

Transport Assessment

The Meadway Precinct (revised scheme)

Tilehurst, Reading



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1.0 Introduction

- 1.1 This Transport Assessment analyses the potential impacts of proposals to redevelop the Meadway Shopping Centre site at Tilehurst off Honey End Lane, Reading (Appendix A Location Plan). The complex is currently utilised for retail, leisure and residential purposes. The proposal is for new retail units with enhancement and expansion of some of the existing units, new residential dwellings and retention of existing residential and leisure uses.
- 1.2 The Meadway Precinct comprises a purpose-built Shopping Centre of 29 shops including Asda, Boots and Fitness First, with a large car park to the side and rear. A number of the units are currently empty. There are also 27 two-bed flats above existing shops, which are provided with 14 garages, not all of which are used. The overall core development strategy for the Borough involves a focus on a network and hierarchy of identified centres, of which The Meadway is one. As well as being a location for a significant range of local services and facilities, including retail, leisure and community provision, such centres should be places for people to live.
- 1.3 The existing site has a total of 2,776 sq. m. retail space and 218 parking spaces. The proposal is for a total of 3,332 sq. m of retail space with 202 parking spaces (which includes provision for blue badges, parent & child spaces and residents of the flats). The existing flats will be retained, and 14 additional new flats will be provided.
- 1.4 The scope of this Assessment has been discussed with the local highway authority. They have advised that traffic flow counts should be undertaken at the main junctions at either end of Honey End Lane and at the access to the precinct. Parking beat counts have also been requested for the precinct car park. These have been completed and form the basis of the Assessment. Further discussions were held as the assessment progressed and issues came to light, so that officers could have the opportunity to consider them as they arose and how they should be addressed.

- 1.5 The originally submitted scheme was subsequently revised following comments from the planning authority and this Assessment reflects the changes made to the proposal. Further discussions with the council were held and this Assessment takes account of their advice and guidance.

2.0 Site Audit

- 2.1 The Meadway is a district centre located in West Reading. The centre is split into two parts. The northern part of the centre is a purpose-built precinct opened in 1967, containing retail and leisure uses and 27 flats, with an area of car parking. The southern part of the centre is made up of an Asda superstore and its car park. The planning brief prepared by the Borough Council (2012) states the precinct “is now dated and in poor condition, as well as being physically unappealing and failing to make the most of its location in design terms.”
- 2.2 The site lies close to Prospect Park, approximately 3 km west of the centre of Reading, and 3 km from Junction 12 of the M4. It serves a residential area around the streets of Honey End Lane, the Meadway, Cockney Hill and Usk Road.
- 2.3 The site comprises 2,776 sq. m of retail space split into 29 separate units and 27 no. 2-bed flats. In total there are 207 pay & display parking spaces and 14 garage spaces, with 6 cycle stands. Of these 110 are located in the side car park at the western end of the site, 79 at the front car park adjacent to the access road and 18 plus the garages at the rear along the north service road. Observations show that some casual parking also takes place in the shop service areas and along the service road. The ASDA car park has approximately 161 spaces. Drivers who use the precinct side car park can redeem the cost of parking in the ASDA store.
- 2.4 Vehicle access is from two access points off Honey End Lane. At the northern end of the site a service road runs behind the back of the units to the side car park from a simple priority junction. At the southern end a 4-arm roundabout provides a shared (private) access road to the development site and to the ASDA store car parks on the opposite side. Vehicles can enter or leave by either route as they are connected at the side car park. The roundabout arm opposite the precinct serves the Prospect Park Hospital and terminates in a cul-de-sac at the hospital car park. The other two arms

connect Honey End Lane to The Meadway and Bath Road (A4). There are splitter islands on three arms but not the access road to the development site.

- 2.5 The front precinct car park runs alongside the carriageway, without any physical segregation between the end bays and passing traffic. There is a footpath to the main entrance, linked to the ASDA store by a zebra crossing. The zebra has no controlled zone markings or belisha beacons, which is permissible on a private road but would be unacceptable on the adopted highway. Immediately beyond the crossing is the access to the main ASDA car park opposite the precinct.
- 2.6 The Meadway and Bath Road are distributor roads which converge just at the edge of the town centre. Both are main bus routes. Bath Road connects to the M4 and The Meadway leads to the centre of Tilehurst. There is a traffic signal junction at The Meadway/Honey End Lane with a car wash on one corner. There are traffic calming speed humps in the vicinity of the development site and pedestrian guard railing adjacent to the edge of the carriageway. There is a zebra crossing prior to the roundabout with guard railing on all sides. Beyond the roundabout is a school in a residential setting and the speed limit drops from 30 mph to 20 mph. A humped zebra crossing is located adjacent to the school, close to bus stops on both sides of the road. There is a shared pedestrian/cycle path along one side of the road. The junction with Bath Road is formed by a mini roundabout.
- 2.7 Bath Road and The Meadway are two of the three main roads connecting Reading town centre with the areas to the west of the town. Bath Road carries approximately 20,500 motor vehicles (AADTF) in the vicinity of the proposal site and The Meadway approximately 18,000 according to the DfT classification counts (2013). The precinct is bounded on the northern and western sides by a steep hill comprising grass and trees and there is evidence of pedestrian desire lines through this very difficult terrain.

2.8 Trip Rates

2.8.1 On the busiest day of the week (Saturday) the centre attracts 1787 vehicle arrival trips and 1712 departure trips via the main site access road. In addition 185 vehicles arrived via the rear service road and 256 departed via the same route. The parking accumulation survey reveals that during peak occupancy (12.15 hrs) the car park was 85% occupied, with 168 vehicles parked.

2.8.2 However, according to our TRICS analysis (Appendix B), if the existing shopping centre copied patterns of trip generation found in the database, the site would attract more trips than currently recorded via the Parking Survey. This is undoubtedly because so many of the existing units are currently unoccupied.

For a local shopping centre of 2,776 sq. m retail floor area, the following daily trip rates were estimated via TRICS;

Mode	Daily 2-Way Trip Rate	Daily Number
Vehicles	7,300	3,650
Servicing/Delivery Vehicles	62	31
Cyclists	193	96.5
Pedestrians	6,397	3,198.5
Bus Passengers	70	35

2.8.3 This has additional implications for the impact of a regenerated and enlarged shopping precinct of the type proposed. However it also highlights that the existing precinct could generate a significant number of additional trips under existing planning consent if it was fully occupied. Therefore it is proposed that the TRICS rates should be used as the existing baseline but the existing trip rates should be utilised to highlight any potential problems due to increased traffic flows.

2.8.4 A TRICS analysis has been run for the flats as requested by the local highway authority (Appendix C). This demonstrates that the 27 flats will generate **80** vehicle trips per day. As would be expected the trips are split equally between arrivals and departures. It is

assumed these trips are reflected in the parking survey and, as the flats will remain, their impact on future traffic flows is not considered a significant factor.

- 2.8.5 The parking survey demonstrates that 698 of the drivers (35%) who parked in the precinct car park went straight into ASDA, effectively using it as an overspill facility. However the number of ASDA customers using the precinct car park may actually be even higher, as the survey could not record people who might have gone to ASDA later on.

2.9 Traffic Flow Analysis

- 2.9.1 Traffic counts were undertaken at each junction at the end of Honey End Lane and at the roundabout leading to the site access. These were taken over a 27-hour period to include the Friday evening peak and the peak-customer period of Saturday lunchtime, as directed by the Borough Council. It must be noted that this is not a reflection of actual daily flow as the standard 24-hour flow count (i.e. from midnight to midnight) was not used.

2.9.2 Honey End Lane Roundabout

The data shows that during the Friday evening peak period (17:00 – 18:00 hrs) a total of 1262 vehicles passed through the roundabout junction and of these 361 entered from the precinct/ASDA access road. During the same period 344 vehicles drove into the access road from the other 3 arms, demonstrating roughly equal rates of arrival and departure. It is evident that traffic enters the precinct access road in equal proportions from the northern and southern arms of Honey End Lane; 168 and 174 vehicles respectively. It can therefore be deduced that approximately 56% of the peak-hour traffic passing through the roundabout junction is generated by the precinct/ASDA.

- 2.9.3 Traffic flows for the peak-customer period (Saturday 12:00 – 13:00 hrs) demonstrate that 983 vehicles drove into the access road and of these 627 parked in the precinct car park; the remainder parked in ASDA. It is known that at least 35% of those who do

park in the precinct do so to visit the ASDA store so it can be deduced that only the remaining 407 are visiting the precinct.

2.10 Public Transport Services

2.10.1 Reading has a comprehensive bus network (Appendix D), in which services have been extensively upgraded with main routes re-branded as Premier Routes. New, low-floor vehicles have been introduced and bus stop infrastructure has been improved. These measures offer a high quality, inclusive service, with frequent, colour-coded buses that are tracked by satellite technology.

- Bus service 1 operates between Newbury and Reading seven days a week from early morning until late at night and runs up to every half hour, passing Prospect Park on Bath Road.
- Bus service 2/2a operates between Mortimer and Reading (Central) Station seven days a week from 5.40 am – midnight at frequencies of up to every half hour. Buses stop at Bath Road adjacent to Prospect Park.
- Bus service 33 operates between Central Reading and Turnham's Farm via Tilehurst seven days a week from early morning to late night and runs at frequencies of up to every ten minutes. Buses stop on The Meadway close to the junction with Honey End Lane.
- The 28/28a operates on routes between Purley and Caversham via the town centre Monday - Saturday. The routes vary and services run up to ten times a day. Buses stop at Bath Road close to Honey End Lane.

2.10.2 There are bus stops along Honey End Lane on both sides of the road adjacent to the precinct but there are no details to show that any services are currently using this route. It does demonstrate that the infrastructure is already in place for direct bus service access and the regeneration of the precinct will make provision of bus services more viable.

2.11 Cycle Routes

- 2.11.1 Reading's cycle network connects all the town's major public facilities, employment and leisure areas with almost 37 miles of principal routes, of which 17 miles are segregated from general traffic (Appendix E).
- 2.11.2 The proposal site sits at the junction of the R6 (Coley Park and Southcote) and the R50 (Tilehurst and Prospect Park) Reading Cycle Routes. There are direct Linking Routes to the R5 and R60 Routes and to the Town Centre Route.
- 2.11.3 The R50 uses many quiet, traffic-calmed roads and a route through Prospect Park with destinations including Prospect School and the Meadway along the way. The R6 is a quiet, on-road route between Coley and Southcote, avoiding Reading's busy main roads via a path along and under the railway, which has been recently widened to provide a more attractive link to schools and other local destinations. Access to the town centre and South Reading routes is via the off-road cycle path under the Inner Distribution Road (IDR). The R60 gives priority to cyclists from south-west Reading to Reading Station via the shared path on Bath Road, toucan crossings of Bath Road and Oxford Road and a link through quiet streets like Downshire Square and Great Knollys Street.

2.12 Safety Analysis

- 2.12.1 Three-year collision data was obtained from Reading Borough Council for the period 01/01/2012 and 31/12/2014 for the area around the site (Appendix F).
- 2.12.2 A cluster of nine incidents occurred at the junction of Honey End Lane and The Meadway. Of these four resulted in serious injuries and the other five resulted in slight injuries; each incident resulted in a single casualty. Five of the collisions involved single pedestrians at or near the crossing and of these three sustained serious injuries. All of these were attributed to errors by the pedestrians, who failed to look properly or crossed against the signals. Of the five pedestrians one was aged over 80 and two 12 or under.

- 2.12.3 The remaining four collisions include an incident involving a drunk driver and one involving a cyclist who experienced brake failure. Both of these are considered random events which have no bearing on location or highway characteristics. The other two involved careless turning manoeuvres by car drivers. It is considered that the only significant recurring pattern at this location is the number of pedestrians struck by vehicles while attempting to cross the road but the police reports attribute all of these to pedestrian error or behaviour.
- 2.12.4 Four collisions took place in the vicinity of the roundabout at the main entrance to the precinct. In total six personal injuries from these incidents; one serious and five slight including three in one collision. Two of the collisions involved cyclists who were struck while making turning manoeuvres; one sustaining serious injuries in a collision which occurred in dark, wet conditions and one sustaining slight injuries in daylight on a wet day. The other two incidents involved a driver who entered the roundabout without giving way and another incident in which a car shunted another waiting to enter the roundabout.
- 2.12.5 The collision rate at the roundabout is within normal expectation and all of the incidents can be attributed to driver error of judgement and/or failure to look properly. There is nothing to suggest any highway defects or that the road layout contributed to any of these incidents and this was confirmed by observations during the site visit
- 2.12.6 The only other collision near the precinct occurred at the junction of Honey End Lane and Cockney Hill and involved a car making a poor turning manoeuvre which caused a cyclist to collide with the car and fall off, sustaining slight injuries.
- 2.12.7 In summary it is concluded there are no adverse safety impacts associated with the development proposal and no significant, undue hazards caused by the character or layout of the highway.

3.0 Policy Analysis

- 3.1 The Borough Council's Core Strategy Vision states; "The district and local centres will perform an increasing role of providing services to local populations."

The strategy also refers to existing district retail centres; *"The vitality and viability of these District centres (which includes Meadway) should be maintained and enhanced. This will include widening the range of uses, environmental enhancements and improvements to access."*

- 3.2 It is conventional to undertake analysis of the Local Transport Plan, National Planning Policy Framework, Local Development Framework and other material transport planning policies and strategies as part of the policy analysis in any Transport Assessment. However in this instance the local authority has produced a planning brief for the site which makes reference to elements of these documents.

3.3 The Planning Brief

- 3.3.1 The planning brief prepared by the Borough Council set out key principles related to transport and travel issues. An increase in overall number of trips to the Centre is anticipated, and is acknowledged as a sign of a successful development. However, it is stressed that impacts upon the transport network are to be fully mitigated, in line with policy. This will mean that the development, if it generates additional trips, will need to incorporate enhanced provision for non-car modes of transport.

- 3.3.2 Honey End Lane is a classified road, and the Council's policy is that there should be no new entrances onto classified roads. The roundabout at the junction of Honey End Lane and the entrance to the Meadway Centre should be retained as it provides an important highways function for u-turns. It also provides a convenient point for buses to turn, if a more direct bus service were to be provided.

- 3.3.3 Car parking should be provided in line with the Council's Parking Standards and Design Supplementary Planning Document 5. New areas of public car parking should

represent an improvement over the current public parking area. In particular, it should avoid significant slopes, and pedestrian movement within the car park should be safe. Terracing of car parking may be one means to deal with the slope issue.

- 3.3.4 Redevelopment of the site should enhance the facilities and access for cycling. Cycle access to the site should be planned into any development from the outset, and should be safe and secure. Cycle parking should be also provided in line with the Council's Parking Standards and Design SPD.
- 3.3.5 Provision should be made to ensure good quality pedestrian access to bus stops on The Meadway and Honey End Lane.
- 3.3.6 The centre should benefit from good quality pedestrian access to and from Prospect Park, which would include signage. Improved lighting along Honey End Lane is one measure which will be important to improve both pedestrian and cycle access to the centre. Lighting should be to the most recent standards of the highways authority.
- 3.3.7 Servicing arrangements will need to be in compliance with the policy set out in the Council's Parking Standards and Design SPD. Development should avoid servicing arrangements that are directly adjacent to residential gardens, in particular those along the north side of Cockney Hill.

4.0 Development Proposal

4.1 Proposed Site Access and Layout

- 4.1.1 The existing vehicle access points will be retained without the need for any new ones, as per the brief (Appendix G). The connection between them will be severed, which will remove the existing hazard and nuisance. The northern access will be for residents and service & delivery vehicles only. The southern access will serve the car parks with some limited access for service vehicles to the rear of the adjacent units. This will achieve significantly greater segregation of cars and service vehicles, which will improve safety and convenience for all concerned.
- 4.1.2 The crossing between the precinct and ASDA is to be converted into a raised speed table crossing, which will limit vehicle speeds across the site and improve safety for pedestrians. The pedestrian guard railing outside the precinct will be removed but the planter will be retained.

4.2 Parking Provision

- 4.2.1 The precinct is in Zone 3 of the Reading parking hierarchy (secondary core area). The maximum parking provision standards for this zone which are relevant to the proposal are as follows;

• A1 Food Retail	30m ²
• A1 Non-Food Retail Up to 1,000m ²	40m ²
• A1 Non-Food Retail Over 1,000m ²	30m ²
• Hot Food Take-Away	40m ²
• Health Clubs/Gymnasiums	30 m ²

- 4.2.2 As the nature of the final end users of the units is unknown it has been assumed that there will be a 50:50 split between food and non-food retail with some hot food takeaway use retained. For this reason an 'average' parking requirement of 1 space per 35 sq m has been assumed. This equates to an overall *maximum* provision of up to 95

spaces for the retail units. Parking provision for the flats is 1.5 spaces per flat and 1 visitor space per 4 dwellings. This equates to a *requirement* of approximately 47 spaces.

- 4.2.3 Council policy advises that where comprehensive and mixed-use development schemes are likely, developers are encouraged to provide shared parking for facilities which are likely to generate peak parking levels during different periods of the day.
- 4.2.4 The proposal is for 157 spaces serving the precinct with a further 21 spaces for the residents of the flats. 12 spaces will be reserved for precinct staff. The residents' spaces are located at the northern side of the site off the service road so that shoppers will not be able to reach them. The shoppers' car park will be along the southern side of the site off the shared access road. The provision for the residents is below the required standard but they will be able to use the shoppers' car park and the heaviest demand for residents' parking will be during the evenings when the shops are closed, making sharing a viable option. Therefore the proposal is deemed to comply with the council's parking standards.
- 4.2.5 A total of 77 cycle stands are proposed; 50 for the retail units and 27 for the residents. This is a very significant increase above current provision and given the excellent cycle links in the area will be a major incentive for people to cycle. Four public motorcycle spaces are also proposed.

5.0 Impact Analysis

5.1 Trip Rates

5.1.1 Further discussions with the Borough Council resolved that a TRICS analysis was to be undertaken for a shopping centre of the size proposed (3,332 sq. m), which provided the projected daily trip rates shown in table 1. Figures illustrate the projected trip rates for the peak customer and peak traffic flow periods.

Table 1; Projected Trip Rates after Redevelopment

Mode	2-Way Trip Rate	Number
Vehicles	8,707	4,354
Servicing/Delivery Vehicles	74	37
Cyclists	231	116
Pedestrians	7,631	3,816
Bus Passengers	84	42

Fig 1; Friday Peak Period Trip Rates (Existing & Proposed)

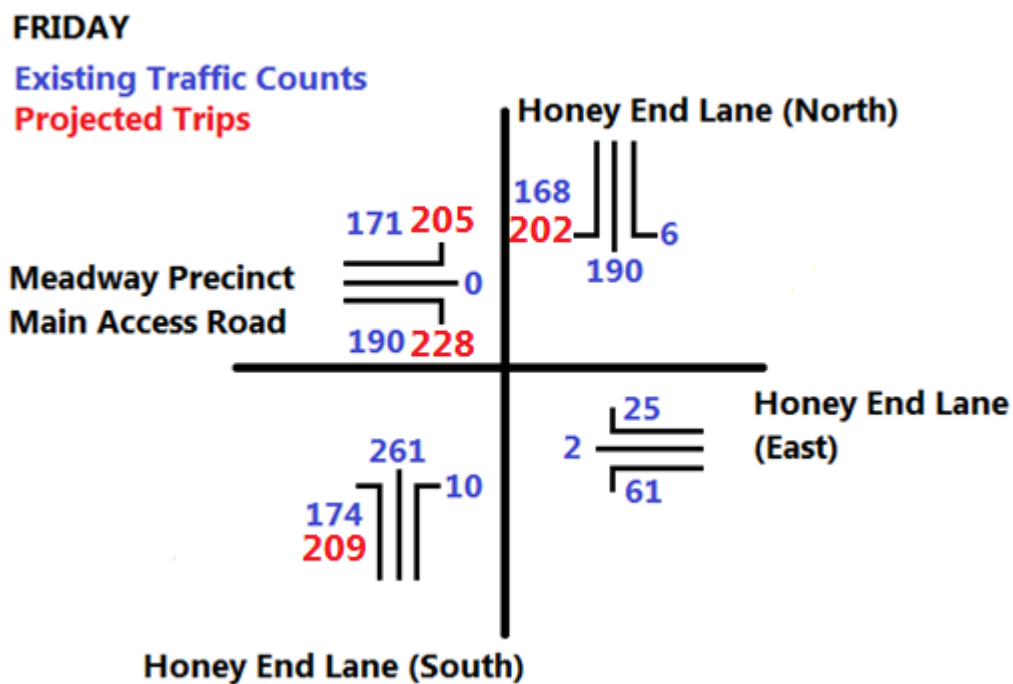


Fig 2; Saturday Peak Period Trip Rates (Existing & Proposed)

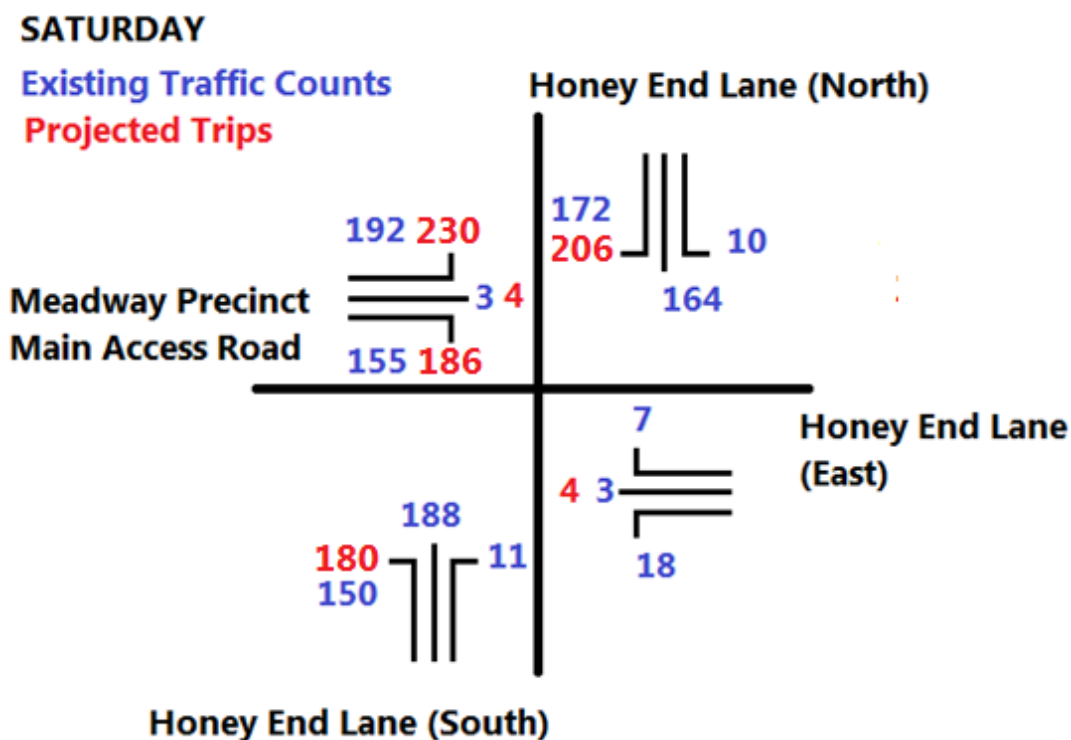


Table 2; Predicted Peak time Trip Rates

Mode	Friday PM peak (17:00-18:00)		Saturday Lunchtime peak (12:00-13:00)	
	Arrivals	Departures	Arrivals	Departures
Vehicles	292.81	308.08	374.18	362.56
Servicing/Delivery Vehicles	0	0.73	2.90	2.90
Cyclists	9.43	12.36	3.63	4.36
Pedestrians	216.52	271.73	329.87	289.88
Bus Passengers	0	2.17	6.53	3.63
TOTAL TRIPS	518.76	595.07	717.11	663.33

- 5.2 Given that current trip rates do not reflect the potential attraction of the centre due to the high number of unoccupied units a calculation has been carried out to assess the percentage increases in trip generation between the proposed development and the existing TRICS trip generation data;

Table 3; Current Potential Trip Rates (TRICS)

Mode	PM peak (17:00-18:00)		Lunchtime peak (12:00-13:00)	
	Arrivals	Departures	Arrivals	Departures
Vehicles	292.81	308.08	375.18	362.55

- 5.3 Effectively this demonstrates that the predicted trip rates after redevelopment will increase in direct proportion to the proposed expansion of the site compared to its current potential attraction, as would be expected.

- Friday PM peak arrivals: 20% increase
- Friday PM peak departures: 20% increase
- Saturday peak arrivals: 20% increase
- Saturday peak departures: 20% increase

- 5.4 The projected traffic numbers calculated above have been input into ARCADY, alongside the existing traffic counts, in order to examine the potential impact of development on the roundabout junction adjacent to the site. The outputs are shown below; the revised proposal clearly has less of an impact than the previous scheme due to its reduced size.

	PM			
	Queue (Veh)	Delay (s)	RFC	LOS
A1 - Friday Peak Existing				
Arm PPH	0.02	5.89	0.02	A
Arm HELS	0.18	6.38	0.15	A
Arm MPAR	0.16	6.33	0.14	A
Arm HELN	0.17	6.38	0.15	A

Values shown are the maximum values over all time segments.
Delay is the maximum value of average delay per arriving vehicle.

"D1 - Friday Peak Existing, PM " model duration: 17:00 - 18:00

Summary Results

Mode ▾ Columns ▾

	PM			
	Queue (Veh)	Delay (s)	RFC	LOS
A1 - Friday Peak Proposed (realistic)				
Arm PPH	0.30	12.39	0.23	B
Arm HELS	12.74	90.61	0.95	F
Arm MPAR	17.39	119.55	0.98	F
Arm HELN	3.99	32.85	0.81	D

Values shown are the maximum values over all time segments. Delay is the maximum value of average delay per arriving vehicle.

PREVIOUS SCHEME

Summary Results

Mode ▾ Columns ▾

	PM			
	Queue (Veh)	Delay (s)	RFC	LOS
A1 - Friday Peak Proposed (realistic)				
Arm PPH	0.26	10.66	0.21	B
Arm HELS	4.23	32.78	0.82	D
Arm MPAR	3.28	28.03	0.77	D
Arm HELN	2.10	19.26	0.68	C

Values shown are the maximum values over all time segments. Delay is the maximum value of average delay per arriving vehicle.

REVISED (NEW) SCHEME

These results from the Friday PM peak show that development remains likely to have an impact on queuing at the existing roundabout, but will not create a critical adverse impact on the highway network, and traffic will remain within the capacity of the roundabout.

- 5.5 The same pattern discerned during the Friday PM peak is also notable during the Saturday lunchtime peak. As existing, the roundabout junction has plentiful spare capacity, but following development there will be some queues and delay within the private and public access roads around the development site.

Summary Results

Mode Columns

	PM			
	Queue (Veh)	Delay (s)	RFC	LOS
A1 - Saturday Peak Existing				
Arm PPH	0.01	5.71	0.01	A
Arm HELS	0.18	6.41	0.15	A
Arm MPAR	0.16	6.36	0.14	A
Arm HELN	0.13	6.11	0.12	A

Values shown are the maximum values over all time segments.
Delay is the maximum value of average delay per arriving vehicle.

"D1 - Saturday Peak Existing, PM " model duration: 12:00 - 13:00

Summary Results

Mode Columns

	PM			
	Queue (Veh)	Delay (s)	RFC	LOS
A1 - Saturday Peak Proposed (realistic)				
Arm PPH	0.08	9.44	0.07	A
Arm HELS	2.95	24.48	0.75	C
Arm MPAR	7.45	46.80	0.89	E
Arm HELN	2.97	24.18	0.75	C

Values shown are the maximum values over all time segments.
Delay is the maximum value of average delay per arriving vehicle.

PREVIOUS SCHEME

Summary Results

Mode Columns

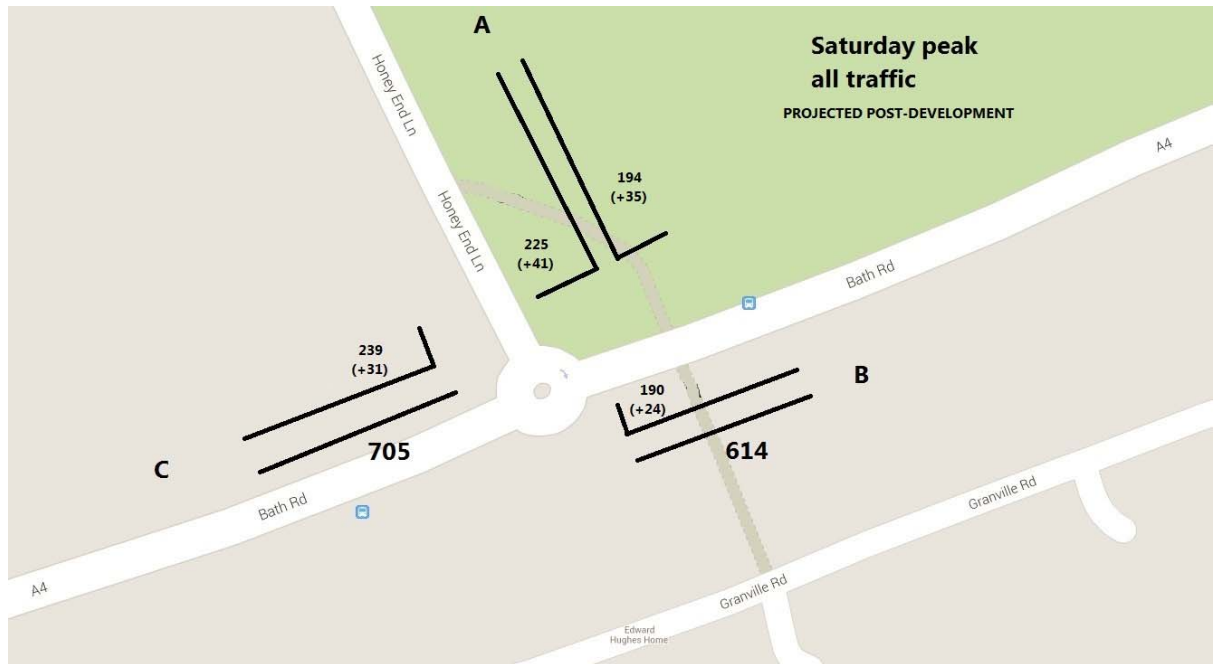
	PM			
	Queue (Veh)	Delay (s)	RFC	LOS
A1 - Saturday Peak Proposed (realistic)				
Arm PPH	0.07	8.48	0.06	A
Arm HELS	1.74	16.51	0.64	C
Arm MPAR	2.31	19.70	0.70	C
Arm HELN	1.70	16.09	0.63	C

Values shown are the maximum values over all time segments. Delay is the maximum value of average delay per arriving vehicle.

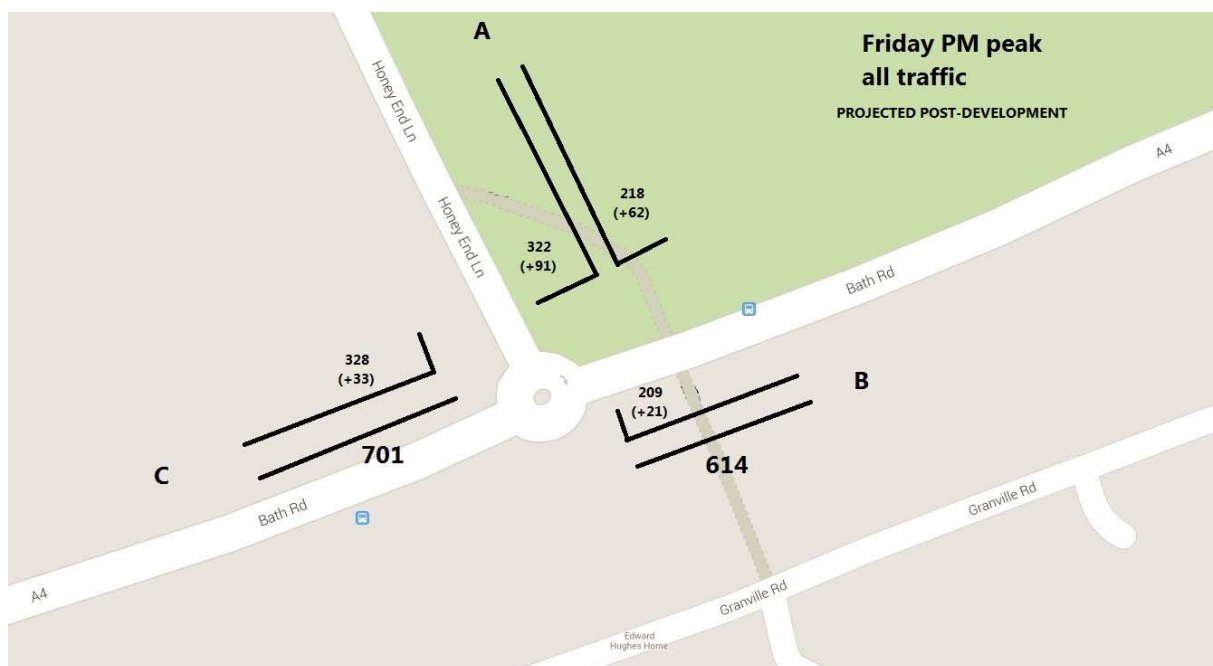
REVISED (NEW) SCHEME

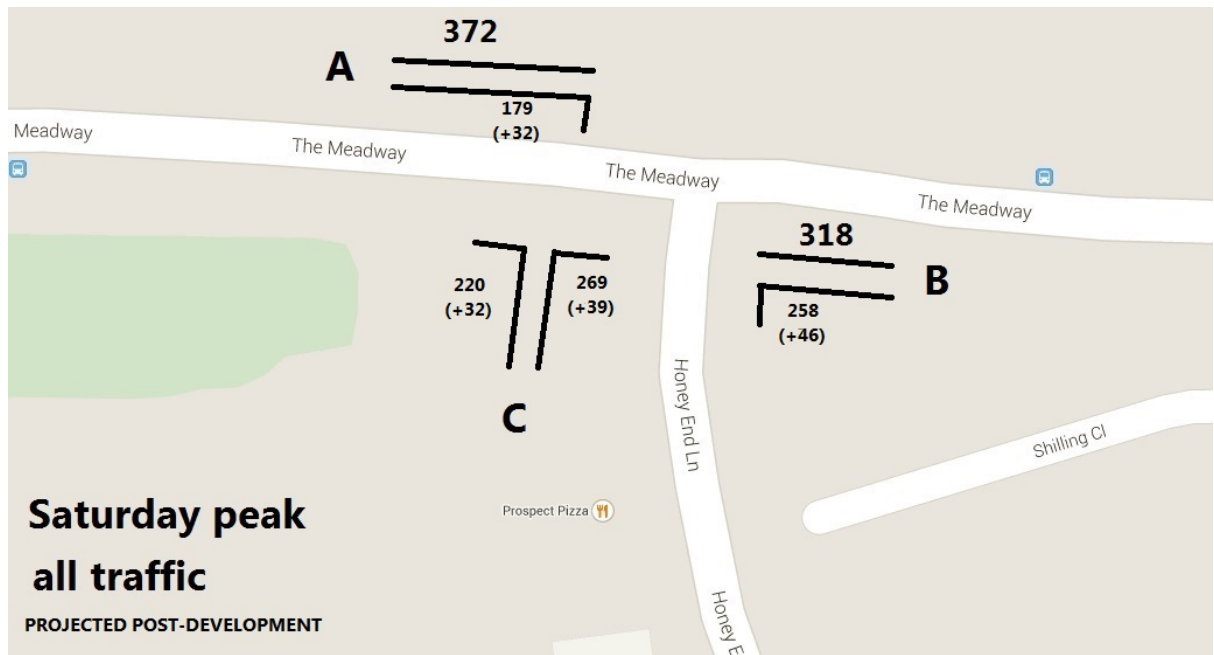
It is instructive that the reduced and revised new scheme has brought the level of traffic predicted within the capacity of the roundabout on the Saturday lunchtime peak, which is generally the busiest time for a shopping precinct. This should be welcomed therefore.

- 5.6 Predictions have been made using the TRICS data for increased trip rates through the junctions at either end of Honey End Lane. It is noted that the trip rates after expansion show that only 78% of the predicted extra trips materialise through the terminal junctions; this must be because the remaining 22% of extra trips originate from the side roads off Cockney Hill, reflecting the high proportion of local customers who use the precinct.

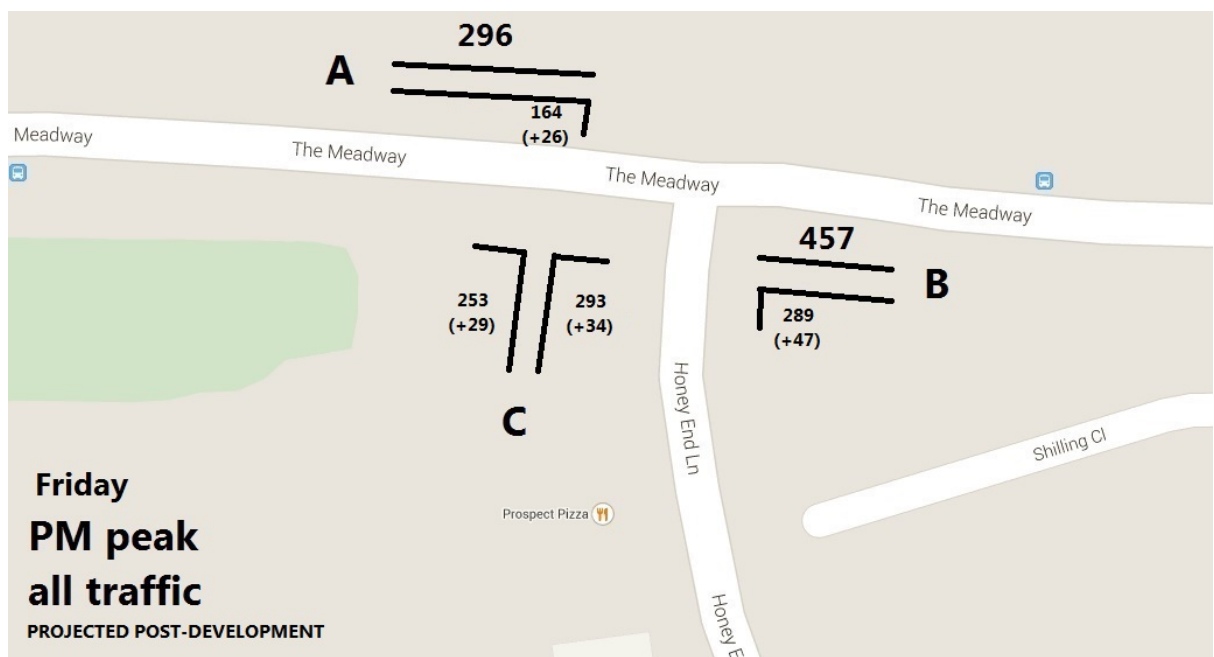


Honey End Lane (South End) junction turning proportions post-development





Honey End Lane (North End) junction turning proportions post-development



- 5.7 The predictions demonstrate that the additional trips, although statistically significant, will not be sufficient to have a critical impact on capacity through the junctions.

5.8 Summary

- 5.8.1 The TRICS predictions show that currently the precinct generates far fewer trips than would be expected because most of the units are empty and those that remain do not attract a significant volume of trade. If the existing units were to be occupied trip rates would increase but not to an extent that would have a significant impact on the highway. Realistically this could be achieved under the existing planning consent.
- 5.8.2 The proposed redevelopment scheme will include a major expansion and TRICS suggests this will have a highway impact on the roundabout at the access road, but that the predicted traffic flow will be unlikely to cause significant problems as a result of this revised and reduced scheme.
- 5.8.3 It is important consider whether the TRICS predictions are an accurate reflection of the potential current trip rates of a thriving precinct before and after development. The TRICS analysis may be more appropriate for an established centre. This is a speculative development and the reality is occupation rates (and therefore trip rates) will increase incrementally over a period of time after opening.
- 5.8.4 TRICS does not take into account any trips which will be diverted to the precinct that are currently being made to other retail outlets elsewhere. Part of the reasoning behind the current proposal is to provide people with local facilities they do not currently have. It is highly likely that local people will be able to make shorter trips when the new centre opens than they currently make to alternative retail outlets further away. Those who live within walking or cycling distance will be able to avoid undertaking trips which they may currently have to make by using their car.
- 5.8.5 The presence of the ASDA store also complicates the trip generation calculations. There are already a very significant number of ASDA customers using the precinct car park. Observations made show that this occurs even when there is still plenty of space in the ASDA car park, probably because some of the spaces in the ASDA car park are further away from the main entrance than some of those in the precinct car park.

Undoubtedly the proximity of the ASDA store and the precinct will lead to a considerable number of linked trips. This will mean that while each site benefits from additional visitors the overall number of trips generated by both sites *combined* is likely to be lower than they would generate if each was on an isolated site.

- 5.8.6 The sites included in the TRICS survey database did not have any travel plans in place. This is also likely to suggest higher vehicle trip rates than will occur at Meadway. The precinct was constructed in the 1960's in an era when little provision was made for travel by any mode other than by car. Since then an extensive cycle network has been developed around the site and bus provision has improved considerably. Pedestrian infrastructure has also improved and the site is now highly accessible by bus, cycle or on foot. The Council's core strategy states that *"Planning officers are working closely with transport officers to examine means of improving the accessibility of district and local centres."*
- 5.8.7 It is therefore likely that while actual trip rates will increase significantly they will in all probability not be as high as the TRICS predictions suggest. However the number of variables makes it very difficult to quantify the actual trip rates.

6.0 Conclusion

- 6.1 The proposal conforms to core policy to create vibrant district centres to provide people with local facilities and to regenerate areas and promote social and economic development. The site is in a highly accessible area with very good links to the area cycling network, pedestrian facilities and bus service infrastructure.
- 6.2 It is highly likely that redevelopment of the Precinct will increase trip rates along Honey End Lane by a significant extent (at least 20%) but that this will not overburden the capacity of the junctions along its length, including the roundabout at the Precinct access road. This is a benefit of the revised scheme which has significantly reduced the predicted traffic flows and their impact on the highway network.
- 6.3 The extent of the increase in trips was difficult to quantify because of the number of variables such as the likely occupancy rates of the new precinct, the unknown nature of end-users, the likely quantity of linked trips and overspill parking from the ASDA store and the effect of improved sustainable travel infrastructure and facilities. Furthermore the impact of diverted trips on the wider network will mean shorter trips and fewer car journeys to alternative retail sites further away.
- 6.4 The planning brief anticipates an increase in the overall number of trips and this is acknowledged as a sign of a successful development. However, it is stressed that to address this the development will need to incorporate enhanced provision for non-car modes of transport. It is evident that through careful design and travel planning there is potential to develop a sustainable travel profile for the scheme. Furthermore the anticipated incremental growth as units become occupied provides the opportunity to put travel management and planning procedures in place from the outset.

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Appendix A

Appendix B

Appendix C

Appendix D

Appendix E

Appendix F

Appendix G