

Car Park Management Plan

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1. Introduction

1.1. Context

- 1.1.1. Syntegra has been commissioned by Edward Richardson to produce a Car Parking Management Plan (CPMP) to support a live planning application for the proposed redevelopment of 9 Upper Crown Street, Reading RG1 2SS to provide a residential development comprising of 46 units (Ref. 211614FUL). The local planning authority (LPA) and local highway authority (LHA) are Reading Borough Council (RBC).
- 1.1.2. The site is bordered to the north by Indigo Apartments and Regents Gate office building, fronting onto the A4 Crown Street, to the east by residential properties fronting onto Newark Street, to the south by Upper Crown Street and to the west by City Gate Business Centre and other office and residential buildings which front onto the A327 Southampton Street. The site in its' local context is demonstrated in **Figure 1**.

Figure 1 - Site Location



- 1.1.3. The site is currently in use as a warehousing unit (1,855sqm GFA) that is occupied by Secure Records and Data Management Limited with a private car park providing 74 car parking bays on the roof provided on a lease basis to the occupiers of the buildings surrounding the site. The existing parking spaces are on 999 years leases (virtue freeholds), therefore the spaces cannot be removed. As such during construction the spaces will be re-provided off-site, further

details of which have been outlined in this report. Access to the site is taken from the southeast corner of the site along Upper Crown Street.

1.2. Planning Context

- 1.2.1. A planning application was submitted to RBC in September 2021 for the development of 46 dwellings together with associated parking (including residential and replacement parking for the existing lease holders). The proposed ground floor plans have been attached at **Appendix A**.
- 1.2.2. As detailed within the Transport Statement submitted with the planning application, the proposed development will provide a total of 88 car parking spaces of which 67 would replace the existing proportion of spaces that are leased to surrounding businesses in addition to 21 spaces which will be provided for residents. Whilst the proposed car parking levels are lower than the Zone 2 requirements, in which the site lies, given the proximity of the site to Reading Town Centre and a range of services, amenities and public transport stops and stations, it is anticipated that the provision of spaces below the requirements for Zone 1 and Zone 2 would be acceptable and is deemed appropriate for the development proposals.
- 1.2.3. A response was issued by RBC on 30th November 2021 which has been summarised below in relation to transport and highways.
 - The on-site re-provision of all the car parking leased to the surrounding properties is in my opinion a significant barrier to redevelopment of the site.
 - I have significant concerns about level of parking proposed in terms of how this impacts on the layout, appearance, accessibility and security matters with people from various surrounding buildings coming and going to the residential development via various different entrance points to the site, which at present are not shown clearly detailed within the application submissions.
 - The provision of a vehicle only entrance to the basement car park also means much of the site is lost to hardstanding and cluttered car parking due to the number of spaces proposed and is effectively dead space not accessible to pedestrians and with no landscaping proposed.
 - In addition I cannot see any details of the proposed interim arrangements for existing on-site car parking for surrounding buildings on the site should the development be constructed. The existing arrangements with the lease parking need to be reviewed and work done to establish if many of these arrangements can be removed from the on-site parking provision – either cancelled or provided for elsewhere.

1.3. Purpose of Report

- 1.3.1. The aim of this CPMP is to provide further clarity and justification on the provision of car parking as part of the proposed development, whilst also outlining a management strategy that will be implemented during construction and upon occupation, to ensure the safe operation of car parking within the site and to minimise the impact on the public highway. This CPMP should be read in conjunction with the Transport Statement (TS) submitted alongside the planning application dated 25th August 2021 (Ref: 20-7496 Rev B).
- 1.3.2. Parking management provides a major drive for a shift away from single car occupancy journeys towards more sustainable modes. Without restrictions to car parking, existing car drivers have a limited motivation for modal shift and are therefore unlikely to change their behaviour. It is noted that without a strong CPMP, the following issues can arise:

- Parking in inappropriate locations e.g. on footways, grass verges;
- Compromised access for emergency vehicles;
- Severance to pedestrians and cyclist movements; and
- Visual intrusion and reduction of amenity of the environment.

1.3.3. The aim of this CPMP is to direct the safe operation of the car parking within the site without impact on the public highway. This will be achieved through the following key objectives:

- Ensure that a strategy is in place during construction works to manage the temporary loss of on-site parking whilst construction works are underway;
- Ensure that the car parking, including disabled bays, is used only by its intended users;
- Ensure that a management strategy is put in place to provide fair and equal opportunity for disabled users who are restricted to car usage as their main mode of transport; and
- Ensure that an enforcement strategy is developed which will prevent the exploitation of the car parking spaces.

1.3.4. Following this introductory section, the remainder of this CPMP is structured as follows:

- Existing Situation and Car Parking;
- Proposed Car Park Operation and Access;
- Enforcement and Management Strategy;
- Summary and Conclusions.

2. Existing and Proposed Car Parking Provision

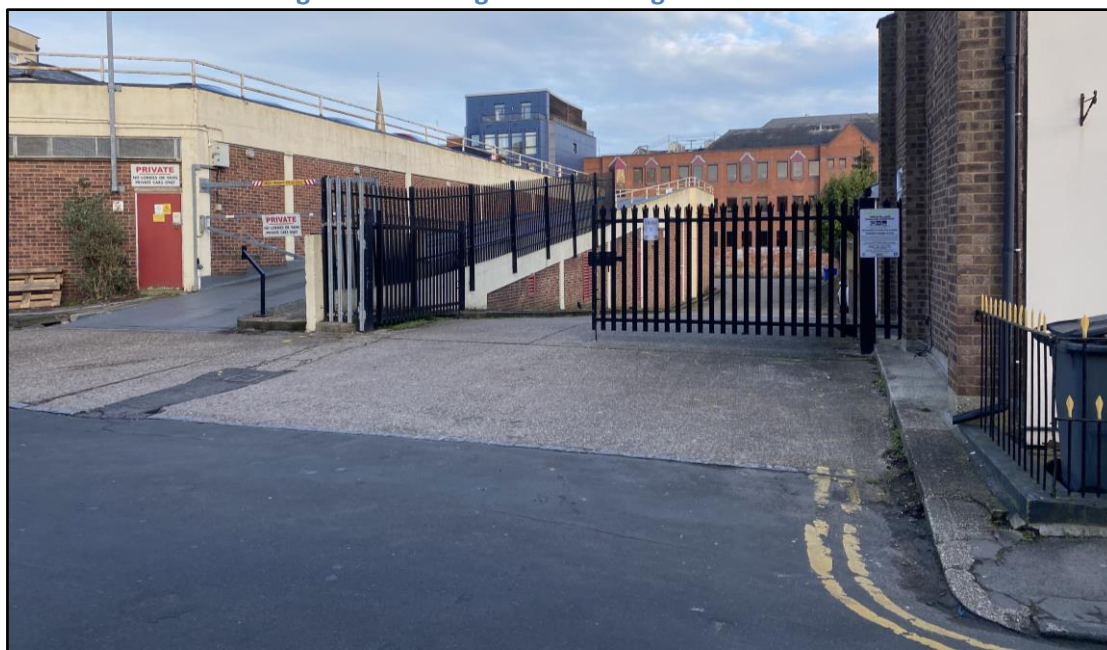
2.1. Context

- 2.1.1. This chapter of the CPMP outlines the existing site location, existing and proposed car parking within the site and existing off-site parking restrictions and availability.

2.2. Existing Site Provision

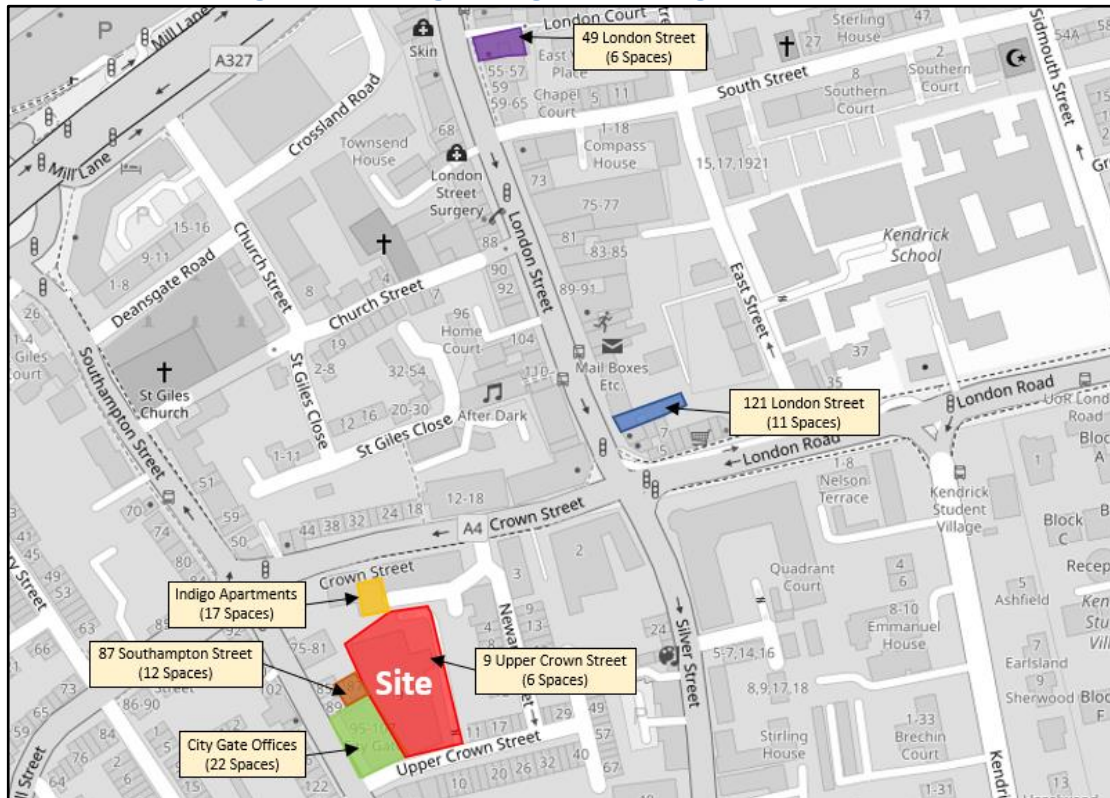
- 2.2.1. The site is currently in use as a warehouse (approx. 1,855sqm GFA) occupied by Secure Records and Data Management Limited with a private car park located on top of the building, with spaces leased to the commercial and residential buildings that surround the site. The site is located within a highly accessible location within 1.0km of Reading Town Centre and with bus stops located on Southampton Street within 95m of the site access.
- 2.2.2. The site is bordered to the north by Indigo Apartments and Regents Gate, to the east by residential properties along Newark Street and Upper Crown Street, to the south by Upper Crown Street and to the west by commercial buildings along the A327 Southampton Street.
- 2.2.3. The site is accessed from Upper Crown Street with a ramp provided to the car park and an adjacent ramp provided down to the rear of the warehouse. These vehicle accesses are both gated and are shown in **Figure 2**.

Figure 2 - Existing Access Arrangements



- 2.2.4. The existing car park, located on the roof of the warehouse, contains 74 spaces with all spaces marked and allocated. Of the 74 existing parking spaces, a total of 68 are leased with the remaining six used for operational purposes by 9 Upper Crown Street (the site). A plan detailing the existing lease arrangements has been attached at **Appendix B** with a summary of the location of the existing leaseholders outlined below in **Figure 3**.

Figure 3 - Existing Parking Lease Arrangements



2.3. Walking, Cycling and Public Transport Accessibility

2.3.1. As demonstrated within the Transport Statement submitted with the planning application, the site is located in a highly accessible location within 1.0km of Reading Town Centre. The site benefits from high quality pedestrian and cycle links within the vicinity, providing access to a wide range of services and amenities including (but not limited to) The Oracle Shopping Centre, restaurants, pubs, Vue Cinema, churches, recreation facilities, car parks, libraries and offices; all of which would be suitable to support residential use on the site. Full details of the numerous nearby amenities and their associated walking / cycling distances are outlined within Section 2 of the TS submitted with the planning application.

2.3.2. The site also benefits from a good level of public transport accessibility with the closest bus stops located within 95m of the site which provide regular services to the town centre and further afield, including local schools and employment and Reading Railway Station is a transport hub with numerous, frequent services to a wide range of destinations.

2.4. Local Highway Network

2.4.1. Upper Crown Street is a residential road that branches east from the A327 Southampton Street. The carriageway measures approximately 5m in width and footways with street lighting are provided on either side of the carriageway.

2.4.2. Newark Street connects Crown Street to Upper Crown Street in the form of a one-way single carriageway residential road restricting the flow of traffic in a southern direction only. It is likely that Newark Street will form part of a popular route used to access Upper Crown Street and the site from London Road due to the one-way restrictions to traffic on Southampton Street and the surrounding highway network.

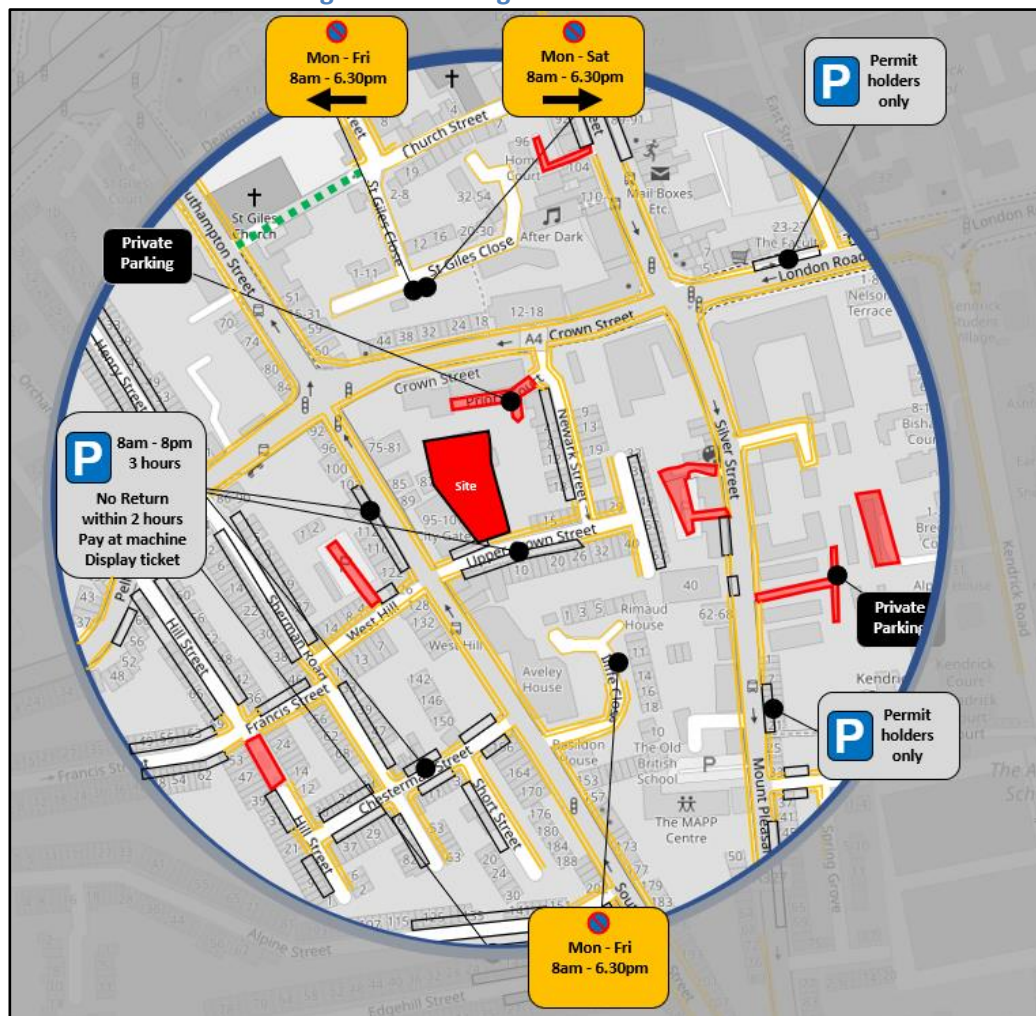
2.4.3. The A4 London Road / Crown Street routes west to east and provides a key route through the centre of Reading. It provides connections with the A3290, the A329, the A327 and the M4. Locally it is restricted to one-way movements (westbound only) and provides three lanes. A contraflow bus lane is provided between London Street and Kendrick Road. Wide street lit footways are provided along its length. Locally it is subject to a 30mph speed restrict and has double yellow line parking restrictions in place.

2.4.4. The A327 Southampton Street north of the Silver Street junction provides a one-way (northbound only) route up to the A329. To the south it connects with the B3031 and Christchurch Road, which in turn provide connections south to Whitley, Whitley Wood and Earley.

2.5. Parking Restrictions

2.5.1. The majority of roads in the vicinity of the site either have single or double yellow line parking restrictions in place or are restricted to resident permit holders only between 08:00-20:00. The Lambeth Parking Survey methodology, which is the most widely accepted industry methodology for parking, states that residents want to park within 200m of their property (2-3 minutes walk). The roads within 200m of the site are all covered by parking restrictions, as outlined in **Figure 4**, which ensures that any of the proposed residents at the site would not be able to park on-street

Figure 4 - Parking Restrictions



2.5.2. As demonstrated above, short term visitor parking for 2-3 hours is available in bays on Upper Crown Street, however it is anticipated that these spaces would accommodate short-term trips including visitors, delivery vehicles and drop-off trips as opposed to residential parking.

2.6. Public Car Parks

2.6.1. In addition to the short-stay on-street visitor parking outlined above, there are a number of public car parking opportunities available within and around Reading Town Centre. These car parks provide a range of long-stay and season ticket parking opportunities suitable for commuter / employee parking and similar to the existing leasing agreements in place at the site.

2.6.2. As outlined below in Figure 5, a total of five public car parks are located within a 10-minute walk of the site (0.5 miles), with a further two located within a 15-minute walk of the site (0.75 miles). A summary of the car parks, distance from the site, their capacities, season ticket availabilities and prices has also been outlined in **Table 1**.

Figure 5 - Public Car Park Locations

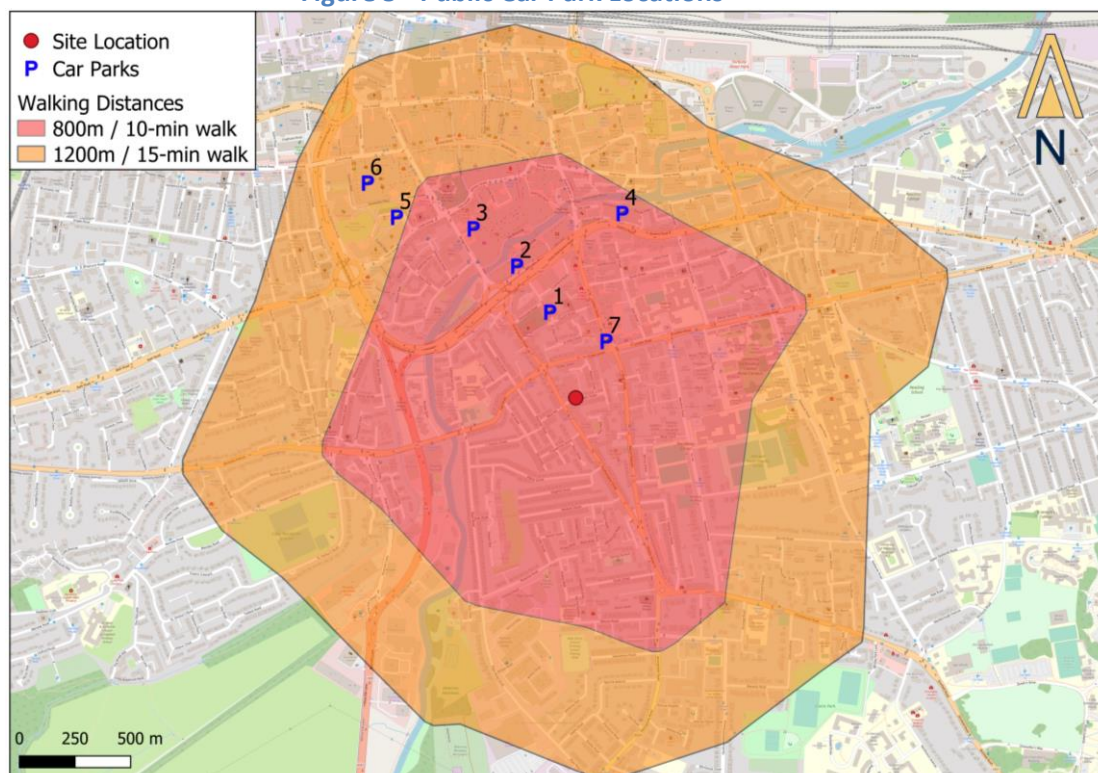


Table 1 - Public Car Parks

Car Park Reference	Car Park	No. Spaces	Distance from Site	Season Tickets	Price
1	Saxon Court	56	405m	✓	£6 - £9 per day
2	Oracle Holybrook	595	600m	✗	£6.90 per day
3	Oracle Riverside	1,611	660m	✓	£1,375 (annual season ticket)
4	Queens Road	700	750m	✓	£1,700 (annual season ticket)
5	Civic B Car Park	170	835m	✓	£1,200 (annual season ticket)
6	Broad Street Mall	720	945m	✓	£1,600 (annual season ticket)
7	Crown House	20	240m	✗	£7.40 per day
Total		3,872			

- 2.6.3. Applications for season ticket at sites operated by Reading Borough Council (Queens Road, Civic B and Broad Street) are currently open for new applicants, therefore indicating that there is currently spare capacity to provide an additional number of season tickets for each of the car parks. It is of note that each permit issued allows the owner to register up to five vehicles. For employment use where spaces are leased for businesses, this provides additional flexibility whereby the leased space may be required by different employees on different days of the week according to their working patterns.
- 2.6.4. It is of note that the Oracle Holybrook and Oracles Riverside car parks are privately managed by Premium Car Parks, and whilst they do not offer season tickets via Reading Borough Council, they do offer the following discounted rates for commuter parking:
- Riverside: £5.90 per day, £130 monthly season ticket, £1,375 annual season ticket;
 - Holybrook: £6.90 per day.
- 2.6.5. Further to this, other privately operated car parks such as Saxon Court and Crown House provide an additional 76 spaces which can be pre-booked or secured via a season ticket, providing flexibility for commuter parking demands.
- 2.6.6. In total, there are 3,257 parking spaces available within car parks that offer season tickets, 1,590 of which are managed by RBC and 1,707 managed by private companies. Further to this, there are an additional 615 car parking spaces located in car parks which don't offer season tickets but do provide flexible pre-booked rates for commuter parking.
- 2.6.7. An assessment of the impact of the proposed development on the parking opportunities outlined above has been outlined within Chapter Three of this report.

2.7. Summary

- 2.7.1. The site is in a sustainable location with a range of sustainable modes of transport available, including frequent bus and rail connections in addition to residential catchment areas, employment opportunities and a range of key amenities within Reading Town Centre all located within walking and cycling distance of the site.
- 2.7.2. The existing car park at the site provides a total of 74 spaces, including seven spaces used by staff at the site and 68 spaces which are leased to a range of local businesses. However, whilst the majority of roads within the vicinity of the site either have single or double yellow lines, there are a small number of bays available for short-term visitor use. For longer periods, there are also numerous off-site public parking opportunities, including daily long-stay parking and season ticket options, located within a 10 – 15 minute walk of the site, providing further opportunities for commuter parking.

3. Proposed Car Parking Operation and Access

3.1. Context

- 3.1.1. This section of the report outlines the proposed car parking provision for the development, outlining the parking management strategy during construction and upon occupation.

3.2. Construction Phase: Car Parking Management Strategy

- 3.2.1. During the construction of the proposed development, the existing 74 car parking spaces at the site will no longer be open for use. As noted above, six of these spaces are currently used by the existing site (9 Upper Crown Street), therefore the demand for these spaces will no longer be required during the construction phase. For the remaining 68 spaces, these will need to be accommodated through the following measures:
- Off-site provision: Securing space within walking distance of the site to accommodate the 68 spaces that would be temporarily displaced during the construction period. It is of note that these spaces should be located within a 0.5 – 1 miles of the site, equating to a 20-minute walk, however as demonstrated below there are a number of options located within a shorter distance than this;
 - Use of alternative modes: Facilitating the use of other more sustainable modes of travel including travel by rail and by bus to reduce the total demand for these leased spaces.

Off-Site Provision

- 3.2.2. As detailed within Chapter Two of this report, there are approximately 3,872 long-stay public car parking spaces located within 1,200m (15-min walk of the site), 2,982 of which are located closer to the site within 800m (10-minute walk). It is of note that the Institution of Highways and Transportation (IHT) 'Guidelines For Providing For Journeys On Foot' (2000) states that 800m is considered to be the 'preferred maximum' distance that people are likely to walk to reach key facilities and services within a town centre. Owing to the high quality pedestrian links within the vicinity of the site and within Reading Town Centre, distances of 800m are considered to be entirely appropriate to access car parking opportunities.
- 3.2.3. Further to this, whilst slightly further away than 800m, it is not anticipated that walking distances of 835m and 945m, as is the case for Civic B and Broad Street Mall car parks, would discourage use by potential users, equating to an additional one-minute and two-minute walk respectively compared with the IHT guidance.
- 3.2.4. To ensure that the 68 leased spaces can be accommodated with minimal disruption to existing site users, a pre-commencement condition could be agreed between the Applicant and RBC which requires an agreed plan / strategy for the temporary leasing of parking spaces during the construction period (anticipated to be approximately 12 months). This could include, but not limited to, the Applicant funding the provision of an agreed number of season tickets / off-site parking options for the length of the construction period and until on-site parking provision can be re-provided. An example of the likely condition that could be imposed has been outlined below:
- Prior to construction works starting a plan for the temporary leasing of parking spaces lost during construction must be submitted and agreed with RBC.

- 3.2.5. The exact nature of the number of bays / general agreement will be agreed with RBC at the appropriate time, however it is evident from Chapter Two of this report that there are numerous opportunities within walking distance of the site whereby season tickets can be obtained.
- 3.2.6. In order to provide an assessment of the potential impact that the displaced parking would have on public car parks during the construction period, the 68 spaces have been distributed across the car parking facilities outlined in Table 1, taking account of the overall capacity of each of the car parks. A summary of the results and the additional demand for each of the car parks has been outlined below in Table 2.

Table 2 - Car Park Capacity Assessment

Car Park	Total Spaces	Proportion of Capacity (%)	Additional Demand	Impact on Car Park (%)
Saxon Court	56	1.4%	1	1.8%
Oracle Holybrook	595	15.4%	10	1.7%
Oracle Riverside	1,611	41.6%	28	1.7%
Queens Road	700	18.1%	13	1.9%
Civic B Car Park	170	4.4%	3	1.8%
Broad Street Mall	720	18.6%	13	1.8%
Crown House	20	0.5%	0	0.0%
Total	3,872	100.0%	68	1.8%

- 3.2.7. As demonstrated in Table 2, the additional demand associated with the 68 leased bays has an imperceptible impact on the overall demand for the car parks with a maximum percentage impact of 1.9% at the Queens Road car park. Overall, across the car parks assessed, the additional 68 spaces would equate to a 1.8% increase in demand for parking across the 3,872 parking spaces available. Whilst a number of these spaces are already likely to be utilised by existing season ticket holders and general use, the 1.8% additional demand is likely to fall well within the daily fluctuation of use of these car parks.
- 3.2.8. In order to provide a worst-case assessment, an additional scenario has been outlined below which includes only the car parks operated by RBC which offer season tickets. A summary of the results and the additional demand for each of the car parks has been outlined below in Table 3.

Table 3 - Car Park Capacity Assessment (Alternative Scenario)

Car Park	Total Spaces	Proportion of Capacity (%)	Additional Demand	Impact on Car Park (%)
Queens Road	700	44.0%	30	4.3%
Civic B Car Park	170	10.7%	7	4.1%
Broad Street Mall	720	45.3%	31	4.3%
Total	1,590	100.0%	68	4.3%

- 3.2.9. As demonstrated above in Table 3, assuming that only RBC operated car parks were used to accommodate the temporary displacement of 68 parking spaces, this would result in a marginal impact on the overall demand for the car parks with a maximum percentage increase of 4.3% within the Broad Street Mall car park. As with the above, a 4.1% - 4.3% increase in demand is likely to fall within the daily fluctuation of users accessing the individual car parks.

3.2.10. Overall, it has been demonstrated that there are numerous off-site parking opportunities available that can accommodate the 68 spaces that would temporarily be displaced. It should be noted that this will only occur for a period of 12 months whilst the construction phase is being completed with the re-provision of the 68 spaces to be provided on site upon completion of the development.

3.2.11. To minimise disruption to existing site users, a pre-commencement condition could be agreed between the Applicant and RBC which requires an agreed plan / strategy for the temporary leasing of parking spaces during the construction period (anticipated to be approximately 12 months). This could include, but not limited to, the Applicant funding the provision of an agreed number of season tickets / off-site parking options for the length of the construction period and until on-site parking provision can be re-provided.

Alternative Modes of Travel

3.2.12. As noted above, the current demand for leased parking spaces at the site is 68 spaces. However, there are currently no incentives offered to encourage alternative modes of travel such as the Reading Park and Ride service.

3.2.13. Reading Buses currently provide two main park and ride sites within Reading, located at Winnersh Triangle and Mereok, providing convenient parking locations for trips accessing Reading from the east and west via the M4. Whilst park and ride season tickets are currently not available, discounted Parksaver tickets can be purchased which allow users to book the park and ride service in advance.

3.2.14. Subject to consultation with the existing lease holders, and agreement with RBC, a park and ride strategy could be incorporated into the overall construction parking plan that would be conditioned as part of any planning consent. As part of this plan, the Applicant could explore the feasibility of reducing the overall number of leased parking spaces through temporarily funding park and ride tickets for the existing lease holders that would be displaced as part of the proposed construction. The feasibility of this is dependent on the origin location of leaseholders as well as the practicalities of the park and ride service including timetables, service frequencies and bus stop locations.

3.2.15. Should this option prove feasible, and lease holders are accepting of the approach, the number of car parking spaces that will need to be sourced within alternative car parks in Reading town centre would be reduced. Instead, cars would park outside of the town centre and use the bus services, providing potential journey time improvements for existing lease holders.

3.2.16. The exact nature of the park and ride strategy would be agreed with existing lease holders and RBC at the appropriate time, however for the purpose of this report, it does provide a potential option that could be temporarily pursued during the construction phase to accommodate the proportion of car parking bays that would be temporarily displaced as a result of the proposed development.

3.3. Occupation Phase: Car Parking Management Strategy

Car Parking Provision

3.3.1. Upon completion of the construction works, the proposed development will provide a total of 88 car parking spaces, 86 of which will be located within the basement level car park which will be accessed via a ramp adjacent to 11 Upper Crown Street with the remaining two spaces to be provided on Upper Crown Street.

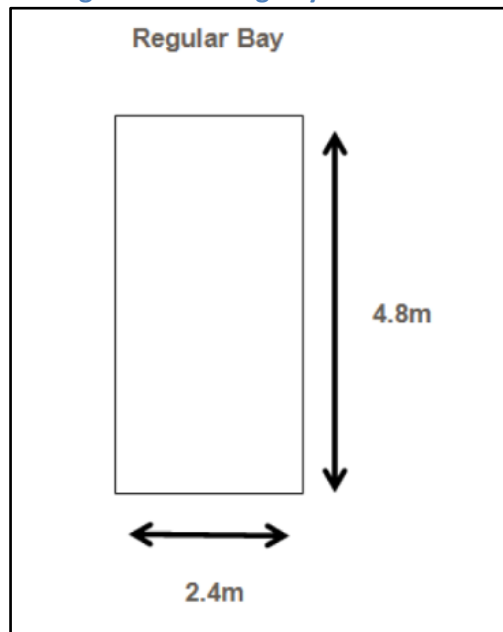
- 3.3.2. As detailed above, a total of 68 spaces will continue to be leased to local companies within the vicinity as per the existing arrangements. These spaces will be provided within the new car park area with the remaining 20 spaces (including the two on Upper Crown Street) provided for residents.
- 3.3.3. RBC set out their car and cycle parking standards within their Local Development Framework's Revised Parking Standards and Design Supplementary Planning Document (SPD) (October 2011). Within the SPD, Reading is divided into zones and the site is located within Zone 2 'Primary Core Area'.
- 3.3.4. It is noted that the site lies within 400m of Zone 1 and an application for the Thomas Homes residential scheme for 80 residential flats (ref: 170794) and the more recent Land at corner of Newark Street and Crown Street residential application (REF: 180417), both immediately adjacent to this site, were approved by RBC using the Zone 1 standards despite also being located within Zone 2.
- 3.3.5. **Table 4** summarises these standards for C3 residential dwellings within Zone 1 and Zone 2 and calculates the number of car and cycle spaces required for the proposed development.

Table 4 - RBC Car Parking Standards

Zone	Use	Car Parking Standard	Visitor Parking Requirement	Disabled Parking Requirements
Zone 2	C3 Dwelling Flat 1-2 bed C3 Dwelling Flat 3+ Bed C3 Dwelling 3+ Bed	1 per dwelling 1.5 per dwelling 2 per house	1 space per 10 dwellings (Flats only)	3 disabled spaces or 5% of total capacity, whichever is greater
Zone 1	C3 Dwelling Flat 1-2 bed C3 Dwelling Flat 3+ Bed C3 Dwelling 3+ Bed	0.5 per dwelling 1 per dwelling 1 per house	0	3 disabled spaces or 5% of total capacity, whichever is greater

- 3.3.6. Based on the Zone 2 parking standards outlined in **Table 4**, a total of 57 car parking spaces would be required for the development proposals, including 4 visitor spaces and 3 disabled spaces. Applying the Zone 1 parking standards to the proposed development, a total of 30 spaces, including the provision of three disabled and no visitor spaces would be required.
- 3.3.7. Reading Borough Council's Revised Parking Standards and Design SPD notes that the C3 residential parking standards are '*required standards*' and '*should a developer require fewer spaces than are set out here then there would need to be demonstration, to the Highway Authority's satisfaction, that there would be no detriment to highway safety as a result*'.
- 3.3.8. This provision of 20 car parking spaces for the residential development equates to a parking ratio of 0.43 spaces per dwelling. Due to the location of the site within close proximity to Reading Town Centre and the provision of a wide range of amenities, leisure facilities, employment opportunities and access to a range of public transport links all within walking and cycling distance of the site, it is anticipated that this deviation from the Zone 1 parking standards is appropriate as this reflects the sustainable location of the site.
- 3.3.9. A total of 12 parking spaces will be provided with electric vehicle charging infrastructure, equating to 14% of all parking bays at the site. It is of note that this provision is in excess of the minimum 10% provision outlined within TR5 of the Reading Local Plan.
- 3.3.10. Car parking spaces within the basement car park have been designed to the national standard of 4.8m x 2.4m as summarised in Figure 6.

Figure 6 - Parking Bay Dimensions

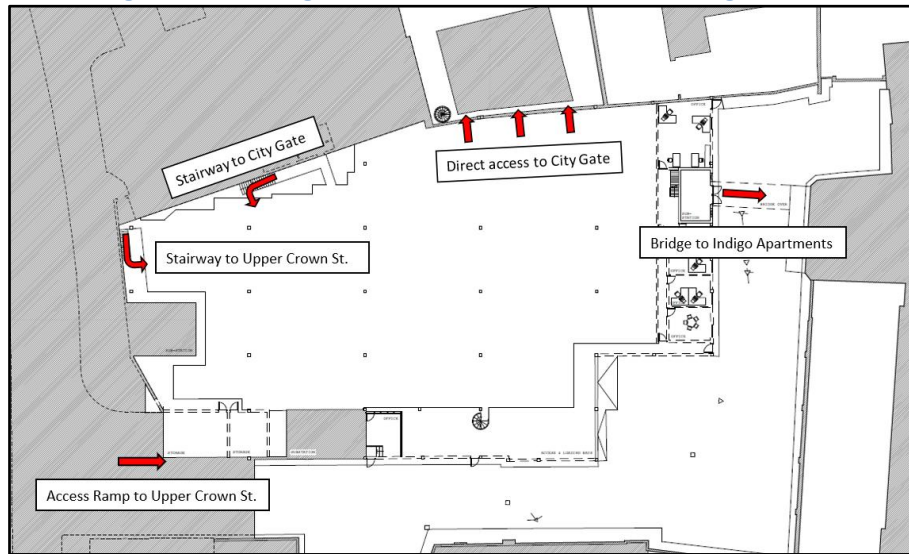


- 3.3.11. For the residential bays, it is anticipated that these bays will be leased by the residents, with priority given to residents with disabilities and the larger family units.
- 3.3.12. As mentioned previously, the local highway network bordering the site and surrounding areas are marked with single or double yellow lines or are restricted to resident permit holders only between 08:00-20:00. All roads within 200m of the site are covered by parking restrictions which ensure that future residents of the proposed development would not be able to park on-street.
- 3.3.13. To ensure that no residents park on surrounding roads with permit holder restrictions, it is proposed that all residents are exempt from applying for resident parking permits. The stringent existing parking controls and permit restriction on residents will ensure that there is no on-street overspill parking.

Car Park Access

- 3.3.14. Access to the existing car park for leaseholders is currently provided at strategic points around the car park, including:
- The provision of a spiral staircase to the south-west of the site providing pedestrian access from Upper Crown Street to the car park;
 - The provision of a pedestrian bridge to the north of the site providing pedestrian access between the car park and Indigo apartments;
 - The main access ramp off Upper Crown Street which provides a raised section of footway up to the car park level;
 - A number of direct access points along the car parks western border, providing pedestrian access to the City Gate offices as outlined in Figure 3.
- 3.3.15. A summary of the existing access routes has been outlined below in Figure 7.

Figure 7 - Existing Car Park Pedestrian Access Arrangements

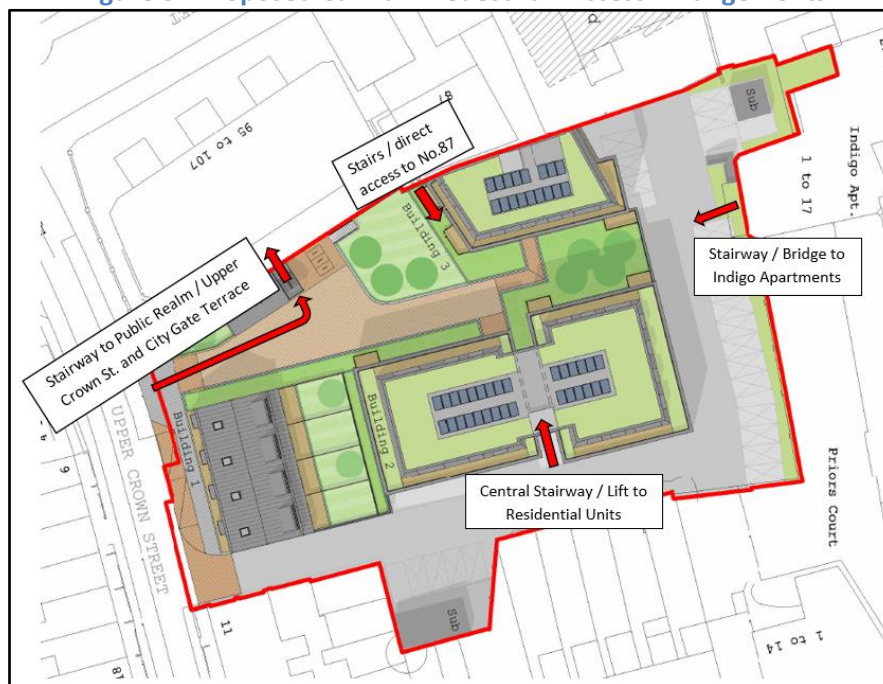


3.3.16. As part of the proposed development, whilst the car park will be relocated to basement level, the principle points of access will be retained, including:

- The provision of a staircase along the western border of the site, providing pedestrian access from Upper Crown Street via the internal public realm;
- The provision of a staircase along the western border of the car park providing pedestrian access between the car park and the City Gate offices;
- The provision of a staircase along the northern border of the car park providing pedestrian access between the car park and the Indigo apartments;
- The provision of a central staircase and lift to provide access to the car park from the residential units being developed at the site.

3.3.17. A summary of the proposed access locations has been outlined below in Figure 8.

Figure 8 - Proposed Car Park Pedestrian Access Arrangements



4. Management and Enforcement Strategy

4.1. Context

- 4.1.1. This section of the report will outline the proposed measures that will be in place to manage car parking at the site upon occupation.

4.2. Management Strategy

- 4.2.1. Best practice evidence has suggested the following points are required for success in a car park management strategy:
- Combination of 'soft' (promotional) and physical measures;
 - Enforcement to prevent illegal/ inconsiderate parking;
 - Administrative systems to support individual car park management measures e.g. permit allocation system; and
 - Marketing and communication.
- 4.2.2. The implementation of this car parking management strategy will have a number of benefits to the Site:
- Creating a mostly self-sufficient service without the need to employ a parking warden to oversee the time allocation for each individual user; and
 - Securing the availability of parking spaces for all users, including users of the leased spaces and residents.

4.3. Opening Hours

- 4.3.1. The car park will be open 24 hours per day, allowing residents and users of the leased spaces access to the car park during and outside of conventional business hours. Appropriate signage will be used to highlight that the basement car parking is private property and therefore will not be open to unauthorised users.

4.4. Lease Agreement

- 4.4.1. As detailed above, upon completion of the construction works the proposed site will reprovide 68 parking bays for use by existing (and any future) leaseholders. The management strategy for these spaces will reflect the current scenario whereby leaseholders are requested to provide details of the name, address and car registration of all eligible users that are anticipated to use the leased spaces. This information will continue to be stored on a secure database held by the management team. As the site is located on private property and is currently gated, there has been no identified need to introduce a permit system as use of the bays is self-enforcing.
- 4.4.2. It is anticipated that parking bays for residential use will also be leased to manage the total demand for parking at the site. Similar to the existing lease scheme, a total of 20 spaces will be allocated for residential use with individual bays numbered and assigned to eligible users. Spaces will not automatically be assigned to residential units, instead applications for the leasing of a parking bay will need to be submitted by residents. As part of this application process, supporting documentation will be requested which confirms the name, address, vehicle registration details and address that the vehicle is registered to.

- 4.4.3. It is of note that priority for the leasing of bays will be given to residents with disabilities who can provide proof of their eligibility status, for example a blue badge, in addition to the larger three-bedroom units.
- 4.4.4. Residents will also be responsible for reporting to the management company if they require a disabled parking bay and none are available, after which it would be the management company's responsibility to alter the aforementioned identified existing standard size bays to disabled bays.
- 4.4.5. The management company will also be responsible for monitoring electric vehicle charging demand. Should demand begin to exceed supply, it would again be the management company's responsibility to explore the potential additional provision of electric vehicle charging infrastructure.

4.5. Sign and Line

- 4.5.1. Prior to the implementation of the sign and line approach, all eligible users of the car park including residents and business lease holders will be provided with details of their allocated space. Spaces will be numbered and assigned to residents and lease holders (as is currently the case at the site).
- 4.5.2. This approach is a fairly 'light touch' option for the site, with signage and ground markings used to allocate a certain number of bays to each use, for example using a coloured system.
- 4.5.3. This scheme also relies on low levels of abuse to the system, which would normally reflect low levels of parking demand. Again, this scheme is constrained by its purely voluntary nature, but also has the benefit of flexibility with residential visitors being able to utilise parking bays within the site rather than impacting the surrounding road network.

4.6. Enforcement

- 4.6.1. Regular unauthorised parking can severely undermine confidence in the Car Park Management Plan and may encourage others to flout the rules. The level of enforcement proposed includes monitoring and enforcement by the management company. Initially, this will be carried out informally to ensure the 'Sign and Line' system is operating well and is not being abused by either residents or the lease holders.
- 4.6.2. If any parking issues are identified which require more stringent enforcement, there are options to consider further controls. For example, formal warnings could be issued to residents or leaseholders who are found to park in bays that are not allocated to them. If continued abuse of the system does occur, the management company will reserve the right to terminate any lease agreement for car parking spaces with residents or businesses.

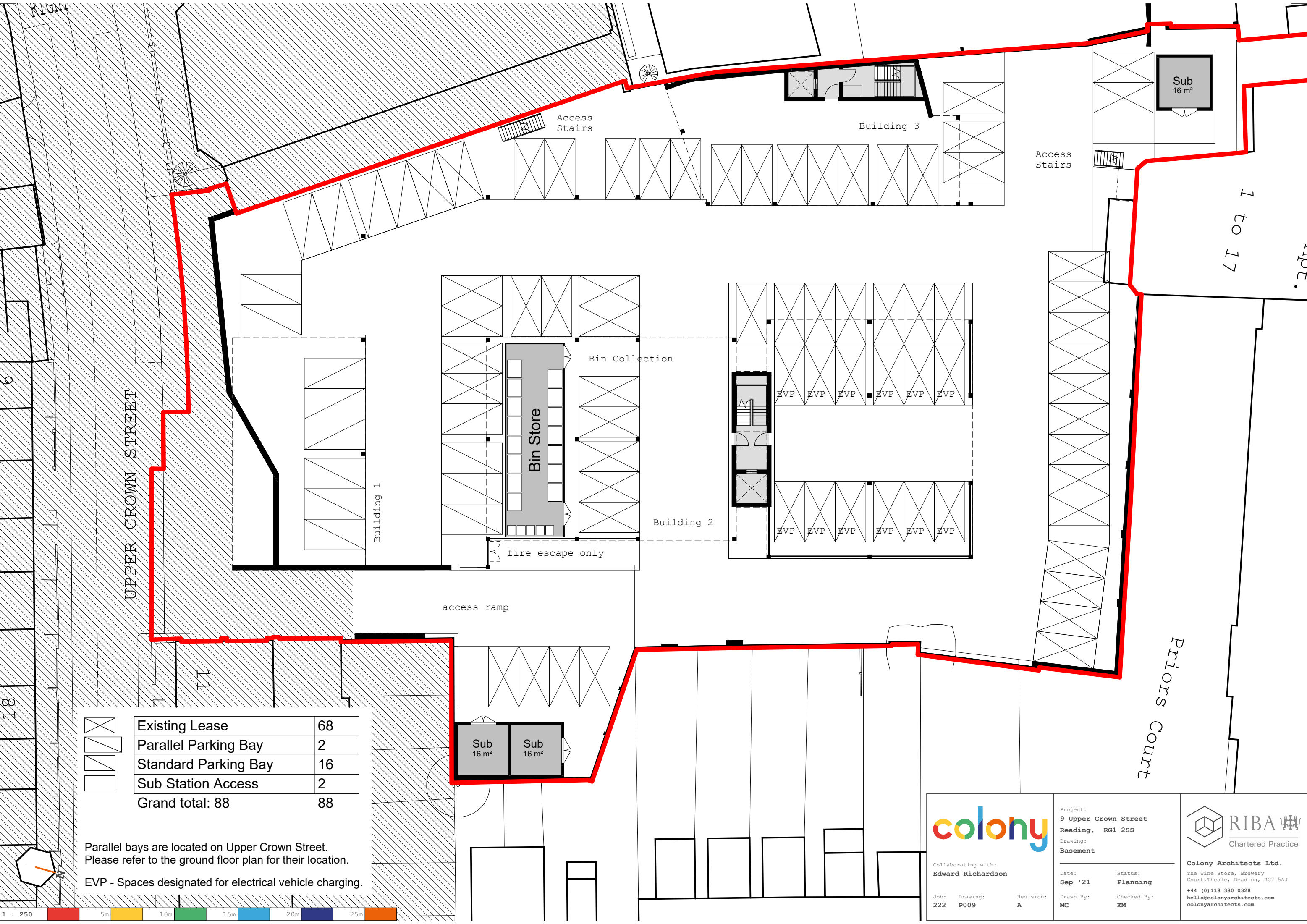
5. Summary

- 5.1.1. Syntegra has been commissioned by Edward Richardson to produce a Car Parking Management Plan (CPMP) to support a live planning application for the proposed redevelopment of 9 Upper Crown Street, Reading RG1 2SS to provide a residential development comprising of 46 units (Ref. 211614FUL). The local planning authority (LPA) and local highway authority (LHA) are Reading Borough Council (RBC).
- 5.1.2. The site is currently in use as a warehousing unit (1,855sqm GFA) that is occupied by Secure Records and Data Management Limited with a private car park providing 74 car parking bays on the roof provided on a lease basis to the occupiers of the buildings surrounding the site. Access to the site is taken from the southeast corner of the site along Upper Crown Street.
- 5.1.3. A planning application was submitted to RBC in September 2021 for the “Demolition of existing buildings and structures, associated reuse of frame with basement level used for car parking & servicing, erection of 4 no. residential blocks containing 46 no. dwellings above, associated parking (including replacement), access works and landscaping, relocation of substations & associated works to rear of indigo apartments to facilitate pedestrian access”. This CPMP seeks to provide further clarity on the proposed car parking management strategy, during the construction period, and following occupation.
- 5.1.4. During the construction of the proposed development, the existing 74 car parking spaces at the site will no longer be open for use, therefore the demand for these spaces will no longer be required during the construction phase. For the remaining 68 spaces, these will need to be accommodated through a combination of off-site provision within public car parks and through the use of alternative modes, including the park and ride facilities if feasible. It has been demonstrated that there are numerous car parking opportunities within walking distance of the site that could accommodate the level of parking that would be displaced and that the additional demand arising from the temporary displacement would have a marginal impact on the operation of the existing car parks.
- 5.1.5. Final details of the car parking management plan can be conditioned as part of any planning consent, requirement agreement with RBC and existing leaseholders to determine a suitable strategy. However, the Applicant is prepared to fund the off-site parking provision for an agreed number of car parking spaces whilst the construction works at the site are ongoing.
- 5.1.6. Upon occupation, the proposed development will provide a total of 88 car parking spaces of which 68 would be provided as replacement parking for the leased bays with an additional 20 provided for residential use. Car parking spaces will be allocated to eligible users, including residents and lease holders, with a sign and line approach used to differentiate between different bays. A clear application process will also be established to ensure that the allocation of bays for all site users is carefully managed and controlled.
- 5.1.7. The Applicant will liaise with RBC should circumstances arise where significant amendments to this CPMP will be required, however it is of note that the final details of the car parking management plan could be conditioned as part of any planning consent.

Appendix A – Proposed Ground Floor Plan



				
Project: 9 Upper Crown Street Reading, RG1 2SS				
Drawing: SitePlan				
Date: Sep '21				
Status: Planning				
Job: 222				
Drawing: P008				
Revision: A				
Drawn By: MC				
Checked By: EM				
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	Existing Lease	68
	Parallel Parking Bay	2
	Standard Parking Bay	16
	Sub Station Access	2
Grand total: 88		88

Parallel bays are located on Upper Crown Street.
Please refer to the ground floor plan for their location.

EVP - Spaces designated for electrical vehicle charging.



Collaborating with:
Edward Richardson

Job: 222 Drawing: P009 Revision: A

Project:
9 Upper Crown Street
Reading, RG1 2SS
Drawing:
Basement

Date:
Sep '21
Status:
Planning
Drawn By:
MC
Checked By:
EM



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Collaborating with:
Edward Richardson

Job: 222 Drawing: P010 Revision: A

Project:
9 Upper Crown Street
Reading, RG1 2SS

Drawing:
Ground Floor

Date:
Sep '21

Status:
Planning

Drawn By:
MC

Checked By:
EM



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Appendix B – Existing Parking Plan

UPPER CROWN STREET (ROOF TOP PARKING)



	121 London Street (11 spaces)		87 Southampton Street (6 spaces)
	City Gate & Offices (22 spaces)		49 London Street (6 spaces)
	Indigo Apartments (17 spaces)		9 Upper Crown Str. (6 spaces)
	87 Southampton Str. (6 spaces)		Total: 74 spaces