



Technical Note

Starbucks, Hedge End Retail Park, Southampton
architecture design limited

Prepared by:

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Basis of Report

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1.0 Introduction

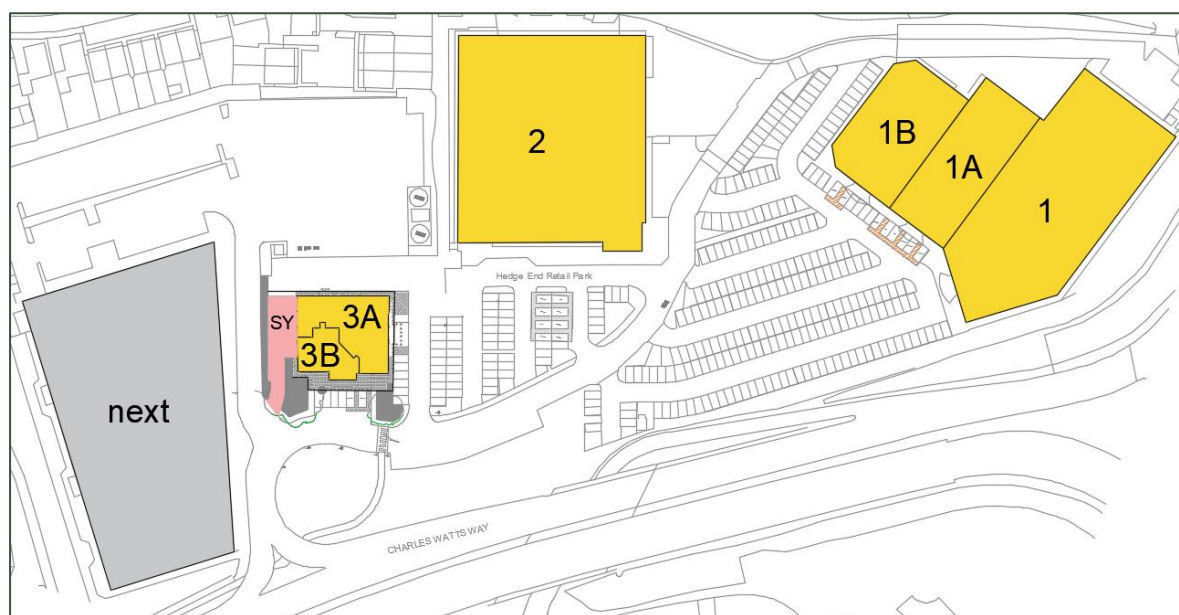
- 1.1 SLR Consulting Ltd is appointed by architecture design limited to provide transport and highways advice in relation to the proposed redevelopment of the Unit 3 building at the Hedge End Retail Park, Southampton.
- 1.2 This Technical Note considers the traffic and parking effect of the proposed reduction in retail floorspace and additional drive-through lane.
- 1.3 The remainder of this report is set out as follows:
 - Section 2 – describes the existing situation
 - Section 3 – describes the development proposals
 - Section 4 – presents the summary and conclusions



2.0 Existing Situation

- 2.1 The Unit 3 building at the Hedge End Retail Park is currently sub-divided in to two smaller units, known as Units 3A and 3B. Unit 3A is approximately 397.8 m² Gross Floor Area (GFA) in size and is currently vacant, however it was previously occupied by Carphone Warehouse. Starbucks currently trades from Unit 3B, which is also around 197.8 m² GFA in size, providing a combined total floorspace across both units of approximately 595.6 m² GFA.
- 2.2 The Hedge End Retail Park is illustrated in **Figure 2.1**.

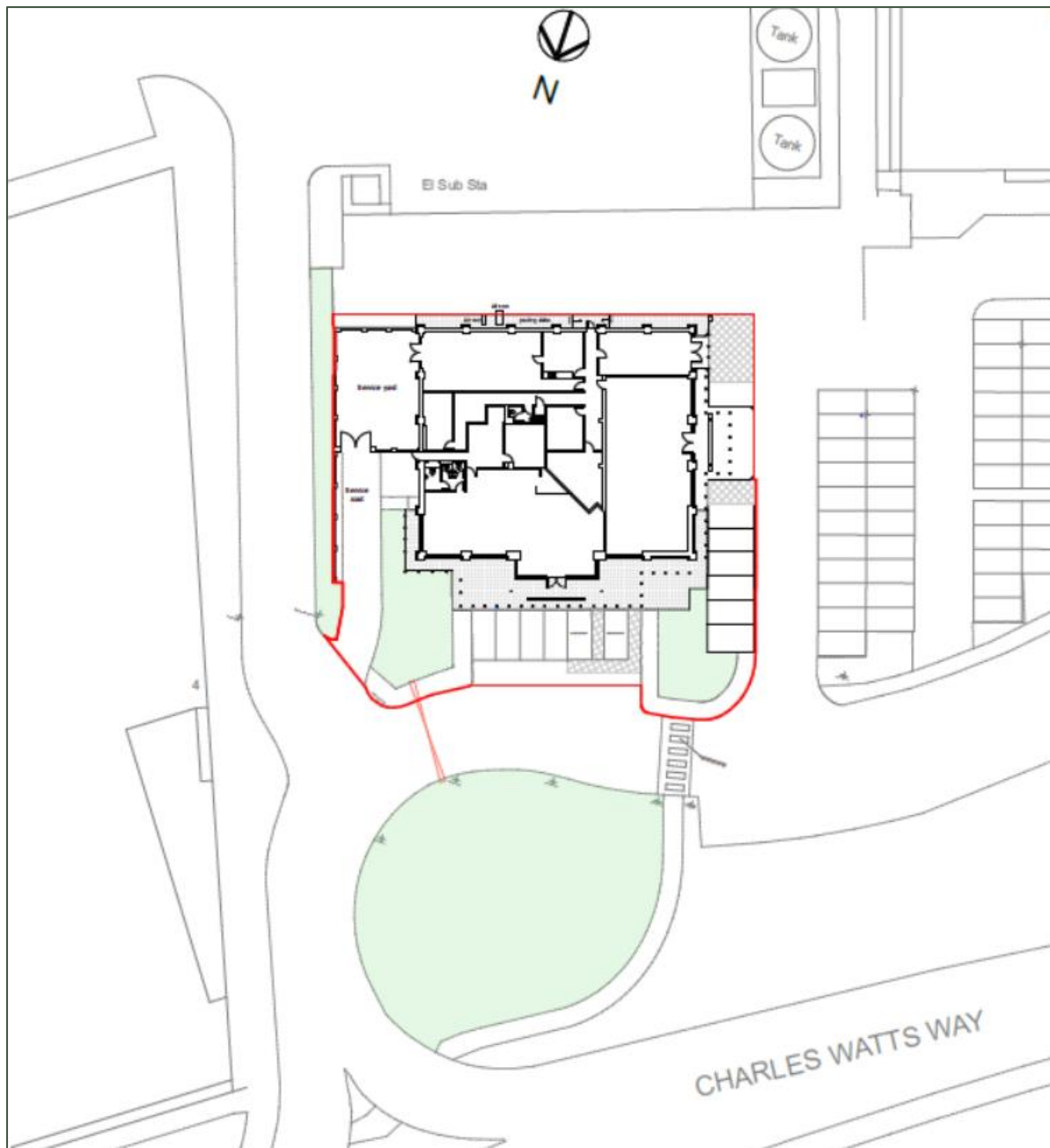
Figure 2.1 Existing Site Layout Plan



- 2.3 The Hedge End Retail Park is currently accessed by a left-in / left-out, diverge / merge arrangement with the westbound carriageway of Charles Watts Way, which is subject to a 40-mph speed limit within the vicinity of the existing access.
- 2.4 Units 3A & 3B are the first retail units upon entering the Hedge End Retail Park car park. An existing footbridge across Charles Watts Way facilitates the safe movement of active travel modes across this multi-lane highway. The footbridge is situated just to the east of the site access.
- 2.5 The Hedge End Retail Park provides 404 car parking spaces, of which there are currently 14 car parking bays directly adjacent to Units 3A & 3B, two of which are disabled-only bays.
- 2.6 Units 3A & 3B currently share a small, dedicated service yard at the rear of the units. This service yard is accessed from the next car park access road, located to the east of units 3A & 3B.
- 2.7 The existing layout of units 3A & 3B is illustrated in **Figure 2.2**.



Figure 2.2 Existing Layout of Units 3A & 3B



3.0 Proposed Development

Development Description

- 3.1 It is proposed to reconfigure Units 3A & 3B to allow for the provision of a drive-through lane for Starbucks customer vehicles. This is illustrated in **Figure 3.1**.

Figure 3.1 Proposed Site Layout



- 3.2 The reduction in floorspace of both Units 3A & 3B are summarised in **Table 3.1**.

Table 3.1 Changes in Units 3A & 3B floorspace

UNIT	EXISTING FLOORSPACE	PROPOSED FLOORSPACE
3A	397.8 m ²	188.8 m ²
3B	197.8 m ²	257.1 m ²
Total Combined	595.6 m ²	445.9 m ²
Total Reduction		149.7 m ²



- 3.3 **Table 3.1** demonstrates that there will be a total reduction of 149.7 m² GFA with the proposed development.

Access

- 3.4 Pedestrian access to the reconfigured Unit 3 building will change slightly, with Unit 3A having a single customer access on the northern part of the building, whilst Unit 3B will have a customer access on both the northern and western parts of the building.
- 3.5 A new outdoor patio as well as new pedestrian crossings and footways will facilitate easier and safer access between the Hedge End Retail Park car park and the units for those customers choosing to walk.
- 3.6 The Starbucks vehicle drive-through facility will replace the existing Unit 3 dedicated service yard and 149.7 m² of the existing Unit 3 building. The proposed drive-through lane is situated further into the retail park than the service yard access and will mean that the existing service yard access road will be removed from the junction with Next.
- 3.7 The drive-through lane can accommodate 12 full size cars, even more compact sized, which is considered more than sufficient to meet the anticipated demand. The drive-through lane has been designed in this way to minimise any possibility of vehicles queuing back on to the access road.
- 3.8 Vehicles exiting the drive-through lane will emerge in to the first car parking aisle, which will connect them back to the main car park access road and on to the westbound carriageway of Charles Watts Way.
- 3.9 The drive-through lane has been tracked using the swept-path analysis software Autotrack. The lane has been assessed using a standard design vehicle as well as a mini-bus and the output plans are contained within **Appendix A**.

Parking

- 3.10 The development will deliver additional footways, pedestrian crossing points, one waiting bay and a new drive-through lane. This will result in a loss of 8 permanent parking spaces.
- 3.11 This small reduction in parking provision is not considered to be a significant loss to the car parking provision at the Hedge End retail park and is highly unlikely to have any negative effect on parking demand at the retail park. The likelihood is that the introduction of a drive through lane will create a positive effect at the Hedge End Retail Park as at Starbucks drive through stores sales are typically 60/40 drive through/site in, meaning that once the drive through is operational, some existing retail park customers will reduce their current dwell (parked) time at the Hedge End Retail Park as they will choose to get in their car and use the drive through, rather than shop at the retail park and visit the existing Starbucks store.

Servicing

- 3.12 A dedicated service yard is not required and as such it is proposed to remove the existing service yard and use the area occupied by 6 parking bays on the western side of the building for servicing instead.



- 3.13 It is anticipated that there will need to be some management of the parking bays located behind the loading bay if deliveries are expected during trading hours. This management of spaces will be undertaken by staff who will know when the delivery vehicles are due to arrive and will place cones in front of the spaces to effectively reserve this space for the delivery vehicle. Part of the operators' management will be to not schedule deliveries during the busiest periods at the retail park, when parking demand is high.
- 3.14 Waste bins will be wheeled by staff from the storage location on the western side of the building, to the parking bays adjacent to the loading bay just in time for the refuse vehicle to pick up. These parking bays will also be managed for the collection of waste also, however outside of the short servicing windows the six car parking bays can be used as normal.
- 3.15 The loading bay has been tracked using the swept-path analysis software Autotrack. The servicing route and bay has been assessed using a circa 10 m long refuse vehicle as well as an 8 m long, 18t box van, the outputs of which are contained within **Appendix B**.

Forecast Traffic and Parking Effects

- 3.16 Whilst it is likely that the drive-through will attract some new customers due to an improved level of convenience, it is unlikely to attract a significant quantum of additional pass-by trips as the unit is not well visible to vehicles travelling along Charles Watts Way. Furthermore, it is unlikely to attract a significant quantum of new primary trips, particularly during the busy commuter peak periods, due to its location within an existing retail park, meaning that customers are unlikely to make a special trip there for a coffee as there are likely to be more local and convenient options.
- 3.17 The drive-through lane is desired to serve existing customers visiting the Hedge End Retail Park and the adjacent next retail unit who currently do not wish to walk in.
- 3.18 It is likely that parking demand will reduce because of the proposed development. Not only is there a proposed 25 % reduction in retail floorspace over the current provision, but the drive-through will encourage existing customers who currently park and walk-in, to use the drive-through instead. This means that customers who visit both the Hedge End retail units and the Starbucks will have a reduced dwell time and will therefore lower parking demand at the Hedge End Retail Park. There will also be some existing customers who currently park in the car park just to visit Starbucks, who will in the future use the drive-through, thereby removing the need to park at all and further lowering parking demand.
- 3.19 Overall, there may be some additional trips attracted to the units by the introduction of the drive-through lane, however this will likely be balanced out by the reduction in floorspace. The drive-through lane will also mean a reduction in parking demand within the retail park.



4.0 Summary and Conclusion

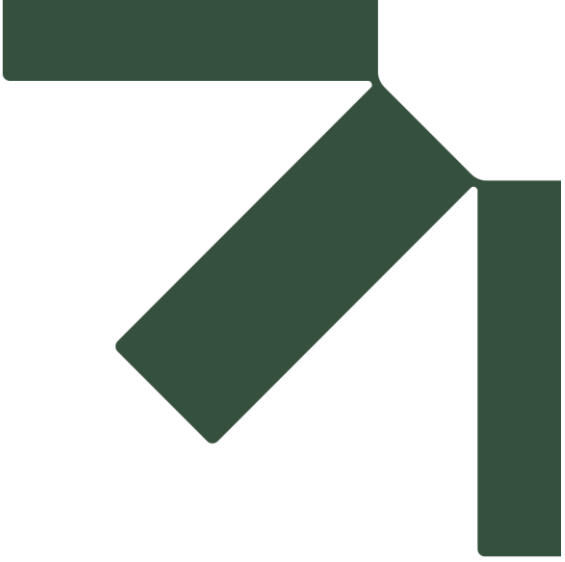
Summary

- 4.1 SLR Consulting Ltd is appointed by architecture design limited to provide transport and highways advice in relation to the redevelopment of the Unit 3 building at the Hedge End Retail Park.
- 4.2 This Technical Note considers the traffic and parking effect of the proposed reduction in retail floorspace and additional drive-through lane.
- 4.3 The development will result in the loss of 8 standard car parking space, which is not expected to impact upon the operation of the Hedge End Retail Park. The likelihood is that the introduction of a drive-through lane and the ability to order a coffee without having to park will mean reduced customer dwell times and some customers not parking at all. Therefore, the development proposals will have a positive effect upon parking demand at the retail park.
- 4.4 The introduction of the drive-through lane is intended to better serve existing customers at the Hedge End Retail Park and the adjacent next retail unit. There may be some additional trips to the retail park due to the improved efficiency and level of service that the drive-through lane provides, however this is not expected to be significant and is balanced against a 25 % reduction in floorspace across units 3A and 3B.
- 4.5 The drive-through lane has been designed to maximise the stacking distance and can accommodate at least 12 large cars queuing completely off the highway. This quantum of stacking capacity is more than sufficient to accommodate the anticipated demand.

Conclusion

- 4.6 The development proposals will introduce several convenience benefits for existing customers of the retail park whilst also significantly reducing the total quantum of floorspace. The parking effect is forecast to be positive, and any traffic effect will be minor. As such the proposed development should be encouraged.





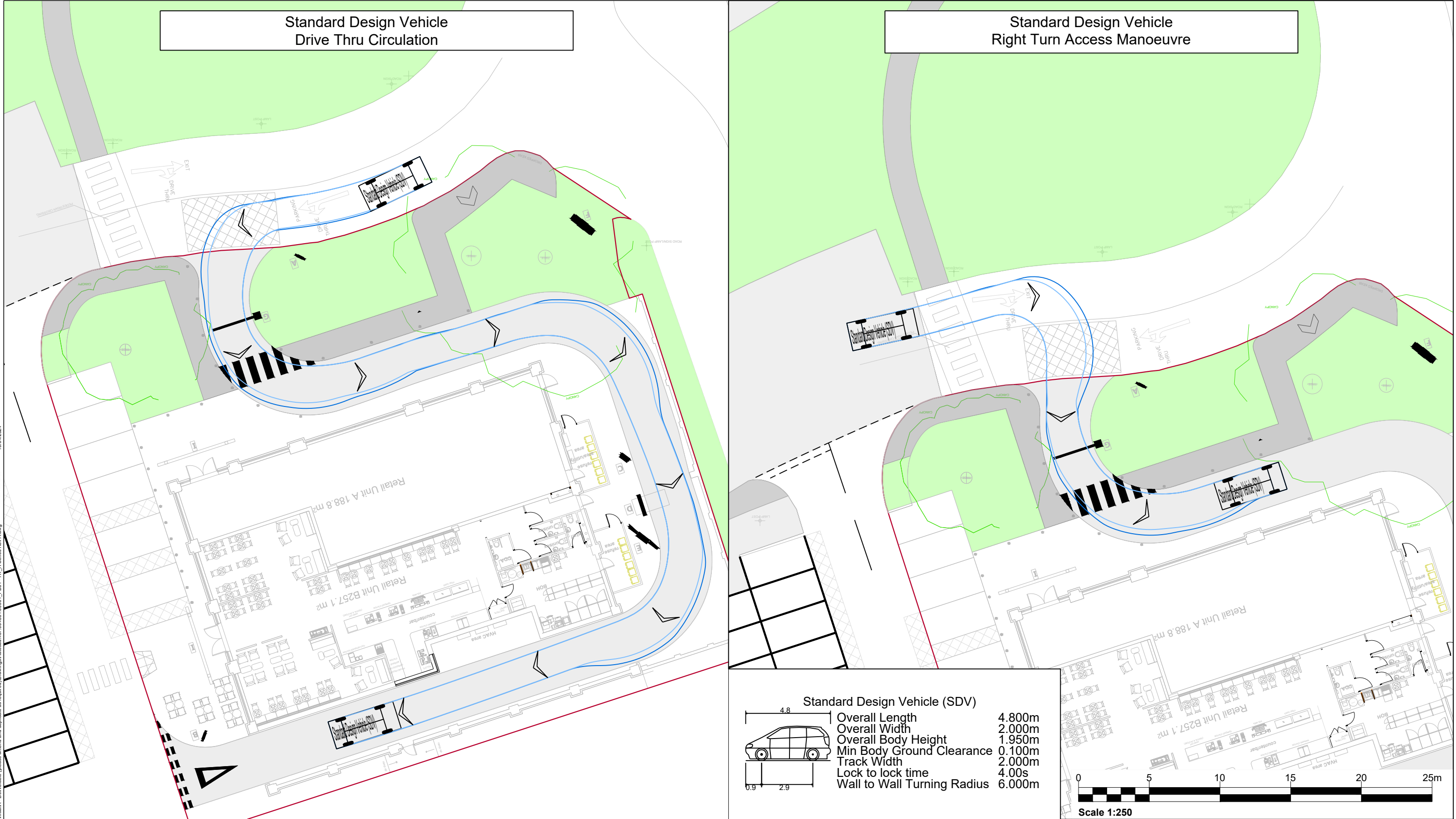
Appendix A Drive-through Lane Swept Path Analysis for Standard Design Vehicle and Minibus

Technical Note

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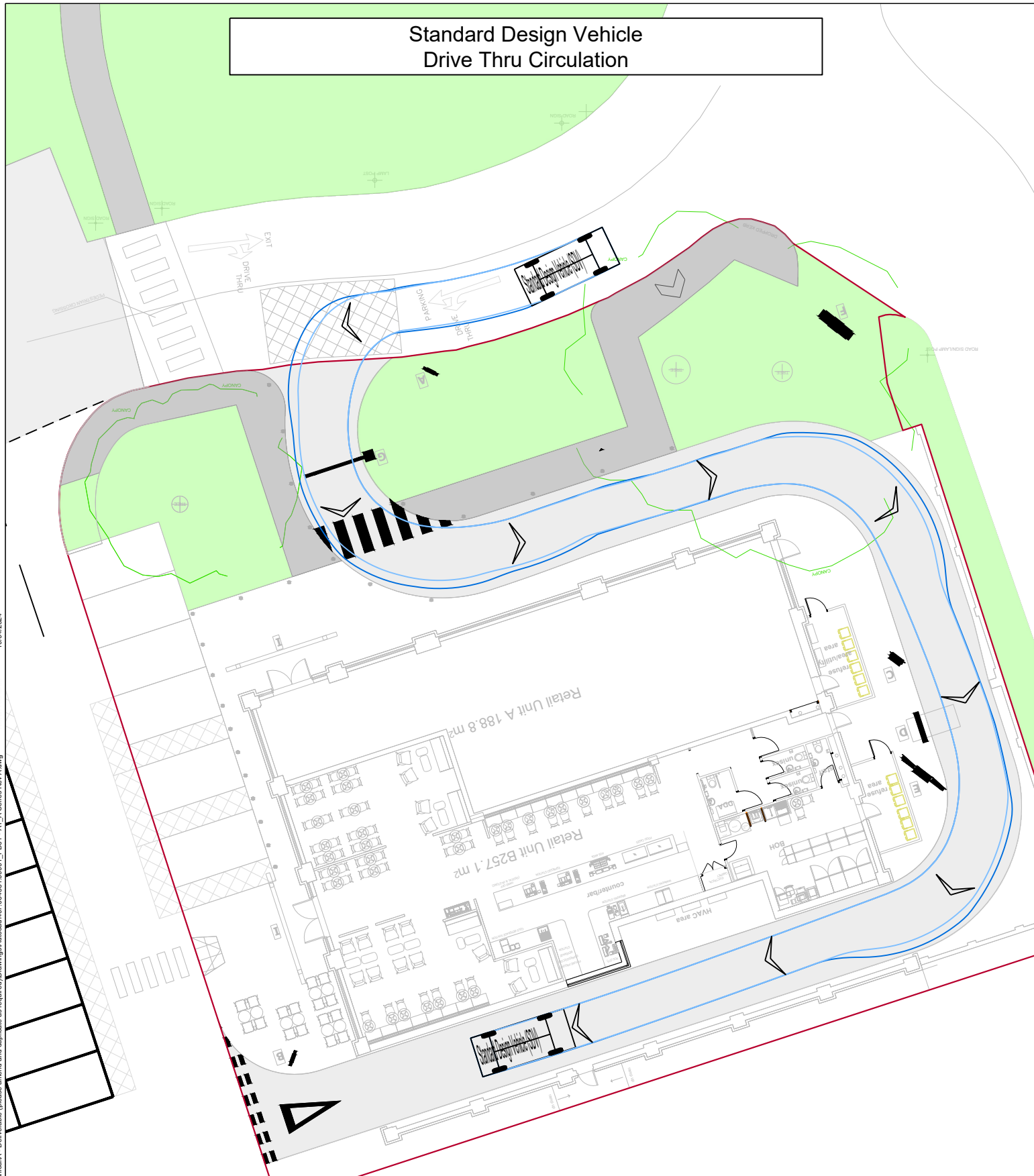
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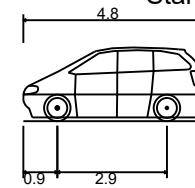
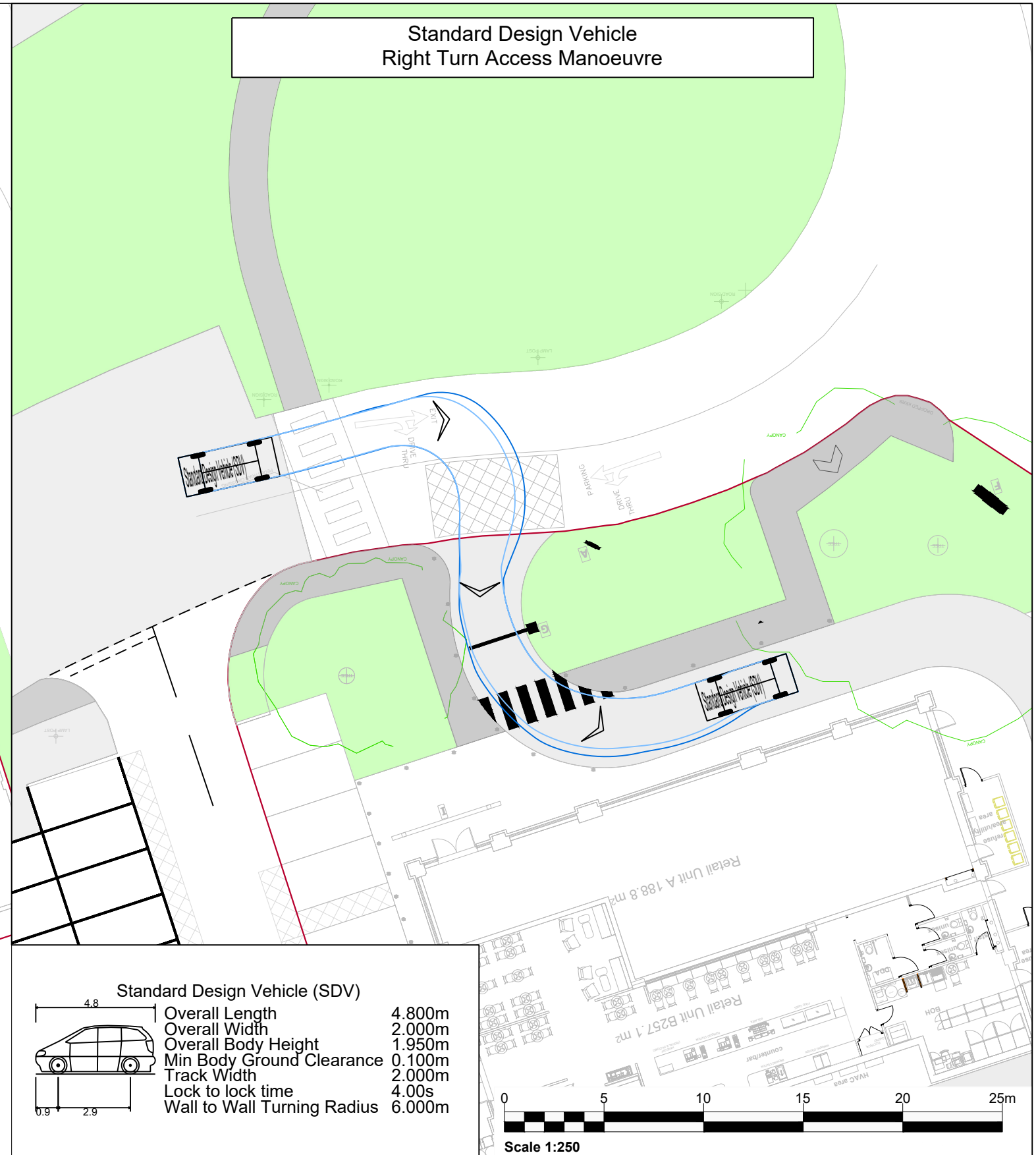


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Standard Design Vehicle Drive Thru Circulation



Standard Design Vehicle Right Turn Access Manoeuvre
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Standard Design Vehicle (SDV)

Overall Length	4.800m
Overall Width	2.000m
Overall Body Height	1.950m
Min Body Ground Clearance	0.100m
Track Width	2.000m
Lock to lock time	4.00s
Wall to Wall Turning Radius	6.000m

Scale 1:250



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Drawing Title
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Drive Thru and Access Arrangement
Standard Design Vehicle

Scale 1:250 @ A3	SLR Project No. 407.064581.00001
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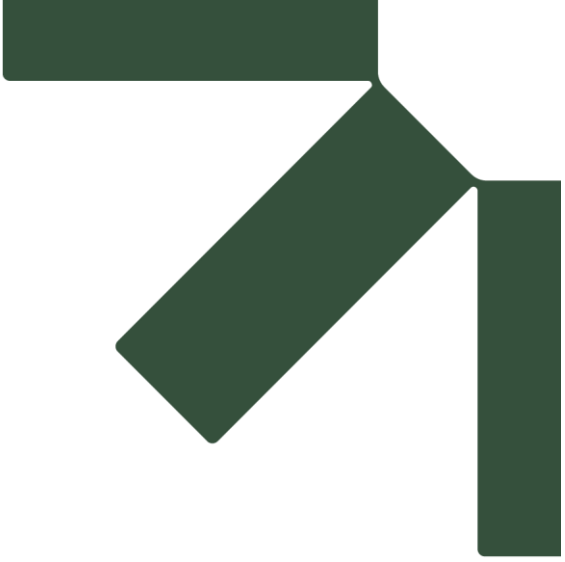
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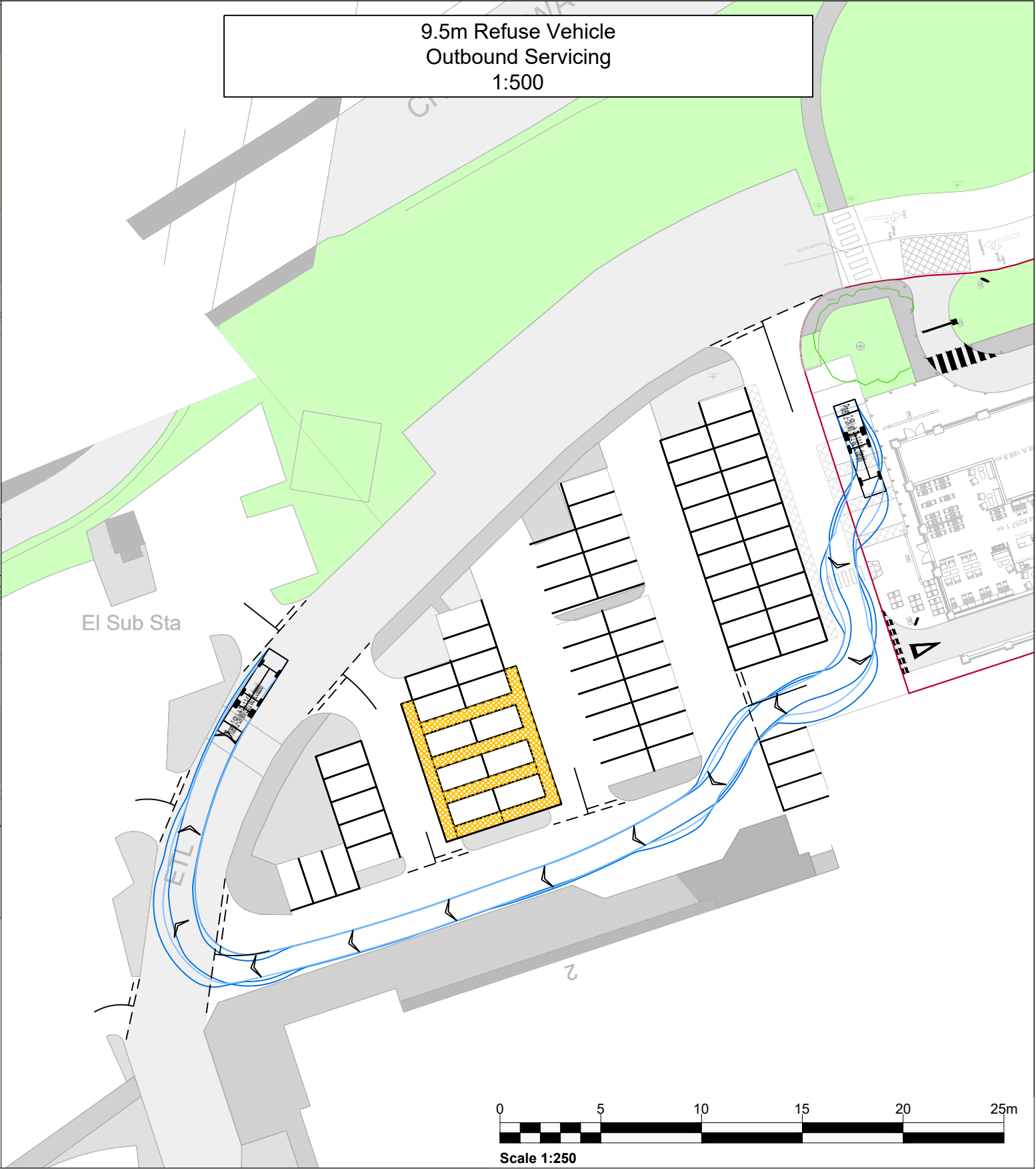
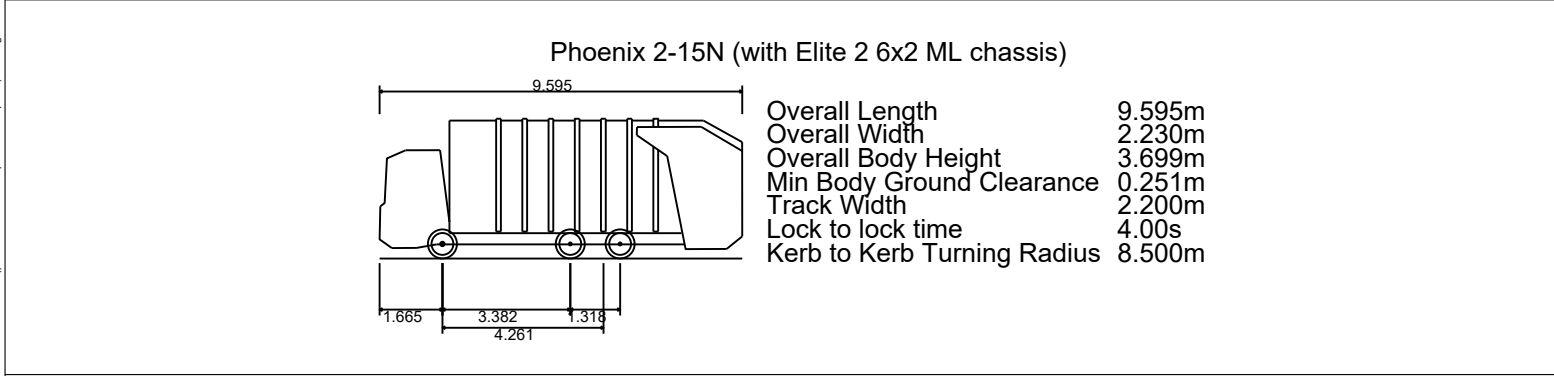
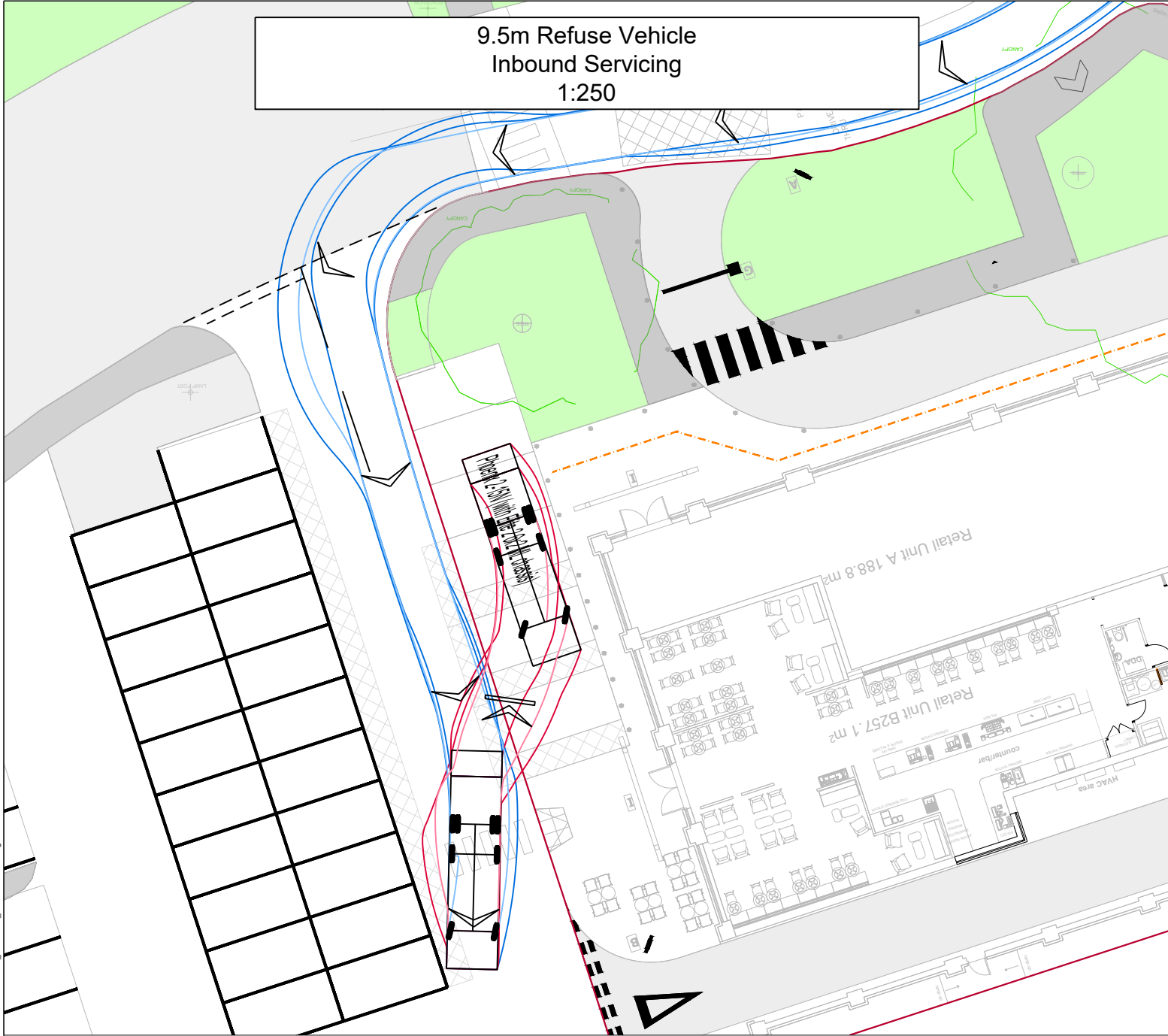
Appendix B Servicing Swept Path Analysis for Refuse Vehicle and Box Van

Technical Note

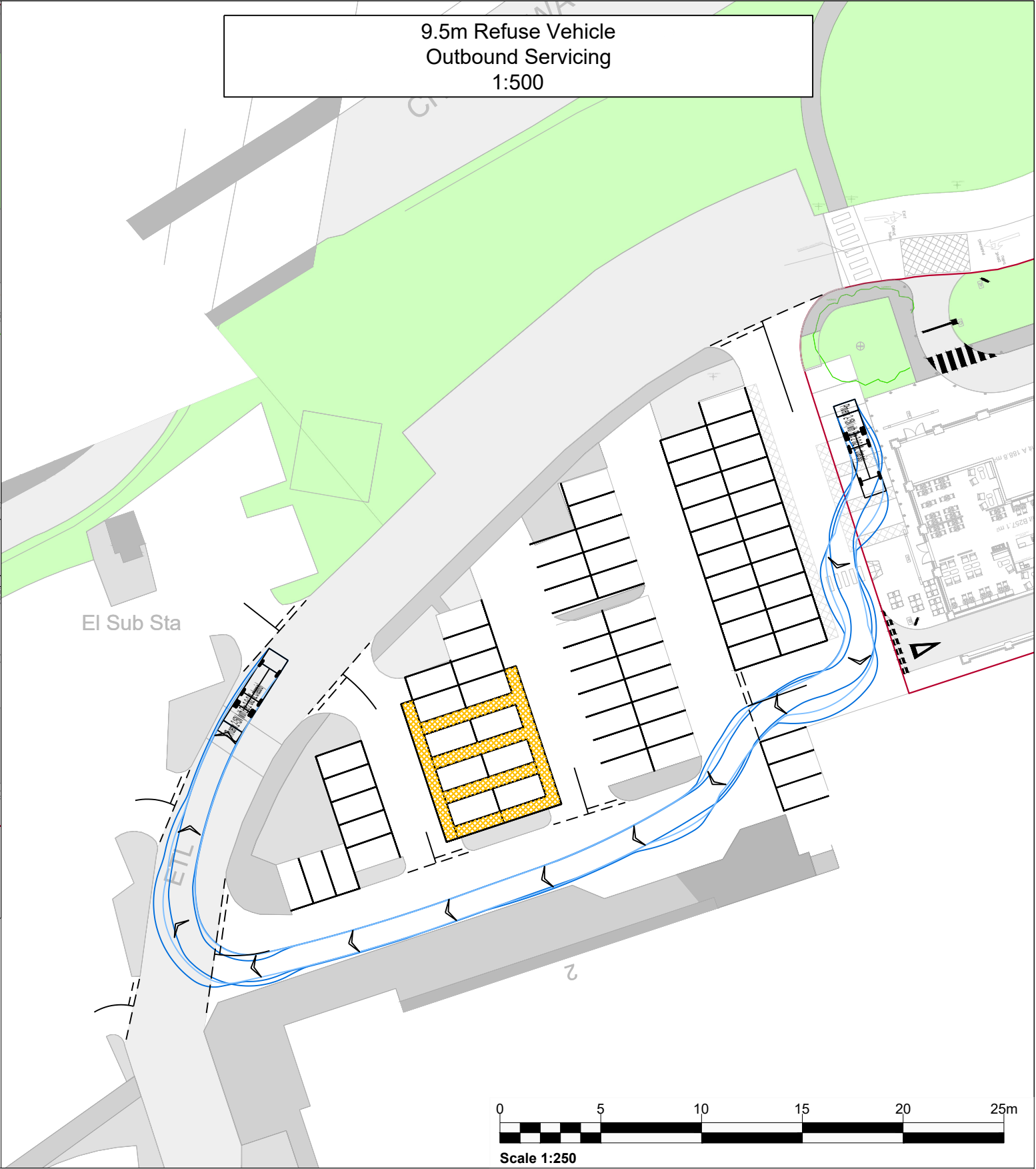
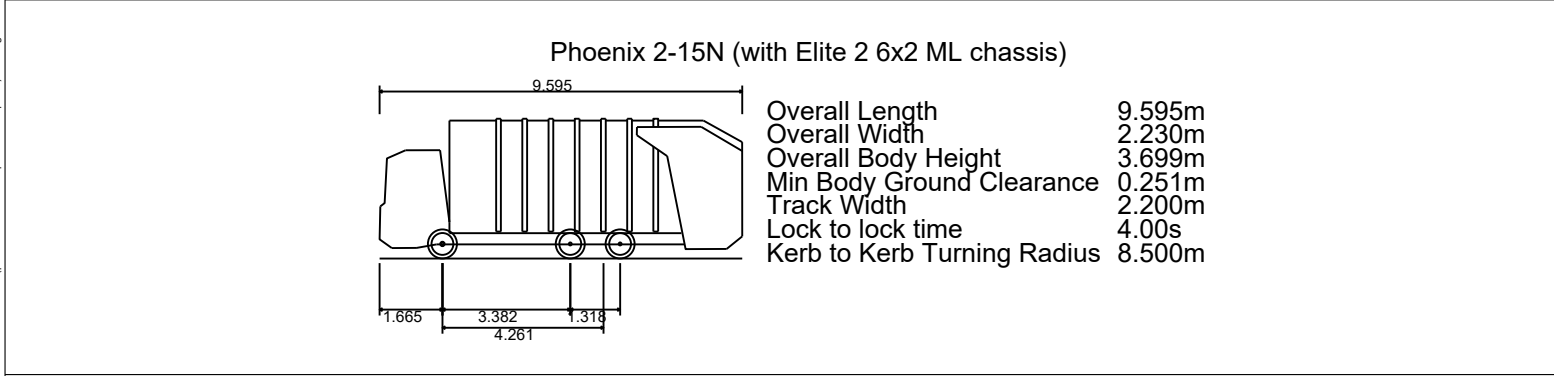
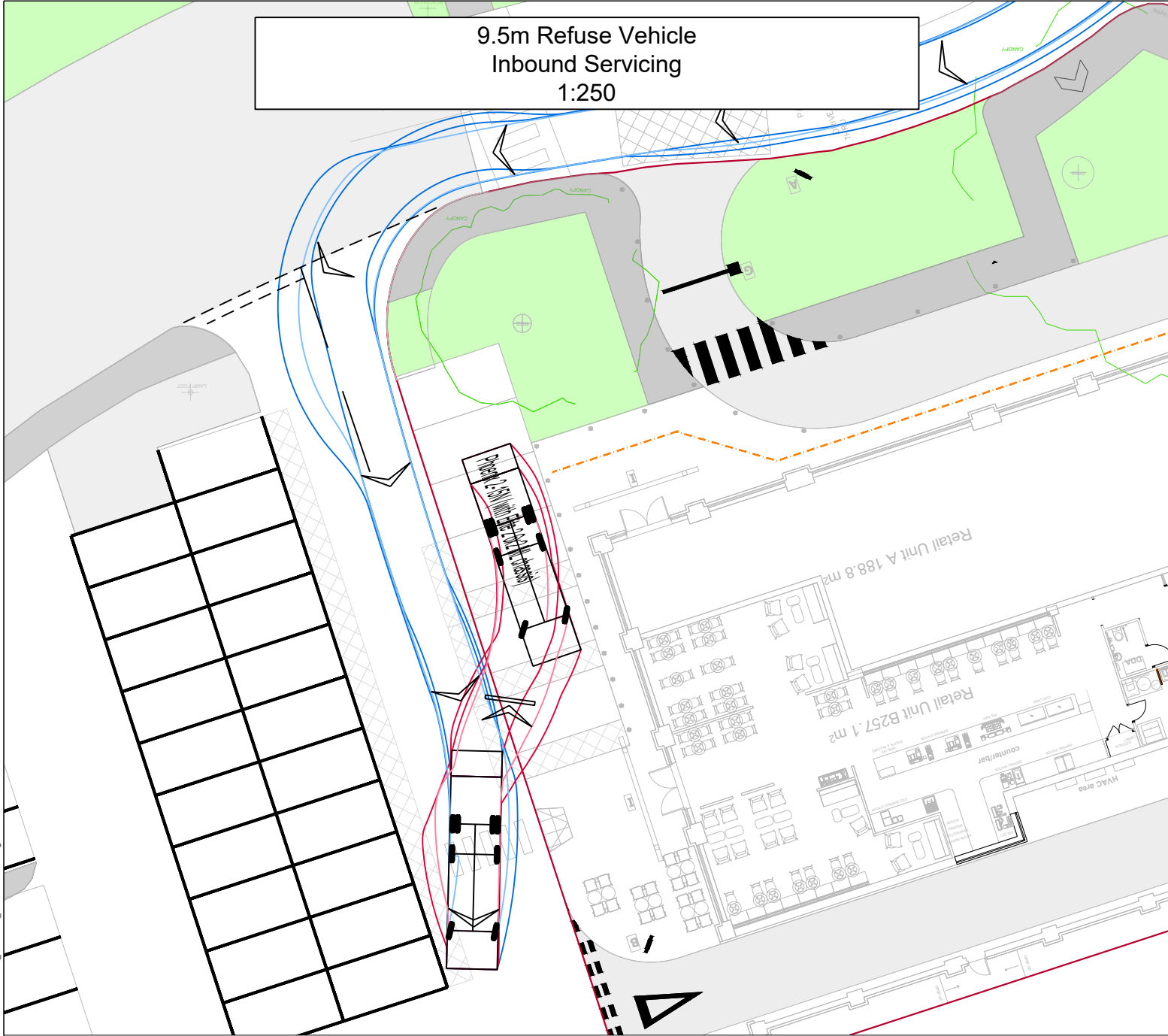
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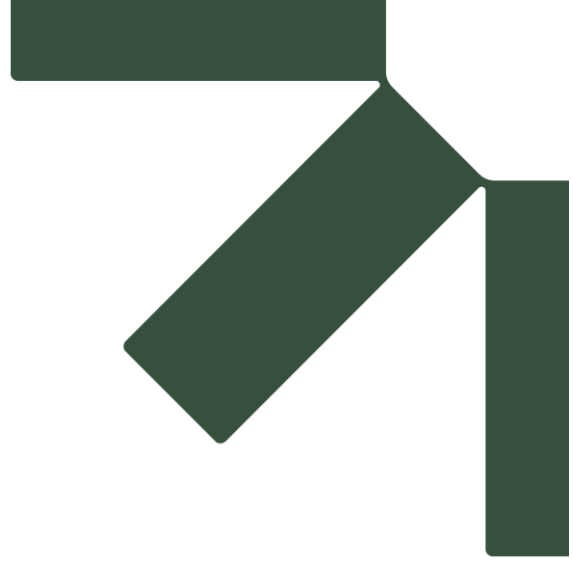
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