

hayle harbour :: regeneration

South Quay

Development Proposal for South Quay/Foundry Yard Hayle Harbour

December 2010



Residential Travel Plan



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1 INTRODUCTION

Background

- 1.1 This Travel Plan Framework has been produced by Savell Bird and Axon on behalf of ING Real Estate Development (RED) to support the Transport Assessment (Report Ref: W04184-TA2-R05, December 2010) which has been submitted as part of the planning application.
- 1.2 This Travel Plan Framework has been prepared in accordance with Travel Plan guidance issued by the Department for Transport and will provide the strategy from which the final Travel Plan, which will include modal shift targets (based on the results of the travel surveys).

The Development

- 1.3 ING RED are seeking planning consent for 33 residential units on the South Quay site, Hayle.

Travel Plan Scope

- 1.4 This Travel Plan Framework is primarily directed at reducing unnecessary or unsustainable car travel made by residents from the site. However, we recognise that creating effective Travel Plan's for residential developments are difficult to successfully implement and achieve desired outcomes.

This Document

- 1.5 This Travel Plan Framework has been written as a stand alone document and contains all the relevant information needed to effectively implement and monitor a Travel Plan itself.
- 1.6 The remainder of this document is structured as follows:
 - Section 2 - will outline the accessibility of the site;
 - Section 3 - sets out the objectives of the Travel Plan Strategy;
 - Section 4 - outlines the Travel Plan Strategy process including how it will be managed, and sets out marketing and consultation strategies;



- Section 5 - sets out the sustainable transport measures for residents that will be implemented to help achieve the objectives and targets of the Travel Plan; and
- Section 6 - summarises the actions that need to be undertaken to ensure successful implementation of the Travel Plan.



2 RELEVANT LOCAL AND NATIONAL POLICY

Planning Policy Guidance 13 - Transport

2.1 Government policy relating to transport and new development is set out in Planning Policy Guidance Note (PPG) 13 – Transport (March 2001). The document sets out the government’s guidance with respect to transport issues and new developments. The main objectives of this guidance are to:

- Promote more sustainable transport choices for both people and moving freight;
- Promote accessibility to jobs, shopping and services by public transport, walking and cycling;
- Reduce the need to travel, especially by car.

2.2 The key objectives of the policy guidance are to increase travel mode choice and in parallel, a reduction in the need to travel, especially by private car.

2.3 Travel planning is recognised by the Government as a mechanism for reducing the reliance of developments on travel by car and the implementation of Travel Plans is encouraged as a demand management tool.

DfT Circular 02/2007 – Planning and the Strategic Highway Network

2.4 This circular explains how the Highways Agency (the Agency), on behalf of the Secretary of State for Transport, will participate in all stages of the planning process with Government Offices, regional and local planning authorities, local highway/transport authorities, public transport providers and developers to ensure national and regional aims and objectives can be aligned and met.

Cornwall Structure Plan

2.5 The Cornwall County Structure Plan was adopted in September 2004 and sets out a strategy for development up to 2016. Transport policies and proposals are identified in Section 3 of the document.

Policy 27 sets out the transport approach to supporting the spatial strategy and states that:



- Integrated strategies for the key towns where development will be focussed. There will be an emphasis on an enhanced role for public transport, walking and cycling, and network management including parking, park and ride and consistency of charges;
- An integrated public transport system, linking the main settlements based upon the SPTN [Strategic Public Transport Network] comprising the rail network, bus branch lines, core bus corridors (an hourly weekday service) and waterborne transport;
- Major scheme proposals to improve links between the County's main towns, along with maintenance of the highway infrastructure for safety and environmental reasons.

2.6 Policy 27 also identifies the reduction in car parking as a key part of the transport strategy. The policy contains the County Parking Guidelines referred to later in this document.

Policy 28 relates to accessibility and requires new development to ensure:

- Opportunities to optimise walking, cycling and public transport are reflected in the scale, location and form of proposals;
- The effective management and safe movement of traffic.

Summary

2.7 The proposed redevelopment is located in a sustainable town centre location which is easily accessible by a wide variety of travel modes. As such it complies with the national and regional sustainable transport and land-use policies summarised within this section.

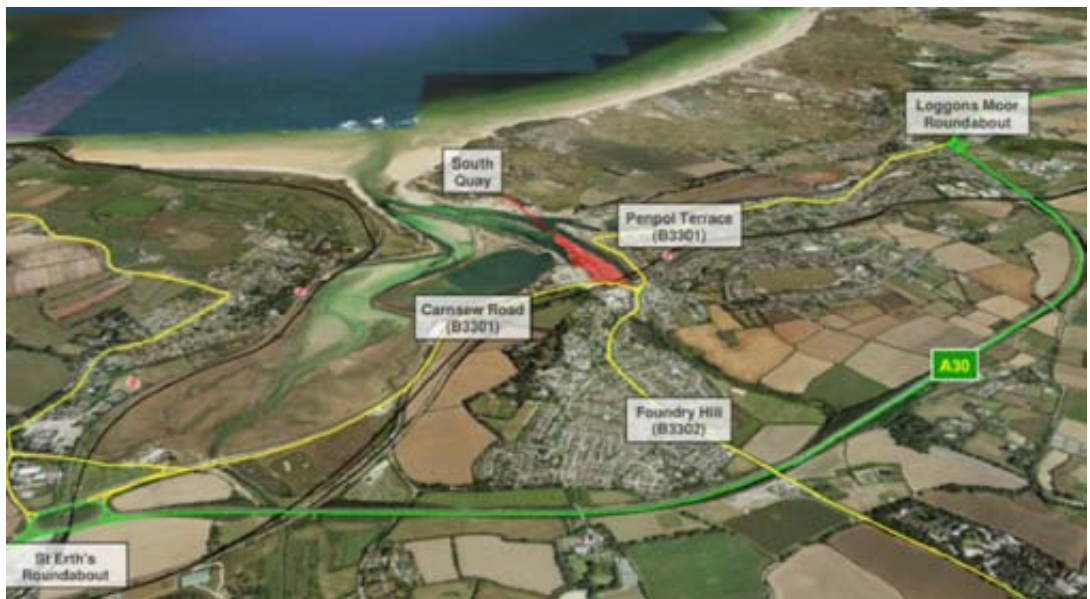
3 ACCESSIBILITY

Location

- 3.1 The site is located in the coastal town of Hayle, just to the north of Hayle Town Centre and is known as 'South Quay'. South Quay is bounded to the north and east by the Penpol Creek, to the south by the B3301 (Carnsew Road) and a railway viaduct, and to the west by the Jewson's store.

Local Highway Network

- 3.2 The Town Centre is extremely well served by road with direct connections to the A30 Trunk Road, giving access to the regional and strategic highway network. There are two A30 junctions associated with access to Hayle, the eastern junction is known as Loggons Moor and the western junction is known as the St Erth's gyratory.
- 3.3 South Quay will be accessed from the B3301 (Carnsew Road) which connects the area to Hayle Town Centre in the east and St. Ives and Carbis Bay in west.
- 3.4 The Foundry Square mini-roundabout in Hayle Town Centre facilitates vehicular movement from Carnsew Road to Foundry Hill and Penpol Terrace, providing access from the south and east of Hayle.





Existing Vehicular Access

- 3.5 There is currently no formal vehicular access to the site, although informal access is taken by local fishermen to access their vessels alongside the quay.

Sustainability Appraisal

Travel by Rail

- 3.6 The nearest rail halt to South Quay and The Foundry is Hayle station, located on Station Hill, approximately 200m to the east. Hayle is served by First Great Western trains which travel along the Cornish Main Line between Bristol Temple Meads and Penzance.
- 3.7 There is an approximate daytime frequency of one train per direction every hour on a weekday and Saturday and every ninety minutes on a Sunday. This represents a reasonable level of public transport provision for Hayle which is considered to be a small coastal town.

Travel by Bus

- 3.8 The nearest bus stops to the site are located around the Foundry Square roundabout approximately 100m to the south of the site. Three bus stops are located on Foundry Square, Foundry Hill and Penpol Terrace.
- 3.9 The most frequent existing bus service in Hayle is service number 14 /18, which is operated by First Bus. Service 14 begins at St Ives and service 18 begins at Penzance, with their routes merging at Hayle. From Hayle both services continue on to Redruth and Truro. These routes offer a daytime service frequency of one bus every thirty minutes during Monday to Saturday and one bus per hour on a Sunday. This is considered to be a good level of public transport provision for a town the size of Hayle and offers excellent connections not only to local destinations, but also to important regional towns.

Travel by bicycle

- 3.10 National Cycle Network route number 3 passes directly alongside the southern edge of the B3301 (Carnsew Road), in between South Quay and The Foundry. Within the vicinity of South Quay and The Foundry, the route is traffic-free and follows the alignment of a



disused railway line. The route connects the local area with Penzance in the south and St Austell in the north, from which other route connections can be made. Outside of the urban areas through which the route passes, much of the route is considered as 'on-road' and not traffic free. However these are generally on quieter 'B' roads and not the main through routes.

- 3.11 Cycle parking facilities (Sheffield stands) are currently provided at Foundry Square within the Town Centre and at Hayle Railway Station.

The pedestrian environment

- 3.12 Pedestrian infrastructure is generally provided in the form of footways at the side of the local highway network and within the vicinity of the town centre, benefits from street lighting and signage.
- 3.13 South Quay and The Foundry are located directly to the north of Hayle Town Centre and are connected via a footway that extends from Foundry Square along the southern edge of Carnsew Road. Beyond the railway viaduct the footway stops and the footway along the northern edge of Carnsew Road begins.
- 3.14 A signalised pedestrian crossing is located on Carnsew Road to the west of South Quay and The Foundry, just beyond the Jewson's site entrance. There are footways on either side of the road in this location and this crossing facilitates the safe movement of pedestrian and cyclists, allowing the continuation of a traffic free section of NCN 3.
- 3.15 The southern section of Penpol Terrace benefits from footways on either side of the road and a signalised pedestrian crossing just to the south of the bus stop.

Proposed Improvements – Vehicular Access

- 3.16 The main access to the residential element is proposed via a new signal-controlled junction with Carnsew Road. This junction will provide access for residents as well as visitors to the retail elements of the scheme.
- 3.17 A public realm improvement scheme is proposed for Carnsew Road, between the existing Foundry Square junction and the proposed site access. This scheme will include widened footways, signal controlled pedestrian crossings as well as high quality surface treatment for the road. These proposed changes will have the effect of slowing down traffic on this



part of the road, which will further benefit pedestrians at the junction. The highway network in this location will be less 'highway dominated' compared to the existing arrangement and will provide an improved connection to the town centre.

Car Parking

- 3.18 There will be 40 spaces dedicated to the residents at an average of 1.6 spaces per unit which is within policy standards.

Pedestrian Accessibility

- 3.19 Pedestrian linkages and permeability are key to integration between this development and other parts of the town centre. Strong pedestrian linkages have been created which are direct and legible for pedestrians coming from all boundaries. The key linkage from the town centre is Carnsew Road, which currently has sub-standard footways and forms a physical barrier to pedestrian movement.
- 3.20 New signal controlled pedestrian crossings are proposed as part of the site access junction and the Carnsew Road public realm improvements. This new crossing will improve the accessibility of the proposed foodstore for pedestrians whilst strengthening the connectivity of the site with the existing town centre. The existing uncontrolled pedestrian crossing on the Carnsew Road arm of the Foundry Square mini-roundabout will also be enhanced through a new pedestrian connection to the store via Isis Gardens and underneath the viaduct.
- 3.21 Disabled and vulnerable road users will have the benefit of the new pedestrian crossing which will feature both audible and visual aspects to improve safety and usability.
- 3.22 In addition, the proposals involve creating a strong pedestrian/cycle link between the store entrance and the existing footway/cycleway.
- 3.23 In addition to the Carnsew Road public realm improvement scheme, a new 3 m wide pedestrian / cycle bridge is to be provided across Penpol Creek, facilitating safe movement to South Quay from Penpol Terrace. This will provide a new link between the site and the northern retail and residential areas of Hayle, thereby further integrating the development with the local communities. This is a significant enhancement to the local area will create a strong and sustainable linkage between South Quay, The Foundry Yard



and other parts of the town. This is also a significant advantage of this site in comparison with other current foodstore sites or proposals within Hayle. The new bridge will enhance the attractiveness of the foodstore and associated land uses.

- 3.24 The footbridge connection on Penpol Terrace will be located within the existing grassed area. There will be a new footway that will connect with the existing bus stop, located approximately 50 m further south. A further controlled pedestrian crossing facility will also be introduced in this location to aid the safe movement of pedestrians across Penpol Terrace.
- 3.25 A further access through Isis gardens will also improve penetration through the existing railway viaduct. A narrowing of the road lanes through the viaduct to increase the existing footway width will also act as a natural traffic calming feature which will have a beneficial impact upon the local environment by reducing vehicular speeds and thereby improving safety for both vulnerable road users and motorists alike.
- 3.26 Pedestrian links to the south of Hayle will be improved through the introduction of a new route through the Foundry Yard site and through an existing gap in the viaduct. This will create an important link for residents of this area, as it will be a quick and direct route to the development.
- 3.27 The development will be within 200m walking distance of Hayle Railway Station and 100m of the local bus stops, which accords with the recommended walking distance to public transport.



4 OBJECTIVES

4.1 This Travel Plan Framework is primarily aimed at reducing the dependence of residents to travel by car for all purpose trips and particularly single occupancy private car trips. Therefore the main objectives of this Travel Plan are to:

- Increase residents awareness of the advantages and availability of sustainable modes and highlight the alternative modes of transport available to them;
- Introduce a package of physical and management measures that will facilitate travel by sustainable modes; and therefore
- Reduce unnecessary or unsustainable use of the car for journeys to and from the development.



5 TRAVEL PLAN STRATEGY

Management

- 5.1 The appointment of a Travel Plan Coordinator (TPC) is one of the most important aspects of any Travel Plan.
- 5.2 A site-wide TPC should be appointed to coordinate the site-wide Travel Plan and the measures which are incorporated into it. The Travel Plan coordinator could be a member of the sales and marketing team for the site with the role handed over to the Cornwall County Council Travel Plan Co-ordinator, once the site is fully occupied and the developer no longer has a presence on site.
- 5.3 The TPC will be responsible for all aspects of the Travel Plan. His or her primary functions will be as follows:
- Liaison with the local planning and highway authorities;
 - Provision of Welcome Packs containing information for residents;
 - Promotion of the sustainable transport options available to residents, including public transport, cycle, walking and car sharing schemes; and
 - Maintenance of all necessary systems, data and paperwork.
- 5.4 Increasing the travel awareness of residents so that they can make informed travel choices is seen as a key role of the TPC. This can be achieved through issuing information packs and other suitable media when each unit is sold. The TPC will be given sufficient time and resources to effectively undertake their duties and implement the Travel Plan. The TPCs should work closely with Cornwall County Council Travel Plan Co-ordinator and seek to promote and transport initiatives that both they and the Council may have.
- 5.5 The TPCs should be appointed prior to the first resident occupying the site. Upon their appointment his/her contact details will be passed to the Cornwall County Council Travel Plan Co-ordinator.



Marketing and Consultation

- 5.6 All residents will be made aware of the existence of the Travel Plan Framework on purchase/occupation of their property. The details of the Travel Plan Framework, its objectives in enhancing the environment, and the role of individuals in achieving these objectives will be explained.
- 5.7 A resident's Induction Pack will be introduced. This will contain Travel Plan and sustainable transport information and any other relevant transport information.
- 5.8 Contact details of the TPC will be advertised in the event that residents wish to discuss specific matters directly.



6 TRAVEL PLAN MEASURES

6.1 This section has been divided into two. The first section covers the measures which will be put in place by ING RED. The second section outlines measures which Cornwall County Council may wish to implement as part of their responsibility of promoting Travel Plan measures in the area. This list is by no means exhaustive, but represents those measures which, at this stage, are seen as most applicable to this site and most likely to achieve success.

MEASURES – ING RED

6.2 Site-wide measures will be co-ordinated by the TPC appointed by ING RED.

Welcome Packs and Other Information Provision

6.3 New residents will be provided with a Welcome Pack containing information on public transport services close to the site and other measures for encouraging use of non-car modes of travel. Notice boards will also be erected in the sales area and potentially in prominent locations around the site to promote sustainable travel.

6.4 The provision of information relating to alternatives to the car is an important aspect of Travel Plans. It is recommended that all residents receive packs which will contain the following information:

- A summarised version of the Travel Plan Strategy document, that sets out the purpose and benefits etc;
- Timetables and route maps for public transport, particularly buses;
- Contact numbers and web details for local bus and rail operators;
- Local taxi company details;
- Cycling and walking maps for the local area and the contact details of local and national cycling organisations, such as Sustrans;
- Discounted introductory tickets for use on Public Transport; and
- Web details for any community travel sites and community forum sites.

6.5 This list is not exhaustive and any information (within reason) which the council requests can be accommodated.



Walking

6.6 There are a number of inherent advantages that will encourage residents to walk to local amenities, or walk as the part of their journey to work and arrive on site on foot. In summary, these are:

- A number of people live within walking distance of their work place, or child's place of education;
- There are good pedestrian routes connecting the site with the bus stops, retail facilities, social amenities near the site and Hayle Town Centre.

6.7 The site will be designed to ensure there is a high level of pedestrian permeability. There will be clear pedestrian signage to popular destinations and public transport facilities.

Cycling

6.8 As part of the development proposals links will be provided to existing cycle paths within the vicinity of the site.

Public Transport

6.9 Hayle Town Centre bus stops are within a 200m walk from the development and are served by a number of routes, as detailed in Section 3.

6.10 ING RED may wish to offer subsidised public transport tickets or "free weekly trial" passes to try and encourage residents into using public transport. Such a scheme could be brought forward through negotiations with individual bus companies and in conjunction with Cornwall County Council.

6.11 General, up to date information on public transport services will be available via Traveline and the website address to this will be included in the Welcome Packs. Residents should also be provided as part of the information packs with the text code for the bus stops in the vicinity of the site, which will enable them to get live departure details of services direct to their mobile phones.



- 6.12 As part of the wider Masterplan for Hayle, ING RED are also contributing towards a sustainable bus service for a period of 5 years between the development at South Quay, North Quay and the Town Centre. ING RED are also exploring the possibility of locating two new bus stops on Carnsew Road, adjacent to the development.

Car Sharing

- 6.13 The Welcome Pack will fully encourage the use of car sharing, further details of which are outlined in the following section.

Car Parking

- 6.14 Parking for the proposed development will be provided in accordance with the Cornwall County Council parking standards, which advises a maximum parking standard and therefore adheres to the principals of sustainable travel by not providing an oversupply of parking provision.

MEASURES – Cornwall County Council

- 6.15 The county and regional TPC will be responsible for deciding which of the following measures will be most appropriate for residents needs.

Public Transport

- 6.16 The TPC will encourage the bus operator to provide and maintain clear service information for residents at bus stops in the vicinity of the site. This will be a significant benefit for existing and potential bus passengers. Clearly displaying the Traveline telephone number and website information in relevant locations will help inform residents of the public transport options available to them.

Cycling

- 6.17 The regional TPCs will identify, through discussion with residents both of this site and adjoining residential sites, problems with offsite cycle routes and discuss possible improvements with the local highway authority/ Sustrans.



Walking

- 6.18 The site benefits from being within walking distance to a number of local facilities within Hayle, notably the Town Centre. It is also within easy walking distance of the bus stops and rail halt and as such, walking as part of a multi-modal trip is a real possibility.
- 6.19 The Regional TPC will monitor and encourage maintenance of all pedestrian routes to a high standard. They will seek to identify, again through consultation with residents, any particular safety hazards, poorly lit areas, "missing links" etc.

Car Sharing Scheme

- 6.20 The nationwide Liftshare car sharing scheme (www.liftshare.org). The website is open to all members of the public. Encouraging residents to sign up to the Liftshare scheme increases the pool that shared journeys can be drawn from therefore increasing the likelihood of a match. The TPC will be responsible for encouraging people to join Liftshare.



7 BASELINE CONDITIONS

- 7.1 It is usual practise that a questionnaire survey is undertaken at the start of the Travel Plan process in order to establish baseline travel conditions. However, this is only possible to conduct after the residential units are occupied. Therefore it is anticipated that the TPC will undertake travel surveys upon first occupation of the residential units.

- 7.2 Once baseline travel conditions have been established, the TPC and the Cornwall County Council Travel Plan Coordinator should meet and discuss the survey results. Appropriate future travel reduction targets can then be discussed and derived more accurately and effectively.

- 7.3 Appropriate remedial measures can also be derived in tandem with the travel reduction targets, so as to ensure the Travel Plan is being implemented effectively and residents are travelling as efficiently as possible.



8 SUMMARY AND CONCLUSIONS

Summary

- 8.1 This Travel Plan Framework has been produced with regard to the proposed ING RED development of 33 residential dwellings in South Quay, Hayle.
- 8.2 Its objective is to reduce the dependence of residents to travel by car for all purpose trips and particularly single occupancy private car trips.
- 8.3 The development proposals will provide enhanced pedestrian and cycle links to the existing pedestrian and cycle networks throughout the area providing safe and convenient routes to Hayle Town Centre; local residential developments; and public transport provision adjacent to the site and within the Town Centre for all residents of the site.
- 8.4 The site is served by a reasonably high frequency bus service, which provides access to a large number of local and regional destinations.
- 8.5 The site benefits from being a relatively short distance from Hayle railway station and provides services to a large number of local, regional destinations with connections to national destinations also.
- 8.6 Further initiatives that will be provided as part of the Travel Plan include the following:
- Appointment of a Travel Plan Co-ordinator;
 - Provision of a residents welcome pack to include site specific sustainable transport information; and
 - The provision of a discounted introductory ticket per household for use on Public Transport.

Conclusions

- 8.7 The proposed residential development is located in a sustainable location, within walking distance of a large number of amenities and surrounded by a sustainable transport infrastructure including bus stops and the railway halt within walking distance of the site. A number of further sustainable travel initiatives will be provided, which will help ensure the overall sustainable performance of the site.