Yield Hall Place 1 & 2, Reading

Transport Statement

On behalf of **The Oracle Limited Partnership**

Project Ref: 332110757/5500 | Rev: 002 | Date: December 2022

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1 Introduction

1.1 Overview

1.1.1 Stantec has been commissioned on behalf of The Oracle Limited Partnership to undertake a Transport Statement (TS) in support of seeking planning permission for the repurposing and redevelopment of sites at the eastern end of the Oracle to provide a mixed-use development comprising residential and town centres uses. The proposals focus on two main sites:

- Former Debenhams department store at the eastern end of the Oracle shopping centre building and northern side of the River Kennet, to be known as Yield Hall Place 1; and
- Vue cinema building on the southern side of the River Kennet and to the east of the Oracle Riverside multi-storey car park, to be known as Yield Hall Place 2.

1.1.2 Two detailed planning applications are submitted; one for Yield Hall Place 1 and one for Yield Hall Place 2. These applications will be submitted concurrently to Reading Borough Council and are expected to be considered and determined in this way by the local planning authority. This report is submitted in respect of both applications and assesses the proposals as a single scheme for the purpose of the technical assessment undertaken. An illustrative plan is submitted with both planning application which identifies the full extent of the proposed developments, and the schemes assessed for the purposes of this report.

1.1.3 The Yield Hall Place 1 scheme (former Debenhams department store) proposes:

- No of Residential units: 202;
- Proposed leisure unit: 935 sqm (GIA/Gross Lettable Area);
- Retained retail floorspace: 3,541 sqm (including riverside floor back of house);
- Ground floor co-working space and maker units: 793 sqm.
- Proposed restaurant unit: 378 sqm.

1.1.4 The Yield Hall Place 2 scheme (Vue cinema building) proposes:

- No of Residential units: 247;
- Replacement cinema 2,653 sqm / 6 screens;
- Ground floor commercial space (excluding cinema) 464 sqm.

1.2 Transport Statement Objectives

1.2.1 The objectives of this TS are as follows:

- Demonstrate the suitability of the development proposals within the context of national and local transport policy;
- Consider access and movement to, from the site by all modes of transport with an emphasis on the promotion of non-car modes and with reference to the emerging infrastructure in the vicinity of the site; and
- Determine the likely impact of the development proposals on the surrounding transport network relative to appropriate baseline conditions.

1.3 Report Structure

- **Section 2: Policy Context** – This section sets out the various national and local policies and guidance that relate to this site.
- **Section 3: Site in Context –** This section provides an overview of the site location, and the historical and existing site uses.
- **Section 4: Sustainable Transport Network –** This section sets out accessibility to the site by walking, cycling and public transport.
- **Section 5: Existing Highway and Parking Network** – This section provides the existing Highway and Parking Network connecting the site.
- **Section 6: Development Proposals** – This section outlines the proposed developments of the site.
- **Section 7: Trip Generation** – This section provides the existing and proposed trip rates and generation for the site for both users and servicing of the site.
- **Section 8: Conclusion**– This section summarises the finding of the report.

2 Policy Context

2.1.1 This section sets out the relevant local and national policy relating to transport and highways and the proposed development.

2.2 National Policy

National Planning Policy Framework (June 2019)

2.2.1 The National Planning Policy Framework (NPPF), published in 2012, was most recently updated in July 2021. The document sets out the Government's planning policies for England and how these should be applied.

2.2.2 Chapter 9 of the NPPF refers to promoting sustainable transport with respect to development proposals. Paragraph 104 states that "transport issues should be considered from the earliest stages of plan-making and development proposals, so that:

a) The potential impacts of development on transport networks can be addressed;

b) Opportunities from existing or proposed transport infrastructure, and changing transport technology and usage are realised – for example in relation to the scale, location or density of development that can be accommodated;

c) Opportunities to promote walking, cycling and public transport use are identified and pursued;

d) The environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains; and

e) Patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places".

2.2.3 Paragraph 112 refers to the fact developments should be designed to give priority first to pedestrian and cycle movements within the scheme and to / from neighbouring areas, and access to high quality public transport should be facilitated. Paragraph 113 states, "All developments which generate significant amounts of movement should be required to provide a Travel Plan".

2.2.4 Promoting Sustainable Transport section emphasises the need to plan for sustainable travel, but also to be pragmatic about the variability of transport options in different communities. This is relevant in the context of the Development, where there is an excellent provision of public transport in proximity to the site.

Planning Practice Guidance (PPG) – Department for Communities and Local Government (March 2014)

2.2.5 The supporting 'Planning Practice Guidance' provides a section on 'Travel plans, transport assessments and statements in decision-taking'. This states that TAs can positively contribute to the following:

- "encouraging sustainable travel;
- lessening traffic generation and its detrimental impacts;
- reducing carbon emissions and climate impacts;

- creating accessible, connected, inclusive communities;
- improving health outcomes and quality of life;
- improving road safety; and
- reducing the need for new development to increase existing road capacity or provide new roads."

2.2.6 The guidance also states that TAs should be:

- *"proportionate to the size and scope of the proposed development to which they relate and build on existing information wherever possible;*
- established at the earliest practicable possible stage of a development proposal;
- be tailored to particular local circumstances (other locally-determined factors and information beyond those which are set out in this guidance may need to be considered in these studies provided there is robust evidence for doing so locally);
- be brought forward *through collaborative ongoing working between the Local Planning Authority/Transport Authority. Engaging communities and local businesses in TAs can be beneficial in positively supporting higher levels of walking and cycling (which in turn can encourage greater social inclusion, community cohesion and healthier communities)."*

2.2.7 The proposed development has been designed incorporating these principles.

National Guidance

Town and Country Planning Association - 20 Minute Neighbourhoods

2.2.8 The concept of a 20-minute neighbourhood is that residents can walk and cycle to all their amenities in the local area within 20 minutes. This enables people to spend a greater amount of time outdoors and in green spaces and less time in cars. This reduces congestion and air pollution while increasing the level of exercise. This benefits the health of residents and the community, creating a more appealing public realm, facilitating a stronger community and generating economic activity.

2.2.9 The sites' location in the Reading town centre supports the concept of the scheme being within a 20-minute neighbourhood, allowing the residents of the scheme to reach a range of local amenities including the retail and leisure outlets in the Oracle, Broad Street Mall and along Broad Street. The sites' location also allows commutes to places of employment including the town centre, within 20-minutes by foot or bike or connections to other modes including bus stops and Reading Railway Station.

2.3 Local Policy

Reading Borough Council Local Plan (adopted November 2019);

2.3.1 The Local Plan provides policies on how Reading will develop up to 2036. Also, vision 2050 has been launched with an aim to make Reading more dynamic, clean, green, healthy, safe and desirable places to live, work, study and visit. The Plan states that central Reading "is one of the most accessible locations in the South East". The following five policies considered as part of the proposed development for transport include:

- CC6 – The highest density and largest scale development location taking place in the most accessible location.

- TR1 – '*Proposed development should contribute appropriately to meeting the objectives of the most up-to-date Local Transport Plan*'. Along with '*development proposals should make appropriate provision for works and contributions to ensure an adequate level of*

accessibility and safety by all modes of transport from all parts of a development, particularly by public transport, walking and cycling, in accordance with any agreed transport assessment submitted as part of the application.'

- TR3 – '*Developments will only be permitted where:*

  i. *Accesses and works to the highway comply with the adopted standards of the Transport Authority;*

  ii. *The development would not have a material detrimental impact on the functioning of the transport network;*

  iii. *The proposals would not be detrimental to the safety of users of the transport network, including pedestrians and cyclists;*

  iv. *The proposal would not generate regular movement of heavy goods vehicles (HGVs) on unsuitable roads, or on roads without easy access to the Classified Highway Network; and*

  v. *For non-residential uses, or new dwellings on classified roads, off-street servicing would be provided*.'

- TR4 – It is expected that developments will '*make full use of opportunities to improve access for cyclists to, from and within the development and to integrate cycling through the provision of new facilities. Development of new facilities for cycling, such as cycle hire points and cycle parking, will be acceptable.*'

- TR5 – '*Development should provide car parking and cycle parking that is appropriate to the accessibility of locations within the Borough to sustainable transport facilities, particularly public transport*.'

Local Cycle and Walking Infrastructure Plan 2020 - 2030 (LCWIP) (adopted November 2019)

2.3.2 The LCWIP has been developed in line with the following objectives. These targets will be agreed and quantified through the emerging Local Transport Plan:

- Reducing the number of cars travelling into the town centre.
- Increasing the proportion of adults walking at least 3 times per week.
- Increasing the proportion of adults cycling at least 3 times per week.
- Increasing the number of people walking and cycling to the town centre.
- Reducing the number of cyclists and pedestrians injured on our roads.
- Increasing the number of schools with the Modeshift STARS accreditation to promote children cycling and walking to school.

2.3.3 Section 4.5 outlines the Transport policies, these are based on meeting the objectives set out in the current adopted Local Transport Plan for the period 2011- 2026. Any proposed development must not have a material detrimental impact on the functioning of the transport network in order to be permitted as set out in TR3.

2.3.4 TR4 provides guidance on cycle routes and facilities, and states that "Developments will be expected to make full use of opportunities to improve access for cyclists to, from and within

the development and to integrate cycling through the provision of new facilities." The proposed development has accommodated for the existing and future cycling demand adjacent to the site.

Declared Climate Emergency

2.3.5 RBC declared a climate emergency on 26th February 2019. Strategies are being developed by the Council aimed at achieving net zero carbon by 2030.

2.3.6 In terms of transports objectives, this is likely to reinforce the need to access development by good public transport facilities and services and to make provision for pedestrians and cyclists.

2.3.7 The Development will be located in an accessible site in Reading by public transport and will provide excellent facilities for pedestrians and cyclists. The development is not proposing any co-working or residential car parking spaces, expect for the conversation of two spaces within the Riverside Car Park to become car club spaces

Reading Borough Council Third Local Transport Plan, 2011-2026

2.3.8 Reading's third Local Transport Plan (LTP3 covering the period 2011 to 2026) was published in April 2012. It will be superseded by the adoption of the Local Transport Pan 4 in 2023.

2.3.9 The LTP3 Strategy Plan provides the context for Reading in terms of the economy, environment and quality of life. The long-term vision for transport in Reading is the aim of better 'connecting Reading' through a transport system that enables people to move around easily, safely, sustainably and in comfort, promoting inclusion, intervention and innovation. This is reflected in the key LTP objectives which are:

- To facilitate more physically active travel for journeys in a healthy environment;
- To improve personal safety on the transport network;
- To provide affordable, accessible and inclusive travel options for everyone;
- To ensure that the transport network operates safely and efficiently to meet the needs of all users;
- To align transport and land use planning to enable sustainable travel choices, improve mobility, reduce the need to travel and preserve the natural environment;
- To deliver balanced packages of value for money transport solutions and make the best use of existing transport investment;
- To offer sustainable transport choices for the Travel to Work Area and beyond, integrating within and between different types of transport;
- To improve journey times, journey time reliability and the availability of information;
- To reduce carbon emissions from transport, improve air quality and create a transport network which supports a mobile, affordable low, carbon future.

Reading Borough Council Local Transport Plan 4 2020-36 (LTP4) (Emerging)

2.3.10 Readings LTP4 covering the period 2020 – 2036 is currently emerging and is due to be published in Summer 2023.

2.3.11 The LTP4 vision for Reading "*is to deliver a sustainable transport system … that creates an attractive, green and vibrant town with neighbourhoods that promote healthy choices and wellbeing. Future mobility options will enable everyone in Reading to thrive, enjoy an exceptional quality of life and adapt to meet future challenges and opportunities*."

2.3.12 LTP4 has five objectives:

- "*Provide transport options to enhance quality of life, reduce emissions and improve air quality to create a carbon neutral town*".
- To create healthy streets to assist in active travel and lifestyles by improving accessibility to key destinations in a safe manner.
- Enable sustainable growth for Reading and facilitate connections to communities.
- Promote sustainable transport as part of the transport network that provides an alternative to cars. The network will be fast, affordable, connected and resilient
- Using technology to improve the efficiency of the network to allow for informed travel choices for users and "*enabling Reading to become a smart, connected town of the future*".

Reading Borough Council Revised Parking Standards and Design Supplementary Parking Document (Adopted October 2011);

2.3.13 RBC's parking standards have been acknowledged and reflected in the development of the scheme.

2.4 Summary

2.4.1 The proposed development is located in an area with a high level of accessibility by rail and bus with good walking and cycle access. The masterplan and layout of the site will provide priority for pedestrians and cyclists and integrates in line with NPPF objectives.

2.4.2 Furthermore, the development does not propose co-working or residential car parking expect for the conversation of two spaces in the Riverside Car Park for a car club and proposes to connect with Reading's pedestrian and cycle network.

2.4.3 The Development is therefore considered to align well with key local, regional, and national transport policy.

3 Site In Context

3.1 Introduction

3.1.1 This chapter provides an overview of the site location, and the historical and existing site uses.

3.2 Site Location and Description

3.2.1 The site is located to the south of Reading Town Centre with Yield Hall Place 1 and Yield Hall Place 2 bisected by the River Kennet. Reading Railway Station is an 8-minute walk to the north of the site. Yield Hall Place bounds both sites to the east and provides access to London Street and the A329 (IDR) which bounds Yield Hall Place 2 to the south. The Oracle shopping centre bounds both sites to the west.

3.2.2 The Oracle is a large shopping centre with associated food and beverage units. Currently the site includes over 80 shops and also 22 restaurants, cafes, and bars along the riverside of the Kennet and 11-screenreen Vue Cinema. This site also has access to two public car parks he Riverside Car Park (1611 Spaces) and the Holy Brook Car Park (595 Spaces), these are adjacent to the site.

3.3 Regional and National Connectivity

3.3.1 Reading is the unofficial capital of the Thames Valley and recognised as a strategic regional growth hub. It regularly ranks in Centre for Cities Outlook index as one of the best places in the UK for business and investment in addition to being ranked as a great place to live and one of the highest ranked areas for innovation and smart cities initiatives.

3.3.2 One of the reasons for Reading's continued success is its excellent regional and national connectivity. Reading railway station is located close to the site and it is one of the most important hub railway stations in the UK at the convergence of 4 national lines for both passengers, freight and the Trans European Network. It provides a range of direct national, regional and local services to key economic centres including, London, Birmingham, Bristol, Manchester and Cardiff.

3.3.3 Reading is located immediately north of the M4 and is accessed from 3 junctions (10 to 12) to provide strategic road access west towards Bristol and Wales and east towards London and the M25.

4 Sustainable Transport Network

4.1 Introduction

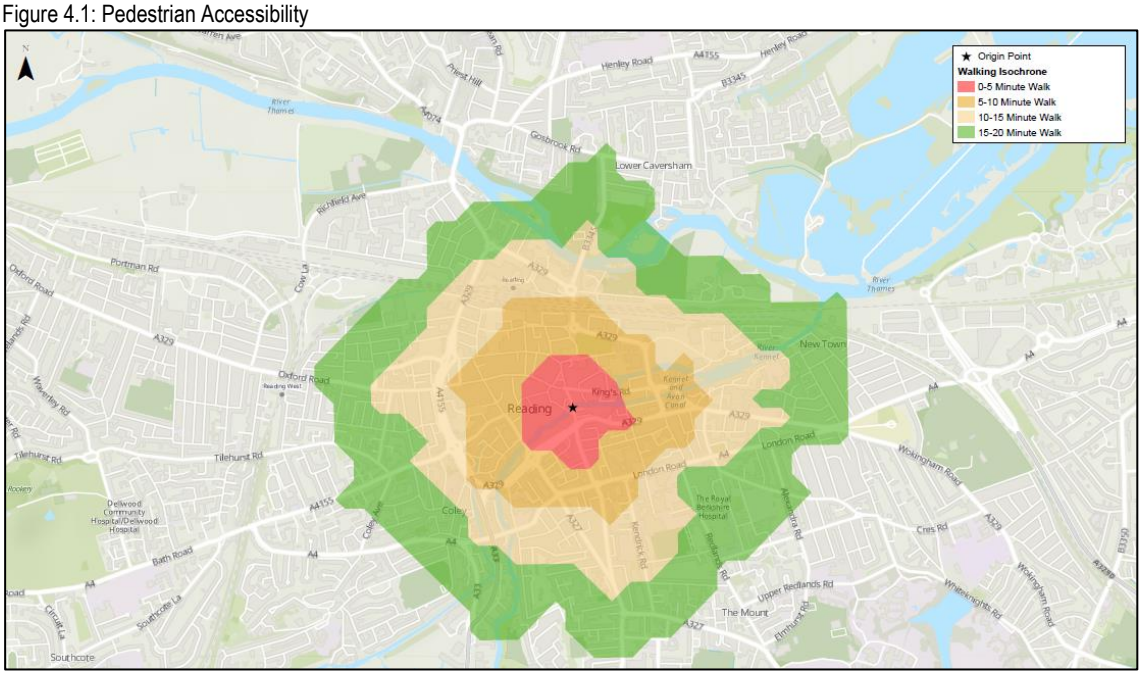
4.1.1 This chapter sets out accessibility to the site by walking, cycling and public transport and provides a detailed review of the existing characteristics of the area and existing infrastructure which support accessibility by sustainable modes.

4.2 Walking Accessibility

4.2.1 The site is situated in Reading town centre and is ideally located to encourage walking from a large population catchment for retail and leisure activities as well as to access town centre jobs for residents as shown in **Figure 4.1.** The extent of Reading town centre is largely accessible within a 10-minute walk, while areas of Caversham, Coley, and East Reading are within a 20-minute walk. Along with access to multiple transport hubs including bus stops and Reading Railway Station.

4.2.2 The site is surrounded by footways on all surrounding streets, along the river and users of the site will be able to walk through The Oracle shopping centre when open.

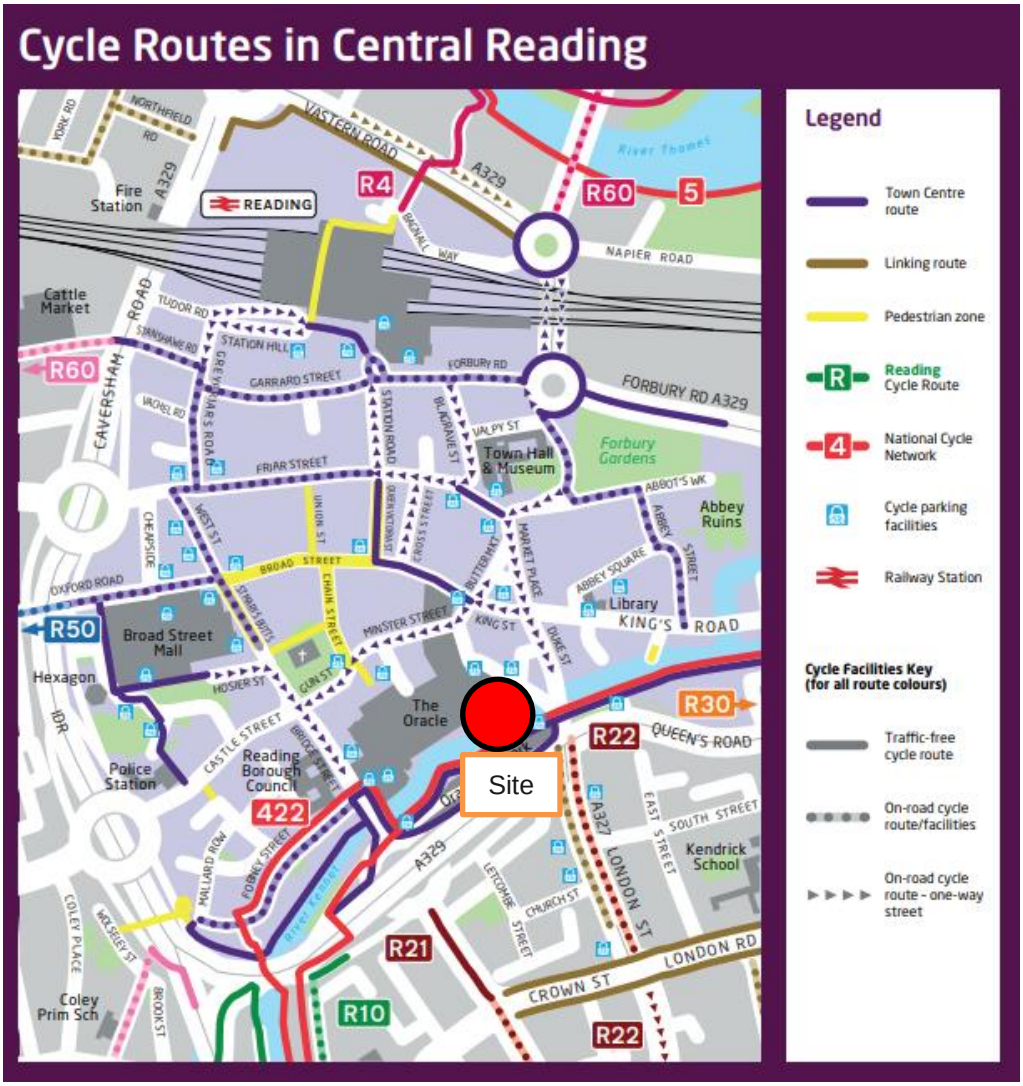
Figure 4.1: Pedestrian Accessibility



4.3 Cycling Accessibility

4.3.1 There are several signed cycle routes located on the roads surrounding the site. The NCN 422 and town centre route, intersect the site, and run along the southern side of the River Kennet, adjacent to the site this facility is a shared footway/cycleway. To the south of Yield Hall Place 2 adjacent to the site along Mill Lane and the IDR the northern footway is also shared footway / cycleway. These routes connect to the extended cycle network of Reading which consists of a mixture of traffic-free cycle routes and on-road cycles routes. This network connects the site to the site of Reading Town centre and key destinations including Reading Railway Station. The routes can be seen in **Figure 4.2**.

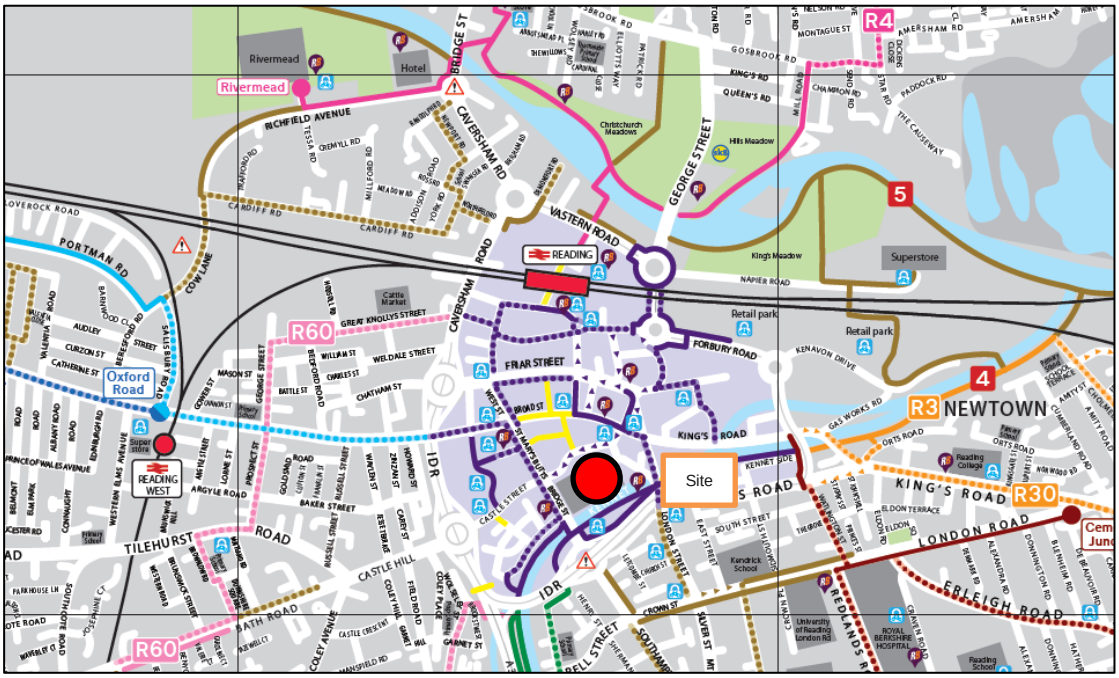
Figure 4:2: Extract from RBC's Cycle Network – Local Routes



Source: https://www.reading.gov.uk/vehicles-roads-and-transport/cycling/#routes

4.3.2 Beyond the immediate centre of Reading, some dedicated cycle routes are present on the main routes into Reading, including along Oxford Road and Portman Road to the west; A33 to the south; and routes through Caversham and across Caversham Bridge and Christchurch Bridge to the north. An extract from RBC's cycle network plan is included in **Figure 4.3** below.

Figure 4.3: Extract from RBC's Cycle Network – Strategic Route

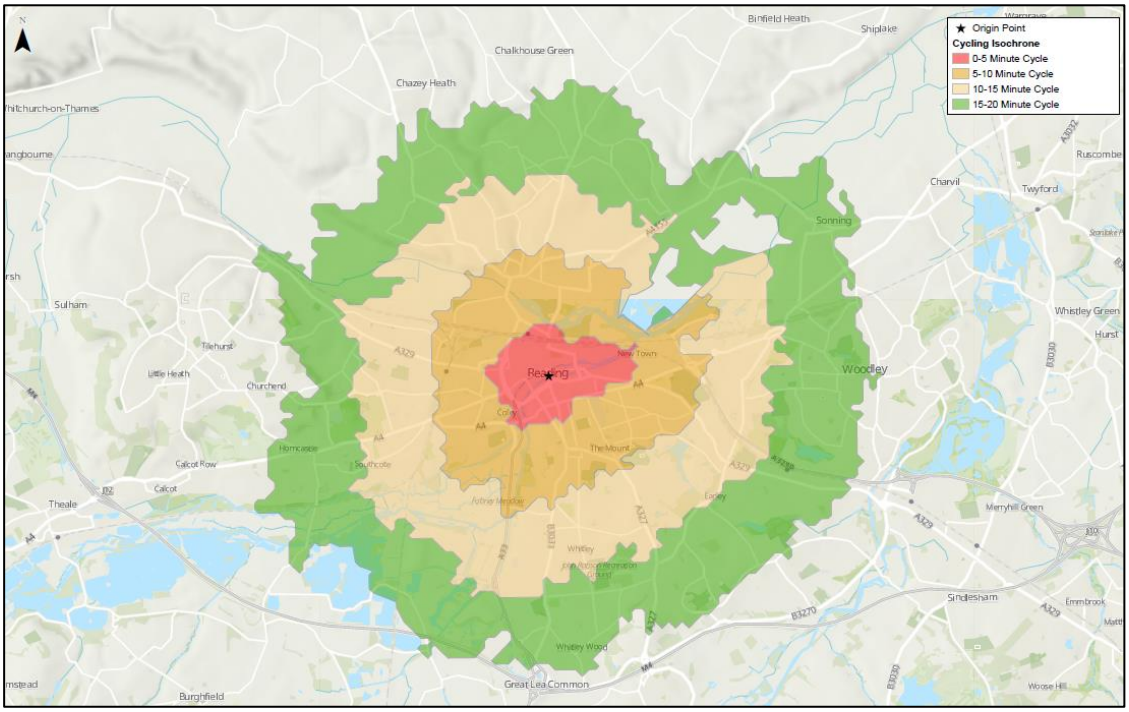


Source: http://www.reading.gov.uk/cycling

4.3.3 **Figure 4.4** shows that the majority of Reading Borough is within a 20-minute cycle of the site, assuming a cycle speed of 16 kph.

4.3.4 The sites Reading Town Centre location means that within a 20-minute cycle the site can be accessed from Caversham, Sonning Whitley Wood, and Woodley.

Figure 4.4: Cycle Accessibility

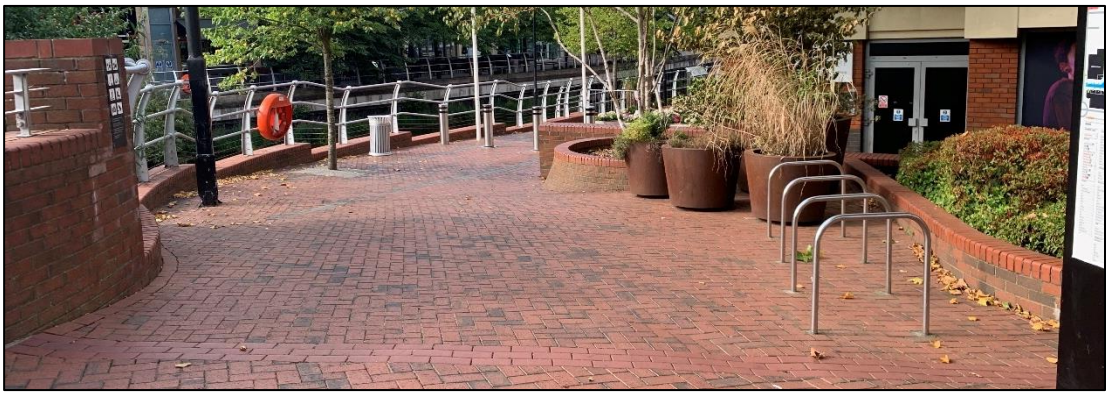


4.3.5 The site currently has existing cycle parking provision able to accommodate 158 bicycles. These are located within the Riverside car park in the form of Sheffield stands along with extensive cycle parking on the riverside path of the River Kennet and to the north of Yield Hall Place. These are readily accessible for visitors of the site and are shown on the below photos taken in August 2022.

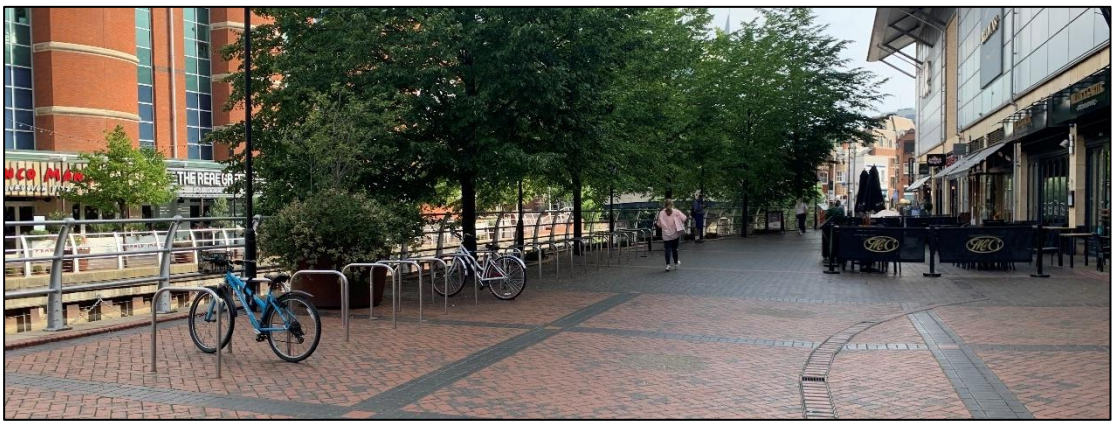
Sheffield Stands within the Riverside Car Park

Sheffield Stands on Yield Hall Place

Sheffield Stands on Riverside to the north of the Kennet



Sheffield Stands along the Riverside south of the Kennet



4.4 Bus Accessibility

4.4.1 The Oracle is located within a short walking distance of numerous strategic bus routes which connect the town centre with destinations across Reading Borough and beyond. There are multiple bus stops within walking distance of the site on Minster Street, Bridge Street and Kings Road etc. These services provide access to the wider region including Newbury and Wokingham, along with other transport nodes such as Reading Railway Station.

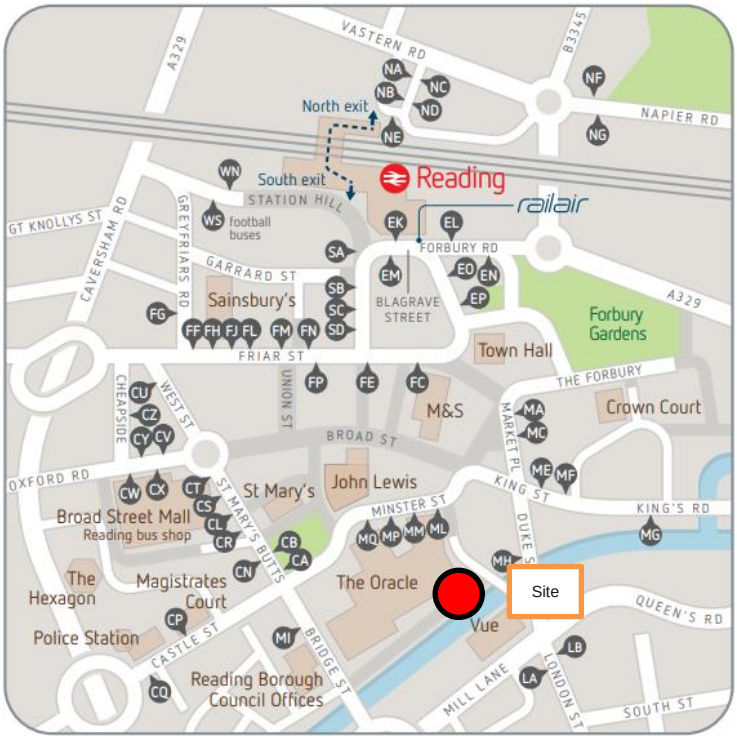
4.4.2 A summary of the local bus services serving these bus stops and other bus stops in a 500m radius of the site is provided in **Table 4.1**.

Table 4.1: Summary of Local Bus Services

Service	Destinations (to/from)	Weekday services per hour	Saturday services per hour	Sunday services per hour
1	Newbury/Reading via Theale	2	2	1
2/2a	Central Reading/Mortimer	2	2	1
3	Royal Berkshire Hospital (RBH) / Arborfield/ Wokingham	2	2	2
4/4X	Reading – Bracknell via Wokingham	3	3	3
5	Northumberland Avenue	5	4	2
6/6a	Whitley Wood/ Tesco depot	5	6	3
9	RBH/ University of Reading (UoR)/ Whitley Wood/ Mereoak	1	1	-
10	RBH/ Thames Valley Science Park / Spencers Wood	2	2	1
11	Coley Park/ Reading	3	3	1
13/14	Reading Station – Woddly (Circular)	4	4	2
19a / 19c	RBH/ UoR/ Earley (Silverdale Road)/ Woodley	2	2	-
19b	RBH/ UoR/ Beech Lane/ Lower Earley	1	1	-
21/21/a	UoR/ Lower Earley	5	2	2
26	Reading Railway Station/ Calcot	4	4	2

33	Central Reading/Turnhams Farm	3	3	2
42	Kenavon Drive/ St Marys Butts	2	2	-
50	100 Long Water Avenue/ Station Road	4	2	-
127/128/129	Wokingham Town Centre – Reading Town Centre	1	1	-
600	Mereoak Lane - Park & Ride/ Reading Town Centre	4	2	-
H1	RBH Main Entrance/ Reading Town Centre	3	-	-

Figure 4.5: Location of Reading Town Centre Bus Stops



Source: [Bus Stop Locations (reading-buses.co.uk)]

4.5 Rail Accessibility

4.5.1 The site is located close to the Reading Railway Station which is a national transport hub. Reading Railway Station is used by approximately 17 million passengers per year (2019) and is the ninth busiest station outside London and second busiest interchange station outside of London. Reading Railway Station underwent a phase of expansion and modernisation between 2009 and 2014, adding five new platforms and improving the station facilities and interchanges.

4.5.2 Rail services from Reading Station provide connections to the regional and national rail network, where the following train companies offer services to a range of destinations:

- **First Great Western** operate trains to destinations which include London Paddington, Slough, Basingstoke, Gatwick Airport, Oxford, Hereford, Worcester, Bristol, South Wales and the South West of England;

- **Cross Country Trains** operate trains to destinations including Bournemouth, Southampton, Guildford, Banbury, Coventry, Birmingham, the North of England and Scotland; and
- **South Western Trains** provides services to Wokingham, Staines, Richmond, Clapham Junction, London Waterloo, Basingstoke, Winchester, Southampton, Hey Portsmouth and Brighton.

Elizabeth Line

4.5.3 Reading railway station is the west end terminus for Elizabeth line (Crossrail) services. The service opened its full route in November of 2022, providing four trains per hour during peak hours. The route provides a direct connection to railway stations and key interchanges in central and east London, including Bond Street, Farringdon and Canary Wharf.

4.6 Future Infrastructure

Rail

4.6.1 Reading Green Park Station will be a new railway station located south of Reading on the Basingstoke to Reading line. This railway station will improve accessibility to Green Park business park and the surrounding area including Madejski stadium. It is anticipated that the railway station will be opened in Spring 2023.

4.7 Summary

4.7.1 The sites location in Reading Town Centre means that it is a highly accessible place to reach by foot, bike, bus or train with excellent access to retail, leisure and jobs.

5 Existing Vehicular Access and Parking

5.1.1 The Oracle site is served by two existing public car parks, Riverside car park with 1,611 spaces and Holy Brook car park with 595 spaces. Cars access and exit the Riverside car park from the IDR via Mill Lane, with the Holy Brook car Park access and exit located from Bridge Street.

5.1.2 The Oracle shopping centre has three points of access for delivery and servicing.

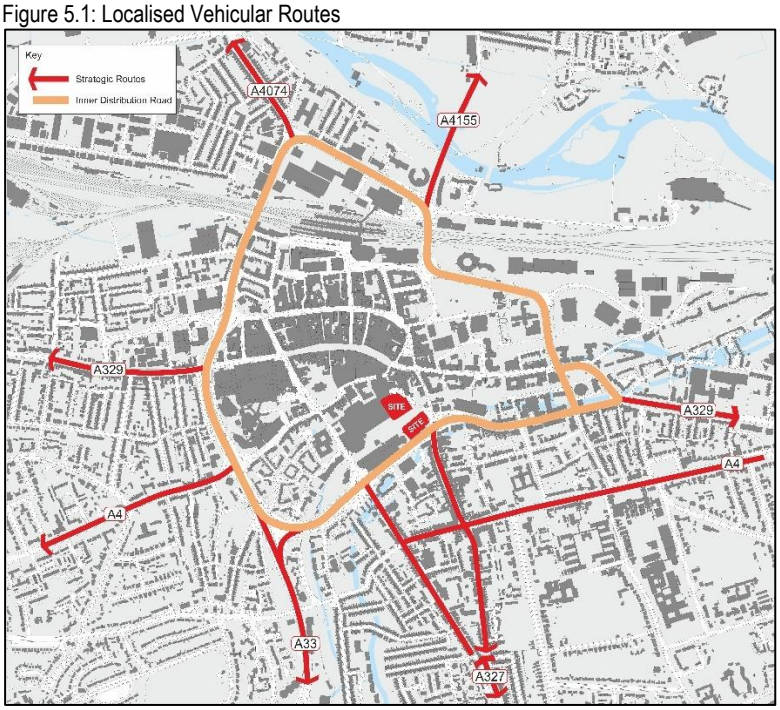
- The main service yard is located under the Oracle Centre to the north of the Kennet with vehicular access via Bridge Street exiting onto Yield Hall Place. This service yard serves all of the retail and restaurant units north of the Kennet.
- Another service yard is located under the Riverside Car Park. This is accessed via Mill Lane to the west of the Vue Cinema with vehicles exiting onto Mill Lane to the west adjacent to the car park exit. This service yard provides access to the units to the south of the Kennet.
- The third servicing area exists on-street along Yield Hall Place adjacent to Debenhams. The Oracle centre currently use the area on Yield Hall Place to park contractors undertaking works to the centre.

5.1.3 The IDR provides strategic access from the sites points of access onto the highway network. The IDR is for the most part a dual, two lane orbital route which provides the following connections into Reading town centre:

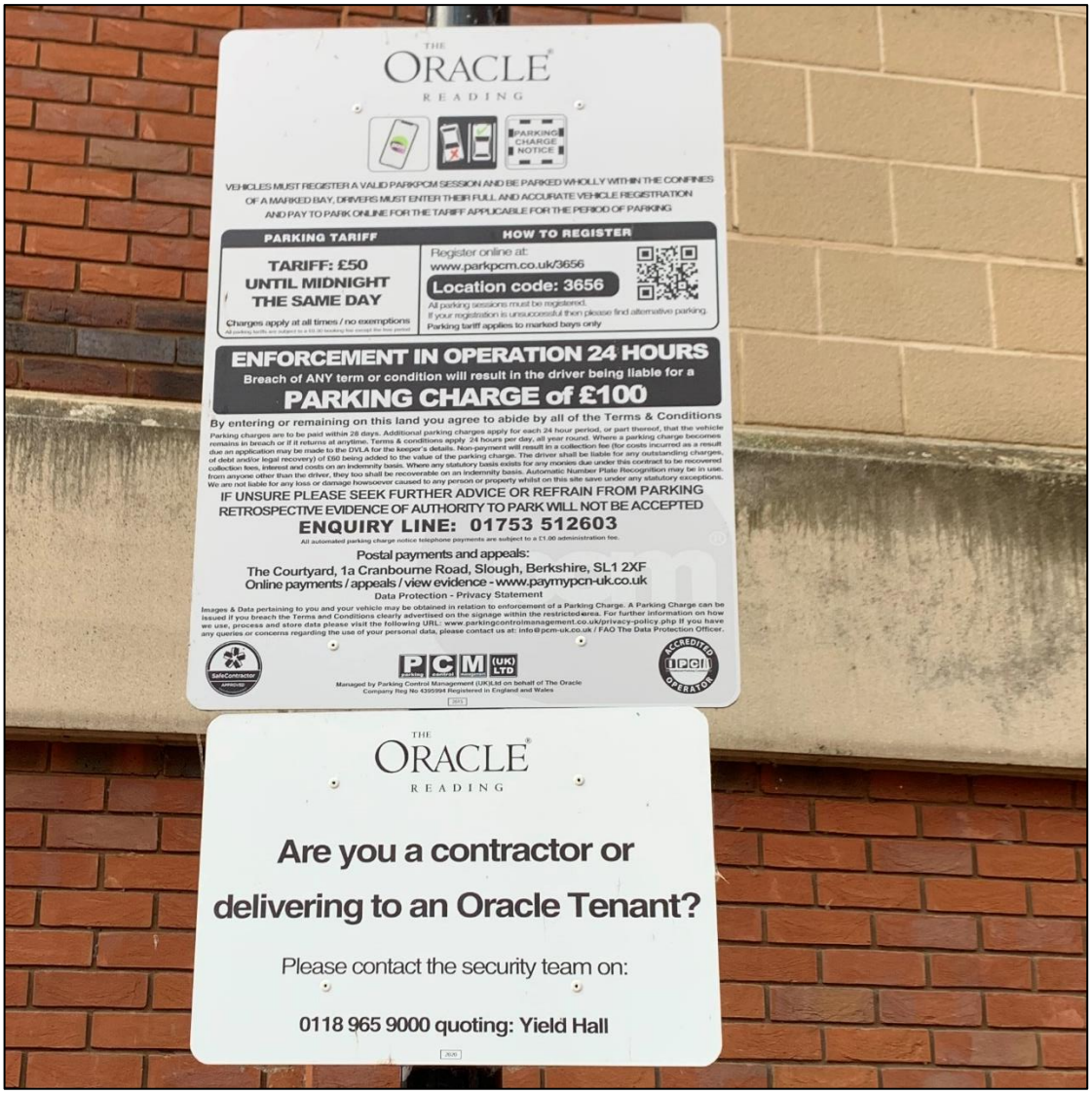
- North: Via Reading and Caversham Bridges;
- East: Via the A329 Kings Road and the A4 London Road;
- South: Via the A33, leading to Junction 11 of the M4;
- West: Via the A4, the junctions with A4155 Castle Hill.

5.1.4 The localised vehicular access points described above and points of access to the IDR is shown on **Figure 5.1** below.

Figure 5.1: Localised Vehicular Routes



5.1.5 The service areas and streets throughout the Oracle Centre are closely monitored by the estates security team. Signs are located throughout Yield Hall Place and at the service areas to prevent inappropriate parking/waiting. A photo of the signage installed throughout the centre is shown below:

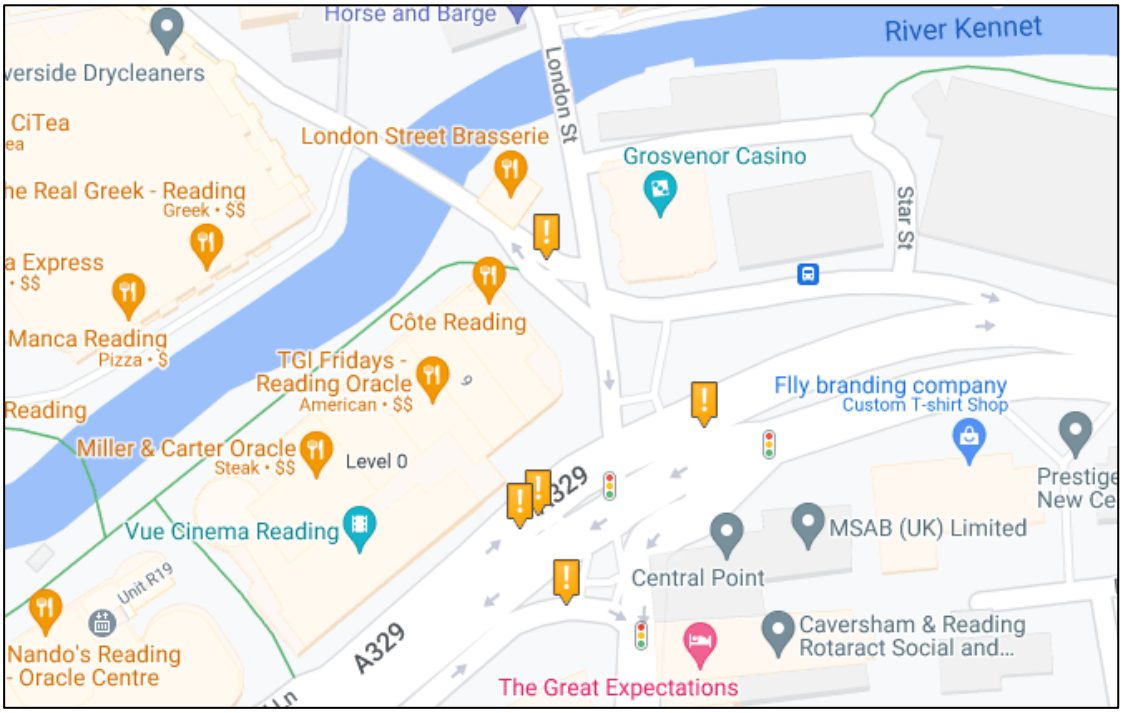


5.2 Personal Injury Collision Review

5.2.1 A review of Crash Map collision data took place for the most recently available five-year period between 2017 and 2021. All vehicle types were considered for this review.

5.2.2 The study area includes the roads within the immediate vicinity of the site, these being A329, London Road and Mill Lane, shown in **Figure 5.3**.

Figure 5.3: Personal Injury Accident Data Review



Source: www.Crashmap.co.uk September 2022

A329 (IDR)

5.2.3 There were three accidents on the A329, of which all of these were travelling eastbound. All of the accidents were slight in severity. Two of the accidents were located before the traffic signals at the junction with the A329 / London Street. The single accident to the east of the junction with London Street involved one vehicle.

Mill Lane

5.2.4 There was one accident on Mill Lane, which was slight in severity. It involved one vehicle; the accident occurred at the traffic signals.

Yield Hall Place

5.2.5 There was one accident on Yield Hall Place, it was slight in severity. The accident involved one vehicle, this occurred at the junction with London Street.

5.3 Summary

5.3.1 Due to the low number of accidents and the car-free nature of the development, there is not an existing safety concern and it is not foreseen that the development will contribute towards worsening the safety of the road network.

6 Development Proposals

6.1 Introduction

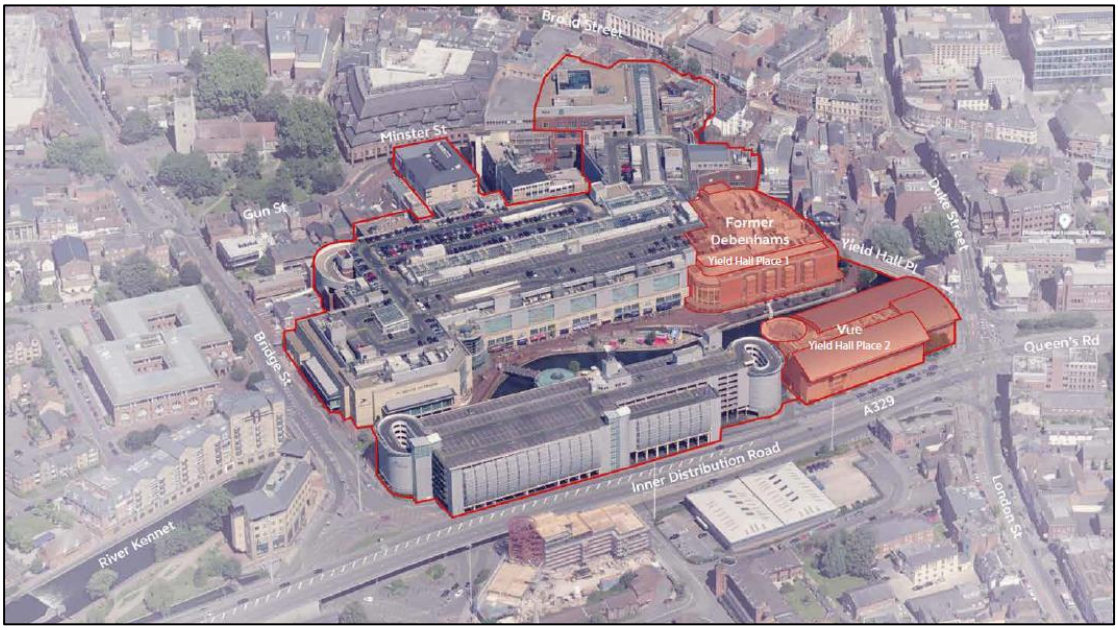
6.1.1 This section outlines the proposed development for the sites at Yield Hall Place, it contains details on the proposed land usages, access, delivery and servicing strategy and details of proposed public realm improvements.

6.2 Development Proposals

6.2.1 The development proposals seek planning permission for the repurposing and redevelopment of sites at the eastern end of the Oracle shopping centre to provide a mixed-use development comprising residential and town centres uses. The proposals focus on two main sites detailed below and shown on **Figure 6.1**:

- Former Debenhams department store at the eastern end of the Oracle shopping centre building and northern side of the River Kennet, to be known as Yield Hall Place 1; and
- Vue cinema building on the southern side of the River Kennet and to the east of the Oracle Riverside multi-storey car park, to be known as Yield Hall Place 2.

Figure 6.1: Illustrative View of the Site



6.2.2 As discussed previously two detailed planning applications are submitted; one for Yield Hall Place 1 and one for Yield Hall Place 2. These applications will be submitted concurrently to Reading Borough Council and are expected to be considered and determined in this way by the local planning authority. This report is submitted in respect of both applications and assesses the proposals as a single scheme for the purpose of the technical assessment undertaken.

6.2.3 The Yield Hall Place 1 scheme (former Debenhams department store) proposes:

- No of Residential units: 202;
- Proposed leisure unit: 935 sqm (GIA/Gross Lettable Area);

- Retained retail floorspace: 3,541 sqm (including riverside floor back of house);
- Ground floor co-working space and maker units: 793 sqm.
- Proposed restaurant unit: 378 sqm.

6.2.4 The Yield Hall Place 2 scheme (Vue cinema building) proposes:

- No of Residential units: 247;
- Replacement cinema 2,653 sqm / 6 screens;
- Ground floor commercial space (excluding cinema) 464 sqm.

6.2.5 The proposals for the scheme include extensive public realm enhancements to:

- Junction with London Street and Inner Distributor Road
- Yield Hall Place from junction of London Street to Minister Street
- Oracle Riverside

6.3 Pedestrian and Cycle Access

6.3.1 The scheme has been designed to take advantage of its existing location the River Kennet, with principle entrances located on the riverside for both Yield Hall Place 1 and 2 connecting to the existing footpaths within the Oracle. Additional points of access for Yield Hall Place 1 are also provided on the frontage with Yield Hall Place which facilitates access to the cycle parking. There will be a new entrance into the Oracle along the riverside which will enhance the connectivity though the shopping centre to other part of the town centre. Access to the cycle parking within Yield Hall Place 2 is located to be directly accessible from the shared footway cycleway on IDR. The various points of access to the various uses proposed within the scheme are shown on **Figure 6.2** overleaf.

6.3.2 From the points of access with the riverside, Yield Hall Place and the IDR users of the site connect to Reading's extensive network of footpaths and cycle facilities as described within Section 4 of this report.

6.3.3 Existing and future users of the site will benefit from the public realm enhancements being proposed which will improve the pedestrian and cycle environment on the riverside, Yield Hall Place and the junction of London Street with the IDR. The Landscape Design and Access statement submitted with the Planning Application provides further details on the proposals, but these include significant numbers of new trees and landscaping as shown on **Figure 6.3**:

- Enhanced 'greened' environment for pedestrians using Yield Hall Place;
- Enhanced 'tree lined' environment along the IDR with widened shared footway/cycleway on the northern side of the IDR adjacent to the site;
- New public realm along the riverside.

Figure 6.2: Yield Hall Place Entrances and Cycle Parking

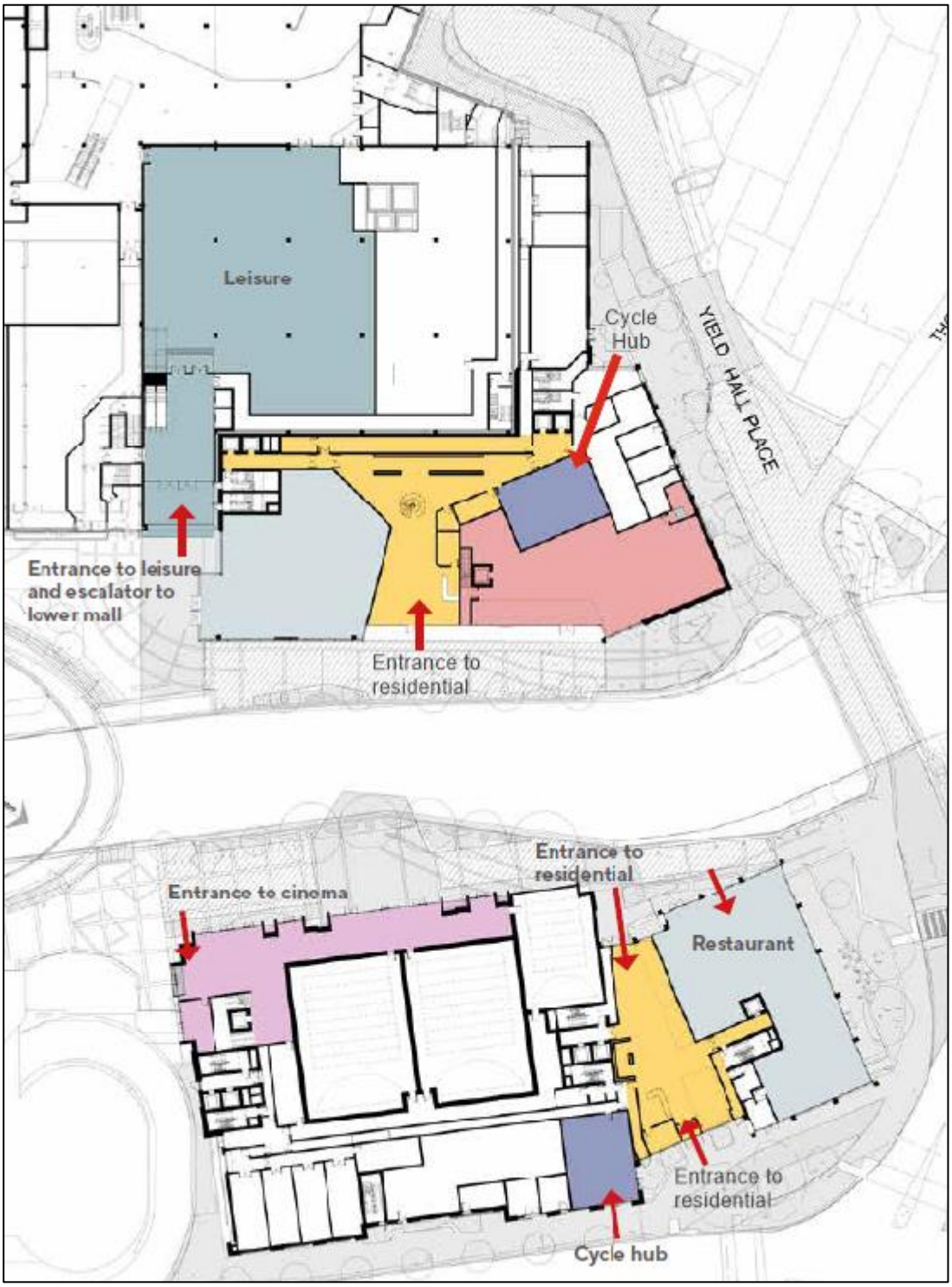


Figure 6.3: Illustrative Landscape Scheme

6.4 Cycle Parking

6.4.1 The cycle parking provision for the development has been informed by RBC's Parking Standards (2011). Residential cycle parking is provided within both Yield Hall Place 1 and 2 in the form of double-tier bike racks, the location of which can be seen in **Figure 6.2**.

6.4.2 The residents parking standards are shown in **Table 6.1** along with the proposed residential provision.

Table 6.1: Reading Parking Standards and Minimum Requirements for Residential

No. of Bedrooms	Standards	Minimum for YHP1	Minimum for YHP2
1-2	0.5	178	137
3+	1		
Proposed		**200 (+22)**	**156 (+19)**

6.4.3 There will be no additional cycle parking provide for the other site uses as these uses as there is already a significant amount of pre-existing cycling parking (158 spaces) which is to be retained or replaced within the centre for employees and visitors as described in **Section 4.3**.

6.4.4 **Table 6.2** below displays the developments requires a minimum of 123 cycling spaces based on RBC standards, while there are currently 158 existing cycling spaces. Given the level of cycle parking is being retained and there is ample spare capacity as shown in **Section 4.3** there is no need to provide further provisions. The 56 spaces located within the Riverside Car Park are covered. The existing cycle parking facilities will be retained or replaced as part of the proposals.

Table 6.2: Reading Parking Standards and Minimum Requirements for Other Land Uses

Use	Floor Area Standards	Staff Standards	Minimum
Cinema	1 per 40sqm	1 per 6 staff	71
Office	1 per 200sqm	1 per 6 staff	4
Leisure	1 per 40sqm	1 per 6 staff	25
Restaurant – YHP1	1 per 300sqm	1 per 6 staff	2
Restaurant – YHP2	1 per 300sqm	1 per 6 staff	3
Retail	1 per 250sqm	1 per 6 staff	18
Total			123

6.5 Vehicular Access

Car Parking

6.5.1 Vehicular access to the site has not changed from its existing arrangement as described within **Section 5**. Visitors of the site will continue to use the Riverside or Holy Brook public car parks. As part of the development of Yield Hall Place 1 there will be a reduction of 10 public car parking spaces within the Holy Brook Car Park. The alterations to the car parking layout to accommodate for this is shown within the submitted application pack.

6.5.2 It is proposed that the residential units will be car-free and not allocated with car parking as part of the scheme. However, to ensure that residents still have access to a car should they wish, two spaces within the existing car parks will be converted to car-club spaces in accordance with Reading Borough Council Park Standards 2011 to serve both site. This will allow residents to use a car when needed for trips that are not possible by other modes of transport. It is proposed that the location and details of the future car-club bays can be conditioned.

6.5.3 There will be no additional car parking added for the purpose of co-working either.

6.6 Delivery, Servicing & Refuse Strategy

Yield Hall Place 1

6.6.1 Yield Hall Place 1 will be serviced from a combination of the existing locations detailed within **Section 5**;

- The proposed leisure and restaurant use will be serviced directly from the main Oracle service yard under the shopping centre as the Debenhams unit was.
- Residential and Co-working deliveries will be received from the existing servicing bay located on Yield Hall Place with the existing contractor parking relocated by the centre to within the service yard.
- Refuse and recycling collections will be undertaken from the north of the façade of Yield Hall Place 1. **Figure 6.4** shows how a refuse vehicle can manoeuvre at the end of Yield Hall Place to collect the bins adjacent to the bin store.

Figure 6.4: Yield Hall Place 1 Servicing Areas [Drawing No.332110757_5500_SK020]

6.6.2 The on-street bays located on Yield Hall Place will continue to be monitored and manged by the shopping centre management team to prevent inappropriate parking or waiting as described within **Section 5**.

6.6.3 An assessment of the anticipated level of delivery/servicing vehicles is provided within **Section 7** to demonstrate that it can be adequately provided for.

Yield Hall Place 2

6.6.4 Yield Hall Place 2 is to be serviced from two areas:

- Any bulky deliveries and refuse collections for the residential units will be made from the existing servicing area, accessed from Mill Lane adjacent to the western façade. This bay along with the adjacent service yard located under the Riverside Car Park will continue to be used by the proposed cinema and restaurant units as is the case with the current occupiers and is shown in **Figure 6.5**

- An additional kerbside drop-off bay is proposed on the IDR to the south of Yield Hall Place 2 to allow smaller/quick deliveries to serve the residential units and is shown in **Figure 6.6**.

Figure 6.5: Yield Hall Place 2 Servicing Area [Drawing No. 332110757_5500_SK018]

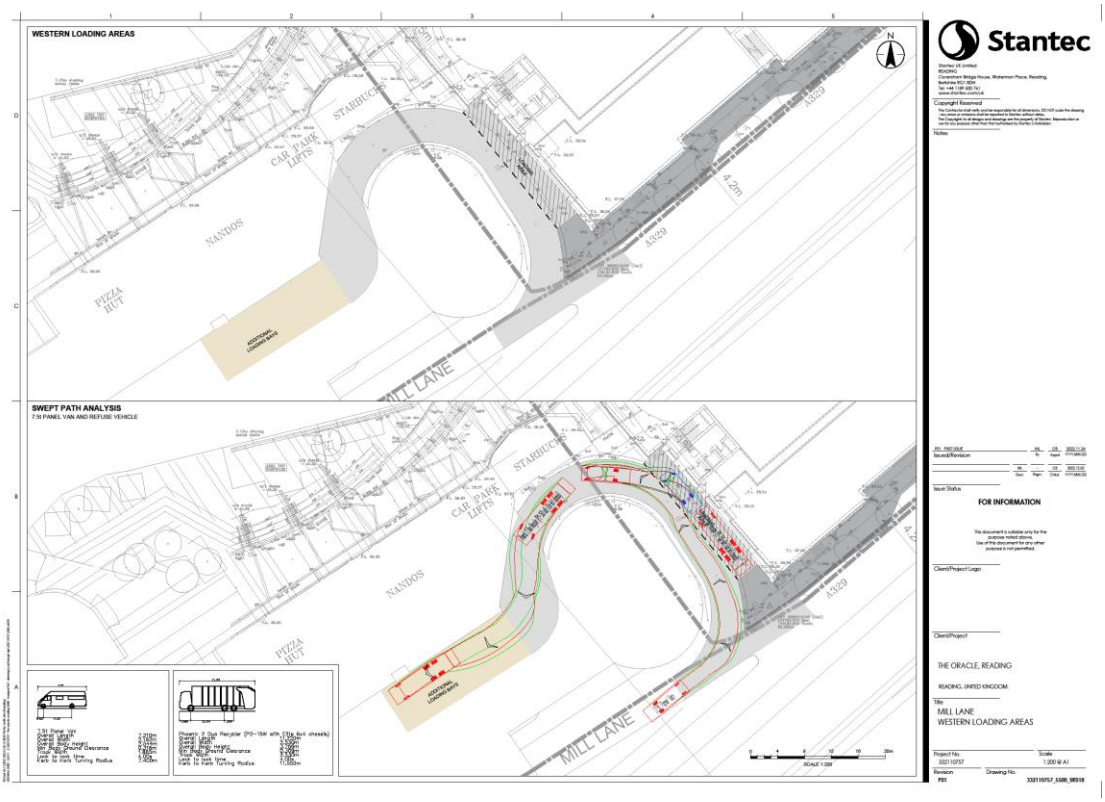
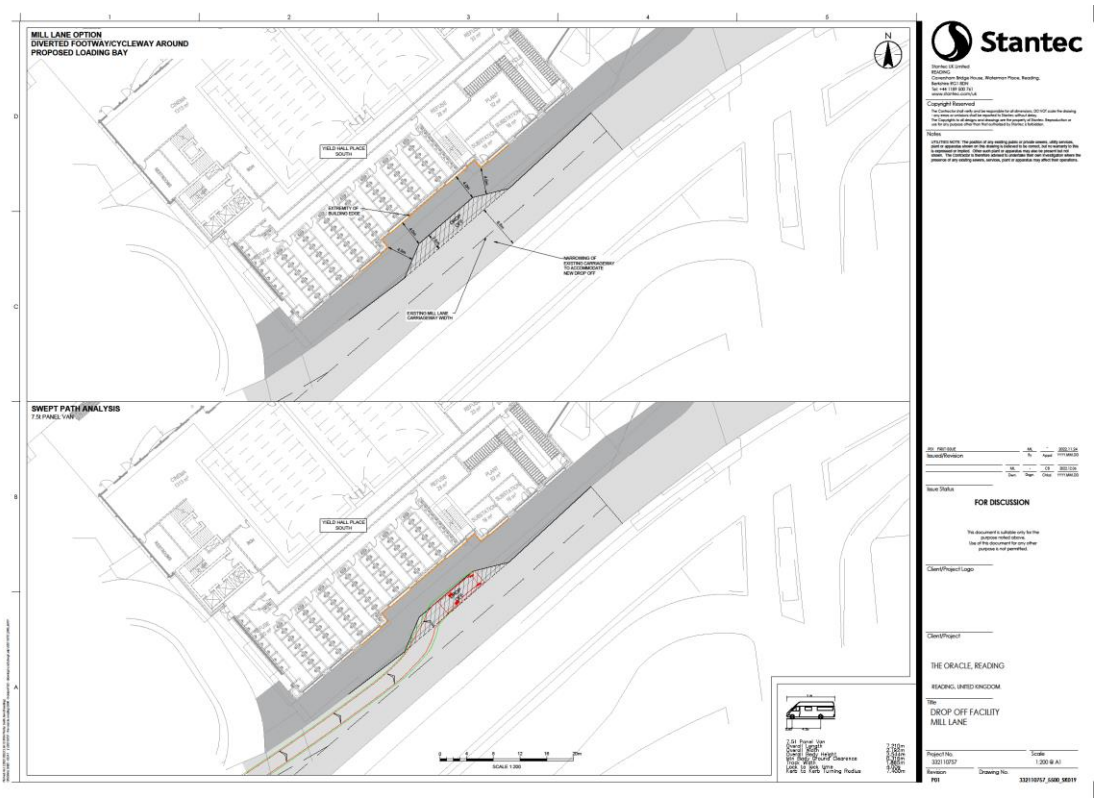


Figure 6.6: Yield Hall Place 2 Servicing Area [Drawing No. 332110757_5500_SK019]



6.7 Waste Storage Areas

6.7.1 This section provides details on the waste storage for both of the proposed sites and includes details on the anticipated waste generation and proposed waste storage. For both sites the waste generated will be collected on a twice weekly basis.

6.7.2 The estimated waste storage required for each use is based on a ratio of 70% separated recyclables and 30% for refuse.

6.7.3 Each of the land uses have been designed to accommodate the required number of bins storage, based on the code of practice BS 5906. Each block will contain a main and satellite storage area. The movement of waste within the site and on collection days will be controlled by the Estate Management team.

Yield Hall Place 1

6.7.4 **Table 6.4** displays the waste storage requirements for all uses of Yield Hall Place 1. The waste storage required for the leisure, retained retail and restaurant will continue to use the existing storage provisions provided within the service yard as utilised by the previous occupiers (Debenhams, The Real Greek, Franca Manca).

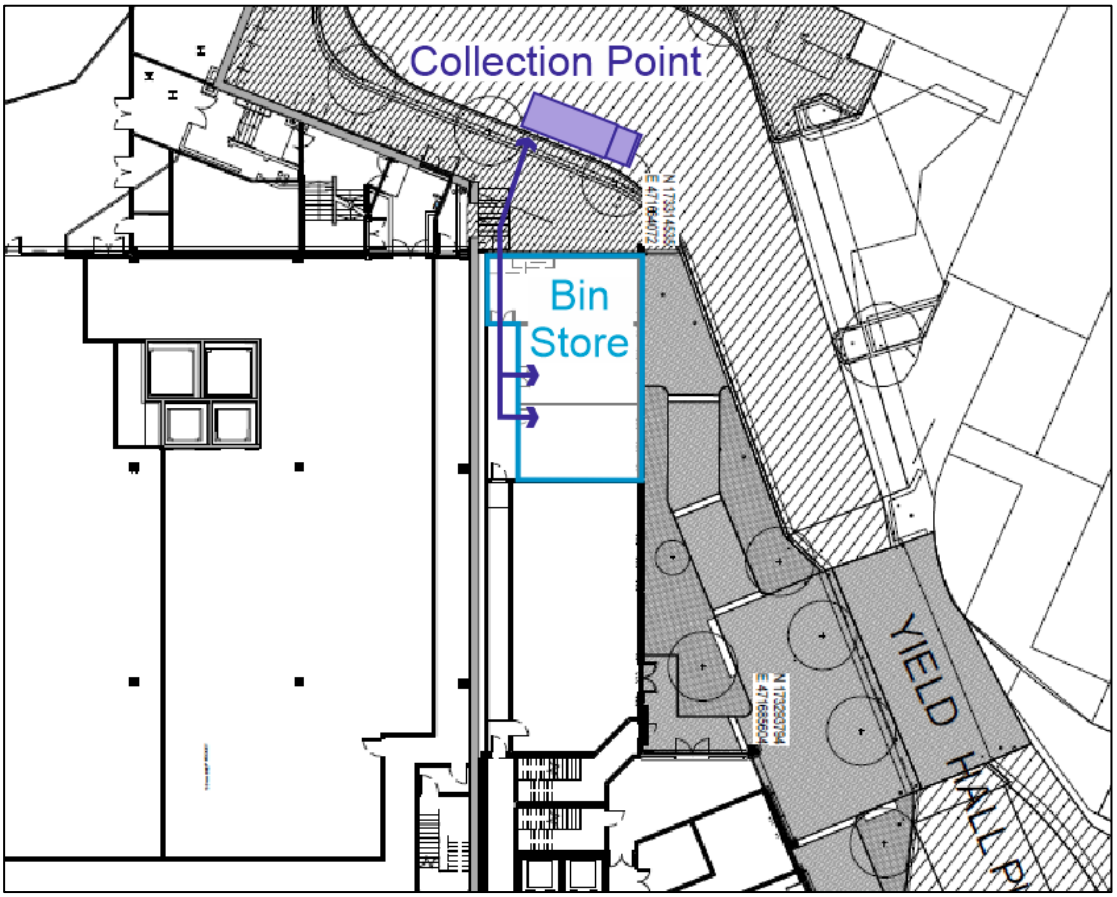
6.7.5 The refuse will be collected from the rear of the building off Yield Hall Place.

Table 6.4: Waste Storage Requirements for Yield Hall Place 1

Frequency	1,100L Waste Bins	Recycling 1,100L bins	Total 1,100L bins required	240L Food Waste
Office	0	1	1	-
Residential	5	10	15	10
Restaurant	1	2	3	-
Leisure	1	1	2	-
Retail	2	6	8	-

6.7.6 **Figure 6.7** shows the proposed waste storage areas for Yield Hall Place 1.

Figure 6.7: Yield Hall Place 1 Waste Storage Area



Yield Hall Place 2

6.7.7 **Table 6.8** shows the waste generation for all uses of Yield Hall Place 2.

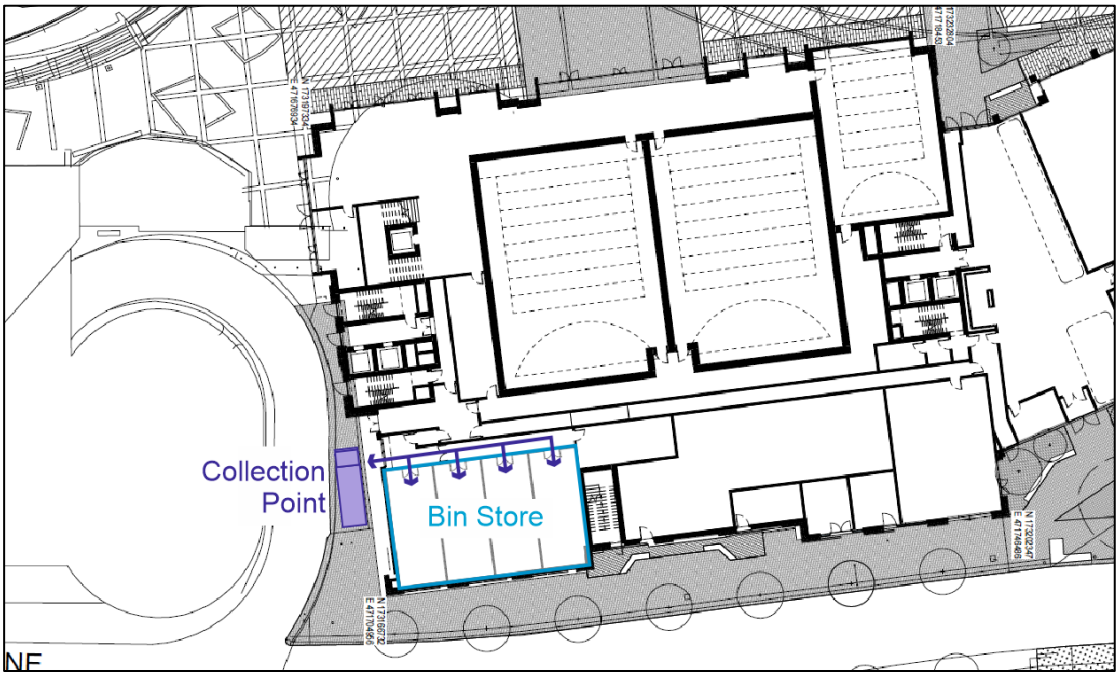
6.7.8 The refuse will be collected from the west service bay of Yield Hall Place 2.

Table 6.5: Waste Storage Requirements for Yield Hall Place 2

Frequency	1,100L Waste Bins	Recycling 1,100L bins	Total 1,100L bins required	240L Food Waste
Cinema	2	4	6	-
Residential	6	12	18	12
Restaurant	1	2	3	-

6.7.9 **Figure 6.8** shows the proposed waste storage area for Yield Hall Place 2.

Figure 6.8: Yield Hall Place 2 Waste Storage Area



6.8 Residential Travel Plan

6.8.1 A Framework Travel (FTP) has been produced and submitted as part of the application. The FTP sets out a package of measures to encourage future residents of the site to travel by sustainable modes and informs the preparation of a detailed Travel Plan prior to occupation of the proposed development.

6.8.2 The main objective of the FTP is to:

- Address residents' needs for access to a full range of facilities for work, education, health, leisure, recreation and shopping.
- Promote healthy lifestyles and sustainable, vibrant local communities

6.8.3 This travel plan has been prepared for the residential elements of the development site only with the other uses to be continued to be accommodated within the centres existing management.

7 Trip Generation

7.1 Introduction and Background

7.1.1 This section sets out the forecasted travel demand associated with the redevelopment of the Oracle. The trip generation will be focused on Total People trips due to the accessible nature of the site and it being a car-free development. Visitors of the other land uses of the site will continue to have access to the pre-existing public car parks at The Oracle Riverside and Holy brook.

7.1.2 We have not assessed the existing baseline trip generation of the uses being removed as part of the development proposals to assess a net change in trips at the site.

7.1.3 Only the trip generation for the new land uses, residential and co-working office has been calculated and presented. This has been done to present the assessment in a simple robust form to demonstrate that scheme can be adequately accommodated for within RBC's existing transport network.

7.1.4 The existing floor area and uses lost as part of the proposed development is however presented in **Table 7.1** so that the existing floor area replaced by the development can be understood.

Table 7.1: Existing Site Usage

Plot	Residential (units)	Retail (sqm)	Leisure (Seats)	Restaurant
Vue Cinema	0	0	1,851	1,537
Debenhams	0	12,217	0	641
Total	0	12,217	1,851	2,178

Proposed Development Trip Generation

7.1.5 This subsection will outline the trip generation from the proposed developments of the residential and co-working uses. The trip generation of the proposed leisure, retained cinema and retail/restaurant uses have not been calculated as the proposed scheme shows a significant reduction in floor area against the existing use (assuming leisure as retail). The proposed floor areas of the scheme and net change against the existing is shown on **Table 7.2** which shows the net change to the site floor areas by use.

Table 7.2: Proposed Site Usage

Plot	Residential (Units)	Retail (sqm)	Leisure (Cinema) (Seats)	Leisure (sqm)	Restaurant (sqm)	Office (sqm)
Vue Cinema	247	0	540	0	464	0
Debenhams	202	3720	0	953	377	793
Net Change	+449	-8,450	-1,311	+953	-1,337	+778

Trip Rate - Residential

7.1.6 Total People trip rates for the 449 residential units across the development have been derived from the TRICS data base. The following parameters have been used in the selection of TRICS sites

- Land use: 03 Residential / Flats Privately Owned
- Region: England Only
- Location Types: Town Centre
- Survey Date: 01/01/10 – 30/06/21
- Size: 50 – 493 Units (Actual Range Selected Sites (86 – 194 units)
- Other: Include Site with no or Little Parking

7.1.7 These criteria resulted in the selection of the following 4 sites with the total people rates shown in **Table 7.3**:

- BM-03-C-01
- GM-03-C-02
- HM-03-C-02
- HO-03-C-02

Table 7.3: Residential Trip Generation (449 Units)

Time Period	Trip Rate (per room)			Trip Generation (449 Units)		
	Arrive	Depart	Two-Way	Arrive	Depart	Two-Way
AM Peak (08:00 – 09:00)	0.069	0.498	0.567	31	224	255
PM Peak (18:00 – 19:00)	0.406	0.116	0.522	182	52	234
Daily (07:00 – 19:00	2.518	2.507	5.025	1,131	1,126	2,257

Table may be subject to minor errors due to rounding

Office

7.1.8 Total People trip rates for the 778sqm of office space YHP have been derived from the TRICS data base. The following parameters have been used in the selection of TRICS sites

- Land use: 02 Employment / Office
- Region: England Only
- Location Types: Town Centre and Edge of Town Centre

- Survey Date: 01/01/14 – 06/05/21
- Size: 1000 – 3000 sqm (Actual Range Selected Sites (1590 – 2090 units)

7.1.9 These criteria resulted in the selection of the following 2 sites with total people rates shown in **Table 7.4**:

- NY-02-A-03
- TW-02-A-07

Table 7.4: Office Trip Generation (793sqm)

Time Period	Trip Rate (sqm)			Trip Generation (778sqm)		
	Arrive	Depart	Two-Way	Arrive	Depart	Two-Way
AM Peak (08:00 – 09:00)	1.522	0.109	1.631	12	1	13
PM Peak (13:00 – 14:00)	0.923	0.951	1.874	7	8	15
Daily (07:00 – 19:00	6.928	7.063	13.991	55	56	111

Table may be subject to minor errors due to rounding

Mode Share

7.1.10 This subsection illustrates the modal share of the assessed uses for the development to inform the likely mode use to travel to the site. The data was gathered from the 2011 census travel to work data (E02003399 : Reading 011).

Residential

7.1.11 **Table 7.7** displays the modal split of the residential development of the site. Private cars are not included as there will be no parking provided with the site being a car-free development. Thus, the car trips have been spread evenly across bus, bicycle and foot due to the highly accessible and well connected location of the development.

Table 7.7: Modal Split of Residential (449 Units)

Mode	Modal Split	AM Peak (08:00 – 09:00)			PM Peak (18:00 – 19:00)		
		Arrive	Depart	Total	Arrive	Depart	Total
Underground	0.4%	0	1	1	1	0	1
Train	20.4%	6	46	52	37	11	48
Bus	22.7%	7	51	58	41	12	53
Taxi	0.4%	0	1	1	1	0	1
Motorcycle	0.4%	0	1	1	1	0	1
Bicycle	14.7%	5	33	37	27	8	34
Foot	40.7%	13	91	104	74	21	95
Other	0.7%	0	2	2	1	0	2
Total	100%	31	225	256	183	52	235

Table may be subject to minor errors due to rounding

7.2 Trip Generation Summary

7.2.1 The residential proposal is expected to generate 256 and 235 two-way trips in the AM and PM peak hours respectively, with the office co-working generating 13 and 15 two-way trips in the AM and PM peak hours respectively.

7.2.2 This level of non-car trips can be suitable and safely accommodated within the footways surrounding the site with adequate connections to the rest of Reading Town Centre and the station and bus stops via Yield Hall Place and the riverside.

7.3 Servicing Trip Generation

7.3.1 An assessment of the likely maximum service bay demand has been undertaken based on the land uses of the site to demonstrate that servicing requirements can be adequately accommodated.

7.3.2 The residential servicing and loading requirements are informed from the TRICS data previously discussed, utilising the two sites that had recorded servicing data.

Yield Hall Place 1

7.3.3 **Table 7.5** displays the servicing trips for Yield Hall Place 1, where the peak requirement is 09:00 – 10:00 with 4 servicing vehicles arriving and leaving. TfL's Kerbside Loading Guidance details that on average residential dwell times is c14 minutes.

7.3.4 Given the capacity of the loading bay on Yield Hall Place the scheme can accommodate for the residential requirement and the office use which is only likely to generate few trips a day. The leisure and restaurant will be serviced from the existing internal service yard as was previously used for the occupiers of these units.

Table 7.5: Servicing for Yield Hall Place 1

Time	Arrive	Depart
07:00 - 08:00	1.8	1.6
08:00 – 09:00	2.8	1.8
09:00 – 10:00	4.0	4.5
10:00 – 11:00	3.4	2.4
11:00 – 12:00	2.3	3.8
12:00 – 13:00	3.2	2.9
13:00 – 14:00	2.4	2.6
14:00 – 15:00	0.6	0.8
15:00 – 16:00	3.6	3.0
16:00 – 17:00	3.4	4.0
17:00 – 18:00	0.6	0.6
18:00 – 19:00	2.7	2.4
19:00 – 20:00	1.2	1.4
Total	32	32

Table may be subject to minor errors due to rounding

Yield Hall Place 2

7.3.5 **Table 7.6** displays the servicing trips for Yield Hall Place 2, where the peak requirement is 09:00 – 10:00 with 4 servicing vehicles arriving and leaving. TfL's Kerbside Loading Guidance details that on average residential dwell times is c14 minutes.

7.3.6 Given the capacity of the servicing bay and yard on the western façade along with the proposed bay, these facilities can accommodate for the residential requirement and also the restaurant and cinema use which generate few trips a day and already serviced from this facility.

Table 7.6: Servicing for Yield Hall Place 2

Time	Arrive	Depart
07:00 - 08:00	2.0	2.0
08:00 – 09:00	2.7	2.0
09:00 – 10:00	4.2	4.2
10:00 – 11:00	3.7	2.4
11:00 – 12:00	1.8	3.7
12:00 – 13:00	2.5	2.3

13:00 – 14:00	2.7	3.0
14:00 – 15:00	0.3	0.3
15:00 – 16:00	3.7	3.0
16:00 – 17:00	3.5	4.2
17:00 – 18:00	0.7	0.7
18:00 – 19:00	3.5	3.2
19:00 – 20:00	1.5	1.8
Total	32.7	32.7

Table may be subject to minor errors due to rounding

8 Conclusion

8.1 Policy

8.1.1 The development has been worked up in accordance with national and local policy in a transport context. The Yield Hall Place scheme is a mixed-use development in a highly accessible area. The development has been designed to enhance and integrate into the existing shopping centre and area.

8.1.2 The development specifically meets the requirements local plans including:

- The LTP3 and emerging LTP4 to 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 further increase in cycling.
- Public realm enhancements help encourage walking and cycling through improvements to the environment.

8.2 Development Proposals

8.2.1 The development provide highly accessible car-free residential units in Reading Town centre. This will be enabled via the location of the site in proximity to cycle routes, bus stops and walking and cycling distance from Reading Railway Station. Two car-club parking spaces will be provided to further support future residents and their travel needs.

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 Significant public realm enhancements are proposed to not only provide for new users of the development but also those that currently travel through and past the site.

8.2.4 Adequate servicing opportunities are provided to accommodate for the requirements of the scheme.

8.3 Trip Generation Assessment

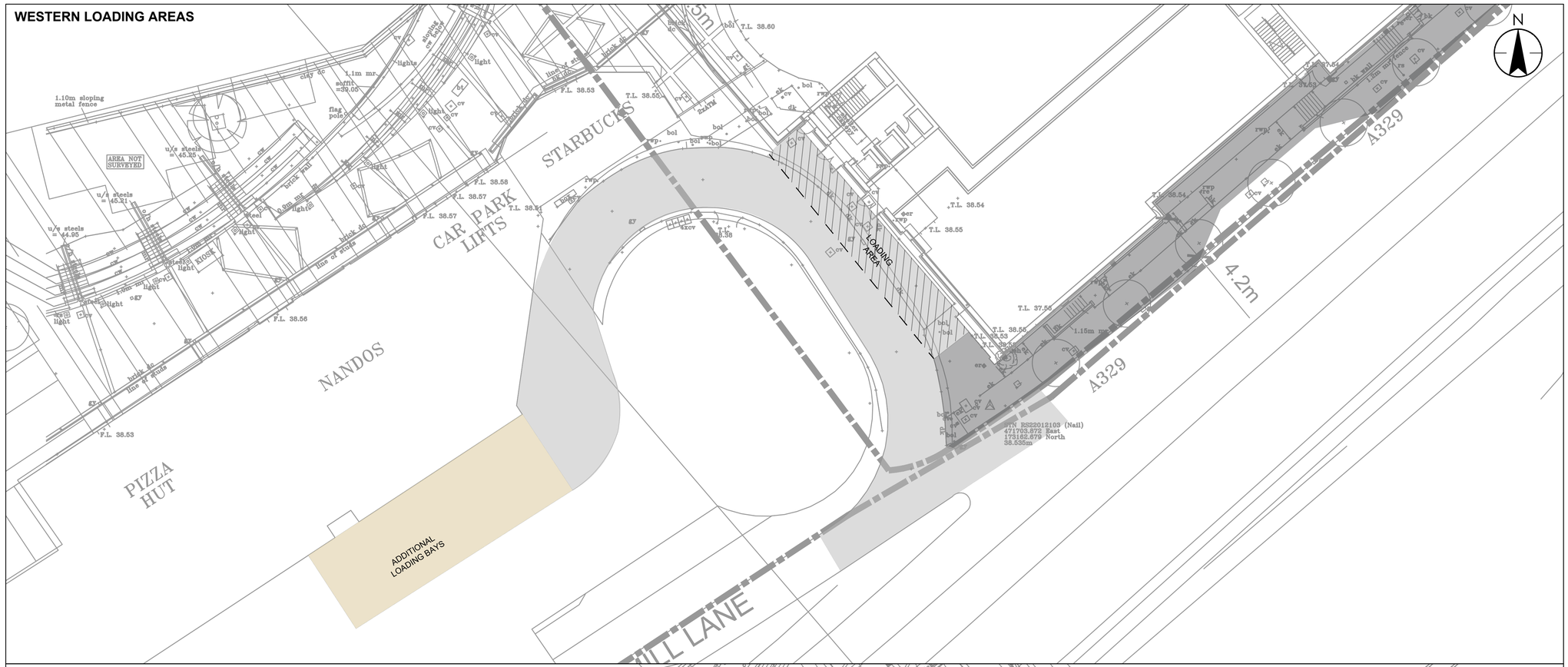
8.3.1 The proposed development has been shown to have no detrimental impact to the safety or function of the local transportation network with the level of trips generated by the proposal able to be accommodated by the existing transport network.

8.4 Monitoring and Review

8.4.1 A Framework Travel Plan will be prepared for the site and 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.

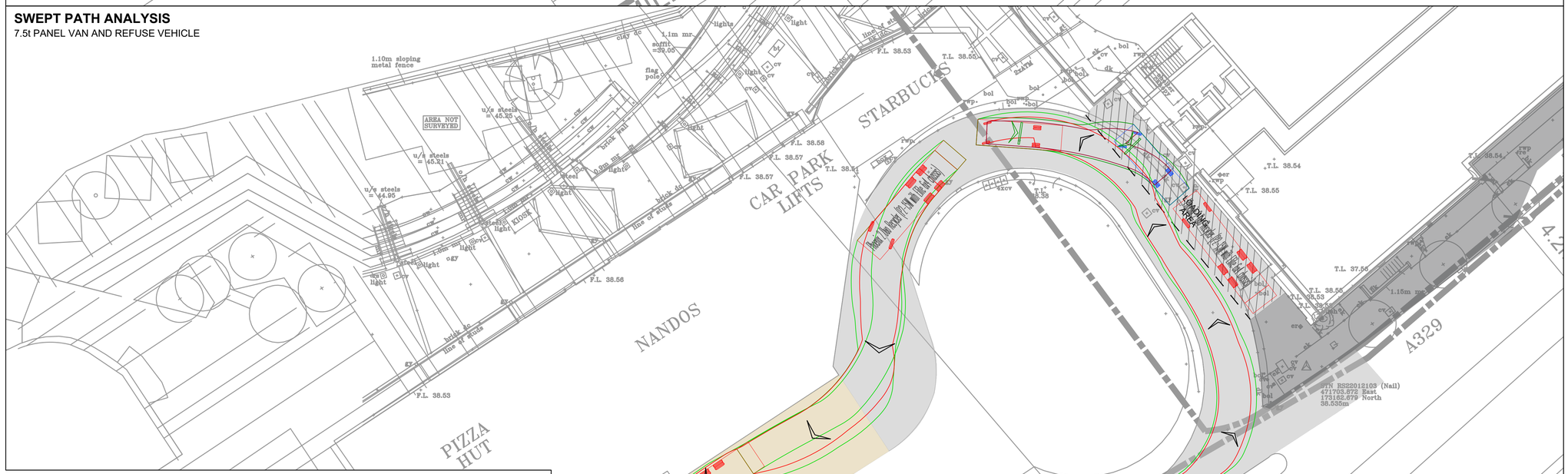
Appendix A Drawings

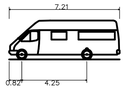
WESTERN LOADING AREAS



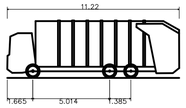
SWEPT PATH ANALYSIS

7.5t PANEL VAN AND REFUSE VEHICLE





7.5t Panel Van	
Overall Length	7.210m
Overall Width	2.192m
Overall Body Height	2.544m
Min Body Ground Clearance	0.316m
Track Width	1.865m
Lock to lock time	4.00s
Kerb to Kerb Turning Radius	7.400m



Phoenix 2 Duo Recycler (P2-15W with Elite 6x4 chassis)

Overall Length	11.220m
Overall Width	2.530m
Overall Body Height	3.756m
Min Body Ground Clearance	0.309m
Track Width	2.530m
Lock to lock time	4.00s
Kerb to Kerb Turning Radius	11.550m

0 4 8 12 16 20m

SCALE 1:200

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P01 FIRST ISSUE	ML	CB	2022.11.24
	Dwn.	Chkd.	YYYY.MM.DD
	ML	CB	2022.12.02
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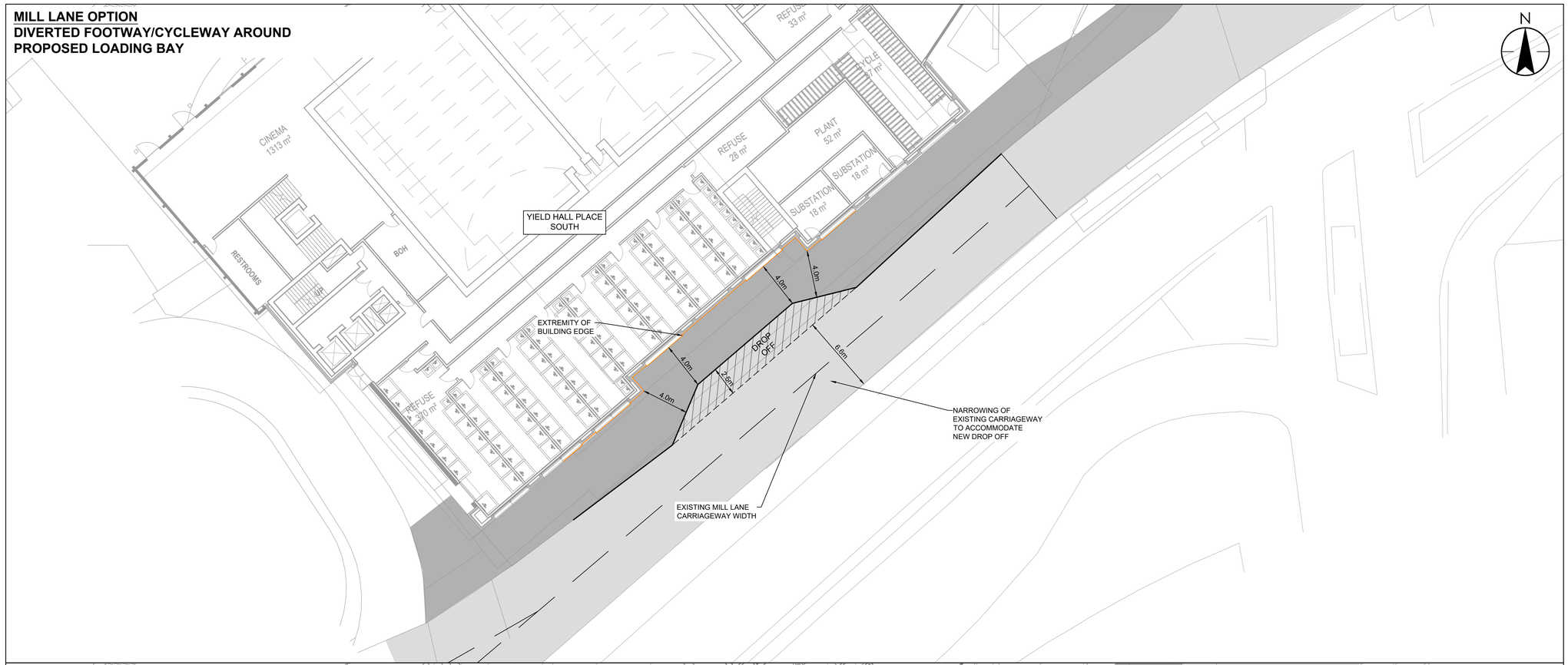
MILL LANE
WESTERN LOADING AREAS

Project No.	Scale
332110757	1:200 @ A1

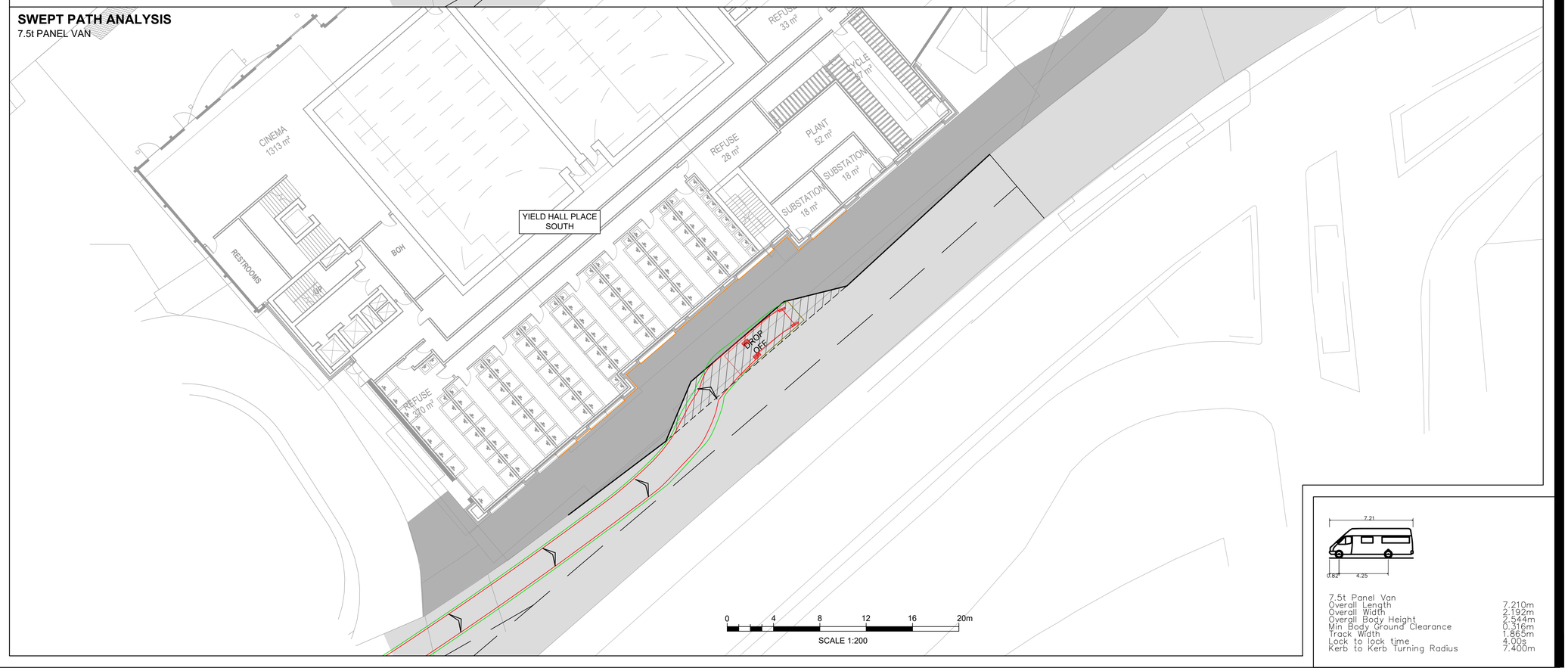
Revision	Drawing No.
P01	332110757_5500_SK018

Plotted On:12/2/2022 2:12:6-12:36:39 PM By: Smith, Ben (Reading)
PlotDrv:DWG To PDF.pc3 Layout: SK01 J:\332110757 - The Oracle\Drawings\5500 - Transport\02 - Drawings\Layout\332110757_5500_SK018

MILL LANE OPTION
DIVERTED FOOTWAY/CYCLEWAY AROUND PROPOSED LOADING BAY



SWEPT PATH ANALYSIS
7.5t PANEL VAN



7.5t Panel Van	
Overall Length	7.210m
Overall Width	2.192m
Overall Body Height	2.544m
Min Body Ground Clearance	0.316m
Track Width	1.865m
Lock to lock time	4.00s
Kerb to Kerb Turning Radius	7.400m

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Issued/Revision	By	Appd	YYYY.MM.DD
P01 FIRST ISSUE	ML	-	2022.11.24
	ML	-	2022.12.06
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Title

DROP OFF FACILITY
MILL LANE

Project No. 332110757

Scale 1:200 @ A1

Revision P01

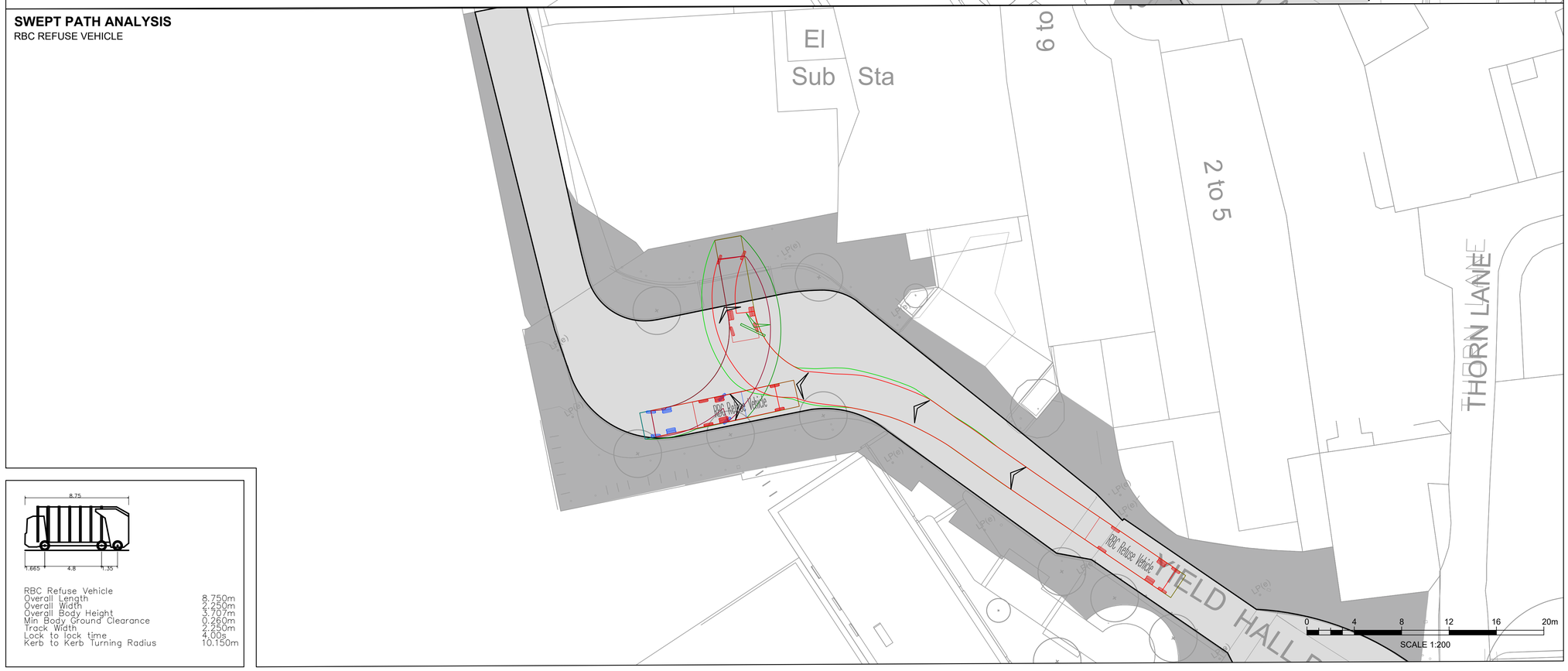
Drawing No. 332110757_5500_SK019

PlotTest: 06.12.2022 2:03:12 PM By: Smith, Ben (Reading)
DWG: C:\Users\ben.smith\AppData\Local\Temp\acpublish\20808\332110757_5500_sk019.dwg

YIELD HALL PLACE LOADING POINT

SWEPT PATH ANALYSIS

RBC REFUSE VEHICLE



RBC Refuse Vehicle	
Overall Length	8.750m
Overall Width	2.250m
Overall Body Height	3.707m
Min Body Ground Clearance	0.260m
Track Width	2.250m
Lock to lock time	4.00s
Kerb to Kerb Turning Radius	10.150m

Plotted On 12/2022 2023, 12:26 12:29:24 PM By: Smith, Ben (Reading)
DRAWING SIZE: ISO A1 332110757 - The Oracle, Reading\05-Transport\02 - drawings\cad\dwgs\ext\332110757_5500_sk020

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Issued/Revision	By	Appd	YYYY.MM.DD
P01 FIRST ISSUE	ML	CB	2022.11.24

	Dwn.	Dsgn.	Chkd.	YYYY.MM.DD
	ML	-	CB	2022.12.06

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YIELD HALL PLACE LOADING FACILITY

Project No. 332110757

Scale 1:200 @ A1

Revision **P01**

Drawing No. **332110757_5500_SK020**