

Figure 5.2: Personal Injury Collision Data Study Area



5.3.2 The available data shows that between 1st January 2017 and 31st December 2021, there were 26 slight, 6 serious and 0 fatal collisions within the above study area. Collisions were distributed as shown in **Table 5.1**:

5.3.3 Collisions are categorised based on the casualty injury severity: slight, serious, and fatal, definitions for which are provided below taken from the 2004 DfT document entitled 'Stats 20: Instructions for the completion of Road Accident Report'.

- **Slight:** Injuries of a minor nature, such as sprains, bruises, or cuts not judged to be severe, or slight shock requiring only roadside attention (medical treatment is not a prerequisite for an injury to be defined as slight);
- **Serious:** Injuries for which a person is detained in hospital, as an in-patient, or any of the following injuries, whether or not a person is detained hospital; fractures, concussion, internal injuries, serve cuts and lacerations, serve general shock requiring medical treatment and injuries which result in death 30 days after the collision. The serious category, therefore, covers a very broad range of injuries; and
- **Fatal:** Injuries which cause death either immediately or any time up to 30 days after the collision.

Table 5.1: PIC Distribution

Location	Slight	Serious	Fatal	Total
Forbury Road / Vastern Road Roundabout	5	2	0	7
Forbury Road	8	0	0	8
Forbury Road / Kenavon Drive Roundabout	4	1	0	5
Kenavon Drive	1	0	0	1
Forbury Road / Kings Road / Watlington Street Junction	3	1	0	4
Kings Road / Gas Works Road Junction	1	0	0	1
Kings Road / Queens Road Junction	4	1	0	5
Queens Road / Watlington Street Junction	1	1	0	2
Watlington Street / Kennet Side Junction	1	0	0	1
Total	28	6	0	34

Source: [CrashMap - UK Road Safety Map](#)

5.3.4 **Table 5.1** shows that the accidents are spread across the PIC survey area, with 24% occurring along Forbury Road and 21% occurring at Forbury Road / Vastern Roundabout within the 5-year period.

5.3.5 The available data shows a cluster of accidents westbound along Forbury Road at the traffic lights where 5 slight accidents occurred. Another cluster is on the Forbury Road / Kenavon Drive northbound southern area, where five accidents occurred, with four being slight and one being serious in severity.

Vulnerable Road Users

5.3.6 The majority of collisions within the study area resulted in vulnerable road users (pedestrians and cyclists) being injured. As seen in **Table 5.2**, 14 of the total 28 slight accidents resulted in pedestrian/cyclist casualties, whilst four of the six serious accidents resulted in pedestrian/cyclist casualties. A breakdown of collisions involving vulnerable road users for each location is shown in **Table 5.2**:

Table 5.2: Vulnerable Road User Casualties

Location	Slight		Serious	
	Pedestrians	Cyclists	Pedestrians	Cyclists
Forbury Road / Vastern Road Roundabout	1	2	1	1
Forbury Road	2	2	0	0
Forbury Road / Kenavon Drive Roundabout	0	2	0	0
Kenavon Drive	0	1	0	0
Forbury Road / Kings Road / Watlington Street Junction	0	1	0	0
Kings Road / Gas Works Road Junction	0	1	0	0
Kings Road / Queens Road Junction	2	0	1	0
Queens Road / Watlington Street Junction	0	0	1	0
Watlington Street / Kennet Side Junction	0	0	0	0
Total	5	9	3	1

Source: [CrashMap - UK Road Safety Map](#)

- 5.3.7 In light of **Table 5.1** and **Table 5.2**, it is considered that there are no road safety issues within the highway network in the vicinity of the site that should be a concern to RBC and that would be materially impacted by the proposed development application.

5.4 Existing Traffic Flow

- 5.4.1 The DfT has a manual count point at the southeast corner of the site on Forbury Road. The results of these counts are shown in **Table 5.3**.

Table 5.3: DfT Traffic Count Site No: 99741

Year	Pedal Cycles	Two-wheeled motor vehicles	Cars and Taxis	Buses and Coaches	LGVs	HGVs	Total
2017	496	272	17,807	233	2,241	368	20,924
2018	547	269	17,611	211	2,286	371	20,748
2019	601	252	17,832	214	2,266	370	20,934
2020	483	328	14,654	157	2,145	462	17,746
2021	394	347	16,144	162	2,338	496	19,488
Average	504	294	16,810	195	2,255	413	19,968

6 Development Proposals

6.1 Overview

- 6.1.1 This section outlines the development proposals at the Kings Meadow View site, as part of the outline planning permission, seeking to demolish the existing retail and restaurant unit and construct up to 820 residential flats (Class C3) and 5,500sqm commercial floorspace (Class E), including other small community and commercial facilities (assessed as a food store in this report) . A separation between the proposals for residential and commercial has been made to explain each element better.
- 6.1.2 The scheme has been developed within the movement parameter plans that have been submitted as part of this outline planning application. The parameter plans outline the placements of buildings, car and cycle parking, movements routes, plant position and refuse storage.

6.2 Overall Development Schedule

- 6.2.1 The development proposals for the Kings Meadow View site are for the following:

'Outline application for comprehensive redevelopment, including demolition of existing structures, comprising a residential-led mixed use scheme of up to 820 units (Class C3) and up to 5,500 sqm (GEA) of commercial uses (Class E) together with ancillary and associated development including new and enhanced pedestrian routes and vehicle access routes, open spaces, hard and soft landscaping, basement, and basement car parking providing up to 200 car parking spaces, and up to 53 car parking spaces serving the commercial uses, up to 860 cycle parking spaces and servicing facilities, sewer diversion and associated works, with details of layout, scale, external appearance and landscaping reserved.'

- 6.2.2 The proposals comprise up to 820 residential flats (Class C3) and a 5,500sqm commercial floorspace (Class E). The Transport Assessment has been undertaken quantifying the travel demand associated with the maximum number of flats, as is normal and best practice. The assumed likely residential accommodation schedule is outlined in **Table 6.1**.

Table 6.1: Residential Accommodation Schedule

Unit Type	Indicative Schedule
1 Bed	451
2 Bed	222
3 Bed	147
Total	820

6.3 Residential Access & Servicing

Pedestrian & Cycle Access

- 6.3.1 The site's accessible and sustainable location on the edge of Reading Town Centre provides an opportunity to tie the site's layout into the existing network. A cycle path will run along the site's internal southern edge and splits at East Block 3 to allow a desire line to other developments. The western access point will be improved to allow access for pedestrians and cyclists to the residential section of the site.

- 6.3.2 The internal layout of the site is designed to allow ease of passage through the site for pedestrians and cyclists. Only service vehicles will be able to access the site's internal network.
- 6.3.3 To further improve the connection to the existing pedestrian and cycle network, there will be potential off-site improvements to the crossing points across Forbury Road and Kenavon Drive.
- 6.3.4 The crossing point across Forbury Road will be placed to the east of the western access point, allowing for easier access to the town centre, while the crossing point across Kenavon Drive will provide access to and from the Huntley Wharf residential development.
- 6.3.5 The site layout and the connectivity improvements will allow for ease of access to the future developments outlined in **Section 3.7**.
- 6.3.6 There will be a lift to access the car park to allow ease of access to the car parking facilities.

Vehicle Access

- 6.3.7 The eastern access will be modified from an exit-only junction to an entrance and exit access point, providing access to the service road along the site's eastern and northern edges, shown in **Appendix A**. This service road will allow all necessary vehicles to access the residential section of the site. This is not an issue for the local highway network due to the low volume of vehicles that will use this access.
- 6.3.8 Huntley Wharf development has constructed a new access point on Kenavon Drive, providing access to the reception and concierge parking.

Emergency Access

- 6.3.9 Emergency vehicles will be able to access the residential portion of the site through the eastern access point. Emergency vehicles will be able to access the internal paths of the site through the service route. This has been designed to minimise the distance between the emergency vehicles and the residential tower blocks.

Delivery and Servicing

- 6.3.10 The residential element of the site will be served by a dedicated delivery and servicing area located in the northeast corner of the site. This will be accessed by the Kenavon Drive site access only. The design of the delivery / servicing area and associated swept paths are attached in **Appendix B**. The area and routes for deliveries and servicing are shown in parameter plans submitted as part of this outline planning application.
- 6.3.11 The delivery area includes three LGV delivery spaces. The lorry delivery bay will also seek to accommodate refuse collection undertaken by RBC refuse teams. To the north of the delivery spaces, a turning area will be provided to allow vehicles to perform a turning manoeuvre and exit the site. This area is also intended to accommodate third-party rights of access to Network Rail and the substation (more details in **Section 6.6**).
- 6.3.12 The deliveries and waste collection will be managed internally to handle waste in stores in the northeast of the site. The bin stores for each building will be located in the basement for each of the residential buildings, with a bin presentation area at ground floor in the northwest corner of the site within Phase 1. Accommodation to allow for central deliveries for the residential will also be provided adjacent to the servicing area.

6.4 Commercial Floorspace Access & Servicing

Pedestrian & Cycle Access

- 6.4.1 There will be a connection between the residential development and the commercial unit to allow ease of passage between the two sections. The western access point will be used to access the commercial section of the site by pedestrians and cyclists. There will also be a connection to the active travel path in front of the SSE offices.

Vehicle Access

- 6.4.2 The western access point will remain left-in and out junction. It will provide access to the at-grade car park associated with the commercial floorspace. Along with providing access to the basement residential car park, which will be accessed through the eastern edge of the commercial car park and down a ramp underneath the commercial car park. This is shown in the parameter plans submitted as part of this outline planning application.

Emergency Access

- 6.4.3 Emergency access will be provided through the western access point to the commercial section of the proposed development. While the eastern access will provide access for emergency services to the residential development and runs in between the buildings. See the parameter plans submitted as part of this outline planning application.

Delivery and Servicing

- 6.4.4 Delivery to the commercial floorspace will be provided through the eastern access point, along the service road to the rear of the commercial unit where there will be a servicing area. This servicing area will provide space for the vehicles to turn manoeuvre and exit through the western access point; the delivery time will depend on and be coordinated by the occupiers of the unit. See the parameter plans submitted as part of this outline planning application.

6.5 Parking

Cycle Parking

- 6.5.1 There will be up to 860 cycling parking spaces to encourage cycling; this exceeds the minimum number of cycle parking spaces required for the residential development, shown in **Table 6.2**. This represents a significant increase in the existing 21 Sheffield Stands on site which provide a maximum capacity of 42 bikes, with 4 of these Sheffield Stands are currently provided outside of KFC.

Table 6.2: RBC Cycle Parking Standards and Minimum

No. of Bedrooms	Standards	Minimum No. of Spaces
1	0.5	225
2	0.5	111
3+	1	147
Total		483

- 6.5.2 There commercial section of the site will require 31 cycle parking spaces for staff (13) and visitors (18). In total, the site will provide 36 cycle parking spaces for the commercial section of the development, in line with RBC parking standards.

Vehicle Parking

- 6.5.3 The commercial unit and the residential development will have separate car parking provisions.
- 6.5.4 Shown in **Table 6.3** is the required number of car parking spaces permitted under the RBC Parking Standard based on the site being within Zone 3; this results in a required car parking allowance of 1,250. The Kings Meadow View residential will have a maximum capacity of 200 spaces in the basement car park.
- 6.5.5 This will limit the number of car trips the site will generate and encourage residents to use more sustainable modes. This has been agreed with RBC, as the site is accessible by both active travel and public transport. The limited number of parking spaces will not decrease highway safety. Other sites in Reading Town Centre, such as Huntley Wharf, have gained planning approval with less than required car parking opposite the proposed development. The site will also provide car club spaces for future residents of Kings Meadow View and current residents in the surrounding community.
- 6.5.6 Based on RBC parking standards, the residential car will have three disabled spaces or 5% of the total capacity, whichever is greater. Of the total car parking spaces, a minimum of 10% will be allocated to EV charging points, resulting in a minimum of 20 EV charging spaces, assuming 200 car parking spaces.

Table 6.3: RBC Parking Standards and Required Car Parking Spaces for Residential

No. of Bedrooms	Standards	Required No. of Spaces
1	1.5	648
2	1.5	320
3+	2	282
Total		1,250

- 6.5.7 According to standards the commercial floor space will have a required capacity of car parking of 183 based on RBC Parking Standards for a food store while the site will provide 53 car parking spaces. This is justifiable due to the number of trips associated with the internal trips from the residents to the commercial unit, along with the accessible location of the commercial unit on the edge of the town centre and near to other residential developments that are within walking distance. This is an envisaged in the policy allocation.
- 6.5.8 Based on RBC parking standards of 3 disabled spaces or 5% of total capacity, whichever is greater. Of the total car parking spaces, a minimum of 10% will be allocated to EV charging points.
- 6.5.9 This means that there will be a reduction in the total car parking on sites from the 313 existing customer spaces.

Car Club Spaces

- 6.5.10** The development will provide car club spaces. The FTP will promote this to future residents of the development. The car club will help to promote sustainable transport modes and reduce the number of private car trips. The car club will be open to the public and foster sustainable transport in the community. These spaces will be located in the at-grade commercial car park.

6.6 Retention of Third Party Rights of Access

Network Rail

- 6.6.1** The Network Rail gated compound in the northeast of the site will be accessed and egressed via the Kenavon Drive access. Vehicles will enter the site and pass through the proposed delivery and servicing area to manoeuvre through Network Rail's gated access. The access and egress swept path of a 7.5t box van (8.0m length) and a 12.5m articulated HGV is shown in **Appendix C**.

SSE

- 6.6.2** Access to the SSE substation follows the same principles of access for the Network Rail compounded with access and egress via the Kenavon Drive access, then manoeuvring through the proposed delivery and servicing area. Adequate clear space has been proposed adjacent to the substation to allow maintenance vehicles to park unobstructed.

Thames Water

- 6.6.3** As part of the development proposals for the site, the existing Thames Water sewer that runs across the existing car parking area at the south of the site is to be diverted along the site's northern boundary running underneath the northern maintenance road on the north of the site boundary. The emerging plan for the sewer diversion is demonstrated in parameters plans that have been submitted as part of this outline planning application.
- 6.6.4** The proposals will require maintenance vehicles to enter and exit the site via the Kenavon Drive access to access the northern part of the site where the sewer will be relocated. Ongoing development of the site layout will consider future maintenance of the diverted sewer; continued engagement with Thames Water will be undertaken to agree on this access.

6.7 Off-site Infrastructure Improvements

- 6.7.1** A pedestrian crossing is proposed to improve accessibility to and from Kings Meadow View on Kenavon Drive connecting Kings Meadow View to Huntley Wharf, which will be a signalised crossing point, shown in **Appendix D**. This will allow residents of Huntley Wharf to access the amenities provided in Kings Meadow View including the commercial units, and the same applies for residents of Kings View Meadow. This will reduce the requirement for residents of Huntley Wharf to take car trips to a food store and instead are able to walk to the commercial floorspace in Kings Meadow View.
- 6.7.2** Kings Meadow View will provide an access point to the Napier Road Underpass that bounds the site's eastern edge. This will improve accessibility and connectivity between the site and the wider area.

6.8 Travel Planning

- 6.8.1** A Residential Framework Travel Plan has been prepared as part of the application to maximise opportunities for future residents of the flats to travel to the site sustainably.

- 6.8.2 The Travel Plan has set targets to reduce the modal share of car driver trips and increase the modal share of active travel and public transport modes. This will be achieved through implementation of measures increase access and awareness of sustainable transport modes. Along with providing access to car club spaces on site to reduce the reliance on private car ownership. Through the use of an Action Plan outline the measures, actions and responsibilities for each.

7 Travel Demand Analysis & Highway Impact

7.1 Overview

- 7.1.1 This section provides an assessment of the estimated person travel demand associated with the existing and proposed development and a comparison of these to understand the net change. From these estimations, an assessment of the highway impact has been undertaken to demonstrate the change in vehicle trips.

7.2 Assessment Methodology

- 7.2.1 The likely person trip generation of the existing and proposed development has been assessed using the TRICS industry-standard database (v.7.9.4). Person trip rates have been extracted from comparable survey sites for the existing and proposed developments, and person trips are derived from these.
- 7.2.2 As **Section 6** of this report outlines, the existing development comprises retail land uses (approximately 9,700sqm of the retail park and 390sqm of fast-food drive-thru), whilst the proposed development would provide residential and commercial land uses (up to 820 residential flats and up to 5,500sqm of commercial uses). In light of this, the trip generation assessment has been carried out to understand the busiest travel periods (Weekday AM and PM for the residential land use and Saturday between 12:00 and 13:00 for the retail land uses, the assumed network peak).

7.3 Existing Development Trip Generation - Person Trips

- 7.3.1 The likely trip generation associated with the existing development has been estimated by deriving trip rates from comparable surveys extracted from TRICS using the following criteria.

Retail Park (Class Ea)

- **Land Use:** E(a) Retail / K – Retail Park Excluding Food;
- **Regions:** England only (excluding Greater London);
- **Location Types:** Edge of Town Centre, Edge of Town and Suburban Area
- **Survey Date:** 01/01/13 to 09/11/17
- **Size:** 2,575 and 22,300sqm (Actual Range of Selected Sites 8,687 to 22,300sqm); and
- **Survey days:** Weekday (Weekday assessment) Saturday (Saturday assessment)

- 7.3.2 Based on the above criteria, two survey sites were extracted for the Weekday assessment, and three survey sites were extracted for the Saturday assessment. Person trip rates and trips associated with the existing retail park are presented in **Table 7.1**. See **Appendix E** for the full TRICS output.

Table 7.1: People Trip Rates and Generation for Existing Retail Park

Time Period	Trip Rates			Person Trips (9,702sqm)		
	Arrive	Depart	Two-way	Arrive	Depart	Two-way
Weekday AM (08:00 – 09:00)	1.133	0.794	1.927	110	77	187
Weekday PM (17:00 – 18:00)	2.269	2.488	4.757	220	241	462
Weekday Daily (07:00 – 19:00)	27.282	25.802	53.084	2,647	2,503	5,150
Saturday Peak (12:00 – 13:00)	6.840	6.465	13.305	664	627	1,291

*Excel Rounding

Fast Food Drive-Thru (Class Eb)

- **Land Use:** Hotel, Food & Drink / D – Fast Food – Drive Through;
- **Regions:** England only (excluding Greater London);
- **Location Types:** Edge of Town Centre, Edge of Town, Suburban Area, Neighbourhood Centre
- **Survey Date:** 01/01/13 to 22/06/22
- **Size:** 182 and 800sqm (Actual Range of Selected Sites 275 to 418sqm); and
- **Survey days:** Weekday (Weekday assessment) Saturday (Saturday assessment)

7.3.3 Based on the above criteria, two survey sites were extracted for the weekday assessment, and one survey sites were extracted for the Saturday assessment. There were limited KFC sites as it had been decided that other drive-thrus offering a breakfast menu would have an incomparable trip generation in the AM peak. Also, total vehicle trip rates were taken as it is assumed that all of the custom of the drive-thru would come from cars. Total Vehicle trip rates and trips associated with the existing fast food drive-thru are presented in **Table 7.2**. See **Appendix F** for the full TRICS output.

Table 7.2: Total Vehicle Trip Rates and Generation for Existing Fast Food Drive-Thru

Time Period	Trip Rates			Vehicle Trips (390sqm)		
	Arrive	Depart	Two-way	Arrive	Depart	Two-way
Weekday AM (08:00 – 09:00)	0.000	0.000	0.000	0	0	0
Weekday PM (17:00 – 18:00)	8.947	9.091	18.038	35	35	70
Weekday Daily (07:00 – 19:00)	63.205	60.174	123.379	246	235	481
Saturday Peak (12:00 – 13:00)	15.457	12.934	28.391	60	50	111

**The existing fast food drive-thru currently operates outside the AM peak period; however, AM trip generation has been estimated to account for any changes to the operations of this facility which could occur without the need to submit a planning application*

Total Person Trip Generation

- 7.3.4 The total person trip generation associated with the existing development is presented in **Table 7.3**.

Table 7.3: Total Trip Generation for Existing Site

Time Period	Trips		
	Arrive	Depart	Two-way
Weekday AM (08:00 – 09:00)	110	77	187
Weekday PM (17:00 – 18:00)	255	277	532
Weekday Daily (07:00 – 19:00)	2,893	2,738	5,631
Saturday Peak (12:00 – 13:00)	724	678	1,402

*Excel Rounding

- 7.3.5 As seen above, it is estimated that the existing development generates 187 two-way trips in the Weekday AM peak hour, 532 two-way trips in the Weekday PM peak hour, and 1,402 two-way trips in the Saturday peak hour. However, it is expected that a proportion of the trips associated with the fast food drive-thru element of the site will be linked to trips to the retail park; this has been assessed as part of the trip internalisation assessment in **Section 7.5**.

7.4 Proposed Development Trip Generation - Person Trips

- 7.4.1 The likely trip generation associated with existing development has been estimated by deriving trip rates from comparable survey sites extracted from TRICS using the following criteria.

Residential Flats (Class C3)

- 7.4.2 As Section 6 of this report outlines, the current emerging proposals include a total of up to 820 flats. No survey sites were available for the Saturday peak period assessment; therefore, this has been carried out only for the Weekday AM and PM peak periods.

Private Flats:

- **Land Use:** C3 Residential / C – Flats privately owned;
- **Regions:** England only (excluding Greater London);
- **Location Types:** Edge of Town Centre, Edge of Town and Suburban Area;
- **Survey Date:** 01/01/13 to 11/05/22;
- **Size:** 6 and 184 Units (Actual Range of Selected Sites 30 to 135 Units); and
- **Survey days:** Weekdays Only

7.4.3 Based on the above criteria, seven survey sites were extracted from TRICS for Private Flats for the Weekday assessment. See **Appendix G** for the full TRICS output.

Table 7.4: People Trip Rates and Generation for Proposed Residential Units

Land Use	Time Period	Trip Rates			Person Trips (820 Dwells)		
		Arrive	Depart	Two-way	Arrive	Depart	Two-way
Residential	Weekday AM (08:00 – 09:00)	0.092	0.369	0.461	75	303	378
	Weekday PM (17:00 – 18:00)	0.330	0.219	0.549	271	180	450
	Weekday (07:00 – 19:00)	1.979	2.094	4.073	1,623	1,717	3,340

*Excel Rounding

Commercial Floorspace (Tested on the basis of a Foodstore)

- **Land Use:** Retail / C – Discount Food Store;
- **Regions:** England only (excluding Greater London);
- **Location Types:** Edge of Town Centre, Edge of Town and Suburban Area;
- **Survey Date:** 01/01/13 to 22/09/22;
- **Size:** 570 and 2,635sqm (Actual Range of Selected Sites 1,023 to 2,624sqm); and
- **Survey days:** Weekday (Weekday assessment) Saturday (Saturday assessment)

7.4.4 Based on the above criteria, considered to most accurately reflect the size and likely attraction of the commercial floorspace should be occupied by food retailer, nine survey sites were extracted for the Weekday assessment, and eight surveys were extracted for the Saturday assessment. Person trip rates and trips associated with the existing retail park are presented in **Table 7.5**. See **Appendix H** for full TRICS output.

Table 7.5: People Trip Rates and Generation for Food Store

Time Period	Trip Rates			Person Trips (5,500sqm)		
	Arrive	Depart	Two-way	Arrive	Depart	Two-way
Weekday AM (08:00 – 09:00)	4.308	2.889	7.197	237	159	396
Weekday PM (17:00 – 18:00)	7.359	7.692	15.051	405	423	828
Weekday Daily (07:00 – 19:00)	79.657	76.814	156.471	4,381	4,225	8,606
Saturday Peak (12:00 – 13:00)	11.397	12.146	23.543	627	668	1,295

*Excel Rounding

Total Person Trip Generation

- 7.4.5 The total person trip generation associated with the proposed development is presented in **Table 7.6**.

Table 7.6: Total People Trips for Proposed Developments

Time Period	Person Trips		
	Arrive	Depart	Two-way
Weekday AM (08:00 – 09:00)	312	461	774
Weekday PM (17:00 – 18:00)	675	603	1,278
Weekday Daily (07:00 – 19:00)	6,004	5,942	11,946
Saturday Peak (12:00 – 13:00)	-	-	-

*Excel Rounding

7.5 Internalisation of Trips

- 7.5.1 This section provides an assessment of the likely trip generation internal to the site for both the existing development (due to trips to the existing retail park linked to the fast food drive through) and the proposed development (due to trips between the residential units and commercial floorspace).

Existing Development

- 7.5.2 All trips generated by the existing retail park are expected to be external to the site, whilst a proportion of trips generated by the fast food drive-thru would be linked to the retail park. Due to the lack of available sites to estimate this, it has been estimated that 60% of trips generated by the existing fast food drive-thru are linked to the retail park. Internal and external person trip rates associated with the existing development are presented in **Table 7.7**.

Table 7.7: Existing Development – Internal and External Trip Generation

Land Use	Time Period	Internal Trips			External Trips		
		Arrive	Depart	Two-way	Arrive	Depart	Two-way
E (a) Retail	Weekday AM (08:00 – 09:00)	0	0	0	110	77	187
	Weekday PM (17:00 – 18:00)	0	0	0	220	241	462
	Weekday Daily (07:00 – 19:00)	0	0	0	2,647	2,503	5,150
	Saturday Peak (12:00 – 13:00)	0	0	0	755	692	1,448
Drive Thru	Weekday AM (08:00 – 09:00)	0	0	0	0	0	0
	Weekday PM (17:00 – 18:00)	21	21	42	14	14	28
	Weekday Daily (07:00 – 19:00)	148	141	289	99	94	192
	Saturday Peak (12:00 – 13:00)	36	30	66	24	20	44
Total Existing Development	Weekday AM (08:00 – 09:00)	0	0	0	110	77	187
	Weekday PM (17:00 – 18:00)	21	21	42	234	256	490
	Weekday Daily (07:00 – 19:00)	148	141	289	2,745	2,597	5,343
	Saturday Peak (12:00 – 13:00)	36	30	66	688	647	1,335

*Excel Rounding

Proposed Development

- 7.5.3 As mentioned in **Section 7.4**, it is expected that a proportion of residential trips with shopping purpose will be internal to the site as a result of the available commercial floorspace on site. Due to the lack of available data, it has been assumed that 50% of residential trips with shopping purpose will be internal to the site. Internal residential trips with shopping purpose have been discounted from primary trips generated by the proposed food store. Internal and external person trip rates with the proposed development are presented in **Table 7.8**.

Table 7.8: Proposed Development – Internal and External Person Trip Generation

Land Use	Time Period	Internal Trips			External Trips		
		Arrive	Depart	Two-way	Arrive	Depart	Two-way
C3 Residential	Weekday AM (08:00 – 09:00)	3	11	14	72	291	364
	Weekday PM (17:00 – 18:00)	17	11	28	254	168	422
	Weekday Daily (07:00 – 19:00)	180	190	370	1,443	1,527	2,970
E (a) Food Store	Weekday AM (08:00 – 09:00)	3	11	14	108	63	172
	Weekday PM (17:00 – 18:00)	17	11	28	173	187	361
	Weekday Daily (07:00 – 19:00)	180	190	370	1,879	1,795	3,675
Total Proposed Development	Weekday AM (08:00 – 09:00)	6	22	28	306	439	745
	Weekday PM (17:00 – 18:00)	34	23	56	642	580	1,222
	Weekday Daily (07:00 – 19:00)	360	381	740	5,644	5,561	11,205

*Excel Rounding

Net Change of Internal / External Person Trip

- 7.5.4 The net change in external person trips as a result of the proposals is presented below. This has been carried out for a weekday only due to the lack of available TRICS sites available for residential land uses; however, it is considered that this provides a robust assessment as it provides the worst-case in terms of travel demand.

Table 7.9: Net Change of Internal and External Trips

Time Period	Internal Trips			External Trips		
	Arrive	Depart	Two-way	Arrive	Depart	Two-way
Weekday AM (08:00 – 09:00)	6	22	28	196	362	559
Weekday PM (17:00 – 18:00)	13	1	14	408	324	732
Weekday Daily (07:00 – 19:00)	212	240	452	2,889	2,964	5,863

*Excel Rounding

- 7.5.5 As shown in **Table 7.9**, the proposed development is expected to generate 559 additional two-way external trips in the weekday AM peak hour and 732 additional two-way external trips in

the weekday PM peak hour. Across the day, the development is anticipated to generate 5,863 additional two-way external trips than the existing development.

7.6 External Mode Share

- 7.6.1 This section outlines the methodology and assessment of external mode share carried out to estimate the proportion of multi-modal trips likely to be generated by the existing and proposed development.

Existing Mode Share Proportions

- 7.6.2 The proportion of trips generated by the existing retail park has been extracted from the TRICS database using modal split data from TRICS sites outlined in [Section 7.3](#). Trips generated by the drive-thru are all anticipated to be made by car; therefore, a 100% car driver share has been assumed. [Table 7.10](#) provides a summary of the projected external mode share of the existing development:

Table 7.10: Existing Mode Share Proportions – External Mode Share

Mode	Retail Park			Drive Through
	Weekday AM (08:00 – 09:00)	Weekday PM (17:00 – 18:00)	Saturday (12:00 – 13:00)	
Underground, metro, light rail, tram	0.3%	0.2%	0.9%	0.0%
Train				0.0%
Bus, minibus, or coach				0.0%
Taxi	0.0%	0.0%	0.0%	0.0%
Motorcycle, scooter or moped	0.0%	0.0%	0.0%	0.0%
Driving a car or van	68.9%	76.2%	59.1%	100.0%
Passenger in a car or van	11.4%	19.6%	35%	0.0%
Bicycle	1.0%	0.9%	0.2%	0.0%
On foot	18.4%	3.1%	4.8%	0.0%
Other method of travel to work	0.0%	0.0%	0.0%	0.0%
Total	100%	100%	100%	100%

*Excel Rounding

Proposed Mode Share Proportions

- 7.6.3 To estimate the external mode share of the proposed residential development, Census 2011 Travel to Work data has been extracted and analysed for the site's location (Output areas E00174487 and E00174495).
- 7.6.4 The external mode share of the potential food store occupying the commercial floorspace has been estimated using modal split data from the TRICS sites outlined in [Section 7.4](#) and adjusted to reflect its proximity with other residential development within short walking distance. It is foreseen that the car driver trips would be pre-existing pass-by trips and not new

trips generated due to the development as it is not typical travel behaviour to complete a food store trip (if that was the occupier of the commercial floorspace) by car in the peak hours.

- 7.6.5 Car driver and passenger mode share have been halved, and the difference applied to walking mode share. This results in a higher level of car trips than if the parking was used as a constraint, hence this is a worst-case scenario.
- 7.6.6 The assessment completed is not using the target modal share outlined in the Residential Framework Travel Plan unless this would produce a worst-case scenario, this modal share is set as the baseline and would change as the development is built-out and measures from the Travel Plan are implemented.
- 7.6.7 **Table 7.11** provides a summary of the projected external mode share of the proposed development:

Table 7.11: Proposed Mode Share Proportions

Mode	Residential	Food Store			Food Store (Adjusted)		
		AM	PM	Sat	AM	PM	Sat
Underground, metro, light rail, tram	0.4%	0.6%	0.3%	0.1%	0.6%	0.3%	0.1%
Train	20.3%						
Bus, minibus, or coach	11.5%	4.5%	4.5%	2.0%	4.5%	2.2%	2.0%
Taxi	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Motorcycle, scooter or moped	0.4%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%
Driving a car or van	30.4%	59.3%	59.3%	56.6%	29.6%	28.4%	28.3%
Passenger in a car or van	3.1%	22.4%	22.4%	27.9%	11.2%	12.6%	13.9%
Bicycle	3.5%	1.2%	1.2%	0.4%	1.2%	0.7%	0.4%
On foot	29.4%	12.2%	12.2%	13.0%	52.9%	55.8%	55.3%
Other method of travel to work	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	100%	100%	100%	100%	100%	100%	100%

*Excel Rounding

7.7 Highway Impact

- 7.7.1 This section provides an assessment of the likely car generation associated with the existing and proposed developments and the highway impact resulting from the net change in traffic generation.

Existing Development

- 7.7.2 The car trip generation associated with the existing development has been calculated using the estimated external trip generation presented in **Table 7.7** and car driver mode shares set out in **Table 7.10**. **Table 7.12** summarises the car trip generation of the existing development (with fast food being reduced to account for linked trips):

Table 7.12: Existing Development Car Generation

Land Use	Time Period	Car Trips		
		Arrive	Depart	Two-way
E (a) Retail	Weekday AM (08:00 - 09:00)	76	53	129
	Weekday PM (17:00 - 18:00)	168	184	351
	Saturday Peak (12:00 - 13:00)	456	418	874
Drive Thru	Weekday AM (08:00 - 09:00)	0	0	0
	Weekday PM (17:00 - 18:00)	14	14	28
	Saturday Peak (12:00 - 13:00)	24	20	44
Total Existing Development	Weekday AM (08:00 - 09:00)	76	53	129
	Weekday PM (17:00 - 18:00)	182	198	380
	Saturday Peak (12:00 - 13:00)	416	391	807

Proposed Development

- 7.7.1 The vehicular trip generation associated with the proposed development has been calculated using the estimated external trip generation presented in **Table 7.8** and car driver mode shares set out in **Table 7.11**. **Table 7.13** summarises the Car trip generation of the proposed development:

Table 7.13: Proposed Development Car Generation

Land Use	Time Period	Car Trips		
		Arrive	Depart	Two-way
C3 Residential	Weekday AM (08:00 - 09:00)	22	89	111
	Weekday PM (17:00 - 18:00)	77	51	128
E(a) Discount Food Store (Commercial)	Weekday AM (08:00 - 09:00)	69	44	113
	Weekday PM (17:00 - 18:00)	110	117	228
Total Proposed Development	Weekday AM (08:00 - 09:00)	91	132	224
	Weekday PM (17:00 - 18:00)	187	168	356

- 7.7.2 Traffic associated with the residential development and commercial will use the existing left-in left-out junction off Forbury Road. Whilst servicing vehicles and third party vehicle will use the access on Kenavon Drive.

Net Change

- 7.7.3 The net change in vehicular trip generation resulting from comparing the Car trip generation of the existing and proposed developments is presented in **Table 7.14**.

Table 7.14: Proposed Development Car Net Change

Time Period	Net Change in Car Trips		
	Arrive	Depart	Two-way
Weekday AM (08:00 - 09:00)	16	79	95
Weekday PM (17:00 - 18:00)	6	-30	-24
Daily (07:00 – 19:00)	-454	-363	-818

- 7.7.4 As seen above, the proposed development is anticipated to generate 95 greater two-way car trips in the AM peak hour and 24 fewer two-way car trips in the PM peak hour. While across the daily, there would be a decrease of 818 car trips. The change is due to the trip profile of each land use, with residential having a greater use in the peak hours when compared to the existing land uses but having a lower overall trip profile due to residents being work and not generating trips from the site.
- 7.7.5 Given the result of this comparison between the existing and future year use of the site, it can be concluded that the net change in traffic generation is not material to the wider operation of the local highway network, and there is no justification for more detailed junction assessments to be carried out.
- 7.7.6 It has been shown that the site will reduce the number of trips generated. It displays that the proposed site will see a net reduction in trips generated. As such, there will be no detrimental impact on the local highway network.
- 7.7.7 The site is situated in an accessible area, allowing for ease of movement. This along with the development is reducing the number of trips. There will not be a negative impact on the safety of the local highway compared to the site's existing use.

8 Summary & Conclusions

8.1 Policy

- 8.1.1 The development has been worked up in accordance with the national and local policy in a transport context, as part of the outline planning application constrained by parameter plans. The Kings Meadow View development is a residential development with a commercial floorspace in an accessible area. The development has been designed to enhance and integrate into the transport network and area.
- 8.1.2 The development specifically meets the requirements of local plans, including:
- The site is allocated as a site for residential development in the local plan. It is a sustainable location close to the town centre, transport nodes and walking and cycling distance to local amenities.
 - The LTP3 and emerging LTP4 promote more active and sustainable travel in Reading.
 - To promote greater levels of walking and cycling as part of the LCWIP.
 - Supplying more cycle parking than is required will encourage a further increase in cycling.
 - Public realm enhancements to help encourage walking and cycling through environmental improvements.

8.2 Development Proposals

- 8.2.1 Due to the site's location on the edge of Reading Town Centre, the residential units are accessible for the residents and visitors by sustainable modes. This will be enabled via the site's location in proximity to cycle routes, bus stops and walking and cycling distance from Reading Railway Station. Car-club parking spaces will be provided to support residents, and their travel needs further.
- 8.2.2 Provision of cycling parking for the residents in excess of the minimums required by Reading Borough Council to encourage residents to travel in more active sustainable modes of transport.
- 8.2.3 The development has reduced residential parking and routing, which has been agreed upon.
- 8.2.4 The vehicle access points have both been agreed upon with RBC and include an amendment to the eastern access so that this is both for access and egress.
- 8.2.5 Significant public realm enhancements are proposed as part of the development, benefiting the future residents and the local community.
- 8.2.6 Adequate servicing opportunities are provided to accommodate the requirements of the scheme.
- 8.2.7 The development will provide car club spaces to provide an alternative to private car ownership for the residents of Kings Meadow View and the surrounding residents.
- 8.2.8 A signalised crossing point will be provided across Kenavon Drive between Kings Meadow View and Huntly Wharf to improve accessibility in the area.

- 8.2.9 There will be a reduction in number of car parking spaces from the existing 313 customer spaces to the proposed maximum of 200 in the basement and 53 for the commercial floorspace.

8.3 Trip Generation Assessment

- 8.3.1 The proposed development has been shown to have no detrimental impact on the safety or function of the local transportation network, with the level of trips generated by the proposal able to be accommodated by the existing transport network.

8.4 Monitoring and Review

- 8.4.1 A FTP has been prepared for the residential section of the site. This will form the basis of targets and measures to be adopted by future occupiers to help promote the use of more sustainable travel as the means of access for the site.

Appendix A Vehicle Access Drawing

The Contractor shall verify and be responsible for all dimensions. DO NOT scale the drawing - any errors or omissions shall be reported to Stantec without delay.
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P01	UPDATED MASTERPLAN	CE	RH	2023.05.17
Issued/Revision		By	Appd	YYYY.MM.DD
		AL	-	SS
		Dwn.	Dsgn.	Chkd.
				2023.05.17
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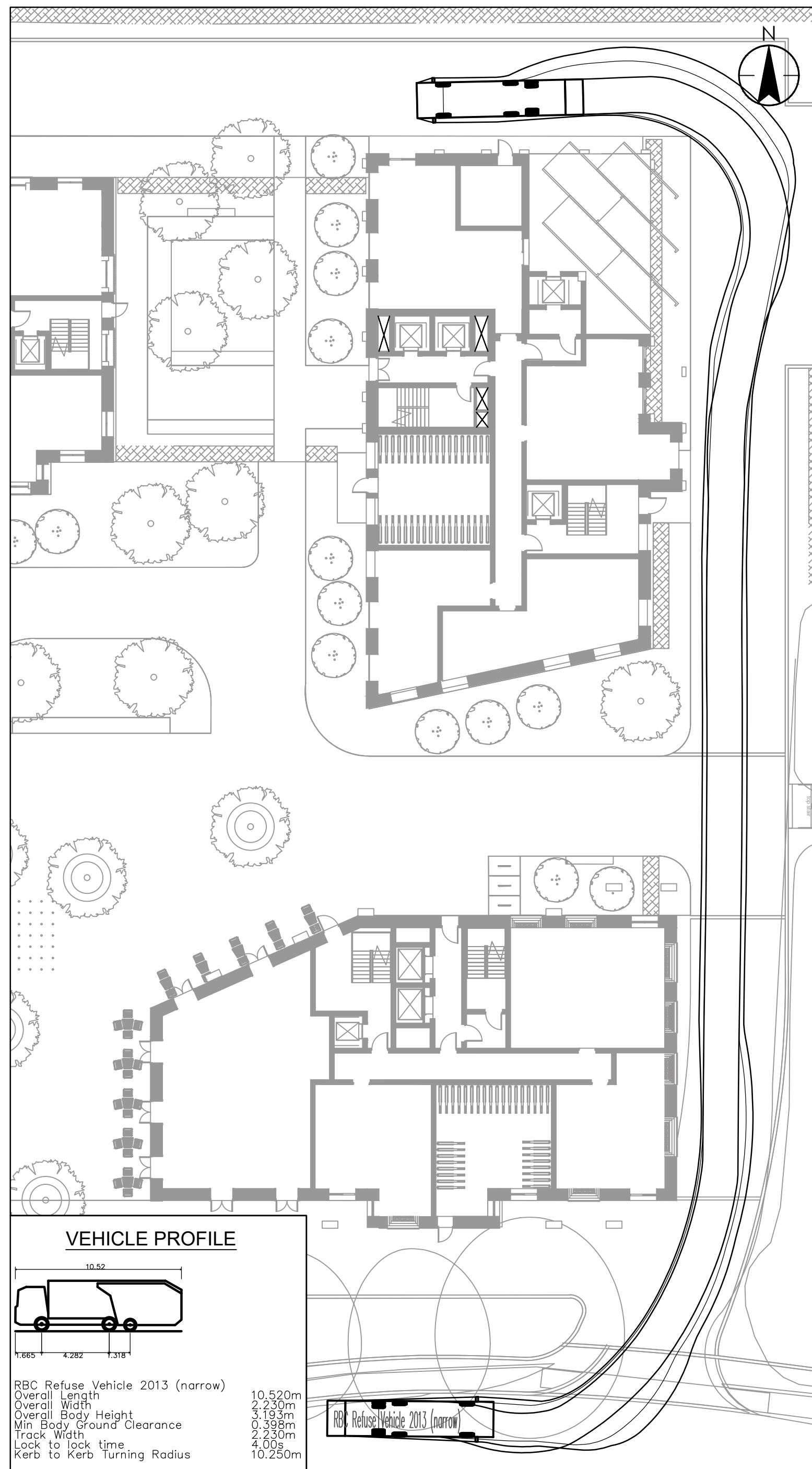
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ABERDEEN STANDARD INVESTMENTS

KINGS MEADOW VIEW

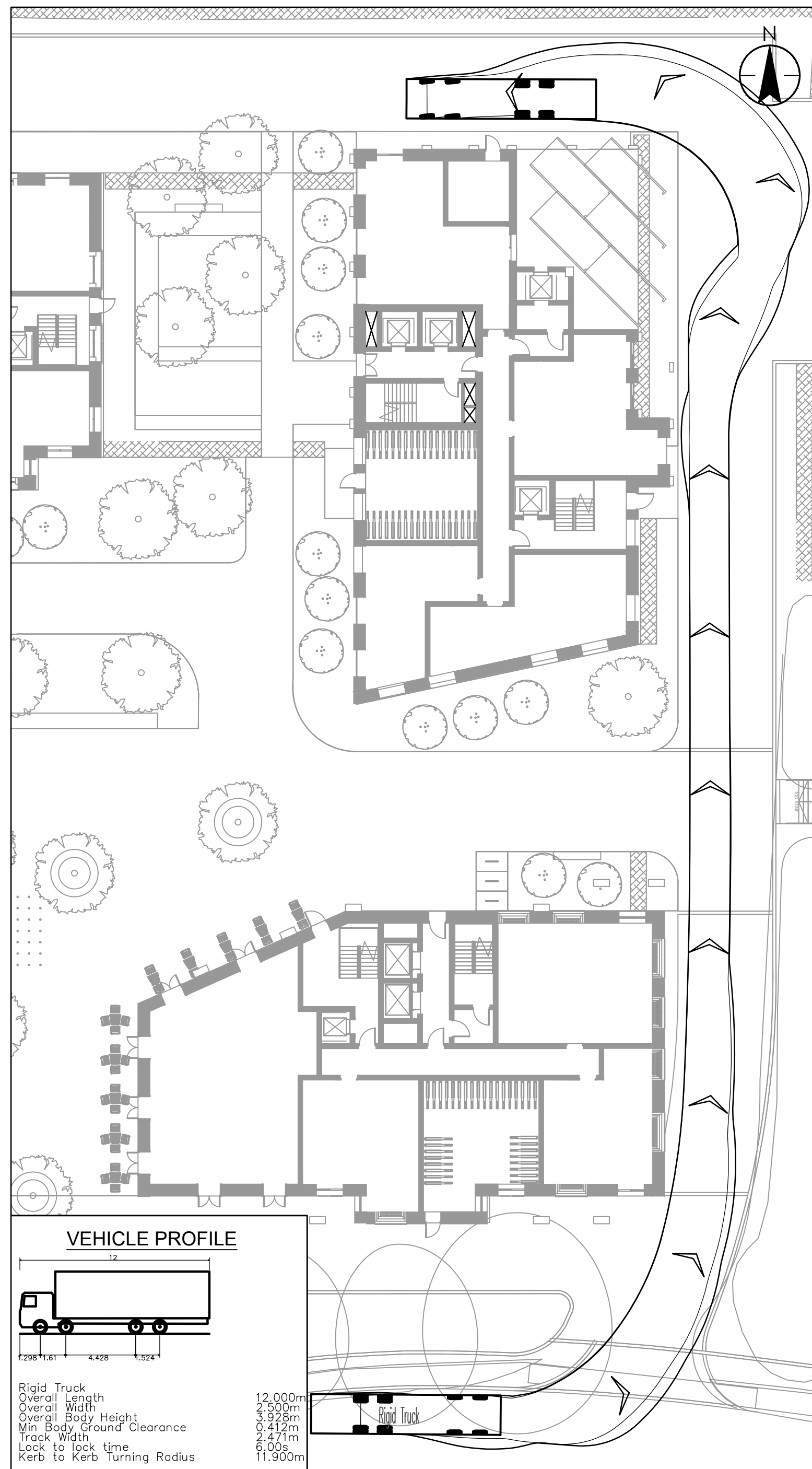
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Title
MASTERPLAN SERVICE ACCESS

Project No. 50582	Scale 1:250
Revision P01	Drawing No. 50582/5501/SK012

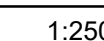


RBC REFUSE SWEEP PATH
GROUND FLOOR



12m RIGID HGV SWEEP PATH
GROUND FLOOR

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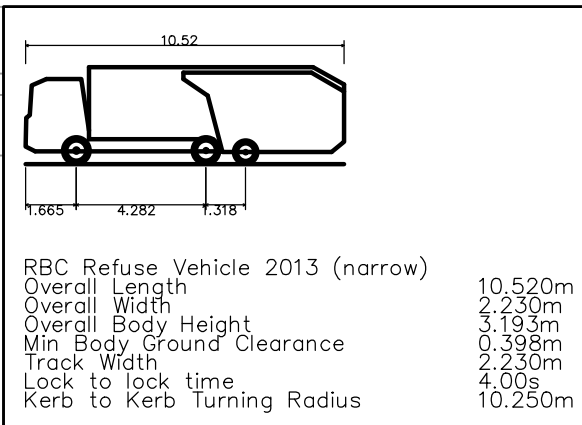
Appendix B Swept Path Analysis

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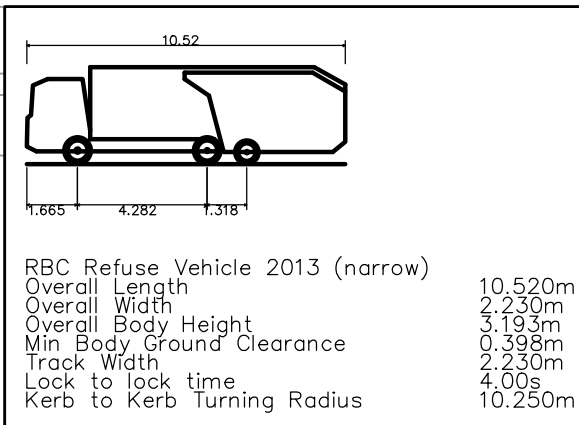
- Notes
1. THIS SKETCH IS INTENDED FOR DISCUSSION PURPOSES ONLY IS SUBJECT TO FURTHER REVIEW TO CONFIRM ARRANGEMENT IS SUITABLE.
 2. SWEEP PATHS HAVE BEEN UNDERTAKEN AT SLOW SPEED (5kph) TO REFLECT OPERATIONS
 3. ACCESS SWEEP PATHS TO NETWORK RAIL GATE ARE SUBJECT TO CONFIRMATION AND AGREEMENT WITH NETWORK RAIL



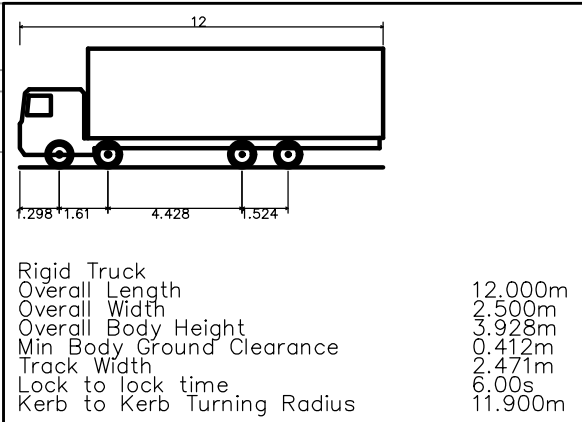
MULTI-POINT TURN
REQUIRES WHEELS TO BE
TURNED WHILST
STATIONARY



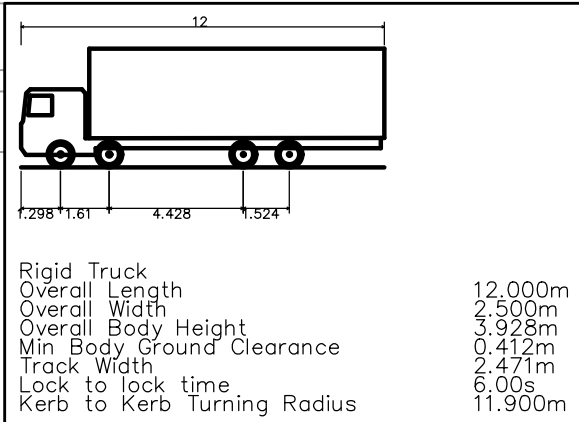
RBC REFUSE VEHICLE - INBOUND SWEEP PATH
KINGS VIEW MEADOW SERVICING AREA



RBC REFUSE VEHICLE - OUTBOUND SWEEP PATH
KINGS VIEW MEADOW SERVICING AREA



12m RIGID VEHICLE - INBOUND SWEEP PATH
KINGS VIEW MEADOW SERVICING AREA



12m RIGID VEHICLE - OUTBOUND SWEEP PATH
KINGS VIEW MEADOW SERVICING AREA

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ABERDEEN STANDARD INVESTMENTS

KINGS MEADOW VIEW

READING, UK

Title
RESIDENTIAL SERVICING AREA

Project No.
50582

Scale
AS SHOWN

Revision
P01

Drawing No.
50582/5501/SK020