

# TRANSPORT ASSESSMENT

## New Mills, Marsden

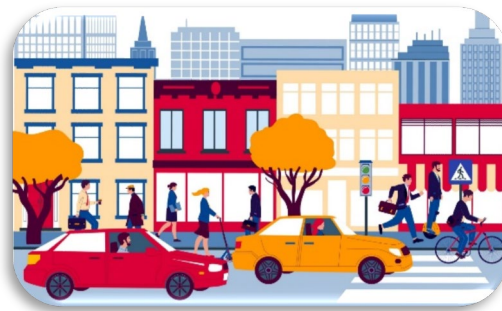
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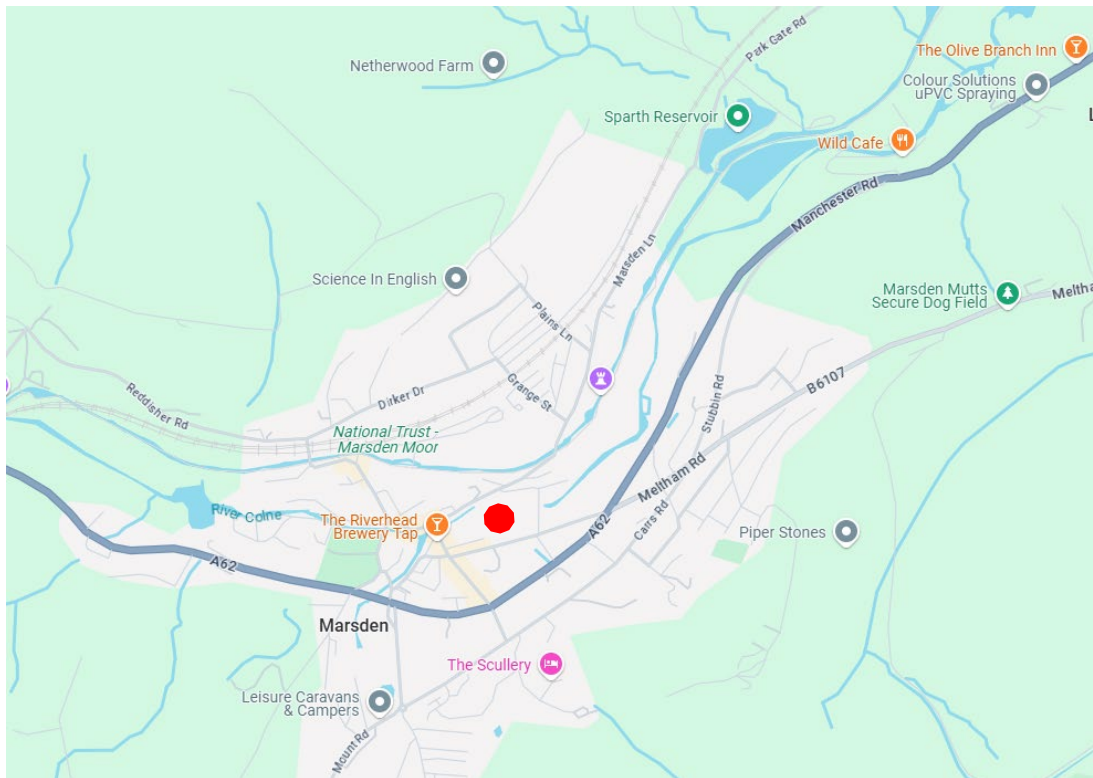
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# 1. Introduction

## 1.1. OVERVIEW

1.1.1. Via Solutions has been appointed to prepare this Transport Assessment (TA) to accompany a planning application for the re-development of New Mills on Brougham Road, Marsden. The re-development will comprise a mixed use residential, employment and retail development using both the existing mill buildings and new-buildings constructed within the mill site. Figure 1 below shows the site location in relation to the local area.

**FIGURE 1. SITE LOCATION**



Site location ●

Source Google Maps

1.1.2. This TA considers traffic impact, highway safety and transport sustainability elements of the development the proposals in relation to current guidance and data.

- 1.1.3. The development proposals have been explained and the impact on the highway network considered. Both local and national transport policy have been reviewed in respect of the development. A review of road safety has been undertaken within this report. Sustainable transport accessibility has also been reviewed within the report.
- 1.1.4. The local planning and highway authority, Kirklees Council, have been engaged and consulted throughout the development of the proposals for the site to ensure that the proposals complement local policy and strategy, including aligning with proposals presented by the Marsden Blueprint for example.
- 1.1.5. The scope and methodology for this Transport Assessment have been agreed with the highway officers through the preparation and submission of a number of technical notes and further discussion to refine the methodology further. This Transport Assessment and associated Framework Travel Plan take into consideration advice given by the stakeholders.

## 2. Transport Policy

### 2.1. OVERVIEW

2.1.1. When considering transport policy compliance for planning applications, the main focus of local, regional and national policy is that new development should be conveniently accessible by a range of sustainable transport modes, including public transport, cycling and walking. Further details of the relevant policy documents are set out below.

### 2.2. NATIONAL PLANNING POLICY FRAMEWORK

#### NPPF

2.2.1. The latest version of the National Planning Policy Framework (NPPF) was published by the Ministry for Housing Communities and Local Government in December 2024.

2.2.2. Paragraph 109 indicates that transport should be considered at the early stages of development.

- ◆ Ensuring that transport considerations form an early part of public engagement.
- ◆ Ensuring that streets, parking and other transport considerations are integral to the design.
- ◆ Understanding the potential impacts associated with transport.
- ◆ Identifying and pursuing opportunities to walk, cycle and use public transport; and
- ◆ Considering the environmental impacts of transport including mitigation of adverse effects.

2.2.3. Paragraph 110 states that when considering planning applications, it should be ensured that the above objectives are considered.

- 2.2.4. Paragraph 111 and 112 refers to the different planning policies to be in place to promote sustainable development. These include, but are not limited to, supporting an appropriate mix of uses, identifying and protecting key routes that might be critical in developing infrastructure and well-designed spaces for walking and cycling. It also includes guidance on the setting of local parking standards (paragraph 112). Policies should encourage engagement with the highway authority, other infrastructure providers and neighbouring councils as appropriate.
- 2.2.5. When considering sites for allocation or applications for development, consideration should be given to
- ◆ Prioritising sustainable transport modes, taking account of the vision for the site, the type of development and its location.
  - ◆ Achieving safe and suitable access to the site for all users.
  - ◆ the design of streets, parking areas, other transport elements and the content of associated standards reflect current national guidance, including the National Design Guide and the National Model Design Code<sup>48</sup>; and
  - ◆ Any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree through a vision-led approach.
- 2.2.6. Paragraph 116 states that “Development should only be prevented or refused on highway grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe”.
- 2.2.7. Overall, the policy (as summarised in paragraph 117) seeks to prioritise pedestrian and cycle movements, address the needs of those with disabilities, create spaces that are safe and secure, and designed for low emissions.
- 2.2.8. Finally, paragraph 118 states that all developments creating “significant amounts” of movement should be supported by a Travel Plan and a Transport Statement or Transport Assessment addressing the likely impacts of the development.

## EMERGING NPPF

2.2.9. The draft NPPF was issued in December 2025 and is currently out for consultation will March 2026, it is covered here as it is significant emerging national policy.

2.2.10. Chapter 15 of the draft NPPF covers transport, replacing the Chapter 9 in the current framework. the emerging NPPF embeds the vision led approach to transport decision making. A summary of the key policies relating to transport and relevant to this report is provided below

- ◆ *TR1 Vision Led Approach* - Promotes early engagement in and strong references to the Connectivity Tool as a method of determining the connectivity of a site and site selection.
- ◆ *TR2 Local Parking Standards* - Replacing Para 112 and 113 of the current NPPF. Requiring all development plans to set parking standards. It introduces a flexible approach to maximum parking standards and indicates that parking standards should allow flexibility to reflect individual business needs.
- ◆ *TR3 Supporting Sustainable Development* – the term “significant development” has been replaced with “significant amount of movement in the context of the area within which they would be situated”. The use of the Connectivity tool is reinforced in this policy.
- ◆ *TR4 Street Design, Access and Parking* – Redrafts Para 109(b) and 117 to promote more cohesive approach to transport in scheme design including prioritising facilities for sustainable transport and all users. National design Guidance including Manual for Streets and forthcoming Placemaking Planning Practice Guidance should be referred to.
- ◆ *TR6 Assessing Traffic Impact* - Provides clarification on when a Transport Statement/Transport Assessments/Travel Plan are required and recognises that the need for either a TS or TA should be proportionate to the scale of development and significance of issues. Assessment should consider the wider impacts on the transport network not just the highway impacts and

consider cumulative impacts and multimodal trip generation, at different times of the day.

- ◆ *TR8 Public Rights of Way* – Provides additional guidance to extending rights of way where opportunities exist and acknowledges that diversions may be acceptable where they maintain or enhance the overall route.

## 2.3. LOCAL PLANNING POLICY

### WEST YORKSHIRE LOCAL TRANSPORT PLAN

2.3.1. The current Local Transport Plan is the third West Yorkshire Local Transport Plan (LTP3), which covers the period 2011 to 2026. The key objectives of the LTP3 include:

- ◆ To improve access to jobs, education and other key services for everyone.
- ◆ To reduce delays to the movement of people and goods.
- ◆ To improve safety for all highway users.
- ◆ To limit transport emissions of air pollutants, greenhouse gases and noise.
- ◆ To improve the condition of the highway infrastructure.

2.3.2. The LTP sets out the walking and cycling strategy for West Yorkshire to encourage more people to use these modes of travel to help reduce the dependency on private cars. With regards to cycling provision within development proposals, the WYCS seeks to *'ensure that new development proposals are located and designed to be cycle friendly and adopt guidelines for cycle parking standards.'* With regards to walking, the LTP seeks to improve the local environment to make walking more attractive by enhancing safety, security and environmental quality.

### KIRKLEES LOCAL PLAN

2.3.3. The Kirklees Local Plan was adopted on 27<sup>th</sup> February 2019. The local plan covers the period 2013 – 2031 and sets out the policies necessary to achieve the vision and strategic objectives for the development of Kirklees.

2.3.4. Policy LP21 'Highways and Access' sets out that proposals shall demonstrate sustainable modes of transport and be accessed effectively and safely by all users, recognising the role of a TA in reducing the impact of developments on the environment by encouraging modal shift.

2.3.5. Policy LP21 states that new development will normally be permitted where safe and suitable access to the site can be achieved for all people and where the residual cumulative impacts of development are not severe. In addition, proposals should demonstrate adequate mitigation measures as necessary to avoid a detrimental impact on the local highway network. Policy LP21 states that all proposals shall;

- ◆ Ensure the safe and efficient flow of traffic within the development and on the surrounding highway network.
- ◆ Where needed, provide new infrastructure or improvements on or off site to ensure safe access from the highway network for pedestrians, cyclists, public transport users and private vehicles.
- ◆ Be accompanied by a supporting Transport Assessment or Transport Statement where the development would generate significant trip generation, providing detail as to the impact on highway safety, air quality, noise and light restrictions.
- ◆ Take into account changes in site levels and topography to ensure the development can be accessed easily and safely by all sections of the community and by different modes of transport.
- ◆ Take into account the features of surrounding roads and footpaths and provide adequate layout and visibility to allow the development to be accessed safely.
- ◆ Take into account access for emergency, service and refuse collection vehicles; and
- ◆ provide on-site safe, secure and convenient cycle parking/storage facilities to encourage sustainable travel modes.'

2.3.6. Policy LP24 d(vi) states that all proposals shall incorporate 'adequate facilities to allow occupiers to separate and store waste for recycling and recovery that are well designed and visually unobtrusive and allows for the convenient collection of waste'.

#### KIRKLEES HIGHWAY DESIGN GUIDE SUPPLEMENTARY PLANNING DOCUMENT (SPD)

2.3.7. The Highway Design Guide (HDG) was adopted in November 2019 and specifies highway scheme design principles that reflect nationally recognised best practice. The SPD promotes a high standard of highway design that facilitates the delivery of high quality residential, employment and mixed-use development in Kirklees.

2.3.8. Various highway scheme design principles are included in the document including pedestrian movement, inclusive design, parking standards, emergency access, cycle infrastructure, the hierarchy and setting out of streets, how to accommodate the safe operation and manoeuvring of service vehicles and incorporating waste storage facilities in the context of highway impact.

#### MARSDEN BLUEPRINT / MASTERPLAN

2.3.9. The Marsden Blueprint and associated Masterplan is being developed alongside the New Mills regeneration project. The masterplan considers the development on New Mills to be a key part of the Blueprint alongside the upgrade of the TransPennine Rail Link through Marsden, which is programmed to be subject to a Transport and Works Act Order application in spring 2026.

2.3.10. The masterplan identifies issues which New Mills can make a considerable contribution to, including:

- ◆ Inclusive prosperity and resilience
- ◆ Improved connections to community facilities, infrastructure and services
- ◆ Ensuring access to services that the community relies on every day

- 2.3.11. The objectives clearly focus on the strengthening of community in Marsden to support the local economy and to provide attractive streets and public areas that are accessible to all.
- 2.3.12. The masterplan promotes the following projects and links within Marsden;
- ◆ Improvements to the station and routes to the station, linked with the TransPennine upgrade.
  - ◆ The redevelopment of the Goods Yard site.
  - ◆ Regeneration of the Lakeside area to the east of the New Mills site.
  - ◆ Peel Street regeneration.
  - ◆ Improved links to the station, Standedge tunnel visitor centre, the canal, the Lakeside area and through the New Mills site, to complement the above projects.
- 2.3.13. The Marsden Masterplan and the regeneration of New Mills complement each other, and therefore the visions of both projects need to align, with the proposals being mutually supportive.

## 2.4. THE DEVELOPMENT VISION FOR NEW MILLS

- 2.4.1. The NPPF, issued in December 2024, encourages a vision-led approach to identify transport solutions that deliver well-designed, sustainable and popular places. This is a policy departure from the “predict and provide” approach that has traditionally been used to assess the transport effects of new development.
- 2.4.2. ‘Predict and provide’ has been criticised as it forecasts a future based on past trends and, as a result, can embed outcomes that may not align with future aspirations. That previous approach could encourage traffic growth, through the over provision of car parking spaces and more road capacity, which in turn could increase vehicle trips, create more congestion and pollution, and result in over engineered highway solutions. All of this works against shifting to more sustainable travel modes.

- 2.4.3. The vision-led approach has alternatively been described as “decide and provide”. It encourages teams to decide what the future should look like and then determine how to intervene to make that a reality.
- 2.4.4. The guidance suggests that understanding how people will live and move, and the development of a transport strategy to support this, is integral to creating a place-based vision. It expects the transport strategy to have clearly stated aims and objectives, that sit within the overarching vision.
- 2.4.5. This section sets out the vision for the development and the implications of this on the evolution of the proposals for the site and the associated transport impacts of the site.
- 2.4.6. New Mills will be a heritage led regeneration project, with a mix of community, residential and employment uses, in a highly accessible central location, preserving as much of the built heritage as possible. The regeneration of New Mills has significant potential to improve permeability in the centre of Marsden, add to local services and facilities and create more opportunities for work in the village.
- 2.4.7. Marsden has an existing village centre, which is well used and includes entertainment, community and retail-based uses. This is the core offer for servicing local needs and reducing the propensity to travel outside Marsden for basic needs. However, the degree to which Peel Street can meet local needs is limited by scale.
- 2.4.8. New Mills can extend this potential with more retail space of a similar character to the existing, space for office working and provide some more traditional small industrial space in the village which is not available at present. Unit sizes within the development will be restricted to provide small-scale spaces, for example for small scale food and non-food retail, cafes, and industrial starter units and workshops often seen within mill developments of this type.

- 2.4.9. Whilst it is unrealistic to expect New Mills to be self-contained, people living and working at the site will have excellent access to existing services and facilities, on foot and by cycle, including walkable access to the entire village- which provides bus stops, the train station, existing residential areas and key leisure opportunities (moors, canal, etc) as well as basic retail and entertainment needs.
- 2.4.10. The New Mills development proposes a range of uses that cater for living, working, recreation and retail and carefully controls the parking provided on site to promote the objectives of a pedestrian-led, low-car environment.
- 2.4.11. It might be expected that the internalisation rate (the level of internal trips occurring within a site or defined area) has the potential to be high. The development vision seeks to promote local trips, by active travel modes to maximise internalisation.
- 2.4.12. Further, the localisation rate (the level of external trips which are attracted to a site or defined area from the surrounding wider area) has the potential to be lower as the development vision seeks to encourage shorter, more localised trips, increasing the level of 'self-sufficiency' or 'self-containment' of the area.
- 2.4.13. Rather than seeking to promote land uses that will encourage external visitors to the site, the proposed uses will provide an extension to the local community activity on Peel Street. This will help to encourage existing and future residents / employees to "stay local" when seeking to meet their needs. It will also assist with keeping more people working in Marsden, by providing new workspaces (both traditional, office based and in various "service" and community related uses).
- 2.4.14. This will benefit existing residents, as well as future residents of this site and other sites being promoted for residential development in the Local Plan and Master Plan.
- 2.4.15. It is considered that the accessibility, mix of uses and nature of occupiers will reduce the vehicular trip generation for most of the uses on site. The main exception to this is likely to be the light industrial space albeit, these are necessarily small units, with

limited trip generation and an inability to rely on HGV access due to local infrastructure constraints.

2.4.16. Given the ease of access to a range of sustainable modes, it is reasonable to assume that sustainable and active travel modes will account for a high proportion of trips to and from the site.

2.4.17. When considering the trip generation of the site it is important that the impacts of the vision set out above are considered. The approach to the transport assessment agreed with the local highway authority has not sought to reduce the trip generation to account for the impact of the development vision, and so it is considered that the outcomes of this transport assessment represent a worst-case traffic impact for the site. The development of a robust travel plan, delivery and servicing, and car park management plans will also help to reinforce and achieve the development vision for lower vehicular trip generation.

# 3. Existing Conditions

## 3.1. SITE DESCRIPTION

- 3.1.1. The site is a largely unused mill, comprising a number of unoccupied, derelict buildings on a large site in the centre of Marsden.
- 3.1.2. The building to the south-eastern corner of the site is currently occupied by Labtec. The building has a boundary with Brougham Road to the southern elevation and Mill Road to its eastern elevation. There is a small loading area accessed from Mill Road.
- 3.1.3. The site is bound to the south by residential properties on Brougham Road, from which it takes access. It is bound by Warehouse Hill Road and the River Colne to the north, Mill Road to the east and residential properties on Derby Terrace and Peel Street to the west.
- 3.1.4. The drawing in Appendix A shows the existing layout of the site.

## 3.2. EXISTING ACCESS

- 3.2.1. The site currently has a single point of access, taken from Brougham Road along the southern boundary of the site. The access is gated at the back of the footway. The access is formed by a vehicle dropped crossing approximately 6m in width. The photograph overleaf shows the existing site access.



**Photo 1: Existing Site Entrance on Brougham Road**

### 3.3. LOCAL HIGHWAY NETWORK

- 3.3.1. The existing access to the site is taken from Brougham Road on the southern boundary of the site. Brougham Road is a two-way single carriageway road linking Peel Street in the west to the A62 to the east, and subject to a 30mph speed limit.
- 3.3.2. Brougham Road varies in width between 6.3m at the western end and 8.3m at the eastern end. Brougham Road is characterised by on-street parking (in marked and unmarked bays) for residential properties, a school to the west of the existing site access and direct accesses into commercial premises. There are pedestrian footways and street lighting to either kerbline except to the east of the junction with Mill Road, whence footway is only provided to the northern kerbline.
- 3.3.3. The junction of Brougham Road with Peel Street is a simple priority T-junction, with Peel Street being the major road. The Brougham Road junction with the A62 is a simple, priority cross-roads junction with the B6107 Meltham Road. The B6107 Meltham Road is subject to a 'STOP' line at the junction.
- 3.3.4. Peel Street is the main retail and services area of Marsden. It is characterised by high pedestrian and vehicle movement, on street parking in marked bays and bus

movements. There are pedestrian footways and street lighting to either kerb line, and it is subject to a 30mph speed limit.

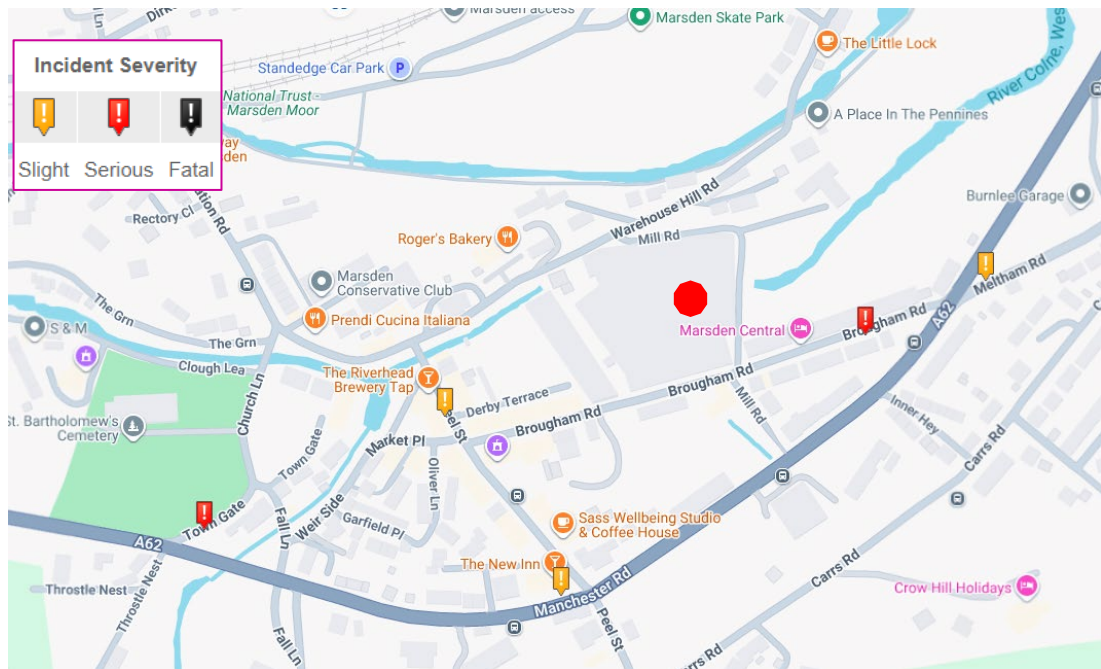
- 3.3.5. Peel Street meets Derby Terrace 20m north of the junction with Brougham Road. Derby Terrace is a narrow c4.2m wide two-way, single carriageway road that runs parallel to Brougham Road. It leads directly to the western boundary of the site however there is no existing link through into the site, either pedestrian or vehicular. There is parking on Derby Terrace despite there being few turning opportunities and a pedestrian footway to the southern kerblines. There are double yellow lines restrictions on the radii where Derby Terrace meets Peel Street, but no further restrictions are in place.
- 3.3.6. Peel Street meets the A62 at a priority cross-roads 120m to the south of the junction of Peel Street and Brougham Road.
- 3.3.7. Mill Road is a two-way single carriageway and forms the eastern boundary of the site. It links Brougham Road to the south of the site, to Warehouse Hill Road to the north of the site. Both of these junctions are simple priority T-junctions with Mill Road being the minor road. Mill Road is narrow at the junction with Brougham Road, being 3.4m wide before it then widens out to 6.2m as it crosses the river. Mill Road has no central road markings and is not lit. There is a pedestrian footway to the eastern kerblines but only across the river; it does not extend to either Brougham Road or Warehouse Hill Road.
- 3.3.8. Warehouse Hill Road is a two-way single carriageway road and forms the northern boundary of the site, joining Peel Street further west of the junction with Mill Road. Warehouse Hill Road is approximately 5.8m wide close to the junction with Mill Road. There is a short section of pedestrian footway to the southern kerblines of Warehouse Hill Road to either side of the junction with Mill Road; the remainder of Warehouse Hill Road is without footway. Warehouse Hill Road is lit (sporadically and not to residential standards) and subject to a 30mph speed limit.

- 3.3.9. Station Road links Peel Street to the railway station and residential areas to the north of the canal and railway line. It is an important link within Marsden; linking the centre to the railway which the TransPennine route upgrade will make even more attractive for use. Station Road has a pedestrian footway to the northern/eastern kerbline which changes to the western kerbline as the road approaches the railway. Station Road is lit and is characterised by on-street residential parking.
- 3.3.10. The A62 Manchester Road runs to the south of Marsden central area, from west to east. The A62 gives access to Oldham and Manchester to the west and to Slaithwaite and Huddersfield to the east. This offers links to the strategic network in both directions; the M60 and M62 to the west, the M62 and M1 to the east.
- 3.3.11. The site is well located for vehicular access on to the local, regional and strategic road network.

## 3.4. PERSONAL INJURY COLLISION RECORDS

- 3.4.1. The Crashmap website has been used to investigate the occurrence of personal injury collisions (PICs) in the vicinity of the site. Data for the latest 7-year period (2017 to end 2024, to account for impact of COVID) has been obtained for the local highway network in the vicinity of the site.
- 3.4.2. The study area included Brougham Road, Mill Road, Warehouse Hill Road and Peel Street in close proximity to the site accesses and local highway network. The study area also included the junctions of Town Gate, Fall Lane, Peel Street and Brougham Road with the A62 Manchester Road.
- 3.4.3. Figure 2 overleaf shows an extract from the map on the Crashmap Website. This shows the collisions recorded in the search area (site marked with red spot).

**FIGURE 2. PERSONAL INJURY COLLISION RECORDS**



Source : <https://crashmap.co.uk/Search>

- 3.4.4. The data has been further interrogated to understand the nature of the collisions. The incident records are provided in Appendix B.
- 3.4.5. There are three recorded incidents in the study area; two were slight in severity and one was serious. One slight incident occurred in 2021 at the junction of Derby Terrace and Peel Street and involved a pedestrian struck when crossing the road (no pedestrian crossing).
- 3.4.6. Two incidents occurred close to the junction of A62 with Brougham Road and Meltham Road. The first was on Meltham Road, which was slight in severity, and involved a single car. It occurred in 2021, in wet conditions; the car left the road and struck a wall / fence. A second, serious, incident occurred on Brougham Road; it was between two cars, one of which that was parked when it was struck by the other.

3.4.7. It is considered that the accident record does not indicate a safety concern, nor any safety trends on the local highway network in the vicinity of the proposed development.

## 3.5. PARKING

3.5.1. There is no parking on the site currently.

3.5.2. Parking within Marsden village centre is characterised by on-street parking either formally in bays, or informally without. Parking on Peel Street and Market Place (and surrounding streets) are considered to be linked to the retail uses on Peel Street. Parking on Brougham Road is more likely to be linked to residential properties and the school on Brougham Road.

3.5.3. Parking beat surveys were undertaken to understand current parking demand and capacity in Marsden. The surveys are reported in the following section.

## 3.6. EXISTING TRAFFIC DATA

3.6.1. A number of surveys have been undertaken in order to inform the assessment of the impact of the development proposals.

3.6.2. The extent of surveys was discussed and agreed with Kirklees Council during consultations undertaken in October 2024 and agreed on 23<sup>rd</sup> October 2024. The surveys were carried out in November 2024.

3.6.3. The surveys are summarised in the following sections and also collated into a report which is provided at Appendix C.

## ATC SPEED SURVEYS

3.6.4. Automatic Traffic Count Surveys were carried out between Saturday 9<sup>th</sup> November and Friday 15<sup>th</sup> November 2024 at the following locations:

- ◆ Brougham Road - 33m either side of the proposed site access position
- ◆ Warehouse Hill Road at the junction with Mill Lane and Warehouse Hill

3.6.5. This confirmed the 85<sup>th</sup> percentile speed for west bound and eastbound traffic of 22.5 mph and 25.9 mph respectively on Brougham Road.

3.6.6. This confirmed the 85<sup>th</sup> percentile speed for west bound and eastbound traffic of 24.0 mph and 29.2 mph respectively on Warehouse Hill Road.

## JUNCTION TURNING COUNT AND QUEUE LENGTH SURVEYS

3.6.7. Junction turning count and queue length surveys were undertaken on Wednesday 13<sup>th</sup> November 2024 between 0700 to 1000 and 1500-1900 hours. Fully classified traffic flows were recorded for 15-minute segments, and the queue length data recorded every 5 minutes through the period.

3.6.8. The following junctions were surveyed, as agreed with Kirklees Council:

- ◆ 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

3.6.9. 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.

3.6.10. The data is provided in Appendix C. Traffic flow diagrams showing the 2024 base traffic are presented in Figure 3 and Figure 4 in Appendix D.

## PARKING BEAT SURVEYS

3.6.11. The parking beat survey was undertaken to understand on-street parking demand (and capacity) on the 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.

3.6.12. Total number of cars parked was recorded every half hour between the period of 07:00 to 23:00m on Thursday 14<sup>th</sup> November 2024 and Saturday 23<sup>rd</sup> November 2024. An additional single observation to capture night-time parking demand was undertaken at 5am on 14<sup>th</sup> November 2024.

3.6.13. 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 minutes after school start time. This survey was undertaken on 14<sup>th</sup> November.

3.6.14. Brougham Road was found to remain at capacity for much of the day; there is poor parking, which in effect is removing effective capacity. Many cars to the eastern end of Brougham Road remain static for long periods of time during the day, indicating long stay car parking, potentially by workers within the village.

3.6.15. The western end of Brougham Road The demand for spaces at the western end of Brougham Road remains steady during the day and approaches capacity during school pick up and drop off times. This section of Brougham Road was found to be used for short-stay trips throughout the day, indicating use for retail trips to Peel Street and for school trips. The demand on this section drops overnight, which further supports this conclusion; the western end of Brougham Road is not used for residential parking.

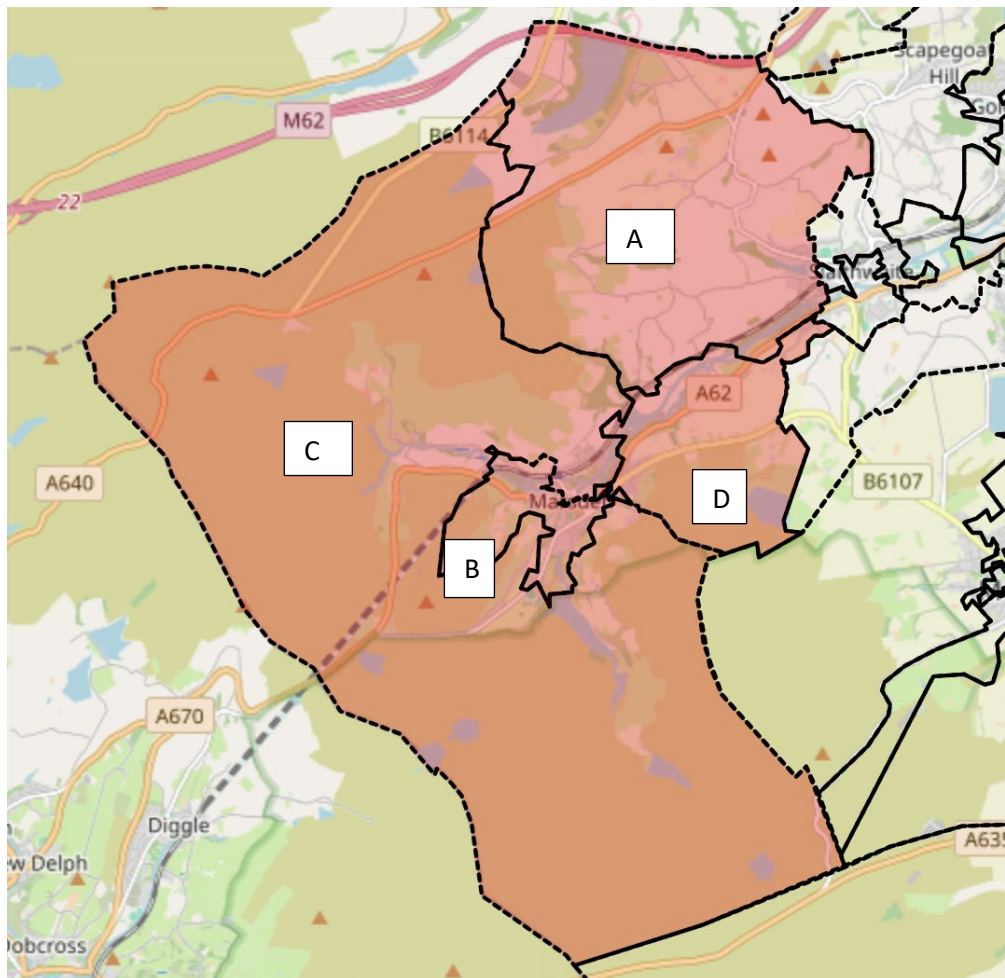
## 3.7. EXISTING TRAVEL PATTERNS WITHIN MARSDEN

3.7.1. A review of the 2011 census data has been undertaken to understand the propensity to travel for different purposes by residents of the Marsden area. The Census Data outputs are included at Appendix E.

### JOURNEY TO WORK IN OR FROM MARSDEN

3.7.2. Data was taken from the Census 2011 WF01BEW dataset - Location of usual residence and place of work dataset for journeys to work at a location in the four Middle Super Output Areas (MSOA) that cover Marsden village (Kirklees 052A through D, shown in the Figure 5 below).

**FIGURE 5. MARSDEN MSOA KIRKLEES 052A TO 052D**



Extract from NOMIS Census data.

3.7.3. Interrogation of the data set indicates that nearly 60% of people travelling to work in the Marsden area (4 no. MSOA's) do so from within the same four MSOA's. Further, 90% of those travelling to work within Marsden do so from within the Kirklees local authority area. The split of the 60% trips to the Marsden MSOAs from the same MSOA's is shown in the table below.

**TABLE 1. % JOURNEY TO WORK TRIPS TO KIRKLEES 052A TO D**

From MSOA	%age Trips
Kirklees 52A	2%
Kirklees 52B	29%
Kirklees 52C	15%
Kirklees 52D	14%
<b>Total</b>	<b>60%</b>

3.7.4. The majority of trips are to and from Kirklees 052B which is the central Marsden area seen in Figure 5 Whilst this is older census data, since the COVID pandemic there has been an increase in working from home and thus the propensity to travel for work has lessened.

3.7.5. It can be seen by comparing Figure 5 with Figure 6 and 7 (the isochrones map, P28) that the majority of these trips for travel to/from work are within the 30-minute walk or cycle of the site and thus these trips could reasonably be undertaken by bicycle or by walking.

3.7.6. National Statistics census data (Dataset QS703EW – Method of travel to work (Lower Super Output Area) provides an indication of existing journey to work mode split data for journeys to work originating in Kirklees 052A to 052D Lower Super Output Area (LSOA) which cover the whole of Marsden built up area. The average modal splits have been reported in the table overleaf.

3.7.7. This dataset does not include those respondents to the Census that stated they worked mainly from home and therefore is of better use in understanding the modal split for work-related journeys where respondents travelled to and from a workplace separate to their home address.

**TABLE 2. METHOD OF TRAVEL TO WORK FROM MARSDEN 052A TO 052D**

Method of Travel to Work	Total	Percentage
Train	272	9.6%
Bus, minibus or coach	182	6.4%
Taxi	6	0.2%
Motorcycle, scooter or moped	24	0.8%
Driving a car or van	1,944	68.2%
Passenger in a car or van	158	5.5%
Bicycle	38	1.3%
On foot	220	7.7%
Other	5	0.2%
<b>TOTAL</b>	<b>2,849</b>	<b>100%</b>

3.7.8. The 2011 Census mode split indicates that 68% of those travelling to work from the Marsden 052A to 52D MSOAs drive in a car or van for their journey to work.

JOURNEY TO WORK IN MARSDEN

3.7.9. National Statistics census data (Dataset WP7103EW – Workplace and Usual Residence by Method of Travel to Work gives an indication of existing journey to work mode split data from E33012082 and E33012084 workplaces zones which cover the central area of Marsden. The average modal splits for the two workplace zones have been reported in the table overleaf.

**TABLE 3. METHOD OF TRAVEL TO WORK TO MARSDEN CENTRE**

Method of Travel to Work	Total	Percentage
Train	23	4%
Bus, minibus or coach	43	8%
Taxi	0	0%
Motorcycle, scooter or moped	3	0%
Driving a car or van	348	61%
Passenger in a car or van	28	5%
Bicycle	3	0%
On foot	123	22%
<b>TOTAL</b>	<b>571</b>	<b>100%</b>

3.7.10. Table 3 indicates that car drivers or passengers account for 66% of those people travelling for work in Marsden. 4% travel by train, 8% by bus and 22% and 1% by cycling and walking respectively.

3.7.11. Looking at only the travel to work trips both residing and working within the Marsden MSOAs only (60% trips from Table 2) the mode share data is shown in the table below:

**TABLE 4. % OF JOURNEYS BY MODE BETWEEN KIRKLEES 052A TO 52D MSOA**

Mode	Average % Journeys by Mode
Train	3%
Bus, minibus or coach	3%
Taxi	0%
Motorcycle, scooter or moped	1%
Driving a car or van	36%
Passenger in a car or van	10%
Bicycle	1%
On foot	47%
Other	0%

3.7.12. This clearly shows the increase in trips on foot for travel to work with the Kirklees MSOAs.

3.7.13. In summary, the census data shows that approximately 60% of those people undertaking a journey to a workplace in the Marsden area shown in Figure 5, do so from within the same area, with 29% of those to the central area of Marsden. Approximately 73% of journey to work trips into the Marsden MSOA are undertaken by car, however for trips within the local area this reduces to 36% and travel by foot for purposes of work increases to 47%.

## NATIONAL TRAVEL SURVEY

3.7.14. Looking at the National Travel Survey data, the total number of trips made over the 2023 year is still lower than in 2019 (pre-COVID), with (for example) walking trips increasing year on year (2023 walking trips show another 5% increase on 2022 levels). The data indicates that while the use of private transport is high for commuting, it is much lower proportion of trips made for education / educational escort and shopping/leisure purposes with an increase in walking as the mode of choice for these trips. The data suggests that the total number of trips made has still not reached 2019 levels, with a change in the trip purpose towards leisure/other trips and an increase in active travel to make those trips.

3.7.15. The 2023 National Travel Survey (NTS) indicated in Yorkshire and Humber 5% of commuting trips were made by public transport and 30% by active modes. In Yorkshire and Humber, commuting / business trips made up only 14% of the total trips recorded in the 7-day survey.

3.7.16. This sustainability assessment highlights that a reduced demand for car use when living and working at the New Mills site, and accessing local services including for education, shopping and leisure purposes, might be expected. This is especially true for those residents of the site who are in close proximity to services and opportunities for sustainable travel.

# 4. Pedestrians and Cyclists

## 4.1. WALKING

- 4.1.1. The national policy relating to transport and development is set out in the NPPF, however this does not provide guidance on desirable maximum walking distances from new developments. However, it is generally considered that an acceptable maximum walking distance from home to a place of work is 2km.
- 4.1.2. The Chartered Institution of Highways and Transportation (CIHT) document 'Guidelines for Providing for Journeys on Foot' (2000) recommends various thresholds for desirable, acceptable and preferred maximum walking distances depending on journey purpose/location as shown in the table below.

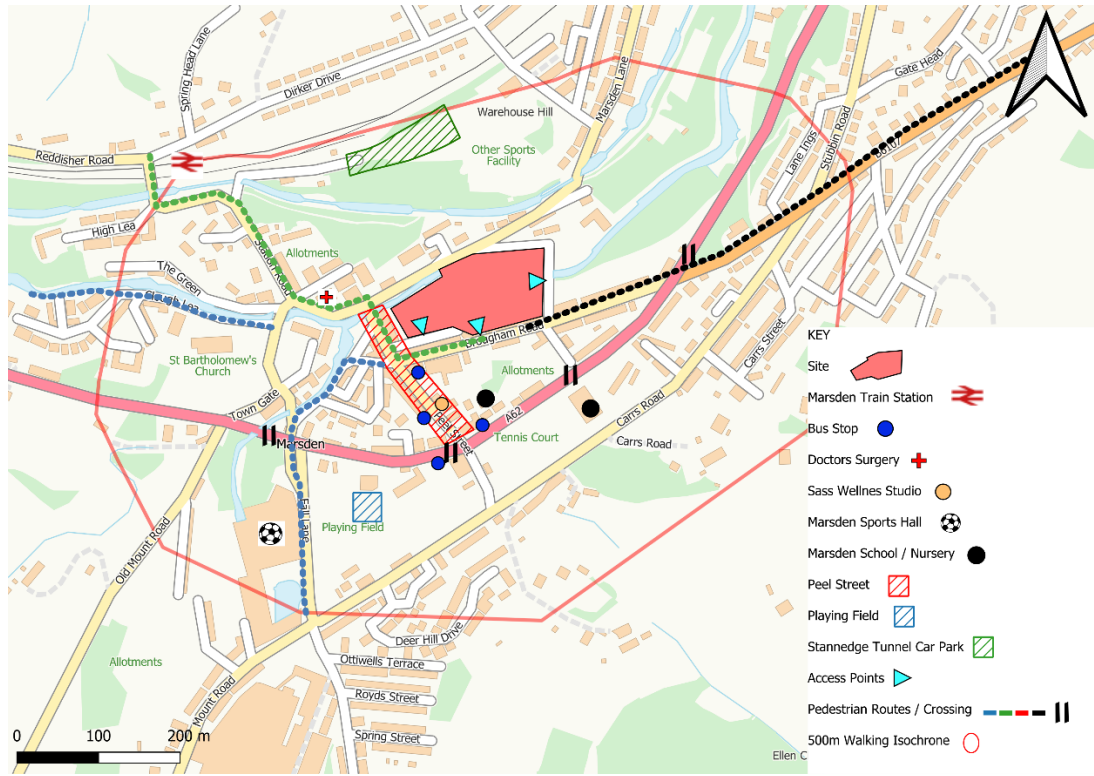
**TABLE 5. SUGGESTED ACCEPTABLE WALKING DISTANCE**

	Town Centre	Commuting / School / Sightseeing	Elsewhere
Desirable	200m	500m	400m
Acceptable	400m	1000m	800m
Preferred Maximum	800m	2000m	1200m

Source: Providing for Journeys on Foot (CIHT, 2000)

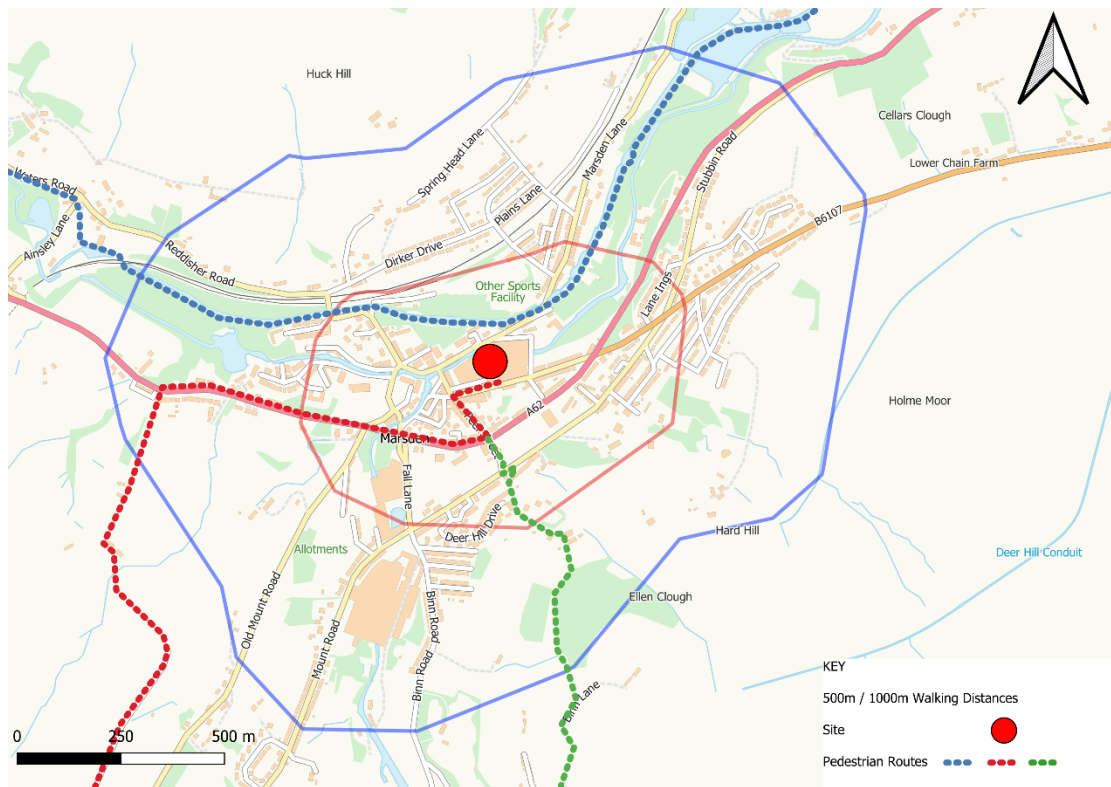
- 4.1.3. This assessment demonstrates that the site is ideally located to encourage walking trips to a wide range of destinations for the key journey purposes associated with the mixed-use development, access to employment, access to education, access to retail and services and leisure trips including shopping.
- 4.1.4. Figure 6 overleaf shows the key destinations within the centre of Marsden within the context of the site. It shows a 500m (6 minute) walking isochrone.

**FIGURE 6. KEY DESTINATIONS, PEDESTRIAN ROUTES AND INFRASTRUCTURE**



4.1.5. Leisure walking routes such as the Kirklees Way and the Colne Valley Circular Walk are accessible from the site and are shown on Figure 7 overleaf. These are accessed via Station Road and Peel Street. Figure 7 also shows a 500m (6 minute), 1000m (12-minute) and 2000m (24-minute) walking isochrone.

**FIGURE 7. WIDER AREA PEDESTRIAN ROUTES**



- 4.1.6. Figures 6 and 7 show that the whole of the built-up area of Marsden is within a 1000m (approximately 12 minutes) walk of the site entrance, and the majority of key destinations within Marsden, within 5–6-minute walk of the site entrance onto Brougham Road.
- 4.1.7. Residents of the site are within 5 minutes' walk of schools including schools, post office, GP surgery, travel options such as bus stops and the train station, retail outlets and leisure facilities. The retail and non-food retail land use proposed for the site is of course located close the residential apartments and complements the provision on Peel Street, itself a close walk from the centre.
- 4.1.8. The employment land use on the site is within a five-minute walk of the train station to the northwest of the site and bus stops on the A62 to the south, facilitating access to the site by employees by a means other than private car. Again, there are retail and non-food retail outlets plus other services that can be accessed by employees on foot.

As noted, the whole of the built-up area of Marsden is within a 1km (12minute walk) of the site so employees living locally to the site can walk or cycle to work.

- 4.1.9. The key destinations within Marsden are located to the south, west and north-west of the site at present and these are the routes most likely to be taken by pedestrians travelling to and from the site. Trips are less likely to be generated to and from the northeast of Marsden to the site due to the lack of key destinations in this area.
- 4.1.10. The main routes taken by pedestrians to the destinations are shown on Figure 8 by different dotted lines and are discussed below.
- 4.1.11. With respect to the local environment for walking from the main site access, Brougham Road has footways on both sides, of varying widths, and dropped kerbs with tactile paving to facilitate pedestrians crossing at most of the side roads joining it in the vicinity of the site. The footways continue to the west to join Peel Street and to the east to the junction with A62 Manchester Road.

#### GREEN ROUTE – BROUGHAM ROAD TO STATION VIA PEEL STREET

- 4.1.12. Peel Street is a major attractor for visitors and residents as well as potential employees at the site. Peel Street has footways to both sides, leading from the junction with Brougham Road in both directions. To the north of Brougham Road, the footways continue to the junction with Warehouse Hill Road, where upon the footway continues only on the eastern kerbline till Church Street. To the north of Church Street, the footway continues on the western kerbline of Station Road to the train station. The footways vary in width but offer dropped kerbs to facilitate pedestrians crossing at most of the joining side roads.

## RED ROUTE – BROUGHAM ROAD TO A62 VIA PEEL STREET

- 4.1.13. To the south of Brougham Road on Peel Street, pedestrians will use Peel Street to access the nearest bus stops to the site, schools and also residential areas to the south of the A62. There is a zebra crossing of A62 Manchester Road at the junction of the A62 with Peel Street to facilitate these pedestrian movements.
- 4.1.14. Alternatively, there is a zebra crossing of A62 Manchester Road to the southern end of Mill Road to avoid the use of Peel Street, to allow safe crossing to the Marsden Junior School; the access from the Mill Road to the A62 is stepped, however.

## BLUE ROUTE – FALLS LANE

- 4.1.15. The Falls Lane route via Peel Street, Market Place, Weir Side and Falls Lane offers an alternative to the red route for pedestrians to access residential areas and sports facilities located in the southwest of Marsden.
- 4.1.16. This route offers very little pedestrian infrastructure, with very little pedestrian footway provided until to the south of the A62, whereby Falls Lane has footways to either kerblines. Pedestrians would be better advised to use the red route and to use footways on Carrs Road to access Falls Lane from the south.

## BLACK ROUTE – BROUGHAM ROAD TO A62 EAST

- 4.1.17. Pedestrians leaving the site access points onto Brougham Road and Mill Road on the eastern site boundary can walk east along Brougham Road towards the A62, primarily to access eastbound bus services or residential areas to the south of the A62. Past the junction with Mill Road, a footway is only provided to the northern kerblines of Brougham Road.
- 4.1.18. There is a zebra crossing of A62 Manchester Road at the junction of the A62 with Brougham Road to facilitate pedestrian movements. Footways are provided to either kerblines of the A62 and also to the northern kerblines of Meltham Road.

- 4.1.19. Pedestrians approaching the centre of Marsden from the north-east of the village can use Dirker Drive / Station Road, or alternatively routes along Warehouse Hill Road (to Peel Street) or Mill Road (to Brougham Road). Dirker Drive offers pedestrian footpaths to either kerblines. Warehouse Hill Road currently has no pedestrian footway over any significant distance due to restrictions in carriageway width and boundaries to the edge of carriageway.
- 4.1.20. The site is well connected for journeys on foot to a range of appropriate destinations using good quality infrastructure. These services are within a short walk of the site accesses on Brougham Road and Mil Road.

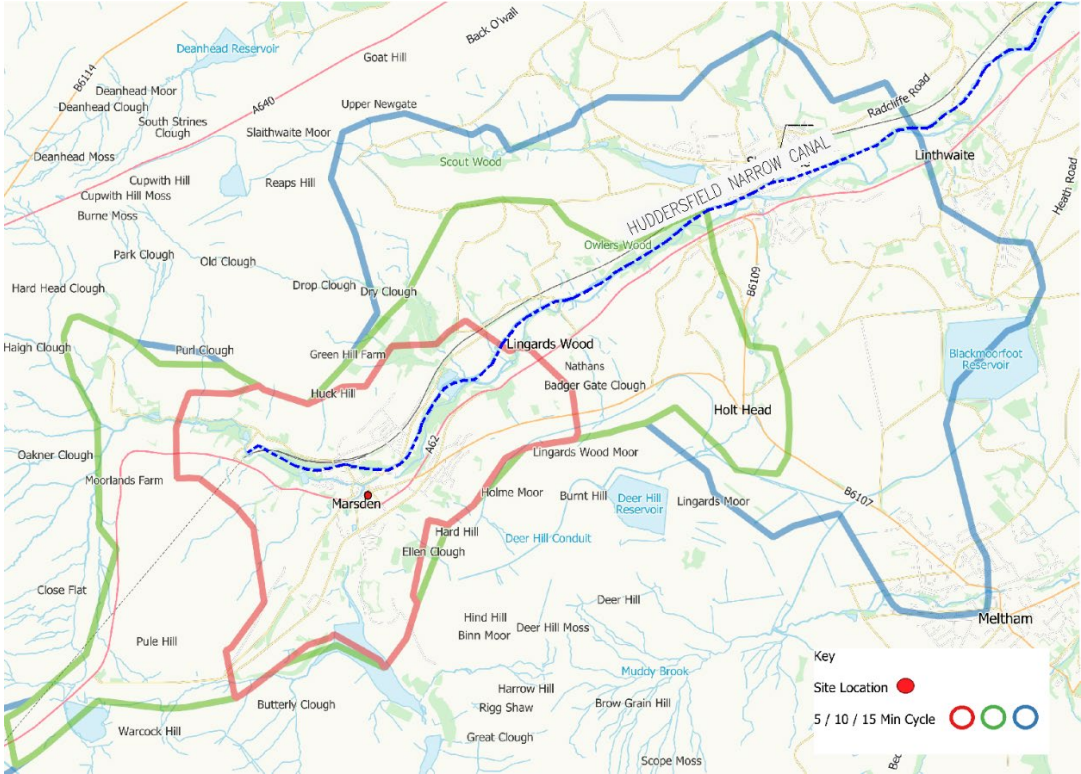
## 4.2. CYCLING

- 4.2.1. National and Local policy encourage sustainable development and a transfer the mode of transport away from private car use, however, there is no specific policy that states the recommended maximum cycle distances for access to services/leisure facilities from new developments.
- 4.2.2. It is noted that the distances people will be willing to travel on a bicycle will be highly variable depending on the type of development, site users and age profile as well as the perception of personal safety in the local environment. Local Transport Note (LTN) 2/08 (published by DfT) does however suggest that an acceptable and comfortable distance for general cycling trips is up to 5km and the same guidance also refers to commuting cycle trips of up to 8km.
- 4.2.3. Whilst LTN 1/20, Cycle Infrastructure Design, July 2020, has replaced LTN2/08 and has resulted in it being withdrawn, LTN 1/20 does not contain definitive recommended maximum cycling distances and therefore there is no reason to suggest that these distances are not still applicable.

4.2.4. With respect to the local environment for cycling, Marsden is suitable for all types of cycling, including recreational and leisure, as well as commuting. The whole of Marsden village is within a 5-minute cycle ride. There is opportunity to use cycle routes along the canal as well as national cycle route NCN68 linking Halifax to Holmfirth. The NCN68 passes to the east of Marsden through Slaithwaite village, a 4km cycle ride along the canal from the site.

4.2.5. There are mountain bike trails that are accessible from the site as well as flatter leisure cycle routes which run along the canal. An Isochrone map, included below as Figure 8, highlights in blue the areas that are accessible from the site within a 15-minute cycle including Slaithwaite which has a local secondary school and other services. It also shows the longer distance cycle route along the canal.

**FIGURE 8. MARSDEN CYCLING ISOCHRONE MAP**



4.2.6. The site is well connected to existing cycle infrastructure which gives access to the surrounding area networks and will encourage sustainable travel by this mode.

4.2.7. It is considered that there are practical and convenient links available to and from the site offering the potential for residents and visitors to walk or cycle rather than relying on the use of a private car.

### 4.3. PUBLIC TRANSPORT

#### BUSES

4.3.1. The closest bus stops are located on Peel Street within a 2-minute walk of the site via the main site access or Derby Terrace, as shown on Figure 6. Further bus services can be accessed from bus stops on A62 close to the junction with Peel Street, within a 280m walk of the main site access. All of the bus stops are and have a pole and flag, including timetable information; the westbound bus stop on A62 benefits from a shelter.

4.3.2. The bus services that operate at the above bus stops are summarised within the table below.

**TABLE 6. SUMMARY OF BUS ROUTES**

Route no	Route Summary	Frequency (minutes)					
		Monday-Friday		Saturday		Sunday	
		Day	Eve	Day	Eve	Day	Eve
<b>Peel Street Stops</b>							
383	Huddersfield - Marsden	30	60	30	60	60	60
938	Marsden – Blackmoorfoot	60	NS	120	NS	NS	NS
937	Marsden – Honley	NS	NS	120	NS	NS	NS
<b>A62 Manchester Road Stops</b>							
184	Huddersfield – Slaithwaite – Marsden – Diggle – Uppermill-Oldham	60	120	60	120	120	NS

\*NS – No Service

4.3.3. Based on the above, the site is considered to be relatively well served by bus with the opportunity to travel to and from other areas in West Yorkshire for employment and leisure.

## RAIL

4.3.4. The site is some 450 m (6-minute) walking distance from Marsden Station via Station Road; there is a reasonable prospect of walking and cycling trips being made to and from the station as part of a longer journey by rail. Marsden station offers cycle parking for 8 cycles.

4.3.5. Marsden Station is served by local and regional rail services with high-frequency services to a wide range of destinations. There are direct trains to Manchester Piccadilly, Huddersfield, Leeds and York as part of the TransPennine Express route, both of which offer onward services to other regional and national destinations. The TransPennine route is currently being upgraded to provide more frequent, faster and cleaner journeys for passengers across the Pennines, and will improve journeys by links from Marsden.

4.3.6. Based on the above, the site is considered to be well served by rail with the opportunity to travel to and from other areas in West Yorkshire for employment and leisure.

# 5. Development Proposals

## 5.1. PROPOSED DEVELOPMENT

5.1.1. The development comprises the remodelling of the existing mill site, through the refurbishment and demolition of existing buildings, and the creation of new buildings, within the site. The proposed site layout is shown on the drawing contained within Appendix F.

5.1.2. In summary, the proposed application site will comprise the following buildings;

- ◆ West Mill – existing building, reduced in footprint.
- ◆ East Mill – existing building, reduced in footprint.
- ◆ Building A – existing building, currently operating as a Light Industrial use, occupant is Labtec.
- ◆ Building B – existing building; and
- ◆ Building C – new build industrial units.

5.1.3. The different land uses on the site are proposed to be:

- ◆ E and F1: Commercial.
- ◆ E(g)i): Offices.
- ◆ E(g)ii) and E(g)iii): Light Industrial / workshop.
- ◆ E(a) and E(c): Non-food retail.
- ◆ E(a): Food retail.
- ◆ E(b): Café.
- ◆ C3: Residential apartments; and
- ◆ Ancillary uses (storage and cycle parking etc.) and residents -only gym.

5.1.4. The land uses above are spread between the five buildings, with different uses provided within each building. The table overleaf shows the land use and land use quantum within each of the buildings.

**TABLE 7. LAND USE SCHEDULE BY BUILDING**

Land Use	Existing Building				New Building (sqm)
	Building A	Building B	West Mill	East Mill	Building C
C3 Residential (units)			28	32	
C3 Residential (sqm)			2802	4027	
E(g(i)) Office	747				
E(g(ii)) and E(g(iii)) Light Industrial / Workshop		1300			581
E(a) Food Retail			279		
E(a) and E(c) Non-food Retail			335		
E(b) Café			121		
Ancillary	191		278		
Residents Only Gym				181	
<b>TOTAL (sqm)</b>	<b>938</b>	<b>1300</b>	<b>3908</b>	<b>4208</b>	<b>581</b>

5.1.5. The general principle for the development is to limit to smaller unit sizes to accommodate local / artisan occupiers for non-food retail, commercial, workshop/ studio and light industrial. As such, the maximum suggested individual unit sizes for the site are:

- ◆ Light industrial (Use Class E g) ii) and iii): 3,200 sq ft (300sqm)
- ◆ Non-food retail (Use Class E a) & E b)): 2,500 sq ft (235sqm)
- ◆ Food retail (Use Class E(a)): 3,500 sq ft (325sqm)

5.1.6. Car parking will be provided in surface level car parks that are located close to the different buildings and will be subject to a car park management plan. Parking, including the provision of accessible, electric vehicle and cycle parking, will be discussed in more detail in section 5.6 of this report.

## 5.2. DEVELOPMENT ACCESS

5.2.1. There are a number of changes that are proposed within the highway network surrounding the site which will impact access to the site by pedestrians and vehicles. These will require off site highways improvement works to implement; these works are outlined later in sections 5.3 and 5.4 of this report.

5.2.2. Vehicular and cycle access to the site can be summarised as follows:

- ◆ Main entry to the site via Brougham Road through improvement of existing access.
- ◆ A second access from the site onto Mill Road, giving access to Building A only.

5.2.3. Pedestrian access to the site will be via:

- ◆ The main site access from Brougham Road.
- ◆ A link to Peel Street through Derby Terrace (also to be used by cyclists); and
- ◆ A pedestrian link along the northern boundary of the site linking to Mill Road and east onto the riverside.

5.2.4. The proposed access points are shown on the drawings in Appendix G. The existing and proposed layouts for the above works are presented in drawings in Appendix H.

### BROUGHAM ROAD WEST (MAIN SITE ACCESS)

5.2.5. The existing access onto Brougham Road will be widened to form a 5.5m wide, two-way single carriageway access road into the main area of the site.

- 5.2.6. The access has 45-degree splays to tie into the kerbline on Brougham Road. The informal crossing of the site access will incorporate dropped crossings and tactile paving to reinforce the pedestrian priority at the site access. The existing pedestrian footways on Brougham Road will extend into wider pedestrian circulation areas close to the site entrance, to provide continuity for pedestrians.
- 5.2.7. The speed of traffic on Brougham Road will be restrained in the vicinity of the site access due to proposed highway improvements (presented in Section 5.4) which are designed to keep traffic speeds below 20mph.
- 5.2.8. Visibility splays from the access have been shown as 2.4 x 25m in both directions as shown on drawing 23112-100 in Appendix H. These are considered adequate for the likely traffic speeds on Brougham Road (west).

#### MILL ROAD ACCESS (ACCESS TO PARKING FOR BUILDING A)

- 5.2.9. A significant proportion of the existing buildings with frontage onto Mill Road will be demolished as part of the proposals for the site.
- 5.2.10. A new access into the site will be taken from Mill Road and will allow vehicles to access the car park and pedestrian entrance for Building A only. The access will be 7.3m wide and will provide access into the car park area in a left in, left out arrangement. The access will have 4m radii.
- 5.2.11. There will be an informal crossing of the access for pedestrians incorporating dropped crossings and tactile paving. A further pedestrian crossing will be provided on Mill Road immediately to the north of the new access to allow pedestrians to link with footways to the eastern side of Mill Road and footpaths along the river side.
- 5.2.12. It is not expected that traffic speeds on Mill Road will be more than 20mph. In accordance with Manual for Streets, a visibility splay of 2.4m x 25m will be provided

to the right (given that the northern section will be a northbound one way road) as shown on drawing 23112-400 in Appendix H.

#### DERBY TERRACE (PEDESTRIAN AND CYCLE ACCESS)

5.2.13. A pedestrian and cycle link from within the site will be provided to give access to Derby Terrace. The link will join with existing footway on Derby Terrace which leads to Peel Street.

### 5.3. WIDER DEVELOPMENT ACCESS STRATEGY

5.3.1. As part of the redevelopment there are a number of changes that are proposed within the highway network surrounding the site which will improve access to the site by pedestrians and vehicles. These will require off site highways improvement works to implement; these works are presented in the next section of the report.

5.3.2. Along with the development accesses detailed in Section 5.2, the proposed changes to the local network include:

- ◆ Brougham Road west of the main site access to be one way eastbound, between Peel Street and the site access. Brougham Road will remain two-way to the east of the site access; and
- ◆ Mill Road to be one way (northbound) along the eastern boundary of New Mills. The section of Mill Road along the northern boundary will remain two ways.

5.3.3. The main routing for inbound trips to the development will be via A62 Manchester Road and then via Peel Street / Brougham Road West or Brougham Road East.

5.3.4. On leaving the development, outbound vehicles will use Brougham Road East to access the A62 eastbound or Mill Road, Warehouse Hill Road and then Peel Street or Fall Lane to access the A62 westbound.

## 5.4. OFF-SITE HIGHWAY WORKS

- 5.4.1. The wider access strategy to the site will require off-site highway works. These are discussed below and presented on the drawings included in Appendix H. The highway works have been developed in consultation with Highways Development Management at Kirklees Council at the pre-application stage and should be considered as 'in principle'.
- 5.4.2. The proposals for parking management and potential Traffic Regulation Orders associated with the proposals are presented in section 5.7 of this report.

### BROUGHAM ROAD WEST

- 5.4.3. Brougham Road west will be made one way eastbound, between its junctions with Peel Street and the main site access.
- 5.4.4. This will allow footway build outs to be created on the northern and southern kerblines of Brougham Road at the junction with Peel Street, to improve the safety of pedestrians at the junction, to enhance pedestrian access to the school, promote the crossing of pedestrians at the Peel Street junction and to provide a formal parking bay along the northern kerblines of Brougham Road.
- 5.4.5. At the site access, Brougham Road west gives way to Brougham Road East and the site access with associated give way signage and road markings. Brougham Road East becomes the access road into the Mill site. A turning head is provided opposite the site access to allow errant larger vehicles to be able to turn without entering the site itself.
- 5.4.6. The protected parking bay terminates close to the site access with a further footway buildout, narrowing of Brougham Road West to reinforce the one-way movement on Brougham Road west. This also promotes pedestrian movements to and from the school.

5.4.7. Existing marked disabled bays for residents will be retained within the proposed parking bays.

## BROUGHAM ROAD EAST

5.4.8. Brougham Road East refers to the length between the main site access and the junction with A62 Manchester Road to the east. This section is characterised by informal, on-street parking in unmarked bays. There are intermittent edge markings denoting accesses that are required to be kept clear, and these provide informal passing places for vehicles on Brougham Road East.

5.4.9. As part of the access proposals, Brougham Road East will remain in two-way operation and will be a main route to and from the site.

5.4.10. The proposals for Brougham Road East formalise the parking bays and provide longer passing places to facilitate more efficient and effective passing of vehicles and to maintain movement on Brougham Road. The passing places will be formalised through the laying of double yellow lines.

5.4.11. Double yellow line markings are proposed at the junction with A62 so that the swept path of larger vehicles into Brougham Road East from A62 Manchester Road is unimpeded.

5.4.12. There are 47 existing parking spaces provided on-street at present; the implementation of the proposed highway works will provide 44 parking spaces, a loss of only 3 spaces.

5.4.13. Existing marked disabled bays for residents will be retained within the proposed parking bays.

## MILL ROAD

- 5.4.14. Mill Road will operate be one way (northbound) along the eastern boundary of New Mills between Brougham Road and to approximately 80 metres north of the junction with Brougham Road. The section of Mill Road along the northern boundary between Warehouse Hill Road and this point will remain two-way.
- 5.4.15. In order to facilitate the change from one way to two-way operation, a 'feature square' has been proposed at the junction of the one-way and two-way sections. This will accommodate turning of larger refuse vehicles which require access, and to promote links with and to the 'Lakeside' area of the Marsden Masterplan.
- 5.4.16. A priority 'chicane' arrangement will be provided on Mill Road between Warehouse Hill Road and the feature square. Priority will be given to south-eastbound traffic heading away from the junction with Warehouse Hill Road. This will allow two-way operation of this section of Mill Road and by narrowing the carriageway to 3.7 metres minimum, a pedestrian footway can be provided along the length of Mill Road to the feature square.
- 5.4.17. There is a secondary access to the site from Mill Road for access to the car park for Building A which will operate as a left-in, left-out arrangement. Footways into the car park will be provided as a continuation of those provided on Mill Road. There will be a footway provided to the western kerblines of Mill Road between Brougham Road and the new site access and which then continue north, crossing the river and leading to the feature square. Over the bridge structure, Mill Road will narrow to 3.7 metres for vehicles heading north.
- 5.4.18. Mill Road will be widened to 4.5m at the junction with Brougham Road, through the demolition of the existing loading bay for Building A.

5.4.19. The demolition of the buildings in the north-eastern boundary of the site alongside Mill Road allows the forward visibility and swept path of larger vehicles on Mill Road around the 90-degree radius, to be improved as indicated.

5.4.20. However, the proposed highway improvements around the feature square and to Mill Road will not go beyond the existing building edge and will are not proposed to over sail the river at any point.

## 5.5. PROPOSED PEDESTRIAN AND CYCLE IMPROVEMENTS

5.5.1. The proposed development seeks to maximise travel on foot within the development and with Marsden, by improving existing linkages to the key destinations in Figure 6 as well as ensuring the permeability of the site. The proposals include:

- ◆ Provision of a dedicated pedestrian and cycle access from the site onto Peel Street via Derby Terrace which links to existing routes to the train station and south to the schools. It also links the site and the centre of Marsden to existing sports facilities and further south, the Hemsflow sports complex as an alternative to using the main site access.
- ◆ Provision of high-quality footways throughout the site, linking the various buildings to each other and to the main site access points.
- ◆ Provision of pedestrian linkages along Mill Road from the new site access to Warehouse Hill Road and Brougham Road, through the widening of, and provision of pedestrian footway, along Mill Road. This fits in with masterplan proposals to redevelop the Lakeside are and promote access to the canal in line with the masterplan.

5.5.2. Further improvements in terms of cycle parking and other actions are planned as part of the robust Travel Plan prepared to support the development.

## 5.6. PARKING PROVISION

- 5.6.1. Vehicular parking policy is set out in Kirklees Local Plan policy LP22 and referenced in the Kirklees Highway Design Guide SPD. Parking standards are set out in Appendix 2 of the older Kirklees Unitary Development Plan. These parking standards are generally considered to be out of date.
- 5.6.2. Given the sustainable objectives of the development, set out in Section 5, its central location and the proposed small-scale local enterprises that are hoped to be promoted on the site, the vision for the development looks to encourage local trips rather than from the wider Kirklees area, and to promote linked trips with other facilities and services within the Marsden area.
- 5.6.3. Further, as detailed in Section 3 of this report, the site is considered to be in a highly sustainable location, located within the village centre, thus being in close proximity to local shops, bus stops and high frequency bus routes to a range of major centres. The objective of the development vision is to promote and facilitate travel to and from the development by modes other than the private car.
- 5.6.4. Thus, it is not considered appropriate to apply the requirements of the adopted policy directly, but rather to consider car parking provision that will meet the operational requirements of the development, whilst implementing a robust travel plan alongside a suite of improvements to promote sustainable travel. This is the approach that has been undertaken in this assessment; the adopted parking standards have not been used.
- 5.6.5. This is a multi-use development, and different use scenarios will have differing parking demands. The following sections set out the method of estimated parking demand for each of the land use types in turn, and the assumptions made during the calculation of parking demand.

- 5.6.6. The calculated parking demand for all uses except residential, has been informed by the parking accumulation, itself based on the estimated trip generation from TRICS for the quantum of each land use, as presented in Section 6.6 of this report.
- 5.6.7. The highest parking demand (weekend or weekday) has been used to determine the parking requirement for food retail, non-food retail and café. The residential, office and industrial parking requirements will remain fixed no matter the day of the week. This approach ensures the worst-case parking demand for the site land uses is identified.
- 5.6.8. A summary of the parking demand and the proposed parking provision is then provided. The trip generation and the parking accumulation calculations are presented in Section 6.6 and have not been reproduced here.

## ASSESSMENT OF PARKING DEMAND

### Residential Units

- 5.6.9. As part of the sustainable travel vision for the New Mills site, residential parking will be allocated at 0.75 spaces per two-bedroom apartment, and long stay parking for visitors will be provided at a ratio of 1 to 4 spaces. Accessible parking will be provided at 5%, and EVCP's at 10% of the total parking demand.

### Non-residential Land Uses

- 5.6.10. The parking demand for non-residential land uses has been derived using data taken from the TRICS 7.10.3 Online Database. TRICS has been interrogated for likely vehicle trip rates from which the typical daily traffic generation for each land use can be determined and the resultant parking accumulation estimated from this. The TRICS database filtering, data for each land use and resultant trip generation is explained in more detail in section 6 (trip generation) of this report.

- 5.6.11. This approach to determining parking requirement has been undertaken for the office, light industrial / workshop, food and non-food retail, and café uses on the site.
- 5.6.12. Convenience food and local shopping retail trips generally have a shorter dwell time and so the parking accumulation exercise must account for the higher turnover and higher demand for parking spaces these land uses require. The resultant parking accumulation of the food and non-food retail land uses has been increased to account for a dwell time of 15minutes for food retail and 30 minutes for non-food retail.
- 5.6.13. The table below then identifies the total parking demand at the development for each land use, presented for each building.

**TABLE 8. OVERALL DEVELOPMENT PARKING DEMAND**

Land Use	Parking Spaces Required					Total
	Building A	Building B	Building C	West Mill	East Mill	
Residential	-	-	-	21 (+7 VP)	24 (+8 VP)	<b>60</b>
Office	22	-	-	-	-	<b>22</b>
Light Industrial	-	12	6	-	-	<b>18</b>
Food Retail	-	-	-	-	11	<b>11</b>
Non-food Retail	-	-	-	-	10	<b>10</b>
Café	-	-	-	-	6	<b>6</b>
<b>Total</b>	<b>22</b>	<b>12</b>	<b>6</b>	<b>28</b>	<b>32</b>	<b>128</b>

- 5.6.14. The parking accumulation assessment has shown total parking demand on the site will be around 128 spaces.

#### PROPOSED VEHICULAR PARKING

- 5.6.15. The proposed parking provision and location of parking for each land use is shown on the proposed site masterplan drawing in Appendix F. The provision for each land use type is detailed below.

## Residential Units

5.6.16. The development layout includes a provision of 60 residential car parking spaces provided at 0.75 spaces per apartment and 1:4 spaces for visitor parking. The parking spaces are located:

- ◆ 28 spaces to the rear of the East Mill to the northern and north-eastern boundaries of the site, close to the pedestrian points of entry to the buildings; and
- ◆ 32 spaces will be allocated within the surface-level car park adjacent to West Mill. This will include some of the allocated visitor parking for East Mill.

5.6.17. Accessible parking will be provided at 5%, and EVCP's at 10% of the total parking demand.

5.6.18. 2 no. car club spaces will be included within the site for use by residents.

## Light Industrial / Workshops

5.6.19. As set out in section 5.1, the proposed industrial and workshop units in buildings B and C will be small in scale. There are 6 units proposed in Building B and 3 units in Building C. The largest unit is 300 sqm in size.

5.6.20. The development layout includes a provision of 17 car parking spaces close to Buildings B and C. Parking spaces are located to the front of the units and will be allocated to each unit as;

- ◆ At least 1 car parking space; and
- ◆ 10% of the spaces will be Electric Vehicle Charging Points.

5.6.21. The 2 accessible parking spaces will be unallocated and used by all of the industrial units.

## Office

5.6.22. The proposed offices are located in Building A which has a private car park accessed from Mill Road. The development layout includes a provision of 19 car parking spaces, of which 10% will be EVCP parking spaces and which includes 2 accessible spaces. Motorcycles will park within the main car park.

## Food Retail, Non-food Retail and Cafe.

5.6.23. The development layout includes a provision of 51 unallocated short stay car parking spaces (the remainder not allocated to the residential apartments in West Mill), including 5% accessible spaces and 10% EVCP spaces. The parking spaces are located within the surface level car park adjacent to West Mill. No allocated parking for staff will be provided in the car parks.

5.6.24. It is considered that the proposed car parking provision will meet the operational requirements of the development, alongside a suitable parking management strategy and robust travel plan to achieve the objectives of the development vision.

## CYCLE PARKING

5.6.25. Cycle storage is proposed for each element of the development as:

- ◆ Secure, covered cycle storage provided to the basement of East and West Mill at one space per apartment and for staff long stay parking for retail, non-food retail and café.
- ◆ Internal cycle storage for one bicycle within each unit in buildings B and C;
- ◆ Secure external storage provided for at least 4 cycles within the car park accessed from Mill Road, for the use of Building A.
- ◆ 1 space per 10 vehicular parking spaces provided as:
  - Covered short stay cycle parking Sheffield stands close to West Mill on the western and eastern elevations.
  - Covered short stay cycle parking for in the form of Sheffield stands close to Building B for all users of the site.

5.6.26. It is intended that non-residential cycle parking provision across the site will exceed 10% of parking spaces. This is considered to be sufficient to provide for the future demand from the various elements of the masterplan. This provision will be monitored as part of the Travel Plan.

## 5.7. CAR PARK MANAGEMENT PLAN

### PARKING WITHIN DEVELOPMENT

- 5.7.1. Residential parking will be allocated a ratio of 0.75 spaces per unit giving 45 spaces with a further 15 visitor spaces. Parking spaces are allocated by parking permits on a first come first served basis with a maximum of one car parking permit issued to each unit. All residents receiving an allocated space will also be issued with a permit for display in their vehicle when parked on-site.
- 5.7.2. Resident spaces (accessible, EVCP or otherwise) within the car park adjacent to the East Mill, will only be used by residents with permits. Within the general car park adjacent to the West Mill, allocated residential and visitor spaces will be clearly signed e.g. wall mounted signage, painted demarcation on the hard surface, or by another method.
- 5.7.3. Accessible resident spaces will not be allocated in the first instance; any resident fulfilling blue badge criteria will be allocated a disabled space.
- 5.7.4. Staff and visitor parking for Buildings B and C will be clearly signed e.g. wall mounted signage, change in surface, road markings or by another method. The parking will be private and allocated as 1 space per unit with the remainder to be on a first come first served basis.
- 5.7.5. Parking within the car park for Building A will be a private parking area reserved for the employees of Building A. This will be clearly signed e.g. wall mounted signage, road markings on the hard surface, or by another method.

## OFF SITE PARKING MANAGEMENT

- 5.7.6. The off-site highway works presented in section 5.3 set out the proposals for formalisation of parking on Brougham Road West and East. This includes the provision of parking bays protected by kerbed build outs and parking bays separated by formal passing places to ensure the effective operation of Brougham Road once the development is operational.
- 5.7.7. The existing parking is used by visitors to Marsden and residents of Brougham Road, and this will continue with opening of the development.
- 5.7.8. It is intended that a Traffic Regulation Order (TRO) will be required to manage the parking on Brougham Road. Options for the management of the parking include:
- ◆ Uncontrolled use of the parking bays as per the existing situation.
  - ◆ Time-limited short-stay parking.
  - ◆ Residential parking permits; and
  - ◆ A combination of the above approaches.
- 5.7.9. The TRO process will require further consultation post submission of the planning application and in conjunction with wider initiatives potentially included in the Marsden Blueprint.

## 5.8. SERVICING

- 5.8.1. Refuse / servicing collection for the development will be from the main Brougham Road access and will utilise the available turning space within the development curtilage.

- 5.8.2. Bin storage areas and refuse collection points are shown on the site plan contained in Appendix F will be from the bin storage areas located:
- ◆ Within the West Mill building to the north-eastern corner to service residential, retail and café units within the mill.
  - ◆ Within East Mill to the north-eastern elevation for the residential units within the building.
  - ◆ Close to the access onto Mill Road serving Building A; and
  - ◆ At a bin collection point within the courtyard for Buildings B and C.
- 5.8.3. Deliveries to and servicing of the retail, café and residential properties in West Mill will be undertaken from the car park to the west of the West Mill building. The size of the delivery vehicles to West Mill will be restricted to a 7.5t Box Van / 8m rigid vehicle.
- 5.8.4. A further layby is provided close to East Mill for residential deliveries, refuse collection and servicing, and residential drop-offs by taxi (for example).
- 5.8.5. Servicing of and deliveries to Buildings B and C will be undertaken from the turning area between the buildings themselves.
- 5.8.6. The swept path analysis of an 11.85m refuse vehicle, a 10m rigid and a 7.5t Box Van has been undertaken and is shown on the drawings within Appendix J.
- 5.8.7. This will ensure that the route through the site will be limited to only occasional larger service vehicles and can be designed as pedestrian-led landscaped environment, allowing occasional, managed and controlled access of larger vehicles only. This will be supported by a Delivery and Servicing Management Plan, in the following section.
- 5.8.8. Refuse collection and deliveries for Building A will be undertaken from Mill Road. The swept path analysis of an 11.85m refuse vehicle has been undertaken entering Mill Road from Brougham Road and is shown on the drawings within Appendix J.

5.8.9. This demonstrates that the specified vehicles can enter and exit the site in forward gear without the need to reverse onto the public highway as well as utilising the laybys provided, appropriately.

## 5.9. FRAMEWORK DELIVERY AND SERVICING MANAGEMENT PLAN

5.9.1. It is likely that a planning condition will be required to secure a Delivery and Servicing Management Plan (DSMP) in order to ensure the effective and efficient operation of the site for deliveries and servicing. The following framework is proposed:

- ◆ Delivery vehicles sizes will be restricted as follows:
  - for the retail and café units within West Mill - 8m in length; and
  - to Buildings B and C – 10m rigid vehicle.
- ◆ Delivery Timings and Frequency –
  - to the retail units will be before 0900hrs and after 1800hrs;
  - To buildings B and C will be before 0800hrs and after 1800hrs, or during the day between 1000 and 1500hrs.
  - No deliveries to be undertaken overnight between 2100 and 0700hrs.

5.9.2. Refuse vehicle routing is restricted to the central route between the East and West Mill, as well as the car park and turning areas for Buildings B and C.

5.9.3. All deliveries and servicing vehicles should approach and depart the site from the east, from the A62 junction with Brougham Road East.

## 5.10. CONSTRUCTION TRAFFIC MANAGEMENT PLAN

5.10.1. In order to minimise the impact of HGV, trips associated with the development, a Construction Traffic Management Plan (CTMP) will be prepared as part of the planning conditions.

5.10.2. It is likely that a planning condition will be required to secure the CTMP and may include the following:

- ◆ All construction traffic will have to follow a specific route to the site. Although unknown at this stage, it is likely to be to/from the A62 Manchester Road and Brougham Road East and via the existing site access on Brougham Road.
- ◆ Temporary road signs warning of construction vehicle activity in the vicinity of the access point from Brougham Road.
- ◆ Deliveries will be restricted to take place between 9am and 5pm.
- ◆ Deliveries will be further managed to arrive and depart at different times.
- ◆ Dedicated staff parking and compound areas.
- ◆ Wheel washing facilities.
- ◆ A condition survey on the local highway network prior to commencement of construction and post-completion.

# 6. Development Assessment

## 6.1. IMPACT OF THE DEVELOPMENT VISION

- 6.1.1. The development vision and objectives, and various policy documents discussed in section 5 have a common aim that across the day a significant number of trips generated by the development are either internal to the Marsden area or are undertaken by sustainable modes of transport. Therefore, the vision should be considered into account when assessing trip generation and traffic impact, and traditional high vehicle trip generation needs to be refined to account for the significant level of internal and sustainable trips (internalisation and Localisation).
- 6.1.2. The following section sets out the methodology for calculating the realistic trip generation for the proposed development, as agreed with the local highway authority (LHA).

## 6.2. EXISTING SITE TRIP GENERATION

- 6.2.1. New Mills is largely unused at the present time; this has been the case for over 20 years. Building A is still occupied by a company called Labtec, however the remaining buildings are unused.
- 6.2.2. The mill buildings were used in the woollen manufacturing industry with pedestrian and vehicular access was by way of doors, gates and loading bays to both Brougham Road and Crowther Bruce Mill Road. The existing Mill complex has a total gross floor area of some 21,650 sqm (taken from previous planning submissions).
- 6.2.3. The New Mills site would have a potential traffic generation if brought back into the same use and this would likely be significant; it would impact on the operation of the local highway network in the vicinity of the site.

## 6.3. ASSESSMENT PERIODS

6.3.1. Traffic surveys undertaken as part of this transport assessment were presented in Section 3.6 of this report. The junction turning count surveys identified the following weekday and weekend peak periods:

- ◆ Weekday morning peak period – 0800-0900 hrs.
- ◆ Weekday evening peak period – 1700-1800 hrs; and
- ◆ Weekend peak period – 1300-1400 hrs.

6.3.2. Where possible the trip generation for the above peak periods has been calculated for each land use type proposed for the site.

## 6.4. TRAFFIC GROWTH

6.4.1. TEMPro 8.1 was used to determine the National Traffic Model (NTM) factors between 2024 (traffic survey collection date) and an assessment year of 2029. The following weekday peak hour factors are shown in the table below.

**TABLE 9. TRAFFIC GROWTH FACTORS**

Date	AM Peak (0800-0900)	PM Peak (1630-1730)
2024 to 2029	1.0396	1.0432

6.4.2. These base traffic growth factors were applied to the 2024 flows to give the estimated traffic flows in 2029. The traffic flow diagrams for the 2024 and 2029 AM and PM peak hours are provided on Figures 3 and 4 in Appendix D.

## 6.5. TRAFFIC GENERATION APPROACH

- 6.5.1. Whilst there is data on mixed use development available in TRICS, there are no sites that are considered directly comparable to the New Mills development.
- 6.5.2. Thus, in order to develop trip rates that are reflective of the New Mills development and the impact of the development vision and travel plan objectives, the trip rates for each of the land use types has been calculated separately and combined to give the total number of trips generated by the development,
- 6.5.3. This provides a worst case as it is expected that the vehicle trips generated will be a lot lower due to greater active travel use and internal - site travel between the different uses.
- 6.5.4. The trip generation of each element of the development are presented in turn in the following sections. Adjustments made to each land use type, as agreed with the LHA, are noted in each section.
- 6.5.5. The trip generation data has been used to populate a parking accumulation for each land use, which has informed the proposed parking for the development as set out in Section 5.6 of this report.

## RESIDENTIAL TRIPS

6.5.6. The TRICS 7.10.3 Online Database has been interrogated for likely person trip rates from which the typical weekday peak hour and daily traffic generation can be estimated. The land-use 03 Residential C: Flats privately owned has been selected with the following filtering applied:

- ◆ Locations – Town centre and Edge of Town Centre.
- ◆ Date Range – 01/01/10 to 02/10/23.
- ◆ Weekdays – Monday to Friday.
- ◆ Weekends – Saturday and Sunday; and
- ◆ Range – 16 to 154 units.

6.5.7. The TRICS data showing the daily profile person trip generation is contained within Appendix K. The daily parking accumulation based on the daily trip profile is provided in Appendix L.

6.5.8. The person trip rates and person trips generated by the 60 apartments are shown in the table below. The vehicular mode share from Table 2 has been applied to the person trip rates to estimate the number of vehicular trips generated.

**TABLE 10. TOTAL RESIDENTIAL PERSON AND VEHICLE TRIPS 60 APARTMENTS**

	AM Peak (08:00 – 09:00)		PM Peak (17:00 – 18:00)		Weekend Peak (13:00-14:00)	
	Arrival	Departure	Arrival	Departure	Arrival	Departure
Person Trip Rate	0.117	0.488	0.487	0.227	0.147	0.162
Person Trip Generation	7	29	11	6	9	10
Vehicle Trip generation	5	20	20	9	6	7

6.5.9. Any errors in the above table are due to rounding. The final total trips are accurate.

6.5.10. The trip generation of the 60 residential apartments is shown to be 25 two-way trips in the weekday morning peak period and 29 two-way trips in the evening peak. There are 13 two-way trips during the weekend peak period.

6.5.11. The trip generation is considered to be robust since the proposed apartments have restricted parking allocation, will have greater active travel use and some internal site travel between the different uses. As such trip generation is likely to be lower than in the table above.

#### LIGHT INDUSTRY AND WORKSHOP TRIPS

6.5.12. Light industrial and workshop use accounts for 1881 sqm GFA on the site across buildings B and C.

6.5.13. The light industrial and workshop units are intended to be small makers and manufacturers, with limited visitor numbers. Hence, these are intended to be lower vehicle trip generation than a larger scale industrial development.

6.5.14. The TRICS 7.10.3 Online Database has been interrogated for likely vehicle trip rates from which the typical weekday peak hour and daily traffic generation can be estimated. The land-use 02 Employment C: Industrial Unit has been selected with the following filtering applied:

- ◆ Locations – Suburban Area, Edge of Town and Neighbourhood centre.
- ◆ Date Range – 01/01/01 to 04/10/23.
- ◆ Weekdays – Monday to Friday.
- ◆ Range – 150 to 968 sqm; and
- ◆ Additional filtering of sites to remove steel fabricators and other sites not expected in this development.

6.5.15. The TRICS data showing the daily vehicle trip generation is contained within Appendix K. It is assumed that these uses will have no trip generation on a weekend and only

during the weekday periods. The daily parking accumulation based on the daily trip profile is provided in Appendix L.

6.5.16. The peak hour vehicular trip generation of the light industrial and workshop land use is shown in the table below.

**TABLE 11. VEHICULAR TRIP GENERATION – INDUSTRIAL / WORKSHOPS – 1881 SQM**

		AM Peak (08:00 – 09:00)		PM Peak (17:00 – 18:00)		Weekend Peak (13:00- 14:00)	
		Arrival	Departure	Arrival	Departure	Arrival	Departure
Vehicle Rate	Trip	0.613	0.184	0.103	0.515	0	0
Vehicle Generation	Trip	12	3	2	10	0	0

6.5.17. Any errors in the above table are due to rounding. The final total trips are accurate.

6.5.18. The trip generation of the industrial / workshop land use is shown to be 15 two-way trips in the weekday morning peak period and 12 two-way trips in the evening peak. There are no two-way trips during the weekend peak period.

## OFFICES

6.5.19. Offices comprise 747 sqm GFA on the site. This located in Building A only.

6.5.20. The TRICS 7.10.3 Online Database has been interrogated for likely daily person trip rates from which the typical weekday peak hour and daily traffic generation can be estimated. The land-use 02 Employment A - Office has been selected with the following filtering applied:

- ◆ Locations – Town centre, Edge of Town Centre.
- ◆ Date Range –01/01/10 to 24/05/24.
- ◆ Weekdays – Monday to Friday; and
- ◆ Range – 178 to 2500 sqm.

- 6.5.21. The TRICS data showing the daily person trip generation is contained within Appendix K. The daily parking accumulation based on the daily trip profile is provided in Appendix L.
- 6.5.22. The vehicular mode share from Table 3 has been applied to the person trip rates to estimate the number of vehicular trips generated and shown in the table below.

**TABLE 12. TOTAL OFFICE PERSON AND VEHICLE TRIPS 747 SQM**

	AM Peak (08:00 – 09:00)		PM Peak (17:00 – 18:00)		Weekend Peak (13:00-14:00)	
	Arrival	Departure	Arrival	Departure	Arrival	Departure
Person Trip Rate	2.397	0.154	0.215	2.209	0.000	0.000
Person Trip Generation	18	1	2	17	0	0
Vehicle Trip generation	12	1	1	11	0	0

- 6.5.23. Any errors in the above table are due to rounding. The final total trips are accurate.
- 6.5.24. The trip generation of the industrial / workshop land use is shown to be 13 two-way trips in the weekday morning peak period and 12 two-way trips in the evening peak. There are no two-way trips during the weekend peak period.

**FOOD RETAIL**

- 6.5.25. Food retail land use on the site comprises a 279 sqm food retail unit within West Mill. The food retail will replace or complement the existing food retail offer within Marsden central area, and it is likely that there will be a number of linked trips associated with this land use.
- 6.5.26. It has been agreed with the Local Highway Authority that a reduction of 25% can be applied to the vehicular trips to account for linked trips with other land uses within the development and Marsden central area.

6.5.27. The TRICS 7.10.3 Online Database has been interrogated for likely vehicle trip rates from which the typical weekday peak hour and daily traffic generation can be estimated.

6.5.28. The land-use 01 Retail O: Convenience Store has been selected with the following filtering applied:

- ◆ Locations – Town centre and Edge of Town Centre.
- ◆ Date Range – 01/01/07 to 09/10/23.
- ◆ Weekdays – Monday to Friday.
- ◆ Weekends – Saturday and Sunday; and
- ◆ Range – 120 to 300 sqm.

6.5.29. The TRICS data showing the daily person and vehicle trip generation is contained within Appendix K. The daily parking accumulation based on the daily trip profile is provided in Appendix L.

6.5.30. The peak hour vehicular trip generation of the food retail land use is shown in the table below. The vehicular trip generation is then reduced by 25% to account for linked trips.

**TABLE 13. VEHICULAR – FOOD RETAIL – 279SQM**

	AM Peak (08:00 – 09:00)		PM Peak (17:00 – 18:00)		Weekend Peak	
	Arrival	Departure	Arrival	Departure	Arrival	Departure
Vehicular Trip Rate	6.265	5.075	7.851	7.613	4.645	4.774
Vehicle Trip Generation	17	14	22	21	13	13
Reduced Vehicle Trip Generation	13	11	19	22	10	10

6.5.31. Any errors in the above table are due to rounding. The final total trips are accurate.

6.5.32. The trip generation of the food retail land use is shown to be 24 two-way trips in the weekday morning peak period and 41 two-way trips in the evening peak. There are 20 two-way trips during the weekend peak period.

#### NON-FOOD RETAIL

6.5.33. Non-food retail land use on the site comprises 335 sqm within West Mill, with unit size restricted to 235 sqm.

6.5.34. It has been agreed with the Local Highway Authority that a reduction of 25% can be applied to the vehicular trips to account for linked trips with other land uses within the development and Marsden central area.

6.5.35. The TRICS 7.10.3 Online Database has been interrogated for likely vehicle trip rates from which the typical weekday peak hour and daily traffic generation can be estimated. The land-use 01 Retail I: Shopping Centre – Local Shops has been selected with the following filtering applied:

- ◆ Locations – Suburban Area, Edge of Town and Neighbourhood centre.
- ◆ Date Range – 01/01/00 to 18/06/2024.
- ◆ Weekdays – Monday to Friday.
- ◆ Weekends – Saturday and Sunday; and
- ◆ Range – 200 to 4052 sqm.

6.5.36. The TRICS data showing the daily person and vehicle trip generation is contained within Appendix K. The daily parking accumulation based on the daily trip profile is provided in Appendix L.

6.5.37. The peak hour vehicular trip generation of the non-food retail land use is shown in the table below. The vehicular trip generation is then reduced by 25% to account for linked trips.

**TABLE 14. VEHICULAR TRIP GENERATION – NON- FOOD RETAIL – 335SQM**

	AM Peak (08:00 – 09:00)		PM Peak (17:00 – 18:00)		Weekend Peak	
	Arrival	Departure	Arrival	Departure	Arrival	Departure
Vehicular Trip Rate	4.486	3.928	5.337	5.703	5.022	4.874
Vehicle Trip Generation	15	13	18	19	17	16
Reduced Vehicle Trip Generation	11	10	13	14	13	12

6.5.38. Any errors in the above table are due to rounding. The final total trips are accurate.

6.5.39. The trip generation of the non-food retail land use is shown to be 21 two-way trips in the weekday morning peak period and 27 two-way trips in the evening peak. There are 25 two-way trips during the weekend peak period.

## CAFE

- 6.5.40. A cafe land use on the site comprises a 121 sqm food retail unit within West Mill.
- 6.5.41. It has been agreed with the Local Highway Authority that a reduction of 25% can be applied to the vehicular trips to account for linked trips with other land uses within the development and Marsden central area.
- 6.5.42. The TRICS 7.10.3 Online Database has been interrogated for likely vehicle trip rates from which the typical weekday peak hour and daily traffic generation can be estimated. The land-use 06 Hotel, Food and Drinks K: Café has been selected with the following filtering applied:
- ◆ Locations – Town centre.
  - ◆ Date Range – 01/01/16 to 07/05/2024.
  - ◆ Weekdays – Monday to Friday; and
  - ◆ Range – 38 to 325 sqm.
- 6.5.43. The TRICS data showing the daily person and vehicle trip generation is contained within Appendix K. The daily parking accumulation based on the daily trip profile is provided in Appendix L.
- 6.5.44. The weekday trip rate profile is applied to the weekend trip profile as the sample size for this land use type is too low to provide a valid sample.
- 6.5.45. The peak hour vehicular trip generation of the non-food retail land use is shown in the table overleaf. The vehicular trip generation is then reduced by 25% to account for linked trips.

**TABLE 15. VEHICULAR TRIP GENERATION - CAFE – 121 SQM**

	AM Peak (08:00 – 09:00)		PM Peak (17:00 – 18:00)		Weekend Peak	
	Arrival	Departure	Arrival	Departure	Arrival	Departure
Vehicular Trip Rate	1.189	1.081	0.355	0.178	3.027	2.919
Vehicle Trip Generation	1	1	0	0	4	4
Reduced Vehicle Trip Generation	1	1	0	0	3	3

6.5.46. Any errors in the above table are due to rounding. The final total trips are accurate.

6.5.47. The trip generation of the non-food retail land use is shown to be 21 two-way trips in the weekday morning peak period and 27 two-way trips in the evening peak. There are 25 two-way trips during the weekend peak period.

#### COMBINED TRIP GENERATION

6.5.48. The trip generation for each land use has been combined and is presented in the table below. Only residential, food retail, non-food retail and café use have been used for the weekend trip profile.

**TABLE 16. ESTIMATED TOTAL DAILY SITE TRAFFIC GENERATION – WEEKDAY AND WEEKEND**

Peak Period	Total Vehicle Trip Generation - WEEKDAY			Total Vehicle Trip Generation - WEEKEND		
	Arrival	Depart	Two-way	Arrival	Depart	Two-way
0800 – 0900	54	46	100	14	13	26
1300 – 1400	59	57	116	31	32	63
1700 - 1800	53	62	115	34	35	69

6.5.49. The table shows the development trip generation in the weekday morning and evening, and weekend, peak periods for the local highway network identified in Section 6.4.

- 6.5.50. The morning peak traffic generation is 54 vehicles arrivals and 46 vehicles departures, a total of 99 vehicles.
- 6.5.51. The evening peak traffic generation is 53 vehicles arrivals and 60 vehicles departures, a total of 113 vehicles.
- 6.5.52. The weekend peak traffic generation between 1700 to 1800hrs is 34 vehicles arrivals and 35 vehicles departures, a total of 69 vehicles.
- 6.5.53. The weekday peak hour and daily traffic generation are higher than on a weekend, and as such, the traffic impact during the weekday peak hours will be considered further. This represents the worst-case scenario for traffic generation and impact, as it is expected that the vehicle trips generated will be a lot lower due to greater active travel use in the area and some internal - site travel between the different uses.
- 6.5.54. If the traffic generated by the permitted use on this site is also taken into consideration, then the net increase in new traffic will be even lower.

## 6.6. TRIP DISTRIBUTION

- 6.6.1. The above trip generation can be split into employment (industrial / workshops, offices, retail and cafe) and residential uses.
- 6.6.2. Within the employment uses, all office trips generated by Building A will use the access onto and from Mill Road. All other trips are assumed to use the main site access on Brougham Road.
- 6.6.3. The 2011 Census Travel to Work data from the middle super output areas (MSOAs) Kirklees 052A through D was used to determine a distribution of Employment trips for which the site was the destination. The reverse calculation was used for the same data to determine a distribution of residential trips to the local highway network with the site as the origin.

- 6.6.4. The trip distribution calculation for residential, office and employment trips from the census data, along with the OD Zones is included at Appendix M.
- 6.6.5. The local highway network that would be assessed in terms of traffic impact of the development was agreed with the LHA. These junctions were subject to traffic survey as per Section 3.6 of this report. The study area includes:
- ◆ 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.
- 6.6.6. The resultant trip distribution for each of residential, office and employment uses are shown in Figures 11 to 12 in Appendix M.
- 6.6.7. The weekday trip generation presented in table 16 has been distributed to the local network and the total development trip generation for the weekday morning and evening peak hours are shown in Figures 11 and 12 in Appendix M.

## 6.7. TRAFFIC IMPACT ASSESSMENT

- 6.7.1. The figures in Appendix D show the 2024 and 2029 base traffic flows from traffic surveys reported in Section 3.6.
- 6.7.2. The development trip generation diagrams shown in Figures 11 to 12 in Appendix M indicate the increase in trips at junctions in the local highway network. Figures 13 to 19 show the 2024 and 2029 Base plus development traffic flow diagrams for the weekday morning and evening peak periods.

6.7.3. The increase in peak hour trips at each junction in the agreed network as a result of the development are as shown in the table below. The increase in trips is also shown as a percentage increase on the 2024 base traffic flows.

**TABLE 17: DISTRIBUTION OF TRIPS TO NETWORK**

Junction	Weekday AM Peak 0800-0900			Weekday PM Peak 1700-1800		
	2024 Base Flow (Veh)	Dev Traffic Flow (Veh)	%age change	2024 Base Flow (Veh)	Dev Traffic Flow (Veh)	%age change
A62 Manchester Road / Town Gate	421	19	5%	492	33	7%
A62 Manchester Road / Weirside / Fall Lane	446	17	4%	512	17	3%
A62 Manchester Road / Peel Street	635	14	2%	678	15	2%
A62 Manchester Road / Brougham Road / Meltham Road	668	77	12%	719	88	12%
Brougham Road / Peel Street / Market Place	240	21	9%	234	23	10%
Station Road / Warehouse Hill Road / Peel Street	186	24	13%	191	35	18%
Mill Road / Brougham Road	92	100	109%	86	108	126%
Mill Road / Warehouse Hill Road	99	29	29%	85	31	36%

6.7.4. It can be seen in Table 17 that the increase in trips as a result of the development is most significant on junctions on Brougham Road and Mill Road as these links lead directly to and from the development.

6.7.5. The percentage increase in trips at the junctions on Mill Road and Brougham Road is greater since these roads are residential in nature and as such have low base traffic flows.

6.7.6. Development traffic demand on Mill Road is approximately 30 two-way trips in the peak hour periods, which is less than 1 vehicle per minute. On Brougham Road East the additional traffic demand due to the development is between 77 and 107 two-

way trips on the peak hour periods, which is less than 2 additional vehicle trips per minute.

- 6.7.7. The off-site highway improvements proposed to Brougham Road and Mill Road, presented in Section 5.3 and 5.4, will facilitate the passage of vehicles on Brougham Road and on Mill Road, and ensure turning movements at both of the junctions with Mill Road can be achieved effectively and safely. The highways improvements aim to mitigate the impact of the additional traffic.
- 6.7.8. It is not considered that further assessment is needed of the junctions of Mill Road with Brougham Road and Warehouse Hill Road.
- 6.7.9. Development traffic demand at the A62 Manchester Road / Brougham Road junction was found to be 77 and 88 two-way trips in the AM and PM peak periods respectively. It is considered that operational assessment is required of the A62 Manchester Road / Brougham Road junction to identify the impact of the development.

## 6.8. OPERATIONAL ASSESSMENT

### A62 MANCHESTER ROAD / BROUGHAM ROAD / MELTHAM ROAD JUNCTION

- 6.8.1. This junction has been modelled by VIA using the PICADY function within the Junctions 9 software. The results are shown in the following section and table, and the full results are provided within Appendix N.

6.8.2. Within PICADY, a Ratio of Flow to Capacity (RFC) value below 0.85 indicates that a junction or arm operates within its predicted capacity. An RFC value between 0.85 and 1.00 indicates that there may be occasions during the period modelled when queues will develop, and delays will occur. An RFC value greater than 1.00 indicates that the junction or arm operates beyond its theoretical capacity.

**TABLE 18: A62 MANCHESTER ROAD / BROUGHAM ROAD JUNCTION**

Approach	2024 Base Year				2029 Base Year			
	0800-0900		1700-1800		0800-0900		1700-1800	
	Max RFC	Max Queue	Max RFC	Max Queue	Max RFC	Max Queue	Max RFC	Max Queue
<b>Base Traffic</b>								
A62 Manchester Road North	0.05	0.1	0.07	0.1	0.05	0.1	0.08	0.1
Meltham Road	0.26	0.4	0.23	0.3	0.30	0.4	0.24	0.3
A62 Manchester Road South	0.23	0.4	0.27	0.5	0.23	0.4	0.28	0.5
Brougham Road	0.05	0.0	0.03	0.0	0.05	0.0	0.03	0.0
<b>Base plus Development Traffic</b>								
A62 Manchester Road North	0.12	0.2	0.16	0.3	0.12	0.2	0.17	0.3
Meltham Road	0.31	0.4	0.24	0.3	0.32	0.5	0.25	0.3
A62 Manchester Road South	0.23	0.4	0.27	0.5	0.24	0.4	0.29	0.5
Brougham Road	0.10	0.1	0.10	0.1	0.10	0.1	0.10	0.1

6.8.3. Table 18 demonstrates that the junction operates within capacity in the robust 2029 design scenario with a maximum RFC of 0.29 and therefore can accommodate the proposed development.

- 6.8.4. The trip generation in this TA is considered to be a worst-case scenario because it does not fully account for reductions in trips to and from the development by private car as a result of the development vision, as a result of the sustainable location of the development (both now and in the future), the development vision for a local, small scale development which facilitates and encourages movement by sustainable means of transport, nor the propensity for residents within the Marsden area to travel locally for work.
- 6.8.5. The development vision and various policy documents discussed in section 2, have a common objective; that a significant number of trips generated by the development remain internal to the Marsden area and/or are undertaken by sustainable modes of transport. They recognise that the identification and application of trip rates for each land use is not wholly appropriate in this scenario. The TRICS Decide and Provide Guidance, for example, strongly discourages the use of a worst-case scenario to determine the transport impact of a development.
- 6.8.6. Therefore, the development vision should be considered when assessing trip generation and traffic impact, and traditional high vehicle trip generation needs to be refined to account for the significant level of internal and sustainable trips (internalisation and Localisation).
- 6.8.7. The adoption of a robust travel plan will further support the objectives of the development vision.

## 6.9. COMPLIANCE WITH NATIONAL AND LOCAL PLANNING POLICIES

- 6.9.1. The proposed development is considered to be located in a highly sustainable location and provides access by a genuine range of transport modes which accords with paragraph 103 of the new NPPF.
- 6.9.2. This report has shown that a safe means of access to and from the site for all road users is achievable and the traffic impact is negligible (paragraph 108 refers).
- 6.9.3. The highway proposals are considered to be safe and do not result in any severe residual cumulative highway impacts and therefore comply with paragraph 109. Access for pedestrians and cyclists and all motor vehicles is shown to be safely achieved (paragraph 110).
- 6.9.4. This report has also demonstrated that the proposed development accords with the policies within section 2 in that the site is accessible by pedestrians, cyclists and bus users and adequate parking can be provided on site. The proposed development achieves the vision set out for the development as set out complements the objectives of the Marsden Masterplan.
- 6.9.5. Therefore, the proposals comply with the national and local policies described in Section 2 of this report.

# 7. Summary and Conclusion

## 7.1. SUMMARY

- 7.1.1. Via Solutions has been appointed to prepare this Transport Assessment to accompany a planning application for the re-development of New Mills on Brougham Road, Marsden, a large site comprising predominantly derelict buildings.
- 7.1.2. The re-development will comprise a mixed use residential, employment and retail development using both the existing mill buildings and new- buildings constructed within the mill site. The general principle for the development is to limit to smaller unit sizes to accommodate local / artisan occupiers for non-food retail, commercial, workshop/ studio and light industrial spaces, which aim to complement the existing services available in Marsden village centre.
- 7.1.3. The vision and objectives for the New Mills development reflect those of local and national policy, and specific local policy documents such as the Marsden Masterplan. The proposed development reflects the common objective to maximise the number of trips undertaken by sustainable modes of transport but also the aim of encouraging trips that remain internal to the Marsden area.
- 7.1.4. The proposed development seeks to maximise travel on foot and bicycle, both within the development and within Marsden itself. Existing linkages to key external destinations is promoted through dedicated pedestrian and cycle access onto Peel Street via Derby Terrace, and along Mill Road to Warehouse Hill Road and Brougham Road. The permeability of the site is promoted by the high-quality spaces and footways provided throughout the site, linking the various buildings and main site access points.

- 7.1.5. The small-scale nature of the uses will minimise the need for access by larger vehicles, however this will be supported by a framework delivery and servicing management plan for the development.
- 7.1.6. Car parking will be provided in surface level car parks that are located close to the different buildings. The parking provision has been shown to meet the operational needs of the development which will minimise impact on the surrounding highway network. The proposed parking will be subject to a car park management plan, with a mix of allocated and unallocated, long stay and short stay provision. Accessible, electric vehicle, powered two-wheeler and cycle parking are also provided for across the site.
- 7.1.7. Pedestrian, cycles and motor vehicles, including for delivery and servicing will enter the site via an improved site access from Brougham Road; a further private access will be provided from Mill Road. Highway improvements are proposed for Brougham Road and Mill Road, which promote pedestrian and cycle access to Peel Street, public transport provision, schools and other destinations from the site, but restrict vehicle movement and restrain vehicle speeds, whilst still permitting access by larger vehicles.
- 7.1.8. The highway improvements will rationalise the existing parking along Brougham Road, providing parking bays protected by kerbed build outs and parking bays separated by formal passing places, to ensure the effective operation of Brougham Road once the development is operational. A Traffic Regulation Order (TRO) will be required to manage the parking with options presented within this TA.
- 7.1.9. This TA has assessed the traffic impact of the proposed development in the weekday and weekend scenarios, with the weekday trip generation being the higher of the two. The assessment approach does not apply any reduction in vehicular trips as a result of the development vision and so is considered to represent a worst-case scenario for the development.

- 7.1.10. The increase in vehicular trips is found to be most significant on junctions on Brougham Road and Mill Road as these links lead directly to and from the development. Development traffic demand on Mill Road is approximately 30 two-way trips in the weekday peak hour periods, which is less than 1 vehicle per minute. On Brougham Road East the additional traffic demand due to the development is between 77 and 107 two-way trips on the peak hour periods, which is less than 2 additional vehicle trips per minute.
- 7.1.11. Operational assessment of the A62 Manchester Road / Brougham Road junction was undertaken as this junction is shown to experience the highest number of development trips and is the main point of access to the A62 for development trips. The assessment found that the junction operates within capacity in future year scenarios and therefore can accommodate the proposed development.
- 7.1.12. It is concluded that the traffic impact of the development will not be significant and that the proposed highway improvements will mitigate the impact of the additional traffic as far as possible. The development vision should be considered when assessing traffic impact, and it is considered that the significant level of internal and sustainable trips that can be realised by the development, will reduce the traffic impact still further
- 7.1.13. The adoption of a robust travel plan will support the objectives of the development vision. The framework travel plan for the development will be submitted alongside this TA.

## 7.2. CONCLUSION

- 7.2.1. In conclusion, it has been demonstrated that the proposed development is considered to be acceptable in terms of transport sustainability, access, highway safety and traffic impact, and that there are no reasons why planning consent for the proposed development should not be granted.