

Petersham Nurseries: February 2024 Survey Results

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Date: 20 May 2024

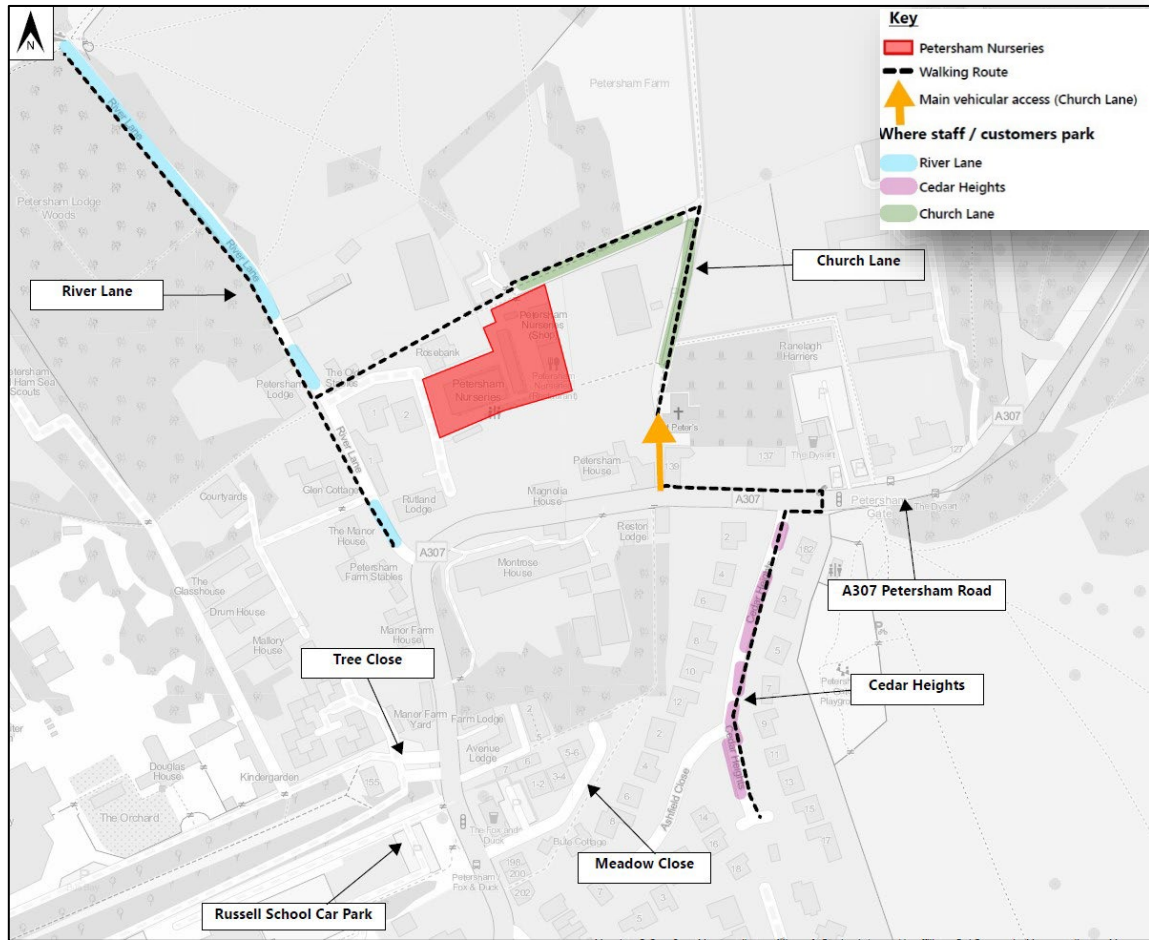
SECTION 1 Background

1.1 This note sets out the results of the surveys undertaken at and surrounding Petersham Nurseries in February 2024. The surveys included:

- An Automatic Traffic Count (ATC) survey recording vehicle volumes along Petersham Road (A307) between Wednesday 7 and Tuesday 13 February 2024.
- A drone survey undertaken on Wednesday 14th February 2024 (Valentines Day) to record all movements generated by Petersham Nurseries using the following roads:
 - Church Lane
 - River Lane
 - Cedar Heights
 - Russell School car park
 - Tree Close
 - Meadow Close
- A questionnaire survey undertaken at Petersham Nurseries on the same evening as the drone survey to measure the mode split of visitors.

1.2 The main vehicular route, parking locations (as picked up from the survey) and the walking routes to Petersham Nurseries are shown in **Figure 1**.

Figure 1: Parking and Walking Plan



Source: Consultant

SECTION 2 Petersham Road ATC Survey

2.1 The survey data is included in **Appendix A**. The results of the Petersham Road ATC survey are summarised in **Table 2.1**.

Table 2.1: Average Weekday Traffic Flows¹

Hour	Eastbound	Westbound	Two-Way
00:00 – 05:00	279	200	479
05:00	136	66	202
06:00	433	193	626
07:00	662	370	1,033
08:00	572	370	942
09:00	556	400	955

¹ Based on data outside of the half-term week, i.e., 7th – 9th and 19th – 20th February.

Hour	Eastbound	Westbound	Two-Way
10:00	499	380	879
11:00	508	393	901
12:00	502	409	911
13:00	501	416	917
14:00	490	450	940
15:00	554	473	1,026
16:00	562	505	1,067
17:00	673	700	1,372
18:00	662	679	1,340
19:00	493	483	976
20:00	446	382	828
21:00	408	335	743
22:00	330	301	631
23:00	233	186	419
Daily	9,497	7,690	17,188
09:00 – 17:00	4,172	3,425	7,597
17:00 – 00:00	3,244	3,065	6,310

Source: Paul Castle ATC Survey (February 2024).

SECTION 3 Traffic Movements

3.1 Overview

3.1.1 The drone survey was undertaken between 9.30am and 11.30pm on 14 February 2024. The drone survey observed the following area:

Photo 3.1: Drone Survey Image



3.1.2 Whilst part of the survey was undertaken during a period of darkness, it is possible to accurately measure movements by a) adjusting the camera settings; b) the local area is reasonably well lit; and c) using car head lights.

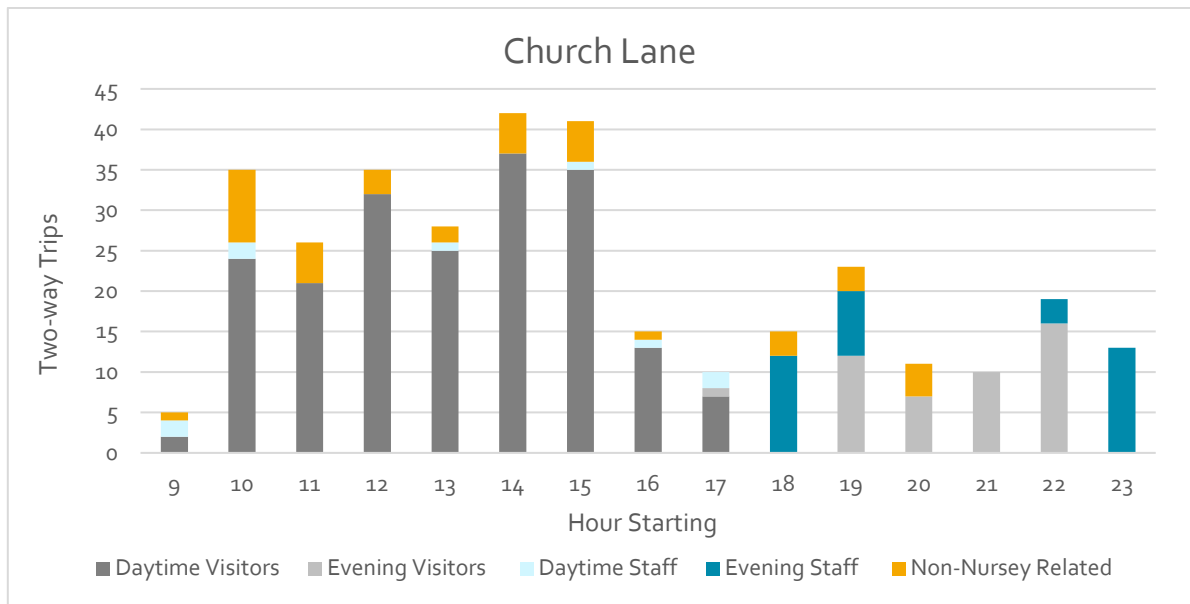
3.1.3 The survey data are included in **Appendix B**. The survey measures movements to and from the nurseries using local roads:

- Church Lane
- River Lane
- Cedar Heights
- Russell School car park – no nurseries' movements were observed
- Tree Close – no nurseries' movements were observed
- Meadow Close – no nurseries' movements were observed

3.2 Church Lane – Traffic

3.2.1 **Image 3.1** summarises the traffic movements along Church Lane observed to be generated by Petersham Nurseries (staff and visitors) across the survey day, as well as non-Nurseries related traffic.

Image 3.1: Church Lane Traffic Movements

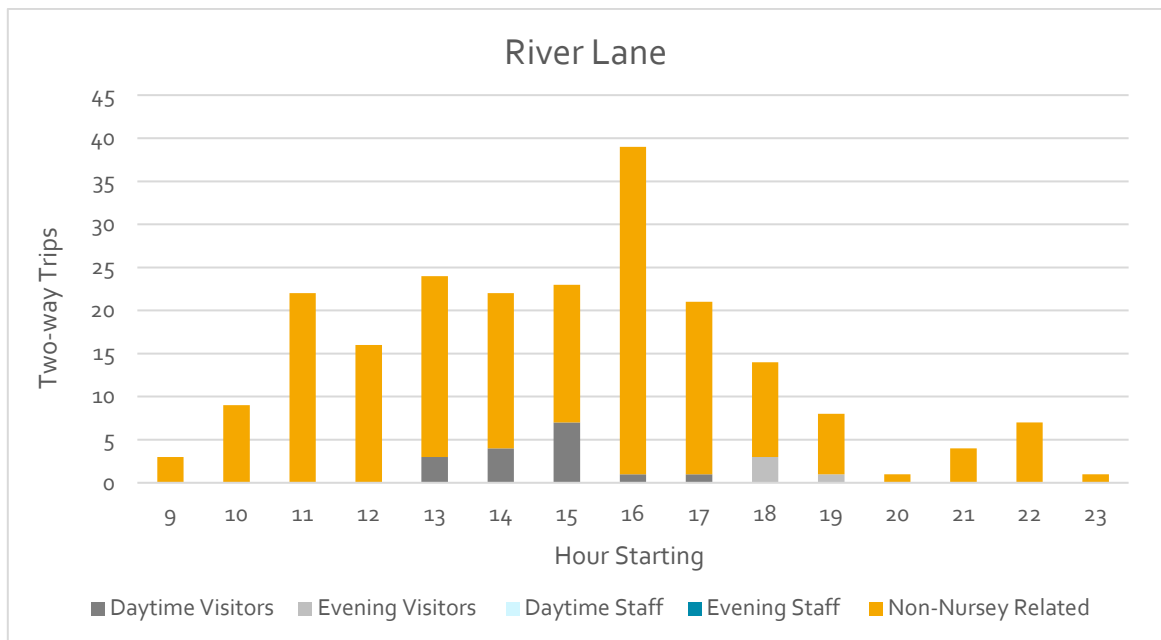


Source: Paul Castle Drone Survey

3.3 River Lane - Traffic

3.3.1 **Image 3.2** summarises the traffic movements observed on River Lane.

Image 3.2: River Lane Traffic Movements

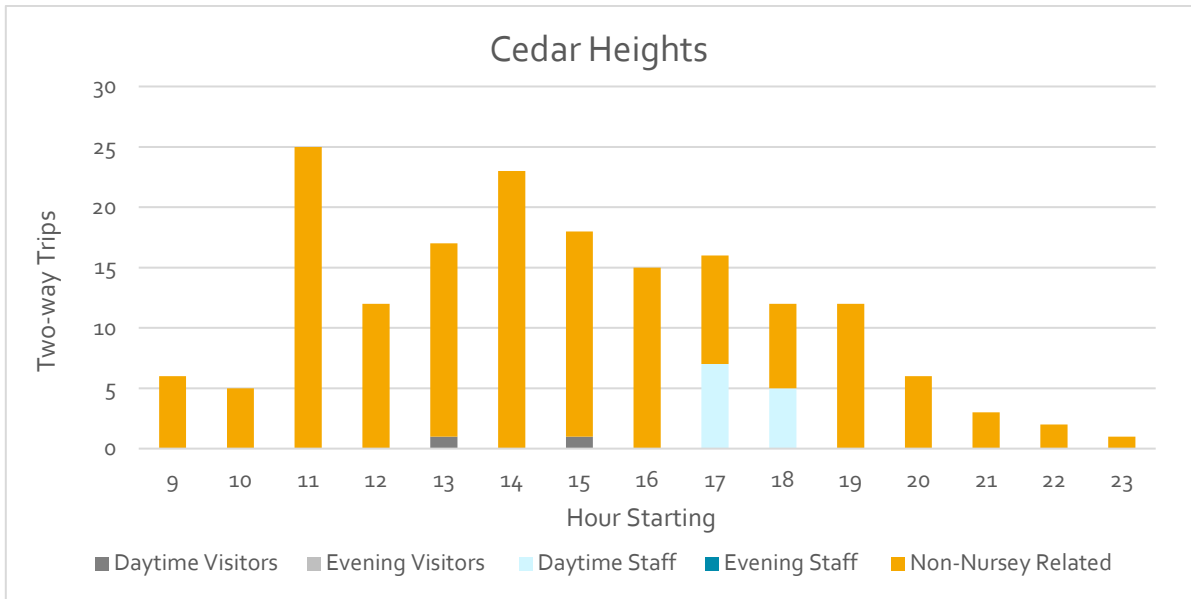


Source: Paul Castle Drone Survey

3.4 Cedar Heights - Traffic

3.4.1 **Image 3.3** summarises the traffic movements observed on Cedar Heights.

Image 3.3: Cedar Heights Traffic Movements

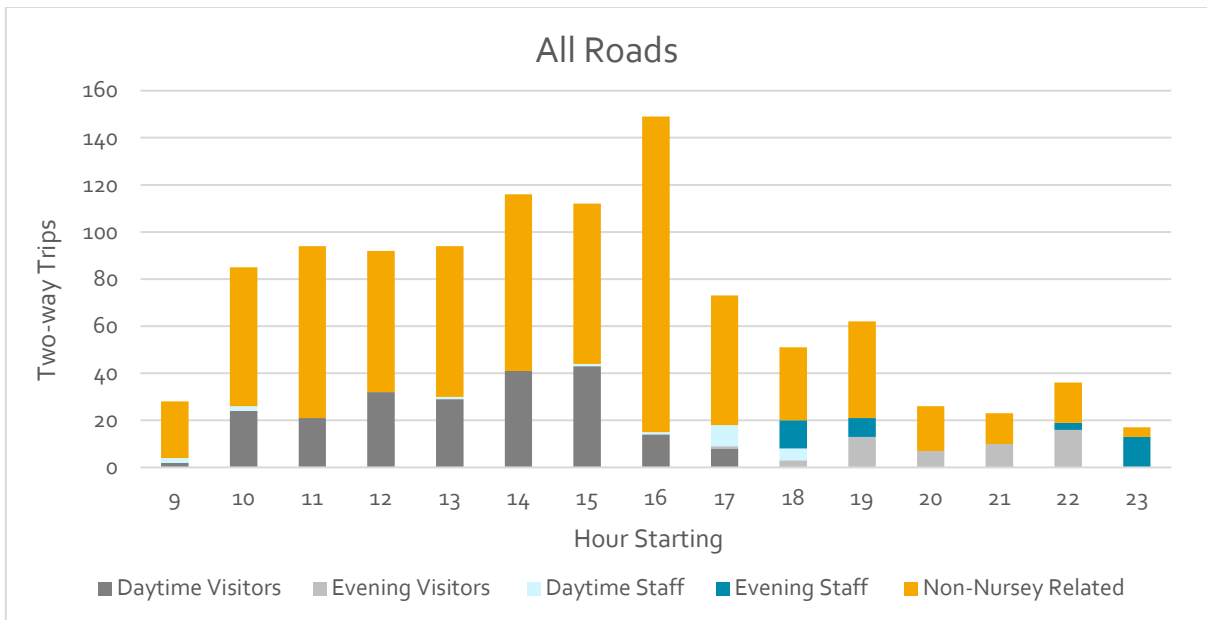


Source: Paul Castle Drone Survey

3.5 Total Traffic Movements

3.5.1 **Image 3.4** summarises the total traffic flows Church Lane, River Lane, and Cedar Heights:

Image 3.4: Total Traffic Movements on Church Lane, River Lane, and Cedar Heights

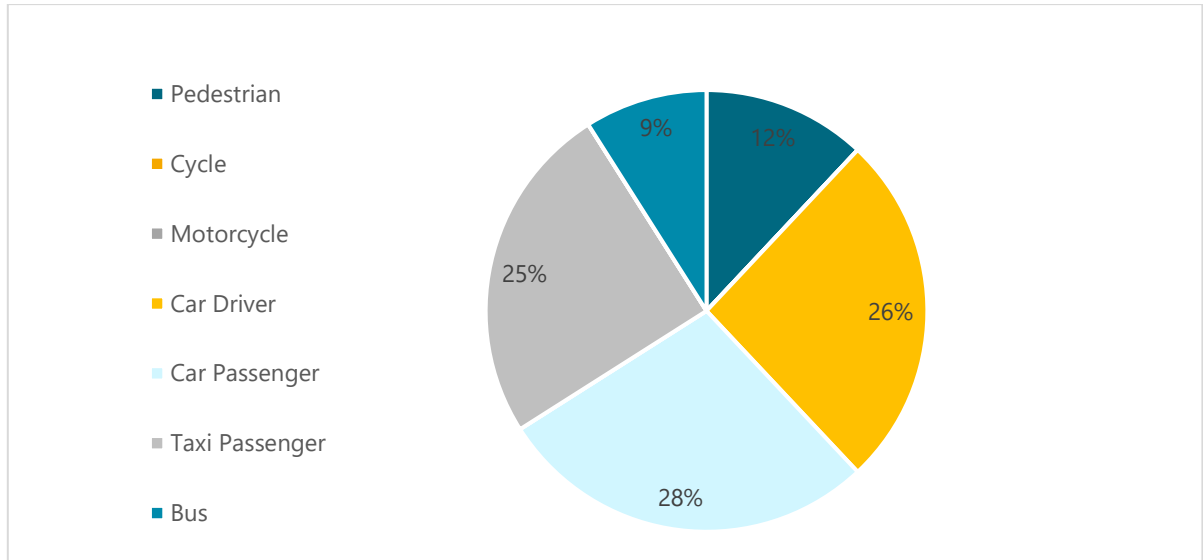


Source: Paul Castle Drone Survey

SECTION 4 Mode Share

4.1 A travel questionnaire survey was undertaken at Petersham Nurseries on the same day as the drone survey during the evening. The survey data are provided in **Appendix C** and the travel mode share is shown in **Image 4.1**.

Image 4.1: Travel Mode Share to/from Petersham Nurseries via On-Site Questionnaire



Source: Questionnaire Survey

SECTION 5 Parking Accumulation

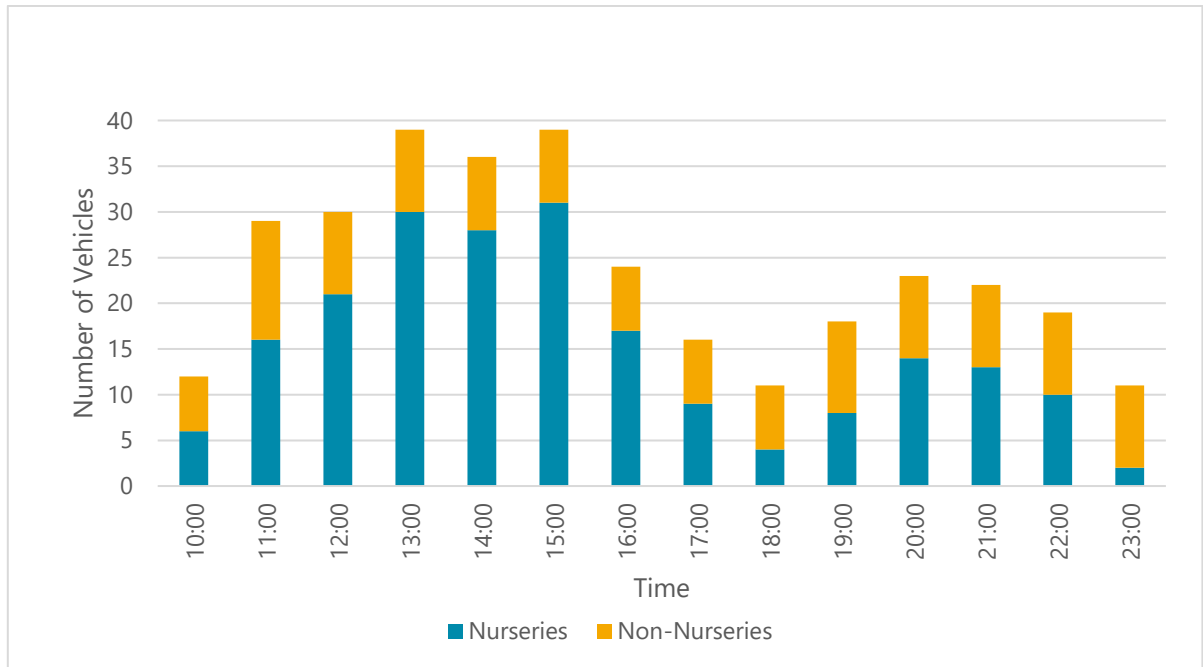
5.1 Introduction

5.1.1 The drone survey undertaken on Wednesday 14th February 2024 also recorded the vehicles parked along Church Lane, River Lane, and Cedar Heights.

5.2 Church Lane

5.2.1 **Image 5.1** presents the vehicle parking accumulation along Church Lane.

Image 5.1: Church Lane Parking Accumulation

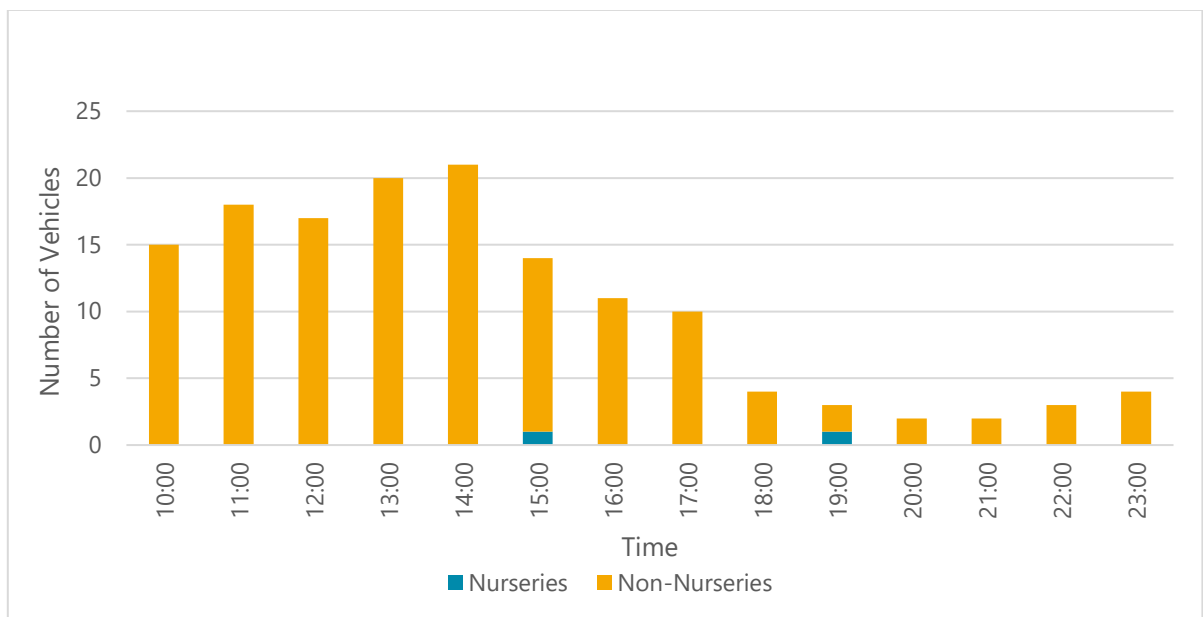


Source: Paul Castle Drone Survey

5.3 River Lane

5.3.1 Image 5.2 presents the vehicle parking accumulation along River Lane.

Image 5.2: River Lane Parking Accumulation

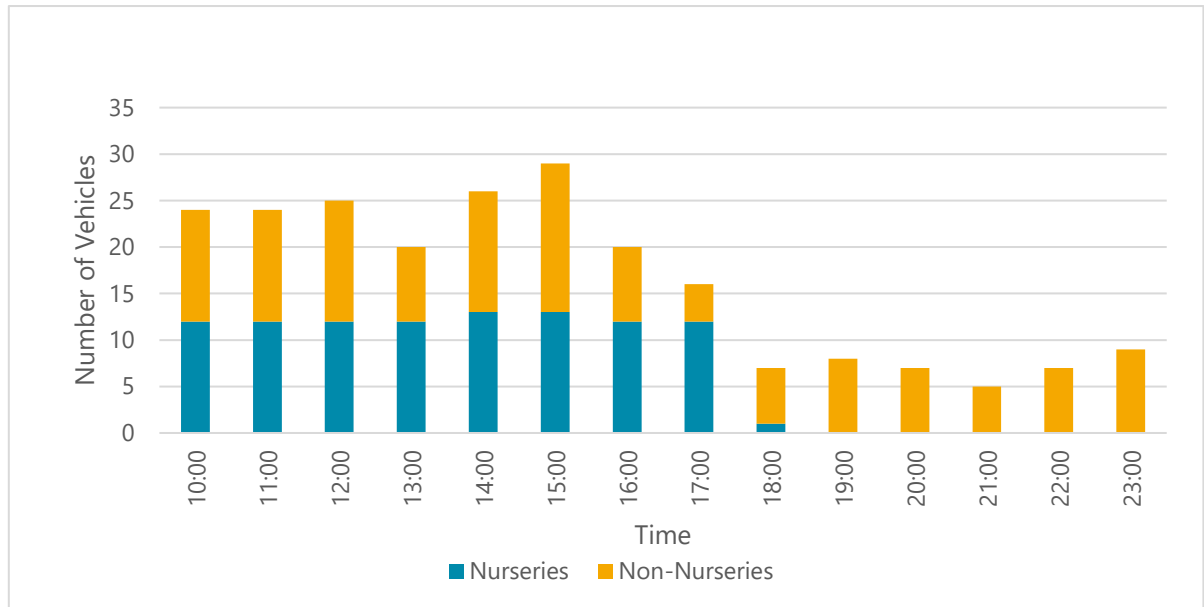


Source: Paul Castle Drone Survey

5.4 Cedar Heights

5.5 Image 5.3 presents the vehicle parking accumulation along Cedar Heights.

Image 5.3: Cedar Heights Parking Accumulation



Source: Paul Castle Drone Survey

APPENDIX A. ATC DATA

APPENDIX B. FEBRUARY 2024 DRONE SURVEY
DATA

**APPENDIX C. FEBRUARY 2024 QUESTIONNAIRE
SURVEY**