Scottish Widows Property Authorised Contractual Scheme 1

Proposed Ancillary A3/A5 McDonalds Drive-Thru

Victoria Retail Park, Victoria Road, South Ruislip

Transport Statement

May 2018

WYG, 90 Victoria Street, Bristol, BS1 6DP
Tel: +44 (0)117 9254393
Email: bristol.planning@wyg.com

Document Information

Prepared for	Scottish Widows Property Authorised Contracultural Scheme 1
Project Name	Proposed Ancillary McDonalds Drive Through, Victoria Retail Park, Victoria Road, South Ruislip
File Reference	18 05 25 A095837-1 TS
Project Number	A095837-1
Publication Date	May 2018

Contact Information

WYG Environment Planning Transport Ltd

90 Victoria Street
Bristol
United Kingdom
BS1 6DP

+44 (0)117 925 4393
bristol@wyg.com
www.wyg.com

Registered in England & Wales Number 3050297
Registered office: Arndale Court, Headingley, Leeds, LS6 2UJ

Document Control

Version	Date	Prepared by	Reviewed by	Approved by	Approver Signature
D1	28/02/2018	BM	CL	CL	
Description					
D2	01/03/2018	BM	CL/TH	CL	
Description					
Internal 1	17/04/18	BM	CL	CL	
Description					
Internal 2	30/04/18	AP	AP	CL	
Description					
D3	04/05/18	AH	AH	CL	
Description					
F1	25/05/18	AH	AH	CL	
Description					

Limitations

Contents

Tables

Figures

Appendices

1 Introduction

Brief

1.1 WYG have been commissioned by Scottish Widows Property to prepare a Transport Statement in support of the planning application for a proposed 547 sqm A3 / A5 McDonalds drive-through at Victoria Retail Park, Victoria Road, South Ruislip.

1.2 This Transport Statement (TS) provides an audit of the existing transport conditions near the site including a description of the local highway network and the accessibility of the site by sustainable modes of transport. It sets out the anticipated level of trip generation, the distribution of these trips and the impact of development traffic on the local highway network.

Structure of Statement

1.3 The structure of this report is summarised below:

- Section 2 sets out the National and Local Policy with regards to highways and transportation that is applicable to the application;
- Section 3 describes the site location, the existing highway network and outlines the accessibility of the site by sustainable modes of transport including walking, cycling and public transport;
- Section 4 provides details of the proposed development including access arrangements, parking provision and vehicle tracking;
- Section 5 sets the out the trip generation and considers the traffic impact of the development on the surrounding highway network; and,
- Section 6 identifies the main conclusions that can be drawn from the technical work presented.

2 Review of Transport Policy

2.1 This section of the Transport Statement sets out the relevant national and local transport planning policies and guidelines. It provides an overall planning context for the development proposal.

2.2 The following national and local planning documents have been reviewed:

- The National Planning Policy Framework (2012);
- The London Plan (2016);
- The London Borough of Hillingdon Local Plan 2011 – 2026 (2012);
- The London Borough of Hillingdon UDP Saved Policies (2007); and,
- The Draft Mayor's Transport Strategy (2017).

National Policy

National Planning Policy Framework

2.3 National Planning Policy Framework (NPPF) was formally adopted in March 2012 that sets out the Government's planning policies for England.

2.4 Section 4 of NPPF highlights the need for promoting sustainable transport which this TA and development considers.

2.5 Paragraph 32 of NPPF highlights that as part of the decision-making process, Transport Statements and Assessments should take into account:

- The opportunities for sustainable transport modes 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 are undertaken within the transport network that cost effectively limits 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.

2.6 Paragraph 35 promotes development that is located and designed to:

- Accommodate the efficient delivery of goods and supplies;
- Give priority to pedestrians and cycle movements, and have access to high quality public transport facilities;
- Create safe and secure layouts which minimise conflicts between traffic and cyclists / pedestrians and avoiding street clutter; and,
- Consider the needs of people with disabilities by all modes of travel.

2.7 Paragraph 39 sets out that If setting local parking standards for residential and non-residential development, local planning authorities should consider:

- The accessibility of the development;
- The type, mix and use of development;
- The availability of and opportunities for public transport;
- Local car ownership levels; and,
- An overall need to reduce the use of high-emission vehicles.

National Planning Practice Guidance

2.8 The Government's National Planning Practice Guidance (NPPG) was launched on 6th March 2014 by the Department for Communities and Local Government (DCLG) as a web-based resource.

2.9 Within the NPPG, the 'Travel Plans, Transport Assessments and Statements in Decisions-Taking' guidance provides advice on when transport assessments and transport statements are required, what they are and what they should contain.

2.10 Paragraph 6 sets the importance of the Travel Plans (TPs), Transport Assessments (TA's) and Transport Statements (TS's) saying that they can positively contribute to:

- Encouraging sustainable travel;
- Lessening traffic generation and its detrimental impacts;
- Reducing carbon emissions and climate impacts;
- Creating accessible, connected, inclusive communities;
- Improving health outcomes and quality of life;
- Improving road safety; and,
- Reducing the need for new development to increase existing road capacity or provide new roads.

Local Policy

London Plan March 2016 - The Spatial Development Strategy for London Consolidated with Alterations since 2011

2.11 The London Plan is the overall strategic development plan for London. It sets out an integrated socioeconomic, environmental and transport framework for the development of London through the next 20 - 25 years. The London Plan was first published in July 2011, with minor alterations adopted into the plan annually since 2011.

2.12 Chapter 6 of the London Plan sets out the key Transport related strategic policies and objectives. These aim to support the delivery of the sixth object of the London Plan. This objective states that:

> *"London should be: A city where it is easy, safe and convenient for everyone to access jobs, opportunities and facilities with an efficient and effective transport system which actively encourages more walking and cycling, makes better use of the Thames, and supports delivery of all the objectives of this Plan."*

2.13 The main source on transport policy in London is the Mayor's Transport Strategy (summarised below). The Mayor's Transport Strategy (MTS) sets out six specific goals:

- *"Supporting economic development and population growth;*
- *Enhancing the quality of life for all Londoners;*
- *Improving the safety and security of all Londoners;*
- *Improving transport opportunities for all Londoners;*
- *Reducing transport's contribution to climate change, and improving its resilience; and*
- *Supporting delivery of the London 2012 Olympic and Paralympic Games and its legacy"*

2.14 Policy 6.3 of the London Plan sets out the requirement that developments should fully assess the impact on the transport network, and not adversely affect the safety of the transport network. It

requires Transport Assessments to be provided, in line with TfL's Transport Assessment Best Practice Guidance.

2.15 The London Plan Policy 6.13 sets out that the starting point for meeting parking demand for new retail development should be use of existing public off-street provision. Parking needs should be assessed taking account of the reduction in demand associated with linked trips. **Table 2.1 below** sets out the parking standards for retail land use.

Table 2.1 London Plan Parking Standards

Land use	Car Parking maximum standards	Cycle Parking minimum standards	Motorcycle, moped and scooter parking
A3	A general maximum car parking standard applies to all land use. One space per 500 sqm. However, Boroughs should take the lead regarding proposed developments and parking spaces.	Long-stay: from a threshold of 100 sqm: 1 space per 175 sqm Short-stay: from a threshold of 100 sqm: 1 space per 40 sqm	Should be considered like the car parking standards.

The London Borough of Hillingdon Local Plan 2011 - 2026 (November 2012)

2.16 London Borough of Hillingdon Local Plan is the key strategic planning document for Hillingdon. It sets out to support the Sustainable Community Strategy of Hillingdon by establishing the long-term vision and objectives for the borough.

2.17 This document sets out 25 strategic objectives, of which SO12 and 22 are of particular transport relevance. SO12 aims to reduce the reliance on the use of the car by promoting safe and sustainable forms of transport, while SO22 aims to promote the use of public transport.

The London Borough of Hillingdon UDP Saved Policies (September 2007)

2.18 Following the replacement of the Hillingdon UDP by the Local Plan, certain policies were 'saved' to remain active policy while replacements were developed.

2.19 Annex 1 sets out the saved car parking standards for the Borough. It sets out that London Plan standards should be used unless a specific standard in set out in the Hillingdon UDP Saved Policies.

Table 2.2 Parking Standards from Annex 1 of Hillingdon UDP Saved Policies

Land use	Car Parking	Cycle Parking
A3	1 space per 50 sqm	1 space per 25 sqm

Draft Mayor's Transport Strategy 2017

2.20 The Draft Mayor's Transport Strategy sets out a main aim of reducing Londoners' dependency upon the car.

2.21 It sets out that making alternative transport options accessible and appealing to all Londoners is the key to reducing car dependency.

2.22 This means improving street environments to make walking and cycling the most attractive options for short journeys and providing more, and better, services to make public transport the most attractive option for longer ones.

Summary

2.23 The documents and specific policies set out above are considered relevant to the determination of the proposals at Victoria Retail Park, Victoria Road, South Ruislip as set out in this Transport Statement.

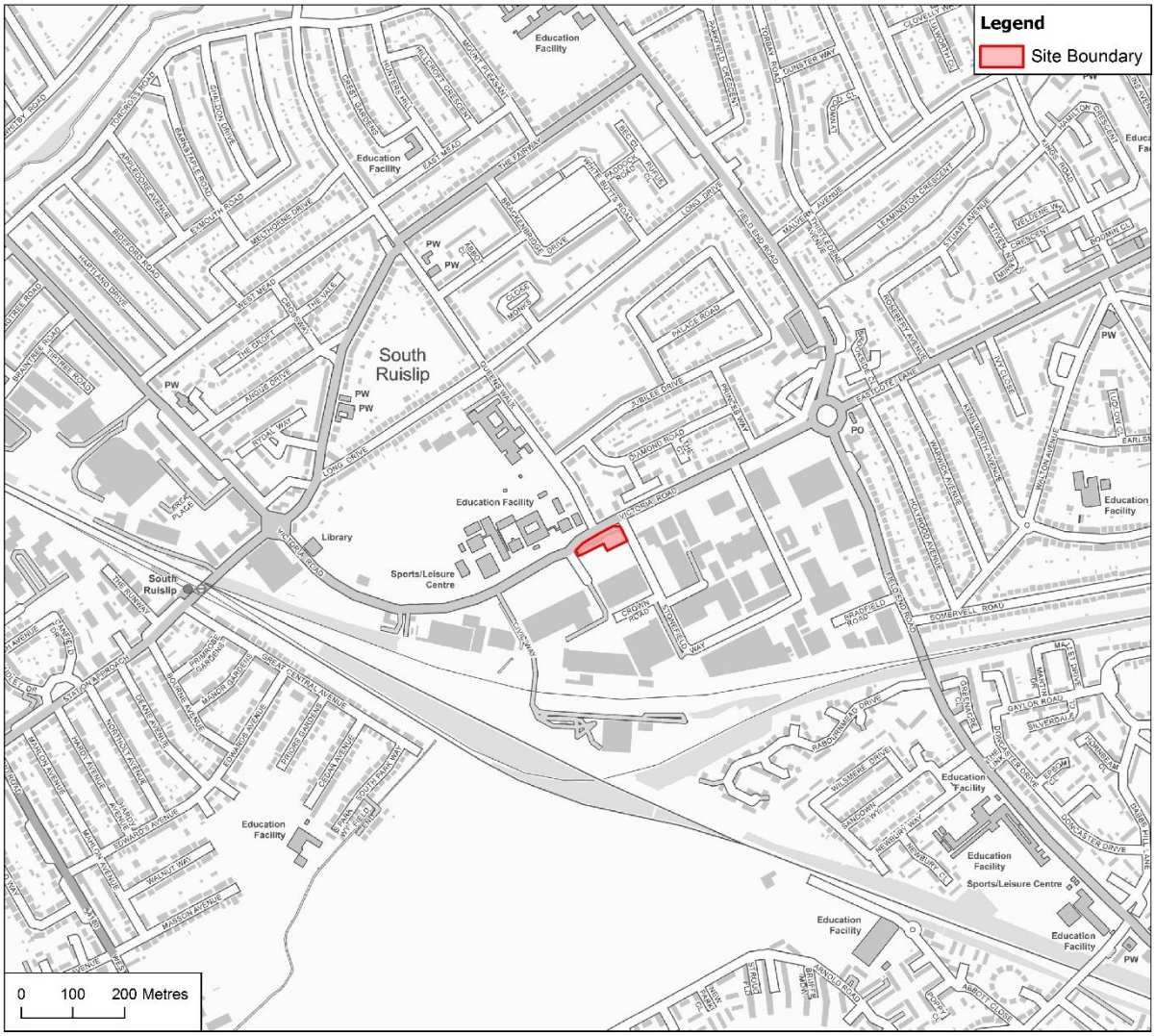
3 Existing Conditions

Site Location

3.1 The site is located at the Victoria Road Retail Park and will be situated in the north-western end of the existing DFS / Curry's PC World Car Park. The site is approximately 900 metres east of the centre of South Ruislip and 1.7 kilometres west of Northolt Park.

3.2 The site location is illustrated in **Figure 3.1** below.

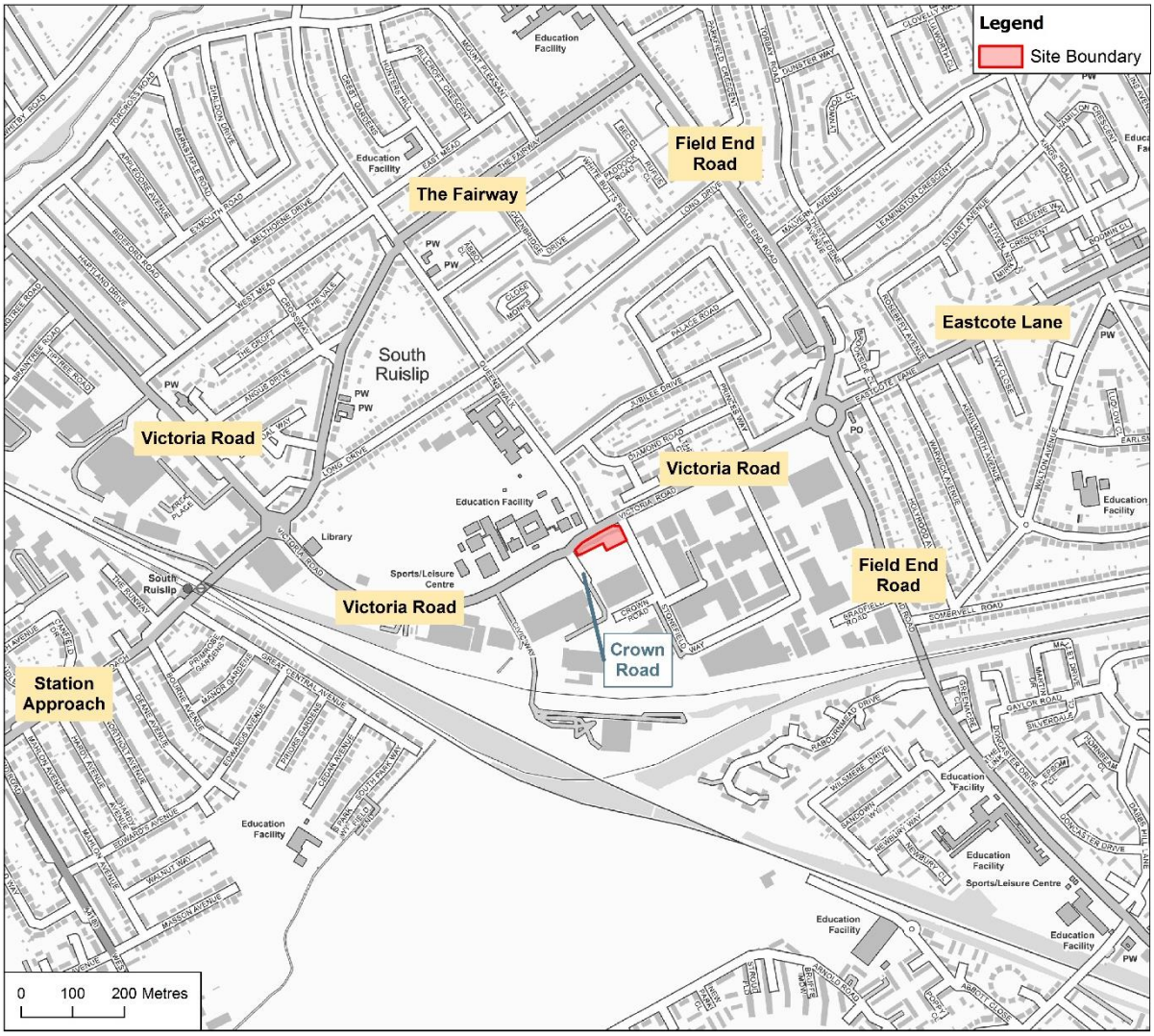
Figure 3.1 Site Location Plan



Local Road Network

3.3 The local road network is shown in **Figure 3.2**.

Figure 3.2 Local Road Network



3.4 The site is located to the south of Victoria Road. Victoria Road is the main link road from Ruislip Manor, through South Ruislip to the roundabout with Field End Road / Eastcote Lane, approximately 500 metres east of the site. Victoria Road is generally 7.0-7.5 metres wide and subject to a 30 mph speed limit.

3.5 The site is accessed off Crown Road, which forms the minor arm of a three-arm roundabout with Victoria Road. Crown Road is approximately 8 metres wide and subject to a 30 mph limit.

3.6 Field End Road links from Eastcote to Northolt and forms two arms of the Victoria Road / Field End Road / Eastcote Lane four arm roundabout, approximately 500 metres east of the site. It is generally 7.0-7.5 metres wide and subject to a 30 mph speed limit.

3.7 Eastcote Lane links east to South Harrow from the Victoria Road / Field End Road / Eastcote Lane four arm roundabout. It is generally 7.5-8.0 metres wide and subject to a 30 mph speed limit.

Existing Car Parking

3.8 A shared car park is provided within the retail park which serves the retail units on both sides of Crown Road. These areas provide a total of 495 spaces.

3.9 The development site is located within the DFS and Currys PC World car park, which extends to the south-east of the development site. The DFS and Currys PC World car park provides approximately 180 vehicle spaces.

Existing Public Transport Accessibility Level

3.10 A review of the Public Transport Accessibility Level (PTAL) has been undertaken for the site to establish accessibility to the local public transport network. PTALs are a detailed and accurate measure of the accessibility of the public transport network which consider walk access time and the service availability. The method is essentially a way of measuring the density of the public transport network at any location within Greater London.

3.11 The proposed site at Victoria Road has a PTAL score of 1b / 2. PTAL is only generated to a circa 100 metre resolution, so the western part of the site is classed as 2 'Poor', while the eastern side is classed as 1b 'Very Poor'.

3.12 It should be noted that the PTAL methodology was developed by the London Borough of Hammersmith and Fulham, and can give disproportionately low scores in outer London areas where the number of different public transport services is lower than central London, but remain substantial compared to other metropolitan areas in the country.

3.13 Whilst the site scores 2 on the PTAL scale this needs to be considered within the context of the number and range of services and facilities available from the site on foot and by bicycle. Furthermore, with bus stops within 250m (3 minutes) of the site and the South Ruislip Underground / Mainline station within a 1 kilometre walk (13 minutes), the site does benefit from being well located to access a range of public transport services.

Existing Pedestrian Infrastructure

3.14 The proposed development is located within the Victoria Road Retail Park, which benefits from existing pedestrian connections into South Ruislip.

3.15 Pedestrian footways are provided along both sides of Crown Road and Victoria Road. Dropped kerbs and tactile paving are located on the entry access. The footways provide a link to / from the adjacent retail and residential areas, assisting the movement of pedestrians to and from Victoria Road Retail Park.

3.16 The footways on Victoria Road provide a direct pedestrian access from the centre of South Ruislip to the site. This provides easy access to the site from the facilities, mainline and underground station at South Ruislip.

Existing Cycling Infrastructure

3.17 TfL and the Local Boroughs provide an extensive network of formal cycle routes within London, consisting of a mix of signed, recommended, off-road and superhighway routes.

3.18 While there is no formal cycle provision within the immediate vicinity of the site, there are recommended routes from South Ruislip Station (circa 700 metres northwest), recommended routes from Long Drive (circa 550 metres north) and signed routes from the Eastcote Lane / Victoria Drive / Field End Road roundabout (circa 600 metres east).

Existing Bus Provision

3.19 The nearest bus stops to the site are located on Victoria Road, approximately 250 metres west of the site.

3.20 These stops are served by the 114 bus service which provides a service from Edgeware to Ruislip, via Harrow and South Ruislip. This provides a very frequent service, with buses every 7-12 minutes in both directions from 8am to 11pm. Services commence at 5:50am and finish at 1:35am.

Existing National Rail / Underground Provision

3.21 As noted previously, South Ruislip Station is located approximately 1 kilometre west of the site and is served by the Central Line Underground Services, as well as mainline Chiltern Railways services. These services are summarised in **Table 3.1**.

Table 3.1 Rail and Underground Services from South Ruislip

Service	Route	Average Frequency		
		Day of Operation	First / Last Bus	Average Frequency
Central Line	Towards West Ruislip	Mon-Sat	0609 / 0105	6-12 per hour
	Towards Central London		0527 / 2357	
	Towards West Ruislip	Sunday	0723 / 0023	6-9 per hour
	Towards Central London		0645 / 2302	
Chiltern Railways	High Wycombe – South Ruislip – London Marylebone	Mon-Fri	0600 / 2330	Hourly (2 trains per hour in peaks)
	London Marylebone – South Ruislip – High Wycombe		0623 / 0043	
	Gerrards Cross – South Ruislip – London Marylebone	Saturday	0613 / 2328	Hourly
	London Marylebone – South Ruislip – High Wycombe		0641 / 0027	
	Gerrards Cross – South Ruislip – London Marylebone	Sunday	0820 / 2323	Hourly
	London Marylebone – South Ruislip – High Wycombe		0807 / 0002	

3.22 **Table 3.1** demonstrates that South Ruislip station provides a frequent service towards Central London or West Ruislip, as well as a regular service to the wider area. There is also a single 'parliamentary' train service per day routing from London Marylebone to London Paddington and back via South Ruislip.

3.23 The application site is well located in respect of rail and underground services, which will encourage future site staff to access the development by public transport.

Highway Safety

3.24 WYG have undertaken an accident analysis audit using the most recently available 5-year Personal Injury Accident data released under the Open Government Licence. This provides the full STATS19 readout, but minus the perceived contributory factor data. This data is approved by the National Statistics Authority and reported on by the Department for Transport (DfT) each year.

3.25 The data used in this audit comprises the most recent data released by the DfT, which comprises accident information up to 2016. This analysis therefore covers a five-year period between the beginning of January 2012 and the end of December 2016.

3.26 The study area for the assessment is shown in **Figure 3.3**.

Figure 3.3 Highway Safety Audit for Study Area

3.27 The incidents recorded within the site vicinity are classified as 'slight' in severity. No incidents recorded in the site vicinity during the five-year period were classified as 'serious' or 'fatal'.

3.28 In the immediate vicinity of the site, eleven slight PIAs were recorded. Of these eleven, only two occurred at the site access roundabout.

3.29 The recorded incidences of accidents are distributed across the site vicinity with no severe clusters of multiple serious accidents. This suggests that the current highway layout does not contain any accident blackspots at the access to the retail park and does not raise any undue concerns that may need to be addressed by the proposed development.

Summary

3.30 The location of the site and the availability of sustainable transport options; walking, cycling and public transport services means that alternative forms of transport to the private car are available and there is the potential for both customer and staff trips to and from the site to be undertaken by non-car modes of travel. On this basis, the site is considered sustainable in transport terms.

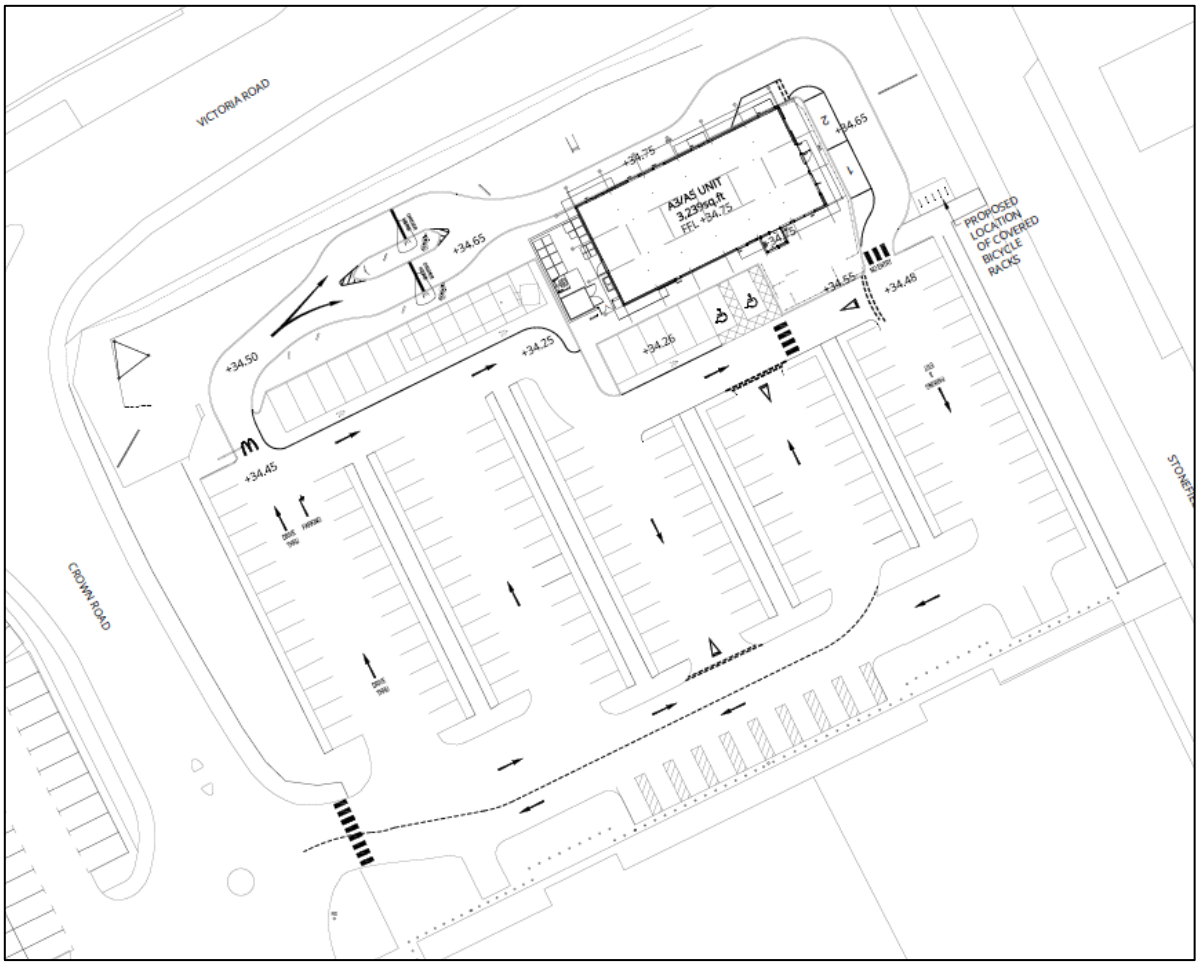
3.31 The accident review undertaken shows that there are no adverse accident issues with the existing site access or with the internal layout of the site that would suggest it is unsuitable to accommodate the proposed ancillary development.

4 Development Proposal

Proposed Development

4.1 The proposals are for the construction of a new McDonald's drive-through unit (Use Class A3 /A5) at the Victoria Retail Park, South Ruislip. It is proposed that the new unit will comprise 547 sqm and will be located in the northeast corner of the existing car park to the south of Victoria Road. An extract of the proposed layout plan is shown in **Figure 4.1** below.

Figure 4.1 Proposed Layout Plan



Vehicular Access Strategy

4.2 Access to the proposed McDonald's will be taken from the existing car park via Crown Road. As part of the proposals the existing car park layout will be altered to accommodate the McDonald's unit.

Service and Refuse Collection

4.3 Service and refuse vehicles will serve the site via the existing car park which has sufficient space for service vehicles to access and manoeuvre to get to the proposed McDonalds unit.

4.4 Service vehicles will be able to access the service delivery area utilising the internal car park circulating lanes and parking spaces. It is likely that servicing will take place out of the peak hours of operation of the retail park with the operator of the unit will marking off any parking spaces required for servicing the site with traffic cones.

4.5 To support the above strategy, ADL Traffic and Highways Ltd (McDonalds transport consultants) have prepared a Trip Generation and Servicing Advice Note (included at **Appendix B**). With specific regard to servicing and refuse collection the Note summarises the following key points:

- Multi-temperature vehicles allow for frozen, chilled and ambient products to be delivered in one visit, which reduces the number of deliveries each restaurant received;
- Restaurants typically receive three deliveries per week;
- Servicing McDonalds restaurants whilst they are open is common practice and does not present any existing operational difficulties;
- Each restaurant is allocated a 2-hour delivery slot, which is booked in advance and each restaurant has two days prior notification;
- Vehicle track analysis for a 16.5m articulated vehicle has been undertaken and is included within Appendix 3.0 (Track Analysis) of the Note; and,
- Refuse will be collected by a private contractor on a schedule of three times per week, outside of peak hours. Waste minimisation measures results in a lower quantum of waste and frequency of collection requirements.

4.6 If required, then a Servicing Management Plan can be put in place for the site to manage servicing within the car park area.

Pedestrian and Cycle Access

4.7 An additional pedestrian access will be provided as part of the development. This will provide an access to the site from the east, with access gained from Stonefield Way. All other pedestrian and cycle accesses will be unchanged from the existing conditions.

Car and Cycle Parking Provision

4.8 As detailed in **Section 3.9**, the site is located within the existing Victoria Road Retail Park, which has space for approximately 495 vehicles.

4.9 As part of the proposals the existing car park layout will be altered to accommodate the proposed McDonald's unit, and provide a total of 453 spaces. Following discussions with the Applicant, it is evident that the existing 495 space car park is significantly under-utilised and, following the implementation of the proposals and taking into consideration drive-thru / dine-in trips, there are no reasons to suggest that the proposed 453 space car park would not provide adequate capacity for the entire retail park.

4.10 To provide the proposed unit with suitable mobility impaired parking provision, it is proposed to provide two mobility impaired parking spaces to the south of the unit.

4.11 It is proposed that cycle parking is provided in accordance with the Council's cycle parking standards (more onerous than London Plan) which, based on the proposed dining area of 214sqm, this would result in the requirement to provide up to 9 spaces. It has been confirmed that the Applicant will provide 5 Sheffield stands for up to 10 bicycles, in excess of the Council's standards. These will be provided at ground level, immediately outside the unit.

4.12 In addition to this, a site visit has indicated that there are further stands in the retail park that can also be used if required.

4.13 The proposed car park arrangement is shown on the plan provided at **Appendix A**.

5 Traffic Impact Review

Trip Generation

5.1 A review has been undertaken of the TRICS database, which determined that the surveys contained within the database were not appropriate to forecast the level of traffic associated with the proposed development. For this reason, a first principles approach has been undertaken in determining the traffic impact of the site.

5.2 The ADL Traffic and Highways Ltd Trip Generation and Servicing Advice Note, prepared on behalf of McDonald's, also considers the level of traffic forecast to be generated by the development proposal.

5.3 The Note considered the site following travel characteristic and traffic surveys which were undertaken a similar McDonald's stores. The study sets out the level of trips generated by a McDonald's store operating within this location, with the number of forecast vehicles generated which would be new to this part of the network, with the volume that would be existing ('diverted' or 'pass-by') or shared trips (trips generated by other facilities within the retail park).

5.4 **Table 5.1** sets out the level of traffic forecast to be generated by the development proposal, which is a reproduction of Table 3D provided within the ADL Traffic and Highways Ltd report. The full ADL Traffic and Highways Ltd report is provided at **Appendix B**.

Table 5.1 Trip Generation

Trip Type	Friday PM Peak				Saturday Peak			
	%	In	Out	Total	%	IN	Out	Total
New	33%	25	26	78	33%	45	44	89
Existing	63%	48	50	98	58%	79	77	156
Shared	4%	3	3	6	8%	12	11	23
Total	100%	76	79	155	100%	136	132	268

5.5 **Table 5.1** shows that 155 two-way trips are forecast to be generated in the PM peak, with 78 forecast to be new to this part of the road network. The remaining two-way trips are forecast to be 98 as existing and 6 as shared.

5.6 During the Saturday Peak, it is forecast that 268 two-way trips will be generated, with 89 forecast to be new to this part of the road network. The remaining trips are forecast to be 156 as existing and 23 as shared.

Traffic Impact

5.7 Traffic flow information on Victoria Road has been extracted from the 2015 Proposed Lidl Foodstore Application at Imperial House, Victoria Road, South Ruislip (ref: 5039/APP/2014/3715). These 2015 traffic flows have been growthed up to 2018 using traffic growth values extracted from TEMPro 7 for Hillingdon 033 (E02006796). The growth rates are summarised below in **Table 5.2.**

Table 5.2 TEMPRO 7 Growth Rates for Hillingdon 033 (E02006796)

Years	Time	Area Type	Road Type	Serves	Local Growth Figure
2015-2018	PM Peak	Urban	Principal	Region	1.03438452
	Saturday				1.03705241

5.8 Using these growth rates, traffic flows on Victoria Road adjacent to the site have been calculated, as summarised below in **Table 5.3**.

Table 5.3 2018 Traffic Flows on Victoria Road

Time Period	Westbound	Eastbound	Two Way
2018 PM Peak	997	960	1957
2018 Saturday Peak	987	995	1982

5.9 **Table 5.4** compares the percentage increase in traffic flows that would result from the development against the 2018 baseline traffic flows.

Table 5.4 Percentage Increase in Traffic Flows on Victoria Road

Time Period	2018 – Two Way	Proposed Development – Two Way	% Increase
2018 PM Peak	1957	78	4.0%
2018 Saturday Peak	1982	89	4.5%

5.10 As shown in **Table 5.4**, the proposed development will result in a 4.0% increase in traffic flows on Victoria Road in the PM peak hour and a 4.5% increase in the Saturday peak hour.

5.11 The percentage increases shown above do not correspond to the development having a severe impact on the local highway network as the highest percentage increase is below 5%. It is therefore assessed that the impact of the proposals is not severe in the context of paragraph 32 of the NPPF.

6 Conclusions

6.1 This Transport Statement details that the proposed development location is within a sustainable part of South Ruislip. The site benefits from existing connections to the local pedestrian network, is well served by the high frequency 114 bus route and South Ruislip Station approximately 1 kilometre to the northwest providing a link to the Central Line Underground and National Rail services.

6.2 The sustainable location of the site will help to reduce the number of primary vehicle trips that will be generated by the proposed ancillary retail unit and will offer customers and staff the opportunity to travel to sustainably.

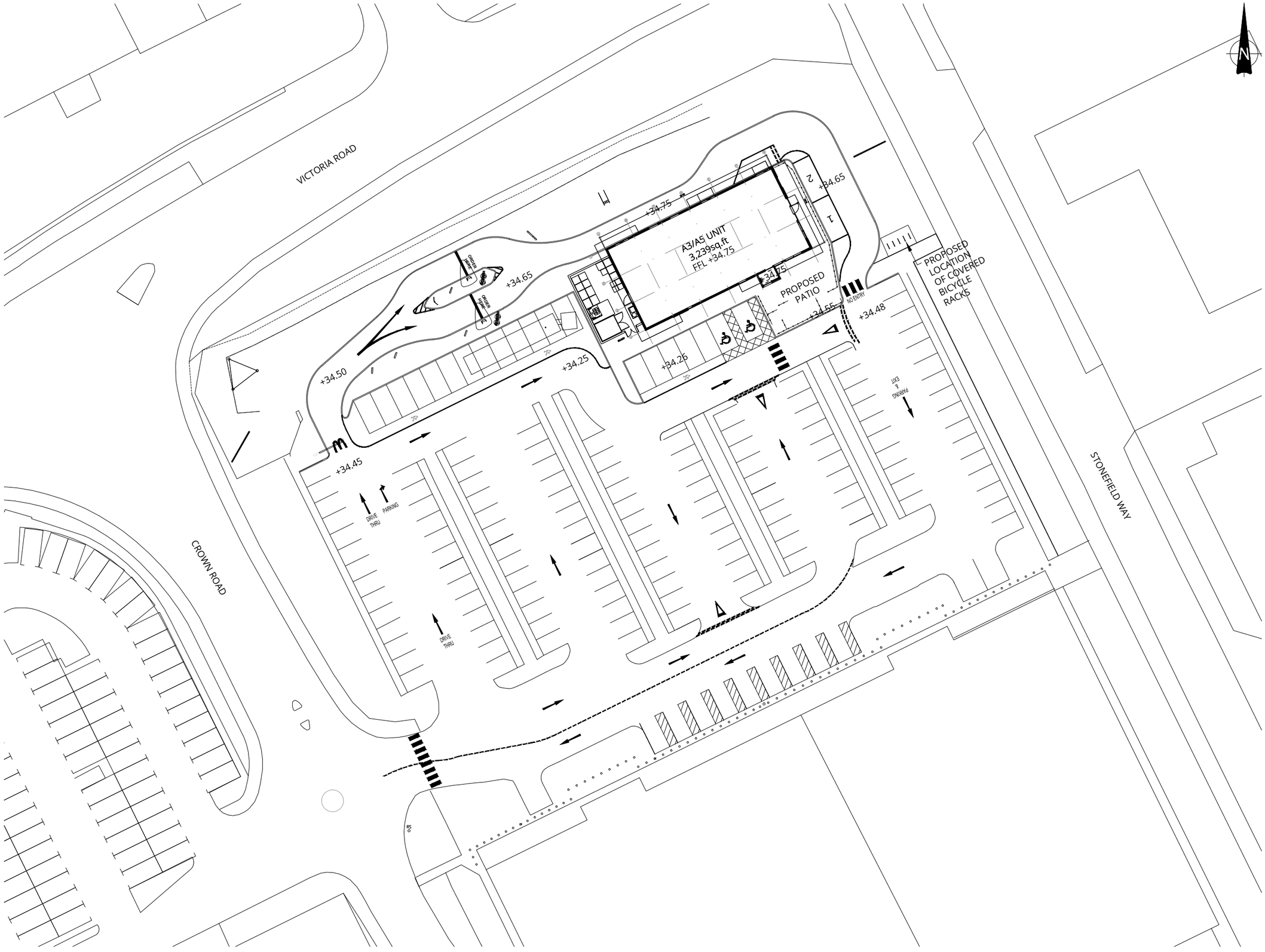
6.3 The accident review undertaken in this report shows that there are no accident issues associated with the site access or internal layout of the site that would impact potential users of the proposed facility.

6.4 Furthermore, the parking provision within the retail park is considered appropriate, with provision adhering to the principles of local policy whilst ensuring that an appropriate level of parking provided is maintained to support the wider operation of the site.

6.5 This Transport Statement has shown that the proposed development of a flexible A3 / A5 unit of 547sqm at the Victoria Road Retail Park, South Ruislip will be ancillary and will serve existing retail park customers. On this basis, it will not draw custom as a main attraction of the retail park and will have a minimal transport and highways impact. Thus, the vehicular impact of the proposed ancillary unit will not be severe in the context of Paragraph 32 of the NPPF.

6.6 Accordingly, the proposal is fully in accordance with both national and local planning policy pertaining to transport and highways.

Appendix A
PROPOSED SITE LAYOUT



SCALE 1 : 500
SCALE 1 : 1

0m 5m 10m 20m 30m 40m 50m
0m 10mm 20mm 40mm 60mm 80mm 100mm

PLANNING

Urban Edge Architecture Limited
One Scotgate Mews, Scotgate,
Stamford, Lincolnshire, PE9 2FX.

Tel. ++44 (0)1780 755 665
Fax. ++44 (0)1780 755 360

THIS DRAWING IS FOR PLANNING COMMENT ONLY AND IS **NOT TO BE USED FOR TENDER OR CONSTRUCTION**

NOTE:

LEVELS SHOWN ARE INDICATIVE AND SUBJECT TO DETAILED DESIGN.

PROPOSED LANDSCAPE WORKS NOT SHOWN ON THIS DRAWING.

Revision	Description	Date
D01	PATIO ANNOTATION ADDED	05.06.2018
D00	FORMALLY ISSUED	18.05.2018
A05	BICYCLE RACKS REMOVED	17.05.2018
A04	PLAN ALTERATION	14.05.2018
A03	BICYCLE RACKS ADDED	08.05.2018
A02	PLAN ALTERATION	28.02.2018
A01	PLAN ALTERATION	19.02.2018

URBAN EDGE
architecture / landscape / masterplanning

Client: **SCOTTISH WIDOWS PROPERTY AUTHORISED CONTRACTUAL SCHEME 1**

Project: **SOUTH RUISLIP DRIVE THRU**

Drawing: **SITE BLOCK PLAN AS PROPOSED**

Scale	1:500 @ A3	Drawn	SS
Date	FEB 2018		

Project No.	Drawing No.	Revision
1829	URB DT[08]00 03	D01

Appendix B
ADL TRAFFIC AND HIGHWAYS LTD TRAFFIC GENERATION ADVICE NOTE

ADL Traffic & Highways Engineering Ltd
1 Coldbath Square, London, EC1R 5HL
Tel: 020 7278 8844 Email: london@adltraffic.co.uk

TRIP GENERATION AND SERVICING ADVICE NOTE
VICTORIA ROAD, SOUTH RUISLIP
(ADL: 3853/04/17A 2018)

1.0 INTRODUCTION

1.1 This Traffic Generation Advice Note undertaken by ADL Traffic & Highways Engineering Ltd on behalf of McDonald's Restaurants Ltd outlines the justification for the traffic generation data proposed to be used for the drive-thru McDonald's Restaurant which is located at Victoria Road, South Ruislip.

1.2 The proposal comprises of a 504sqm (GIA) two storey (D0100) restaurant with side by side drive thru facilities. The dining area would be 214sqm. There would be 4 car parking spaces within the McDonald's demise (including 2 disabled spaces and 2 reserve spaces for drive thru customers). There would be shared car parking for customers with the Retail Park. The architect's site layout is included as Appendix 1.0.

2.0 McDONALD'S STORE SURVEYS

2.1 In order to determine the likely traffic generation for the McDonald's (drive thru restaurant) aspect of the site, ADL Traffic & Highways Engineering have provided survey data for the existing McDonald's drive thru restaurant at Alperton (W5 1DN).

2.2 The surveys were undertaken on a Friday and Saturday at the following times; which represents McDonald's trading peaks:

- Friday 15th March 2013 16:00 – 19:00 hours
- Saturday 16th March 2013 11:00 – 15:00 hours

2.3 A summary of the traffic count data and analysis is included as Appendix 2.0.

2.4 Alperton is considered to be comparable to the proposed restaurant for the following reasons:

- Alperton is similarly located in a suburban area/retail park;
- Alperton has a similar level of AADT and market share

2.5 Details of Alperton and the proposed Ruislip restaurants are provided in Table 2A below:

Table 2A Comparable McDonald's Site: Victoria Road, Ruislip

	Alperton (Store 504)	**Victoria Rd, Ruislip**
Location	Suburban/Retail Park	Suburban/Retail Park
Restaurant Type	Single storey	Two storey
Floor Area	257sqm	504sqm
№ of Seats	68	180 (max)
Parking Provision	32 + 2 grill bays	Shared with retail park
Drive Thru Facilities	Single *	Side by Side
Population within 5km	495,954	380,425
AADT*	2,9295	25,191
№ of McDonald's Restaurants within 5km (including proposed/surveyed store)	10	9
Population per McDonald's restaurant (market share McDonald's restaurants)	49,595	42,269

* when surveyed

2.6 It should be noted that the population per McDonald's restaurant at Ruislip (42,269), is lower than at Alperton (49,595) and the AADT at Ruislip is also slightly lower (25,191) compared to Alperton (29,295). It is considered on that Alperton provides a reasonable and robust comparable restaurant.

3.0 McDONALD'S SURVEY INFORMATION & PROPOSED TRAFFIC GENERATION

3.1 Methodology

3.1.1 Utilising the McDonald's surveys detailed in Section 2.0, various information about the proposal can be demonstrated, including traffic generation, operational capacity of the car park and drive thru lane.

3.2 Traffic

3.2.1 As noted in Section 2.0, surveys were undertaken during McDonald's peak trading periods, Friday 16:00-19:00 and Saturday 11:00-15:00 hours.

3.2.2 The proposed peak hour traffic generation is summarised in Table 3A below.

Table 3A Peak Hour Traffic Generation

Friday PM Peak				Saturday			
Time	**In**	**Out**	**2-way**	**Time**	**In**	**Out**	**2-way**
16:00-17:00	76	79	155	11:00-12:00	102	86	188
17:00-18:00	73	66	139	12:00-13:00	93	94	187
18:00-19:00	71	73	144	13:00-14:00	136	132	268
-	-	-	-	14:00-15:00	119	126	245
Total	**220**	**218**	**438**	**Total**	**450**	**438**	**888**

3.2.3 As shown above, the restaurant peak hours would be 16:00-17:00 hours on Friday and 13:00-14:00 hours on Saturday.

3.3 Customer Activity

3.3.1 The surveyed customer activity is shown in Table 3B below, in terms of how drivers used the store at Alperton.

Table 3B Surveyed Customer Activity

Activity		Friday PM		Saturday	
		№	**%**	**№**	**%**
1	Drive in, use restaurant, drive out	91	40%	202	44%
2	Drive in, use restaurant, eat in vehicle, drive out	7	3%	36	8%
3	Drive in, drive thru, drive out	112	50%	190	42%
4	Drive in, use drive thru, park, eat in vehicle drive out	8	4%	23	5%
5/6/7	Other	7	3%	4	1%
Total		**225**	**100%**	**455**	**100%**

3.3.2 The results are summarised below:

	Friday	Saturday
•	43% eat in	52% eat in
•	54% drive thru	47% drive thru
•	3% non McDonald's traffic	1% non McDonald's traffic

3.4 Customer Interviews

3.4.1 Interview surveys were undertaken at the restaurant on both a Friday and Saturday during the survey periods.

3.4.2 The purpose of the customer interview surveys was to establish the type of customer trips made to the existing restaurant.

3.4.3 Four primary trip types can be assigned to McDonald's customers:

- Additional Trips:
  - These are specific car journeys to visit the McDonald's whereby customers return to their original location immediately after completing their visit
  - e.g. Home → McDonald's → Home
- Diverted Trips:
  - These are trips where a driver is already on the road network and alters their route to visit the McDonald's
  - e.g. Home → McDonald's → Other → Home
  - e.g. Work → McDonald's → Home
    i.e. trips diverted from the Long Drive signal junction on Field End Road roundabout
- Pass-by Trips
  - These are also trips which are already on the network in any event i.e. trips on Victoria Road.
- Shared Trips
  - These are trips shared with the adjacent retail park.

3.4.4 Additional trips may not necessarily be new trips as those customers may previously have undertaken trips to other hot food takeaways on their route, instead of visiting McDonald's. Collectively pass-by, diverted and shared trips can be referred to as "existing trips" as they represent all existing vehicles on the network.

3.4.5 The data from the customer interview surveys has been analysed and a summary is set out in Table 3C below.

Table 3C Interview Surveys, Summary of Trips by Type

Trip type	Definition	Friday (%)	Saturday (%)
Additional	Same Origin & Destination	33%	33%
Existing	Different Origin & Destination Same Origin & Destination, McDonald's not the sole purpose of the trip	63%	58%
Shared	Visit adjacent retail before or after McDonald's	4%	8%
Total Surveyed		100%	100%

3.4.6 As expected there is a high level of trips which would be on the network in any event.

3.5 Development Traffic

3.5.1 Section 3.2 sets out the traffic generation for the proposed restaurant. By considering the trip types in Section 3.4, these can be split as shown in Table 3D below.

Table 3D Proposed Trips By Type

Trip Types	Friday PM Peak			Saturday Peak		
	%	In	Out	%	In	Out
Additional	33%	25	26	33%	45	44
Existing	63%	48	50	58%	79	77
Shared	4%	3	3	8%	12	11
Total	**100%**	**76**	**79**	**100%**	**136**	**132**

3.5.2 The number of additional trips (solely to the McDonald's) is expected to be:

- Friday PM peak 25 vehicles
- Saturday peak 45 vehicles

3.6 Parking Demand

3.6.1 The maximum surveyed parking demand at Alperton (inclusive of all customer and staff parking bays) can be assumed to represent the likely parking maximum demand expected at Ruislip as follows:

- Friday 23 vehicles
- Saturday 30 vehicles

3.7 Drive Thru Queue

3.7.1 The drive thru lane forms an integral part of McDonald's operations as outlined in Section 3.3 with around 50% of activity being associated with the drive thru.

3.7.2 For the purposes of the survey at Alperton the drive thru queue was counted from the car collecting a meal (i.e. the final part of the drive thru ordering process) and then counted back to the last car in the following queue. The surveyed queue results at Alperton results are shown in Table 3E below and can be assumed to represent the likely drive thru queues expected at Ruislip.

Table 3E Predicted Drive Thru Queue

Time	Friday	Saturday
Minimum Q	0	0
Maximum Q	7	13
Average Q	2	5

3.7.3 The drive thru lane has capacity for 18 vehicles (based on a 4.5m saloon; a greater number of smaller cars could be accommodated) therefore the provision is appropriate to accommodate the likely demand, as well as any fluctuations in peak demand.

4.0 SERVICING ARRANGEMENTS

4.1 McDonald's has been trading in the UK since 1974. The company operates over 1,200 fast service restaurants of which around 820 are restaurants with drive thru facilities.

4.2 With regard to the 820 restaurants with drive thru facilities, on the assumption that each restaurant is serviced 3 times per week. This is equivalent to 2,460 deliveries per week or 351 per day (7 day week). Assuming restaurants received deliveries between:

- 07:00 and 12:00 5 hours
- 14:00 and 21:00 7 hours

} 12 hours per day for deliveries

Therefore, each hour there are 29 deliveries occurring at drive thru McDonald's Restaurants across the UK.

4.3 Martin Brower are McDonald's sole distributor for all its products and have a fleet of 150 vehicles. Martin Brower utilise multi-temperature vehicles which allows all of the restaurants requirements for; frozen, chilled and ambient products to be delivered in one visit. This therefore reduces the number of deliveries each restaurant received.

4.4 Restaurants typically receive three deliveries per week. Servicing McDonald's restaurants whilst they are open is a common practice and does not present any operational difficulties.

4.5 Martin Brower use a sophisticated computerised planning tool (Paragon), which enables requirements of delivery destinations to be set and ensures they are complied with on every occasion the delivery is planned. The restaurant is allocated a 2-hour delivery slot and the delivery will be planned within this. Notification of the planned delivery is emailed to the restaurant two days before delivery.

4.6 On the day of the delivery the GPS system linked to Paragon will automatically email the restaurant 30-minutes prior to the vehicles arrival. Staff can then prepare for the delivery arrival and cone off the parking spaces required for the delivery vehicle.

4.7 The goods are delivered by articulated lorry, typically 16.5m in length. This is typically parked for between 15 minutes – 1 hour. The duration of the stay depends upon the range and quantity of products to be delivered.

4.8 The deliveries would be scheduled to arrive at quiet trading periods. Deliveries during lunchtime (12:00 – 14:00 hours) are avoided to help minimise any delays in deliveries. When a delivery occurs, restaurant staff helps to unload the delivery cages and store the food.

4.9 It is proposed that servicing will be undertaken within the customer car park.

4.10 A representative from Martin Brower will visit the site prior to any new restaurant opening and assess the designated delivery area. Any special requirements (although there are none anticipated in this instance) will be communicated to their transport and scheduling department.

4.11 A TRACK analysis is presented in Appendix 3.0. The analysis demonstrates that a delivery vehicle can enter, manoeuvre around the site to unload and exit the site.

4.12 Refuse collection would be collected by a private contractor 3 times per week and would occur outside of peak hours.

4.13 Waste minimisation has been achieved through the redesign of tray liners and specifying the use of light-weight bin liners. Food wastage is minimised through the use of a computer system which monitors the amount of food served at given times of day, resulting in more accurate preparation and ordering of stock. This therefore, reduces the quantum of waste and frequency of collection required

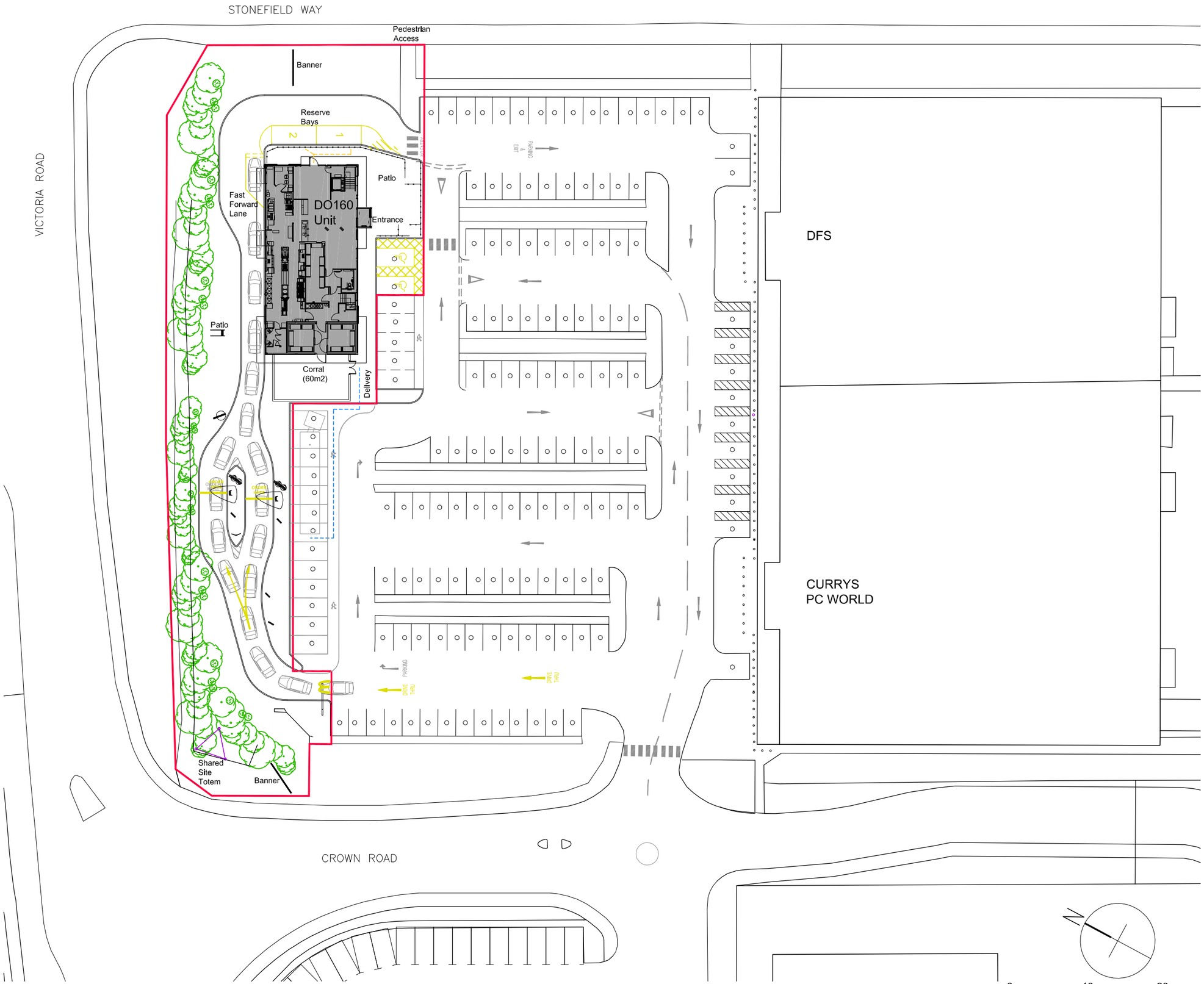
4.14 Service vehicles also collect empty delivery trays and crates which are returned to supplies for reuse.

4.15 Cooking oil from restaurants is collected by Martin Brower's delivery vehicles and is recycled into bio diesel. The bio diesel is used as fuel by all McDonald's delivery vehicles resulting in a carbon saving of 8,200 tonnes per annum.

4.16 The arrangements described above follow a 'tried and tested' methodology used successfully across the UK and there is no reason to suggest why it could not be successfully undertaken at the proposed restaurant.

APPENDIX 1.0

ARCHITECTS SITE LAYOUT



Scurr Architects
85 Southdown Road
Harpenden
Hertfordshire
AL5 1PR
T: 01582 793999
email: scurrs@scurr.co.uk
www.scurr.co.uk
architects ⊠ designers⊠ project managers

Notes:
All drawings to be read in conjunction with all other drawings as noted on issue sheet.

McDonald's Demise = 0.59 Acres

Reserve Bay Route

Delivery Route

SITE AREAS SCHEDULE (DO160)	
TYPE	m²
DEMISED SITE AREA	2444
BUILDING FOOTPRINT	320
DT LANE	505
CAR PARK	290
PATIO	335

PARKING SCHEDULE	
TYPE	No.
GENERAL	00
ACCESSIBLE	02
RESERVE BAY	02
TOTAL	04

NEARBY PARKING	YES

COD POSITION (CAR No.)	07
PRE - COD STACK	07

VEHICLE TRACKING	
TYPE	Y/N
FAMILY SALOON	Yes
7.2m TRANSIT	Yes

APPENDIX 1.0
ARCHITECTS SITE LAYOUT

REV.	DATE.	DRAWING REVISIONS.	BY.	CHECKED
E	10.04.18	ADL Tracking amendments.	JK	.
D	09.04.18	Undated to reflect latest developer layout. DT lane adjusted to suit new building location. Building type changed to external vestibule.	JK	.
C	01.12.16	Landscape area re-introduced back to end of row parking.	JK	.
B	16.11.16	DT lane / SBS moved away from Victoria Road boundary to increase landscaping.	JK	.
A	07.09.16	Demise line amended.	JK	.

GENERAL NOTES:
All works are to be undertaken in accordance with the Building Regulations and the latest British Standards.
All proprietary materials and products are to be used strictly in accordance with the manufacturer's recommendations.
All dimensions to be checked on site prior to construction.
All risks assessed to comply with the designer's responsibility under the Construction (Design Management) Regulations 2015.

PROPOSED DEVELOPMENT AT
Stonefield Way, Victoria Road
SOUTH RUISLIP HA4

STORE No :-
NB8121

ON BEHALF OF :-
McDonald's Restaurants Ltd

DRAWING TITLE :-
Site Layout Plan
DO160 Unit
Side by Side COD's

DRAWN BY: BV
CHECKED BY:
DRAWING No.: 7263-SA-8121-SK02 E
SCALE & SIZE: 1:500@A3
DATE: July 2016

DO160

Scurr Architects
85 Southdown Road
Harpenden
Hertfordshire
AL5 1PR
T: 01582 793999
email: scurrs@scurr.co.uk
www.scurr.co.uk
architects ⊠ designers⊠ project managers

APPENDIX 2.0

SUMMARY OF McDONALD'S SURVEY DATA: ALPERTON (2016)

McDONALD'S, ALPERTON

SUMMARY OF SURVEY DATA

Table A Traffic Counts

Friday			Saturday		
Time	**In**	**Out**	**Time**	**In**	**Out**
16:00	76	79	11:00	102	86
17:00	73	66	12:00	93	94
18:00	71	73	13:00	136	132
Total	**220**	**218**	14:00	119	126
			Total	**450**	**438**

Table B Pedestrian Counts

Friday			Saturday		
Time	**In**	**Out**	**Time**	**In**	**Out**
16:00	16	21	11:00	17	7
17:00	23	21	12:00	24	26
18:00	15	21	13:00	70	58
Total	**54**	**63**	14:00	42	27
			Total	**153**	**118**

Table C Parking Beats

Friday		Saturday	
Time	**№ Vehicles**	**Time**	**№ Vehicles**
16:00	17	11:00	11
16:15	23	11:15	21
16:30	23	11:30	22
16:45	15	11:45	25
17:00	18	12:00	22
17:15	17	12:15	23
17:30	19	12:30	21
17:45	18	12:45	21
18:00	21	13:00	22
18:15	19	13:15	26
18:30	19	13:30	27
18:45	21	13:45	28
19:00	19	14:00	30
-	-	14:15	23
-	-	14:30	28
-	-	14:45	23
-	-	15:00	22

Table D Drive Thru Queues

	Friday	**Saturday**
Min Q	0	0
Max Q	7	13
Average Q	2	5

Table E Customer Activity: Alperton

	Activity	Friday		Saturday	
		№	%	№	%
1	Drive in/use restaurant/drive out	91	40%	202	44%
2	Drive in/use restaurant/eat in vehicle/drive out	7	3%	36	8%
3	Drive in/drive thru/drive out	112	50%	190	42%
4	Drive in/drive thru/park/drive out	8	4%	23	5%
5/6/7	Other	7	3%	4	1%
	Total	**225**	**100%**	**455**	**100%**

Table F Customer Interview Survey Results: Alperton

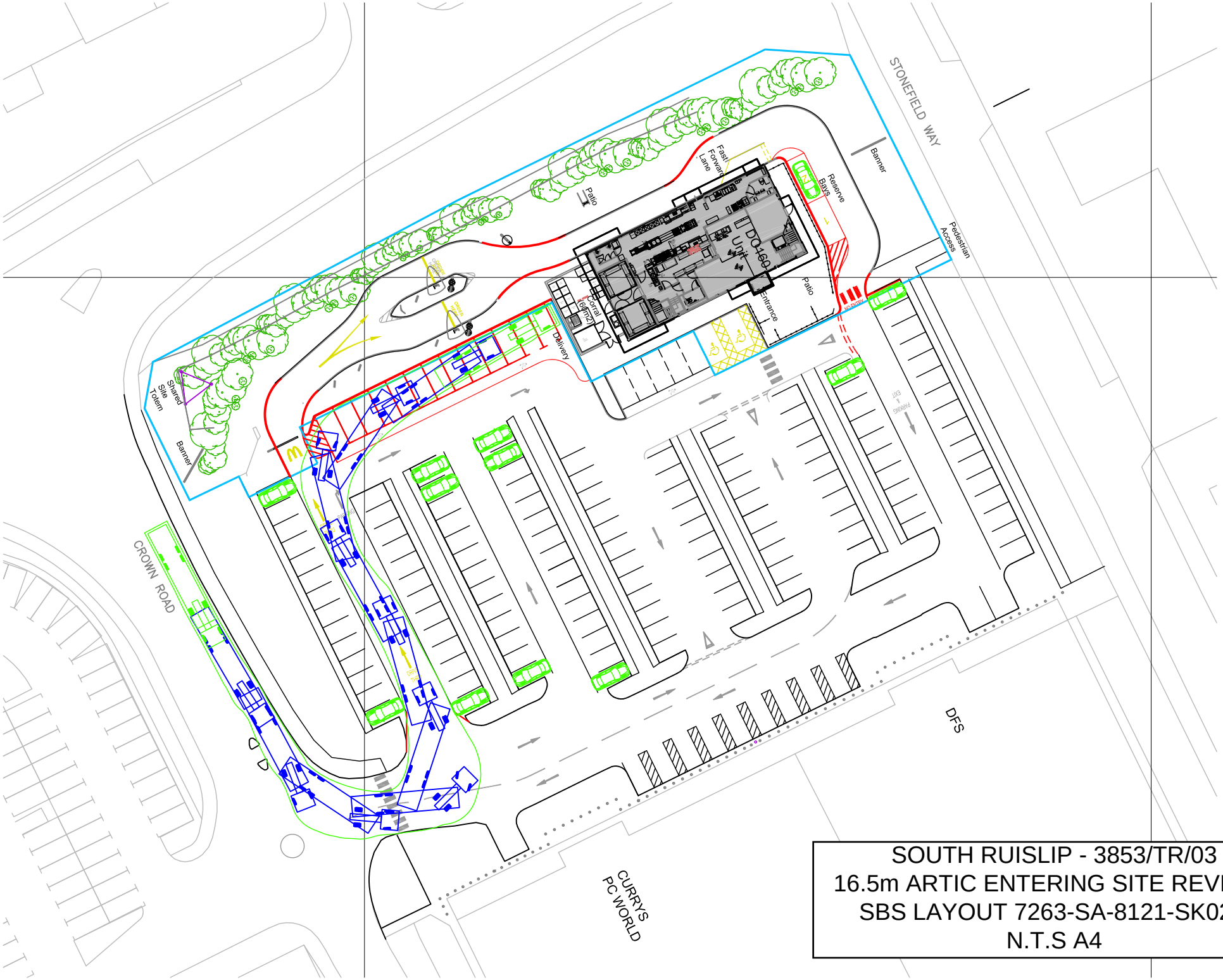
Trip Type	Definition	Friday		Saturday	
		№	%	№	%
Additional Trips	Same origin & destination McDonald's sole purpose of trip	13	33%	23	33%
Existing Trips	Different origin & destination	9	23%	6	8%
	Same origin & destination McDonald's not sole purpose of trip	16	40%	34	50%
Shared Trip	Visit adjacent retail before or after McDonald's	2	4%	6	8%
Total		**40**	**100%**	**69**	**100%**

Table G Duration of Stay (Alperton)

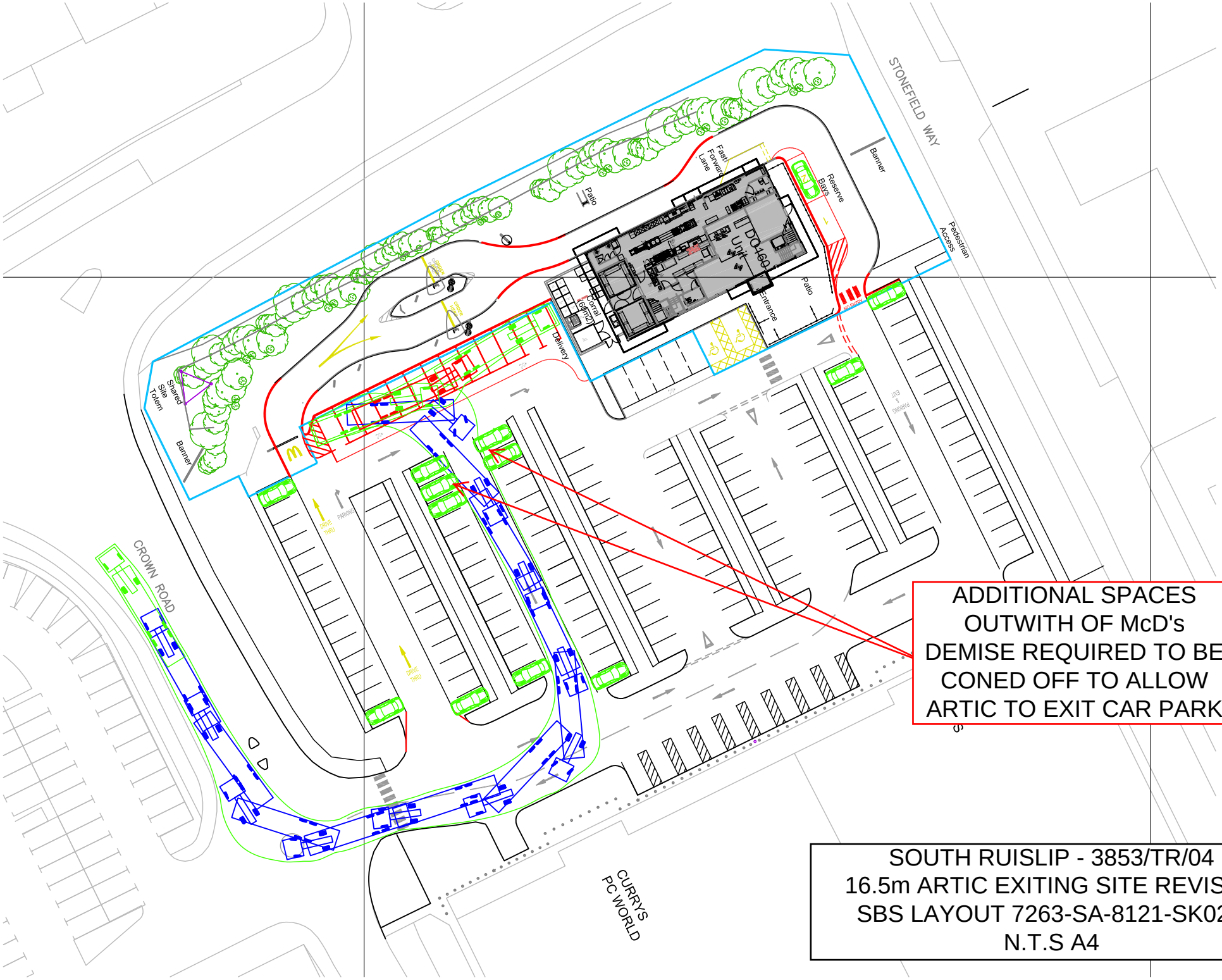
Duration of Stay (All Vehicles)	Friday		Saturday	
	№	%	№	%
Less 15 mins	158	79%	287	67%
15-30 mins	24	12%	90	21%
30-45 mins	11	6%	38	9%
45mins-1 hour	5	2%	8	2%
1 hour +	3	1%	4	1%
Total	**201**	**100%**	**427**	**100%**

APPENDIX 3.0

TRACK ANALYSIS



SOUTH RUISLIP - 3853/TR/03
16.5m ARTIC ENTERING SITE REVISED
SBS LAYOUT 7263-SA-8121-SK02D
N.T.S A4


STONEFIELD WAY
CROWN ROAD
CURRYS PC WORLD
Fast Forward Lane
Reserve Bays
Banner
Pedestrian Access
Patio
Unit
DQ1600
Entrance
Corral (6 units)
Delivery
Shared Site Totem
Banner
DRIVE THRU
PARKING
ADDITIONAL SPACES OUTWITH OF McD's DEMISE REQUIRED TO BE CONED OFF TO ALLOW ARTIC TO EXIT CAR PARK
SOUTH RUISLIP - 3853/TR/04
16.5m ARTIC EXITING SITE REVISED
SBS LAYOUT 7263-SA-8121-SK02D
N.T.S A4