

## **Moor Exchange, Honiton Road, Exeter**

### **Traffic Distribution Technical Note**

April 2018

162334

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#### **Introduction**

1. This note sets out the context of the traffic data supplied to support the Air Quality assessment for Moor Exchange, Honiton Road outline application 18/0076/OUT.
2. It principally seeks to define the nature by which the traffic data has been used to support the local traffic modelling and Transport Assessment and how this should be interpreted for assessing the wider distribution of traffic beyond the local study area used for the Transport Assessment.
3. While account has been taken within the Transport Assessment for internalised trips, pass-by and locally diverted trips, no account has been taken of the wider 'new' trips, and their relationship with existing and new planned development within the area. These new trips should only be considered new to the local network and not new trips to the wider network, but rather the result of the redistribution of existing retail trips to this new centre and/or the consequence of the growth in jobs and housing.

#### **Existing Assessment**

4. The Moor Exchange development is proposed to serve the growing residential and commercial development at the east of Exeter and in particular Monkerton and Hill Barton, but also the existing business community at Exeter Business Park and Sowton industrial Estate. There may be consequential wider draw but the majority of this will be due to pass-by traffic associated with those already passing the site and choosing to turn into Moor Exchange for their retail needs as part of a commuting trip for example.
5. Retail development of this kind does not create its own traffic, but rather serves the people working and living in the area. In many respects, retail development of this nature should be considered as an essential facility for the day-to-day needs of residents and local employees. In this regard then, if Moor Exchange were to open today, it would initially draw trade from existing outlets and over time would attract trade from new housing and employment developments.
6. In this regard, where we assess the 'new trips' in the Transport Assessment, the further from the development we consider, the less 'new' they are. Indeed, some of the 'new trips' passing the development are already passing with a destination at an existing outlet.

7. Beyond the local development study area, future customers at Moor Exchange may be travelling to existing outlets further away due to the lack of local choice. Therefore, with the introduction of Moor Exchange there will be the significant potential to reduce overall trip lengths for people and in certain areas there may indeed be a decrease in trips on the network following a redistribution of trips to a more local destination.

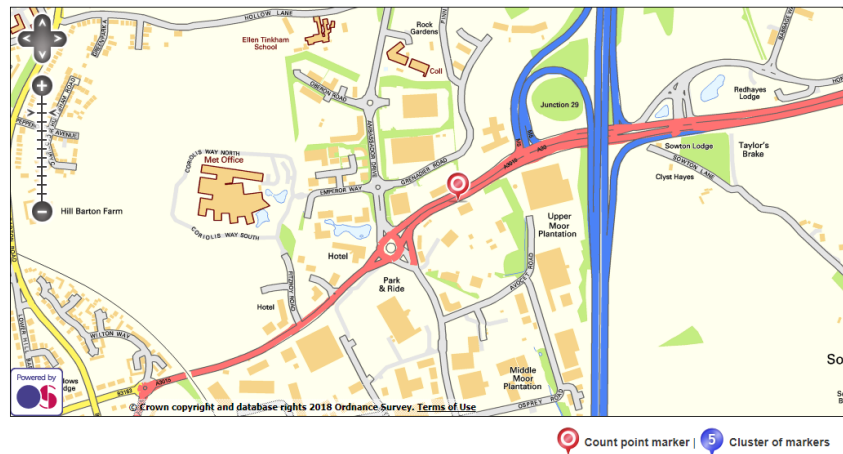
### **Wider Effects**

8. In relation to retail development, it's unlikely that people will chose to get in their car specifically and solely to undertake a retail trip during the busiest parts of the day, typically the morning and evening commuter peaks. But rather, they will either chose to travel outside of these periods or will already be on the network, typically as part of a commuter trip.
9. The impact from the new residential traffic throughout Exeter has been assessed through the multiple Transport Assessments submitted for the residential sites.
10. The Moor Exchange development has been driven by a retail need to accommodate growth in the City.
11. Growth over time is included in the core of the TEMPRO factors which are applied to the survey data used in the Transport Assessments for other sites and the AADT air quality figures. It should be noted however that ongoing monitoring of Honiton Road indicates that, despite the growth in housing and jobs in Exeter and beyond, Honiton Road has experienced no material change in traffic flows during the peak periods. Indeed, recent DfT figures for the busiest commuter corridor into Exeter, the A30 approaching Moor Lane Roundabout has actually seen a reduction in AADF traffic flows since both 2000 and 2011 as is shown in the table below;

AADF Year	All Motor Vehicles
2000	18239
2001	17444
2002	19714
2003	18790
2004	21726
2005	19342
2006	20122
2007	19994
2008	19275
2009	19624
2010	19544
2011	20115
2012	16914
2013	16794
2014	17179
2015	17405
2016	17189

In 2016 Devon had 230 count points.

[Individual count point data and downloads .](#)



12. In relation to new residential development and employment development, this indicates that rather than new trips impacting on the local network during the peak period, people chose to manage their travel, choosing alternative travel means, with congestion often being the tipping point for people to choose alternative modes of travel.
13. In relation to shopping trips, those living and working in local catchments are expected to shorten their trips as facilities open closer to their homes and workplaces.
14. On the wider network therefore, there is the possibility that there will be a net reduction in total journey lengths, as vehicles travel shorter individual distances on the network and individuals become more likely to make sustainable travel choices. It is also very likely also that there will be no increase in the overall volume of traffic on the roads with the introduction of this facility, but rather greater local choice to capture and retain trips which would otherwise have travelled further, burdening the wider network.
15. The retail Impact Assessment undertaken by Mango Planning to support the development is far more detailed than that included for the local traffic assessment. Crucially though, it sets out the overall retail draw for the development reflecting the principles detailed above, i.e the majority of retail visits are associated with a diversion from other centres, accounting for overall growth in retail demand, with additional draw associated with tourism trade, passing trade and trade linked to the remainder of the development.
16. Using discount retail as an example, there is the possibility that residents in Monkerton and Hill Barton, Digby, Sowton and Heavitree may divert their current shopping trips to the facilities at Moor Exchange. This would create a relative reduction in trip length, localising

traffic resulting therefore in a reduction in traffic on the wider network. The new store will also offer greater potential for walking and cycling as an alternative travel mode given the shorter distance. In this location, transfer to bus offers significant potential where there is a far greater frequency of services and destinations than many other discount retail centres within the City.

## **Conclusion**

17. The retail proposals will accommodate existing and new retail demand from existing and proposed residential and employment development and will not therefore, generate 'new trips' in its own right, merely redistributing traffic which would already be on the network now or in the future. This is reflected and supported in the associated Retail Impact Assessment prepared by Mango Planning.
18. The changes in trip patterns in the vicinity of the site are related to the planned growth of the City and diverted trips as shoppers' convenience & motivations change. Current evidence of local traffic figures indicate that significant commuter corridors into Exeter have experienced no material traffic growth despite continuing growth in housing and employment in the City and the wider region.
19. The local effects of the development have been assessed in the Transport Assessment and are considered acceptable however, wider impacts are likely to be positive by offering greater local retail choice and therefore retaining trips generated locally.