

# insight

MOTION CONSULTANTS

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## Transport innovation

J Sainsbury Plc continues to expand its store estate, opening 1.5 million square foot of floor space in 2010/11. But, nationally, the availability of sites for foodstore development that accord with the government's 'town centre first' policy continues to decline. Robert Oxley, Sainsbury's Regional Development Executive for the East Midlands and East of England, explains how the retailer responds by delivering sustainable development on the most suitable site, complementing town centres whilst minimising impact on the highway network.



The centres of market towns typically have many existing highway constraints, such as one-way streets, limited access for heavy goods vehicles and inadequate parking provision to support existing retailers. "At an early stage, sites for new foodstores need to have a good prospect of achieving planning consent. Just as importantly for Sainsbury's, is to mitigate any adverse impact on the local highway infrastructure", says Robert. "The highway network and the pattern of usage should support our development. Where the existing provision is insufficient, Sainsbury's looks to provide solutions through design, innovation and investment."

Important considerations for Sainsbury's include: road safety, and pedestrian, cycle and vehicle access/ egress. Sainsbury's recognises the desire of highway authorities to ensure the best possible provision of sustainable transport modes. For any supermarket operator, there must be adequate provision of parking to cater for customers doing their main weekly shop by car. The retailer has a track record of working with highway and planning officers to achieve the appropriate balance.

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## Park & Ride eases Windsor traffic



Windsor is to benefit from an improved 'park and ride' facility as part of LEGOLAND's new 150 bedroom hotel, due to open in early 2012.

**Motion is part of a team of consultants which helped work out the best siting for the development. Planning permission was granted following presentation of a balanced solution to meet the needs of all parties.**

The new 'park and ride' scheme coincided with the council's objectives and will help alleviate traffic problems in the town centre. Dani Charleson-Gallacher, head of hotel projects at Merlin Entertainments takes up the story: "The Motion team helped demonstrate that there would be no adverse impact on traffic flows. If anything, the hotel would encourage LEGOLAND visitors to stay overnight on the site rather than driving into Windsor town centre to find accommodation."

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Retail development proposals are subject to a sequential test, in which town centre sites are preferred over those on the edge of centres and then out of centre sites. Robert cautions, "A proposed development can be significantly delayed and even halted by a competing application where the sequential test needs to be considered." Sainsbury's recently overcame such a situation to gain planning consent for a 35,000 square foot (net sales) supermarket development in Nottingham Road, Melton Mowbray in Leicestershire. The

application had been closely scrutinised because the development site was owned by the local planning authority, Melton Borough Council.

An application by a developer with a competing scheme failed to result in Sainsbury's application being called in for review by Eric Pickles, Secretary of State for Communities and Local Government. Tim Waring, Director at Indigo Planning, and Sainsbury's planning consultant on the project explains, "Sainsbury's planning team successfully demonstrated that the competing scheme wasn't a genuine contender and that the Sainsbury's site was more deliverable against a set of wide-ranging planning considerations. The Council agreed that the alternative site wasn't suitable for the type of development proposed, on either policy or technical grounds. The commercial deliverability of the scheme was in doubt, and the availability of the entire site was also uncertain." The new Sainsbury's store will create around 350 local jobs, and encourage more residents to stay in Melton for their main food shopping trips.



Indigo Planning is retained by Sainsbury's as planning consultants for the East of England and East Midlands regions and Motion is Sainsbury's leading professional adviser on transport planning in the East Midlands. For further information contact Steve Gosling, Email: SGosling@motion-uk.co.uk Tel. 01483 531300.

## Aldi store on the radar

**Part of a former radar testing site on the Isle of Wight is being redeveloped to provide 255,000 square feet of new floorspace for retail, office, warehousing and light industrial use. Planning permission was granted to build an Aldi store near Cowes, as part of a hybrid application put forward by BAE Systems.**

The proposal for more than six hundred parking spaces on the site had been seen as a potential significant traffic generator. Motion worked with the planning and highway authorities to allay local concerns. Mike Craddock, Real Estate Manager at BAE Systems, observes, "When a delivery restriction was mooted at the last minute, the speed with which Motion turned things around was very impressive. They worked closely with the planning authority to help address concerns about the timing of deliveries."



## Steve Gosling

Championing workable solutions

### Why get up for work in the morning?

**SG** *It really is the challenge of balancing the need for economic development with the desire to retain local communities and keep people moving.*

### What are your four defining qualities?

**SG** *Communication, understanding, drive and passion. Continually talking to all parties involved in development to understand their needs and demands and then translating all those elements into a workable way forward.*

### How would you describe Motion?

**SG** *We are a young, knowledgeable and active company where the directors lead by example. We work hard and play hard.*

### What's your vision for the company?

**SG** *I would like to see the business continue to grow and retain the warm, fun and healthy environment we've created. Happy people work better together and produce better results for clients. That's what we're all about.*



# Thriving on the edge



**Mark Bird, Senior Project Manager in Retail Development at Land Securities, explains how expertise and team work help deliver quality developments.**

As city centre projects are scarcer, edge and out of town locations present good development opportunities which potentially can be delivered in the short to medium term. Out of town developments are a key strand of Land Securities' retail strategy. They are popular with retailers and consumers.

Whilst supported by strong retail demand, technical changes have affected the way that these projects are delivered. Land Securities has developed an effective model to assess new opportunities.

According to Mark Bird, "Land Securities takes a strategic view of new schemes. We test demand and create a picture of how a site might look. Transport and infrastructure are important to get right. Motion provides an insight to the potential challenges and feasibility."

The scale and impact of new schemes on the existing road network are common concerns. Mark highlights the importance of groundwork: "Motion helps us develop cost-effective and deliverable solutions. It's a big advantage having up-front technical advice and design input provided by the company's team of experts. They have a fresh approach and are always prepared to give me their views on a project."



**The Walt Disney Company has been granted planning consent (subject to a Section 106 Agreement) for the reinstatement of more than a hundred car parking spaces for employee use. The former public spaces are in the basement of their European Headquarters in the Hammersmith Broadway Centre. A key consideration for the planning application was the traffic impact on the local congested road network.** The Broadway Centre is an 'island' site, surrounded by busy distributor roads and adjacent to Hammersmith interchange. The building is close to one of London's major transport hubs in a highly sustainable location. It is above Hammersmith underground station and next to the bus station. The Motion team worked closely with the client to develop a package of green travel measures. Steve Parsons explains, "We demonstrated that the parking spaces were required for specific operational purposes. We showed, to the satisfaction of the Highway Authority, that there would be no material impact on traffic or congestion within the surrounding area."

in brief

## Travel planning gets green light

*Car club membership is being offered to the future inhabitants of 449 new dwellings in a mixed Barratt Homes development in the centre of Woking.*

*Because the ratio of car parking spaces to residential units is less than one, people will be encouraged to use public transport for their regular journeys. The Barratt scheme benefits from 'origin' and 'destination' travel planning carried out by Motion.*

*Penny Hardcastle, Senior Travel Planner at Motion, outlines the typical challenges for corporate clients: "There is an increasing requirement to encourage employees to substitute the motorcar for alternative modes of transport. We prepare customised action plans that take account of the local environment and recommendations arising from staff travel surveys."*

## Business as usual at historic Manchester hotel

*The route of the second-city crossing of the Metrolink tram line in Manchester has been revised following representations by Motion consultants acting on behalf of the Midland Hotel.*

*The new route will avoid the hotel, but the cenotaph war memorial may need to be moved from St Peter's Square to a new location between the Peace Gardens and the town hall. Built in 1893, the hotel was the meeting place of aviation pioneers Charles Rolls and Frederick Royce.*

## Travel plan mitigates school run



**A private school near Twickenham has been awarded planning permission to extend its facilities despite two failed previous applications. Motion successfully demonstrated that there could be a reduction in the number of cars arriving at the school during peak times, despite the increased student roll.**

Newland House School wanted to create additional teaching space, by redeveloping a neighbouring residential building. The larger facilities could have

resulted in around sixty additional pupils being delivered by car to the school gate each day. Officer and committee member support was secured after the introduction of a travel plan and proposed highway safety improvements developed with assistance from Motion.

Implementation of the school's travel plan in advance of the application played a key part in helping to reduce contributions under the Section 106 Agreement. According to Motion Director Stuart Davies, "As part of the mitigation, the school agreed to fund a safety zone which will include wider footpaths, parking controls and reduced vehicle speeds. Making the immediate environment safer and less congested helped to overcome the Council's previous reservations."

## The sky's the limit in Woking



**A twenty-one storey tower under construction in the centre of Woking has already become the town's tallest building. Olympic Heights is one of four blocks in the iconic New Central development on the site of former offices.**

The Barratt Homes project will provide homes, retail and employment space close to the town's railway station. The scheme includes 382 car parking spaces and provision for 182 bicycles. The town centre location presented particular challenges when it came to planning submission. Significant practical and programme constraints also needed to be overcome.

Motion has been involved from the outset, providing the initial transport assessment for the development. John Cover, Technical Director at Barratt Homes comments, "Motion has an excellent rapport with the regulatory authorities and are pro-active in meeting our requirements in a cost-effective way."

Motion renegotiated the Section 278 works to include a new loading bay as part of the additional requirements of the town centre retail outlets. In Guildford Road a new traffic signalled junction will be provided. Other works will improve the streetscape and replace an existing pelican crossing.

## viewpoint

### SUSTAINABLE DEVELOPMENT PRESUMPTION

**Landowners are reviewing their development programmes in the light of the coalition Government's recent changes in attitude and planning policy.**

Steve Parsons, Technical Director at Motion, believes "the faster release of surplus public sector land for development could create more opportunities for developers. Many potential sites are in very sustainable prime locations, offering plenty of scope to make the best use of the available assets."

If there is a presumption to develop, provided the scheme is sustainable, then 'what constitutes sustainable' becomes the key issue. Motion can help demonstrate to local authorities the sustainability of urban centre schemes, and advise on measures to make them more sustainable.

Steve continues, "Town and city centre locations usually have sustainable transport networks and infrastructure which provide consumers with choices. Out of town developments offer fewer opportunities to relinquish the motorcar."





## HOSPITAL IMPROVES AIR AND ROAD ACCESS

**A new junction has been completed early to provide future emergency vehicle access for improved facilities at Frimley Park Hospital, Surrey. The enabling works under a Section 278 Agreement were accelerated to avoid disruption to site access for staff, patients and visitors.**

Motion's initiative ensured that urgent and routine traffic to and from Portsmouth Road is not impeded during construction. Richard Bettridge, Director of Design Services, explains, "The programme was tight because of the need to use the new road as a temporary access for construction vehicles. However, this innovative approach has resulted in the continued smooth operation of the site throughout the project."

The development includes a new Accident and Emergency Department, Day Surgery Unit and air ambulance helipad. Motion Director Phil Bell recalls, "The challenge was to make the scheme work without additional car parking spaces. During public consultations there was significant local support for the enhanced access arrangements."

## raising Reading

**The tallest construction in Reading has recently been completed, delivering a five-fold increase in area over the previous buildings on the site. The iconic design of The Blade provides a dramatic complement to the regenerated town centre.**

The development is a 110,000 square foot, fourteen storey block, comprising offices, apartments and a restaurant over two levels. The building is located minutes from the town's mainline railway station and local amenities. Motion provided transport related advice on the project.



The Motion management team from left to right: Steve Parsons, Steve Gosling, Richard Bettridge, Pete Sturgeon, Stuart Davies and Phil Bell

# Additional infrastructure for retail development planning

Blue chip companies are increasingly asking Motion to provide specialist transport planning advice for major retail development projects. The consultancy is in a strong position to meet the needs of clients in both supermarket and general retailing, as a result of its increasing knowledge and experience in the sector. The service has been extended to include infrastructure design, which is advantageous during both the planning and construction stages of a development.

According to Managing Director, Steve Gosling, "Motion is big enough to tackle significant projects but small enough to maintain the high level of engagement and service that clients expect and respect. This gives the consultancy a significant edge, because we are still able to be available and responsive to the needs of our clients."

To provide further advice and support to help developers turn their plans into reality, the Motion team was strengthened last year by the addition of a highly accomplished figure in the property development business. Richard Bettridge leads Motion's rapidly expanding infrastructure team, Motion Design Services. Richard asserts, "Motion combines its core values of commercial pragmatism

with deep empathy and understanding of the client's requirements. The company embraces technical knowledge to continually challenge, in order to deliver tangible outcomes for our customers."

Motion's continued growth is bucking the economic trend, with the appointment of two further recent additions to the management team. Congratulations to Steve Parsons and Pete Sturgeon, who have been respectively appointed as Technical Director and Associate Director, and to James Bancroft who has been promoted to Principal Transport Planner.

## Children's charities benefit from transport planning skill

Music lovers recently enjoyed international stars Katherine Jenkins, The Sugababes, McFly, ABC and Bjorn Again during a charity concert at Kings Hill, Maidstone, thanks in part to Motion. The company provided free traffic management advice to Location 3 Properties, the organisers of the three day 'Music on the Hill' festival.

The event raised funds for Demelza Hospice Care for Children, which offers care and support for life limited children and their families, and The Children's Development Trust, which helps children and young people achieve their potential.



## Ask Motion



If you would value a preliminary discussion about the transport, traffic or

infrastructure issues associated with a potential development project, why not give us a call on 01483 531300?

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