



## PROJECT PROFILE

**Client:** Royalton Group

**Location:** Hertfordshire

**Sectors:** Residential

**Services:** Transport Planning

**Project overview:** Support with approval of an application to build much-needed new homes on an unused supermarket overflow carpark

### Added value:

- Neglected site repurposed
- Fresh identify for area
- Local sustainability enhanced

## Shenley Road, Hemel Hempstead

**A new residential development in Hemel Hempstead will create contemporary homes in the town, providing much-needed accommodation for local people. Detailed planning consent has been granted for 26 apartments to be built on an unused supermarket overflow carpark. The neglected site will be repurposed, adding to local sustainability and injecting a fresh identity to the area.**

Motion supported Royalton Group, a residential-focused real estate development company, with transport planning advice and helped to negotiate a less-than-one parking ratio for the suburban scheme.

Through research into comparable sites, analysis of car ownership and parking surveys, Motion's studies concluded that residents' car usage would not have a material impact on the highway network or generate overspill parking on surrounding streets. Initial concerns about overspill parking and the site access layout were allayed. Motion demonstrated that parking demand could be accommodated on site, and the access visibility splays would be acceptable.

Nearby bus and train services will connect residents to the wider Hemel Hempstead area. The local cycle network is extensive, providing reasonably flat, traffic-free routes around the town.



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