

**Change of Use
Unit 1, Kingsgate Centre
Huddersfield**

Travel Plan

June 2019



INTRODUCTION

Covell Matthews Architects has been instructed by WD Huddersfield Ltd. (the Applicant) to provide architectural and planning advice with regard to the proposed Change of Use of the existing Unit 1 (House of Fraser) within the Kingsgate Shopping Centre, Huddersfield.

The proposed new use is a combination of Cinema at roof level, Retail at mall level and Restaurants at Zetland Street level. All of these uses will occupy existing floorspace. No new floorspace will be created.

The aim of the project is to redevelop the existing major retail unit into a more sustainable mixed-use leisure/retail/restaurant use complimenting the existing retail offer of the Kingsgate Shopping Centre and uses within the town centre providing additional vitality to the town centre. It is intended to reuse as many of the existing shopping facilities as is practical.

This Travel Plan has been prepared in support of the planning application which has been submitted to the Kirklees Council (KC) under the Town and Country Planning Act 1990.

The purpose of this Travel Plan is to set out a package of measures aimed at reducing the Number of car journeys, in particular single occupancy trips, to and from the proposed development. The aim is to should encourage the use of sustainable transport and reduce the impact of a development on the surrounding road network.

LOCATION

The site is located within Kingsgate Shopping Centre, Huddersfield. It sits within the commercial heart of Huddersfield Town Centre and is well served by public transport, road and pedestrian access. The site is on three levels, with the cinema at Level 4 (roof), retail (existing mall level) and restaurants (Zetland Street Level). So the lowest level of the development is at street level, and immediately adjacent to the existing centre car park at the rear.

THE EXISTING SITUATION

King Street is pedestrianised so there is limited scope to alter any of the existing highways system around the development. The proposals therefore utilise the exiting Highway infrastructure of the Kingsgate Centre and the existing car parking system of Kingsgate without any significant alteration.

Current transport provision and facilities to/at the site are as follows:

Walking

The site is in the centre of Huddersfield and readily accessible to pedestrians from all directions.

Cycling

There are few and limited cycle parking facilities within near proximity to the site.

Public Transport - bus, train, etc.

Being situated in the town centre the site is served extremely well by Public Transport.

- The railway station is a short walk away.
- Local bus services operate in very close proximity, with the *Freetownbus* service passing the front door of the centre, at the head of King Street.
- There are two taxi ranks located immediately adjacent to the development site on Zetland Street.

Cars

The existing facilities of Kingsgate's car park. This has a total of 664 parking spaces. On approximately 60% of weekends the existing car park is at capacity, for between one and two hours on a Saturday, generally between 1 and 2pm. At no other time does it come close to capacity. Despite the car park indicating capacity it is in fact turning over very fast with an average of 330 cars leaving and the same number of cars arriving during the capacity period. This is a 50% turn around per hour and shows even at capacity parking is easy. This indicates the short-term use of the car park and the graph of occupancy drops off quite sharply after these capacity periods.

THE PROPOSED SITUATION

Walking

Opportunities to improve the pedestrian experience around the site are limited, however at the proposed taxi and car drop off point improvements are certainly to be made. Currently pedestrians have an unusually wide road crossing between pavements. This is potentially be an issue for wheelchair users, children and prams. The proposed solution introduces a shorter crossing point and indeed a zebra crossing is proposed, prioritising the pedestrian.

Cycling

New covered cycle facilities are to be provided within the existing Kingsgate Centre Car Park.

Bus

Local bus timetables are to be displayed within the public area of the development site and links to bus timetables are to be featured on the Kingsgate Centre web site encouraging users of the development to make use of public bus service.

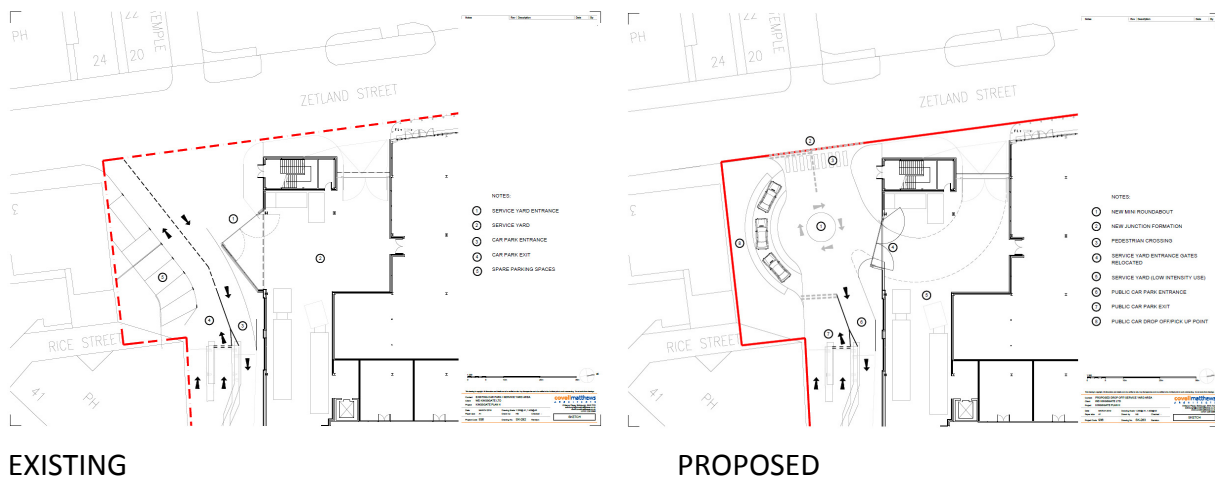
In addition to this, leaflets detailing available public transport in the area serving the centre are to be made available at entrance areas to the centre.

Taxi

A new taxi and car drop off point on Zetland Street, located entirely within the applicant's ownership. This is to be located at the entrance to the Kingsgate Centre Car Park. It will be strictly for dropping off only and allows cars to manoeuvre and drop off without requiring to reverse. This prevents any need for cars dropping people off to require or attempt to travel onwards to King Street. On the basis that the 3 car parking spaces operate utilising a "no

waiting” strategy, it is a conservative assessment that the facility will be able to serve up to 3 drop off a minute, of on average 2 persons. This equates to 360 people per hour, at peak times using this facility alone. This is approximately half the capacity of the proposed cinema.

It is anticipated that this facility so close to the proposed development site will greatly encourage a reduction in private car usage.



Cars

Given that the majority of occupation of the development as a cinema and night-time leisure destination is at a time when the existing car parking of Kingsgate is unused, there is a clear opportunity to maximise the use of the existing infrastructure and produce a highly sustainable and greener development in terms of the huge saving in infrastructure costs and imbedded CO₂ that would normally be associated with a development of this nature.

Due to the change in use of levels 1 (Zetland Street) and Level 4 (cinema) to uses that will be typically outside peak retail hours it is expected that there will be no increase to peak hours car flow from those already experienced by Kingsgate. However, we are adapting the existing facilities to cope better with not only the existing but future use.

Existing and Proposed Car Park Management

Currently, the car park comprises 645 car spaces, but the system is set to indicate full capacity at only 620 spaces. This is so that there are surplus spaces allowing for ease of circulation around the car park. The new management system allows the management to change the occupancy factor during the day, and it is proposed to increase the occupancy factor to allow for the fact that cinema customers will be parking for a longer duration.

The current car park payment system is nearly some 20 years old and is slow both in terms of the machine operating timescales and more importantly the actual payment methods. Generally, payment is by way of cash and people do take a long time to get cash out and put it away before they move on. Therefore, the entire length of time that somebody is standing at the machine is considerably longer than with modern touch and go type machine that the centre is currently ordering. Indeed, WPs (the car park operating system provider) consider that the cash machine generally take a minute per customer. With modern equipment that

time is 40 seconds with chip and pin, and 15 seconds on contactless. So, the modern system will be on average 30 seconds per customer, twice as fast as existing.

Therefore, the equipment will allow the centre car park management system will allow twice as many people to be processed per hour. At peak times on a Saturday there is often a queue of six or more people at each of the three main car park payment machines, i.e. a total of 18/20 people wishing to get out at any one time. Simply by getting people through the payment system faster and away will free up a total of some 60-80 spaces during the capacity period, equating to a 10% increase in the current car park situation.

Therefore, combining all of the above factors would mean that on no current Saturday this year would the car park have been at capacity. Indeed, there would have been circa 200 spaces available at peak, a vast improvement in car park efficiency as a result of utilising modern technology.

This will therefore result in a greatly more efficient car park with the following advantages:

- less cars waiting to enter the car park
- shorter waiting time for those waiting to enter
- less pressure on adjoining streets for cars seeking alternative parking locations

However, these car park improvements are for the car park serving the whole centre.

Focusing on this particular development the change of use from retail to leisure is anticipated to result generally in a less intensified use of the car park. Notwithstanding the above, it is also proposed to introduce a phased implementation of on-site charging facilities for electric cars. The aim of this is to encourage the use of electric cars and result in long term improvements in town centre air quality.

MONITORING

As part of the proposed Travel Plan the Centre Management is investing in car parking technology, which will improve the efficiency and air quality of the car park usage. The use of the car park and impact of the changes will easily be monitored using the new technology.

CONCLUSION

Locating a leisure development of this type in a town centre location so well served by public transport is regarded as both sustainable and environmentally friendly. The town centre will benefit considerably from the reduction of people relying on the car to experience the leisure activities provided by this development.

The Centre Management is committed to implementing the Travel Plan as part of an ongoing set of measures aimed to improve the impact of the Kingsgate Centre on the environment.

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