



CONGESTION - BAD FOR BUSINESS

access and egress initiatives

Many retail stores and retail parks were built a number years ago when traffic flows on the adjoining roads were significantly lower. Increases in traffic volumes over time can be as a result of natural traffic growth, or the arrival of further traffic generating development nearby. The result is often that access to a particular store, or retail park, is now affected by delays due to traffic congestion. This can be within the car parking area, on the access itself, or on the neighbouring roads. Excessive congestion in or around these facilities can result in customers being put off from making a shopping trip, or they may be inclined to travel elsewhere, where they feel that their journey will be easier.

When a planning application for a new retail park or store is made, a transport assessment is normally produced to support it. However, the accesses to the site, and nearby road junctions which may need to be improved, have a limited life span. Prior to the 90s this period could be as great as 15 years, but more recently the requirement has been significantly reduced to as little as 5 years from the date of the planning application. If a scheme is delayed having received a consent, the design life of an access is already being reduced.

Waterman Boreham has a wealth of experience in association with a major food retailer, involving more than 350 sites, by updating accesses, car parking arrangements and off-site junctions to ensure that a customer's shopping experience is improved. In the current economic climate it is particularly important that retailers have an advantage over their competitors. In a number of cases the improvements made to a store's accessibility, has made a significant improvement in customer numbers and sales within the store.

A spin off benefit of easing congestion, which is very important, is a positive effect on air pollution, and even noise, around a site, where excessive traffic congestion can be reduced.

Although in many instances customers shopping by car are the most significantly affected by congestion around a site, it is important that other forms of transport are also considered, these include:

- Buses
- Pedestrians
- Special Needs - parents with children and the disabled
- Motorcycles
- Bicycles
- Taxis

Waterman Boreham provides all the key services required to process an improvement from conception to design and implementation. We often start by talking to customers and store management representatives, consider the options available for intervention, and submit the necessary planning applications, with all supporting documents.

key services

- Feasibility studies
- Junction assessments
- Cost effective capacity improvements
- Traffic signal modification and design
- Car park redesign
- Planning submission and negotiations
- Detailed design and implementation