



<b>LONDON BOROUGH OF HARINGEY</b> URBAN ENVIRONMENT PLANNING POLICY & DEVELOPMENT
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**WILDMOOR PROPERTIES**

**ARENA RETAIL PARK DEVELOPMENT  
HARINGEY**

**Travel Plan Addendum**

**November 2007**



the journey is the reward

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## **Arena Retail Park, Haringey Travel Plan Addendum**

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## **1.0 INTRODUCTION**

- 1.1** Mayer Brown Limited was commissioned by Wildmoor Properties in 2005 to set out an Interim Travel Plan in relation to the planning application for a proposed retail development at the "Arena Retail Park" in Haringey, London. A location plan is provided in Appendix 1.
- 1.2** This document has been produced to analyse the impact of a change of use for part of the site from retail use to leisure. The updated proposal is for 880 square metres of health and fitness studio (land use category D2) to occupy vacant mezzanine floor space, which had previously been allocated as retail use (land use category A1).
- 1.3** Planning policy TCR1 requires that land uses are appropriate to the scale, character and function of the town centre. The use of a mezzanine floor at the Arena Retail Park is considered by the Local Authority to be appropriate in terms of the nature of the use. Fitness and health clubs are generally considered as appropriate in town centres and are not uncommon in these locations. They are also considered to complement the prevailing retail use of the Park.
- 1.4** For more detail of the background to the concept of a Travel Plan and for further information of the wider development, the initial Interim Travel Plan (dated October 2005) should be referred to. However in summary, a Travel Plan is a fundamental component of the planning process in order to achieve the following outcomes over time:
- A reduction in the need to travel;
  - A reduction in the number of motorised vehicles entering the site;
  - A reduction in the need for on-site car parking provision; and
  - Over time an increase in accessing the site by walking, cycling and public transport modes.
- 1.5** This Addendum has been produced to meet planning requirements to set out how the change of use can be accommodated within the overarching site Travel Plan and how sustainable travel to and from the site can be encouraged.
- 1.6** The remainder of this report is set out as follows:
- Section 2.0** The Impact of Change of Use on Trip Generation;  
**Section 3.0** Site Accessibility;  
**Section 4.0** The Travel Plan; and  
**Section 5.0** Summary and Conclusions.

## 2.0 THE IMPACT OF CHANGE OF USE ON TRIP GENERATION

2.1 The modified development proposal includes the following elements:

- Change of use for 880 square metres of office space to a leisure facility (health and fitness studio).

2.2 Although normally analysis associated with a Transport Assessment it was deemed useful to understand the change in trip generation from retail to leisure use. The industry standard TRICS database has been used to assess the differences in trip generation associated with the two different land uses. The database contains analysis of a number of similar developments and their trip generation (from the period January 1999 until September 2007). The results for retail space (category A1) and leisure space (category D2) are summarised in Table 2.1.

Trips	Peak Hour					
	AM		PM		Total	
	In	Out	In	Out	In	Out
Retail Facility	41	28	65	67	69	132
Leisure Facility	7	5	14	11	12	25

**Table 2.1 – Trip Generation from 880 square metres of retail space (A1) and leisure space (D2)**

2.3 The analysis shows that the leisure facility is a much lower trip intensive land use than retail. This should therefore be of comfort to the Local Authority that the change in proposed land use will have a positive impact on trip generation.



### 3.0 SITE ACCESSIBILITY

#### Planning policy guidance

- 3.1 In relation to the type of developments and locations, a steer is taken from the Planning Policy Guidance (Note for Transport), PPG13. Paragraph 19 states that *"a key planning objective is to ensure that jobs, shopping, **leisure facilities** and services are accessible by public transport, walking and cycling. This is important to all, but especially for those who do not have regular use of a car, and to promote social inclusion"*.

- 3.2 Guidance continues to state that (paragraph 21 of PPG13), *"Local Authorities should seek to make maximum use of the most accessible sites, such as those in town centres and others which are, or will be, close to major transport interchanges"*.

#### Accessibility

- 3.3 The site is well situated with regard to quality transport links. It is located within "zone 2" of the London public transportation zone maps and is well served by local bus, underground, rail, highway, cycle and pedestrian networks.
- 3.4 Manor House, on the Piccadilly Line is the closest underground station and located around 750 metres to the south of the site. Green Lanes National Rail station is located adjacent to the north of the site where regular services run between Gospel Oak and Barking. Finsbury Park which is served by the Victoria Line (as well as the Piccadilly Line), and National Rail, is located around a kilometre to the south west. These underground and rail options offer high frequencies throughout the day and into the evening periods.
- 3.5 There are a number of bus services operating locally to the site. These services will link the Arena Retail Park with residential, employment and other land uses in the capital. These local routes include:
- **Route 141:** Wood Green – Newington Green – Moorgate/Liverpool Street Station; Every 10 minutes Monday to Friday. Saturdays every 7 – 8 minutes, every 20 minutes Sundays.
  - **Route 29:** Palmers Green – Camden Town – Trafalgar Square; Every 5 minutes Monday to Friday, every 5 to 6 minutes Saturday and Sunday.
  - **Route W5:** Haringey (Sainsbury's) – Crouch End – Archway Station; Every 15 minutes Monday to Saturday, every 30 minutes Sundays.
- 3.6 In terms of local highways the site is served by a network of routes which feed the A406 (North Circular Road) approximately 5 kilometres to the north. The A406 connects other

districts of London and more strategically onto the motorway network. The A503 at Manor House, or A10 to the south east of the site provide linkages to the City of London.

- 3.7** The retail development will provide 235 car parking spaces in total and there is no segregated staff parking area.
- 3.8** The proposed retail park also includes the provision of cycle parking facilities. These facilities will be provided in those areas which are close to the entrance of the units to maximise the attractiveness of making local cycle trips. Local cycle routes of various classifications provide linkages between the site and the surrounding residential areas. Green Lanes contains cycle facilities including the provision of advanced stop lines for southbound and northbound cyclists at the site access junction.
- 3.9** The site is located at the intersection of several designated cycle routes. Link 83 of the London Cycle Network+ is a strategic cycle route extending north-south along the A105 Green Lanes, between Wood Green (in the Borough of Haringey) and Manor House (in the Borough of Hackney). Several other local cycle routes (designated by the Borough of Haringey) also pass close to the development. A link routes east-west along Burgoyne Road and Stanhope Gardens, just north of Green Lanes rail station. Another link runs southwest, connecting the site with Finsbury Park via Lothair Road North and lightly-trafficked roads in the Park itself. The local cycle routes connect the site with important centres such as Crouch End, Hornsey and South Tottenham (all within 1.5 miles cycling distance), while the strategic route (Link 83) provides a continuous link to the City approximately 4.5 miles away.
- 3.10** The development includes improvements to the Green Lanes / Williamson Road junction. These improvements will be of benefit to staff and users making local walk trips. Furthermore, there are also a network of footways surrounding the site which provide access to local residential areas such as West Green, South Tottenham, Stroud Green, Stoke Newington and Finsbury Park. The potential for staff and users to make local walk trips to the retail park from the surrounding area is therefore significant.
- 3.11** Overall this site benefits from excellent integrated transport links allowing a high level of accessibility by non-car modes. It is therefore likely that a high proportion of site employees and facility users will travel to work by rail, bus, cycle or on foot as these modes of transport are in many cases more convenient and practical than the private car for people making trips in inner London.



#### **4.0 THE TRAVEL PLAN**

- 4.1** Mayer Brown originally put together a Travel Plan for the Arena Retail Park site in 2005, which should be referred to for detail in encouraging transport sustainability to and from the site. This Addendum looks at the impact of a change of use (from retail to leisure facility) and how this may be incorporated into the overall site Travel Plan.
- 4.2** Section 2 showed that the impact in terms of trips for a leisure facility is less intensive than for retail use, particularly at peak times.
- 4.3** Many leisure trips occur outside of the main weekday peak periods and are often associated with lunchtimes and evenings during the week days, and at weekends. Many of the journeys to and from this type of fitness attractions will also be linked trips; for example on the way to or from work or educational establishment, or to and from a shopping trip. Therefore many of the journeys will not be an additional trip but instead part of a wider journey plan.
- 4.4** In addition, fitness centres are normally open from before the morning peak period, and well into the evening hours. Staff tend to work shift patterns and therefore their travel to and from work is normally outside peak hours.
- 4.5** In order to discourage motorised trips to and from the site the fitness centre should advertise promotion to sustainable travel. Advertising of the following will be encouraged with information kept up to date by the fitness centre manager (who will also act as the Travel Plan Co-ordinator) for this unit:
- Local public transport information (including bus, rail and underground);
  - Local information on cycle routes, cycle and accessory stores and any promotions;
  - Pedestrian networks in the local area;
  - Gym membership offers to local businesses in the area;
  - Car share database for potential takers;
  - Promotional material making people aware of the importance of sustainable travel; and
  - Opportunities and facilities for fitness centre staff to encourage sustainable travel.
- 4.6** Information regarding sustainable travel opportunities will be advertised on staff notice boards (in the staff room) and on the members notice boards. In addition the centres web-site will include detail of the role and importance of the Travel Plan and the reasons behind encouraging healthier lifestyles and sustainable travel. When members sign up to use the facilities, new members packs will be sent out which include promotion of sustainable travel and the objectives of the Travel Plan.



- 4.7 Due to the nature of fitness clubs most of the staff and customers tend to be reasonably fit and also conscious of the importance of healthy lifestyles. This is often an advantage in trying to encourage these people to use sustainable travel.
- 4.8 The Travel Plan Co-ordinator for the fitness centre will implement and administer the Travel Plan for the unit, which will be submitted to the Borough Council once the necessary travel surveys have been carried out, and will be responsible for the following duties:
- The operation of the Travel Plan;
  - Liaison with the Travel Plan Co-ordinators of the other retail units where appropriate;
  - Maintenance of the database containing staff travel to work information;
  - Management of the proposed car share scheme (detailed in the original Travel Plan, section 4.0);
  - Monitoring of the Travel Plan;
  - The preparation of subsequent update Travel Plan reports for submission to the Local Authority (to be produced every 3 years where appropriate);
  - Liaison with the Local Authority Travel Plan Co-ordinator where appropriate;
  - Liaison with Public Transport providers where appropriate; and
  - Promotion of the Travel Plan (to all staff and fitness centre members) in order to gain awareness of the existence of the Travel Plan, its objectives and their role as individuals in achieving these objectives.

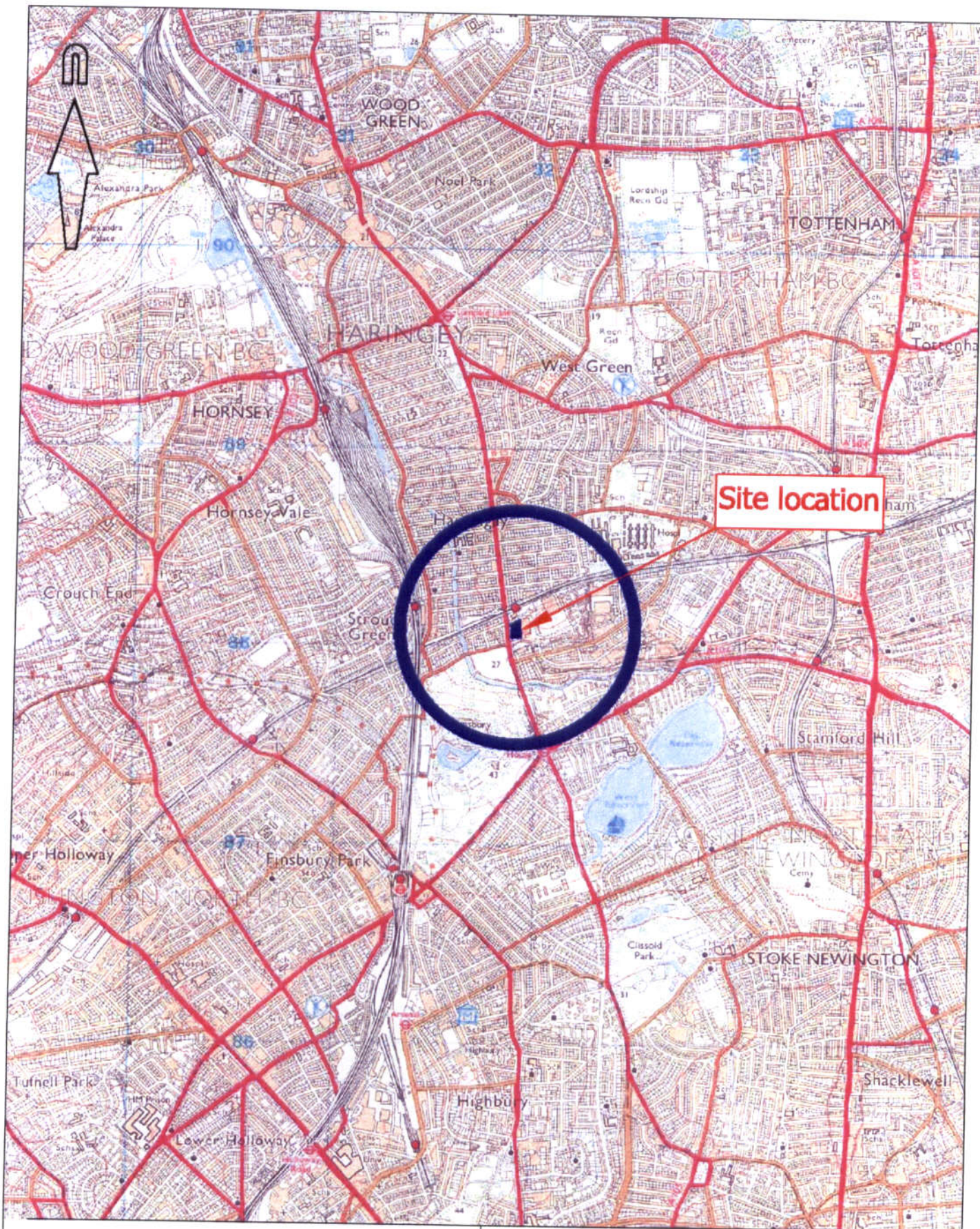
#### Parking

- 4.9 The leisure facility will share car parking with the retail park – there will be no additional parking provision dedicated to this use. There are 235 car parking spaces on the site which accommodates both visitor and staff parking. Within this total, there are 14 spaces dedicated for disabled use (a provision of approximately 6%) which falls within best practice guidelines.
- 4.10 In addition, there is an allocation of 18 cycle parking spaces.

## **5.0 SUMMARY AND CONCLUSIONS**

- 5.1** Mayer Brown has set out this Travel Plan Addendum to consider the impact to the Travel Plan and its policies, of a change of use with respect to the Arena Retail Park, Haringey development proposals. Recent plans have emerged to create 880 square metres of health and fitness centre, which was previously allocated to retail space. This type of land use is generally considered as appropriate in town centres and complements the other land uses on the site.
- 5.2** Analysis has shown that the change in use from retail space to leisure space will not be detrimental to the impact of the local transport network. A leisure facility is less trip intensive than retail, particularly at peak times.
- 5.3** The Travel Plan Co-ordinator for the fitness Centre (the club manager) will be responsible for the promotion (including information updates) of the Travel Plan to both gym staff and members. The Co-ordinator will also liaise with the other Travel Plan Co-ordinators for the other units of the retail park, and work together to integrate information and opportunities to encourage sustainable travel.
- 5.4** The Travel Plan will be monitored and updated at regular intervals in line with best practice.





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Site Location

Scale 1:25 000



