

Technical note

Project:	Land Adjacent to Pirelli Factory, Derby Road, Burton (P/2017/00141)	To:	
Subject:	Response to LHA Comments	From:	Transportation, Atkins
Date:	14 Jun 2017	cc:	

1.1. Introduction

Atkins prepared a Transport Assessment to support the development of land adjacent to the Pirelli Factory, Derby Road, Burton (in relation to application Ref: P/2017/00141). A further Technical Note was prepared providing further justification of some of the trip rates adopted in the assessment which was submitted to the local highway authority.

Atkins has been provided with comments made by the local highway authority officer on the assessment methodology. This note provides responses to the comments made. The Transport Assessment and Technical Note should be referred to for full details of the proposals and assessments previously undertaken.

1.2. Background

Planning permission was previously granted to develop the Derby Road site for a mix of B1, B2 and B8 employment uses, a Public House/Restaurant and a Hotel, as follows:

- 3,728 sq.m GFA – B1 Office;
- 1,061 sq.m GFA – B2 Industrial Units;
- 4,246 sq.m GFA – B8 Distribution/Storage Units;
- 568 sq.m GFA – A4 Public House;
- 583 sq.m GFA – A3 Restaurant; and
- 90 bed – C2 Hotel.

A new planning application was submitted in 2017 (Ref: P/2017/00141). The revised development proposals are as follows:

- 7,010 sq.m GIA - B2/B8 Units;
- 1,244 sq.m GIA - Builders' Merchant with outside storage (sui generis)
- 595 sq.m GIA - D2 Leisure Unit (Gym)
- 465 sq.m GIA – A1/A3/A5 Retail Units
- 156 sq.m GIA – A3/A5 Coffee Shop Drive Through/ Restaurant and
- 1,857 sq.m GIA – A1 Supermarket

Some of the above uses were already permitted under the previous consent and have already been constructed; approximately 6,000sq.m of employment units have already been constructed on the site taking access from Derby Road.

The Transport Assessment submitted with the 2017 application included an assessment of the above land uses and the forecast impact at the two site access junctions formed with Derby Road and the Derby Road/Princess Way/Hawkins Lane roundabout.

1.3. Local Highway Authority Comments and Atkins' Responses

The comments made by the local highway authority officer are set out below with responses to these also provided.

1.3.1. Foodstore Trip Rates and Trip Generation

“Experience has shown that the rates within TRICS do not reflect the increased popularity of discount food stores such as Aldi/Lidl. The Highway Authority accepted the following trip rates per 100 sqm for a discount food store at Eastern Avenue, Lichfield.”

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Friday AM Peak Arrs 1.45 Deps 0.687
 Friday PM Peak Arrs 4.876 Deps 5.601
 Saturday AM Peak 7.758
 Saturday PM Peak 8.249

We have adopted a standard approach of selecting appropriate sites within the TRICS database which are representative of the proposed store specifically from the 01 – Retail, C – Discount Foodstore category.

Stores located in Greater London, Republic of Ireland and Northern Ireland were excluded and those sites located in an Edge of Town or Neighbourhood Centre location were included.

We therefore maintain that the trip rates adopted in the assessment accurately reflect the proposed use and location and are therefore appropriate and provide suitable trip rates.

“The Saturday Peak in particular needs to be considered due to the proximity to Burton Albion football ground.”

We have examined fixtures from the 2016/17 season to determine the number of games played at home on a Saturday. A summary of the 2016/17 season fixtures is as follows:

Fixture Location	Weekday	Saturday	Sunday	Total
Home	11	13	1	25
Away	8	16	0	24
Total	19	29	1	49

Only 13 fixtures were played at the Pirelli Stadium on a Saturday (representing approximately 25% of all fixtures during the season). This is approximately one fixture every 4 weeks and therefore not a regular occurrence.

Furthermore, it is anticipated that football related traffic will dominate on a matchday and therefore general traffic will avoid the area. There would therefore not be a need to assess a Saturday due to the proximity to the football ground.

“A further consideration for match days is the control of vehicle parking within the development.”

As set out in the Transport Assessment, parking would need to be managed, particularly on matchdays. The developer would accept a condition that a Parking Management Strategy is prepared prior to occupation of the foodstore and retail elements.

1.3.2. Builders Merchants Trip Rates and Trip Generation

“The gross floor area range (5,000 – 6,275 sq.m) is not representative of the proposed builders merchants unit (1,244sqm). Using a range of 600 – 4,000 sqm my trip rates per 100sqm were:”

AM Peak Arrs. 4.853 Deps 3.425
 PM Peak Arrs 0.095 Deps 0.761

The trip rates for the Builders Merchants have been determined taking into account the operators business model and parking requirements. The Builders Merchant would operate as a trade counter with most customers placing orders via telephone or the internet with deliveries made by HGVs. Of the deliveries, some would be from the proposed unit at the Derby Road site and some would be from a regional distribution centre.

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In terms of HGV movements, the operator has confirmed that they would generate seven two way vehicles movements relating to goods inwards and nine vehicle movements relating to customer deliveries over a typical day. Peak hour trip generation would therefore be minimal.

With respect to staff travel movements, these are envisaged to be minimal in number with a small staff base operating the counter. Furthermore, as it is intended that many customers' orders would be delivered, there is not forecast to be a significant number of trips generated by customers.

As such, the intended use would have a significantly lower trip generation than a typical Builders' Merchants and therefore the trip rates utilised in the assessment are considered robust and appropriate.

1.3.3. Leisure Unit (Gym) Trip Rates and Trip Generation

"These trip rates were queried but they are acceptable to the Highway Authority."

Noted.

1.3.4. A1/A3/A5 Retail Units Trip Rates and Trip Generation

Sites which have a food element have been excluded from the assessment. Why? These stores should not be excluded.

Due to the proposed discount foodstore, it is very unlikely that a food retail operator would occupy one of the small retail units. Furthermore, we have been advised that the contract with the discount foodstore limits the A1 use on the rest of the estate.

1.3.5. Pass-By Trips

"With reference to 5.2, Pass-by and Diverted Trips, TRICS Research Report 95/2 is referred to. This document has been superseded by TRICS Research Paper 14/1 which should be referred to in the Transport Assessment."

Whilst the previous TRICS paper on pass-by and diverted trips has been superseded, the latest guidance does not provide an indication of typical reductions for non-primary trips. Due to the relatively strategic nature of the A5121 Derby Road (providing access between Burton-upon-Trent and the A38), it is likely that there would be a significant proportion of pass-by/diverted trips to the retail uses during the network peak hours. The allowances made for pass-by and diverted trips is therefore deemed to be appropriate.

1.3.6. Parking Provision

"I have concerns regarding the level of parking adjacent the proposed A1 builders merchant. With reference to the submitted Transport Assessment, Table 4-1, I agree with the number of proposed parking spaces (62No.). The Proposed Site Layout (Drg. No.0003 Rev. M) shows 9 No.car parking spaces and 3No. parking spaces for larger vehicles. The parking spaces to the north of the builders merchant are allocated to the various units and there is no pedestrian connection to the parking spaces to the south."

As set out above, it is intended that the unit would operate as a trade counter which is more akin to a B8 use with minimal trip generation and parking accumulation.

The level of parking proposed is in line with the explicit requirements of the proposed occupier for this outlet in this setting. That said, we note that the car parking ratio is at the bottom end of the range evident at the occupier's other sites across the country. Whilst the occupier should not be required to provide more car parking than, in their considerable experience, they need for their business, we would suggest that if concerns remain in this regard a modest increase in parking provision could be secured by planning condition, e.g. requiring a minimum of 12 spaces here.

1.3.7. Conclusion

The comments made by the highway authority have been fully responded to and we consider that all the issues raised have been addressed and that the further justification demonstrates that the assessment is accurate and fully reflects the proposed development.