

Trips and Parking Technical Note

Introduction

- 1.1 Mayer Brown Limited has been instructed by Domino's Pizza UK & Ireland Ltd to provide highways information in support of an application for change of use from Sui-Generis 'betting shop' to Sui-Generis 'hot food take-away' to for Unit 2 to 3 Botley Road, Fair Oak, Eastleigh SO50 7AN. The proposal is to redevelop only the ground floor of the existing unit for use as a Domino's Pizza takeaway that will be open daily from 11am until 11pm.
- 1.2 A Planning Application has been submitted to Eastleigh Borough Council under reference F/22/94393 and subsequently comments have been received from the Case Officer who has advised that:

This has been called to committee with some councillors concerned with parking. In addition, we have had some neighbour correspondence also raising concerns with parking.

I think parking will be a cause for debate at the meeting so I think it would be beneficial if you could please provide some more detail/evidence on the parking situation on site. Perhaps a report showing how the use and temporary parking for in-store collections can be achieved without detrimental disturbance?

Site Location

- 1.3 The application site is the middle unit of a parade of three shops on the western side of the B3354 Botley Road, separated from the highway by a vehicular lay-by / access road. The unit currently operates as a Betting Shop occupied by Coral.
- 1.4 There is an existing shared yard to the rear of the building that provides sufficient space is for serving arrangements and vehicle parking, with the application site having one dedicated parking space. Further parking is available along the vehicular lay-by / access road to the front of the unit, with parking restricted to two hours between 9.00am and 18.00pm, Monday to Saturday.
- 1.5 The B3354 Botley Road is one of the main arterial roads through Fair Oak and as a result the site is well connected to the local highway network and surrounding residential areas. The site is well served by public transport with the nearest bus stop provided on Fair Oak Road approximately 80 meters walking distance from the site and providing regular services to Eastleigh and Southampton City Centre.

- 1.6 The site location is shown in **Figure 1** below, with a location plan attached to this note at **Appendix A**.



Figure 1: Site Location

- 1.7 The surrounding area is predominantly made up of residential properties.

Site Operation

- 1.8 It is intended that the store will operate using 2-3 cyclists per day (33-50% of daily delivery staff) for delivering orders to customers' homes in the part of the Fair Oak area closest to the site, with a combination of mopeds and cars used by the remaining delivery staff. Delivery drivers work in shifts to accommodate orders during the busiest periods, typically Friday and Saturday evenings.
- 1.9 All instore staff (Manager and kitchen staff) will be informed upon employment that there is limited car parking available on site, with the use of cycling and local bus services promoted for travel to/from the store.

Trips

Predicted Trips

- 1.10 To predict the level of traffic likely to be generated by the proposed store, data has been obtained from Domino's Pizza for their existing store at Chandlers Ford (93B Winchester Road, SO53 2GG). The proposed store in Fair Oak will be operated by the same Franchisee as the existing store at Chandlers Ford.
- 1.11 The data provides details of the number of customers that order a pizza in store, and the number that are delivered on an hourly basis for a weeklong period. A redacted copy of the data is attached at **Appendix B** of this note.
- 1.12 The franchisee has advised that the proposed store at Fair Oak is anticipated to trade at approximately three-quarters of the level currently experienced at the Chandlers Ford. This forecast is based on the smaller pro rata household count that the proposed new Fair Oak store would serve in comparison to the established Chandlers Ford store. Therefore, to predict the likely collections and deliveries at Fair Oak, a factor of 75% has been applied to the data from Chandlers Ford. The results are attached to this note at **Appendix C**.
- 1.13 The daily data for the store has been combined to create an average day of trips. The peak results extracted from this data are illustrated in **Table 1**.

Time	Collections	Deliveries	Total
1700-1800	7	13	20
1800-1900	6	20	26
1900-2000	7	13	20
2000-2100	5	8	13
2100-2200	3	4	7

Table 1: Average Peak Period Customer and Delivery Trips – Fair Oak

- 1.14 The peak hour is observed as being between 6pm-7pm, with 26 trips equating to 52 total movements (arrivals and departures), approximately one movement every minute, of which 76% are deliveries.
- 1.15 It should be noted that for robustness, a 'worse case' was assumed that all customers making a trip to the store would arrive at the store by car. In reality, not all customer collections will be made by car, and that many of those that are will likely be linked trips (i.e. trips combined with another purpose such as a visit to another shop/destination) and not dedicated car journeys for the sole purpose of collecting their order.
- 1.16 In addition, at least 25% of all Dominos deliveries are not a single order delivery, instead delivering two or more orders on a single trip. Again, for robustness, this assessment assumes that all individual delivery orders result in a vehicular trip.

- 1.17 A predicted average daily trips profile based on the data for the existing Chandlers Ford store is shown at **Figure 1**.

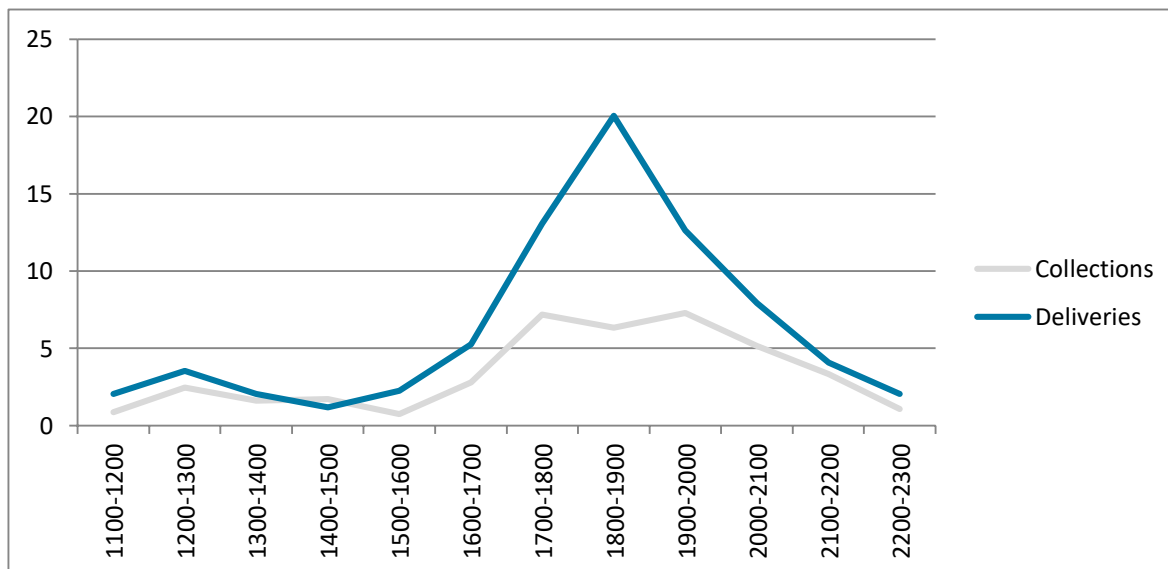


Figure 1: Predicted Average Total Daily Trips Profile

- 1.18 Using the same methodology as for the peak hour movements, a total number of 117 daily trips (arrivals and departures) has been predicted for the new Fair Oak store based on Domino's data for the existing Chandlers Ford, of which 65% are deliveries.

Parking

- 1.19 As previously discussed, there is a lay-by / access road adjacent the front of the unit providing non-allocated parking for 4-5 vehicles. The other two units in the parade are a bakery which closes at 4pm (2pm Saturday/closed Sundays) and a hairdressers open until 5pm (2pm Sat and closed Sundays).
- 1.20 The greatest demand for parking will be in the evening after 5pm when the proposed takeaway will be at its busiest. At this time, the spaces to the front of the store can be expected to be available for exclusive use by customers of the proposed Domino's as the neighbouring shops will have closed.
- 1.21 As demonstrated in the previous section of this report, only c25% of orders are likely to involve customers collecting their order from the store during the evening peak. Approximately half of the customers that do collect their orders are likely to spend no longer than 10 minutes if both ordering and collecting food in store, and the other half only 1 – 3 minutes if they have ordered online or telephoned an order through in advance. The customer demand from the takeaway will therefore be for short term parking – for a few customers at a time collecting orders.

- 1.22 During the evening peak, approximately 75% of orders will be delivered to customers homes by delivery drivers using a combination of cycles and mopeds. The dominos operating system and software work to maximise the efficiency of deliveries, minimising the time spent to make a typical delivery (potentially made up of multiple orders/destinations) and the typical time for delivery drivers at the store between deliveries. Therefore, each delivery driver will require parking at the site for a minimal amount of time and on a rotating basis, thereby resulting in a minimal number of spaces being required.
- 1.23 There is also an allocated parking space for the store located to the rear that can be used for parking either a car or a number of cycles / mopeds. A standard parking space provides more than enough space for storing five mopeds.
- 1.24 Given the nature of the proposed use, it is probable that it would be staffed mainly by people living in the local area and therefore, store-based staff (i.e. not delivery drivers) could potentially walk or cycle to work.
- 1.25 It is therefore considered that the parking to the front and rear of the store will be adequate to accommodate the likely parking demand of both staff and customers of the proposed takeaway store, especially when considering that the greatest demand for parking will be in the evening when the demand from many of the neighbouring shops etc will be less as they will have closed. Should there be additional demand at the very busiest of periods, there is a lay-by providing space for a further 4-5 vehicles located on Fair Oak Road approximately 80 meters walking distance from the site.

Servicing

- 1.26 The proposed takeaway will be serviced approximately three times a week. Service vehicles will deliver to the site after the highway network PM peak, and before the AM peak. Once at the site the vehicle would be parked for the shortest time required to unload, typically 30 minutes, and only one vehicle would be on site at any one time.
- 1.27 Deliveries are therefore made at a time and in a manner so as to cause minimum disruption to other road users whilst also keeping noise to a minimum to avoid disturbance to nearby residential properties.

Summary and Conclusion

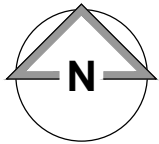
- 1.28 This Trips and Parking Technical Note has been produced on behalf of Domino's Pizza UK & Ireland Ltd to provide highways information in support of an application for change of use from Sui-Generis 'betting shop' to Sui-Generis 'hot food take-away' to for Unit 2 to 3 Botley Road, Fair Oak, Eastleigh SO50 7AN.

- 1.29 Transaction data from an existing Domino's Pizza takeaway has been used to predict the number of arrivals and departures likely to be generated by the proposed store. This indicates a predicted maximum of one vehicular movement every minute (arrivals and departures) during the operational peak hours between 6pm-7pm. In addition, a total number of 117 daily (arrivals and departures) trips has been predicted for the site.
- 1.30 The store will operate using a combination of cycles, mopeds and cars for delivering orders to customers' homes and car-borne collections of orders from the store due are expected to be minimal. It is therefore considered that the parking to the front and rear of the store will be adequate to accommodate the likely parking demand of both staff and customers of the proposed takeaway store.
- 1.31 Based on the evidence produced in this note, it is concluded that the proposed development would not have a detrimental impact on the local highway network and parking. Therefore, it is considered that there are no highway or transport reasons that would support refusal of the planning application.

Author: RDG

Date: February 2023

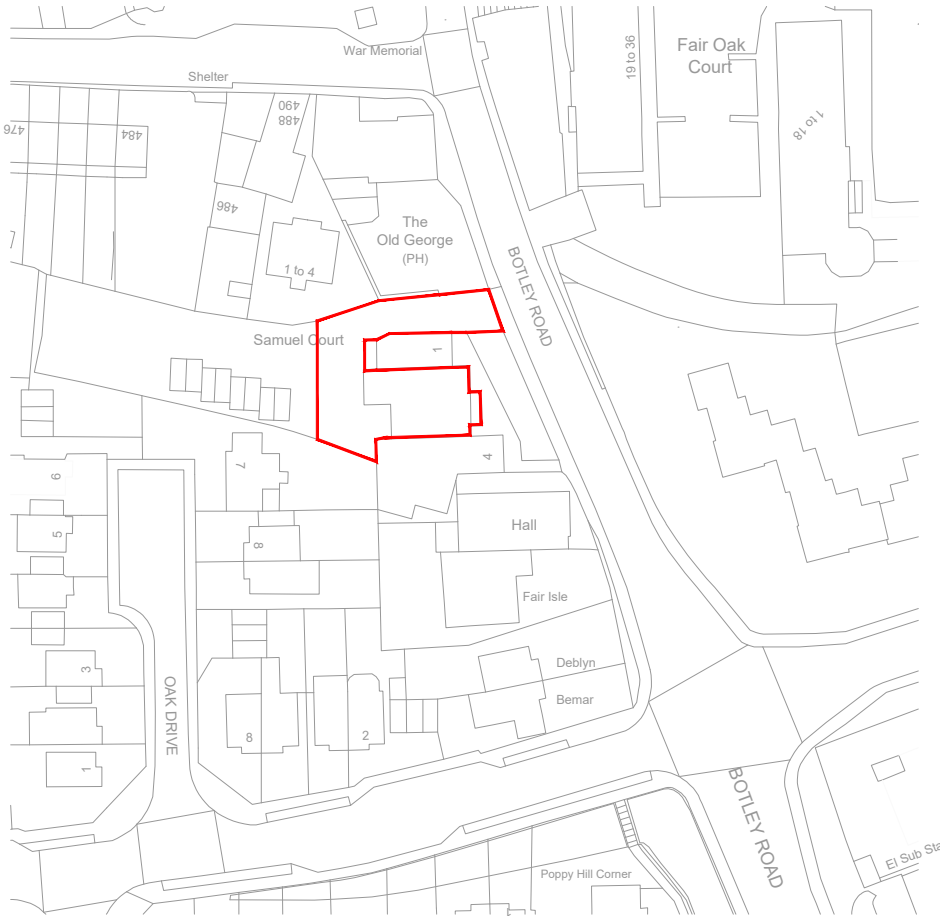
APPENDIX A: Site Location Plan



0 10 20 30 40 50m



Scale 1:1250



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NOTES

AEWTP046

- All dimensions and levels are to be checked on site.
- Any discrepancies are to be reported to the architect before any work commences.
- This drawing may be scaled for planning purposes only.
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- Title overlay drawings and ownership boundaries are produced using all reasonable endeavours. AEW cannot be responsible for the accuracy or scale discrepancy of base plans supplied to them.
- All works are to be undertaken in accordance with Building Regulations and the latest British Standards.
- All proprietary materials and products are to be used strictly in accordance with the manufacturers recommendations.

CDM 2015

Client notified of duties: **At Annual Review Meeting**
Principal Designer: **Bernard Sims Associates**

Unless noted below, all known hazards have been highlighted on the drawing:

Application Boundary Indicated Thus: —

Application Area	547.5m ²
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A	07/12/2021	WG	AL
Red line boundary updated			

-	29/11/2022	WG	AL
Initial issue			

REV	Date	Drawn by: -	Checked by: -
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Status	Purpose of Issue
S2	For Approval

drawing stage	Stage 2a - Change of Use
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client	Private Client
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project	2-3 Botley Road, Fair Oak, Eastleigh, SO50 7ZH	store	PJ004923
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drawing title	Location Plan
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date	18/11/2021	drawn	WG
scale@A4	1:1250	checked	AL

Location Plan

Rev

A

Job No

13071-AEW-PJ004923-XX-DR-0005

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APPENDIX B: Domino's Pizza Transaction Data

Original store data

Store ID	Store	Calendar Date	Hour	Num Fulfilled Orders	Collections	Num Delivered Orders
28848	Eastleigh - Chandler's Ford	23/01/2023	11	2	0	2
28848	Eastleigh - Chandler's Ford	23/01/2023	12	5	2	3
28848	Eastleigh - Chandler's Ford	23/01/2023	13	2	0	2
28848	Eastleigh - Chandler's Ford	23/01/2023	14	2	2	0
28848	Eastleigh - Chandler's Ford	23/01/2023	15	4	2	2
28848	Eastleigh - Chandler's Ford	23/01/2023	16	4	2	2
28848	Eastleigh - Chandler's Ford	23/01/2023	17	11	2	9
28848	Eastleigh - Chandler's Ford	23/01/2023	18	15	3	12
28848	Eastleigh - Chandler's Ford	23/01/2023	19	9	3	6
28848	Eastleigh - Chandler's Ford	23/01/2023	20	12	6	6
28848	Eastleigh - Chandler's Ford	23/01/2023	21	6	0	6
28848	Eastleigh - Chandler's Ford	23/01/2023	22	1	0	1
28848	Eastleigh - Chandler's Ford	24/01/2023	11	4	2	2
28848	Eastleigh - Chandler's Ford	24/01/2023	12	8	5	3
28848	Eastleigh - Chandler's Ford	24/01/2023	13	4	4	0
28848	Eastleigh - Chandler's Ford	24/01/2023	14	2	1	1
28848	Eastleigh - Chandler's Ford	24/01/2023	15	2	0	2
28848	Eastleigh - Chandler's Ford	24/01/2023	16	6	1	5
28848	Eastleigh - Chandler's Ford	24/01/2023	17	17	6	11
28848	Eastleigh - Chandler's Ford	24/01/2023	18	22	4	18
28848	Eastleigh - Chandler's Ford	24/01/2023	19	23	7	16
28848	Eastleigh - Chandler's Ford	24/01/2023	20	8	2	6
28848	Eastleigh - Chandler's Ford	24/01/2023	21	5	3	2
28848	Eastleigh - Chandler's Ford	24/01/2023	22	4	0	4
28848	Eastleigh - Chandler's Ford	25/01/2023	10	1	1	0
28848	Eastleigh - Chandler's Ford	25/01/2023	11	3	1	2
28848	Eastleigh - Chandler's Ford	25/01/2023	12	10	6	4
28848	Eastleigh - Chandler's Ford	25/01/2023	13	4	3	1
28848	Eastleigh - Chandler's Ford	25/01/2023	14	2	0	2
28848	Eastleigh - Chandler's Ford	25/01/2023	15	4	1	3
28848	Eastleigh - Chandler's Ford	25/01/2023	16	10	3	7
28848	Eastleigh - Chandler's Ford	25/01/2023	17	16	6	10
28848	Eastleigh - Chandler's Ford	25/01/2023	18	29	5	24
28848	Eastleigh - Chandler's Ford	25/01/2023	19	11	5	6
28848	Eastleigh - Chandler's Ford	25/01/2023	20	11	5	6
28848	Eastleigh - Chandler's Ford	25/01/2023	21	4	3	1
28848	Eastleigh - Chandler's Ford	25/01/2023	22	1	0	1
28848	Eastleigh - Chandler's Ford	26/01/2023	10	1	1	0
28848	Eastleigh - Chandler's Ford	26/01/2023	11	3	1	2
28848	Eastleigh - Chandler's Ford	26/01/2023	12	8	2	6
28848	Eastleigh - Chandler's Ford	26/01/2023	13	5	1	4
28848	Eastleigh - Chandler's Ford	26/01/2023	14	4	3	1
28848	Eastleigh - Chandler's Ford	26/01/2023	15	3	0	3
28848	Eastleigh - Chandler's Ford	26/01/2023	16	7	1	6
28848	Eastleigh - Chandler's Ford	26/01/2023	17	20	8	12
28848	Eastleigh - Chandler's Ford	26/01/2023	18	30	5	25
28848	Eastleigh - Chandler's Ford	26/01/2023	19	24	6	18
28848	Eastleigh - Chandler's Ford	26/01/2023	20	13	5	8
28848	Eastleigh - Chandler's Ford	26/01/2023	21	5	3	2
28848	Eastleigh - Chandler's Ford	26/01/2023	22	4	2	2
28848	Eastleigh - Chandler's Ford	27/01/2023	10	1	1	0
28848	Eastleigh - Chandler's Ford	27/01/2023	11	8	2	6
28848	Eastleigh - Chandler's Ford	27/01/2023	12	13	3	10
28848	Eastleigh - Chandler's Ford	27/01/2023	13	4	2	2
28848	Eastleigh - Chandler's Ford	27/01/2023	14	7	5	2
28848	Eastleigh - Chandler's Ford	27/01/2023	15	4	2	2
28848	Eastleigh - Chandler's Ford	27/01/2023	16	15	4	11
28848	Eastleigh - Chandler's Ford	27/01/2023	17	47	16	31
28848	Eastleigh - Chandler's Ford	27/01/2023	18	65	12	53
28848	Eastleigh - Chandler's Ford	27/01/2023	19	54	22	32
28848	Eastleigh - Chandler's Ford	27/01/2023	20	44	19	25
28848	Eastleigh - Chandler's Ford	27/01/2023	21	16	7	9
28848	Eastleigh - Chandler's Ford	27/01/2023	22	12	5	7
28848	Eastleigh - Chandler's Ford	28/01/2023	11	4	1	3
28848	Eastleigh - Chandler's Ford	28/01/2023	12	3	3	0
28848	Eastleigh - Chandler's Ford	28/01/2023	13	9	4	5
28848	Eastleigh - Chandler's Ford	28/01/2023	14	7	3	4
28848	Eastleigh - Chandler's Ford	28/01/2023	15	6	1	5
28848	Eastleigh - Chandler's Ford	28/01/2023	16	17	9	8
28848	Eastleigh - Chandler's Ford	28/01/2023	17	47	20	27
28848	Eastleigh - Chandler's Ford	28/01/2023	18	65	21	44
28848	Eastleigh - Chandler's Ford	28/01/2023	19	45	16	29
28848	Eastleigh - Chandler's Ford	28/01/2023	20	19	8	11
28848	Eastleigh - Chandler's Ford	28/01/2023	21	24	8	16
28848	Eastleigh - Chandler's Ford	28/01/2023	22	5	2	3
28848	Eastleigh - Chandler's Ford	29/01/2023	11	3	1	2
28848	Eastleigh - Chandler's Ford	29/01/2023	12	9	2	7
28848	Eastleigh - Chandler's Ford	29/01/2023	13	6	1	5
28848	Eastleigh - Chandler's Ford	29/01/2023	14	3	2	1
28848	Eastleigh - Chandler's Ford	29/01/2023	15	5	1	4
28848	Eastleigh - Chandler's Ford	29/01/2023	16	16	6	10
28848	Eastleigh - Chandler's Ford	29/01/2023	17	31	9	22
28848	Eastleigh - Chandler's Ford	29/01/2023	18	20	9	11
28848	Eastleigh - Chandler's Ford	29/01/2023	19	20	9	11
28848	Eastleigh - Chandler's Ford	29/01/2023	20	15	3	12
28848	Eastleigh - Chandler's Ford	29/01/2023	21	9	7	2
28848	Eastleigh - Chandler's Ford	29/01/2023	22	2	1	1

APPENDIX C: Predicted Transactions at Proposed Store

Predicted trade = 75%

Day	Hour	Num Fulfilled Orders	Collections	Num Delivered Orders
Monday	11	2	0	2
Monday	12	4	2	2
Monday	13	2	0	2
Monday	14	2	2	0
Monday	15	3	2	2
Monday	16	3	2	2
Monday	17	8	2	7
Monday	18	11	2	9
Monday	19	7	2	5
Monday	20	9	5	5
Monday	21	5	0	5
Monday	22	1	0	1
Tuesday	11	3	2	2
Tuesday	12	6	4	2
Tuesday	13	3	3	0
Tuesday	14	2	1	1
Tuesday	15	2	0	2
Tuesday	16	5	1	4
Tuesday	17	13	5	8
Tuesday	18	17	3	14
Tuesday	19	17	5	12
Tuesday	20	6	2	5
Tuesday	21	4	2	2
Tuesday	22	3	0	3
Wednesday	10	1	1	0
Wednesday	11	2	1	2
Wednesday	12	8	5	3
Wednesday	13	3	2	1
Wednesday	14	2	0	2
Wednesday	15	3	1	2
Wednesday	16	8	2	5
Wednesday	17	12	5	8
Wednesday	18	22	4	18
Wednesday	19	8	4	5
Wednesday	20	8	4	5
Wednesday	21	3	2	1
Wednesday	22	1	0	1
Thursday	10	1	1	0
Thursday	11	2	1	2
Thursday	12	6	2	5
Thursday	13	4	1	3
Thursday	14	3	2	1
Thursday	15	2	0	2
Thursday	16	5	1	5
Thursday	17	15	6	9
Thursday	18	23	4	19
Thursday	19	18	5	14
Thursday	20	10	4	6
Thursday	21	4	2	2
Thursday	22	3	2	2
Friday	10	1	1	0
Friday	11	6	2	5
Friday	12	10	2	8
Friday	13	3	2	2
Friday	14	5	4	2
Friday	15	3	2	2
Friday	16	11	3	8
Friday	17	35	12	23
Friday	18	49	9	40
Friday	19	41	17	24
Friday	20	33	14	19
Friday	21	12	5	7
Friday	22	9	4	5
Saturday	11	3	1	2
Saturday	12	2	2	0
Saturday	13	7	3	4
Saturday	14	5	2	3
Saturday	15	5	1	4
Saturday	16	13	7	6
Saturday	17	35	15	20
Saturday	18	49	16	33
Saturday	19	34	12	22
Saturday	20	14	6	8
Saturday	21	18	6	12
Saturday	22	4	2	2
Sunday	11	2	1	2
Sunday	12	7	2	5
Sunday	13	5	1	4
Sunday	14	2	2	1
Sunday	15	4	1	3
Sunday	16	12	5	8
Sunday	17	23	7	17
Sunday	18	15	7	8
Sunday	19	15	7	8
Sunday	20	11	2	9
Sunday	21	7	5	2
Sunday	22	2	1	1