

Proposed Starbucks Drive-Thru, Land at Whitworth Road (Dunelm & Carpetright) Car Park, Rochdale

Framework Travel Plan

Client: Glenbrook Property Ltd

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1 Introduction

1.1 Background

This Framework Travel Plan has been prepared to support the application for the development of a new standalone Use Class drive-through coffee unit within an existing car park (Dunelm). The site is a 171sqm drive-thru coffee shop building with associated external plant/refuse area modifications to the existing parking areas, and to the local highway to provide an improved access for vehicles, within the car park of Dunelm.

The site is a 171sqm drive-thru coffee building within the existing Dunelm retail site at the northern end of the 243 space car park. This is located on the northwest corner of the junction of St Mary's Gate (A58) and Whitworth Road (A671).

2 Travel Plan Purpose and Context

2.1 Travel Plan Benefits

A travel plan can bring a number of benefits to a new development for the developer, the local authority and the ultimate users of the site. Travel Plans can result in a variety of benefits to the occupiers of a development and the wider community, as well as address a range of issues, including:

- Promote healthy lifestyles and sustainable, vibrant communities;
- Provide adequately for those with mobility difficulties;
- Reduce demand for car parking, thereby enabling more efficient land use;
- Reduce pressure on highway capacity, particularly at peak times;
- Cut carbon emissions and their contribution to climate change;
- Reduce road danger and protecting vulnerable road users; and
- Improve local air quality, while reducing noise pollution.

A Framework Travel Plan should provide benefits to all parties, including the site occupants and the local authority, which can help in gaining widespread commitment to its implementation. Continuing operation of Travel Plans can also play a role in helping businesses mitigate their transport contribution towards climate change and help adapt to its impacts. Travel Plans can also form part of an organisation's Corporate Social Responsibility commitments.

2.2 Key Development Parameters

The proposed development, where applicable to transport and movement, that make up the drive-thru include:

- The construction of a new 171sqm (GIA) drive-thru coffee building.
- Construction of a secure compound for external plant.
- Paved area for outdoor seating.
- A drive-thru lane to three sides of the proposed building.
- Local reconfiguration of the car parking area.
- Footpath connections to Whitehall Street and Duke Street / Whitworth Street.
- Perimeter landscaping to Whitehall Street boundary.
- Minor reconfiguration of Duke Street to prioritise access from the north for vehicles.

The proposed layout of the Drive Thru is show in Figure 1.

Figure 1 – Proposed Layout of Drive-Thru



2.3 Scope of the Framework Travel Plan

This Framework Travel Plan is for the development of a coffee drive-thru building within an existing car park (Dunelm) and is intended to encourage the members of staff to travel sustainably.

3 Site Assessment

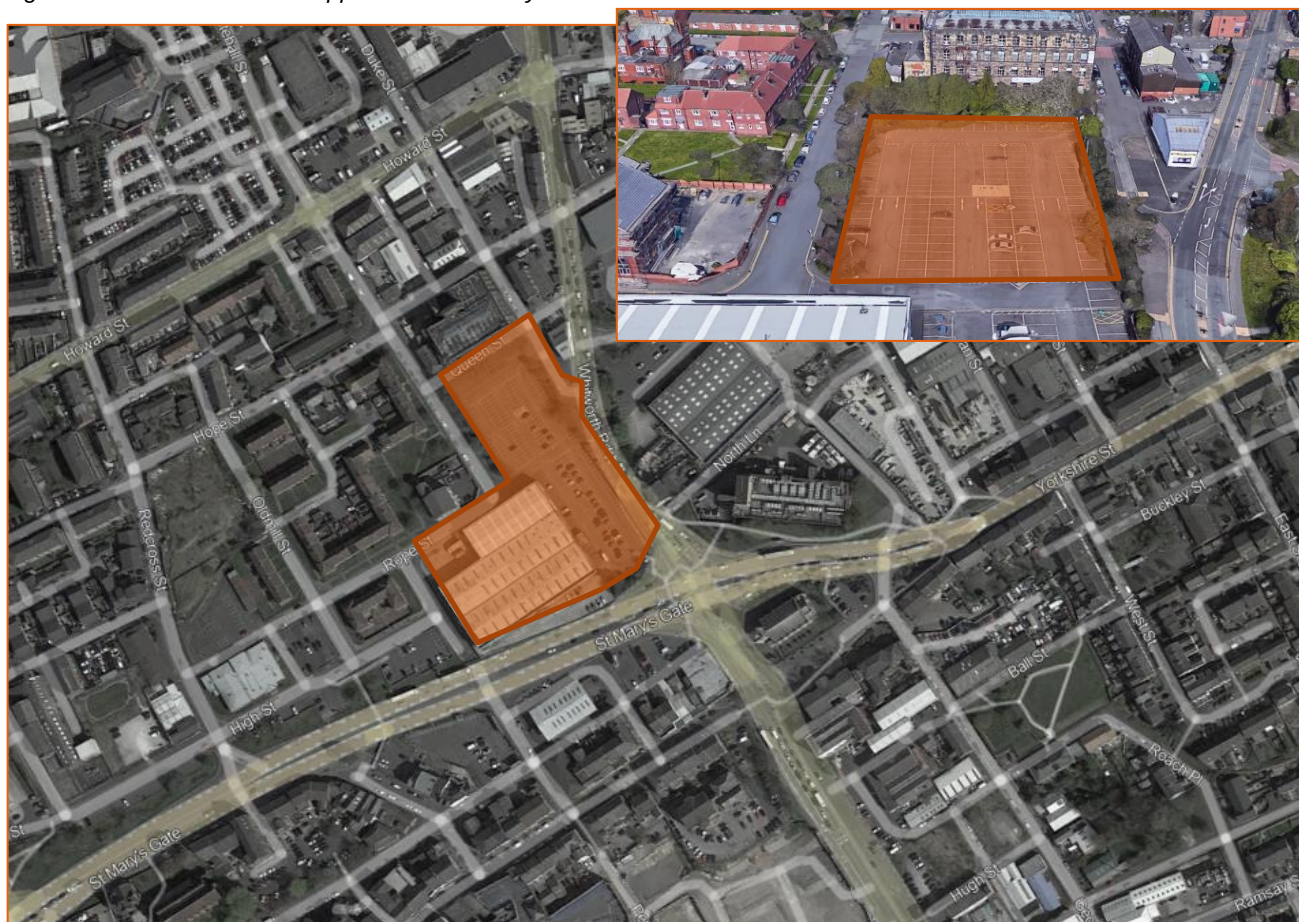
3.1 Introduction

This section provides a description of the site, the access to each plot and a summary of the existing accessibility by all modes of transport within the vicinity of the site. The site description should be read alongside the previously submitted Transport Assessment.

3.2 Site Description

The application site is located within at the northern end the 244 space car park of the existing Dunelm retail site which is located on the northwest corner of the junction of St Mary's Gate (A58) and Whitworth Road (A671). Figure 2 – Site Location and Application Boundary refers.

Figure 2 – Site Location and Application Boundary



Land Uses

The current land use within the boundary of the drive-thru development car parking at the northern end of the car park. Within the application site the car park has 128 parking space comprised of 120 standard spaces and 8 EV charging spaces.

Access

Access to the site is for different modes are as follows:

Vehicular

- The existing access routes remain unchanged with some additional lining at the junction of Duke Street with the site access to change priority with a give way and no right turn for northbound traffic.

- An upgrade of the junction of Redcross Street and St Mary's Gate will provide an alternative route for Starbucks (and Dunelm) customers to egress from the site (right turn).

Pedestrians and cyclists

- The existing access points remain the same with the additional access points from Duke Street and Whitehall Street that connects directly to the store entrance.
- There will be cycle parking for 6 bikes.

Car Parking

- There is a reduction in the number of car parking spaces from 129 standard spaces to 69 standard spaces, including 8 for EV charging and 3 Blue Badge Bays, with 2 additional spaces for motorcycle bays.
- The total number of parking spaces across the whole site will be 185 spaces for all customers.

Deliveries

- Vehicles will arrive via the Whitehall entrance and will circulate around the car park to service the buildings from directly outside or alternatively to the east of the building close to the exit from the drive-thru. The vehicle will then recirculate around to depart via the Whitehall Street exit.

These are shown in Figure 3

Figure 3 – Site Boundary, and Access Points



3.3 Current Transportation Network

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Highway Network

The site is surrounded entirely by adopted public highway. The site is close to a major junction on the ring-road around the north of Rochdale town centre (St Mary's Gate (A58) with Whitworth Road / John Street). This section of the network is busy with east/west traffic movements along the A58 and to / from Whitworth Road. The junction can become congested with queues forming on all arms.

Buses

Numerous bus routes pass the site along St Mary's Gate and Whitworth Road, namely:

- Whitworth Road – 464, 862, 885, 999, R1
- St Mary's Gate – 458, 587, 590

The nearest bus stops are located on:

- Whitworth Road – 170m to the north either side of the junction of Whitworth Road with Howard Street.
- St Mary's Gate – 160m south on the east side of the junction with Whitworth Road.
- Rochdale bus station is located 625m to the south.

4 Objectives

This chapter sets out the aims and objectives of the Framework Travel Plan for the proposed development.

4.1 Aims

Framework Travel plans are put in place within the overarching aim to influence the behaviour of staff of the proposed or existing development in using more sustainable modes of transport.

4.2 Objectives

With consideration to the nature of the development being a car focused for customers the Framework Travel Plan is focused upon the staff. As such, the main objectives of the Framework Travel Plan are as follows:

- To promote measures to encourage sustainable travel principles;
- Reduce the number of single occupancy (drive alone) vehicle trips made by residents and visitors to/from the site;
- Promote 'healthy travel' to the site (i.e. walking and cycling) and increase the number of staff travelling by these modes;
- Implement a range of measures that will encourage and support the use of alternative modes of transport other than travelling as a car driver (i.e. public transport and cycle parking);
- Sustain the Framework Travel Plan through suitable management strategies and financial investment;
- Monitor the performance of the Framework Travel Plan against its targets by regularly collecting accurate travel information.

5 Targets

Targets are essential to ensure everyone involved in the Framework Travel Plan process knows what needs to be done and to enable progress to be assessed. Targets should be SMART (see below) and can take the form of 'aim-type' targets and 'action-type' targets:

- Specific;
- Measurable;
- Achievable;
- Realistic; and
- Time-bound.

At this stage (i.e. prior to occupation of the site) it is accepted practice to derive interim targets based on the estimated baseline trip generation and mode split. However, given the car focused nature of the proposed development the targets will linked to staff travel patterns.

The Framework Travel Plan will promote and monitor sustainable travel for each of the plots, and only apply targets should an issue be identified in the first post operational survey.

6 Measures

The key to successful travel planning is to identify and promote the most suitable modes of transport that are realistic and practical for staff. There is no single solution to any one person's transport needs. Different people will respond to different measures, whilst some may not react to any.

6.1 Hard Measures – Infrastructure

Accessibility and cycle parking

The existing access points for both pedestrians and cyclists remain the same, with the additional access points provided from Duke Street and Whitehall Street that has connects directly to the store entrance and cycle parking for 6 bikes.

Car parking

The total number of parking spaces across the whole site will be 226 spaces with 8 EV charging bays, 2 new Blue Badge bays and 2 new motorcycle bays.

Deliveries

Deliveries to the site will be undertaken by 12m rigid HGV that typical call to sites through the night. There are 2 potential servicing routes 1) via the Whitehall Street entrance and will circulate around the car park. The vehicle will recirculate and depart via the Whitehall Street exit. 2) the new northern entrance to the site and circulate as per route 1).

6.2 Soft Measures – Marketing and Promoting

The site is located close to public transport services and existing cycling facilities create the conditions to make sustainable travel choices a natural option. However, it is also recognised that a communication strategy is key to the success of the Framework Travel Plan.

The marketing and promotion of the Framework Travel Plan will commence when the development becomes operational.

Details of the proposed communication strategy for the proposed development are set out below.

Travel Information

Information on sustainable travel options including travel leaflets will be placed within the staff areas. The travel leaflets will be produced by the Drive-Thru manager / owner.

The travel leaflets will contain a map of the local area and show walk, cycle and public transport routes to / from key local facilities. A key role of the travel leaflet will also be to raise awareness of the sustainable travel initiatives being implemented through the Framework Travel Plan.

A summary of key information to be included within the leaflet is set out below:

- Promotion of walking and cycling: Information on walking and cycling routes will be provided together with links to sources of further information; and
- Promotion of public transport services: Details of bus service including information regarding frequency and times of the first and last services, (i.e. timetable information, Traveline journey planner, etc.).

Walking

In recognition of the importance of walking given the town centre location the Travel Plan measures will encourage walking as a mode of travel to work by implementing the following initiatives:

- Provision of information about walking routes between the site and key local destinations; and
- Promote the health and other benefits of walking, including participation in the annual 'walk to work' campaign.

Cycling

On top of the provision of cycle stands, the Travel Plan will seek to encourage cycling as an alternative mode of travel to work by promoting and implementing the following initiatives:

- Regular monitoring of cycle parking use, and if necessary, installing additional cycle parking where practicable; and
- Promote the health, fitness and time saving benefits of cycling, through specific events such as National Bike Week and Bike2Work Days.

Public Transport

The Framework Travel Plan will encourage use of public transport as a mode of travel to work by implementing the following initiatives:

- Reviewing and updating the provision of public transport information on a dedicated site specific Facebook page / or website and door to door leaflet drops.

The proximity to Rochdale Interchange and being located on 2 key bus routes will provide a key asset in promoting the use of public transport for journeys to and from work.

7 Monitoring and Remedial Strategies

7.1 Introduction

To establish the success of the Travel Plan, a monitoring and review process would be beneficial. Monitoring will help to establish if staff are changing their travel to work habits to more sustainable modes.

7.2 Monitoring Strategy

Monitoring will take place in years 1, 3 and 5 with the potential for residents to continue monitoring thereafter on a voluntary basis.

The monitoring of the plan is important for the following reasons:

- It will demonstrate to the local authority the effectiveness of the measures implemented and the progress being made towards the aims and objectives of the travel plan;
- It maintains support for the Travel Plan by reporting successes;
- It helps to identify any deficiencies and measures that are not effective; and
- The data can be shared with any other nearby employment travel plans as well as inform the local authority and public transport operators of local travel patterns.

Baseline surveys to establish the starting point will be issued to staff when the operation commences.

A questionnaire will be distributed to staff to monitor travel to and from the site and gain an understanding of travel habits. The results can then be reviewed and interpreted to identify mode split and identify if any private car use is taking place, and whether specific mode split targets are required to be introduced with the Travel Plan.

8 Action Plan

The proposed measures and targets for the staff are summarised in terms of timescales and responsibilities in the action plan below.

Table 1 – Action Plan

Action	Target Date	Responsibility
Initial Setup		
Exchange contact details with local authority	Prior to occupation	Building Owner / Operator
Set up travel plan working file	Prior to occupation	Building Owner / Operator
Obtain public transport timetables	Prior to occupation	Building Owner / Operator
Prepare travel information for staff	Prior to occupation	Building Owner / Operator
Issue travel information in Welcome Packs to new residents	Upon occupation	Building Owner / Operator
Agree discounts on cycles and equipment with local cycle shops	Prior to occupation	Building Owner / Operator
Review adequacy of cycle provision	Biennially	Building Owner / Operator
Monitoring & Review		

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Starbucks Drive-Thru, Whitworth Street, Rochdale – Framework Travel Plan

Distribute initial travel plan survey staff	on commencement of operation	TPCBuilding Owner / Operator
Undertake further travel surveys	Year 3 and 5	TPCBuilding Owner / Operator
Organise traffic / multi-modal counts at entry / exit points to the development	Year 1, 3 and 5	TPCBuilding Owner / Operator
Collect travel plan surveys and count data and analyse results	Within 3 weeks of issue	TPCBuilding Owner / Operator
Submit progress report to LHA	Within 3 months of survey	TPCBuilding Owner / Operator

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