

APPENDIX C - PART i

New Mills, Marsden

Job No: 23112

January 2026



TRAFFIC AND PARKING SURVEY REPORT

Marsden

Job No: 23112

January 2024



VIA SOLUTIONS



1.0 Introduction

This report documents the findings of the traffic and parking surveys that have been undertaken in Marsden to support the development of Marsden Mills on Brougham Road (the site). It is a factual report only but provides high level observations from the surveys.

The extent of surveys has been discussed and agreed with Kirklees Council (Adam Darwin) during consultations undertaken in October 2024 and agreed on 23rd October 2024.

The surveys were undertaken during November to ensure that results were not impacted by the winter holiday period (Christmas period, retail changes, festive events, incremental weather and school holidays avoided to ensure a representative parking demand was observed).

These surveys will be used to inform the Transport Assessment that will accompany the planning application for the proposed redevelopment.

2.0 Scope of works

Automatic Traffic Counts

Speed survey to assess the visibility splays at the proposed access points to the site were requested. Automatic Traffic Count (ATC) surveys were undertaken at the following locations, data will be collected over a 7-day period.

- ❖ Broughton Road - 33m either side of the proposed site access position
- ❖ Junction of Mill Lane and Warehouse Hill - located to the north of the access point

Tubes were placed for 7 days between Saturday 9th November and Friday 15th November 2024.

Figure 1 shows the ATC locations in relation to the site.

The ATC photos, and the summary tables for the surveys, are provided in Appendix A.

Classified Turning Count and Queue Length Surveys.

To establish traffic flows and queue lengths at different junctions within the town, junction count and queue length surveys were undertaken on a number of junctions as agreed between Via Solutions and KHA. The following junctions as proposed by Via Solutions and KHA, were assessed

- ❖ A62 Manchester Road junction with Town Gate
- ❖ A62 Manchester Road junction with Weirside / Fall Lane
- ❖ A62 Manchester Road junction with Peel Street
- ❖ A62 Manchester Road junction with Brougham Road and Meltham Road
- ❖ Brougham Road / Peel Street / Market Place
- ❖ Station Road / Warehouse Hill Road / Peel Street
- ❖ Mill Road junction with Brougham Road
- ❖ Mill Road junction with Warehouse Hill Road

The surveys were undertaken on Wednesday 13th November 2024 is considered to be a neutral day; they were installed for a 24 -hour period.

Data on all approaches at each of the above junctions was captured using one camera on each junction approach. A n illustration showing each Junction is included with the survey data in Appendix B.

Survey results have been provided in this report for two periods; between 0700 to 1000 and 1500-1900 hours. Fully classified traffic flows have been given for 15-minute segments and the queue length data is recorded every 5 minutes through the period.

Figure 1 shows the position of the traffic survey in relation to the site.

The traffic flow survey data is provided in Appendix B. The queue length survey results are provided in Appendix C.

Note that a number of other more remote locations were initially requested by KHA, however it was agreed with Adam Darwin that these did not need to be included at this stage, and that these may be requested once the initial surveys had been undertaken and analysed.

Parking Beat Survey

The parking survey encompassed streets local to the site, broadly within 300m from the site access, and not extending any further south of the A62; the survey followed the guidance of the Lambeth Council Parking Survey Guidance Note dated 2021. The following was recorded

- ❖ Record parking (total number of cars parked) every half hour (on the hour and half past the hour), between the period of 07:00 to 23:00. Surveys were stopped at 21:00 on the basis that peak demand had been reached (as agreed with Adam Darwin)
- ❖ Two surveys were undertaken Thursday 14th November 2024 and Saturday 23rd November 2024.
- ❖ An additional single observation to capture night-time parking demand was undertaken at 5am on 14th November 2024.
- ❖ Vehicles parked in the area around Marsden Infant and Nursery School (Brougham Road, Peel Street and Market Place) were recorded every 5 minutes including 15 minutes before school start time and 15 minute after school start time. This survey was undertaken on 14th November.
- ❖ On street parking demand to be established on the streets located approximately 300m walking distance from the main site access points, this will not extend to the south of the A62 but will include residential streets within the central area of Marsden.

The catchment for the survey is shown in Figure 1; the survey was split into two routes, as follows:

Route A covering Brougham Road and the general area to the south of the site, mainly residential streets.

Route B covering the area to the north/west of the site, which encompassed the town centre

Two surveyors were used for each route, the surveyors operated in 2 shifts (7am – 2pm and 2pm to finish).

The parking availability on the different routes are shown on the drawings in Appendix D1 and summarised on Figure 2:

- ❖ Drawing A1 to A6 covering Route A; and
- ❖ Drawing B1 to B6 covering Route B.

The results from the parking survey have been collated and presented in the summary tables in Appendix D2.

Representative photos taken during the parking surveys are presented in as a separate document which is attached.

3.0 Key Observations

The following initial observations are made:

Parking Survey

- ❖ Brougham Road remains at capacity for much of the day, the slightly lower levels of car parking recorded does not indicate car parking is available, it indicates that there is poor parking, which in effect is removing effective capacity. Marking out parking bays may assist in the longer term
- ❖ Many cars on Brougham Road remains static for long periods of time, indicating long stay car parking. Anecdotal evidence from residents indicated that this was used by schoolteachers and also workers within the town
- ❖ Where over 100% is recorded, this is due to people parking poorly e.g. blocking the through-road on Market Place or parking in Loading bays.

School

- ❖ Parents picking Children up are continuing onto Market Place to park if there is no capacity on Brougham Road
- ❖ Parents are using a small area in front of the rough grass opposite the site access; up to 5 cars were recorded on this part of Brougham Road, this area was not used at any other time of the survey.
- ❖ At 3.15pm, two cars were observed as waiting on Brougham Road as no parking space was available. A taxi was also noted parked on the corner of Peel Street and Brougham Road.

ATCs

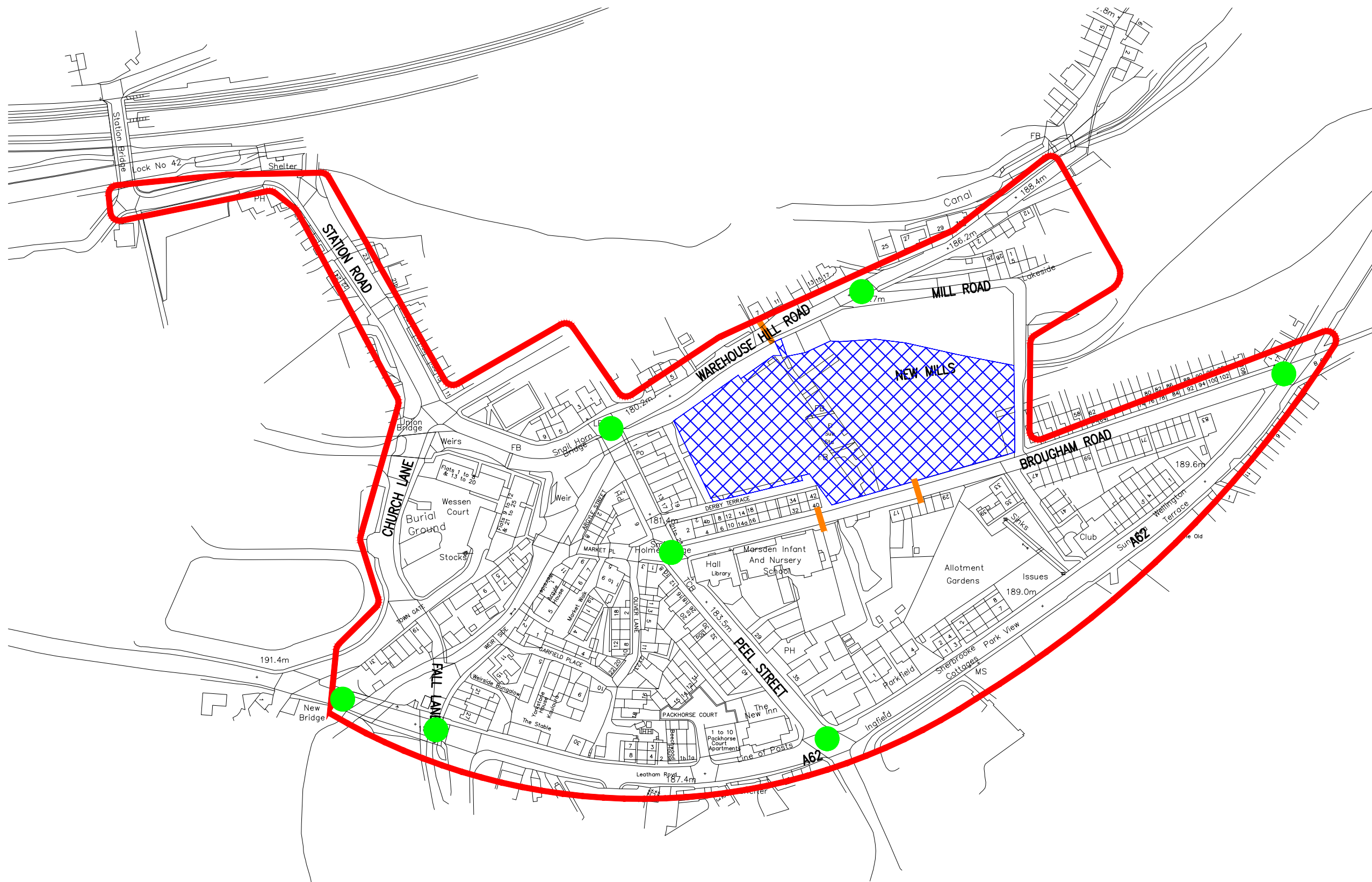
The ATC survey data indicates that:

- ❖ The mean vehicle speeds on Brougham Road are between 18.7 and 20.4 mph;
- ❖ The 85th percentile vehicle speeds on Brougham Road are between 22.5 and 25.9 mph; and

- ❖ The mean and 85th percentile vehicle speeds on Warehouse Mill Road are 24.0 and 29.2mph respectively.

Junction Count and Queue Length Surveys

The queue length data shows that during the period of the survey, all sites showed a minimal amount of queueing and that any queueing that occurred quickly dissipated.



KEY

-  SITE BOUNDARY
-  CATCHMENT FOR PARKING SURVEY
-  ATC LOCATIONS
-  TRAFFIC SURVEY LOCATION



VIASOLUTIONS

THE OLD COACH HOUSE
1 CAMPBELL STREET
PUDSEY
LS28 6DP
tel: 0113 3453957
email: highwaymen@viasolutions.co.uk

**MARSDEN SURVEY LOCATIONS AND
CATCHMENT**

NOTES

1. ORDNANCE SURVEY (C) CROWN COPYRIGHT 2023. ALL RIGHTS RESERVED. LICENCE NUMBER 1000224323

SCALE: 1:2000 @A3

DATE: JAN 2025

FIGURE: 1

Appendices

Appendix A	ATC Survey Results
Appendix B	Junction Turning Counts
Appendix C	Queue Survey
Appendix D	Parking Capacity Surveys:
	D1: On Street Parking Availability
	D2: Results tables
	D3: Photos

APPENDIX A

ATC Survey Results



17 Warehouse Hill Rd, Marsden, Huddersfield HD7 6AB, UK

☉ 251°SW (T) ● 53.602263, -1.92546 ±21m ▲ 233m



16119-03
08 Nov 2024, 9:03:55 am

	Site / Location:	Warehouse Hill Road - 53.60228, -1.92562	Project No:	16119	Photo No:	3	Drawn By:	RN
	Survey Date:	Saturday, 9 November 2024 - Friday, 15 November 2024	Project Name:	Marsden				
	Survey Times:	00:00 - 00:00 (24 Hour)	Title:	Site Photograph				

Site No.	Location.	Direction.	Speed Limit - PSL (mph)	Start Date.	End Date.	Total Vehicles.	5 Day Ave.	7 Day Ave.	No. > Speed Limit.	% > Speed Limit.	No. > ACPO Limit.	% > ACPO Limit.	No. > DfT Limit.	% > DfT Limit.	Mean Speed	85%ile Speed
3	Warehouse Hill Road - 53.60228, -1.92562	East	20	Saturday, 9 November 2024	Friday, 15 November 2024	3608	547	515	2805	77.7	1835	50.9	427	11.8	23.9	29.3
		West	20	Saturday, 9 November 2024	Friday, 15 November 2024	4231	630	604	3362	79.5	2284	54.0	487	11.5	24.0	29.2
		Both Directions	20	Saturday, 9 November 2024	Friday, 15 November 2024	7839	1176	1120	6167	78.7	4119	52.5	914	11.7	24.0	29.2

50 Brougham Rd, Marsden, Huddersfield HD7 6BJ, UK

☀ 183°S (T) ● 53.60152, -1.924634 ±25m ▲ 235m



16119-02
08 Nov 2024, 8:51:13 am

	Site / Location:	Brougham Road - 53.60139, -1.92474	Project No:	16119	Photo No:	2	Drawn By:	RN
	Survey Date:	Saturday, 9 November 2024 - Friday, 15 November 2024	Project Name:	Marsden				
	Survey Times:	00:00 - 00:00 (24 Hour)	Title:	Site Photograph				

Site No.	Location.	Direction.	Speed Limit - PSL (mph)	Start Date.	End Date.	Total Vehicles.	5 Day Ave.	7 Day Ave.	No. > Speed Limit.	% > Speed Limit.	No. > ACPO Limit.	% > ACPO Limit.	No. > DfT Limit.	% > DfT Limit.	Mean Speed	85%ile Speed
2	Brougham Road - 53.60139, -1.92474	East	20	Saturday, 9 November 2024	Friday, 15 November 2024	3194	483	456	1109	34.7	270	8.5	27	0.8	18.7	22.5
		West	20	Saturday, 9 November 2024	Friday, 15 November 2024	3615	533	516	1421	39.3	428	11.8	71	2.0	19.0	23.3
		Both Directions	20	Saturday, 9 November 2024	Friday, 15 November 2024	6809	1016	973	2530	37.2	698	10.3	98	1.4	18.8	22.9

32 Brougham Rd, Marsden, Huddersfield HD7 6BN, UK

☉ 103°E (T) • 53.601226, -1.925976 ±91m ▲ 234m



16119-01
08 Nov 2024, 8:38:19 am

	Site / Location:	Brougham Road - 53.60119, -1.92593	Project No:	16119	Photo No:	1	Drawn By:	RN
	Survey Date:	Saturday, 9 November 2024 - Friday, 15 November 2024	Project Name:	Marsden				
	Survey Times:	00:00 - 00:00 (24 Hour)	Title:	Site Photograph				

Site No.	Location.	Direction.	Speed Limit - PSL (mph)	Start Date.	End Date.	Total Vehicles.	5 Day Ave.	7 Day Ave.	No. > Speed Limit.	% > Speed Limit.	No. > ACPO Limit.	% > ACPO Limit.	No. > DfT Limit.	% > DfT Limit.	Mean Speed	85%ile Speed
1	Brougham Road - 53.60119, -1.92593	East	20	Saturday, 9 November 2024	Friday, 15 November 2024	2603	390	372	1122	43.1	468	18.0	69	2.7	19.1	24.7
		West	20	Saturday, 9 November 2024	Friday, 15 November 2024	3429	507	490	1842	53.7	863	25.2	143	4.2	20.4	25.9
		Both Directions	20	Saturday, 9 November 2024	Friday, 15 November 2024	6032	897	862	2964	49.1	1331	22.1	212	3.5	19.8	25.4