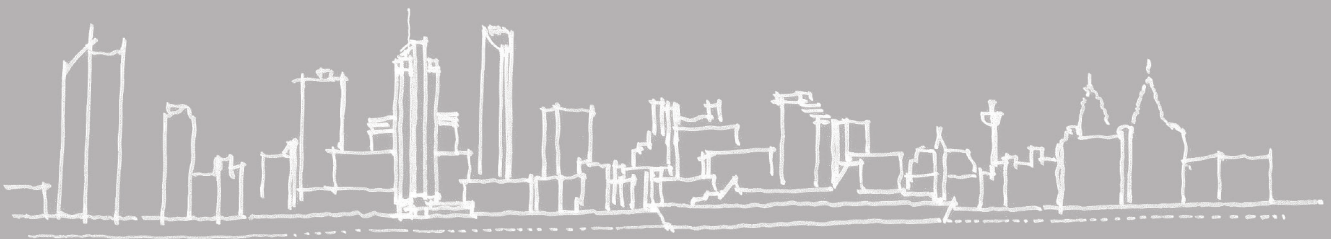




PRINCES REACH, PRINCES DOCK

TRANSPORT ASSESSMENT AND TRAVEL PLAN

June 2016



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1 Introduction

1.1 Background

This Transport Assessment (TA) has been prepared to accompany a full planning application for a proposed residential-led (Use Class C3) development of circa 34-storeys.

The development, known as Princes Reach, is located within the Liverpool Waters Development on William Jessop Way at Princes Dock on a vacant c.360 space surface car park. The proposed development features a parking provision of 13.2% in line with Liverpool City Council (LCC) parking standards and has good access to city centre public transport hubs plus pedestrian and cycling accessibility routes; therefore the proposed development is likely to result in a low number of vehicular movements to the site.

The main aims of this Transport Assessment are:

- To assess travel demand for the development;
- To demonstrate safe and effective multi-modal accessibility to the proposed development site; and
- To identify, evaluate and propose mitigation measures for any net transport-related impacts likely to arise from the proposed development.

Figure 1.1: Proposed Development Site



1.2 Liverpool Waters Masterplan

The proposed Liverpool Waters Development, granted planning consent by Liverpool City Council in 2013 extends from the northerly Bramley Moore Docks, south along the waterfront to the southerly edge of Princes Dock. The Masterplan considers this extensive area as 5 phases or neighbourhoods, each with mixed use developments differing in accommodation offer depending on the locality's nature.

Princes Dock is identified as 'phase 1' of Liverpool Waters and forms the 'Princes Dock Neighbourhood'. At Princes Dock itself, the Liverpool Waters Masterplan includes approximately 1,200 dwellings, 57,000m² B1 office use, 15,000m² hotel use (150 rooms), associated retail, café/restaurant/bar and D2 uses and car parking for 800 cars. The development site in question falls under Plot A-04 and has outline consent for a 40-storey tall building with planning use classes of A3 (Restaurant and Café) and C3 (Dwelling Houses).

1.3 Scope of Assessment

The scope of this Transport Assessment has been discussed with Mike Taylor (Principal Engineer) of Liverpool City Council (LCC), the allotted officer to deal with highways and transport elements of planning applications.

1.4 Report Structure

This report presents the findings of the TA and is structured as follows:

- Section 2 outlines relevant national and local planning policy and guidance;
- Section 3 describes the existing site and the baseline accessibility conditions in the surrounding area;
- Section 4 outlines the development proposals;
- Section 5 assesses the transport impact of the development on the local highway network in the vicinity of the development;
- Section 6 provides an accident analysis of both the existing situation and implications arising from the development;
- Section 7 summarises the adherence of the proposed development to conditions set out under the Liverpool Waters outline consent;
- Section 8 sets out the Framework Travel Plan for the proposed development; and
- Section 9 provides a summary of this Transport Assessment.

2 Policy Context

2.1 Introduction

The purpose of this section is to outline relevant planning policy, in order to clarify the context within which the TA for this proposed development has been produced.

2.2 National Planning Policy Framework (NPPF) (2012)

The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these are expected to be applied. It sets out the Government's requirements for the planning system only to the extent that it is relevant, proportionate and necessary to do so. It provides a framework within which local people and their Councils can produce their own distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities.

With regard to transport, the NPPF sets out the following guidelines.

'All developments that generate significant amounts of movement should be supported by a Transport Statement or Transport Assessment. Plans and decisions should take account of whether:

- *the opportunities for sustainable transport modes have been taken up depending on the nature and location of the site, to reduce the need for major transport infrastructure;*
- *safe and suitable access to the site can be achieved for all people; and*
- *improvements can be undertaken within the transport network that cost effectively limits the significant impacts of the development. Development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe.*

Plans should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people. Therefore, developments should be located and designed where practical to:

- *accommodate the efficient delivery of goods and supplies;*
- *give priority to pedestrian and cycle movements, and have access to high quality public transport facilities;*
- *create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter and where appropriate establishing home zones;*
- *incorporate facilities for charging plug-in and other ultra-low emission vehicles; and*
- *consider the needs of people with disabilities by all modes of transport.'*

A Transport Assessment has been produced to support the planning application for the proposed development in accordance with the recommendations set out within the NPPF. The Transport Assessment examines travel to the site by a range of modes, the impact of additional traffic on the local highway network and personal injury accidents occurring in the vicinity of the development site.

2.3 Merseyside Local Transport Plan 3 (LTP3)

The Merseyside Local Transport Plan 3 (LTP3) became active on 1st April 2011 and has a vision to provide *“a city region committed to a low carbon future, which has a transport network and mobility culture that positively contributes to a thriving economy and the health and wellbeing of its citizens and where sustainable travel is the option of choice.”*

To achieve the vision, six goals have been set which include *“ensure the transport system promotes and enables improved health and wellbeing and road safety”* and *“ensure equality of travel opportunity for all, through a transport system that allows people to connect easily with employment, education, healthcare, other essential services and leisure and recreational opportunities.”*

2.4 “A Plan for Liverpool” Liverpool’s Unitary Development Plan

The UDP was adopted in November 2002 and is a statutory document which provides the planning framework for the city. The Liverpool Local Plan, which is currently in preparation and scheduled to be adopted late 2015/early 2016, will replace this.

The aims of the plan, with respect to transportation issues, are covered under General Policy 6 (GEN6). These are to provide a balanced transport infrastructure which is accessible to everyone, specifically one that *“meets the needs of those economically or socially disadvantaged protects and enhances the environment through reducing the reliance on the private car..... promotes investment in the public transport network.... improves facilities for cyclists and pedestrians and reduces the availability of car parking facilities which would attract car borne commuters”*.

At Chapter 11 of the plan it is recognised that the promotion of transport modes other than the private car is paramount given the relatively low level of car ownership in the city. This would provide environmental benefits through reducing congestion and vehicle exhaust emissions.

2.5 Ensuring a Choice of Travel Supplementary Planning Document (SPD)

This SPD was developed by a collaboration of the Merseyside local authorities and Merseytravel and was adopted in December 2008. It provides guidance on the access and transport requirements for new developments across Merseyside.

The SPD Objectives are

- *Ensure a reasonable choice of access by all modes of transport to new development;*
- *Reduce the environmental impact of travel choices, by reducing pollution, and improving the local environment;*
- *Improving road safety;*

- *Promote healthier lifestyles by providing opportunities for people to walk or cycle for work or leisure purposes;*
- *Reduce the level of traffic growth and congestion on the strategic and local road network; and*
- *Encourage opportunities to improve the quality of development proposals by better use of space through the provision of less car parking spaces where appropriate.*

It recognises that good design can contribute to sustainable modes of travel and enhance the environmental quality of a scheme, something which is reinforced through the Transport Strategy in this TA.

2.6 Conclusion

This document is to be submitted with the planning application for the proposed development which considers access to the development by a range of modes including sustainable travel. In addition, this TA also assesses the location and type of development in addition to the impact of the development on the local highway network.

The information contained within this report will allow planning officers to assess the attributes of the development against those standards set out in the detailed policy documentation.

3 Site Location & Existing Conditions

3.1 Introduction

This section provides details of the existing conditions in the vicinity of the proposed development site. In particular this section highlights its strategic context, local public transport services, local amenities and accessibility through sustainable modes, such as walking and cycling.

3.2 Site Location

The proposed development site is located within Princes Dock on Liverpool's Waterfront, north of Pier Head, east of the River Mersey, and at the southern point of the Liverpool Waters development site. Land use in Princes Dock is predominantly office, hotel and residential uses. To the south west corner of Princes Dock the Liverpool Cruise Liner Terminal currently accommodates some 50 cruise ship sailings per year.

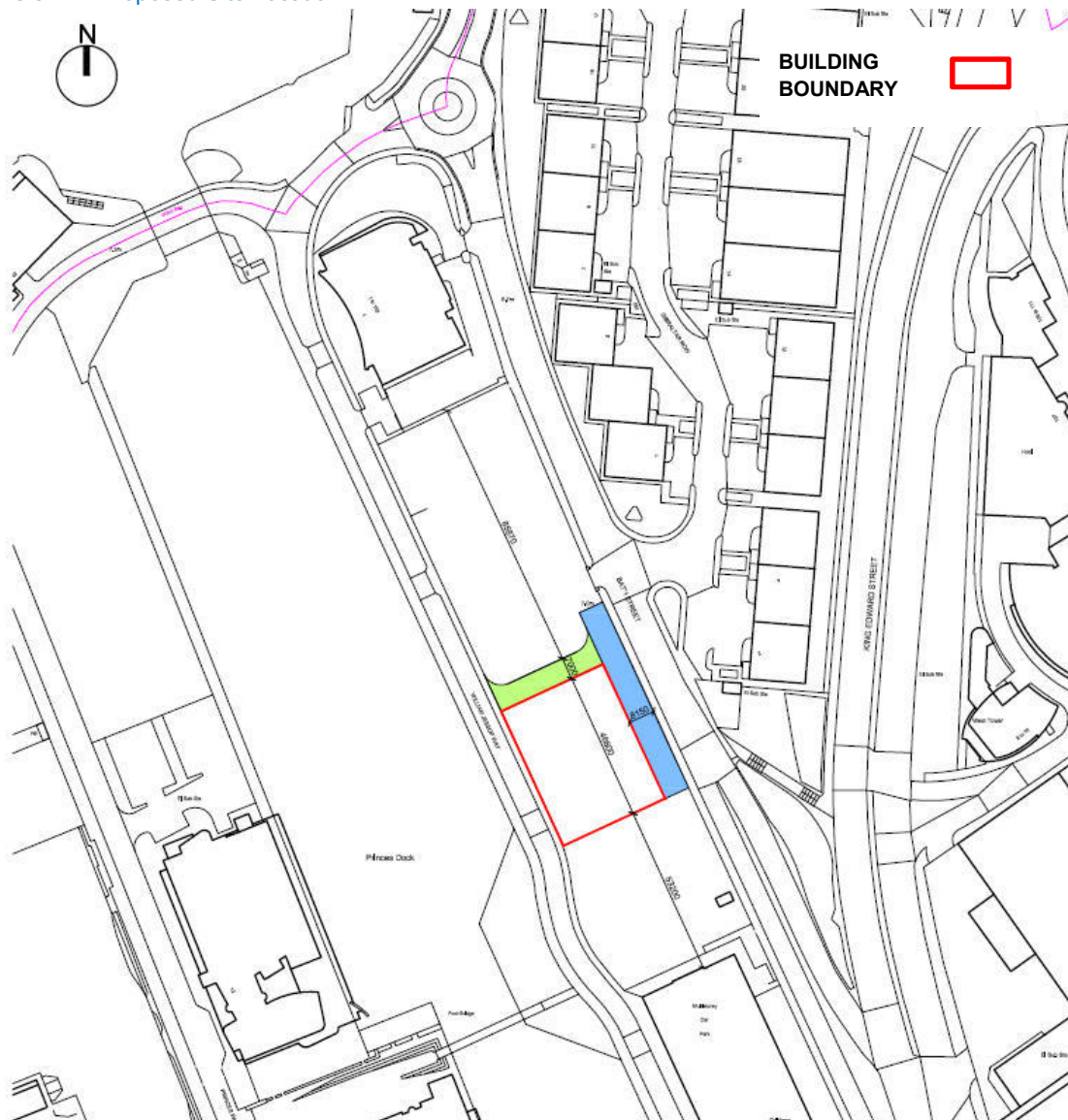
Figure 3.1: City Centre Living Location Plan



Source: Liverpool Unitary Development Plan

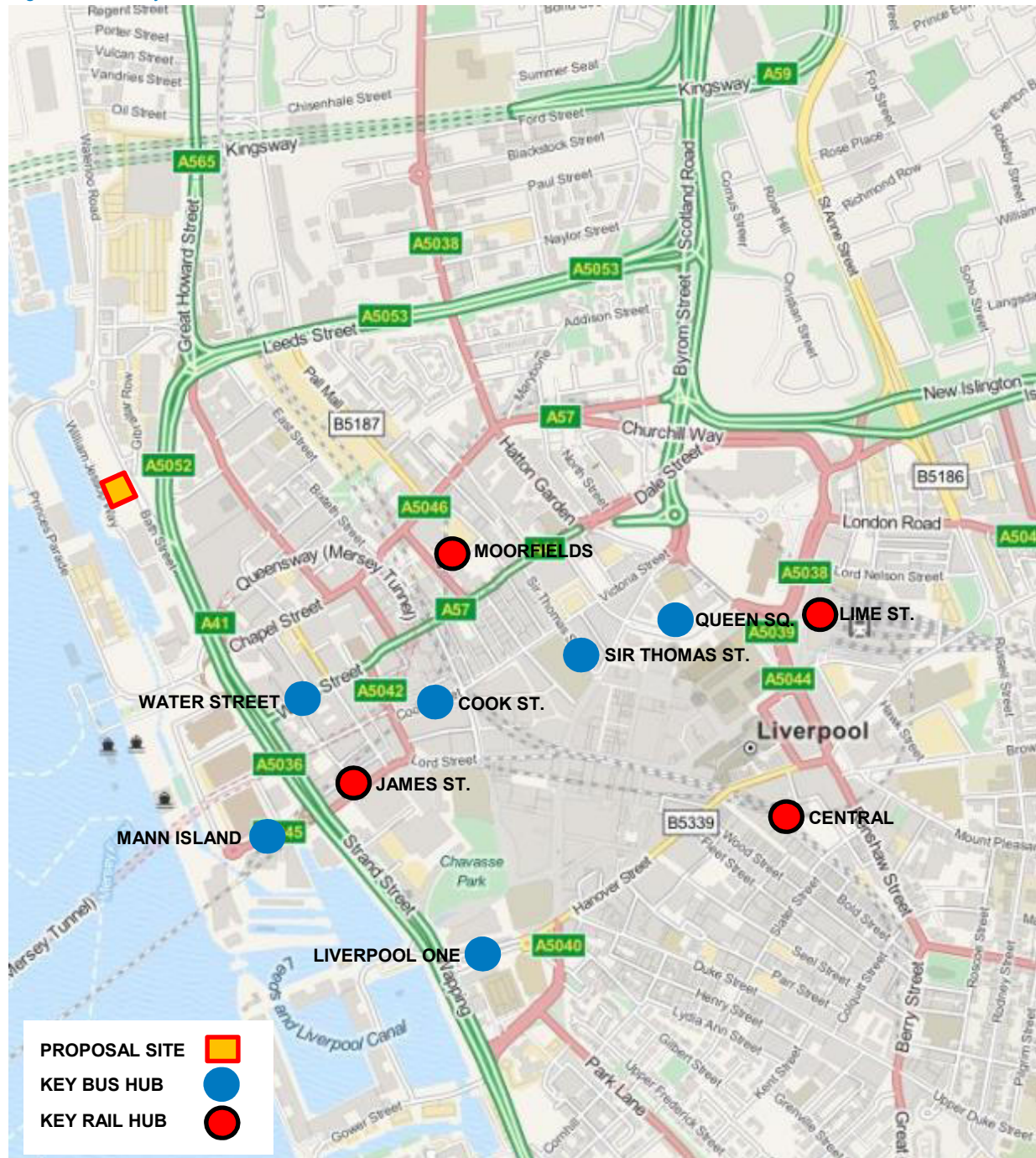
The development site is bounded by land in use most recently as informal car parking to the north and south, Bath Street and the Dock Boundary Wall to the east and William Jessop Way to the west. The land immediately to the south of the site has planning permission (15F/0560) for the development of an eight storey office building with business, retail, professional services, restaurant or drinking establishments uses on the ground floor.

Figure 3.2: Proposed Site Location



Source: Falconer Chester Hall

Figure 3.3: City Centre Context



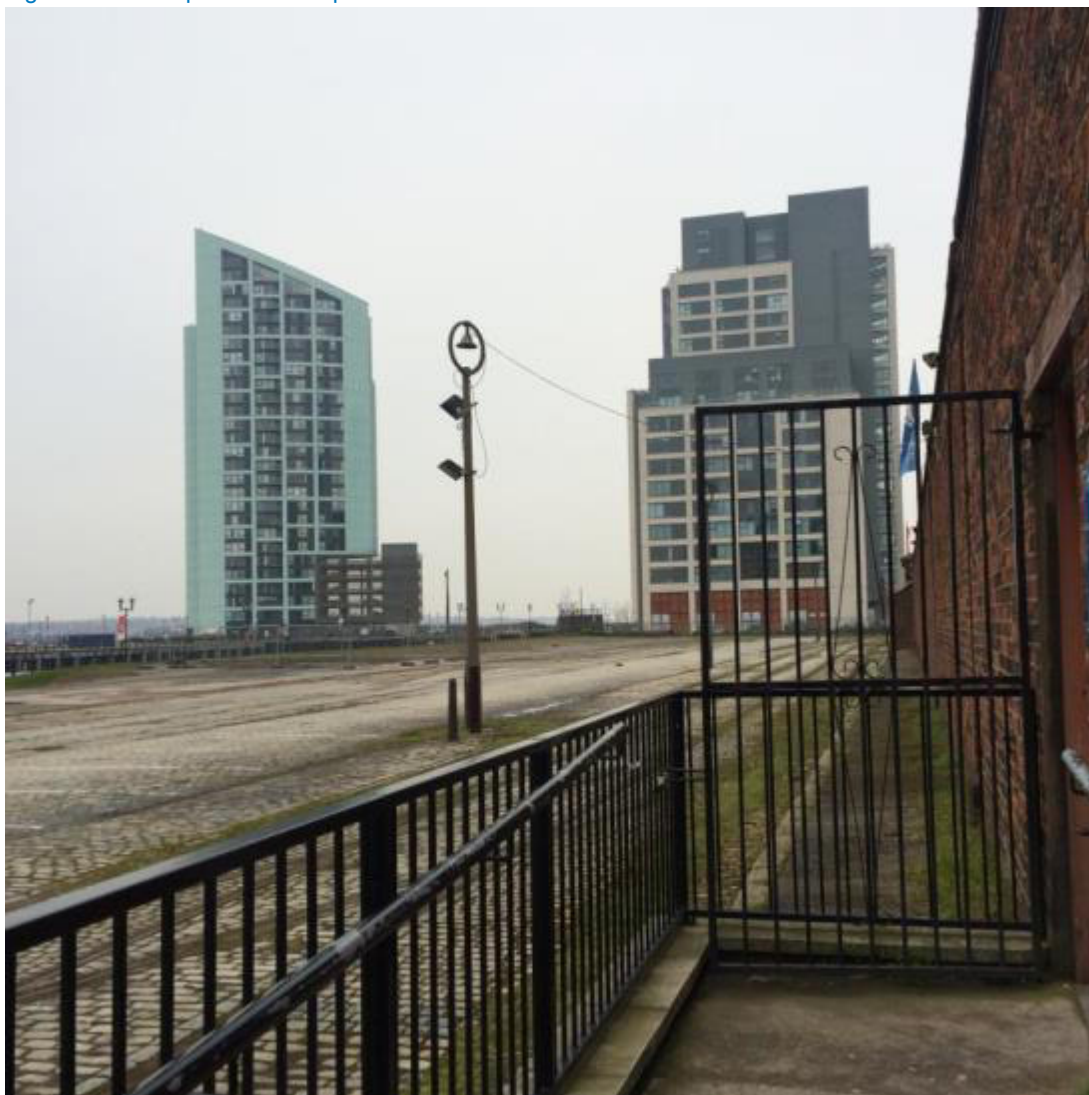
Source: openstreetmap.org

The site is in a highly sustainable location; lending itself to high density, residential development. It is situated in close proximity to the business district and cultural heart of the city centre, within walking distance of key facilities or amenities and with easy access to multi-modal transport hubs.

3.2.1 Existing & Previous Land Uses

The existing site is presently a vacant surface level car park with approximately 360 spaces in total. The car park is only in use during special events at the Princes Dock on an ad-hoc basis. The development footprint would take up approximately 60 spaces from this surface level car park.

Figure 3.4: Proposed Development Site



3.3 Lapsed Consents

The Princes Reach proposal site has previously been consented (10F/2787) for a 34 storey mixed-use residential, office, hotel and retail development with 153 basement car parking spaces. Planning consent was granted in June 2011, it has however since lapsed.

3.4 Committed Developments

3.4.1 Liverpool Waters

The proposed Liverpool Waters Development, extends from the northerly Bramley Moore Docks, south along the waterfront to the southerly edge of Princes Dock. The development will be built out in five phases between 2012 and 2041, with the most dominant land uses being residential and office use, supported by retail, education, health and leisure uses. The Liverpool Waters development at Princes Dock is expected to generate some 749 traffic trips in the weekday morning peak hour (490 arrivals and 259 departures) and 752 trips in the evening peak (254 arrivals and 498 departures).

The Liverpool Waters Transport Assessment sets out that minor alteration to the St. Nicholas Place / New Quay junction will be needed in terms of lining and alteration to an existing pedestrian island to provide width for three vehicles to wait whilst turning out of St. Nicholas Place onto the gyratory. Further improvements will be required at the William Jessop Way roundabout (signalisation and junction enlargement), however, neither of these alterations to junctions will be required until after all of the development in Princes Dock is completed and development is well underway in other Liverpool Waters neighbourhoods.

3.4.2 William Jessop House

To the south of the site, planning consent (15F/0560) has recently be given for a new eight storey office building with flexible ground floor space (William Jessop House). No on-site car parking will be provided with this approved development, but spaces will be allocated to it within the Princes Dock multi-storey car park. There are no conditional requirements for highway works related to this development. This development would be 8,879sqm, which at an average occupancy of one person per 25sqm would equate to a population of 355 using the site. As part of the planning application for this development, no transport issues were raised and it was anticipated that the development would not have a detrimental impact on the local highway network.

3.5 Committed Transport Schemes

3.5.1 Upgrade of King Edward Street Junction – North Liverpool Key Corridors

This scheme is forms part of Phase 1 of the North Liverpool Key Corridors project and is due for construction in 2016. The scheme proposes improvements to the King Edward St / Great Howard St /

Leeds St junction to the north east of the site and includes improved crossing facilities for pedestrians and cyclists, particularly between the Old Hall Street area and Paisley Street area - the key driver for this being Liverpool Waters.

3.6 Aspirational Transport Schemes

3.6.1 Regent Road Cycle Scheme – North Liverpool Key Corridors

This scheme makes up Phase 3 of the North Liverpool Key Corridors project which has gone through the business case procedure and has acquired funding. It is being delivered by Liverpool City Council in conjunction with Amey. The scheme proposes to develop a 4 metre wide 2-way cycle way with a 1m wide segregation from the carriageway along the southern length of Regent Road from Paisley Street in the south up to the north of Blackstone Street. This scheme would provide a key north-south cycle link to the north of the development site.

3.6.2 Bath Street Cycle Scheme – Strand Corridor Improvements

This scheme forms part of the proposals for The Strand Corridor which are being delivered as part of the 'Three Cs' project being undertaken by Liverpool City Council in conjunction with Amey. It is in the pipeline for delivery with the aim to close off the Bath Street / King Edward Street junction to vehicular traffic to allow for a 4 metre segregated cycleway that links up a strategic north-south cycle corridor and a potential Liverpool Waters gateway.

3.6.3 King Edward Street Junction – Spur to Waterloo Road/Bath Street

There is a long term aspiration to provide a strategic link road to the west from King Edward Street junction offering a clear access route to Waterloo Road and Bath Street in support of future Liverpool Waters development.

3.6.4 Cruise Liner Terminal

Liverpool City Council has identified the former Princes Jetty at Princes Parade as its preferred location for the main cruise terminal, replacing the current temporary terminal. With a strong desire to double the number of passengers arriving in the city on cruise liners, plans for the new terminal site include passport control, a passenger lounge and café, a taxi rank, a vehicle pick up point, as well as a car park and coach layover area.

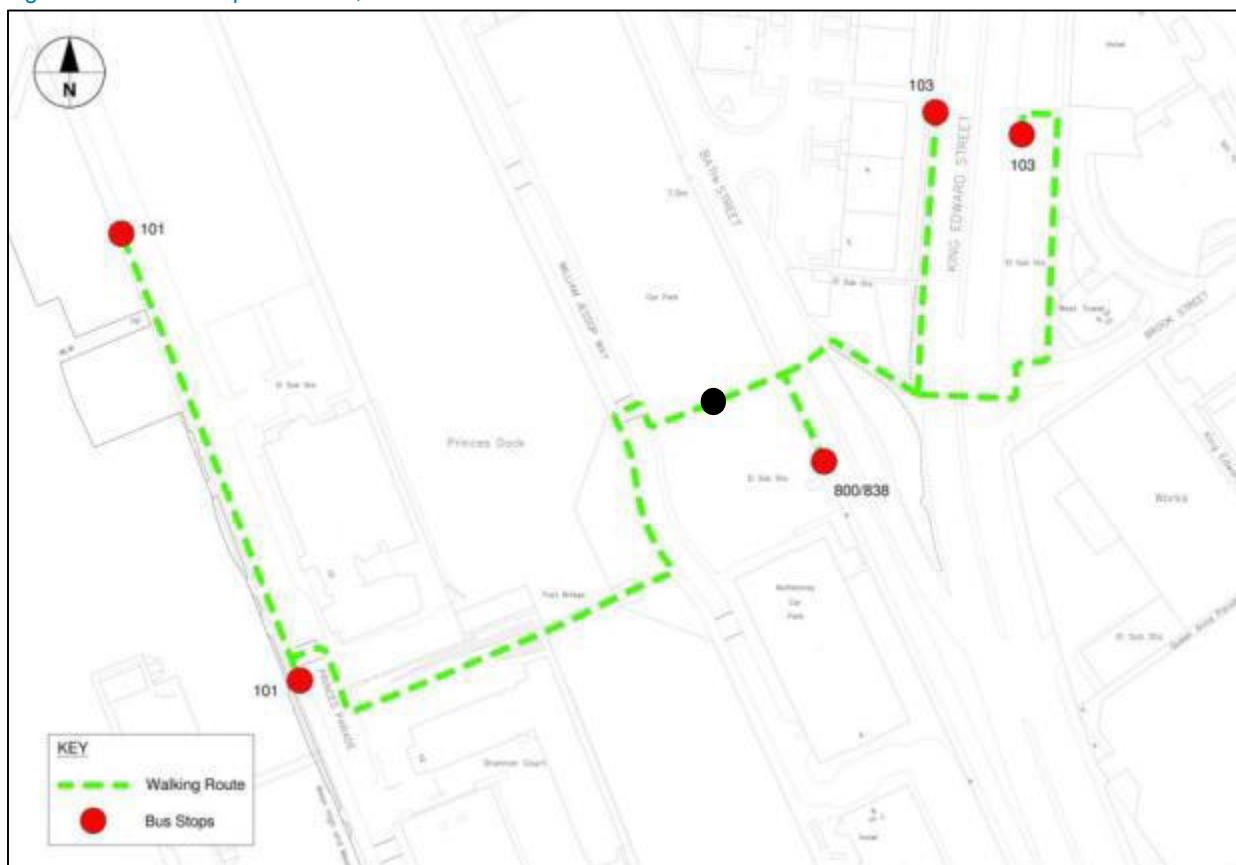
3.7 Accessibility

3.7.1 Public Transport

3.7.1.1 Bus

The nearest bus stops to the site are located within a 5 minute walk to the development on Princes Parade, Bath Street and King Edward Street. Figure 3.5 displays the location of bus stops in vicinity of the site, the services operating from these stops and expected walking routes.

Figure 3.5: Bus Stop Locations, Service Numbers and Walk Routes



Source: [Insert source text here](#)

The 101 is the most frequent bus service in proximity to the site and can be accessed from Princes Parade. The service provides a convenient link into Liverpool City Centre and particularly to Queen Square Bus Station for transfers to further local bus services. The remaining services that run in close proximity to the site on Bath Street (800 and 838) and King Edward Street (103) are specifically commuter services run

by Merseytravel to provide access to employment sites in north and south of the City Region. Table 3.1 outlines services operating from these stops

Figure 3.6: Bus stop in close proximity to the development site on Princes Parade



As shown in Figure 3.3, the proposal site is in close proximity to the key bus hubs in the city, with Cook Street under 1km south east (12 minute walk), Liverpool One Bus Station within 1km south (14 minute walk), Sir Thomas Street within 1km south east (16 minute walk) and Queen Square Bus Station within 1.3km east (17 minute walk) of the site. Queen Square Bus Station largely provides bus services to North Liverpool and Knowsley, including regular services to Huyton, Croxteth, Tower Hill, Kirkby and Fazakerley. Liverpool One Bus Station provides bus service to South Liverpool, St. Helens, Knowsley and Halton, with regular services to Toxteth, Speke, Garston, Liverpool John Lennon Airport, Huyton, Prescot and Runcorn. Bus stops along Cook Street and Sir Thomas Street offer regular cross-river services to Birkenhead, Arrowe Park, Heswall, New Brighton and Moreton. Alighting only bus stops are located within 700m of the development site at Mann Island and Water Street, where Liverpool City Region bus services terminate.

Table 3.1: Bus Services Operating in the Vicinity of the Site

Service Number	Route	Frequency (daytime)	Operator
<i>From Princes Parade</i>			
101	Princes Parade – Queen Square Bus Station – Great Homer Street – Prescott Street	Mon – Fri: every 30min Sat: every 30min Sun: no service	Merseytravel
<i>From Bath Street</i>			
800	Speke – Aigburth Vale – Pier Head – Bath Street – Liverpool Freeport	Mon – Fri: 1 service a day Sat: no service Sun: no service	Merseytravel
838	Hunts Cross – Belle Vale – Wavertree – Queen Square Bus Station – Bath Street – Liverpool Freeport	Mon – Fri: 1 service a day Sat: no service Sun: no service	Merseytravel
<i>From King Edward Street</i>			
103	Aigburth Vale – Mill Lane – King Edward Street - Waterloo	Mon – Fri: every 30min (AM/PM commuter service only) Sat: no service Sun: no service	Merseytravel

3.7.1.2 Ferry

The Mersey Ferry Pier Head terminal is approximately 500m south of the proposal site, providing direct access to ferry commuter services from the Pier Head to Seacombe in the Wirral. Table 3.2 displays the commuter service timetable that operates between Pier Head and Seacombe terminal.

Table 3.2: Mersey Ferry Commuter Service Liverpool Pier Head – Seacombe Terminal

	Mon-Friday Morning Commuter Service	Mon-Friday Evening Commuter Service
Operating Hours	07.30-09.30	17.10-18.30
Frequency	Every 20mins	Every 20mins

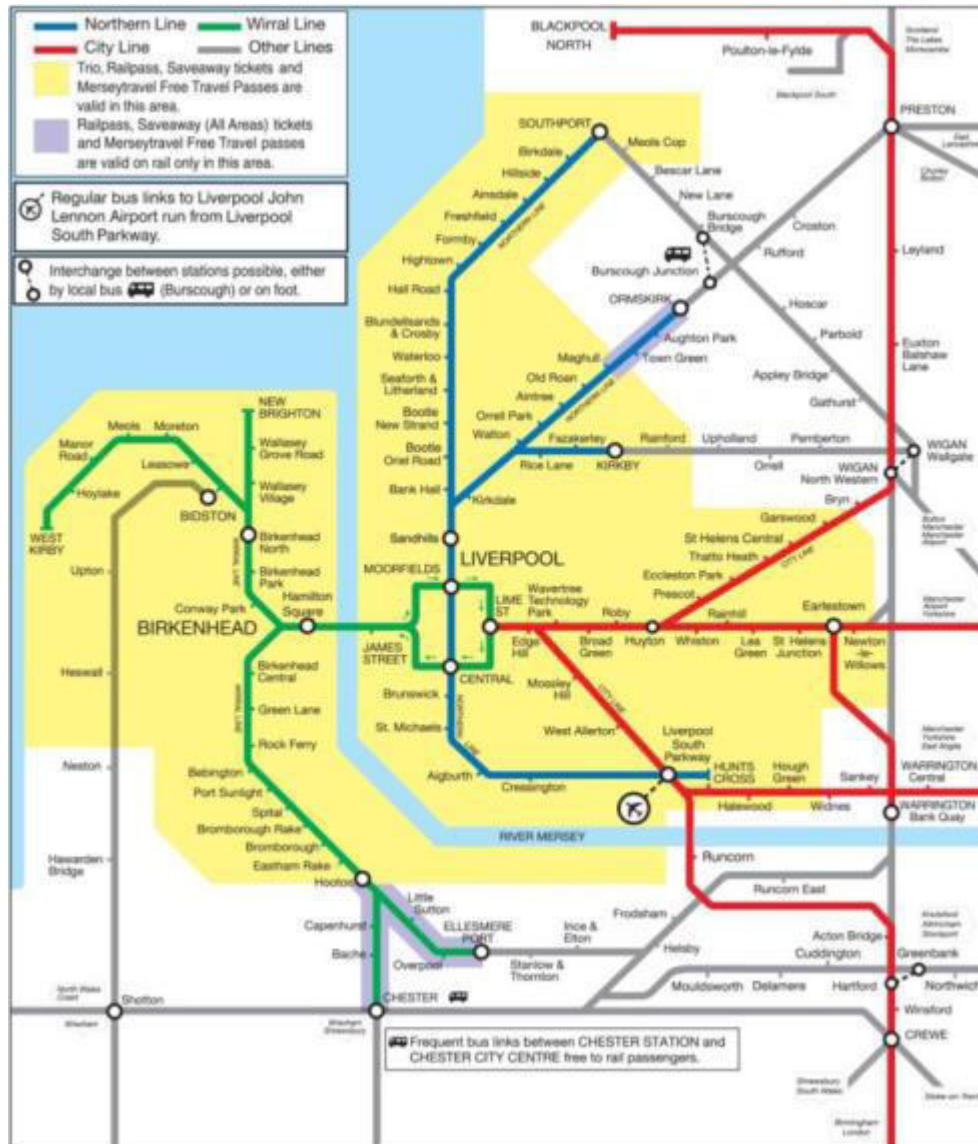
Source: Mersey Ferries

Further to this, a 'River Explorer' day time service is available from the Pier Head terminal every 60minutes from 10am till 4pm, providing access to Seacombe and Woodside ferry terminals in the Wirral.

3.7.1.3 Rail

The proposal site is located around 500m west of Moorfields railway station. Moorfields is located on both the Northern Line and Wirral Line of the Merseyrail network – providing excellent links across the city region. Figure 3.7 displays a map of the Merseyrail network and tables 3.3 & 3.4 provide a breakdown of the services per hour from Moorfields station.

Figure 3.7: Merseyrail Network Map



Source: Merseyrail

Table 3.3: Moorfields Station – Northern Line Services

Destination	Weekday Daytime Frequency
Southport	4 services per hour
Ormskirk	4 services per hour
Kirkby	4 services per hour
Hunts Cross (via Liverpool South Parkway)	4 services per hour

Source: Merseyrail

Table 3.4: Moorfields Station – Wirral Line Services

Destination	Weekday Daytime Frequency
Chester	4 services per hour
Ellesmere Port	2 services per hour
West Kirkby	4 services per hour
New Brighton	4 services per hour

Source: Merseyrail

Moorfields also directly connects to Liverpool Lime Street station, via the Wirral Line and Liverpool South Parkway via the Northern Line, offering connections to direct services to Manchester, Birmingham and London. Lime Street itself is located approximately 1,600m east of the proposal site.

Liverpool Lime Street mainline station offers national inter-city and regional services. Core off-peak services from Liverpool Lime Street mainline station are shown in Table 3.5 below.

Table 3.5: Liverpool Lime Street - Core Mainline Services

Destination	Frequency
Manchester	7 services per hour
London Euston	1 service per hour
Birmingham New Street	2 services per hour
Sheffield	1 service per hour
Nottingham	1 service per hour
Norwich	1 service per hour
Leeds	2 services per hour
York	2 services per hour
Newcastle	1 service per hour
Scarborough	1 service per hour
Wigan North Western	3 services per hour
Blackpool	1 service per hour
Preston	1 service per hour

Source: National Rail

Consequently, appropriate to the city centre location, it is considered that the proposal site is very well connected by public transport to both the wider Liverpool City Region and other urban areas across the UK.

3.7.2 Active Travel Modes

3.7.2.1 Walking

Given that the proposal site is located within Liverpool city centre, walking infrastructure is generally well developed in the vicinity of the site and of a good standard, particularly within Princes Dock where wide footways are provided for pedestrians throughout the area. Figure 3.9 displays pedestrian isochrones based on a walking speed of 1.4m/sec, showing which areas of Liverpool City Centre can be reached on foot within a 20 minute period from the development site.

Pedestrians can gain access to Liverpool City Centre's Commercial District and Historic Downtown to the east of the site by walking south on William Jessop Way, through the pedestrianised area outside the Crowne Plaza Hotel and use the signal crossing facilities to cross New Quay to Chapel Street as shown in Figure 3.10.

A small opening in the Dock Wall directly to the rear of the development site offers a direct pedestrian access route to the Commercial District from Bath Street. As shown in Figure 3.11, from the Dock Wall opening, pedestrians can cross Bath Street to a stepped footway to King Edward Street. From here, an uncontrolled pedestrian crossing to Brook Street and Old Hall Street is provided within the signal cycle, though no push button or 'green man' signal is provided. This route is not supported by DDA compliant crossings at all junctions and requires the ascent of steps to reach King Edward Street from Bath Street.

Liverpool City Council has acknowledged in previous planning cases such as William Jessop House (15F/0560) planning application that pedestrian crossing improvements are required on Bath Street and King Edward Street in connection with future development at Princes Dock. It is understood that these improvements are to be included within a Highways Capital Scheme as part of the Regional Growth Fund programme and therefore not needed to be funded by previous developers.

Access to Liverpool One and the main shopping area south of the site can be made by walking along William Jessop Way and continuing along the Strand to the Strand /James Street junction where a signal pedestrian crossing is located.

Figure 3.8: Dock Wall opening leading to Bath Street



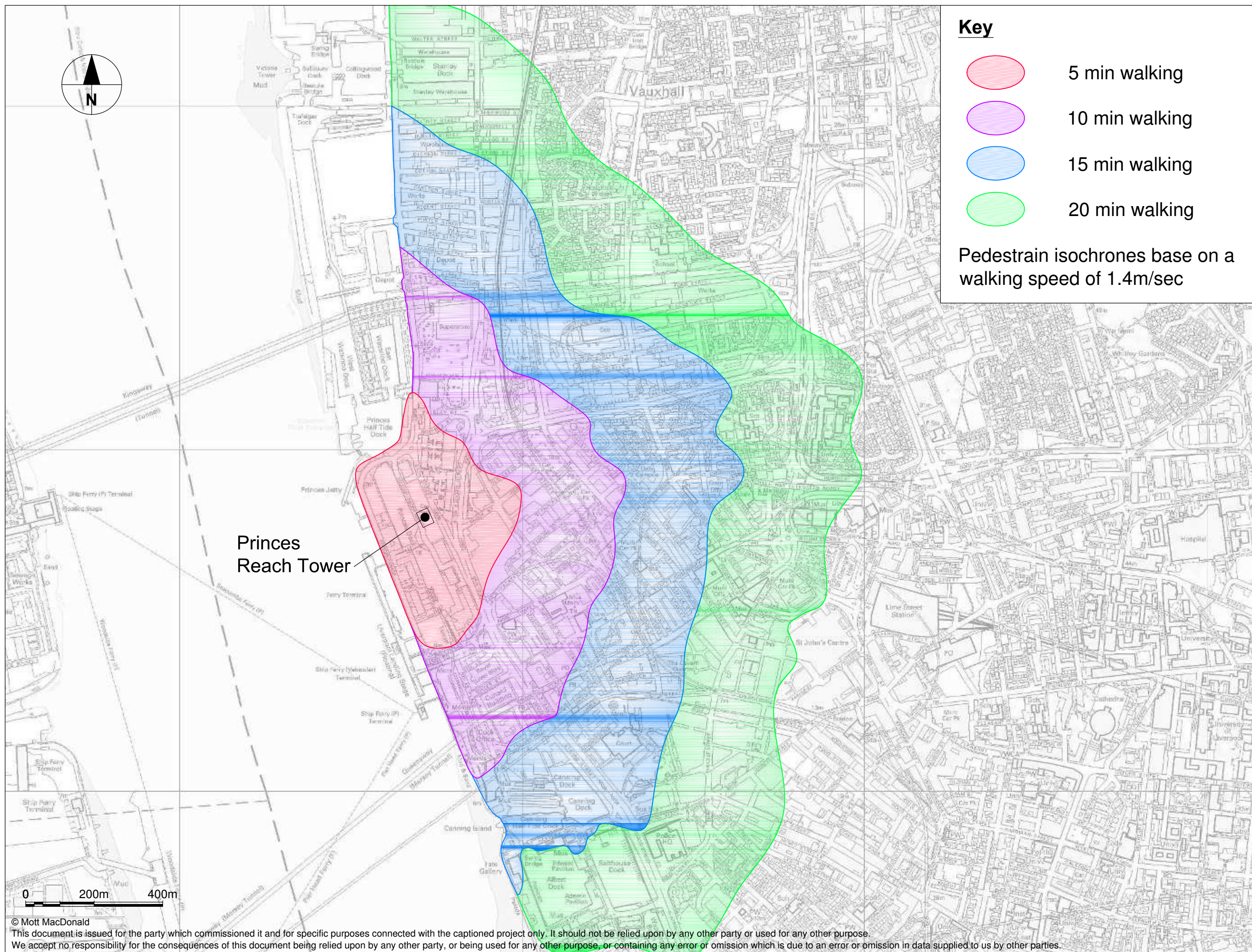


FIGURE 3.9: PEDESTRIAN WALKING TIMES FROM DEVELOPMENT SITE



FIGURE 3.10: PEDESTRIAN WALKING ROUTE OPTION A



FIGURE 3.11: PEDESTRIAN WALKING ROUTE OPTION B

There are a number of cycle routes that provide a clear amenity for the development, such as:

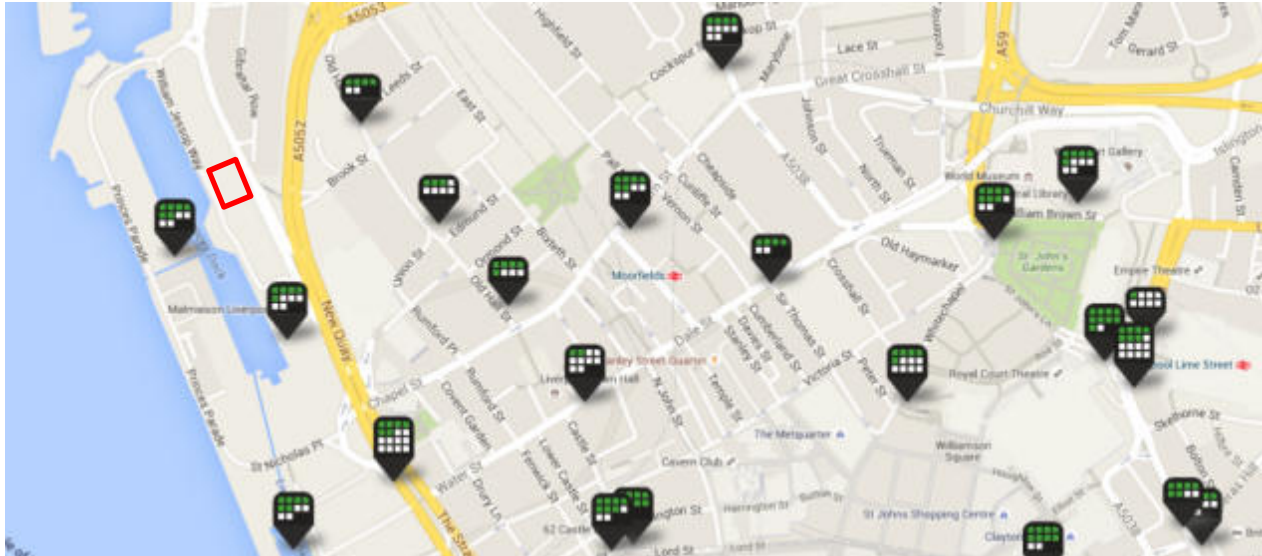
This is a traffic-free route that links north-south between The Three Graces and Cressington. Clearly, the quiet and flat nature of the routes around Princes Dock allow easy access by bicycle to the Waterfront Route.

This on-road route will provide a direct link north-south from just north of the development site, towards Bootle.

In support of the strong north-south cycle network to the south of the site there are number of recommended cycle routes to the east providing access to and from the City Centre via Chapel Street, Water Street, James Street and Thomas Steers Way.

The proposal site is located adjacent to a number of Citybike hire stations, with the two closest stations located at Princes Parade across Princes dock to the west and outside Crown Plaza to the south of the site (Figure 3.13), just a minute or so walk from the site.

Figure 3.13: Proximity to Citybike Stations



Source: Citybikeliverpool.co.uk

3.7.3 Private Car

3.7.3.1 Highway Network

The internal road network of Princes Dock (figure 3.14) is privately maintained by Peel and does not form part of the Liverpool City Council adopted highway. The limits of LCCs adoption are as follows:

- Princes Parade south of the gates near the St Nicholas Place taxi rank,
- William Jessop Way south of the William Jessop Way / Bath Street / Waterloo Road roundabout.

The proposal site is located approximately 80m to the south of A5052, providing direct links to the Kingsway and Queensway Tunnels, the A59 and A565 to the north, the A561 and A562 to the south and the A580 to the east (as shown in figure 3.3). The site is also well connected to a number of radial routes, providing linkages to the proposal site from across the Liverpool City Region.

Figure 3.14: Princes Dock Internal Road Network



Source: openstreetmap.org

3.7.3.2 Site Access

Vehicular access to the site from the LCC adopted network is possible from two points. The southernmost is via St Nicholas Place via the New Quay / Chapel Street / St Nicholas Place / Queensway Tunnel signalised junction (the St Nicholas Place junction). The northern access point is from William Jessop Way via the William Jessop Way / Bath Street / Waterloo Road roundabout (the William Jessop Way roundabout).

Figure 3.15: New Quay / Chapel Street / St Nicholas Place / Queensway Tunnel signalised junction



Previous studies conducted within Princes Dock have shown that there is sufficient capacity on the surrounding junctions to support future development. The William Jessop Way roundabout is trafficked by some 1,540 vehicles in the weekday morning peak and 1,625 in the weekday evening peak (traffic data taken from the accepted 2012 Transport Assessment for Princes Dock Cruise Liner Terminal). The St Nicholas Place junction is trafficked by some 4,150 vehicles in the weekday morning peak and 4,050 in the evening peak (traffic data taken from Peel's 2013 Cruise Liner Terminal Study).

3.7.3.3 Car Parking

The site of the proposed development plot has been used as a surface level car park during special events. The car park has approximately 360 spaces and is closed off to the public via a barrier to ensure that the space is only used for parking on an adhoc basis during special events.

A multi-storey car park with approximately 760 spaces is located about one minutes walk to the south of the development site, providing contract parking spaces as well as publicly available spaces via a pay on foot system. Other publically available car parks in close proximity to the development site include the Capital Car Park on New Quay (1,000 spaces), Princes Dock Multi-Storey Car Park (760 spaces), the Crowne Plaza hotel on Princes Dock (150 spaces) and Pall Mall (930 spaces).

There is no on-street parking available in close proximity to the development site, with double yellow lines in place along the carriageway within much of Princes Dock enforcing no waiting restrictions for all vehicles except for local buses. Signs are in place within Princes Dock notifying drivers that parking restrictions are in place 24 hours a day with a charge of £100.00 for vehicles who contravene the no parking or waiting at any time restrictions. This is enforced by a private contractor, as opposed to the city council. Outside Princes Dock, streets are protected by the city council's inner and outer controlled parking zones.

Figure 3.16: Princes Dock Parking Restrictions



Figure 3.17: Princes Dock Multi-Storey Car Park



4 Proposed Development

4.1 Development Details

This section of the report provides a more detailed breakdown of the particulars of the proposed development and has been developed with the guidance of Liverpool City Council.

4.1.1.1 Residential

The proposed development is a private rented sector (PRS) apartment tower, consisting of circa 34 storeys with 304 residential apartments made up of:

- 31 – studio apartments
- 107 – 1 bedroom apartments
- 142 – 2 bedroom apartments
- 24 – 3 bedroom apartments

Princes Reach aims to provide Liverpool with high quality apartments for rent as part of the regeneration of Liverpool's waterfront as well as tenant amenities. The proposed development and associated internal layout across all floors is included in Appendix C.

4.1.1.2 Amenity Space

The development will come with the following complementary ancillary facilities across the ground floor, mezzanine level, second floor and seventeenth floor:

- Residents lounge;
- Laundry room;
- 2x office/meeting rooms;
- Gym;
- Cinema room;
- Communal roof terrace;
- Amenity/lounge space; and
- Associated management space.

4.1.1.3 Public Realm

A landscaping plan has been developed in order to provide high quality public realm alongside the proposed development. Surfaces around the building will be high quality to provide an attractive setting and it is considered that this will provide an improved pedestrian connection between the site and surrounding developments.

4.2 Access

4.2.1 Pedestrian Access

Existing footways and pedestrian access that serve the development will be maintained. Pedestrian access to the development site will be granted through two access points via the main tenant entrance on William Jessop Way and via the secondary entrance to the rear of the building facing the Dock Wall.

All doors will be designed in a way to ensure that pavements remain clear and do not infringe over the extents of the adopted highway.

Access to the Dock Wall opening onto Bath Street will be retained, providing a suitable path of approximately 3.4m in width between Princes Reach and the proposed William Jessop House.

Figure 4.1: Existing footways and pedestrian access outside development site



4.2.2 Cycling

Existing local cycle routes will be maintained as part of the development proposals. Covered and secure cycle parking for 76 bicycles is to be provided within the car park of the proposed development which can be accessed via the purpose-built access road to the rear of the site.

4.2.3 Vehicular Access

Vehicles can access the site from William Jessop Way via a new access road to the north of the development plot to an arrangement between the dock wall to the east and the building. This access road will support vehicular access to the car park and also provide access to the site for service vehicles.

Figure 4.2 displays a swept path analysis of this access road to ensure the design of road and site allows for reasonable access for all vehicles, including refuse vehicles.

Tactile paving and dropped kerbs will be introduced at the new access junction on William Jessop Way to ensure pedestrian safety when crossing.

4.2.3.1 Car Park

A 40 space internal car park will be available to residents over the first three floors of the development with 8 motorcycle spaces.

4.2.3.2 Drop-Off/ Pick-Up Routes

A 3-car space layby along William Jessop Way will provide a drop-off/pick-up point directly outside of the tenant entrance to the development.

4.2.3.3 Servicing

A low volume of light delivery vehicles and refuse vehicles are expected to service the site. The new access road as show in Figure 4.2 will be designed to allow for optimum circulation and turning movements for service vehicles with a designated layby/turning area to the north east of the development site. This design could also provide amenity for adjacent future development plots.

4.3 Swept Path Analysis

A swept path analysis has been conducted to ensure that the proposed development is accessible to service vehicles and the associated landscaping works do not obstruct turning movements on the surrounding highway network. Figure 4.2 demonstrates this analysis with the largest vehicle type likely to need to access this area.

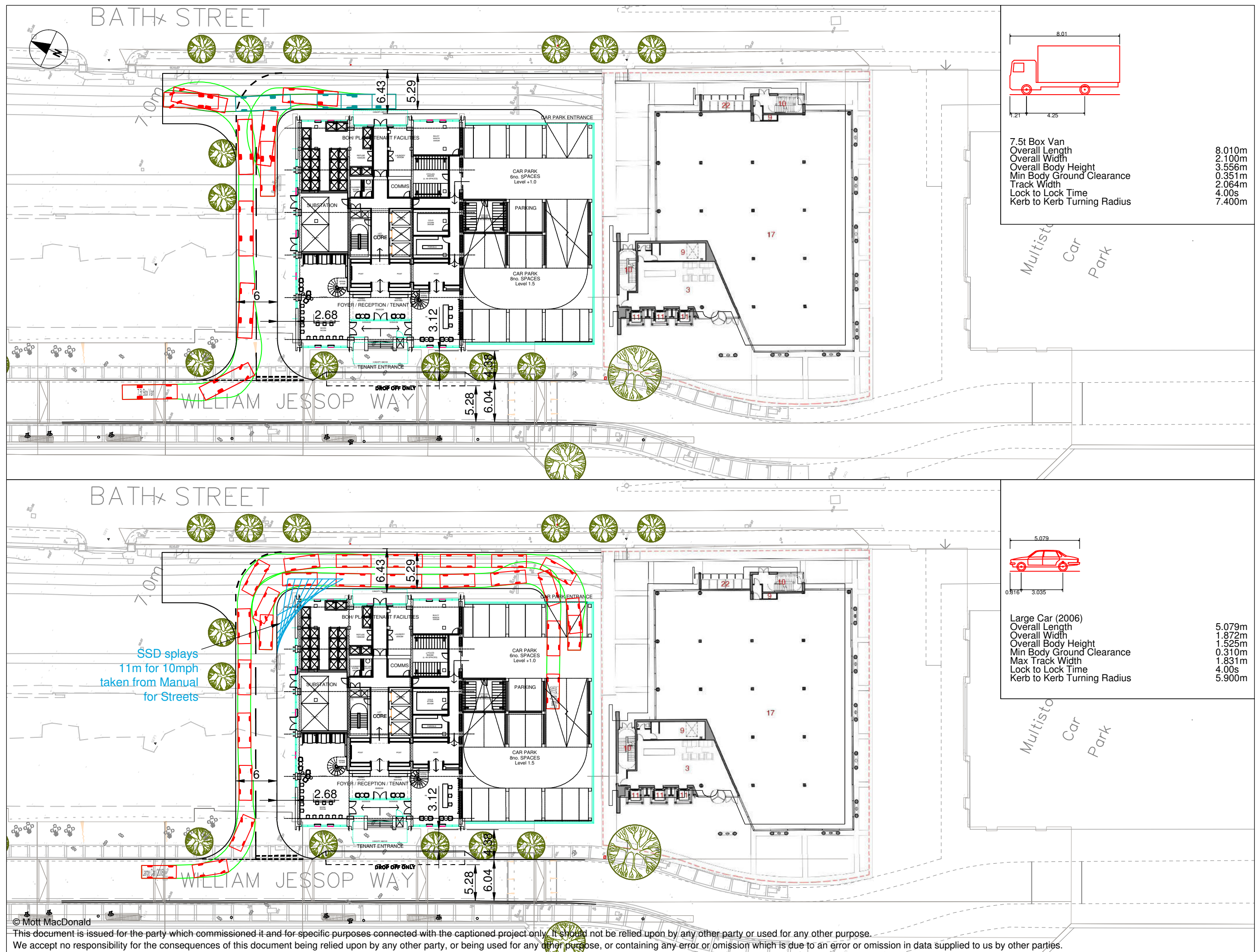


FIGURE 4.2 : PRINCESS REACH SITE ACCESS ARRANGEMENTS

5 Impact Assessment

5.1 Introduction

The purpose of this section is to predict and assess any traffic impacts likely to arise as a result of the development.

5.2 Trip Generation

The location of the site within Liverpool City Centre will also promote the use of sustainable modes of travel; the site is in a location that is highly accessible by public transport and within close proximity to amenities and major trip attractors.

5.2.1 Pedestrian Trips

To gain an understanding of the number of people expected to arrive and depart the proposed development site during the AM and PM peaks, a pedestrian count was conducted at Alexandra Tower, a 201 unit residential tower to the north west of the site. Alexandra Tower was agreed as appropriate with LCC to be a comparable site from which travel demand characteristics can be drawn.

The results of this survey and the subsequent trip rates to Alexandra Tower were used to provide an estimate of the number of pedestrians generated by the proposed development as detailed in Table 5.1 below.

Table 5.1: Pedestrian Trip Generation

	Alexandra Tower (201 units)				Princes Reach (304 units)			
	Arrivals		Departures		Arrivals		Departures	
Hour Start	Trip Rate	Number	Trip Rate	Number	Trip Rate	Number	Trip Rate	Number
08:00	0.02	4	0.34	69	0.02	6	0.34	104
09:00	0.02	4	0.12	25	0.02	6	0.12	38
16:00	0.14	29	0.04	9	0.14	44	0.04	14
17:00	0.28	57	0.06	13	0.28	86	0.06	20

The trip generation figures above provide a good indicator of the level of trips that the development will generate during peak hours with 142 departures in the AM peak (8:00-10:00) and 130 arrivals in the PM peak (16:00-18:00). It is deemed that these figures do not represent a significant increase in the number of people travelling to the site on foot, and that the majority of existing infrastructure in the vicinity of Princes Dock is sufficient to accommodate the increase of trips on foot.

As highlighted in the Princes Dock Neighbourhood Masterplan 2016 update, the uncontrolled crossing at Bath Street to the east of the development site requires some pedestrian accessibility improvements as part of future Liverpool Waters and Princes Dock developments. Despite a lack of formalised pedestrian

crossing facility, this crossing is well used by existing tenants of Princes Dock, with a strong pedestrian desire line between Princes Dock and the Business Quarter along Old Hall Street.

The transport statement for the adjacent William Jessop House development which has received planning consent (15F/0560) makes reference to the Bath Street crossing, explaining that improvements are included within a Highways Capital Scheme.

There was deemed to be no requirement for the William Jessop House development to provide mitigation measures at the Bath Street crossing with the Highways Manager at Liverpool City Council explaining within the Case Officer Report that, *"It is acknowledged that pedestrian crossing improvements are required on Bath Street and King Edward Street in connection with future development at Princes Dock under the wider 'Liverpool Waters' proposal, to remove barriers to pedestrian movement and create more accessible connections to public transport hubs in the City Centre. **These improvements are included within a Highways Capital Scheme as part of the Regional Growth Fund programmes, and will therefore not need to be funded by the developer**"*.

Several developments (including office and residential) have already been consented and built within Princes Dock and the crossing was not deemed to be required in those instances. It is understood that the statement above can directly be applied to the Princes Reach development proposal.

5.2.2 Vehicular Trips

Taking into account the number of parking spaces available to residents and the location of the development within the Liverpool City Centre boundary with good access to public transport, pedestrian and cycle accessibility; it is reasonable to assume that weekday trip rates will fall below 100 additional movements per day in total as a result of the development, and in the peak period less than 20 trips.

Traffic to be generated by Liverpool Waters on account of development in Princes Dock only was anticipated to result in 749 vehicle trips in the morning peak and 752 in the evening peak (according to Liverpool Waters Transport Assessment). It is considered that residents who choose to live in a city centre location make a 'transport sustainable lifestyle choice' and this can result in a reduced number of vehicular trips generated to city centre residential locations. The level of traffic generated by the Princes Reach site will be small and highly unlikely to require additional transport mitigation beyond that already proposed for Liverpool Waters and as a result there are no local highway network or junction capacity concerns.

5.3 Parking Standards

5.3.1 Car Parking

The purpose of this section is to assess the suitability of the proposed development parking supply against policy requirements to ensure that the proposed parking provision is sustainable and appropriate for use.

It is present policy to set standards for maximum parking levels in developments and, in some cases, minimum levels also. Liverpool City Council provides transport parking standards within its Unitary Development Plan with advisory minimum and maximum parking provision for different land uses (Table 5.1) and also within the supplementary planning document (SPD) 'Ensuring a Choice of Travel' (Table 5.2).

The development site falls within the boundary of 'City Centre living' as defined by the 2002 Unitary Development Plan.

Table 5.2: Liverpool UDP Supplementary Planning Guidance Note 8 Parking Standards

Land Use	Maximum Car Parking Requirement	Minimum Car Parking Requirement
C3 – Private Residential Development within the City Centre	1 space per private dwelling plus 10% for visitors	No minimum standards

Table 5.3: 'Ensuring a Choice of Travel' SPD Parking Standards

Land Use	Maximum Car Parking Requirement	Minimum Car Parking Requirement
C3 – Dwelling Houses within the City Centre	Average of 0.70 spaces per dwelling	0 spaces per dwelling

Using these standards as a guideline, a total of 40 car parking spaces will be made available to residents of Princes Reach only – a provision of 13.2%.

The proposed parking provision is less than the maximum allowable according to the Liverpool Unitary Development Plan and 'Ensuring a Choice of Travel' SPD. It is understood that the car parking standards for the City Centre aim to support its regeneration and the needs of economic development by not stifling development through setting standards which are too restrictive.

The Princes Reach site is within a 5 minute walk of Princes Dock and the Capital multi-storey car parks which offer contract parking to residents and commuters. Further to this, the streets surrounding Princes Dock are covered by the city council's outer and inner controlled parking zones and the streets within Princes Dock controlled by Peel Holdings, ensuring they are protected from on-street parking. As a result, the parking provision provided by the development is deemed to be adequate and will have no negative impact upon the surrounding highway network.

5.3.1.1 Disabled Car Parking

According to the parking standards, there is no specific requirement for disabled parking in this instance.

5.3.2 Cycle Parking

Covered and secure cycle parking for up to 76 bicycles – a provision of 25% - will be made available within the car park of the proposed development, accessible via the purpose-built access road to the rear of the

site. This provision falls short of the Liverpool City Council cycle parking guidance as set out in SPG Note 8 (Table 5.4) and 'Ensuring a Choice of Travel' SPD (Table 5.5) which states that 1 secure cycle space for every 1 flat, plus 1 visitor cycle stand per 10 units should be available.

Table 5.4: Liverpool UDP Supplementary Planning Guidance Note 8 Cycle Parking Standards

Land Use	Minimum Cycle Parking Requirement
C3 – Private Residential Development within the City Centre	1 space per private dwelling plus 10% for visitors

Table 5.5: 'Ensuring a Choice of Travel' SPD Cycle Parking Standards

Land Use	Minimum Cycle Parking Requirement
C3 – Private Residential Development within the City Centre	1 secure space for every 1 flat, plus 1 visitor cycle stand per 10 units

Despite this provision of cycle spaces falling below the guidance provided it is felt that the site is equipped to support travel by bicycle, particular with two CityBike hire stations located at Princes Parade to the west and outside Crown Plaza to the south within a five minute walk from the site. It is proposed that discounted membership could be made available to residents for a fixed period of time to encourage people to use the CityBikes. It is recognised that the city centre is an attractive distance to walk to and that cycling is likely to be a secondary sustainable travel choice to residents.

5.4 Minimum Accessibility Standard Assessment (MASA)

The supplementary planning document (SPD) 'Ensuring a Choice of Travel' has been adopted by all Merseyside planning authorities. Within this SPD, the MASA provides a tool for assessing the accessibility of a proposed development and is usually required to be completed and submitted as part of a planning application.

A MASA has been completed for this development, assessed against the minimum standard score for:

- Development Type: C3 – Private Residential (City Centre)
- Location: Urban Centre
- Development Size: Major & Large

The proposed development site passes all the accessibility criteria. Overall results are presented in Table 5.6, below. The full MASA is included in Appendix A of this report.

Table 5.6: Princes Reach - MASA Results

Assessment Criteria	Minimum Score	Score Achieved
Access on Foot	2	4
Access by Cycle	4	4
Access by Public Transport	5	7
Vehicular Access & Parking	3	4
Total	14	19

6 Accident Analysis

6.1 Introduction

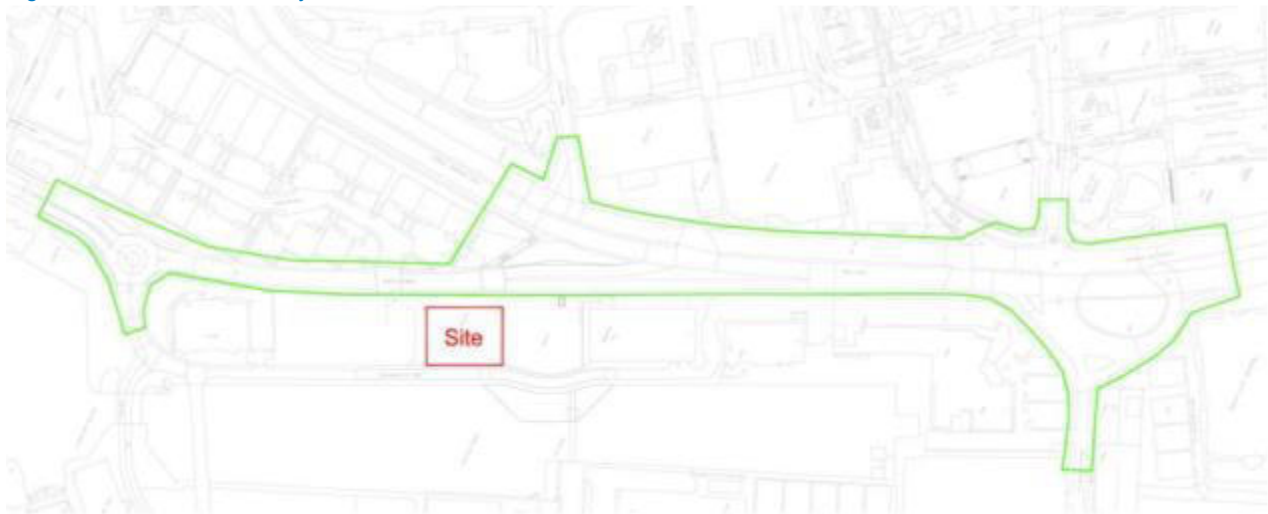
The purpose of this section is to examine any existing or potential highway safety issues from analysis of recently recorded personal injury accident data in the vicinity of the proposed development.

6.2 Study Area

It was agreed with Liverpool City Council to study accident data within the study area shown below in Figure 6.1. Personal injury accident data was obtained for the study area for the three year period (01.01.13 – 31.12.15).

The full data set is provided in Appendix B.

Figure 6.1: Accident Study Area



6.3 Existing Accident Records

During the three year study period a total of 9 accidents occurred in the study area. Table 6.1 below shows the years in which these accidents took place and their severity. Figure 6.2 displays the plotted accident locations.

Table 6.1: Overview of Accident Severity

Year	Slight	Serious	Total
2013	0	2	2
2014	2	1	3
2015	3	1	4
Total	5	4	9

A total of 5 slight and 4 serious personal injury accidents occurred during the study period, with the total number of accidents peaking in 2015. Table 6.2 below provides further detail on each of the serious

Table 6.2: Serious Accidents Within the Study Area

Day	Date and Time	Description
Friday	08/03/13 03:18	Accident on A5052 King Edward Street at its junction with Brook Street. With the lights on green, pedestrian ran out from the north side of the carriageway into the path of goods vehicle causing a collision.
Wednesday	20/11/13 16:20	Mid-junction accident at St Nicholas Place / Chapel Street junction involving a motorcycle and one car, both travelling north towards New Quay.
Tuesday	30/09/14 14:35	Accident at the pedestrian crossing facility of the A5036 Goree junction with St Nicholas Place involving the collision of one car with cyclist using facility.
Saturday	28/11/15 04:25	Motorcycle rider under the influence of alcohol loses control on approach to roundabout.

6.3.1 Vulnerable Road Users (VRUs)

One slight accident and three serious accidents involving VRUs occurred during the study period. The three serious accidents are described in Table 6.2 above and the one slight accident is detailed in Table 6.3 below.

Table 6.3: Slight Accidents involving Vulnerable Road Users within the Study Area

Day	Date and Time	Description
Wednesday	06/05/15 17:45	Accident at junction of Bath Street and Waterloo Road. Car pulled out of private car park onto main carriageway, once cleared of central reservation the driver of the car starts to perform a U-turn in the carriageway turning directly in front of a motorcyclist which in the right turn filter lane.

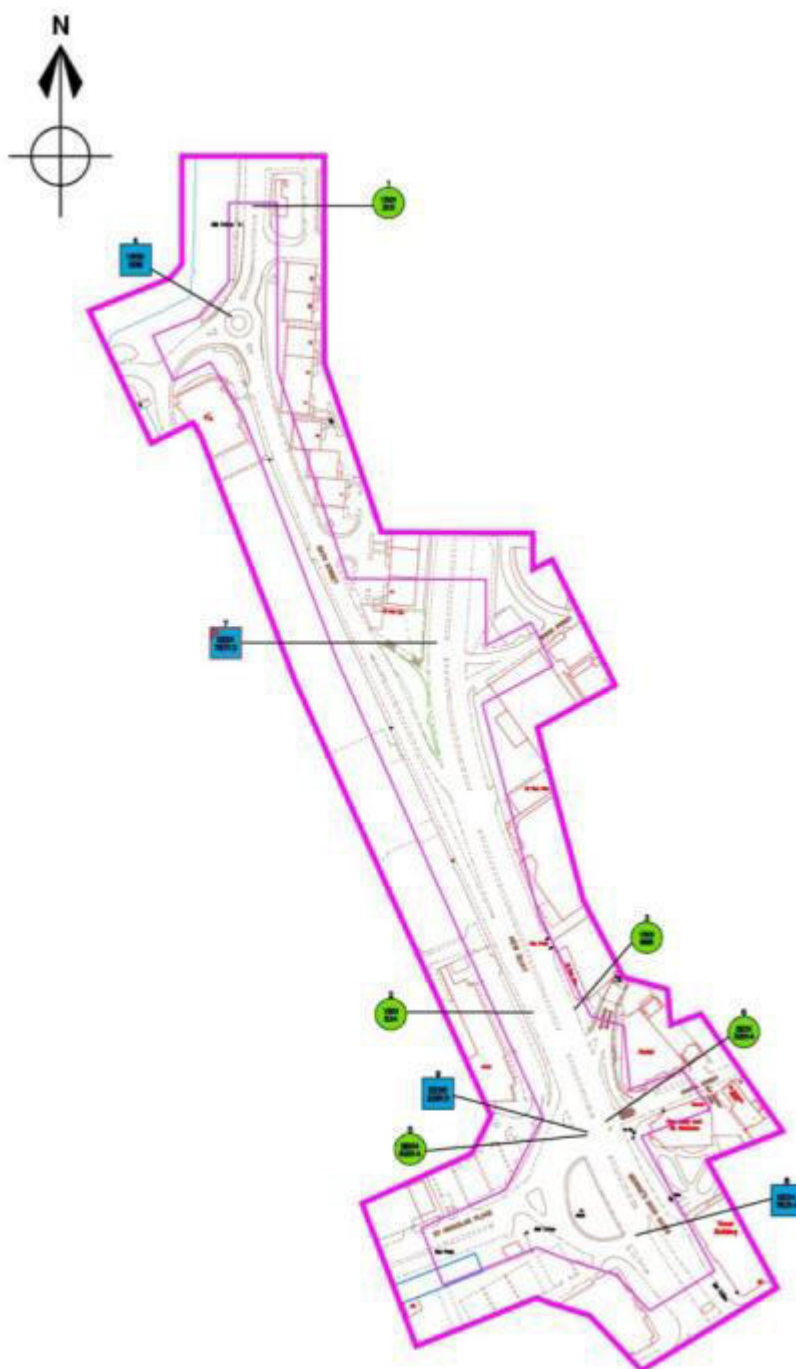
6.3.2 Contributory Factors

There are no clear contributory factors to be commented on with a variation of accidents occurring within the study area. The accident plots show that the majority of the accidents occurred in close proximity to the junction of A5036 New Quay/A5036 Goree/Chapel Street/St Nicholas Place. It is unsurprising that the majority of accidents occurred at this junction given the potential for vehicular conflict at road junctions.

6.4 Conclusion

Over the last 3 years, 9 accidents occurred within the study area, equating to an average of 3 accidents per year. Four of these accidents were serious injury accidents. Given the location of the study area i.e. within a major route through the City Centre the number of accidents that occurred is not considered to be excessive. It is therefore concluded that the development site is not located in an existing accident problem area and plans will not exacerbate this.

Figure 6.2: Accident Locations



Source: Liverpool City Council

7 Liverpool Waters Conditions

This section details the conditions set out by Liverpool City Council in reference to the planning application for Liverpool Waters (100/2424) and reviews the proposed developments adherence to these conditions within Table 7.1 below as part of this Transport Assessment.

Table 7.1: Liverpool Waters Condition List

Condition No.	Condition	Adherence
41	Car & Cycle Parking Management Details – Details of the quantity and quality of car & cycle parking should be provided to ensure that the development is supported by the necessary level of car and cycle parking infrastructure in the interests of reducing travel by means of private car, encouraging sustainable patterns of travel, reducing traffic congestion and pollution, ensuring inclusive access for all and safeguarding highway and pedestrian safety.	The TA details the total number of off street spaces for vehicles and cycles; the location and specification of spaces; the ratio of parking; the traffic regulation orders in place on the adopted highway in the vicinity of the site; means of access and egress control to the car park; and the layout and design of the proposed car park. The TA specifies the number of vehicle and cycle spaces in accordance to LCC guidance.
42	Detailed Travel Plans – Prior to the commencement of development within any neighbourhood a detailed Draft Travel Plan should be produced setting out the specific means for delivering sustainable means of travel and assisting in reducing dependency on private car use.	A Framework Travel Plan has been included as part of this TA, setting out details for a designated Healthy Transport Action Plan and Marketing and Communication Strategy.
58	Public Open Space and Key Linkages – Key areas of public open space and linkages should be retained unless otherwise agreed; ensuring that the development proposal delivers a sustainable, co-ordinated, inclusive and high quality designed form of development that is supported by key areas of public amenity space and highly permeable movement routes in the interests of visual, residential and environmental amenity.	As detailed in this TA, the key linkage to Bath Street via the Dock Wall opening will be retained with a suitable path developed between Princes Reach and the proposed William Jessop House. Separate from this TA, a landscaping plan has been developed in order to provide high quality public realm alongside the development. Public open space in the vicinity of the development will be retained.
71	Highways Requirements – No buildings shall be erected until the TA has been approved and any identified measures have been secured to undertake the highway works and public transport enhancements required to ensure a sustainable and co-ordinated form of development that is supported by the necessary highway infrastructure, and safe and convenient forms of public transportation.	The TA demonstrates safe and effective multi-modal accessibility to the proposed development site with minimum requirements for highway works or public transport enhancements. Where necessary, areas of mitigation have been identified for any net transport-related impacts likely to arise from the proposed development.
72	Servicing / Parking Area Restrictions – All loading, unloading and parking of vehicles in connection with the development shall take place within the space allocated for those purposes to avoid servicing from the public realm and highways.	The TA provides details of the new access road to be developed in support of the development site to allow for optimum circulation and turning movements for service vehicles with a designated layby/turning area away from the highway and public realm.

Source: LCC (100/2424) Decision Notice

8 Framework Travel Plan

8.1 Introduction

This Framework Travel Plan (FTP) has been prepared to accompany a flexible full planning application for a proposed new development that comprises of 304 apartments within a circa 34 storey building. The development, known as Princes Reach, is located on William Jessop Way at Princes Dock on an existing surface car park.

8.2 What is a Travel Plan?

A travel plan is a package of measures designed to reduce the number and length of car trips generated by a development. Travel Plans can also reduce social and environmental impacts and can help reduce economic costs. There are three ways of managing the transport impacts that a development can generate:

- Improve the quality of non-car modes; or,
- Provide disincentives for the use of the car; or,
- A combination of both of these.

A travel plan can address a range of travel types such as staff commuting, business trips, journeys made by visitors and clients to a site, how a company's fleet is managed and travel made by suppliers.

It is important that a travel plan is not static in time, developed only to satisfy a planning application; but that it is a document and process that will evolve over time and accommodate improvements in local and regional transport infrastructure.

Research has found that the most successful way of managing a development's transport impacts is by improving the quality of non-car modes and providing disincentives for the use of the car. This has been taken into account when developing this travel plan.

8.3 Framework Travel Plan Objectives

The objectives of this Framework Travel Plan are as follows:

- Reduce single occupancy car use in order to reduce congestion;
- Promote healthy transport options in order to improve the health, fitness and wellbeing of future residents or users;
- Offer an improved choice of travel options to all residents or users;
- Create energy savings, reduce traffic pollution and reduce congestion;
- Reduce the impact of the proposed development on the surrounding community.

This Framework Travel Plan sets out the initial structure through which the above objectives will be tackled, detailing both the proposed physical and soft intervention measures.

8.4 Policy Context

Section 2 of the Transport Assessment outlines relevant planning policy which has helped to clarify the context within which the Framework Travel Plan for this proposed development has been produced. The policy documents include the National Planning Policy Framework, Merseyside Local Transport Plan 3, Liverpool's Unitary Development Plan, and Ensuring a Choice of Travel Supplementary Planning Document.

8.5 Proposed Development

The proposed development is a private rented sector (PRS) apartment tower, consisting of circa 34 storeys with 304 residential apartments made up of:

- 31 studio units;
- 107 one bedroom units;
- 142 two bedroom units; and
- 24 three bedroom units.

The development will come with the following complimentary ancillary facilities across the ground floor, mezzanine level, second floor and seventeenth floor:

- Residents lounge;
- Laundry room;
- 2x office/meeting rooms;
- Gym;
- Cinema room;
- Communal roof terrace;
- Amenity/lounge space; and
- Associated management space.

8.6 Healthy Transport Strategy

Traditionally, the commonly identified impacts of transport upon health are road casualties and air & noise pollution. However, over the last twenty years the dependence upon the car has encouraged sedentary lifestyles and even young children are less active and prone to obesity.

In 2000, there were over 24 million cars in Great Britain, roughly one car for every two adults. This reflects the reduction in the number of people using public transport, walking and cycling and a growth in personal travel. Sedentary lifestyles, cultivated by habitual car use are contributing towards a higher number of deaths than road accidents and pollution. Indeed, physical inactivity is now the most common risk factor for coronary heart disease, more so than smoking or obesity¹.

¹ Sustrans, Active Travel Study, 2004

In order to address the increasing number of physically inactive adults, the Government has set a target in England and Wales for 70% of the population to be 'reasonably active' by 2020.

A report by the Chief Medical Officer (CMO) for England has suggested that 30 minutes of moderate intensity activity, such as brisk walking or cycling, will only be achieved by helping people to build activity into their daily lives. The CMO's 2004 report on physical activity states that: "For most people, the easiest and most acceptable forms of physical activity are those that can be incorporated into everyday life. Examples include walking or cycling instead of driving".

The following section outlines the measures for addressing the barriers for walking and cycling and outlines initiatives for encouraging residents, staff and visitors to use healthy transport modes.

8.6.1 Healthy Transport Initiatives

Walking to work or place of study is best suited for journeys up to 2 miles and cycling for journeys up to 5 miles. Taking this into account, the proposed development is located in the heart of Liverpool city centre and is in close proximity to the main public transport hubs. Residents will be encouraged to cycle or walk - this will be achieved naturally through the location of the development and supplemented through a mixture of incentives and constraint of car parking.

The provision of cycle parking will take into account Liverpool City Council's current standards on parking location, design and quantity. A combination of short and long stay cycle parking will be provided at the development. The parking will be well lit and located in an area where there is high footfall. This will reduce the opportunity for vandalism and theft, and will encourage people to cycle to the development.

Long stay cycle parking will be provided in the courtyard of the site and will be available to all site users. The facility will be secure and weatherproof.

All pedestrian and vehicle entrances will be monitored by CCTV and provision will be made for the safe access and egress of pedestrians and cyclists and to help reduce the fear of crime.

All signage and related information will be designed for ease of use by those with disabilities.

Adequate lighting will be provided throughout the development which will help to create a safer and more comfortable environment. Lighting is essential to help reduce the fear of crime and to encourage walking during the hours of darkness. All internal lighting schemes will be designed to minimise light pollution and reduce the impact of lighting on local residents.

8.6.2 Healthy Transport Action Plan

- **HT1:** Identify key walking routes which link the development site to major trip generator. Ensure that these routes are safe, direct, convenient and attractive.

- **HT2:** Provide adequate lighting at the development site that encourages walking during the hours of darkness and reduces fear of crime.
- **HT3:** Provide CCTV and security patrols to reduce the fear of crime.
- **HT4:** Provide high quality signage throughout the site.
- **HT5:** Continue to work in partnership with Liverpool City Council to ensure safe cycle routes from the development to key external trip generators.
- **HT6:** Identify and develop sheltered areas for cycle parking at the development if required.
- **HT7:** Provide a 'spares box' for cyclists to include puncture repair kits, basic tools spare locks and lights at main reception points if required.

8.7 Marketing & Communication Strategy

Lack of information about alternatives to single occupancy vehicles, such as car sharing, cycling, walking and public transport, is often one of the most significant barriers to their use. It is important that this information is available in a variety of alternative 'user friendly' formats.

The responsibility of delivering the FTP and ensuring its promotion, preparation, implementation and continual review for a minimum period of ten years will be assigned to an appointed Travel Plan Coordinator(s).

In order to raise awareness and promote the initiatives within the FTP, information on the following will be available in the 'Welcome Pack' at reception notice boards and also on the site website:

- Comprehensive public transport information;
- The location of bus stops;
- Cycle routes, cycle parking and cycle shops;
- Walking routes;
- Information for visitors; and
- The health benefits associated with walking and cycling even short distances to public transport routes.

8.7.1 Elements of the Marketing and Communication Strategy

- **MC1:** Appoint a Travel Plan Coordinator to oversee the delivering of the Final Travel Plan.
- **MC2:** Develop a web page for inclusion on the development website providing information on the Travel Plan measures.
- **MC3:** Provide travel information on notice boards in main entrances.

- **MC4:** Establish and maintain a continued process of marketing to maintain awareness of existing initiatives and new initiatives once they have been implemented.
- **MC5:** Provide a 'Welcome Pack' for residents prior to their arrival at the development.
- **MC6:** Ensure that the progress and successes of the FTP are promoted on a regular basis.

8.8 Action Plan

Table 8.1: Framework Travel Plan – Action Plan

Strategy	Measure	Date for Completion
Healthy Transport Strategy	HT1: Identify key walking routes which link the development site to major trip generators. Ensure that these routes are safe, direct, convenient and attractive.	Complete before occupation
	HT2: Provide adequate lighting at the development site that encourages walking during the hours of darkness and reduces fear of crime.	Complete before occupation
	HT3: Provide CCTV and security patrols to reduce the fear of crime.	Complete before occupation
	HT4: Provide high quality signage throughout the site.	Complete before occupation
	HT5: Continue to work in partnership with Liverpool City Council to ensure safe cycle routes from the development to key external trip generators.	On-going
	HT6: Identify and develop sheltered areas for cycle parking at the development if required.	Complete before occupation
	HT7: Provide a 'spares box' for cyclists to include puncture repair kits, basic tools spare locks and lights at main reception points if required.	On-going
Marketing & Communication Strategy	MC1: Appoint a Travel Plan Coordinator to oversee the delivering of the Final Travel Plan.	Complete before occupation
	MC2: Develop a web page for inclusion on the development website providing information on the Travel Plan measures.	On-going
	MC3: Provide travel information on notice boards in main entrances.	On-going
	MC4: Establish and maintain a continued process of marketing to maintain awareness of existing initiatives and new initiatives once they have been implemented.	On-going
	MC5: Provide a 'Welcome Pack' for residents prior to their arrival at the development.	Prior to occupation
	MC6: Ensure that the progress and successes of the FTP are promoted on a regular basis	On-going

9 Summary

This Transport Assessment (TA) has been prepared to accompany a full planning application for a 304 unit, circa 34-storey residential tower (to be known as Princes Reach) and associated amenities as part of the Liverpool Waters development in Princes Dock. The main aims of this Transport Assessment are:

- To assess travel demand for the development;
- To demonstrate safe and effective multi-modal accessibility to the proposed development site; and
- To identify, evaluate and propose mitigation measures for any net transport-related impacts likely to arise from the proposed development.

The main outcomes of this Transport Assessment are as follows:

- The proposal site is located on Princes Dock in Liverpool City Centre, to the north of the Pier Head and at the southern point of the Liverpool Waters development site. Land use in Princes Dock is dominated by office, hotel and residential uses.
- Currently, the proposed development site is in use as an occasional surface level car park with approximately 360 spaces in total – the car park is only in use on an adhoc basis during special events.
- Land immediately south of the site has planning permission (15F/0560) for the development of an eight storey office building with business, retail, professional services and restaurant/drinking establishment uses on the ground floor.
- The site is in a highly sustainable location; lending itself to high density, residential development. It is situated in close proximity to the business district and cultural heart of the city centre, within walking distance of key facilities and amenities.
- The site's City Centre location means it is within easy access to existing multi-modal transport hubs on foot, including: Moorfields Station, James Street Station and Liverpool One Bus Station. Liverpool Lime Street is accessible via a short bus ride, providing national inter-city and regional services. The development is located close to bus stops within Princes Dock, serving Queen Square from which connections to other local bus services can be caught.
- Given that the development site is located within Liverpool City Centre, walking infrastructure is generally well developed in the vicinity of site and provides good access to the wider local public footpath network.
- Despite a lack of formalised pedestrian crossing facility at Bath Street to the east of the site, this crossing is well used by existing tenants of Princes Dock, with a strong pedestrian desire line between Princes Dock and the Business Quarter along Old Hall Street. It is understood that improvements to this crossing are included within a Highways Capital Scheme.
- The site has good access to existing local cycle routes with close proximity to National Cycle Network 56. Covered and secure cycle parking for 76 bicycles is to be provided for residents within the development, with two CityBike stations located within 5 minutes of the site also available to residents.
- A total of 40 car parking spaces will be made available to residents of Princes Reach, in line with Liverpool City Council parking guidance in an effort to reduce parking in the City Centre to promote the use of public transport. Further parking to meet demand is available to residents at Princes Dock and the Capital multi-storey car parks which offer contact parking.
- A new access road will be designed from William Jessop Way to allow for optimum circulation and turning movements for service vehicles. This design could also provide amenity for adjacent future development plots.

- A 3-car space layby along William Jessop Way will be incorporated into the development to provide a drop-off/pick-up point directly outside the tenant entrance to the development site.
- No major accident clusters were identified in close proximity to the site in the past 3 years.
- The proposed development exceeds the minimum MASA score for development of this type, size and location.
- Traffic to be generated by Liverpool Waters on account of development in Princes Dock is anticipated to generate 749 vehicle trips in the morning peak and 752 in the evening peak. It is considered that the level of traffic generated by the Princes Reach site will fall below 100 additional weekday movements per day in total, and in the peak period less than 20 trips. As a result, the proposed development is not expected to have any significant impact upon the surrounding highway network.

The proposed development should be viewed favourably on transport grounds with a range of positive characteristics identified as part of this assessment:

- The site is deemed to be in a highly sustainable, walkable location within Liverpool City Centre.
- A range of city centre amenities will be accessible to residents of Princes Reach.
- There is a good level of strategic access via rail and car (when required) from this location.
- A low level of parking provision within the development reflects the lower demand from city centre residents for parking and the acknowledgement of currently available parking in the vicinity.
- A development of this size, in a location such as this, will reasonably be expected to attract relevant additional amenities to the surrounding area and should be viewed as a sustainability catalyst.

Overall, no major transport issue has been identified which could preclude the development as currently proposed.



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