

Transport Statement

Richmond Brewery, 18 Petersham Road, Richmond TW10 6UW

Conversion of office space to music education school

September 2024

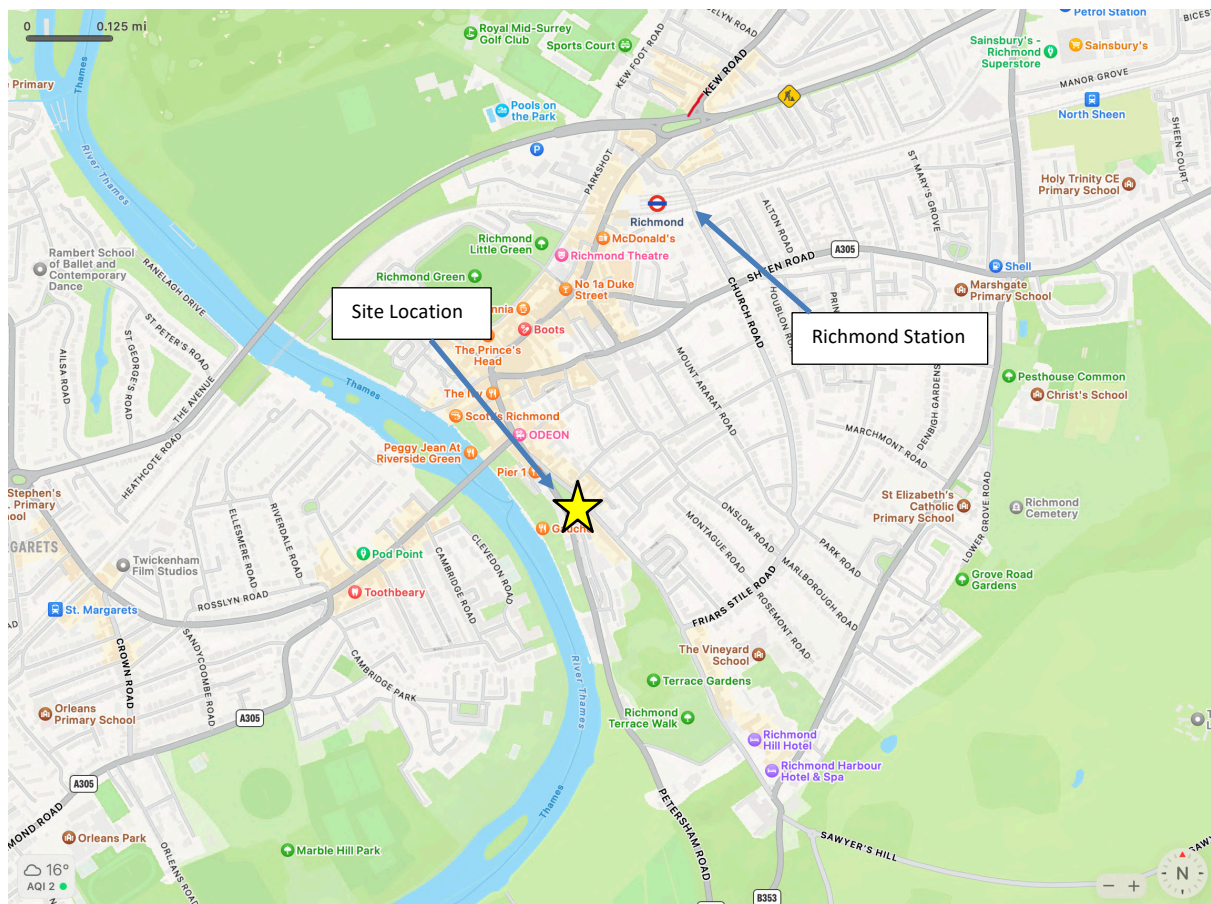
Prepared by



1 Introduction

4D Planning has been commissioned to prepare a Transport Statement in respect of proposals to convert office floorspace to a music education facility ('School of Rock') at the former Richmond Brewery at 18 Petersham Road, Richmond TW10 6UW. The site is located within an area with a mix of land uses within the Royal Borough of Richmond upon Thames. The site location in relation to the main local settlements and transport opportunities is shown in Figure 1-1.

Figure 1-1 Site Location Plan



This Transport Statement has been prepared in order to assess the potential impact of the proposed change of use on the local highway network, and assesses the potential for future students and staff to undertake travel by sustainable modes.

Report Structure

The remainder of this report is structured as follows:

- Section 2 – outlines relevant transport policy at a national, regional and local level;
- Section 3 – describes baseline highway conditions and considers the accessibility of the site by non-car modes of transport;
- Section 4 – details the proposals for the site;

- Section 5 – sets out a multi-modal trip generation assessment, and considers the effect of the proposed development on the local highway and transport networks; and
- Section 6 – provides a summary and conclusions.

2 Relevant Policies

National Policy

National Planning Policy Framework

The latest publication of the National Planning Policy Framework (NPPF) was adopted in December 2023. The latest NPPF is a minor revision of national planning policy guidance. The NPPF aims to enable local people and Councils to produce their own distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities.

The NPPF sets out a presumption in favour of sustainable development which should be delivered with three main objectives: economic; social and environmental (Paragraph 11).

Paragraph 115 of NPPF sets out that:

“Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.”

Paragraph 116 states that: *“Within this context, applications for development should:*

a) give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;

b) address the needs of people with disabilities and reduced mobility in relation to all modes of transport;

c) create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;

d) allow for the efficient delivery of goods, and access by service and emergency vehicles; and

e) be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.

Paragraph 117 states that:

“All developments that generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be addressed”.

Local Policy

London Plan 2021

The London Plan is the overall strategic plan for London, setting out an integrated economic, environmental, transport and social framework for the development of London over the next 20–25 years.

There are a number of policies within the London Plan which are of relevance to the proposals, as set out below:

Policy T1 – Strategic approach to transport

A Development Plans should support, and development proposals should facilitate:

1) the delivery of the Mayor’s strategic target of 80 per cent of all trips in London to be made by foot, cycle or public transport by 2041

2) the proposed transport schemes set out in Table 10.1.

B All development should make the most effective use of land, reflecting its connectivity and accessibility by existing and future public transport, walking and cycling routes, and ensure that any impacts on London’s transport networks and supporting infrastructure are mitigated.

Policy T2 – Healthy streets

D Development proposals should:

1) demonstrate how they will deliver improvements that support the ten Healthy Streets Indicators in line with Transport for London guidance

2) reduce the dominance of vehicles on London’s streets whether stationary or moving

3) be permeable by foot and cycle and connect to local walking and cycling networks as well as public transport.

Policy T4 – Assessing and mitigating transport impacts

This policy sets out the requirement that transport assessments and statements are required, to ensure that the effects of new development are assessed in relation to transport capacity by all modes and encouraging healthy and active travel. This policy also includes the requirement to not increase road danger.

Policy T5 – Cycling

This policy sets out the requirement that cycle parking meets London Plan minimum standards in terms of quantity, and that they are set out in accordance with the London Cycle Design Guidance.

Policy T6 and T6.1 – Car parking

The policy notes that car free development is a starting point for development in highly accessible areas.

The Mayor's Transport Strategy (2018)

In March 2018, the Mayor of London published the 'Mayor's Transport Strategy'. The document contains several policies and proposals aimed at 're-shaping transport in London to 2041' and places particular emphasis on reducing car dependency and increasing active and sustainable travel.

The following policies have been noted as of relevance to this application:

- Policy 1: Reduce Londoners' dependency on cars in favour of active, efficient and sustainable modes of travel;
- Policy 2: Make London a city where people choose to walk and cycle more often by improving street environments, making it easier for everyone to get around on foot and by cycle, and promoting the benefits of active travel; and
- Policy 10: Use the Healthy Streets Approach to deliver coordinated improvements to public transport and streets to provide an attractive whole journey experience that will facilitate mode shift away from the car.

The application complies with the Mayor's Transport Strategy as the site is located in a highly sustainable location, which will ensure that all opportunities to travel sustainably will be made use of by future students and staff.

Richmond upon Thames Local Plan (2018-2033)

The Richmond Local Plan was adopted on 26th February 2018 as a development plan document. The Local Plan sets out the planning strategy and policies for the borough until 2033, and sets out the strategic vision and objectives for the borough.

The following transport policies are of relevance to the development proposals.

Policy LP 44 – Sustainable Travel Choices

A. Location of development

The Council will work in partnership to promote safe, sustainable and accessible transport solutions, which minimise the impacts of development including in relation to congestion, air pollution and carbon dioxide emissions, and maximise opportunities including for health benefits and providing access to services, facilities and employment. The Council will:

B. Walking and cycling

Encourage high trip generating development to be located in areas with good public transport with sufficient capacity, or which are capable of supporting improvements to provide good public transport accessibility and capacity, taking account of local character and context.

Ensure that new development is designed to maximise permeability within and to the immediate vicinity of the development site through the provision of safe and convenient walking and cycling routes, and to provide opportunities for walking and cycling, including through the provision of links and enhancements to existing networks.

C. Public transport

Ensure that major new developments maximise opportunities to provide safe and convenient access to public transport services. Proposals will be expected to support improvements to existing services and infrastructure where no capacity currently exists or is planned to be provided.

Protect existing public transport interchange facilities unless suitable alternative facilities can be provided which ensure the maintenance of the existing public transport operations. Applications will need to include details setting out how such re-provision will be secured and provided in a timely manner.

D. The road network

Ensure that new development does not have a severe impact on the operation, safety or accessibility to the local or strategic highway networks. Any impacts on the local or strategic highway networks, arising from the development itself or the cumulative effects of development, including in relation to on-street parking, should be mitigated through the provision of, or contributions towards, necessary and relevant transport improvements.

In assessing planning applications the cumulative impacts of development on the transport network will be taken into account. Planning applications will need to be supported by the provision of a Transport Assessment if it is a major development, and a Transport Statement if it is a minor development.

E. River transport

Encourage the use of the River Thames for passenger and freight transport through the protection of, improvement to, and provision of new relevant infrastructure including wharves, slipways and piers.

F. Safeguarding of routes and facilities

Land required for proposed transport schemes as identified in the London Plan and the Council's Local Implementation Plan for Transport will be protected from developments which would prevent their proper implementation.

Local filling stations and supporting services such as car repair facilities will be protected from redevelopment for alternative uses unless exceptional circumstances can be demonstrated that warrant their loss.

Policy LP 45 – Parking Standards and Servicing

Parking Standards

The Council will require new development to make provision for the accommodation of vehicles in order to provide for the needs of the development while minimising the impact of car based travel including on the operation of the road network and local environment, and ensuring making the best use of land. It will achieve this by:

1. *Requiring new development to provide for car, cycle, 2 wheel and, where applicable, lorry parking and electric vehicle charging points, in accordance with the standards set out in Appendix 3. Opportunities to minimise car parking through its shared use will be encouraged.*
2. *Resisting the provision of front garden car parking unless it can be demonstrated that:*
 - a. *there would be no material impact on road or pedestrian safety;*
 - b. *there would be no harmful impact on the character of the area, including the streetscape or setting of the property, in line with the policies on Local Character and Design; and*
 - c. *the existing on-street demand is less than available capacity.*
3. *Car free housing developments may be appropriate in locations with high public transport accessibility, such as areas with a PTAL of 5 or 6, subject to:*
 - a. *the provision of disabled parking;*
 - b. *appropriate servicing arrangements; and*
 - c. *demonstrating that proper controls can be put in place to ensure that the proposal will not contribute to on-street parking stress in the locality.*

All proposals for car free housing will need to be supported by the submission of a Travel Plan.

4. *Managing the level of publicly available car parking to support the vitality and viability of town and local centres within the borough whilst limiting its impacts on the road network.*

Freight and Servicing

New major development which involves freight movements and has servicing needs will be required to demonstrate through the submission of a Delivery and Servicing Plan and Construction and Logistics Plan that it creates no severe impacts on the efficient and safe operation of the road network and no material harm to the living conditions of nearby residents.

Summary

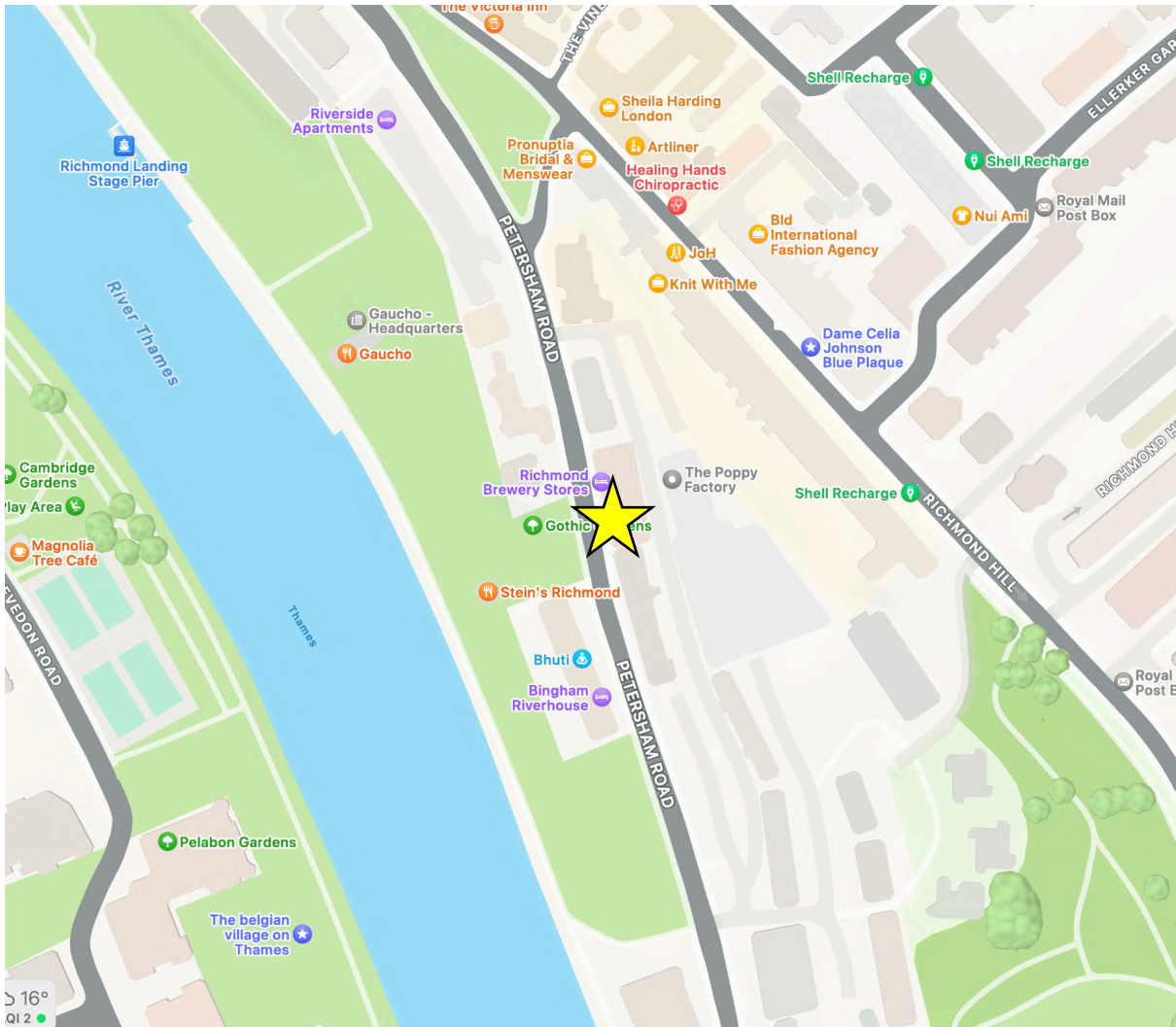
It is considered that the transport priorities for borough, and the development are to reduce the dependency on car borne trips, maximise public transport accessibility, encourage walking and cycling, and to ensure the safety of all road users. A key theme of the policy is to ensure that developments are located where there is high quality existing infrastructure.

3 Baseline Conditions

Introduction

This section provides a description of the existing highway network surrounding the site, and considers the accessibility of the site by non-car modes of transport, including on foot, bicycle and public transport. The site location and local highway network are shown in Figure 3-1.

Figure 3-1 Site Location and Local Highway Network



Existing Use

The site was previously converted from a brewery to office use.

The site is located on the east side of Petersham Road, which is part of the A307 route from the north at Kew and Richmond towards Kingston, Esher and Cobham to the south.

Access via a crossover is provided to an area of hardstanding further to the north of the building that facilitates drop off movements. The site frontage to Petersham Road includes a footway and southbound bus stop.

Local Road Network

Petersham Road is a north-south route in the local area and is part of the A307 route. The carriageway is some 6m in width, and operates a 20mph speed limit. There are double yellow lines and crossing chevrons covering the edge of highway network in the vicinity of the site, thus significantly restricting the potential for overspill on street parking. The street is however not included within a Controlled Parking Zone (CPZ), although Zone A1 is located just north of the site. As referenced, there is a signalised pedestrian crossing and north and southbound bus stop cages in the carriageway.

Pedestrian Network

The footways nearest to the site are some 1.5 to 2m wide, and provide good links with crossing points available throughout the local area.

An image of the site towards the site, showing the adjacent highway network, is shown in Figure 3-2.

Figure 3-2 View towards site on left hand side

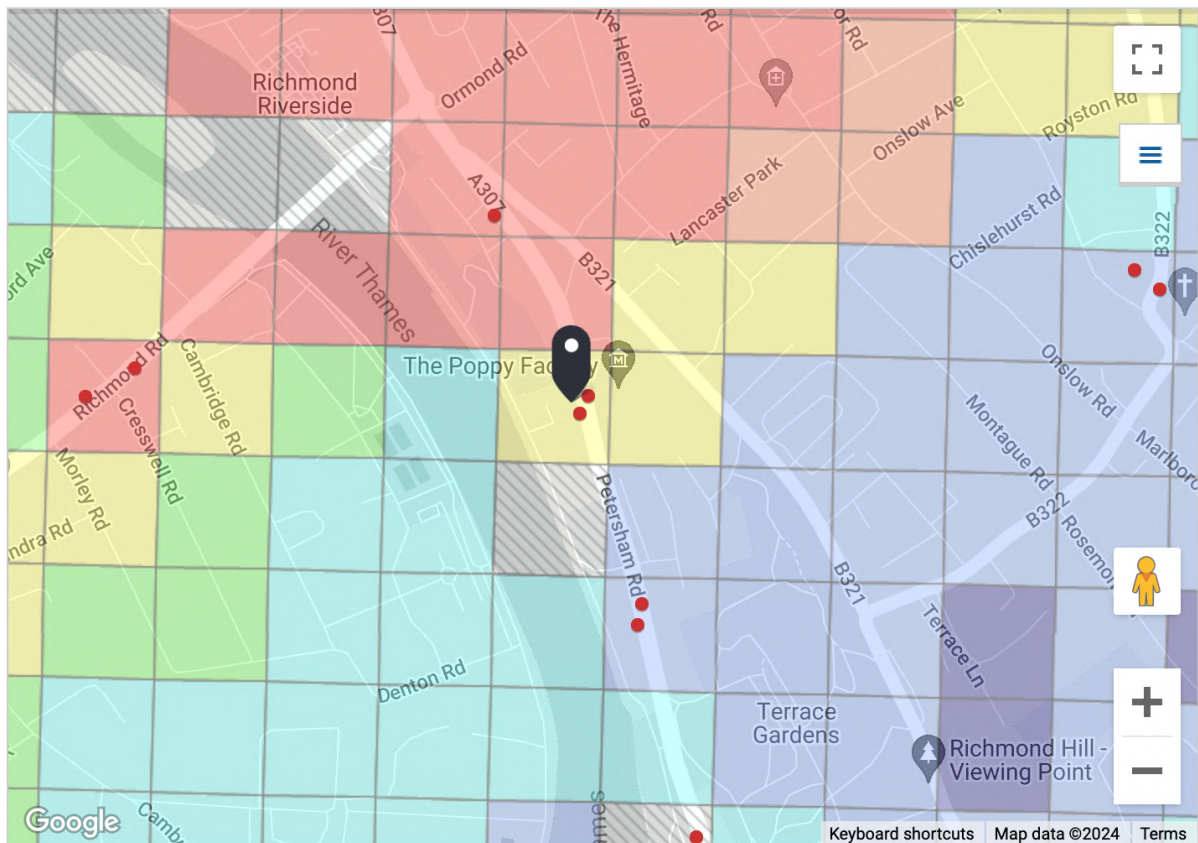


Public Transport

PTAL

The site is within a town centre locality and has a PTAL score of 4, although there is a wide choice of travel mode, with bus and active travel all reasonable alternatives to use of a private car. The site is also adjacent to areas with an access score of 5 and 6a. The local PTAL map is shown as follows.

Figure 3-3 Local PTAL map



Bus

The site is served by bus stops adjacent to the site on Petersham Road, known as Compass Hill Stop P and Stop U. The local stops are marked out by shelters with seating and route details. The bus services, which are part of the TfL network that operate from these stops are detailed as follows.

Table 3-1 Local Bus Services

SERVICE	DETAILS	
	Route	Daytime Headway each direction
65	Brook Street – Kingston Station – Richmond Station – Kew Bridge Station – Ealing Station	Every 7 to 10 minutes
N65	Chessington World of Adventures – Surbiton – Kingston Station – Kew Bridge Station – Ealing Station	Twice per hour night time only

National Rail

The nearest local railway station is Richmond, which is some 1km to the north of the site. The station is served by South Western Railway, with services to London Waterloo, Windsor and Reading. The station also operates London Overground services to Willesden Junction and Stratford, and is a final stop on the London Underground District Line.

Personal Injury Accident Data

Personal Injury Accident Data for a five year period from January 2018 to December 2022 has been reviewed for the local area, including routes to the local crossing points. It is noted that there is a record of collisions in the local area but that the collision record is representative of a relatively high activity area.

4 Proposed Scheme

Outline of Proposals

The proposal is to convert the existing building to operate as a music education centre, known as School of Rock. The School is a global franchise that is seeking to open its first premises within the UK in this Richmond location. The key details in terms of opening times, class times and staff and student attendance, are set out as follows:

- An average of 59 students would be present across a full weekday and 42 across a Saturday (closed Sundays and Bank Holidays)
- Student sessions will typically be from 16:00 to 20:00 on a weekday and 11:00 to 14:00 on a Saturday.
- Staffing to a maximum of 14 workers (at operational peak hours) will be on site during these working hours.
- No staff or student trips would occur during the typical network peak hour (08:00-09:00).
- During the local network PM peak hour, either 17:00-18:00, or 18:00-19:00, 14 staff would be present, plus six students on individual classes and 16 students in a group session.
- The weekday group session spans from 17:00-20:30, leading to no peak hour trips, and the six students would enter and leave at the beginning and end of each hour.

The summary attendance for the proposed use of the Site is set out in the following table.

Table 4-1 Proposed Programme of Staff and Student Attendance at Site

HOURS	Monday to Friday			Saturday			Sunday	
	Staff	Students		Staff	Students			
	#	Individual	Group	#	Individual	Group		
10:00	3	0	0	2	5	12	CLOSED	
11:00	3	0	0	2	5			
12:00	3	0	0	2	4			
13:00	3	0	0	1	4			
14:00	3	0	0	1	0	12		
15:00	3	2	0	1	0			
16:00	14	6	2	1	0			
17:00	14	6	16	1	0			
18:00	14	6		1	0			
19:00	14	6						
20:00	14	6						
21:00	4	1	8	CLOSED				
22:00	4	0						
22:30	4	0						
TOTAL / day		33	26		18	24		

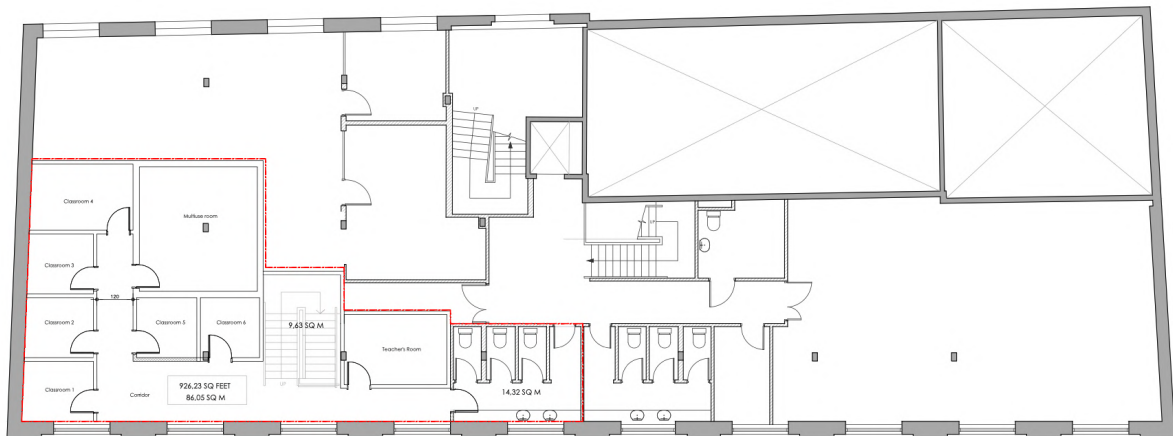
A cycle storage area that already exists would accommodate 14 cycle parking spaces, and separate storage areas would be provided for waste which will be subject to a commercially arranged collection procedure.

Access and Parking

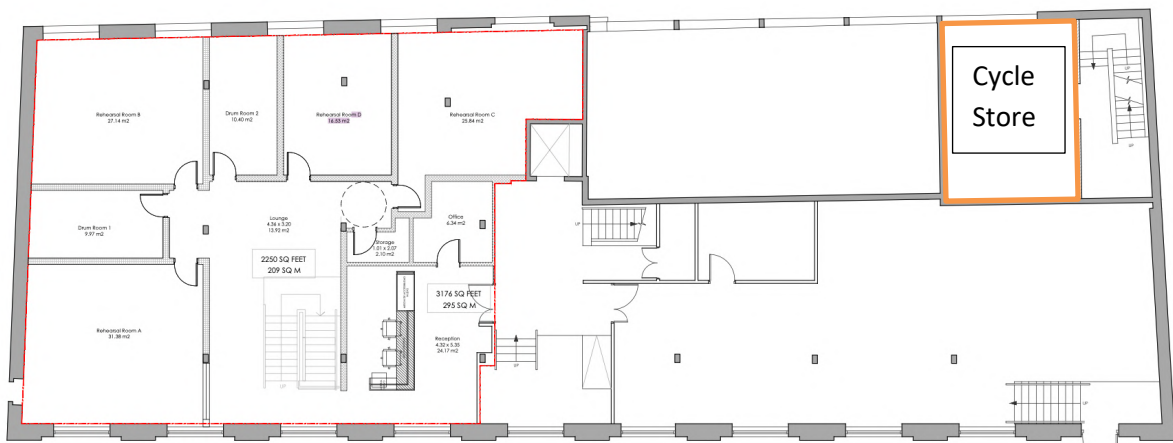
The premises would not have a vehicular access or on-site car parking, and parking is prohibited on Petersham Road. A drop off area to the north is provided which will be available for use for deliveries or staff and students who have not made their journey using public transport.

An extract of the scheme design, as a change of use, is shown in Figure 4-1.

Figure 4-1 Site Layout (First and Ground Floor)

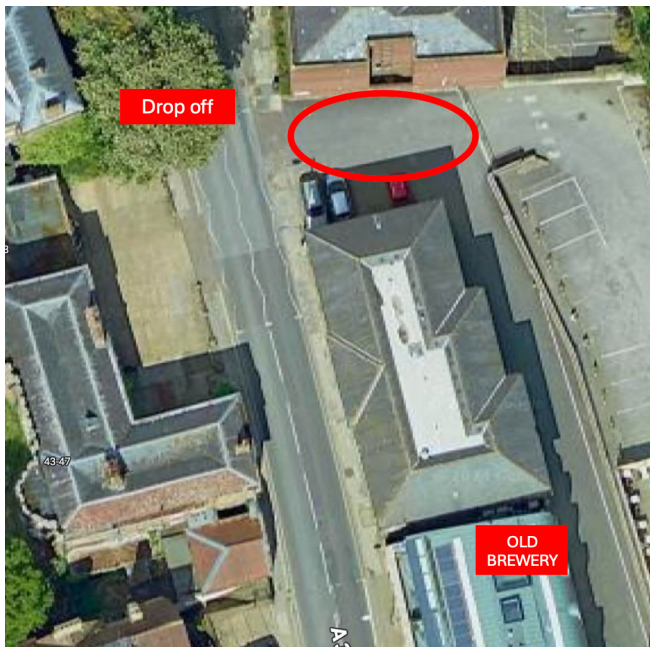


FIRST FLOOR PLAN
Scale: 1:50



GROUND FLOOR PLAN
Scale: 1:50

Figure 4-2 Site and Drop-off Area



Deliveries and Servicing

The type of business is such that very few deliveries are undertaken, to the extent that quantity is equivalent to a domestic property, plus an occasional (once every three months) movement of equipment. It is expected that the majority of deliveries will be via small vans, such as postal delivery cars and vans, which would be accommodated using the shared access area used for drop-offs.

Refuse vehicles would undertake collections from the property using the carriageway and drop-off area as per existing arrangements.

5 Effect of the Proposals

This section considers the proposed use and quantum of development, and considers the effect of the development on the local highway and transport networks. As an establishment that is not open in the early morning, there are no trips to be generated during the critical morning peak hour. In terms of vehicle trip generation through the proposed working hours, the potential to generate trips is limited by the presence of good quality access to public transport, most notably the adjacent access to bus stops. It is established within this statement that there is no potential for on street parking due to the existing street restrictions, and as such the effects of the development are considered to be negligible.

It is nonetheless recognised that a proportion of trips will take place by car, and the drop off to the north will cater for these trips. No new traffic manoeuvres would be created that are not already inherent to the local highway network that are not already taking place in this location.

A Travel Plan is to be put in place to encourage mode shift towards more sustainable forms of transport.

Staff and students will benefit from ample footway provision and a secure cycle store at the frontage of the site, in addition to the frequent and immediate access to buses.

6 Conclusion

4D Planning has been commissioned to prepare a Transport Statement in respect of proposals to convert office floorspace to a music education facility ('School of Rock') at the former Richmond Brewery at 18 Petersham Road, Richmond TW10 6UW. The proposal is a change of use and does not involve any amendments to the highway network for access purposes.

It is notable that the site has very good access to public transport within an immediate walking distance. The site access and servicing arrangements are unchanged. A significant benefit in traffic terms will be that the music education facility will not generate trips during the key morning peak hour, and trips during the evening peak hours will be restricted to the changeover of students on individual hourly lessons.

The proposed development would not have any perceptible impact on the local highway network, and as such there should be no transport grounds to prevent the granting of permission.