

Iceni Projects Transport

February 2019



"It is refreshing to find a company like IcenI, an energetic business that has brought together a group of like-minded, diligent professionals with a wide range of specialist planning, political and highways disciplines, who are passionate about their work and meeting the needs of their clients. My team and I receive prompt and efficient advice from IcenI that is well presented, user-friendly and yet also provides detailed back-up information exploring the wider aspects of the brief that is put to them where appropriate. I would not hesitate to recommend the services of IcenI to others, and have already done so".

James Barnes, Development Director, Generator Group

"IcenI Projects bring a commitment to their work. That commitment is personal and real. IcenI Projects are well respected and are listened to by policymakers and decision takers. This means that they are able to negotiate consents where others would often need to go to appeal"

Russell Harris QC, Landmark Chambers

"Thank you once again for accommodating us and your generous hospitality. The collective contributions you gave were very much appreciated and have provided the students with some excellent insight. They were impressed with what they saw and heard so I suspect a number will be in touch in the future".

Nick Smith, Associate Head of Development, University of West of England

iceni

Introduction

We're proud to say that we're an award-winning consultancy. We've a positive, creative mindset, and we're passionate about what we do. We believe putting those things together delivers success – for us, but more importantly, for our clients and stakeholders.

Formed in 2005, IcenI is now the market leader and preferred consultancy for a fast-growing number of clients. From our offices in Glasgow, London, and Manchester, we deliver on a variety of schemes across the UK.

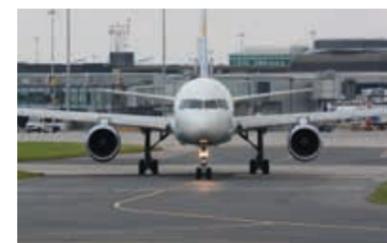
We have always sought to provide the "skills of a planner with the instincts of a developer". The technical specialisms that the company hold have widened, but this fundamental objective remains the same. We are committed to putting our client's interests first – and providing them with the tools to significantly improve their performance.

We achieve this by knowing our tradecraft – the technical skills that come through years of education and on-the-job experience that is recognised by professional accreditation. But it is also daring to be different; being proactive and thinking strategically. Our client relationships are built on trust, togetherness, enthusiasm, and a courage to challenge, where appropriate.

We are able to provide specialist advice in the fields of delivery; design; EIA management; engagement; heritage; planning; sustainable development, townscape and of course, transport.

Our team are talented, relentless, intelligent, bold and experienced. Individually or collectively, you'll know when you're with IcenI Projects.

We have considerable experience in a variety of land uses including working on commercial and residential projects throughout the UK; ranging from smaller boutique firms through to largescale estate regeneration projects.



Your Strategic Adviser




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 68 Quay Street,
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The Team Structure of Icen

 **Ilan Anderson**
 Chief Executive

 **Andrew Gale**
 Chief Operating Officer

 **James Bompas**
 Director | Business Devt. & Strategic Planning

DELIVERY

 **David van der Lande**
 Director

DESIGN

 **Paul Drew**
 Director

ENGAGEMENT

 **Ciron Edwards**
 Director

 **Philippa Curran**
 Director

HERITAGE & TOWNSCAPE

 **Laurie Handcock**
 Director

PLANNING

 **Anna Snow**
 Director | Central London

 **Eilish Smeaton**
 Director | Strategic

 **Gary Mappin**
 Director | Glasgow

 **Ian Gallacher**
 Director | Glasgow

 **Ian Mayhead**
 Director | Strategic

 **James Waterhouse**
 Director | Strategic

 **John Mumby**
 Director | Urban

 **Kieron Hodgson**
 Director | Central London

 **Leona Hannify**
 Director | Strategic

 **Murray Graham**
 Director | Manchester

 **Nick Ireland**
 Director | Strategic

SUSTAINABLE DEVT.

 **Dan Jestico**
 Director

TRANSPORT

 **Clive Burbidge**
 Director

 **Fred Peters**
 Director

 **Mike England**
 Director

Our Areas of Expertise

Transport Planning is an integral part of development. Getting the right transport advice early on can make or break a development opportunity. Rigorous, expert advice can also improve a project's environmental and economic value, and increase its prospects of being granted permission.

Our professional approach to negotiations and our ability to solve difficult problems with innovative solutions has ensured a continuing credibility with developers and highways authorities.

By keeping informed of transport and related technological developments and being fully conversant with current and evolving national and local policy, we understand, and are able to act on, the important issues influencing projects. This proactive and pragmatic approach has enabled us to build successful, long-term relationships with clients and stakeholders.

We cover the full transport planning spectrum, from initial concept masterplan input, through to providing expert evidence at Inquiry, High Court level and select

committee. We always look to identify the best solutions, and to seek to provide outstanding advice to the client and project team.

Our team has a successful track record of promoting sustainable transport solutions, emerging from our in-depth understanding of how different forms of transport can be combined to achieve the best results. Our real strength is the collective experience we have gained from working on a diverse range of transport projects, with the ability to adapt a strategy suited to the clients' individual needs.

We always seek to add value to our clients' proposals, with a very high success rate for approval. Such outcomes are fundamental to our clients, but also demonstrate the importance of finding successful transport solutions within proposed development projects.



SOME OF OUR AREAS OF EXPERTISE INCLUDE:

- Site appraisals and due diligence;
- Regeneration and master planning;
- Transport Assessments/Transport Statements;
- Travel Plan preparation and monitoring (coordinator);
- EIA statements;
- Delivery and service management plans;
- Highway and junction design;
- Traffic modelling;
- Swept path analysis and autotracking;
- Input into Legal Agreements (Including S38 & S278 Agreements), negotiations including Stopping Up Orders and Traffic Regulation Orders;
- Expert witness;
- Attendance at public consultation;
- Travel demand management;
- Travel Distance Assessments;
- Pedestrian and Cycle Audits;
- Car park studies;
- Multi-modal questionnaire surveys, and
- Construction Management Plans

Our Transport Team



Rob Amey
Principal Engineer



Lee Talbot
Senior Engineer



Ryan Broom
Engineer



Simon Possee
Associate



Clive Burbridge
Director



Fred Peters
Director



Mike England
Director



Nathan Micallef
Senior Technician



Thomas Good
Senior Technician



Joseph Mercieca
Engineer



Mitchell Gregory
Engineer



Richard Jay
Engineer

EXPERIENCE:
AUTHORITY
TEAM
POLICIES

ABILITY:
CAPACITY
KNOWLEDGE
EXPERTISE

APPROACHABILITY:
CHARACTER
AVAILABILITY
OPENNESS



CLARITY:
COMMUNICATION SKILLS
EFFICIENCY
THE ISSUE

RELIABILITY:
CENTRAL COMMUNICATION
SUSTAINED INPUT
SENIORITY

TECHNICAL ABILITY:
HIGHWAY ENGINEERING
TRANSPORT MODELLING
PRESENTATION
SUPPORT FROM OTHER DISCIPLINES IF REQUIRED

Our Projects:

We are incredibly lucky to be trusted by our clients to look after their projects.



Bircherley Green Shopping Centre, Hertford

On behalf of Diageo Pension Trust Ltd and in collaboration with Wrenbridge, Iceni Projects obtained planning permission on the 5th January 2018, from East Herts District Council (EHDC) for the mixed-use retail, hotel and residential development at the Bircherley Green Shopping Centre in Hertford.

The Site is located within Hertford Town Centre and extends to 1.02 hectares and is located between Railway Street to the south, the River Lea to the north, Bircherley Street to the east and Bull Plain to the west, and has good access to local bus and rail facilities.

The development comprises 4,694 sqm of retail floorspace (Use Classes A1 to A5), an 86-bed hotel and 70 residential flats and includes the refurbishment of the existing car park in addition to enhancement of bus station facilities and new public realm.

The proposals have evolved through extensive consultation with key stakeholders including Hertfordshire County Council, EHDC and the local community, and it is anticipated that the redevelopment of the site will provide significant benefits to the

wider area in the form of housing provision, retail opportunities and leisure facilities. The site will provide a modern, high quality and sustainable development in an accessible location.



Bluntisham Road, Needingworth

Prepared on behalf of Gladman Developments Ltd, the Transport Assessment as well as the Highways Impact Assessment were prepared to the detailed specification requested by Cambridgeshire County Council.

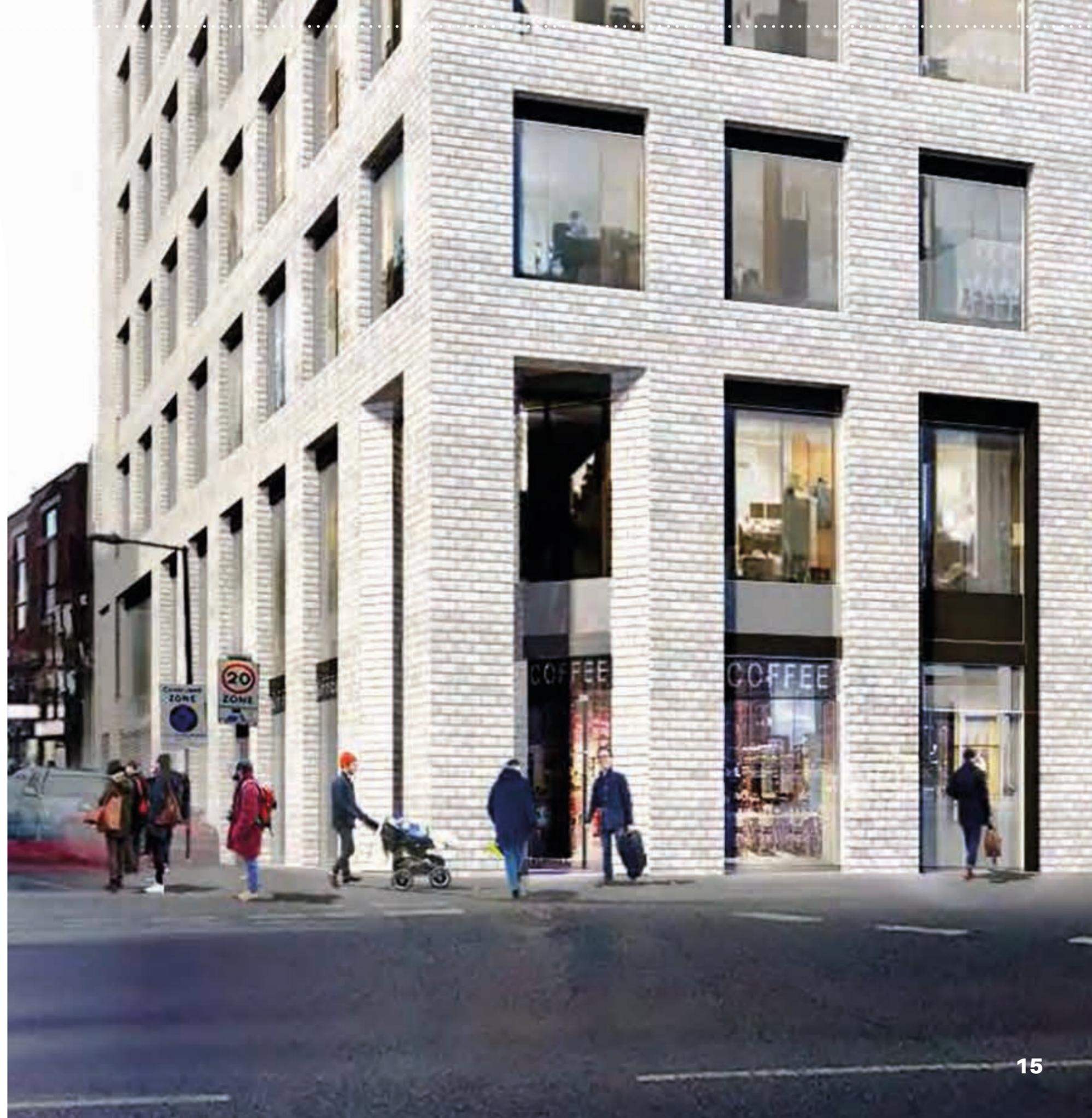
The development was recommended for Approval by Cambridgeshire Highways, and is awaiting planning consideration.

The development comprises of 120 residential dwellings, and is located on the eastern edge of the village of Needingworth, Cambridgeshire. In terms of mitigation measures the client offered improvements to the existing public transport services, improvement to nearby walking infrastructure, and other minor improvements to junctions under traffic stress.

This report analysed the impact of the development on the local highway network, as well as proposed mitigation measures in connecting the site to the nearby urban real and improving affected junctions already under traffic stress.

The proposals have evolved through extensive consultation with key stakeholders including CCC

and the local community, and it is anticipated that the development of the site will provide benefit to the wider area in extending the public transport network, as well as the sustainability of local services.



Oldfield Road, Maidenhead

On behalf of Shanly Homes, Icen Projects obtained planning permission on the 11th February 2018, from the Royal Borough of Windsor and Maidenhead (RBWM) for the demolition and redevelopment of the existing buildings to provide 67 residential dwellings on the eastern side of Oldfield Road, Maidenhead.

The development site is located to the East of Maidenhead, and was previously formed of three adjoining plots comprising a single storey car sales unit with associated forecourt, a two storey commercial building of two units and a vacant former commercial site.

The scheme will comprise a housing mix of 18 one bed and 49 two bed units, with an associated 95 car parking spaces. Whilst this provision did not meet the standard for RBWM, Icen Transport provided sufficient justification for this provision which was accepted by the highway authority. The development also involved the modification of an existing access from Oldfield Road and included public realm and landscape improvements to ensure a significant enhancement to the streetscape.

The proposals have evolved through extensive consultation with key stakeholders including RBWM and the local community, to provide a modern, high quality and sustainable development in an accessible location.



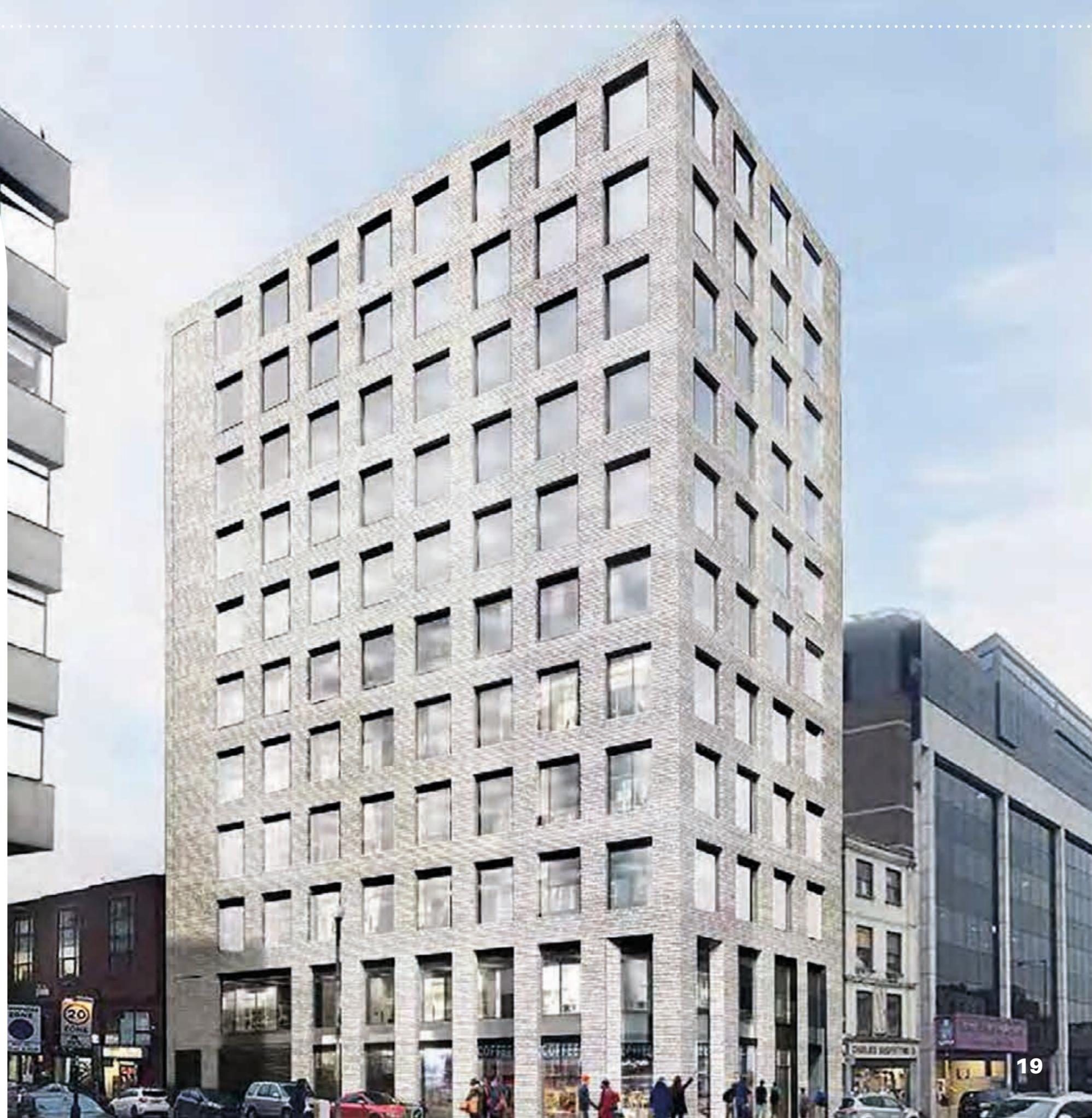
73 - 77 Commercial Road, London

On behalf of Regal CR Ltd, Icen Projects obtained planning permission on the 27th November 2017, from the London Borough of Tower Hamlets (LBTH) for an 11 storey commercial building with flexible office and retail floorspace at ground floor level.

The Site is located towards the eastern end of Commercial Road in the western area of Tower Hamlets, and has excellent links to the surrounding public transport facilities, which provide the site with a 6b rated PTAL.

The development comprises 420 sqm of flexible office and retail floorspace at the ground floor level and 4,658 sqm of office floorspace, along with associated cycle parking. The development is to be car-free, with no vehicular spaces located on-site.

The proposals have evolved through extensive consultation with key stakeholders including LBTH, TfL and the local community, and it is anticipated that the redevelopment of the site will provide significant benefits to the wider area.



30 Lodge Road, London

On behalf of Regal Homes, Icen Projects obtained planning permission on the 19th February 2016 from Westminster City Council (WCC) for the residential development in the St John's Wood area.

The development comprises 52 residential units with an associated 54 car parking spaces which are to be provided at basement level via the provision of a car lift facility.

The scheme developed via consultation with WCC and local stakeholders, including a public consultation to obtain the views of the local community, and it is anticipated that the redevelopment of the site will provide vast improvements to Lodge Road itself.



Thameside, Windsor

On behalf of Shanly Homes, Icen Projects helped to obtain planning permission from Royal Borough of Windsor and Maidenhead Council (RBWMC) for the residential development in the Windsor area.

The development comprises 24 residential units with two parking spaces for each apartment which are to be provided at basement level.

The site is just a minute or two walking distance from the Theatre Royal and the River Thames, with close proximity to Windsor and Eton Riverside and Windsor and Eton Central train stations offering a direct service to London Waterloo or to London Paddington via Slough.



Manston Green, Ramsgate

Manston Green presents a unique opportunity to provide infrastructure improvements to Thanet and deliver the much needed new family homes in the area.

Manston Green is a phased development of 800 homes comprising of a number of small neighbourhoods clustered around village greens. It includes and a new primary school, a central new community hall and public open space.

Haine Lane will be downgraded from its 'distributor' status to being a more pedestrian and cycle friendly route providing safety and convenient access for the new residents to the park land.

Key benefits from the scheme include:

- Delivery of 800 new homes;
- 1 x new primary school with associated community facilities and playspace; and
- Downgrading of Haine Lane (A256) through the provision of a new link road, helping to ensure safe and close access to park land for residents.



South East Maidstone

Iceni Transport has significant experience within South East Maidstone.

Over the last few years Iceni Transport has helped achieve planning permission for numerous developers, such as Bellway Homes and Jones Homes, across different allocated and non-allocated sites in south east Maidstone for in excess of 700 dwellings.

As part of the separate applications, significant consideration was given to the local and strategic transport and highway network so as to demonstrate that in conjunction with other development schemes coming forward within the area, that the existing infrastructure was either suitable or that appropriate improvement schemes could be implemented. This included the need for considerable assessment, as well as significant discussion and negotiation with Maidstone Borough Council, Kent County Council and Highways England.

With existing issues of congestion in the area, the schemes comprised of various highway issues associated with the extension of south east Maidstone, which Iceni Transport were able to successfully overcome. These included impact on the wider trunk road network, as well as the effects of potential rat-running via country lanes. Mitigation measures such as the introduction of signalised and non-signalised junctions, an additional arm to a roundabout, road closures, footway improvements and cross site permeability for pedestrians, were all agreed as being benefits to the proposed developments and local area so as to adequately accommodate the expected level of demand by all modes.



Keephatch Beech Consortium, Wokingham

Development of up to 300 residential dwellings, ancillary uses, public open space and landscaping, allotments, acoustic mitigation comprising an earth bund and acoustic fence, surface water drainage, foul water pumping stations, land reserved for a park and ride site, and Suitable Alternative Natural Greenspaces (SANGs).

Fundamentally, the permission included the development of the eastern section of the full Northern Distributor Road, which includes proposed junctions with London Road and Binfield Road. The application will enable the early funding and completion of a critical section of the North Wokingham Full Northern Distributor Road (FNDR), a crucial piece of infrastructure which is integral to the proper delivery of housing within the North Wokingham Strategic Development Location (NWSDL).

Our involvement was therefore in relation to the design and assessment involved with the proposals for the eastern section of the full Northern Distributor Road, as well as matters regarding the potential traffic impact on the surrounding road network, the inclusion of pedestrian and cycle links and accommodating bus services.



West Tey, Essex

Sited between Braintree and Colchester, straddling the administrative border of both local planning authorities, West Tey forms the largest comprehensively planned new settlement since Milton Keynes.

The new garden community will sit in the strategic heart of the Haven Gateway, helping to facilitate the delivery of an upgraded A120 between Braintree and Marks and Tey.

Working to the Garden City Principles, IcenI has secured an allocation within the shared strategic chapter of Braintree District Council and Colchester Borough Council's Submission Draft Local Plan.

Land under control of a consortium of landowners, together with strategic promoters Cirrus Land Limited and development partner L&Q New Homes comprises of approximately 1,000 hectares and has the potential to deliver approximately 16,000 new homes as part of a comprehensively planned new community.

Working closely with the Councils and their third party consultants, IcenI has been central in the negotiation of a Local Delivery Vehicle, which will form the basis of a private-public partnership to oversee the delivery, governance and stewardship of the community.

Both IcenI Planning and Transport have been essential in securing the political and officer support at a local, regional and national level, liaising with Councillors, MPs and Ministers, as well as stakeholders from the HCA and DCLG.



Bayswater Road, London

Demolition of the existing building and construction of a replacement mixed-use building comprising retail, restaurant, leisure and residential uses.

On behalf of Fenton Whelan, Icen Projects obtained planning permission on the 4th December 2017, from Westminster City Council (WCC) for the demolition and redevelopment of the existing buildings ranging in height of up to 6 storeys at 117-125 Bayswater Road, together with 2, 4 and 6 Queensway and 7 Fosbury Mews, Queensway, London.

The development site is located adjacent to Queensway Tube station on the northern side of Bayswater Road, London, between the junctions with Queensway and Inverness Terrace (B411) forming part of the Queensway conservation area.

The scheme will comprise development across 3 basements, ground level and 9 upper storeys and will include 55 residential units and residential facilities and also provide commercial units at ground level. These will comprise a retail and/or restaurant unit and retail and/or car showroom, a relocated

dentist and a spa/recreation use including a swimming pool and gym which will be open to the public.

The scheme also involved a contribution made by the applicant and secured through a s106 legal agreement towards the council-led Queensway and Westbourne Grove streetscape improvements (which have been the subject of public consultation) to improve the public realm.

The proposals have evolved through extensive consultation with key stakeholders including WCC and the local community, to provide a modern, high quality and sustainable development in an accessible location.





The Sustainable Development Scorecard

The National Planning Policy Framework (NPPF) has running throughout it the 'golden thread of sustainable development'. In spite of this, there is no clear-cut, NPPF-based assessment criteria to consider a site or project's sustainable development credentials, making current assessment processes both tricky and subjective.

The Sustainable Development Commission was established to address this recognised issue with our planning system. Made up of a balanced cross-section of industry professionals, the Commission has debated the issues and found solutions, culminating in the creation of the Sustainable Development Scorecard.

The Scorecard website is free to use and accessible to anyone with a vested interest in development, including developers, architects, planners, community groups and members of the public. By crystallising the NPPF's guidance into a simple, online analysis tool, the Commission aims to provide a more consistent approach to sustainable development, leading to a more sustainable built environment.

www.thescorecard.org.uk



Delivery | Design | Engagement | Heritage | Impact Management | Planning
Sustainable Development | Townscape | Transport

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