.2 Of note, we are aware that a high degree of trip linkage takes place from the Retail Park to the town centre, and therefore not all surveyed Retail Park arrivals will have the Retail Park as its primary destination. Therefore, this pro-rata increase in traffic, based on site survey, is likely to overestimate trip attraction to this unit.

5.4 Traffic Attraction - Proposed Food Retail (1,650sq.m GIA), Unit 6

- 5.4.1 To calculate the traffic attraction of the proposed 1,650sq.m GIA food retail unit, we have again referred to the Mayer Brown TA. The traffic attraction for the 7,745sq.m GIA foodstore (using TRICS) and subsequent food retail trip rates are as follows.

Peak Time Period	Estimated Traffic Flow (Sainsbury's)		Trip Rate (per 100sq.m)	
	Arrivals	Departures	Arrivals	Departures
PM Peak (1615 – 1715)	307	321	3.964	4.145
Saturday Peak (1100 – 1200)	336	326	4.338	4.209

Table 5.3: Traffic Attraction / Trip Rates - Approved (Sainsbury's) 7,745sq.m GIA Food Supermarket

- 5.4.2 Applying the above trips rates to a food retail unit of 1,650sq.m GIA would result in the following traffic attraction.

Peak Time Period	Traffic Flow		
	Arrivals	Departures	Total
PM Peak (1615 – 1715)	65	68	133
Saturday Peak (1100 – 1200)	72	69	141

Table 5.4: Traffic Attraction - Proposed 1,650sq.m GIA Food-retail Unit

Cross Visitation

- 5.4.3 The Tables above consider traffic attraction in isolation from other retail uses.
- 5.4.4 Evidence from other Retail Park show that a new retail unit within an existing Retail Park does not result in a pro-rata increase in customer attraction. Instead there will be a certain level of 'cross visitation' which will be more significant depending on the size / number of retailers situated within the Retail Park. In other words, a proportion of customers visiting the new food retail unit would be on-site in any event and would visit the store as part of a linked trip. In this case the Unit will also benefit from linked trips with the town centre and the future Sainsbury's development.
- 5.4.5 In order to understand the likely level of trip linkage, we can make reference to a questionnaire survey undertaken at the Blackwater Shopping Park (Friday 23rd and Saturday 24th of January 2009), which collected responses from a total of 200 customers (83 on the Friday and 117 on the Saturday).

- 5.4.6 As part of the questionnaire survey customers were asked to identify the main store associated with their journey, and stores which they have visited while they were on site by way of a linked trip. Using the answers from these two questions the amount of cross visitation at the Retail Park was calculated and this is summarised in Table 5.5 below.

Store	Friday	Saturday	Overall
Comet	50%	45%	48%
Currys	83%	68%	76%
TK Maxx	38%	45%	42%
Halfords	20%	30%	25%
Bensons Beds	100%	57%	79%
Outfit	38%	65%	52%
Next	62%	55%	59%
McDonalds	44%	57%	51%

Table 5.5: Summary of Cross-visitation at the Blackwater Shopping Park

- 5.4.7 In summary, all retail units experienced a high proportion of cross-visitation, the lowest being Halfords (25%) and the highest Bensons Beds (79%). The majority of the units within the Retail Park experienced more secondary (cross visitation) trips than primary trips over the course of the survey period.
- 5.4.8 As an overall average (excluding the McDonalds fast food retail unit), it can be calculated that **51%** of all trips to the retail units within the Retail Park are a result of cross visitation. A summary of the survey at the Blackwater Shopping Park is provided at **Appendix 1** to the rear of this report.
- 5.4.9 It is important to note that the non-food trip rates calculated in Table 5.1 (based on a survey at the existing Retail Park) would already have an element of cross visitation built in. However, the proposed food retail trip rates outlined in Table 5.3 (based on a standalone foodstore in isolation from other retail uses) would not. It is therefore considered appropriate to reduce the proposed food retail traffic attraction figures to account for cross visitation. In this case a factor of 25% has been applied. In applying a cross visitation factor of 25% we are applying the lowest measured cross-visitation value identified in the Blackwater Shopping Park survey, and on this basis our assessment will be robust.
- 5.4.10 The application of 25% cross-visitation results in the traffic attraction of a food retailer present in Unit 6 to be as detailed in Table 5.6 below.

Peak Time Period	Traffic Flow		
	Arrivals	Departures	Total
PM Peak (1615 – 1715)	49	51	100
Saturday Peak (1100 – 1200)	54	52	106

Table 5.6: Traffic Attraction - Proposed 1,650sq.m GIA Food-retail Unit, Including Cross Visitation of 25%

5.5 Net Traffic Attraction

5.5.1 The net traffic attraction of the application is therefore as follows.

Peak Time Period	Traffic Flow		
	Arrivals	Departures	Total
PM Peak (1615 – 1715)	24	22	46
Saturday Peak (1100 – 1200)	9	12	21

Table 5.7: Proposed 2,125sq.m GIA Food-retail Unit - Net Traffic Attraction

5.5.2 The net increase in trips equates to less than 1 traffic movement a minute during the weekday PM peak period and around 1 traffic movement every 3-minutes during the Saturday peak. These traffic movements would be split between the Aston Road / Hambledon Road site access junction to the north and the A3 site access junction to the south.

5.5.3 Importantly, car trips to Unit 6, with a food retail occupier, are unlikely to be new to the local highway.

5.6 Trip Type

5.6.1 It is generally acknowledged that food retail shopping trips already exist on the transport network and that new foodstore development will result in a redistribution of existing traffic movements rather than generate trips that are wholly new. Furthermore shopping is a discretionary trip and is not tied to a particular time as for example, education and employment trips are.

5.6.2 With regard to retail development, traffic movements will consist of:-

- Drivers who would otherwise undertake a journey to an alternative less convenient, but comparable, destination; or
- Drivers who were previously on the highway network undertaking a non-shopping trip (i.e. on the way home from work) and who divert into the store due to its convenient location. This type of trip may replace a similar trip normally undertaken at another time.

5.6.3 Research data describes the above trip types as 'primary' and 'non-primary' trips.

5.6.4 Primary trips are those who would undertake a sole purpose trip to the development, for example those who travel from home to the shop before returning home. Research suggests that less than 10% of 'primary' journeys associated with retail development are wholly new to the highway, with the majority of these trips transferring from an alternative destination.

5.6.5 In this case, given the Retail Park's location with regard to the approved Sainsbury's store, the existing ASDA development and the town centre's Waitrose store, it is likely that a high proportion of these transfer trips will take place from a local retailer and will not result in a material impact to the operation of the highway.

5.6.6 Journeys that are not sole purpose trips can be described as 'non-primary'. For these trips the origin and destination of the journey are not the same and may include a number of destinations.

5.6.7 Non-primary trips can be broken down into two further categories, namely:-

- **Pass By** - Those drivers who pass the store entrance and simply turn off their route to visit the development; and
- **Diverted** - Those drivers who would undertake a route diversion in order to visit the development.

5.6.8 In order to establish the likely proportions of development traffic type, research reports published by TRICS have been referred to.

5.6.9 Using a combination of all the available research notes, the average trip type proportions for retail development is as provided in Table 5.8 below. A summary of the TRICS report data is provided in **Appendix 2** of this document.

DAY	Trip Type		
	Primary	Pass By	Diverted
Weekday	60%	15%	25%
Saturday	80%	5%	15%

Table 5.8: Average Trip Type Proportions - According to Research

5.6.10 Based on the predicted net traffic attraction and the trip type proportions identified in Table 5.8, the number of primary and non-primary trips associated with the proposed development is likely to be as detailed in Table 5.9 below.

Time Period	Trip Type							
	Primary		Non- Primary (Pass-by)		Non- Primary (Diverted-Linked)		Total	
	Arrival'	Depart'	Arrival'	Depart'	Arrival'	Depart'	Arrival'	Depart'
Weekday PM Peak (1615 – 1715)	14	13	4	3	6	6	24	22
Saturday Peak (1100 – 1200)	7	10	0	1	1	2	9	12

Table 5.9: Net Traffic Attraction – Trip Types

5.7 Traffic Impact - Summary

5.7.1 In summary, the net increase in vehicular trips to the Retail Park resulting from the removal of the planning restrictions associated with Unit 6 is 46 (two-way) during the Friday peak hour and 21 (two-way) during the Saturday peak hour.

- 5.7.2 In terms of 'primary' trips, this equates to 27 two-way trips in PM peak period and 17 trips during the Saturday peak. The 'primary' trips are predominately journeys that will take place to other foodstore locations, including Sainsbury's ASDA and Waitrose. Given the number of foodstores in the immediate locality, it is likely that the majority of these trips will already be on the local highway, and may choose park at the new Sainsbury's or within the Retail Park in association with an existing food shopping trip, regardless of the Unit 6 occupier. Based on 90% of primary trips being a transfer trip from another local retail destination, this development will attract 5 new trips (two-way) in the PM peak and 2 new trips in the Saturday peak.
- 5.7.3 A proportion of visitors to Unit 6 will be passing the development in any event (non-primary trips) and would divert an existing journey to visit the Retail Park. Again, these are unlikely to have a significant impact on highway operation.
- 5.7.4 Importantly, the traffic movements associated with a new food operator would be split between the two-points of access to the Retail Park, reducing impact at any one location on the highway.
- 5.7.5 In overall summary, the occupation of 1,650sq.m of floor space within Unit 6 by a food retailer, is not likely to result in a material increase in traffic attraction to the Retail Park and the removal of the planning restrictions currently associated with Unit 6 is unlikely to have an adverse impact on local traffic conditions.

6 CAR PARKING DEMAND

6.1 Preface

- 6.1.1 Consideration will now be given to the site's existing car parking capacity in order to ascertain whether the potential increase in vehicle movement could have a notable impact on the reserve car parking capacity at the Retail Park.

6.2 Wellington Retail Park, Car Parking Demand

Car Park Beat Survey

- 6.2.1 In order to establish existing car parking demand, a car park beat survey was undertaken at the Retail Park on Friday 11th November, Saturday 12th and Sunday 13th November 2011, as outlined below.
- 6.2.2 The full results of the survey are provided within **Appendix 4** and the peak car parking demand for the Retail Park is summarised in Table 6.1 below. The survey company identified that the Retail Park accommodates 535 customer parking spaces, of which 31 are reserved for use by disabled drivers.

Time Period	Parking Demand	
	Number of parked cars	Number of spaces available
Friday Peak (19:00)	364	171
Saturday (12:00)	475	60
Sunday (13:00)	336	199

Table 6.1: Car Parking Demand – Summary (Peak Demand)

- 6.2.3 The results show that peak parking demand for the retail park's customer car park was experienced on a Saturday at 12:00 with 475 parked cars and 60 free car parking spaces. It is noted that Unit 9 was not occupied at the time of the survey and therefore the peak parking demand relates to a total gross internal area of 17,658sq.m of non-food retail space.
- 6.2.4 The car park retained a significant reserve capacity throughout Friday 11th and Sunday 13th November.

Linkage with WaterlooVille Town Centre

- 6.2.5 The Transport Assessment associated with the Sainsbury's planning application (application number 10/00793) included a survey of pedestrian movements undertaken via the link (subway) between the Retail Park and WaterlooVille town centre. This showed that during the Saturday peak, 658 pedestrian movements were undertaken between the Retail Park and the town centre.

- 6.2.6 Given that the Retail Park provides free parking with easy access to the town centre, and that customers would be charged to park within the town centre itself, it is likely that the majority of these movements will originate from vehicles parked within the Retail Park. The high volume of pedestrian movement indicates that not all visitors to the Retail Park are likely to consider the Park to be their primary destination.
- 6.2.7 A review of the TRICS database has established that approximately 55% of all trips undertaken to/from retail parks are likely to be undertaken as a car driver and therefore, of the 658 pedestrian movements, we might expect in the order of 362 of these to be related to 'car driver' movements.
- 6.2.8 If it is assumed that 75% of these car driver movements originate from the Wellington Retail Park and that the linked trips extend for more than 1-hour, then we can expect in the order of 271 vehicles to be parked within the Retail Park, associated with a trip linked to the town centre, at the time of peak car parking accumulation.
- 6.2.9 By linking with the town centre, these shoppers have access to food retail development in any event. This includes the ASDA superstore located opposite the Retail Park and Waitrose, who are also present in the town centre. It is also recognised that in future, customers of the Retail Park could have access to a new Sainsbury's superstore.
- 6.2.10 Given the Retail Park is already accommodating town centre visitors who have access to food retail development, the occupation of a Unit within the Retail Park by a food retailer is unlikely to have a significant influence on travel patterns locally and may not result in a material increase in car parking demand within the Wellington Retail Park.
- 6.2.11 Notwithstanding the above, we review the potential implications of car parking demand, based on the occupation of Unit 6 by non-food and food retailers, below.

6.3 Car Parking Implications of Application APP/10/00585

- 6.3.1 The approved development scheme (APP/10/00585) will increase car parking within the Retail Park by 27 spaces so that the Retail Park will provide a total of 590 car parking spaces (including 31 dedicated staff parking spaces) following implementation.
- 6.3.2 The implementation of the planning consent will mean that the gross internal area of the Unit 9 will increase to 4,230sq.m of non-food retail space, so that the Retail Park provides an overall floor area of 21,888sq.m. This increased to 22,047sq.m as a result of the coffee shop application. This equates to a car parking ratio of approximately 1 space per 37sq.m of gross internal floor area.
- 6.3.3 Section 7 of this document provides an overview of local car parking policy and standards and confirms that car parking provision will be less than the maximum number of spaces permissible.
- 6.3.4 The implementation of planning application APP/10/00585 would mean that the Retail Park retains a reserve capacity of 87 customer parking spaces, over and above the existing peak car parking demand (prior to Unit 9A and 9B's occupation).

- 6.3.5 Whilst the occupation of Unit 6 by a non-food retailer is likely to have some implications for car parking demand, we are aware that historically the unit has been occupied by non-food retailers, including a DIY store (Focus) and we have not been made aware of any associated adverse implications for the operation of the customer car park.

6.4 Car Parking Implications of Application APP/12/00330

- 6.4.1 The Transport Assessment submitted in association with this application identified that based on a worst case scenario, car parking accumulation could increase on-site by 11 vehicles at peak times of parking demand in association with a food retail occupier. The report concluded that this small increase in demand is fewer than the increase in parking provision provided by planning application number APP/10/00585 (27 spaces) and as such the operation of the customer car park is unlikely to be adversely impacted on by this proposal

6.5 Car Parking Implications of Application APP/12/00330

- 6.5.1 The traffic attraction section of this report has established that the occupation of 1,650sq.m of floor area by a food retailer is likely to result in a net increase of 9 vehicle arrivals during the Saturday peak period, the time at which car parking demand is at its peak.
- 6.5.2 Whilst we would also expect a net increase in departures, based on a worst case scenario we can say that car parking accumulation could increase on-site by 9 vehicles at this peak time of parking demand. This small increase in demand is not sufficient to result in an impact on the overall Retail Park's car parking capacity and in combination with the parking demand for 12/00330, parking demand does not increase beyond the 27 spaces that are provided in association with the Unit 9 planning consent.
- 6.5.3 Overall, the planning submission's impact on car parking numbers is likely to be negligible.

6.6 Alternative Town Centre Parking

- 6.6.1 Notwithstanding the above, the site is well located for linkage with Waterlooville town centre and its associated car parking provision. Visitors of the food retailer within the Wellington Retail Park have the opportunity to park within pay and display car parks located in Wellington Way and Rockville Drive, which in combination provide 194 spaces, of which 12 are reserved for disabled drivers. Additional town centre parking is available at the ASDA store.
- 6.6.2 If implemented, the approved Sainsbury's development will provide an additional 438 parking spaces, directly adjacent to the Wellington Retail Park. The Sainsbury's application includes an upgrade to the pedestrian link to the town centre across the A3, and all town centre linked trips will route through the Wellington Retail Park.
- 6.6.3 Importantly, the Transport Assessment associated with Sainsbury's indicates that this car park will also retain a significant reserve capacity at peak times of demand. Under the heading 'Parking Assessment' the document states:

“A parking assessment has been carried out to assess the operation of the foodstore car park on a Friday and Saturday following construction of the foodstore.....The parking accumulations have been calculated on the assumption that 80% of customers will park for one hour and the remaining 20% will have an extended duration of stay of between two and three hours to allow for trip linkage.”

6.6.4 The peak periods in terms of accumulation and the associated car parking reserve capacity, as referred to in the Sainsbury's document, are detailed in Table 6.2.

Day	Peak Period	Accumulation	% Accumulation	Reserve Capacity
Friday	11:00- 12:00	347	79,2%	91
Saturday	11:00-12:00	395	90.2%	43

Table 6.2: Car Park Peak Accumulations

7 TRANSPORT AND LAND-USE PLANNING POLICY

7.1 National Policy

7.1.1 The National Planning Policy Framework (NPPF) was published in March 2012 by the Department for Communities and Local Government and is now the primary source of national planning guidance in England.

7.1.2 The NPPF contains the Coalition Government's strategies for economic, environmental and social planning policies in England and it is designed to be a single, tightly focused document setting out national planning priorities. It replaces existing national planning policy documents including all Planning Policy Statements (PPSs), all Planning Policy Guidance notes (PPGs) and all ministerial planning Circulars.

7.1.3 At the heart of the NPPF is a;

“presumption in favour of sustainable development”, which for decision making means:

- approving development proposals that accord with the development plan without delay; and
- where the development plan is absent, silent or relevant policies are out of date, granting permission unless:
- any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the NPPF taken as a whole; or
- specific policies in the NPPF indicate development should be restricted.

7.1.4 In terms of transport the NPPF states;

“All developments that generate significant amounts of movement should be supported by a Transport Statement or Transport Assessment. Plans and decisions should take account of whether:

- *the opportunities for sustainable transport modes have been taken up depending on the nature and location of the site, to reduce the need for major transport infrastructure;*
- *safe and suitable access to the site can be achieved for all people; and*
- *improvements can be undertaken within the transport network that cost effectively limit the significant impacts of the development. Development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe.”*

7.1.5 In this case, the document has demonstrated that the planning submission is unlikely to have a material impact on the operation of the Retail Park or the adjacent highway.

Havant Borough Council Core Strategy

- 7.1.6 The Havant Borough Council Core Strategy was adopted in March 2011. Policy CS6 'Regeneration of the Borough' states (in part).

"Planning permission will be granted for development which positively contributes by type of use and design and by its comprehensive approach to the social, economic and/or physical regeneration of the whole borough; particularly when it is focused in the following places as shown on the Proposals Map"

"Waterlooville Town Centre, with particular focus on:

- a. London Road public realm.*
- b. Integration of Major Development Area.*
- c. Connectivity with Wellington Retail Park.*
- d. Improved car and cycle parking, public realm and a sustainable mix of uses"*

- 7.1.7 The connectivity between the town centre and the Retail Park will be enhanced as a result of the implementation of the Sainsbury's application, which includes the funding of an at grade pedestrian crossing (and associated ramps) across the A3. The pedestrian link between the town centre and the proposed Sainsbury's store, routes through the Wellington Retail Park.

- 7.1.8 The proposed variation in use resulting from the removal of planning restrictions on the sale of goods from Unit 6 has the ability to deliver an occupier to the Unit. A food retailer in this location is unlikely to result in a material impact on traffic attraction or car parking accumulation and it is anticipated that a high proportion of trips will link to those already undertaken to the Retail Park and the wider town centre.

Havant Borough Council Adopted Car Parking Standards

- 7.1.9 'Non Residential Parking Standards Policy DM14' notes that Havant Borough Council has adopted the Hampshire Parking Standards (2002). Hampshire parking standards are as detailed in Table 7.1 below.

Land Use	Maximum Parking Limit	Parking in highly accessible locations (75% of maximum permitted standard)
Non Food Retail	1 space per 20 sq.m covered areas	1.5 spaces per 40 sq.m
Food Retail	1 space per 14 sq.m covered areas	1.5 spaces per 28 sq.m

Table 7.1: Havant Borough Council Adopted Car Parking Standards

- 7.1.10 Hampshire County Council suggests that the standards can be reduced for site's in accessible locations.
- 7.1.11 Hampshire County Council now define 'accessible locations' as being "...areas of high accessibility are served by at least eight buses an hour within 400 metres and good cycling and pedestrian facilities."

7.1.12 By the above definition the site is located within an area of good public transport accessibility and based on the current HCC standards, the maximum car parking provision of 1.5 spaces per 40sq.m of floor area could be applied to non-food units, and 1.5 spaces per 28sq.m applied to food retail uses.

7.1.13 It is understood that the Retail Park's existing (permitted) accommodation measures 22,047sq.m GIA and 590 car parking spaces are provided. If a standard of 1.5 spaces per 40sq.m was applied then up to 827 spaces would be permissible on the site. The development therefore provides below the maximum permissible number of spaces and is not in conflict with this parking policy.

7.2 Draft Local Plan (Allocations) - December 2012

7.2.1 The Draft Land Allocations Plan allocates land in the Borough for new homes and employment, and safeguards land for strategic infrastructure. The document was published in December 2012.

7.2.2 The document identifies the desire to incorporate the Wellington Retail Park into the designated town centre boundary. This is detailed in plans provided in Appendix 4 of the document which identifies Wellington Retail Park's retail terrace, incorporating Unit 6, to provide 'primary' town centre retail frontage. Paragraph 8.16 of the document states:

"The town centre boundary includes the traditional shopping area, Wellington Retail Park and neighbouring stores. The primary shopping area comprises two areas: the pedestrianised section of London Road and the Boulevard, and Wellington Retail Park."

7.2.3 While the document is draft and subject to the outcome of a consultation exercise, the document clearly states the Planning Authority's intention to include the Retail Park within the formal town centre retail boundary.

8 SUMMARY AND CONCLUSION

8.1 Summary

- 8.1.1 Royal HaskoningDHV has been instructed by the Henderson UK Retail Warehouse Fund to prepare a Transport Statement in association with the removal of a range of goods planning restriction associated with Unit 6 of the Wellington Retail Park, Waterloooville.
- 8.1.2 This document has been prepared to consider the transport implications of removing the sale of goods restriction so that a food retailer could occupy Unit 6, which is provided with 1,650sq.m of floor space at ground and mezzanine floor level.
- 8.1.3 The Retail Park is located directly to the north of the defined town centre boundary. However, the Draft Local Plan (Allocations) document published by the Borough in December 2012 identifies the Borough's intention to alter the town centre boundary to include the Wellington Retail Park. The document suggests that the retail terrace within the Retail Park, including Unit 6, could become 'primary' town centre retail frontage.
- 8.1.4 The food retail allocation associated with unit 9A or 9B is unlikely to be taken up and instead an occupier specialising in the sale of comparison goods is likely to operate from the unit. As such, the travel demand associated with a potential food retail occupier is unlikely to occur in association with unit 9A or 9B.
- 8.1.5 The development site is accessible by sustainable modes of transport, with 3 regular bus services operating on the B2150 (Hambledon Road) and additional services accessible from Waterloooville town centre.
- 8.1.6 The net increase in vehicular trips to the Retail Park resulting from the removal of the planning restriction is 46 (two-way) during the Friday peak hour and 21 (two-way) during the Saturday peak hour. Of these, a high proportion will visit Unit 6 in preference to an alternative foodstore, these trips will already be present on the highway. A further proportion will be passing the development in any event (non-primary trips) and would divert an existing journey to visit the Retail Park.
- 8.1.7 Traffic movements to Unit 6 will be split between two-points of access to the Retail Park.
- 8.1.8 In terms of 'primary' (dedicated food retail) trips, as a result of the application it is estimated that 27 traffic movements (two-way) will take place during the Friday PM peak period and 17 movements (two-way) will take place during the Saturday peak.
- 8.1.9 As a result of the approved Sainsbury's development the quantum of food retail development in the immediate vicinity of the Retail Park will be significant and a high proportion of primary 'transfer' trips to Unit 6 are likely to transfer from adjacent food retail units. As such, a high proportion of 'primary' trips will be already present on the local highway network.

- 8.1.10 In terms of non-primary trips it is estimated that 19 traffic movements (two-way) will take place during the Friday PM peak period and 4 movements (two-way) will take place during the Saturday peak. These will divert from an existing journey to visit the Retail Park. Again, these trips will be already present on the local highway.
- 8.1.11 In overall summary, the occupation of 1,650sq.m of floor space within Unit 6 by a food retail operator is not likely to result in a material increase in traffic attraction to the Retail Park itself and as such the removal of the restriction in the sale of goods is unlikely to have an adverse impact on local traffic conditions.
- 8.1.12 There is unlikely to be a material impact on the car parking demand within the Retail Park, as a high proportion of trips to the unit will be cross-visitation trips with other units on the Retail Park and with the town centre.
- 8.1.13 Linked trips between the Retail Park and the town centre are significant at peak times on a Saturday, with over 600 pedestrian trips being undertaken in a one hour period via the sub-way beneath the A3. Pedestrian linkage with the town centre will be enhanced as a result of the Sainsbury's development proposal (application number 10/00793), with the development of an at-grade pedestrian crossing across the A3.
- 8.1.14 Currently the Retail Park's customer car park retains a significant reserve capacity on a Friday and Sunday, at all times. Peak parking takes place on a Saturday with a minimum of 60 spaces vacant at any one time.
- 8.1.15 No additional car parking will be provided as part of the proposals. However, on implementation of planning application numbers APP/10/00585 and APP/12/00369, parking will increase on-site by 24 spaces, increasing car parking capacity from 566 to 590 (including 31 dedicated staff parking spaces). The total car parking at the Wellington Retail Park will remain well below the maximum permissible provision as defined by Havant Borough Council and Hampshire County Council adopted parking standards.

8.2 Conclusion

- 8.2.1 In conclusion, there are no traffic, transport or car parking reasons why the restriction on the sale of goods cannot be removed from Unit 6.