



PMcL/3290.06

28th January 2019

Mr N Goldsmith
Lichfields
14 Regent's Wharf
All Saints Street
London
N1 9RL

BY EMAIL ONLY

Dear Mr Goldsmith,

MORRISONS, 43-67 HIGH STREET, YIEWSLEY, WEST DRAYTON, UB7 7QQ
PLANNING REF: 2370/APP/2018/2793

We refer to our site meeting on Friday 25 January 2019 accompanying Council Planning Committee members on their site visit. A comment was raised regarding the potential for existing customers parking in the existing Morrisons car park to be displaced when car parking provision is reduced from 114no spaces to 69no spaces.

To address this comment, Morrisons has provided us with Automatic Number Plate recognition (ANPR) car parking data for year 2018 and we have extracted from this data existing parking accumulation for 4no individual months spread over the year. The data and a graphical representation of existing car park accumulation is attached and shows that apart from a very small number of hours throughout each month the proposed car park provision of 69no spaces will be sufficient to contain the existing car parking demand even though the car parking provision is being reduced.

As stated during our meeting with Council Planning Committee members, TRICS clearly shows a direct relationship between car park demand and store gross floor area (GFA) and we expect there will be a reduction in car parking demand due to the reduced store footprint. This reduction in carborne customer base will be replaced by more walk-in customer trade from new residential development within a 5-minute walk distance of the site as a greater range of smaller basket-sized shelf items will be available.

For the purposes of testing the capacity of the local highway network the Transport Assessment used TRICS data for the residential development and vehicle trip demand data taken from traffic surveys at the existing foodstore. However, as a robust test of the local highway network we assumed no reduction in foodstore traffic to the site even though the store size is reduced. The traffic assessment showed the nearest junction of High Street/St Stephen's Road working well within capacity during the peak hours even with this robust test of no reduction in foodstore traffic.

It can be seen from the graphs that there will not be a displacement of parking demand from this development. It is expected that where capacity is exceeded for very short periods during the month that customers will slightly adjust the time of their shopping trip to times when there is spare capacity.

We trust the above clarification and the attached graphs are sufficient to allay some Council Members' concerns regarding this parking issue.

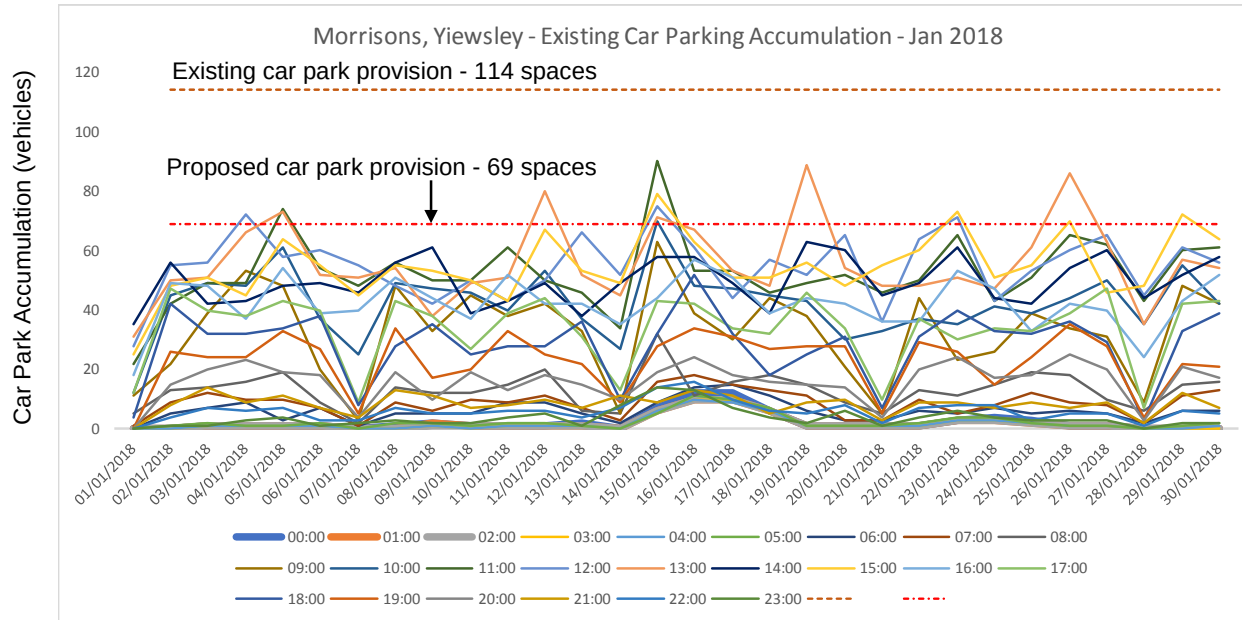


Yours Sincerely

A handwritten signature in dark ink, appearing to read 'P. McLaughlin'.

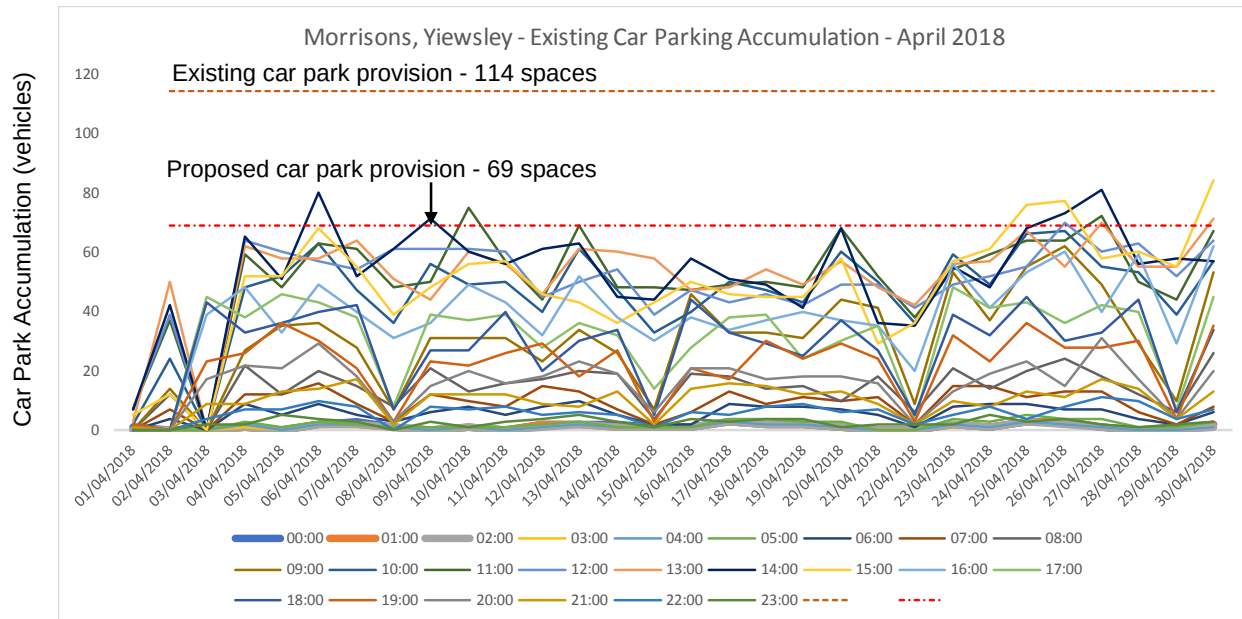
P McLaughlin
Director
for The Redwood Partnership

cc – See email copy list



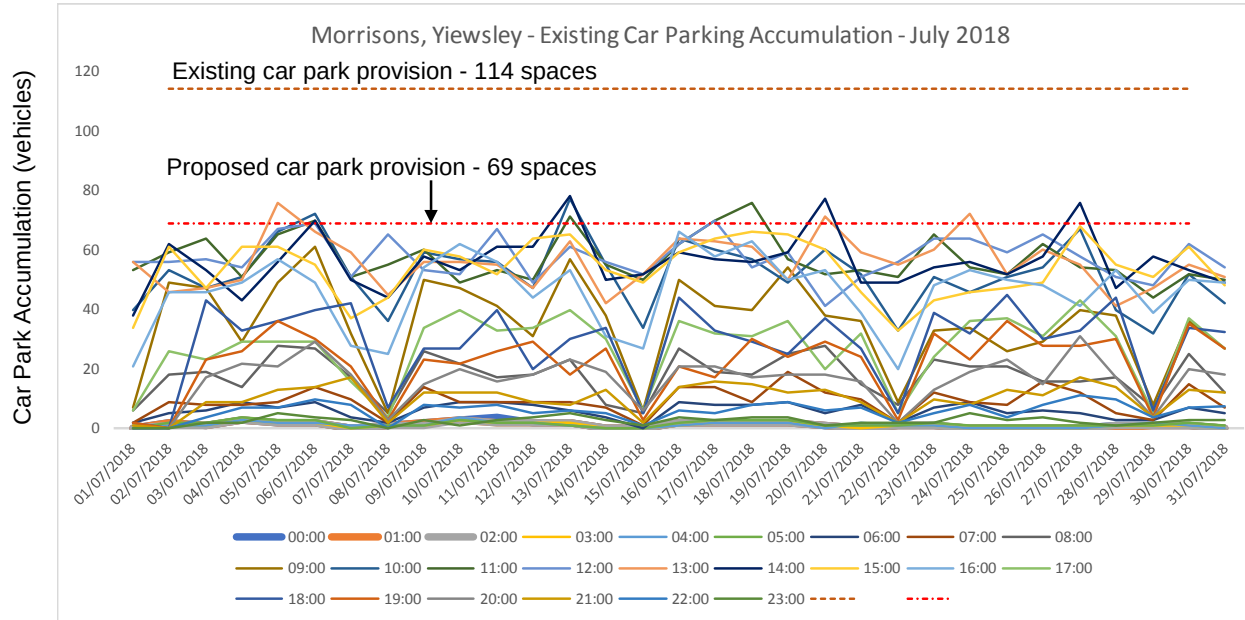
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03/01/2018	1	1	1	1	1	2	7	12	14	39	49	49	56	51	42	51	48	40	32	24	20	14	7	1
04/01/2018	1	1	1	1	1	1	9	10	16	53	48	49	72	66	43	45	37	38	32	24	23	9	6	3
05/01/2018	1	1	1	1	1	1	3	10	19	48	61	74	58	73	48	64	54	43	34	33	19	11	7	4
06/01/2018	1	1	1	1	1	2	7	7	9	20	37	54	60	52	49	55	39	40	38	27	18	7	3	1
07/01/2018	0	0	0	0	0	0	1	1	2	3	25	48	55	51	46	45	40	9	8	5	4	4	3	2
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09/01/2018	2	2	1	1	1	2	5	6	12	33	47	50	42	38	61	53	44	38	35	17	10	11	5	2
10/01/2018	1	1	1	1	0	1	5	10	12	45	46	50	42	39	50	39	37	27	25	20	19	7	5	2
11/01/2018	1	1	1	1	1	2	9	9	15	38	40	61	43	51	43	43	52	39	28	33	13	8	6	4
12/01/2018	1	1	1	1	1	2	9	11	20	42	53	50	50	80	49	67	42	44	28	25	18	10	6	5
13/01/2018	2	1	1	1	1	1	5	7	6	33	37	46	66	52	38	53	42	31	36	22	15	7	4	1
14/01/2018	0	0	0	0	0	0	2	3	5	5	27	34	52	45	49	49	35	13	10	9	10	11	7	8
15/01/2018	7	6	6	6	6	5	9	16	32	63	70	90	75	71	58	79	44	43	32	28	19	9	14	14
16/01/2018	12	10	10	10	10	11	14	18	11	39	48	53	61	67	58	63	57	42	52	34	24	13	16	13
17/01/2018	12	10	10	10	9	10	15	15	16	30	47	53	44	53	49	51	51	34	32	31	18	11	10	7
18/01/2018	6	6	6	6	6	7	11	13	18	44	45	46	57	48	39	51	39	32	18	27	16	5	6	4
19/01/2018	1	1	1	1	1	1	6	11	15	38	43	49	52	89	63	56	44	46	25	28	15	9	5	2
20/01/2018	1	1	1	1	1	1	3	3	9	21	30	52	65	54	60	48	42	34	31	28	14	10	8	6
21/01/2018	1	1	1	1	1	1	3	3	5	33	46	46	36	48	45	55	36	10	7	5	4	3	2	1
22/01/2018	1	1	1	1	1	2	6	10	13	44	37	50	64	48	49	60	36	37	31	29	20	9	7	4
23/01/2018	3	3	3	3	3	4	5	5	11	23	35	65	71	51	61	73	53	30	40	26	24	9	8	6
24/01/2018	4	3	3	3	3	4	7	8	15	26	41	43	43	47	44	51	47	34	33	15	17	7	8	4
25/01/2018	3	2	2	2	2	2	5	12	19	39	39	51	53	61	42	55	33	33	32	24	18	9	3	3
26/01/2018	1	1	1	1	1	1	6	9	18	34	44	65	60	86	54	70	42	39	36	35	25	7	5	3
27/01/2018	1	1	1	1	1	1	5	8	10	31	50	62	65	63	60	46	40	47	29	28	20	9	5	3
28/01/2018	0	0	0	0	0	0	2	2	6	9	35	43	45	35	44	48	24	7	3	4	3	2	1	0
29/01/2018	0	0	0	0	0	1	6	11	15	48	55	60	61	57	52	72	43	42	33	22	21	12	6	2
30/01/2018	0	0	0	0	1	2	6	13	16	42	42	61	56	54	58	64	52	43	39	21	17	7	5	2

MORRISONS, HIGH STREET, YIEWSLEY, UB7 7QQ
EXISTING CAR PARK ACCUMULATION - JANUARY 2018



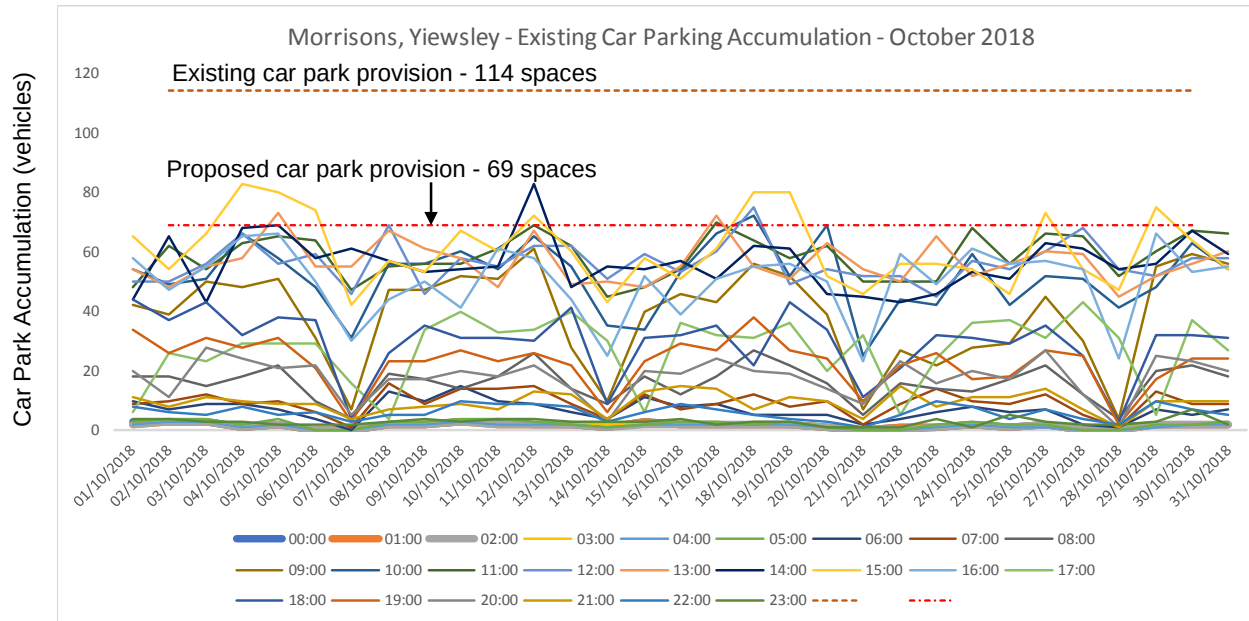
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02/04/2018	0	0	0	0	0	0	4	7	12	14	24	37	39	50	42	12	0	0	0	0	0	0	0	0
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06/04/2018	2	2	2	2	2	3	9	16	20	36	63	63	57	58	80	68	49	43	40	30	29	14	10	4
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27/04/2018	1	1	1	1	1	4	7	13	18	49	55	72	60	70	81	58	40	42	33	28	31	17	11	2
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29/04/2018	1	0	0	0	0	1	2	2	6	10	39	44	52	55	58	55	29	7	6	4	4	4	4	2
30/04/2018	2	2	1	1	1	3	6	8	26	53	57	67	64	71	57	84	62	45	34	35	20	13	7	3

MORRISONS, HIGH STREET, YIEWSLEY, UB7 7QQ
EXISTING CAR PARK ACCUMULATION - APRIL 2018



Traffic	00:00	01:00	02:00	03:00	04:00	05:00	06:00	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	23:00
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02/07/2018	2	2	1	1	1	2	5	9	18	49	53	59	56	46	62	61	46	26	0	0	0	0	0	0
03/07/2018	1	1	1	1	1	2	6	8	19	47	47	64	57	47	53	47	46	23	43	23	17	9	4	2
04/07/2018	3	3	3	3	3	4	9	8	14	29	51	51	54	50	43	61	49	29	33	26	22	9	7	2
05/07/2018	2	2	2	2	2	3	7	9	28	49	66	65	67	76	56	61	57	29	36	36	21	13	7	5
06/07/2018	2	2	2	2	2	3	9	14	27	61	72	70	69	66	70	55	49	29	40	30	29	14	10	4
07/07/2018	0	0	0	0	1	0	4	10	17	32	51	51	51	59	50	37	28	16	42	21	18	17	8	3
08/07/2018	1	1	1	1	1	1	2	2	5	5	36	55	65	45	44	44	25	4	7	3	3	2	0	0
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14/07/2018	0	0	0	0	0	0	4	7	8	38	55	55	56	42	50	53	31	30	34	27	19	13	5	3
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18/07/2018	2	2	2	2	2	3	8	9	18	40	57	76	54	61	56	66	63	31	29	30	17	15	8	4
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24/07/2018	0	0	0	0	0	1	9	9	21	34	46	54	64	72	56	46	53	36	32	23	19	8	8	5
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28/07/2018	1	0	1	1	1	1	3	5	17	38	40	53	51	41	47	55	53	31	44	30	17	14	10	1
29/07/2018	1	1	1	1	2	1	3	3	7	8	32	44	48	47	58	51	39	5	6	4	4	4	4	2
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MORRISONS, HIGH STREET, YIEWSLEY, UB7 7QQ
EXISTING CAR PARK ACCUMULATION - JULY 2018



Traffic	00:00	01:00	02:00	03:00	04:00	05:00	06:00	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	23:00
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03/10/2018	3	3	3	3	3	4	9	12	15	50	51	54	56	55	43	66	55	23	43	31	28	11	5	3
04/10/2018	1	1	1	1	1	2	9	9	18	48	66	63	66	58	68	83	65	29	32	28	24	10	8	3
05/10/2018	2	2	2	2	2	4	7	10	22	51	58	65	56	73	69	80	66	29	38	31	21	9	5	2
06/10/2018	0	0	0	0	0	0	4	6	10	31	48	64	59	55	58	74	50	29	37	21	22	9	6	2
07/10/2018	0	0	0	0	0	0	0	1	4	7	31	47	46	55	61	42	30	16	4	3	5	4	3	2
08/10/2018	2	2	2	2	2	3	13	16	19	47	56	55	69	67	57	57	44	4	26	23	17	7	5	3
09/10/2018	2	2	2	2	2	3	10	9	17	47	56	56	46	61	53	53	50	34	35	23	17	8	5	4
10/10/2018	3	3	3	3	3	4	15	14	14	52	60	56	58	58	54	67	41	40	31	27	20	9	10	3
11/10/2018	3	2	2	2	2	4	10	14	18	51	54	61	55	48	55	60	61	33	31	23	18	7	9	4
12/10/2018	2	2	2	2	2	3	9	15	26	61	65	69	62	67	83	72	58	34	30	26	22	13	9	4
13/10/2018	2	2	2	2	2	2	6	9	14	28	55	62	62	49	48	60	44	40	41	22	14	12	8	3
14/10/2018	1	1	1	2	1	1	4	4	9	10	35	45	51	50	55	43	25	30	9	6	3	4	3	3
15/10/2018	3	3	2	2	2	2	11	12	18	40	34	48	59	48	54	58	52	6	31	23	20	13	6	3
16/10/2018	2	2	2	2	2	3	8	7	12	46	53	54	53	55	57	51	39	36	32	29	19	15	9	4
17/10/2018	2	2	2	2	2	3	9	9	18	43	66	70	60	72	51	61	51	32	35	27	24	14	7	2
18/10/2018	2	2	2	2	2	2	5	12	27	56	72	64	75	55	62	80	55	31	22	38	20	7	5	3
19/10/2018	2	2	2	2	2	3	5	8	22	52	52	58	49	51	61	80	56	36	43	27	19	11	4	3
20/10/2018	1	1	1	1	1	1	5	10	16	39	69	62	54	63	46	52	50	20	34	24	14	10	3	1
21/10/2018	0	0	0	0	0	0	2	2	5	7	25	50	52	54	45	46	23	32	11	10	9	4	1	1
22/10/2018	1	1	0	0	0	0	4	9	16	27	44	50	52	50	43	56	59	5	21	22	23	15	5	1
23/10/2018	1	1	1	1	1	2	6	14	14	22	42	50	45	65	46	56	49	24	32	26	16	8	10	4
24/10/2018	2	2	2	2	2	3	8	10	13	28	59	68	57	52	53	54	61	36	31	17	20	11	8	1
25/10/2018	1	1	1	1	1	2	6	9	17	29	42	56	54	56	51	46	56	37	29	18	17	11	4	5
26/10/2018	2	2	2	2	1	2	7	12	22	45	52	66	60	60	63	73	57	31	35	27	27	14	7	3
27/10/2018	0	0	0	0	0	0	2	5	12	30	51	65	68	59	61	54	54	43	25	25	12	7	4	2
28/10/2018	1	0	0	0	0	0	1	1	4	4	41	52	54	45	54	47	24	31	3	2	1	1	2	2
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30/10/2018	2	2	2	2	2	2	5	9	22	59	63	67	58	56	67	64	53	37	32	24	23	10	7	7
31/10/2018	2	2	2	2	2	3	7	9	18	56	54	66	58	60	59	54	55	27	31	24	20	10	5	2

MORRISONS, HIGH STREET, YIEWSLEY, UB7 7QQ
EXISTING CAR PARK ACCUMULATION - OCTOBER 2018