



# insight

MOTION CONSULTANTS

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## Inside

- ▶ Eastern promise – Oxford Street regeneration
- ▶ Vitality and viability – masterplanning in Colchester
- ▶ Urban sustainability landmark – revitalised Docklands

## Sussex Appeal

**A development of 102 new dwellings is to go ahead following a public inquiry, despite strong opposition from local residents.**

The plan, for a new housing development on a greenfield site close to the centre of Henfield, was contentious locally. During the planning process a public consultation event was held, where it became apparent that a key concern for many of the local residents was the vehicular access to the site. Motion sought to overcome the highway issues raised by local people.

*Continued on page 3*

## University Challenge

**The next generation of students in central London will benefit from new purpose-built, but competitively priced, accommodation. A joint venture between a property developer and a global asset manager aims to build and manage up to five thousand bedrooms within four to five years.**

The schemes are being developed and operated by Generation Estates and The Carlyle Group. Development Director, Jonathan Walker, comments *"Marketed under the brand 'Pure Student Living', the accommodation offers state-of-the-art security and broadband communication. By creating value around a customer-focused business model, we are able to offer top-end bedrooms for all types of students, be they full-time, postgraduate, UK or overseas."*

Motion Director Stuart Davies explains that, *"student accommodation requires a common-sense approach to identifying servicing needs, cycle storage and provision of disabled persons' car parking. Students often travel outside of the traditional peak times.*

*This helps to reduce the impact on public transport services. Authorities may request a management plan if they are concerned with the effect of drop-off and collection at the beginning and end of term."* *Continued on page 2*



**motion**



## Stuart Davies

### Breaking down policy

#### What do you like about working in London?

**SD** Many clients, planning consultants and architects are located close by. There's more than 30 highway authorities, all with a different take on transport policy.

#### What do you enjoy most about your work?

**SD** Breaking policy down to individual objectives and identifying an evidence-base to present a development's impact in a positive light.

#### What are the challenges you face?

**SD** The volume of material that developers are required to submit with planning applications is increasing all the time. We can help by identifying the transport studies that are necessary to address the specific needs and impacts of a proposal.

#### What do you do when you're not working?

**SD** I've just completed my British Cycling Level 2 Coaching Badge. I coach 7-11 year olds, trying to discover the next Bradley Wiggins or Laura Trott.

## Pure genius Continued from page 1

Motion is helping the joint venture gain planning consent for a number of Pure schemes in the capital, by providing transport assessment and travel planning advice. Jonathan reflects, "I find the company flexible, professional and thorough. They have a 'no-fuss' business attitude and are very user-friendly."

Planning was granted this year for the Pure Student Living City University development on Goswell Road, Islington. The project replaces obsolete City University halls of residence with 805 new bedrooms and 20,000 square feet of new teaching facilities. The scheme also provides sport and leisure facilities which can be used by local residents.



## Covent Garden consent

**A 19th century grade II listed former post office building within the Covent Garden Conservation Area is about to get a new lease of life. The site is in view of Covent Garden Piazza. The scheme will deliver 17 apartments on the upper floors, with a 'designer boutique' on the ground floor and lower level.**

Motion advised Dukelease Properties on the development in Bedford Street. The company's transport statement demonstrated that there was room for on-street servicing and that the parking demands from residents could be met on local streets. Stuart Davies observes, "Westminster Council is particularly keen on mixed use developments offering new homes for city living."



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# impact

OF 3,000 NEW HOMES

A group of parish councils has instructed Motion to assess the transport implications of a proposed development of up to 3,000 dwellings at Elsenham, near Stansted Airport. Rather than rely on traffic surveys and analysis prepared on behalf of a developer, the Joint Parish Councils Steering Group has obtained its own independent assessment of the likely traffic impacts, prior to any planning submission.

Steve Parsons of Motion explains, "Residents and parish councils can be disadvantaged by not having the technical expertise, or resources, to back up what are often legitimate concerns regarding the likely traffic implications of major development proposals."

Motion looked specifically at the impact extra traffic associated with the new dwellings would have on the surrounding area, and in particular the local rural lanes. The team carried out detailed route studies to quantify how traffic would be distributed, which enabled an accurate assessment of the impact on the highway network.



SUSSEX Appeal



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Continued from page 1

**Technical Director Steve Parsons takes up the story, "Following public consultation, significant amendments were made to the site layout plans. In particular the vehicular access strategy was reviewed and major changes were made to address the concerns raised by residents."**

Initially, vehicular access to the site was proposed in the form of two points of access. This was changed to a single point of vehicular access with a secondary access being designed purely for pedestrians, cyclists and emergency vehicles.

Steve continues, "When the plans were appealed, due to non-determination, both the Highway Authority and Planning Authority were in support of the development, and many of the local concerns over vehicular access had been resolved." The appeal was allowed and planning permission has now been granted.

## Traffic delays

reduced by new home development

**Bellway Homes has been granted planning permission to build 44 new houses in the village of Hockliffe, Bedfordshire. The development will reduce delays on the adjacent A5 trunk road compared with the previous land use.**

The site is currently occupied by a disused petrol filling station, car dealership and residential dwelling. Motion Director Phil Bell reports, "The Transport Statement demonstrated that the proposals would result in negligible changes in traffic flows. The numbers of vehicles entering and exiting the site were anticipated to reduce by around fifty during peak travel periods."

In accordance with trunk road design guidance, vehicular access to the proposed development will be achieved via a new priority controlled junction on Watling Street. Motion is assisting Bellway Homes with development of a travel plan so that future residents will be encouraged to utilise sustainable modes of transport.





## A TALE OF TWO mosques

**Motion has provided specialist transport planning expertise to help settle contentious decisions about mosque developments in southeast England. The consultancy has acted on behalf of a Muslim association in Hillingdon, in support of proposals for a mosque, and on behalf of the local planning authority in Guildford, to support an objection to a Muslim cultural and education centre.**

In Hillingdon a new mosque is to be built on the site of a former social club. The planning application was turned down, following objections from the Highway Authority, due to inadequate parking provision that would lead to conditions that would prejudice road safety.

Steve Parsons explains, *"Whilst parking within the neighbouring highway was in high demand, a body of evidence demonstrated that the development was provided with adequate on-site parking that would cater for the likely peaks in car park accumulation."*

The Planning Inspector agreed with Motion's findings and concluded that the development would not have an unacceptable impact on highway safety.

### Technical expertise

In Guildford a planning application was submitted for the change of use of a tyre service garage to a Muslim cultural and education centre. It was refused on the grounds that the development would have an unacceptable impact on the availability of on-street parking.

Steve reports, *"Surveys demonstrated that an increase in the demand for on street parking would have a severe impact on local residents' ability to park conveniently. Unlike the Hillingdon mosque, the proposed Muslim cultural and education centre did not benefit from adequate on-site parking."*

The Guildford appeal was subsequently dismissed by the Planning Inspector who agreed with Motion's findings that the development would materially impact on highway amenity.

# NEW JOBS FOR Colchester

**A new masterplan for an area to the north of Colchester aims to provide benefits for the local community, including the creation of jobs and the introduction of new businesses and services. Motion has been working with the Borough Council on the masterplan for the Northern Farmlands.**

According to Phil Bell, *"The Council is seeking to create a destination of aesthetic and environmental excellence, with unique and complementary uses that strengthen the Colchester brand without threatening the vitality and viability of the town centre."* Environmental, community and sustainability requirements are all addressed in the plan.

Motion considered the transport issues emerging from the masterplan, and recommended sustainable travel modes to encourage a modal shift away from car use. These included the shared use of car parking spaces to reduce overall requirements. A particular concern was a recently completed junction on the A12 trunk road, which would be near the new development and see an increase in traffic.



# Oxford St. eastern regeneration

A landmark retail store proposed by Dukelease Properties on the corner of Oxford Street and Soho Street has won planning approval. The development will boost the regeneration of the eastern end of the renowned shopping district. The potential value of the site was increased by maximising the footplate, making the space more attractive to major retailers.

The scheme will provide more than 40,000 square feet of retail space, office accommodation and five apartments. Westminster Council's requirements for servicing and deliveries to the ground floor space were satisfied without compromise.

Access for on-street servicing and parking is restricted in Oxford Street and Soho Street. Westminster Council's policies require on-site car parking for residential use and on-site servicing, neither of which was achievable in this location.

Motion's Stuart Davies reports, *"The complex on-street controls and lack of parking facilities for residents were overcome. Westminster Council agreed to on-street loading in spite of its policy of on-site deliveries wherever possible."*

Motion advised on servicing, refuse storage and collection, and car parking impact. The company has a continuing role working with the team during construction to ensure that works do not prejudice the use of Soho Square by Crossrail-related activities.



URBAN SUSTAINABILITY

## GEM CRYSTALLISED

A new £30 million visitor attraction has been unveiled in Royal Victoria Docks, in the heart of London's new Green Enterprise District. Siemens' flagship building, The Crystal, houses the world's largest exhibition on urban sustainability. The construction contains office space for over 100 desks for infrastructure experts, research partners and planners. Motion was instructed as travel planning and traffic management consultants on the redevelopment project.



Transport planners and design engineers achieved new heights recently during a Motion Sports and Social Club challenge. Reaching the summit of London's O2 Arena after a hard day's work is just one of the activities organised by the club. Intrepid climbers scaled the landmark building, which is more than 160 feet tall at its highest point.



# Working hard & playing hard

6

Motion Director Phil Bell asserts: *"We have a very active approach to having fun and team work, both on client projects and within the company. Employees also raise funds for Great Ormond Street Hospital and the company manages its activities to minimise environmental impact."*



Motion's Principal Transport Planner, James Bancroft, has received an award from Sainsbury's for his work on the planning of a new food store. The accolade recognises achievement under one of the retailer's values, entitled 'We are making it happen'.

James received the award after working closely with the Sainsbury's project team and the County Council to identify a package of offsite highway works. This will address longstanding accessibility issues and facilitate the delivery of a new store on a constrained, town centre, former cattle market site in Thrapston.

**Making it happen**



## 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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