

# Proposed Aldi Foodstore, Hebburn – Parking Note

## Introduction

- 1.1 This Note has been prepared by Mayer Brown (MB) to provide justification for the level of car parking proposed to accompany the Aldi foodstore proposed at Glen Street, Hebburn, South Tyneside.
- 1.2 It is proposed that 70 parking spaces be provided to accompany the foodstore, proposed to be 1,659sqm in size. Car parking standards contained within the South Tyneside Council document SPD6 are given as 1 space per 15sqm, with 50% of this standard being applicable to town centres, including Hebburn. Based upon a store size of 1,659sqm this therefore determines a maximum provision of 55 spaces.
- 1.3 In relation to this, the pre-application response received from South Tyneside Council has highlighted the extent to which the proposed parking provision exceeds the maximum standard. The pre-application response goes on to advise that justification needs to be provided to demonstrate that there is a strong commercial rationale for the scale of parking proposed.
- 1.4 This Note provides justification for the level of parking proposed, through providing evidence of the following:
  - reference to TRICS derived car parking utilisations in similar locations
  - existing car parking provision at existing Aldi stores in similar locations
  - existing car parking utilisations at existing Aldi stores in similar locations
  - evidence of linked trips in town centre locations and the impact upon parking demand

## TRICS Based Parking Utilisation

- 1.5 The TRICS 2015a database has been referenced to provide an assessment of the predicted arrival and departure rates throughout a Weekday and a Saturday. By comparing the arrival and departure rates for each hour of the day it enables a car park utilisation to be established.
- 1.6 It is recognised that there are some limitations to predicting car park utilisations through referencing hourly arrival and departure rates due to:
  - hourly trip rates not giving any details on variations which may occur within each hour

- the methodology assumes that all vehicles entering a site are parking within the site when there may be vehicles which don't park within the car park, e.g. drop off/pick up trips
- referencing average arrival and departure rates from a selection of TRICS sites presents an average situation, unlike referencing arrival and departure rates from a single site

1.7 Nevertheless, referencing TRICS arrival and departure rates can be used to provide a guide to potential car park utilisation, which in any case will depend on a site's individual circumstances, such as the potential for linked trips.

1.8 The database does not include any discount foodstore sites in 'Town Centre' locations. However, referencing discount foodstore sites in 'Edge of Town Centre' and 'Neighbourhood Centre' locations yields the trip rates and subsequent arrivals, departures and car park utilisations presented in the Table below.

Time	Weekday					Saturday				
	Arr Rate per 100 sqm	Dep Rate per 100 sqm	Arr	Dep	Acc	Arr Rate per 100 sqm	Dep Rate per 100 sqm	Arr	Dep	Acc
0700	0.241	0.072	4	1	3	0.246	0.082	4	1	3
0800	1.321	0.820	22	14	11	2.461	0.820	41	14	30
0900	2.569	1.967	43	33	21	5.332	3.938	88	65	53
1000	3.789	3.106	63	52	32	6.973	5.989	116	99	69
1100	3.780	3.570	63	59	<b>36</b>	7.547	7.957	125	132	63
1200	3.753	3.907	62	65	33	7.547	7.055	125	117	<b>71</b>
1300	3.507	3.652	58	61	31	6.891	8.039	114	133	52
1400	4.217	3.926	70	65	<b>36</b>	6.645	5.906	110	98	64
1500	3.944	4.053	65	67	34	5.004	5.496	83	91	56
1600	3.370	3.734	56	62	28	4.430	6.235	73	103	26
1700	2.997	3.607	50	60	18	3.281	3.938	54	65	15
1800	2.031	2.587	34	43	8	2.133	3.035	35	50	0
1900	1.148	1.430	19	24	4	N/A	N/A	N/A	N/A	N/A

**Table 1: Predicted Car Park Utilisation Based on TRICS Trip Rates**

1.9 The Table above shows a maximum car park utilisation of 71 spaces on a Saturday, this being just above the 70 spaces proposed for the Aldi store at Hebburn. Furthermore, throughout the middle part of the day (1000 to 1400 hours) the predicted demand is of a level appropriate to a car park which provides 70 spaces. This therefore provides an indication that the parking provision proposed for the Aldi store at Hebburn is appropriate to the level of peak demand expected.

### Car Park Provision and Utilisations at Existing Aldi Stores

1.10 MB have obtained car park utilisation information for a selection of existing Aldi stores in similar location types to the that of the proposed store at Hebburn. This is summarised in the Table below.

Store	Location	No. of spaces	Maximum Utilisation	
			Friday	Saturday
Castleford	Within the town centre boundary, 500m from the town centre	83	71	70
Chester-le-Street	Adjacent to town centre boundary, 500m from the town centre	81	73	74
Hexham	Within the town centre boundary, 400m from the town centre	80	66	75
Retford	Adjacent to town centre boundary, 450m from the town centre	75	76	84
Scarborough	100m from town centre boundary, 400m from the town centre	84	81	83
<b>Average</b>		<b>75</b>	<b>73</b>	<b>77</b>

**Table 2: Summary of Maximum Car Park Utilisations at Existing Town Centre/Edge of Centre Aldi stores**

- 1.11 With the stores listed above, lying in close proximity to their respective town centres, these provide further guidance as to the level of parking demand and consequent parking provision requirements for the store proposed at Hebburn.
- 1.12 All of the stores listed above have parking provision higher than the 70 spaces proposed for the Hebburn store. This therefore provides justification that the proposed 70 spaces for the Hebburn store is considered to be appropriate.
- 1.13 Furthermore, the Table above also shows that the maximum car park utilisations recorded on a Friday and a Saturday are close to the respective parking provisions for each store. The levels of parking provision at these existing stores are therefore appropriate for the levels of demand which they experience. This therefore provides further confirmation that the 70 spaces proposed for the Aldi store at Hebburn is appropriate with reference to the levels of demand it is expected to experience.
- 1.14 In addition to the above it is worth noting that there is no store built within the North East & Yorkshire Region which has a parking provision less than 68 spaces, indeed the average provision across the existing stores in this region is 93 spaces. Additionally, utilising data from the 18 stores in the North East which have the ParkingEye car park management system in operation, the average maximum demand (i.e. the peak hourly demand) on a Friday/Saturday

combined (the peak trading days) is 82 spaces. These facts also provide confirmation that the proposal for 70 spaces is in line with parking provision at existing Aldi stores and the levels of demand they experience.

### Additional Considerations

- 1.15 Whilst the TRICS based analysis and parking details from existing Aldi stores in similar locations to that of the proposed Aldi store at Hebburn has provided evidence to demonstrate that the level of parking for the proposed store at Hebburn is considered to be appropriate, there are additional factors to consider with reference to the proposed parking provision.
- 1.16 The location of the proposed Aldi store adjacent to the recently opened community facility, Hebburn Central, and other facilities and retail outlets within the centre of Hebburn opens up the opportunities for linked trips to be undertaken.
- 1.17 Whilst it is envisaged that the Aldi car park will operate with car park management limiting the duration of stay to a maximum of 1½ hours, it is considered that there will be opportunities for Aldi customers to link their shopping trips with other destinations within the centre of Hebburn. Linked trips opportunities will therefore lead to potential longer durations of stay within the proposed store car park.
- 1.18 In relation to this, it should be noted that previous surveys have shown that an Aldi (only) shopping trip typically lasts approximately 20 to 30 minutes on both a Weekday and a Saturday. For some therefore, with the potential for linked trips with other facilities in the centre of Hebburn, this will lead to increased durations of stay. Increased durations of stay will result in a lower turnover of spaces within the car park. This is likely to lead to increase levels of utilisation and therefore supports the argument for 70 spaces to be provided.
- 1.19 It is important to note that the predicted increase in car park utilisation does not mean an increase in vehicular trips. Given the site's sustainable location it is expected that sustainable travel modes will make up a considerable proportion of trips to the proposed store. However, by nature vehicular trips make up the majority of trips to a food retail store. With the opportunity for these trips to link with other facilities in the centre of Hebburn it is inevitable that car park durations of stay will be longer than for a stand alone store or a store in a suburban area. Hence the argument that car park utilisations will be higher.

### Linked Trips Research

- 1.20 MB have referenced a variety of research relating to the existence and extent of linked trip making at foodstores (including Aldi stores) in similar locations as to the proposed store at Glen Street, Hebburn.
- 1.21 With reference to existing Aldi stores, the following information exists:
- **Aldi, Dronfield**
    - The site is approximately **700m** from the heart of Dronfield Town Centre
    - Customer surveys have found that **32%** of shoppers were undertaking linked trips with the centre of Dronfield
  - **Aldi, Lichfield**
    - The site is approximately **200m** from the defined Town Centre boundary and approximately 500m from the heart of the City Centre
    - Customer surveys have found that **17%** of shoppers on a Friday and **26%** of shoppers on a Saturday were undertaking linked trips with the centre of Lichfield, whilst additional customers were linking their trips with a nearby Tesco store
  - **Aldi, Romsey (Romsey Town Centre Study, August 2011)**
    - The store is effectively within the town centre
    - The store effectively has its 'back' to the high street, with customer surveys finding that **59.4%** of Aldi shoppers 'always' or 'frequently' link their trips with the town centre, whilst only **6.5%** 'never' combine their trip with the town centre
- 1.22 This therefore provides confirmation of the potential for linked trips at the Aldi store proposed in Hebburn. Consequently, with the potential for linked trips at the proposed Aldi store there is potential for longer durations of stay than would normally be expected with simply an Aldi trip. On this basis, this is considered to provide evidence to support the proposal for the provision of 70 car park spaces for the store proposed in Hebburn

### Summary

- 1.23 This Note has provided a variety of information to provide evidence to justify the level of parking proposed to accompany the proposed Aldi store at Glen Street, Hebburn, this being 70 spaces.
- 1.24 Specifically, information has been provided relating to:

- predicted car park utilisation derived from referencing TRICS hourly arrival and departure rates in similar locations to that of the proposed Aldi store, which confirms that the provision of 70 spaces is in line with the levels of demand predicted at peak times
- the levels of parking provision at existing Aldi stores in town centre/edge of town centre locations, these being slightly higher than the 70 spaces proposed at Hebburn
- the levels of car park utilisation at existing Aldi stores in town centre/edge of town centre locations, these being in accordance with the demand that the respective car parks experience
- the levels of parking provision at existing Aldi stores throughout the North East & Yorkshire Region and average maximum utilisations at these stores where this information is available
- information and research in relation to linked trips highlighting the level of linked trips Aldi stores in town centres/edge of town centres experience and consequently the potential for increased durations of stay and therefore the need for additional parking provision

1.25 All of these elements provide evidence that the proposal for 70 spaces to accompany the proposed Aldi store is appropriate to accommodate the demand expected to use the car park.

1.26 A lower level of provision of 52 spaces is considerably lower than the levels of provision at existing Aldi stores in similar locations. It is also more likely to lead to on-street parking taking place on roads in the vicinity of the site, given that this report has demonstrated that a lower level of provision is unlikely to be able to accommodate anticipated levels of demand coupled with the extended durations of stay associated with the propensity for linked trips.

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