

ASDA FERRING PFS APPLICATION – HIGHWAY OFFICER RESPONSE

IDENTIFICATION TABLE

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Introduction

This file note has been prepared by SYSTRA Ltd on behalf of ASDA store Ltd, in response to Highways Officer comments relating to the planning application in support of a proposed 6-pump (12 filling position) petrol filling station (PFS) at its Ferring Store, West Sussex.

Car Parking

The Highways Officer states that the PFS will be constructed on an area of overflow car parking. Currently, ASDA provides no markings or signage to encourage customers to park there and this area of parking is the furthest away from the ASDA food store entrance (approximately 200m). This is therefore, least attractive area for customers to park in within the sites overall footprint, and certainly likely to be less desirable than spaces closer to the store building.

While the overflow car park does not have a defined capacity, it appears not to accommodate a substantial number of cars. It is reasonable to assume that these cars, if displaced, could be accommodated in the formal car park.

The existing food store has a 11,520m² GFA and a defined capacity of 534 car parking spaces. This does not account for the overflow car parking spaces and hasn't changed since the store opened.

The Highways Officer requests that the existing car parking provision accords with WSCC standards (2003). This states a maximum standard of 1 space per 14m². The maximum permitted capacity based on 11,520m² GFA is 823 spaces. The present day allocation is within the maximum value .

TRICS Land Use Selection 13/A or 13/B.

As the PFS is proposed to have a 'Drive-to-pay' kiosk with no retail offer, Land Use 13/A should be considered the most appropriate TRICS category to use. This is explained in Section 4.2 of the submitted Transport Statement.

Use of category 13/B, which is suggestive of a BP garage with a Marks and Spencer Simply Food facility would be inappropriate for this proposal.

Linked Trip Making between the ASDA Store and PFS

I note that the Highways Officer has asked for justification for the stipulated rates of linked trip making deduction. It is expected that 70% of the vehicles would be associated with existing shopping trips to the store. The number of "new" trips to the PFS is only expected to account for 30% of the total trips to the facility. This reflects the convenience factor associated with purchasing fuel as part of an existing shopping trip.

The adoption of the 70/30 split assumption is underpinned by analysis of data provided by ASDA. The data demonstrates the principle that while customers use card and or cash in store, most – if not – all PFS fuel payments are card based. Data provided by ASDA suggests that an overwhelming majority of transactions at store PFS facilities are associated with an existing shopping trip, with the remaining PFS transactions made by customers who use the PFS, but who do not use the store. Credit card match data has been supplied by ASDA for stores in and around Glasgow (Scotland).

The dataset, presented as follows, was obtained to support a similar PFS application at ASDA Bearsden, to the north of Glasgow. The PFS was constructed and has been operational, without impact for over four years. The percentage values (as follows) show where a match could be identified between card transactions in store and at a PFS within a 2hr period.

The following is an extract from an Addendum Note, prepared to support the Bearsden PFS Application (East Dunbartonshire Council Ref: TP/ED/12/0619):

“Data provided by ASDA suggests that an overwhelming majority of transactions at store PFS facilities are associated with an existing shopping trip, with the remaining PFS transactions made by customers who use the PFS but who do not use the store. Credit card match data has been supplied by ASDA for stores in and around Glasgow, i.e. where a credit card has been used at a store for both the purchase of fuel and food shopping. This can be used as an approximation for PFS users who also shop at the store, but will represent a conservative estimate as shoppers will not always use the same card for fuel and food transactions, e.g. business users. Some shoppers will also pay for their shopping using cash”.

The data supplied by ASDA is reproduced as follows:

- Blantyre: 58%
- Cumbernauld: 56%
- Govan: 61%
- Parkhead: 57%
- Robroyston: 60%

This gives an average of 58% of shoppers visiting both the PFS and the store during the same visit. ASDA advises that while PFS payments will invariably be card-based, some transactions in store will be made using cash. For this reason, it is deemed appropriate to increase the 58% value to 70% to reflect the different payment combinations. While ASDA is open to discussion on the exact percentage of linked trips, this dataset demonstrates a very clear relationship between store and PFS transactions and supports the adoption of the 70/30 split.

This point was acknowledged as valid and meaningful by the Reporter examining similar proposals at ASDA’s Hinckley Store (planning appeal reference is PP/K2420/W/16/3144204). In this case the reporter concluded:

“The Appellant said that only 30% of these would be new trips with the remaining 70% currently visiting the store and present on the road network already, although that interpretation does not come across strongly from the Transport Statement. I have no reason to question the estimates for peak hour demand, as indeed the information shows they would be approach . As there is a strong likelihood that many of these customers would already be visiting the store or driving along Barwell Lane, their trips would not be additional ones on the road network or (in the case of existing Asda customers) within the site. Therefore, even if the 30% figure was an underestimate and slightly more were drawn to the site as a result of the petrol filling station, to my mind the additional trips created by the scheme would still be low in number when compared to the overall movements in the car park and on the road. Consequently, they would not have an appreciable effect on the noise and disturbance already experienced by those living around the site.”

ASDA has referred to this verdict in subsequent applications including at its Arrowe Park store on the Wirral.

SYSTRA has undertaken a sensitivity test, to provide the Highways Officer at WSCC with a level of 'comfort' associated with the vehicle trip generation methodology set out above, this picks up on the point that credit card evidence is not West Sussex specific. The sensitivity test assumes that only 50% of the vehicles would be associated with existing shopping trips to the store; and the number of "new" trips to the PFS would be expected to account for the other 50%. In other words, the sensitivity test gives rise to slightly increased numbers of additional trips.

Table 1 below shows the revised number of "new" trips that would be generated on the basis of the total trips shown in Table 4.2 of the submitted TS following application of the sensitivity test. (i.e. the values in Table 4.2 multiplied by 0.5).

Table 1 – Revised Weekday & Weekend PFS "new" Trip Generations (06:00 - 22:00) (50%)

Time	Weekday Land Use 13A	Weekend Land Use 13A
06:00-07:00	24	11
07:00-08:00	33	21
08:00-09:00	38	29
09:00-10:00	33	29
10:00-11:00	33	37
11:00-12:00	32	37
12:00-13:00	36	37
13:00-14:00	34	35
14:00-15:00	35	30
15:00-16:00	38	31
16:00-17:00	38	31
17:00-18:00	39	28
18:00-19:00	36	29
19:00-20:00	29	22
20:00-21:00	23	18
21:00-22:00	16	12

Based on the values presented in Table 1 which relate to the sensitivity test, assuming a pro-rata in trip making of 50%, the maximum number of additional vehicles attracted to the site in the peak hour would be 39 vehicles on a weekday peak (17:00 – 18:00), and 37 vehicles during the peak period (10:00 – 13:00) on a weekend.

When this is compared to the information provided in the submitted TS, the uplift in demand is 15 vehicles in the on a weekday peak (17:00 – 18:00), and 15 vehicles during the peak period (10:00 – 13:00) on a weekend. This equates to one vehicle every four minutes.

Pass-by

The application of 30% pass-by is an accepted transport planning technique to help ensure 'robust' assessment of trip making characteristics. This is supported by research undertaken by the TRICS Consortium (1995) TRICS Research Report 95/2 "Pass-By and Diverted Trips: A Resume".

In this case, the Highways Officer expects rates of pass-by to exceed 30%. As a result, SYSTRA has increased the level of pass-by trips to 40% on a weekday and 20% on weekend.

Table 2 provides an indication of revised trip generation forecasts following the application of these revised pass-by rates.

Table 2 - Weekday and Weekend PFS “new” trips on the road network (06:00 – 22:00) Revised Pass-by

Time	Weekday Land Use 13A	Weekend Land Use 13A
06:00-07:00	14	9
07:00-08:00	20	17
08:00-09:00	23	24
09:00-10:00	20	23
10:00-11:00	20	30
11:00-12:00	19	30
12:00-13:00	21	30
13:00-14:00	20	28
14:00-15:00	21	24
15:00-16:00	23	25
16:00-17:00	23	25
17:00-18:00	24	22
18:00-19:00	21	23
19:00-20:00	18	17
20:00-21:00	14	14
21:00-22:00	10	9

On this basis, the maximum number of “additional new trips” accessing the site because of the PFS development is likely to be 24 in the weekday peak (17:00 – 18:00) and 30 in the weekend peak period (10:00 – 13:00).

With the PFS in place, the revised TRICS assessment forecasts that a maximum of 30 trips (weekend peak) will be added to the entry and exit flows at the store access. This equates to be one additional vehicle every two minutes.

Queuing Within the Site

The attached figure illustrates that the spatial forecourt has the capacity to accommodate a total of 24 vehicles at any given time. This is composed of cars which are occupying a filling position (12) and cars which are waiting to move forwards to a pump (12). This equates to a total of 30% of the total PFS hourly demand shown in Table 4.2 of the submitted TS (78 vehicles).

For the avoidance of doubt, the graphic is not suggestive of instantaneous demand, rather it demonstrates that even in exceptional circumstances, the site layout has the physical capacity to accommodate a substantial number of vehicles without impacting on the adjoining public road.

Conclusion

It is hoped that this file note provides all of the additional information requested by the Highways Officer based on the correspondence received. Should further clarification be required please contact me.