



# NORTH WEST **cambridge**

Car Club Strategy

Condition 42

September 2013



## North West Cambridge

**Discharge of Condition 42 of the  
outline planning permissions  
11/1114/OUT and S/1886/11  
- Car Club Car Parking**

On behalf of **University of Cambridge**



## Document Control Sheet

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# 1 Introduction

## 1.1 Overview

1.1.1 Peter Brett Associates LLP (referred to from here as Peter Brett Associates, or PBA) has been commissioned by the University of Cambridge to provide technical information to support the discharge of transport-related conditions associated with the North West Cambridge (NWC) Development outline planning permission granted on 22nd February 2013 - planning application references 11/1114/OUT (Cambridge City Council) and S/1886/11 (South Cambridgeshire District Council).

1.1.2 North West Cambridge comprises a Sustainable Urban Extension consisting of:

Market Housing	Up to 1,500 units	
Key Worker Housing	Up to 1,500 units	
Academic Research	At least 60,000m <sup>2</sup>	Total - Up to 100,000m <sup>2</sup>
Commercial Research	Up to 40,000m <sup>2</sup>	
Collegiate	Up to 2,000 bed spaces	
Local Centre / Community	Up to 5,300m <sup>2</sup> gross retail floorspace (the Food Store is not more than 2,000m <sup>2</sup> net floorspace)	
	Further Local Centre / Community facilities includes: up to 500m <sup>2</sup> community centre, up to 450m <sup>2</sup> indoor sports provision up to 200m <sup>2</sup> Police office, up to 700m <sup>2</sup> Primary Health Care	
Hotel	Hotel – up to 7,000m <sup>2</sup> (130 bed spaces)	
Nurseries	Up to 2,000m <sup>2</sup>	
Senior Living	Up to 6,500m <sup>2</sup> (75 units of Sheltered Accommodation have been assumed in the Assessment)	
School	3,750m <sup>2</sup>	
Energy Centre		

## 1.2 Background Planning and Transport Context

1.2.1 Technical assessment work was undertaken and submitted in September 2011 by Peter Brett Associates to support the outline planning application including a Transport Assessment, a Travel Plan Statement and contribute the Transport Chapter of the Environmental Statement.

1.2.2 North West Cambridge received a planning permission on 22 February 2013, subject to a number of conditions. The outline planning consent includes 13 planning conditions relating to access and movement, numbered 36 to 48. This report sets out the methodology and results of the assessment to allow the discharge of one of these conditions, Condition 42 – Car Club Car Parking.

1.2.3 Condition 42 of the planning conditions states:

*Prior to, or concurrently with, the submission of the first reserved matters application for residential development, a strategy for the provision and distribution of a minimum of 12 spaces across the entire site to be used exclusively used for car club(s), shall be submitted to, and agreed in writing with the local planning authority. The spaces shall be provided in accordance with the approved strategy.*

1.2.4 The Section 106 legal agreement linked to the outline permission also includes a Travel Plan Framework which identifies travel planning measures to be incorporated across the entire site. This document indicates the nature of travel planning measures specific to the University's key worker and student housing - one of these measures was the provision of a Car Club. Condition 42 has been imposed to ensure the sufficient and appropriate provision of the Car Club car parking spaces as part of the delivery of sustainable transport options throughout the Development.

1.2.5 As the design for Local Centre has progressed since the Outline Permission, this enables this Report to consider in greater detail the Car Club car parking locations for the Local Centre area. For the other areas within later phases, this report provides indicative locations of the Car Club car parking spaces.

1.2.6 This strategy has been prepared in accordance with the Outline Permission and is therefore timed around the first reserved matters application, which will precede occupation of the development by 2 years. It is envisaged that the Car Club operator will be procured in 2014/early 2015. The Car Club parking strategy will be discussed with the Car Club operators, when procured, to ensure effective co-ordination and implementation.

### **1.3 Proposed Car Club car parking provision**

1.3.1 The University will be providing free car club membership to key workers and postgraduate students living on the Development.

1.3.2 The University commits to the delivery of a minimum of 12 Car Club car parking bays for the Development, thus responding positively to Condition 42. The provision of 12 Car Club parking bays is also in accordance with the initial liaison with the Car Club operator. The Car Club parking spaces have been provided to ensure that the Key Worker Residential units and the Student accommodation have an alternative to owning a vehicle, hence the proximity to the Primary Street. This location is preferred to the Local Centre as there will be a reduced demand within the Centre where it will primarily be a destination of a trip rather than origin. Further the Local Centre will have good public transport connections through Bus Gate Street and therefore it is not envisaged that people will require a car in the Local Centre. It is more likely residents will require Car Club spaces near their residences, most of which back or front on to the Primary Street. This location also provides easy access into and out of the site without causing congestion within the Local Centre. The location of the Car Club bays has been proposed in proximity to the Key Worker residential units and student accommodation.

1.3.3 The first Car Club car will be available for patrons to use on-site from first occupation; further vehicles will be added as soon as commercial levels of utilisation of the Car Club vehicles are achieved. The commercial level of utilisation is unclear at this stage and will be determined when a Car Club operator has been appointed as this may differ between operators.



- 1.3.4 Section 3 of this Report considers the derivation of the spatial distribution of the Car Club car parking spaces:
- i) five Car Club car parking spaces are proposed in the first residential areas and Local Centre build-out of the Development;
  - ii) at least seven car parking spaces would be proposed for later phases, the precise total (if greater than 12 total) will be determined through discussion with the operator as the site is built out.
- 1.3.5 The provision of Car Club vehicles is an integral component of the travel demand management strategy for reducing car usage by reducing car ownership. As the need for greater Car Club membership - hence the number of Car Club vehicles - would reflect the relative success of the overall strategy, further Car Club car parking provision may need to be made on-site later, following review and discussion with the car club operator. This could be achieved by converting some Key Worker Residential visitor parking spaces into Car Club parking bays if needed in the already-completed parts of the development. As part of the Key Worker Residential parking strategy, the Key Worker Housing visitor bays are proposed to be monitored for use. If some spaces are observed to be less utilised, then these could be converted to Car Club parking bays in future. If the additional demand was indicated in advance of future phases of development, this could be accounted for in the design and development of future streets.
- 1.3.6 Car Club car parking will be provided in dedicated car parking bays located at convenient locations throughout the Development. To maximise the attractiveness of the Car Club scheme, the Car Club car parking spaces are to be situated in dedicated bays in accessible locations – either privately off-street, or in dedicated on-street bays. This enables local patrons to access the Car Club service easily, thus providing a convenient alternative to car ownership for those within the Development.
- 1.3.7 To assist the Car Club operation, and to help ensure that parking the Car Club vehicle is not constrained, where practical and feasible the University would aim to provide each Car Club parking location across the Development with spaces for at least two vehicles, albeit that this cannot be guaranteed in all locations.
- 1.3.8 The Car Club car parking bays will be signed and marked as 'Car Club vehicles only' for all hours of the day - no other vehicle will be allowed to park in it. This reflects the operation of other Car Club bays across Cambridge, and is shown in the following image:



- 1.3.9 The Car Club car parking bays will be controlled and managed by the Estate Management Company in coordination with parking management for the rest of the Development. This will help ensure no illegal parking occurs in the Car Club car parking bays when the Car Club vehicle is in use. The Estate Management Company will ensure regular liaison with the Car Club provider to ensure effective control and monitoring of the Car Club parking spaces.

## 2 Consultation with Car Club operators

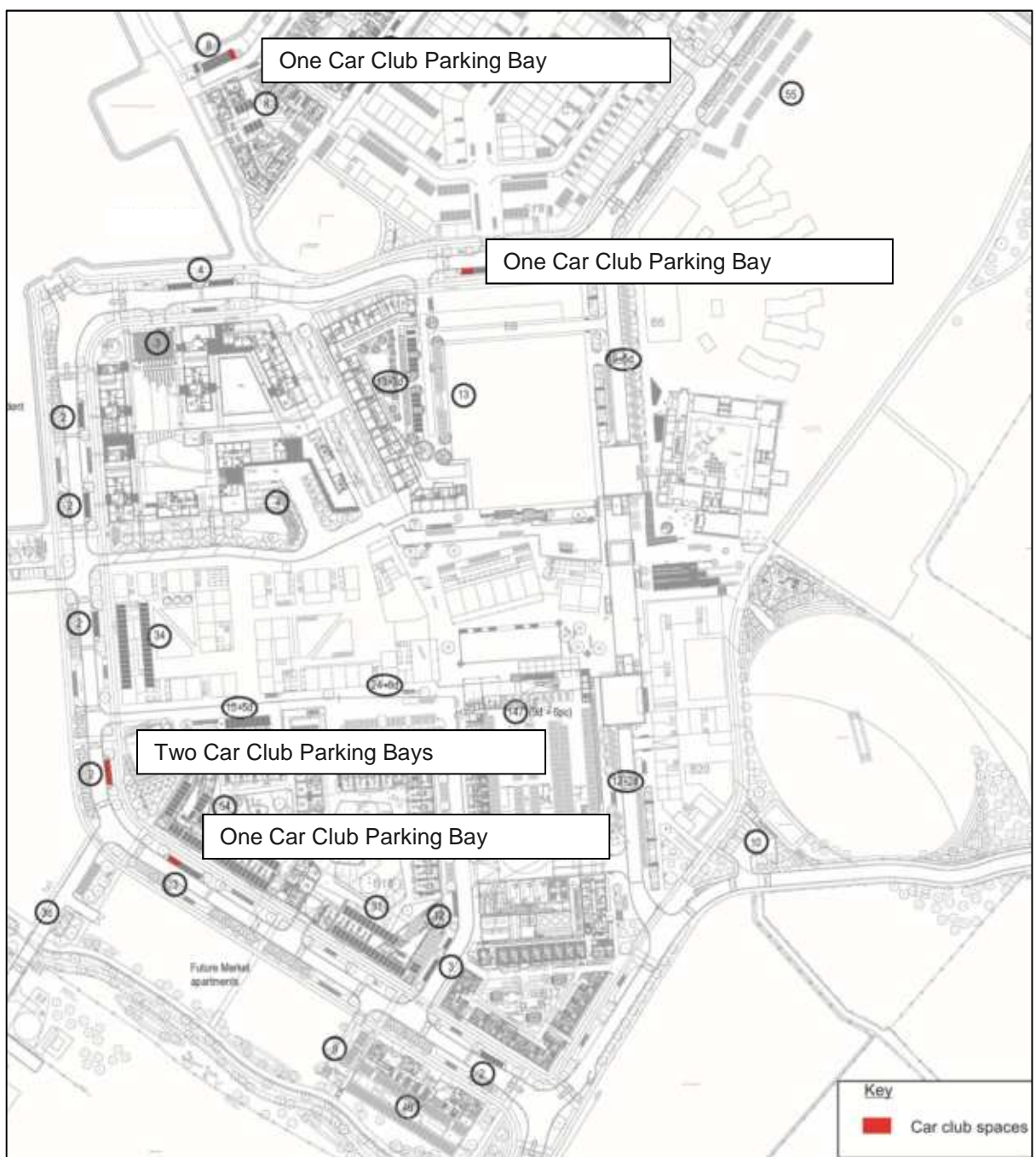
- 2.1 No final decision has been made about which Car Club operator is to be appointed at this stage.
- 2.2 Notwithstanding, some initial discussions have taken place with Zipcar. Zipcar has been operating in Cambridge since 2007 and is working in partnership with both the Council to provide Car Club vehicles on-street to residents, as well as with the University of Cambridge to provide access to Car Club vehicles to some University workers. There are currently 21 Car Club vehicles in Cambridge, the Zipcar scheme has over 1,500 members.
- 2.3 Initial discussions with Zipcar confirm that Zipcar want to work with the University in delivering a Car Club at this location - especially given the level of support from the University in the early phases of the development. The proposed car parking provision ratio on site will assist in both reducing on-site car ownership, the demand to park on-site, as well as ensuring a good patronage of the Car Club scheme. Whilst Zipcar consider that a minimum of 12 spaces across the site would be acceptable, they may want to seek flexibility to expand their operation on-site should the scheme prove successful.
- 2.4 The Development-funded Car Club membership support package will help promote demand for the Car Club scheme on site. There are to be incentives for the Key Worker residents to use the Car Club vehicles from the outset, encouraging more people to use the scheme and reduce the time taken to reach commercial viability.

## 3 Car Club car parking locations

### 3.1 Central Car Club car parking locations

- 3.1.1 Five Car Club car parking spaces will be located in close proximity to residential areas near the local centre. This total reflects the comments of Zipcar. Figure 3.1 presents the proposed locations for early stages of the Development.
- 3.1.2 The Car Club car parking for the Local Centre is proposed on the Primary Street to ensure maximum uptake of the Car Club membership by Key Worker Residents and also to provide alternative modes of transport where relatively low car parking spaces are proposed.

Figure 3.1 Car Club Parking Locations – Local Centre





### 3.2 Car Club car parking locations in later phases

- 3.2.1 Following the delivery of the Local Centre, a further minimum seven Car Club car parking spaces will be located across the site. Figure 3.2 shows indicative locations these Car Club parking spaces, the location of which will be confirmed as the design develops in later stages. This would provide good accessibility of patrons to the Car Club cars throughout the development, and enable approximately 500m (five to seven minutes' walk time) walking distance for all residents of the site.

Figure 3.2 Car Club Parking Locations – Overall Masterplan



## 4 Conclusions

- 4.1 This report has been produced by Peter Brett Associates to respond specifically to Condition 42 of the outline planning permission 111/1114/OUT and S/1886/11 for the development relating to land between Huntingdon Road, Madingley Road and M11, Cambridgeshire.
- 4.2 To respond to this Condition, this Report contains further details relating to the numbers, location, management, and form of the Car Club car parking spaces in accordance with the requirements of Condition 42, Car Club car parking spaces.
- 4.3 The conclusions are that:
- i) a minimum of 12 Car Club car parking spaces will be provided across the Development;
  - ii) a minimum of five Car Club car parking spaces will be provided within the Local Centre – the proposed locations are shown on Figure 3.1;
  - iii) at least seven Car Club car parking spaces would be provided across the remainder of the Development, in spaces to be determined at the time of the reserved matters applications for these Phases. This would sufficient spaces to respond to the requirements of Condition 42.
- 4.4 This report therefore provides the details to allow Condition 42 of the outline planning permissions to be discharged.