

AVIVA Investors Ltd

**Victoria Road Retail Park
South Ruislip**

Transport Statement

July 2014

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1 INTRODUCTION

- 1.1 Vectos has been retained by AVIVA Investors Ltd to prepare a Transport Statement (TS) to support a planning application for the proposed refurbishment and variation in range of goods restriction of two A1 non-food retail units at Victoria Road Retail Park, South Ruislip. The architect's plans for the proposed scheme are included in **Appendix A**.
- 1.2 The site currently comprises two adjoining retail units; Unit A was formerly a Focus DIY store with additional external garden centre, which closed in 2007. The second unit (Unit B) was formerly occupied by Land of Leather and closed in January 2009. There are two accesses to the site; customer access from a signalised junction with Victoria Road and a secondary customer and service access via a signal junction further south from Victoria Road.
- 1.3 The site has planning permission for the redevelopment of Unit A (formerly Focus DIY) for A1 non-food retail, which is permitted under planning reference 64445/APP/2013/1050. This is referred to as "the approved scheme."
- 1.4 It is acknowledged that the neighbouring Arla Foods site is currently subject to a planning application for a mixed-use scheme incorporating retail, leisure and residential uses. The proposals include amending the access arrangement to the Arla Food site as well as to Victoria Road Retail Park. Therefore, this Transport Statement also reviews the impact of the proposed development on the Arla Foods application.
- 1.5 This TS will initially describe the current operation of the site with particular reference to the highway network, the existing car parking characteristics and the sites accessibility via non-car modes of transport. It will then provide information on the likely impact of development proposals in traffic and transport terms, to assist in the determination of the accompanying planning application.
- 1.6 This structure of this report is as follows:
- Section 2 sets out the existing site and the transport facilities which relate to the development site;
 - Section 3 summarises the proposed development;
 - Section 4 discusses relevant transport policy;

- Section 5 considers the effects of the proposed development in traffic and transport terms;
- Section 6 provides a summary and conclusion to the report.

2 EXISTING SITUATION

The Development Site

- 2.1 Victoria Road Retail Park is located within South Ruislip on Victoria Road. A strategic location plan of the site is shown in **Figure 1** and a local context plan is shown in **Figure 2**.
- 2.2 The site consists of 2 non-food retail units comprising 4,772m² of retail floorspace, which was formerly occupied by Focus DIY and Land of Leather.
- 2.3 **Table 2.1** below summarises the existing development.

Table 2.1: Summary of Existing Development

Building	Gross Internal Area
Unit A (Ground Floor)	2,807m ²
Unit A (Porch)	60m ²
Unit A (Mezzanine)	116m ²
Unit A (External Garden Centre)	849m ²
Unit B (Ground Floor)	940m ²
Total	4,772m²

- 2.4 The site has planning permission (Ref: 64445/APP/2013/1050) for the refurbishment and partial demolition of Unit A. The approved scheme proposed to reduce the overall GIA of Unit A from 3,832m² to 3,119m², a reduction of 713m².
- 2.5 The approved scheme also permits a relaxation of the prevailing range of goods permission of the unit to include a full range of non-food goods including clothes, footwear, fashion accessories and home wares.

Local Highway Network

Victoria Road

- 2.6 The site is currently accessed from Victoria Road, which borders the northern edge of the site, via a signal junction. Victoria Road is single carriageway, lit and subject to a 30 mph speed limit.

Site Accesses

- 2.7 The Victoria Road / Site Access Junction is a four arm signal controlled junction. The northern arm (Victoria Road North) is a two lane approach; however, residential on-street parking in the nearside lane frequently reduces the approach to a single lane. The eastern arm (West Mead) is a single lane approach with double yellow lines (DYL), which restrict on street parking. The southern arm (Victoria Road South) is a two lane approach with the nearside lane dedicated to left-turning and ahead traffic and the offside lane dedicated to right-turning traffic only. The western arm (Site Access) is a two lane approach, with the nearside lane dedicated to left-turning and ahead traffic and the offside lane dedicated for right-turning traffic.
- 2.8 The site has an additional access to the south east of the primary access from Victoria Road, which takes the form of a 3 armed signalised junction. Both the northern and southern arms (Victoria Road) of the junction provide a single lane approach. The western arm forms the entry into the site providing access to the car park and service yards to the rear of Unit A and Unit B and to the adjoining former Arla Food site.

Accessibility by Non Car Modes

Walking & Cycling

- 2.9 A person's willingness to walk is dependent on many factors including access to a car, safety, road congestion, weather, gradients, parking, and purpose of journey.
- 2.10 There are a plethora of pedestrian facilities in the vicinity of the site and the relatively flat terrain of the surrounding area make the site highly accessible on foot. **Figure 3** shows a 2km walking isochrones from the site, which indicates the residential area to the north of the site is within walking distance.
- 2.11 Footways are provided on Victoria Road within the vicinity of the site. Designated pedestrian crossings with tactile paving and dropped kerbs are provided on all arms of the site access signal junction.
- 2.12 There are standard width footways on both sides of all roads in the vicinity of the site, and signal controlled crossing facilities are provided on all arms of the Victoria Road / Site Access

Junction. A signal controlled pedestrian crossing is also provided at the entrance to South Ruislip underground station and South Ruislip rail station.

- 2.13 **Figure 4** shows a 5km cycling Isochrones from the site, which shows that the residential areas to the north are within cycling distance of the site.
- 2.14 There are no National Cycle Routes within close proximity of the site; however, cyclists are accommodated on the carriageway in South Ruislip Local Centre and the surrounding area.

Bus Services

- 2.15 The site benefits from a bus stop located directly outside of the site on Victoria Road. A summary of the bus route serving the site can be viewed in **Table 2.2**.

Table 2.2: Summary of Bus Services

No	Route	Frequency of Service (minutes)		
		Mon – Fri	Saturday	Sunday
114	Mill Hill Broadway Station - Ruislip Station	9 - 12	9 - 15	11 - 20

Underground

- 2.16 South Ruislip underground station is located on Long Drive approximately 1km west of the site. The station is located on the Central Line. A summary of the level of service at South Ruislip underground station is provided in **Table 2.3**.

Table 2.3: Summary of Underground Services

Route	Frequency of Service (per hour)		
	Mon – Fri	Saturday	Sunday
Towards Epping Underground Station	9	9	6
Towards West Ruislip Underground Station	9	9	6

- 2.17 The site is served by 9 services per hour Monday – Saturday and 6 services per hour on Sunday. The time of the first and last trains towards Epping on Monday – Saturday are 05:27 and 23:57, and on Sunday are 06:45 and 23:37. The time of the first and last trains towards West Ruislip Monday – Saturday are 06:09 and 01:05, and on Sunday are 07:22 and 00:23.

Rail

- 2.18 South Ruislip rail station is on the Chiltern Main Line and is located on Long Drive approximately 600 metres south of the site. There is one train per hour in each direction between Gerrards Cross and London Marylebone, via South Ruislip. The journey time to Gerrards Cross, where it is possible to make connections to onward services, is 19 minutes, and the journey time to London Marylebone, which is one of the overground rail hubs of London, is 28 minutes.

PTAL

- 2.19 The site has a PTAL rating of 3, which indicates a 'moderate' level of accessibility. The PTAL output can be viewed in **Appendix B**.

Proposed Sainsbury's Foodstore

- 2.20 A planning application was submitted in December 2012 for the redevelopment of a Sainsbury's foodstore on Victoria Road, South Ruislip. The proposed Sainsbury's store is situated approximately 500m to the south east of the proposed site.
- 2.21 The development, which proposes to demolish the existing store and provide a new larger foodstore received approval at planning committee (Planning Ref: 33667/APP/2012/3214) on the 22nd March 2013. Within this approval, LB Hillingdon officers and TfL agreed that the Sainsbury's TA (and the traffic impact estimated within the TA) was acceptable.
- 2.22 As part of the traffic impact assessment of the new foodstore, the likely traffic generated by the proposed development site was considered.
- 2.23 The trip rates approved as part of Sainsbury's assessment will be reviewed within **Chapter 5**.

Summary

- 2.24 A review of accessibility indicates that the site is located within a reasonably accessible location, as it is close to a frequent bus route, a good pedestrian network and both South Ruislip train station and underground station.

3 PROPOSED DEVELOPMENT

- 3.1 This planning application seeks detailed planning consent for the redevelopment of Unit A and Unit B for A1 food and A1 non-food retail. A plan of the proposed development can be viewed in **Appendix A**.
- 3.2 It is proposed that the A1 food retail unit (Unit A) will be occupied by Aldi, a discount food store, and that the non-food unit will be occupied by B&M Homestore (Unit B). B&M Homestore typically sells homeware, furniture, toys, outdoor equipment, DIY products, toiletries, confectionary and a small amount of food and drink. However, it should be noted that fresh food is not sold.
- 3.3 As the food retail aspect of B&M is likely to be only a small percentage of the overall sales area, food sales are considered to be ancillary as they are unlikely to generate vehicle trips in their own right, especially when considering the proposed Aldi food store adjacent.
- 3.4 **Table 3.1** below summarises the existing, approved and proposed area schedules.

Table 3.1: Proposed Development

Building	Existing	Approved	Proposed
Unit A (Ground Floor)	2,807m ²	2,807m ²	1,507m ²
Unit A (Porch)	60m ²	0m ²	19m ²
Unit A (Mezzanine)	116m ²	312m ²	0m ²
Unit A (External Garden Centre)	849m ²	0m ²	0m ²
Unit B (Ground Floor)	940m ²	940m ²	2,257 m ²
Total	4,772m²	4,059m²	3,783m²

- 3.5 As can be seen from **Table 3.1**, the application seeks approval for the reduction of 276m² of retail floorspace compared to the approved scheme and 989m² compared to the existing site.
- 3.6 Unit A was granted permission in May 1996 with a condition limiting the range of goods which the property could sell to DIY and garden goods, furniture and carpets. This restriction was varied in 1997 to allow the sale of electrical and gas goods and office equipment. A further variation in 2008 allowed for the sale of sports goods and toys. The approved scheme permits a further relaxation of the prevailing range of goods permission of the unit to include

a full range of non-food goods including clothes, footwear, fashion accessories and home wares.

- 3.7 This application supports a relaxation of the prevailing range of goods permission of Unit A to also permit the sale of food.

Access

Vehicular

- 3.8 The proposed development will continue to be served via the existing access arrangements from Victoria Road.

Servicing

- 3.9 The proposed unit will continue to be serviced via the existing access arrangements from Victoria Road. A new door, loading dock and internal scissor lift will be provided for Unit A at the northwest aspect of the building. The existing loading door will be blocked up.
- 3.10 A new loading bay door will also be provided at Unit B, at the north of the current service yard, however the existing door at the east of the yard will also be retained.
- 3.11 A swept path showing the manoeuvres required for a 16.5m articulated vehicle to service both units is presented at **Appendix C**.

Vehicle and Cycle Parking

- 3.12 The approved scheme proposed 218 parking spaces with the inclusion of 15 disabled spaces. The proposed development proposes to retain the same number of standard parking spaces but increase the provision of disabled spaces to 16.
- 3.13 A plan of the proposed car park layout can be viewed in **Appendix A**.
- 3.14 **Table 3.2** below summarises the maximum cycle parking standards set out within Table 6.3 of the Revised Early Minor Alterations to the London Plan (October 2013).

Table 3.2: Cycle Parking Standards (London Plan)

Use Class	Cycle Parking Standard
A1 food	1 space per 125 m ²
A1 non-food	1 space per 300 m ²

- 3.15 Based on the standards summarised in **Table 3.2**, the proposed development should provide a minimum of 20 cycle parking spaces. It is proposed to incorporate 14 secure and sheltered cycle stands, which could accommodate 28 bicycles.

Travel Plan

- 3.16 As part of the proposed development, a Travel Plan has been produced for retail units.
- 3.17 A Travel Plan is primarily aimed at reducing the proportion of employees travelling to work as single occupancy car drivers. A series of measures have been developed in order to encourage a reduction in vehicle trips generated by employees of both units. The measures include:
- Up-to-date details of bus and train services, including route information and service frequencies, will be permanently on display. National Rail and Journey Planner websites and enquiry phone numbers will be provided through all relevant means.
 - Information and advice concerning safe cycle routes to the site and other cycle information will be posted at a prominent location within the employee area of the site.
 - Employees will be encouraged to car share.

- 3.18 The Travel Plan can be viewed at **Appendix D**.

Future Development

- 3.19 The proposed development site is adjoined to the south-east by the Arla Food site. A planning application for the redevelopment of the site was submitted to LB Hillingdon in June 2013 (Ref: 66819/APP/2013/1467) and subsequently refused. A revised planning application was submitted in May 2014 (Ref: 66819/APP/2014/1600) with the decision still pending.

3.20 The proposed Arla Food site will comprise the following:

- ASDA Foodstore (7,131sqm GEA) and petrol filling station;
- Cineworld 11 screen multiplex cinema;
- 5 Family themed restaurants (totalling 2,405sqm GEA);
- 132 residential units including 120 flats and 12 houses;
- 144 car parking spaces and 150 cycle parking spaces.

3.21 The scheme proposes a number of associated highways works, which includes the enhancement of the existing shared vehicular access into the Arla site and the proposed development site.

3.22 Furthermore, the Arla Food development proposes to stop up the application site access/Victoria Road junction. The proposal allows for pedestrian access into the application site's car park from Victoria Road.

3.23 A plan of the proposed highways works associated with the Arla site application can be viewed at **Appendix E**.

4 PLANNING POLICY

Introduction

- 4.1 This section of the report considers the current and emerging planning policy guidance at national and local level.

National Policy

National Planning Policy Framework (NPPF)

- 4.2 The National Planning Policy Framework set out the Government's planning policies for England and how these are expected to be applied.

- 4.3 One of the 12 core land-use principles within the NPPF includes:

"[to] actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable."

- 4.4 Section 4 of the NPPF deals with 'Promoting sustainable transport.' Paragraph 29 states that:

"The transport systems needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel."

- 4.5 Paragraph 32 sets out the transport issues which should be addressed within Development Plans and decisions. These are:

- "The opportunities for sustainable transport modes have been taken up depending on the nature and location of the site, to reduce the need for major transport infrastructure;
- Safe and suitable access to the site can be achieved for all people; and
- Improvements can be undertaken within the transport network that cost effectively limit the significant impacts of the development.

4.6 Paragraph 32 also states:

“Development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe.”

Local Policy

The Mayor’s Transport Strategy (2010)

4.1 The Mayor’s Transport Strategy (May 2010) is a statutory document, developed alongside the London Plan and Economic Development Strategy as part of a strategic policy framework to support and shape the economic and social development of London over the next 20 years.

4.2 The goals set out in the strategy are:

- *“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; and*
- *Reducing transport’s contribution to climate change and improve its resilience.”*

4.3 The Strategy states that:

“Better integration of land use and transport planning will also ensure that new housing and employment is supported by good public transport accessibility and adequate capacity.”

4.4 On the subject of transport and town centres, the strategy states:

“There are 115 other important major and district town centres. These each provide their own mix of employment, retail, cultural and social activities for the people and businesses located there, or that travel to them.”

4.5 Shopping and employment are the main reasons for people travelling to these district centres.

“In addition to strategic improvements to the transport network, the Mayor and TfL will work with the boroughs to develop a package of improvements within local town centres. This will

focus on providing better streets and facilities to make walking and cycling easier and to improve the public realm making town centres more attractive places to live, work and visit and helping to deliver 'lifetime neighbourhoods'."

The London Plan 2011

- 4.6 The London Plan (July 2011) is the overall strategic plan for London, and it sets out a fully integrated economic, environmental, transport and social framework for the development of the capital to 2031. It forms part of the development plan for Greater London.

- 4.7 Policy 2.15 of the plan states that:

"The Mayor will, and boroughs and other stakeholders should, support a successful, competitive and diverse retail sector which promotes sustainable access to the goods and services that Londoners need and the broader objectives of the spatial structure of this Plan, especially town centres."

- 4.8 Policy 4.8 supports a successful and diverse retail sector and states that:

"Local Development Frameworks should provide a policy framework for maintaining, managing and enhancing local and neighbourhood shopping and facilities which provide local goods and services."

And

"Identify areas under-served in local convenience shopping and services provision and support additional facilities at an appropriate scale in locations accessible by walking, cycling and public transport to serve existing or new residential communities."

- 4.9 Paragraph 2.68 of the document states that:

"LDF's should make complementary provision for necessary development, for example, identifying local centres as the foci for wider neighbourhood renewal."

Local Plan

Hillingdon Local Plan: Part 1 – Strategic Policies (2012)

- 4.10 The site is within South Ruislip Local Centre, as defined in Hillingdon Local Plan.

- 4.11 This document is the key strategic planning document for Hillingdon and sets out the long-term vision and objectives for the Borough. The document states that:

“Town and neighbourhood centres are the focus for community activities and have a diverse range of uses including health clinics, cultural activities, local and business services, as well as retail and office uses.”

- 4.12 Strategic Policy S018 of the plan states:

“Improve access to local services and facilities, including health, education, employment and training, local shopping, community, cultural, sport and leisure facilities, especially for those without a car and for those in more remote parts of the borough through well planned routes and integrated public transport.”

Unitary Development Plan, September 2007

- 4.13 The Unitary Development Plan (UDP) was originally adopted in September 1998 as Hillingdon’s statutory development plan. It is currently being replaced by the emerging Local Plan, including the adopted Local Plan: Part 1, discussed in **Paragraphs 4.10 – 4.12** above.
- 4.14 The UDP covers the whole of the borough and sets out the long term strategic goals for land use, together with the planning policies and standards that will be used to make decisions on planning applications.
- 4.15 Following a direction issued by the Secretary of State, some policies and proposals were deleted, whilst most were saved in September 2007. The remaining policies not replaced by the Local Plan: Part 1, are discussed below.
- 4.16 The plan states that, on planning for town centres and retailing, the Central Government guidance in PPG6 emphasises:
- “A plan-led approach to promoting development in town centres, both through policies and the identification of locations and sites for development; the sequential approach to selecting sites for development, for retail, employment, leisure and other key town centre uses; and supports local centres.”*
- 4.17 The Local Planning Authority’s policies for the provision of housing, shopping, recreation and other community facilities aim to meet the following objectives:

- *“To maintain, enhance and promote town centres for a wide range of activities, particularly retailing, whilst sustaining retailing in local shops, parades and centres accessible within walking distance of all residential areas;*
- *To locate major new retail development in town centres and establish locational criteria for other retail development which lead to an efficient and sustainable use of scarce resources;*
- *To provide a safe, attractive, convenient and accessible shopping environment and ensure a balance of service and retail uses in shopping centres.”*

4.18 Part 1 policies indicate how the Plan has taken account of Strategic Planning Guidance for London issued by the Secretary of State for Environment. One of these policies is:

“To maintain a hierarchy of shopping centres which maximises accessibility to shops and to encourage retail development in existing centres or local parades which is appropriate to their scale and function and not likely to harm the viability and vitality of town or local centres.”

Summary

4.19 The application proposals accord with the requirements of both national and local planning policies. The proposed development is also located within an area of good accessibility from non-car modes of transport including within walking and cycling distance of residential areas, a high frequency bus route, South Ruislip train and underground stations and South Ruislip town centre.

5 TRAFFIC IMPACT OF THE PROPOSED DEVELOPMENT

5.1 This section considers the transport effects of the development, specifically focussing on traffic generation.

Traffic Generation

Proposed Development

5.2 Trip rates have been derived from the industry standard TRICS database v 7.1.1 for retail land uses 'discount food stores' and 'other individual non-food superstore.' The TRICS outputs can be viewed at **Appendix F**.

5.3 The weekday and Saturday trip rates, as determined by TRICS and the resultant vehicle trip generation for each of the proposed units are presented below in **Table 5.1** and **Table 5.2** respectively.

Table 5.1 – Vehicle Trip Rates

Land Use	Friday PM Peak (16:00-17:00)			Saturday Peak (13:00-14:00)		
	Arr	Dep	Tot	Arr	Dep	Tot
A1 Discount Food Retail	3.497	3.540	7.037	4.253	4.374	8.627
A1 Non-Food Retail store	1.362	1.555	2.917	3.032	2.997	6.029

Table 5.2 – Vehicle Trip Generation

Land Use	Friday PM Peak (16:00-17:00)			Saturday Peak (13:00-14:00)		
	Arr	Dep	Tot	Arr	Dep	Tot
A1 Discount Food Retail (1,507sqm)	53	53	106	64	66	130
A1 Non-Food Retail Superstore (2,257sqm)	31	35	66	68	68	136
Total	83	88	172	133	134	266

Linked Trips – Unit B (A1 non-food)

5.4 When considering traffic generated by the proposed redevelopment of Unit B, it is important to recognise that not all of vehicular trips to a new retail facility are "new" to the road network; there will be a proportion of linked trips.

- 5.5 In line with the methodology applied within the TA for the approved scheme (Ref: 64445/APP/2013/1050), a 20% reduction in vehicle trips generated by Unit B will be applied.

Table 5.3 summarises the resulting trip generation.

Table 5.3 – Vehicle Trip Generation (Unit B) – 20% Linked Trips Factor

Land Use	Friday PM Peak (16:00-17:00)			Saturday Peak (13:00-14:00)		
	Arr	Dep	Tot	Arr	Dep	Tot
A1 Non-Food Retail Superstore (2,257sqm)	24	28	52	54	54	108

Foodstore Vehicle Trips (Unit A)

- 5.6 It is important to recognise that supermarkets attract trips rather than generate trips; i.e. the need for making the trip exists and all a new supermarket does is provide an alternative destination which for some will be more convenient.

- 5.7 In line with the methodology applied within the Arla Food sites TA, consideration will be given to different types of vehicular trips that are likely to be generated by the proposed redevelopment of Unit A, such as;

- New Primary Trips – Purpose of the trip is food shopping;
- Re-distributed Primary – Primary trips already on Victoria Road travelling to an existing local foodstore;
- Diverted Linked Trips – Trips which have multi destinations locally; and
- Pass-by Trips – These trips pass the site access to the development and are already present on the road network.

- 5.8 As part of the Arla Food Site TA, the proportion of primary and non-primary vehicle trips was agreed with the LBH, which is summarised below;

- 5% New Trips
- 20% Pass-by trips
- 10% Diverted trips
- 65% Transfer trips

- 5.9 For the purposes of this analysis, the agreed methodology applied within the Arla Food site TA will be adopted as part of the assessment of Unit A. **Table 5.4** below shows the resultant traffic generation by trip type for Unit A.

Table 5.4 – Vehicle Trip Generation by Trip Type (Unit A)

Period	New		Pass-by		Diverted		Transfer	
	Arr	Dep	Arr	Dep	Arr	Dep	Arr	Dep
PM Peak	3	3	11	11	5	5	34	34
Saturday Peak	3	3	13	13	6	7	42	43

- 5.10 As part of the Arla Food site TA it was assumed that 65% of trips generated by the site would be transferred trips. Following further analysis of the Arla Foods TA, it has been calculated that 31% of the transferred trips would be travelling eastbound on Victoria Road through the site access junction. Therefore, these trips are already considered to be within the base traffic flows and are not considered 'new' trips at the site access junction.

- 5.11 **Table 5.5** summarises the resultant traffic flows, which are considered to be new at the site access junction.

Table 5.5 – Total number of New Vehicle Trips (Unit A)

Period	New		Diverted		Transfer		Total (2-way trips)
	Arr	Dep	Arr	Dep	Arr	Dep	
PM Peak	3	3	5	5	17	17	49
Saturday Peak	3	3	6	7	19	20	58

Traffic Impact

- 5.12 As noted in above, the site has planning permission (Ref: 64445/APP/2013/1050) for the refurbishment and partial demolition of Unit A. To determine the likely impact of the proposed development, trips generated by the proposed development will be compared to trips generated by the approved scheme.
- 5.13 **Table 5.6** below summarises the vehicle trips extracted from the approved TA compared to those generated by the proposed development.

Table 5.6 – Vehicle Trip Generation Comparison – Approved vs Proposed

Time Period	Friday Peak		Saturday Peak	
	Arrivals	Departures	Arrivals	Departures
Proposed Development	49	53	82	84
Approved Scheme	58	58	117	99
Difference	-9	-5	-35	-15

- 5.14 The data in **Table 5.5** shows that the proposed development will result in a reduction in vehicle trips during both the Friday and Saturday peak periods.

Arla Food Site Impact

- 5.15 As noted in paragraph 3.19 above, a planning application for the redevelopment of the former Arla Food site was submitted in May 2014 (Ref: 66819/APP/2014/1600). As part of the TA undertaken by Redwood Partnership (April 2014) and submitted in support of the application, trip generation for the proposed development site was assessed.
- 5.16 Within the TA, to incorporate the impact of the proposed Victoria Road Retail Park site, trip rates were derived from the TRICS database for 4,772m² of A1 non-food retail. **Table 5.7** below summarises the trip rates extracted from the Arla Food site TA.

Table 5.7 – Proposed Site – Trip Rates (Arla Foods Transport Assessment, 2014)

Time Period	Arrivals	Departures	Total
Friday (17:00 – 18:00)	1.259	1.307	2.566
Saturday (12:00 – 13:00)	4.057	3.248	7.305

- 5.17 Within the TA a discount of 30% was applied to vehicle trips generated by the site to allow for pass-by, diverted and linked trips. **Table 5.8** shows the resultant vehicle trips applied to the proposed site within the submitted Arla Foods TA.

Table 5.8 – Proposed Site – Trip Generation (Arla Foods Transport Assessment, 2014)

Time Period	Arrivals	Departures	Total
Friday (17:00 – 18:00)	42	43	85
Saturday (12:00 – 13:00)	136	109	245

Table 5.9 – Vehicle Trip Generation Comparison

Time Period	Friday Peak		Saturday Peak	
	Arrivals	Departures	Arrivals	Departures
Proposed Development	49	53	82	84
Arla Food TA	42	43	136	109
Difference	+7	+10	-54	-25

- 5.18 When compared to the vehicle trip generation used within the Arla Food TA, the proposed development will generate 17 more trips during the weekday PM peak and result in a reduction of 79 trips during the Saturday peak. This is considered to be a relatively minor change.

Summary

- 5.19 When comparing the trip rates extracted from the approved scheme's TA, it is predicted that the proposed development will result in a reduction of vehicle trips during both the Friday and Saturday peak periods.
- 5.20 When compared to the trip rates extracted from the Arla Food site TA, it is predicted that the proposed development will generate a nominal number of additional vehicle trips during the weekday PM peak whilst the Saturday peak is predicted to result in a reduction in trips.
- 5.21 It is considered that predicted traffic generated by the proposed development will have no material impact on the local highway network. When distributed on the network, these additional vehicle trips are considered to be negligible.

6 SUMMARY AND CONCLUSIONS

- 6.1 Vectos has been appointed by AVIVA Investors Ltd to prepare a Transport Statement for the proposed redevelopment of two A1 non-food retail units at Victoria Road Retail Park, South Ruislip.
- 6.2 This planning application seeks detailed planning consent for the redevelopment of a former Focus DIY store (Unit A) and Land of Leather (Unit B) for an A1 non-food and A1 food retail unit.
- 6.3 The site has planning permission (Ref: 64445/APP/2013/1050) for the refurbishment and partial demolition of Unit A. The approved scheme proposed to reduce the overall GIA of Unit A from 3,832m² to 3,119m², a reduction of 713m².
- 6.4 This application seeks approval for the redevelopment of Unit A and Unit B to provide 3,783m² of retail floorspace, a reduction of 276m² compared to the approved scheme. The application also seeks to vary the restriction on the type of goods that can be sold from Unit A.
- 6.5 A review of the site's accessibility by sustainable modes of transport indicates that the proposed site is located within an accessible location close to a frequent bus route, a good pedestrian network and both South Ruislip train station and underground station.
- 6.6 An assessment of the likely trip generation of the proposed development compared to the approved scheme show that the proposed development will result in a reduction of vehicle trips during both the Friday and Saturday peak periods.
- 6.7 A revised planning application has been submitted for the redevelopment of the adjoining Arla Food site. An assessment of the trip rates extracted from the Arla Food site TA indicates that the proposed development will generate a nominal number of additional vehicle trips during the weekday PM peak whilst the Saturday peak is predicted to result in a reduction in trips.
- 6.8 It can therefore be concluded that the proposed redevelopment of Unit A and Unit B at Victoria Road Retail Park is acceptable in transport and traffic terms.