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TRANSPORT POLICY CONTEXT

National Transport Policy

- i. The Government's long term strategy for transport is set out in "The Future of Transport – a Network for 2030" (DfT White Paper, 2004). An underlying objective of the strategy set out in the White Paper is to deal with the pressures of increasing demand for travel by striking the right balance between environmental, economic and social objectives, now and into the future. In terms of the road network, this means:
 - New capacity, where it is needed and justified, on environmental and social grounds;
 - Locking in the benefits of new capacity through measures such as high occupancy vehicle lanes and tolling, where appropriate;
 - The Government leading the debate on road pricing and the opportunity this gives to motorists to make better choices;
 - Better management of the network; and
 - Using new technology, so the travelling public can make smarter journey choices.
- ii. In terms of enhancing local travel this means:
 - Freer-flowing local roads delivered through measures such as congestion charging;
 - More, and more reliable buses enjoying more road space;
 - Demand-responsive bus services that provide accessibility in areas that cannot support conventional services;
 - Looking at ways to make services more accessible, so that people have a real choice about how and when they travel;
 - Tackling the environmental impacts of travel by encouraging more sustainable travel choices through promoting the use of construction travel plans, workplace travel plans and personalised journey planning, and encouraging people to consider alternatives to using their cars, and
 - Creating a culture and improved quality of local environment, so that cycling and walking are seen as an alternative to car travel for short journeys, particularly for children.
- iii. The Local Transport White Paper, 'Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen' (January 2011) reiterates the Government's vision for a sustainable local transport system that supports the economy and reduces carbon emissions. It explains how the Government is placing localism at the heart of the transport agenda, taking measures to empower local authorities when it comes to tackling these issues in their areas. The White Paper also underlines the Government's direct support to local authorities, including through the Local Sustainable Transport Fund.
- iv. The five National Transport Goals are:

- Goal 1: To reduce transport's emissions of carbon dioxide and other greenhouse gases, with the desired outcome of tackling climate change;
- Goal 2: To support economic competitiveness and growth, by delivering reliable and efficient transport networks;
- Goal 3: To promote greater equality of opportunity for all citizens, with the desired outcome of achieving a fairer society;
- Goal 4: To contribute to better safety, security and health and longer life expectancy by reducing the risk of death, injury or illness arising from transport, and by promoting travel modes that are beneficial to health; and
- Goal 5: To improve quality of life for transport users and non-transport users, and to promote a healthy natural environment.

PLANNING PRACTICE GUIDANCE (PPG) 2014

- v. PPG 2014 stipulates that the scope and level of detail in a Transport Assessment or Statement will vary from site to site but the following should be considered when settling the scope of the proposed assessment:
- "Information about the proposed development, site layout, (particularly proposed transport access and layout across all modes of transport)
 - Information about neighbouring uses, amenity and character, existing functional classification of the nearby road network;
 - Data about existing public transport provision, including provision/ frequency of services and proposed public transport changes;
 - A qualitative and quantitative description of the travel characteristics of the proposed development, including movements across all modes of transport that would result from the development and in the vicinity of the site;
 - An assessment of trips from all directly relevant committed development in the area (i.e. development that there is a reasonable degree of certainty will proceed within the next three years);
 - Data about current traffic flows on links and at junctions (including by different modes of transport and the volume and type of vehicles) within the study area and identification of critical links and junctions on the highways network;
 - An analysis of the injury collision records on the public highway in the vicinity of the site access for the most recent three-year period, or five-year period if the proposed site has been identified as within a high collision area;

- An assessment of the likely associated environmental impacts of transport related to the development, particularly in relation to proximity to environmentally sensitive areas (such as air quality management areas or noise sensitive areas);
- Measures to improve the accessibility of the location (such as provision/ enhancement of nearby footpath and cycle path linkages) where these are necessary to make the development acceptable in planning terms;
- A description of parking facilities in the area and the parking strategy of the development;
- Ways of encouraging environmental sustainability by reducing the need to travel; and
- Measures to mitigate the residual impacts of development (such as improvements to the public transport network, introducing walking and cycling facilities, physical improvements to existing roads.”

vi. The PPG also states:

- “in general, assessments should be based on normal traffic flow and usage conditions (e.g. non-school holiday periods, typical weather conditions) but it may be necessary to consider the implications for any regular peak traffic and usage periods (such as rush hours). Projections should use local traffic forecasts such as TEMPRO drawing where necessary on National Road Traffic Forecasts for traffic data.”

National Planning Policy Framework [NPPF] – para numbering reflects that in the NPPF

Promoting sustainable transport

102. 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.
103. The planning system should actively manage patterns of growth in support of these objectives. Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions,

and improve air quality and public health. However, opportunities to maximise sustainable transport solutions will vary between urban and rural areas, and this should be taken into account in both plan-making and decision-making.

104. Planning policies should:
- a. support an appropriate mix of uses across an area, and within larger scale sites, to minimise the number and length of journeys needed for employment, shopping, leisure, education and other activities;
 - b. be prepared with the active involvement of local highways authorities, other transport infrastructure providers and operators and neighbouring councils, so that strategies and investments for supporting sustainable transport and development patterns are aligned;
 - c. identify and protect, where there is robust evidence, sites and routes which could be critical in developing infrastructure to widen transport choice and realise opportunities for large scale development;
 - d. provide for high quality walking and cycling networks and supporting facilities such as cycle parking (drawing on Local Cycling and Walking Infrastructure Plans);
 - e. provide for any large scale transport facilities that need to be located in the area, and the infrastructure and wider development required to support their operation, expansion and contribution to the wider economy. In doing so they should take into account whether such development is likely to be a nationally significant infrastructure project and any relevant national policy statements; and
 - f. recognise the importance of maintaining a national network of general aviation airfields, and their need to adapt and change over time – taking into account their economic value in serving business, leisure, training and emergency service needs, and the Government's General Aviation Strategy.
105. If setting local parking standards for residential and non-residential development, policies should take into account:
- a. the accessibility of the development;
 - b. the type, mix and use of development;
 - c. the availability of and opportunities for public transport;
 - d. local car ownership levels; and
 - e. the need to ensure an adequate provision of spaces for charging plug-in and other ultra-low emission vehicles.
106. Maximum parking standards for residential and non-residential development should only be set where there is a clear and compelling justification that they are necessary for managing the local road network, or for optimising the density of development in city and town centres and other locations that are well served by public transport (in accordance with chapter 11 of this Framework). In town centres, local authorities should seek to improve the quality of parking so that it is convenient, safe and secure, alongside measures to promote accessibility for pedestrians and cyclists.

107. Planning policies and decisions should recognise the importance of providing adequate overnight lorry parking facilities, taking into account any local shortages, to reduce the risk of parking in locations that lack proper facilities or could cause a nuisance. Proposals for new or expanded distribution centres should make provision for sufficient lorry parking to cater for their anticipated use.

Considering development proposals

108. In assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:
- a. appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;
 - b. safe and suitable access to the site can be achieved for all users; and
 - c. any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree.
109. Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.
110. Within this context, applications for development should:
- a. give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;
 - b. address the needs of people with disabilities and reduced mobility in relation to all modes of transport;
 - c. create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;
 - d. allow for the efficient delivery of goods, and access by service and emergency vehicles; and
 - e. be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.
111. All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed.

PRESUMPTION IN FAVOUR OF SUSTAINABLE DEVELOPMENT

- vii. The National Planning Policy Framework (NPPF) introduced the presumption in favour of sustainable development. There are three dimensions to sustainable development: economic, social and environmental and

the policies in paragraphs 18 to 219, taken as a whole, constitute the Government's view of what sustainable development in England means in practice for the planning system.

- viii. The presumption in favour of sustainable development should be seen as a golden thread running through both plan-making and decision-taking.
- ix. For plan-making this means that:
- local planning authorities should positively seek opportunities to meet the development needs of their area;
 - Local Plans should meet objectively assessed needs, with sufficient flexibility to adapt to rapid change, unless:
 - any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the NPPF taken as a whole; or
 - specific policies in the NPPF indicate development should be restricted.
- x. For decision-taking this means:
- approving development proposals that accord with the development plan without delay; and
 - where the development plan is absent, silent or relevant policies are out-of-date, granting permission unless:
 - any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the NPPF taken as a whole; or
 - specific policies in the NPPF indicate development should be restricted.

MANUAL FOR STREETS (MfS1)

- xi. Guidance for the design of residential roads set out in Design Bulletin 32 and its companion guide Places Streets and Movement was superseded in March 2007 by the publication of the Departments for Transport and Communities and Local Government publication 'Manual for Streets' (MfS). The document sets out that:
- "It is therefore strongly recommended that local authorities review their standards and guidance to embrace the principles of MfS."
- xii. The aims of the document are to bring about a transformation in the quality of streets and represent a fundamental culture change in the way streets are designed and adopted. MfS provides guidance in order that streets can be designed to:
- Help to build and strengthen the communities they serve;

- Meet the needs of all users, by embodying the principles of inclusive design;
- Form part of a well-connected network;
- Be attractive and have their own distinctive identity;
- Be cost-effective to construct and maintain; and
- Be safe.

xiii. Manual for Streets advocates inclusive design and its principles which are to:

- Place people at the heart of the design process;
- Acknowledge diversity and difference;
- Offer choice where a single solution cannot accommodate all users;
- Provide for flexibility in use; and
- Provide buildings and environments that are convenient and enjoyable to use for everyone.

xiv. Manual for Streets defines a 'street' as ...

a highway that has important public realm functions beyond the movement of traffic. *Streets have a sense of place and are distinctive and are lined with and provide direct access to buildings and public spaces. Most highways in built-up areas can be considered as streets. The Manual does not define an upper limit in terms of traffic flow to define a 'street' as that was considered to be too prescriptive but as a general guide suggests a threshold of about 10,000 vehicles per day or about 1,000 vehicles per hour at peak times.*

Manual for Streets 2 (MfS2)

xv. The Chartered Institution of Highways and Transportation (CIHT) publication 'Manual for Streets 2: Wider Application of the Principles' (MfS2) was published in September 2010 and forms a companion guide to "Manual for Streets" (MfS). MfS2 fills the perceived gap in design guidance between MfS and Design Manual for Roads and Bridges (DMRB) and has been endorsed by the Department for Transport (DfT).

xvi. The "Status and Application" section of MfS2 States:

"DMRB is the design standard for Trunk Roads and Motorways in England, Scotland, Wales and Northern Ireland. *The strict application of DMRB to non-trunk routes is rarely appropriate for highway design in built up areas, regardless of traffic volume.*"

xvii. MfS2 paragraph 1.3.3 states that:

"Where designers do refer to DMRB for detailed technical guidance on specific aspects, for example on strategic inter-urban non-trunk roads, it is recommended that they bear in mind the key principles of MfS, and apply DMRB in a way that respects local context. It is further recommended that DMRB or other standards and guidance is only

used where the guidance contained in MfS is not sufficient or where particular evidence leads a designer to conclude that MfS is not applicable."

xviii. MfS2 paragraph 1.3.4 goes on to state:

"The application of MfS advice to all 30mph speed limits as a starting point is in keeping with MfS1"

xix. Most importantly, MfS2 states in 1.3.5 - 1.3.7:

Much of the research behind MfS1 for stopping sight distance (SSD) is limited to locations with traffic speeds of less than 40mph and there is some concern that driver behaviour may change above this level as the character of the highway changes. *However, 40mph speed limits in builtup areas cover a wide range of contexts, from simple urban streets with on-street parking and direct frontage access to 2/3 lane dual carriageways. Furthermore, local context varies not only from street to street but also along the length of a street.*

Where a single carriageway street with on-street parking and direct frontage access is subject to a 40mph speed limit, its place characteristics are more of a residential street or high street, with higher traffic flows, and may result in actual speeds below the limit. It is only where actual speeds are above 40mph for significant periods of the day that DMRB parameters for SSD are recommended. Where speeds are lower, MfS parameters are recommended. Where there may be some doubt as to which guidance to adopt, actual speed measurements should be undertaken to determine which is most appropriate.

Similarly, in rural areas many parts of the highway network are subject to the national speed limit but have traffic speeds significantly below 60mph. Again in these situations where speeds are lower than 40mph, MfS SSD parameters are recommended.

xx. Scope of MfS:

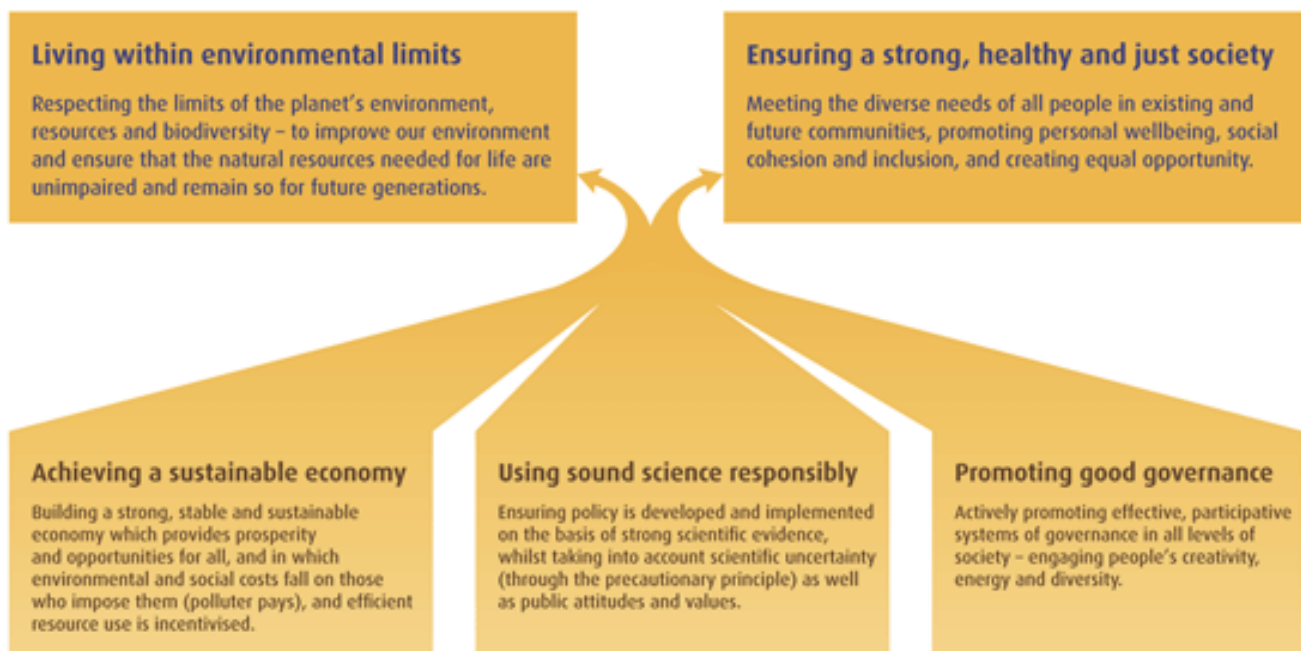
Speed Limit	20mph	30mph	40mph	50+mph
User Hierarchy	●	●	●	●
Team Working	●	●	●	●
Community Function	●	●	●	●
Inclusive Design	●	●	●	●
Ped/Cycle Support	●	●	●	●
Master Plans/Design Codes	●	●	●	●
Stopping Sight Distance	●	●	●	●
Frontage Access	●	●	●	●
Minimise Signs and Street Furniture	●	●	●	●
Quality Audits	●	●	●	●
Connectivity/Permeability	●	●	●	●

Table 1.1 Application of key areas of MfS advice

Note: ● yes ● subject to local context

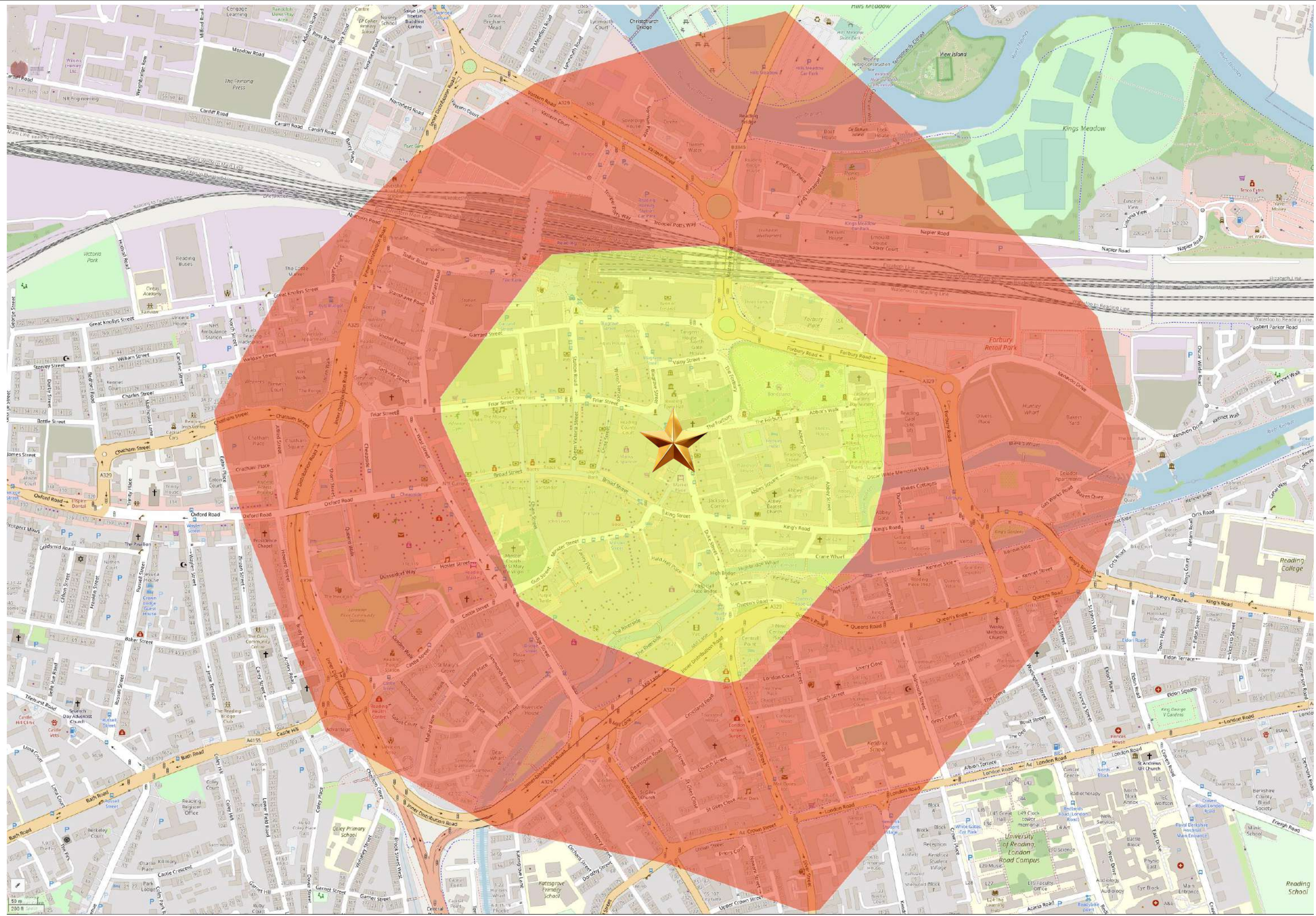
SUSTAINABLE DEVELOPMENTS

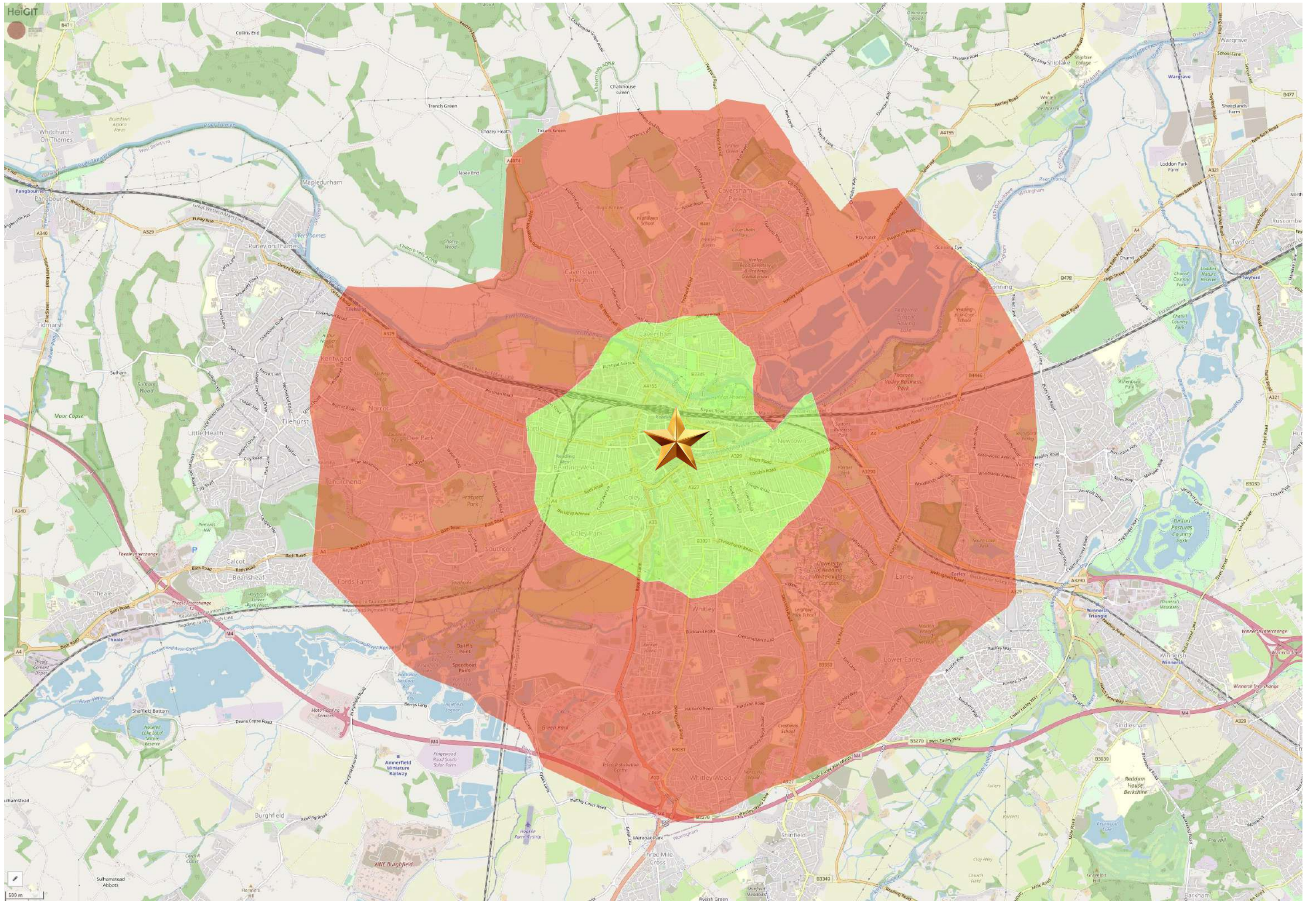
- xxi. In order for the UK to become more sustainable, it is important to have an agreed set of principles that can be used as a basis for co-ordinated national policies, strategies and action plans.
- xxii. The UK Government published its 'Five Principles of Sustainable Development' in its Shared Framework for Sustainable Development, released in March 2005.



LOCAL POLICIES

- i. Please refer to planning statement





TITLE
Illustrative Cycle Isochrones

NOTES: These isochrones are meant to provide an illustration of the potential extent of 2km and 5km isochrones and not intended to be precise distances

DESIGN
RAH

DRAWING No / REF
Illustrative

KEY
2km 5km

Calculation Reference: AUDIT-208601-210104-0146

TRIP RATE CALCULATION SELECTION PARAMETERS:

Land Use : 06 - HOTEL, FOOD & DRINK

Category : A - HOTELS

MULTI-MODAL TOTAL VEHICLES

Selected regions and areas:

02	SOUTH EAST	
	ES EAST SUSSEX	1 days
03	SOUTH WEST	
	WL WILTSHIRE	1 days
08	NORTH WEST	
	GM GREATER MANCHESTER	1 days
09	NORTH	
	CB CUMBRIA	1 days
	TV TEES VALLEY	1 days
10	WALES	
	CF CARDIFF	1 days

This section displays the number of survey days per TRICS® sub-region in the selected set

Primary Filtering selection:

This data displays the chosen trip rate parameter and its selected range. Only sites that fall within the parameter range are included in the trip rate calculation.

Parameter: Number of bedrooms
 Actual Range: 92 to 154 (units:)
 Range Selected by User: 50 to 227 (units:)

Parking Spaces Range: All Surveys Included

Public Transport Provision:

Selection by: Include all surveys

Date Range: 01/01/12 to 16/10/19

This data displays the range of survey dates selected. Only surveys that were conducted within this date range are included in the trip rate calculation.

Selected survey days:

Monday	3 days
Wednesday	2 days
Thursday	1 days

This data displays the number of selected surveys by day of the week.

Selected survey types:

Manual count	6 days
Directional ATC Count	0 days

This data displays the number of manual classified surveys and the number of unclassified ATC surveys, the total adding up to the overall number of surveys in the selected set. Manual surveys are undertaken using staff, whilst ATC surveys are undertaken using machines.

Selected Locations:

Town Centre	6
-------------	---

This data displays the number of surveys per main location category within the selected set. The main location categories consist of Free Standing, Edge of Town, Suburban Area, Neighbourhood Centre, Edge of Town Centre, Town Centre and Not Known.

Selected Location Sub Categories:

Commercial Zone	1
Built-Up Zone	4
High Street	1

This data displays the number of surveys per location sub-category within the selected set. The location sub-categories consist of Commercial Zone, Industrial Zone, Development Zone, Residential Zone, Retail Zone, Built-Up Zone, Village, Out of Town, High Street and No Sub Category.

Secondary Filtering selection:

Use Class:

C1

6 days

This data displays the number of surveys per Use Class classification within the selected set. The Use Classes Order 2005 has been used for this purpose, which can be found within the Library module of TRICS®.

Population within 500m Range:

All Surveys Included

Population within 1 mile:

5,001 to 10,000	1 days
15,001 to 20,000	1 days
20,001 to 25,000	1 days
25,001 to 50,000	2 days
50,001 to 100,000	1 days

This data displays the number of selected surveys within stated 1-mile radii of population.

Population within 5 miles:

25,001 to 50,000	1 days
75,001 to 100,000	1 days
250,001 to 500,000	3 days
500,001 or More	1 days

This data displays the number of selected surveys within stated 5-mile radii of population.

Car ownership within 5 miles:

0.6 to 1.0	3 days
1.1 to 1.5	3 days

This data displays the number of selected surveys within stated ranges of average cars owned per residential dwelling, within a radius of 5-miles of selected survey sites.

Travel Plan:

No

6 days

This data displays the number of surveys within the selected set that were undertaken at sites with Travel Plans in place, and the number of surveys that were undertaken at sites without Travel Plans.

PTAL Rating:

No PTAL Present

6 days

This data displays the number of selected surveys with PTAL Ratings.

LIST OF SITES relevant to selection parameters

1	CB-06-A-01	HOTEL		CUMBRIA
	ENGLISH STREET			
	CARLISLE			
	Town Centre			
	High Street			
	Total Number of bedrooms:	92		
	Survey date: MONDAY	20/06/16	Survey Type: MANUAL	
2	CF-06-A-04	TRAVELODGE		CARDIFF
	THE FRIARY			
	CARDIFF			
	Town Centre			
	Built-Up Zone			
	Total Number of bedrooms:	96		
	Survey date: MONDAY	16/07/12	Survey Type: MANUAL	
3	ES-06-A-01	HOTEL		EAST SUSSEX
	KINGS ROAD			
	BRIGHTON			
	Town Centre			
	Built-Up Zone			
	Total Number of bedrooms:	154		
	Survey date: WEDNESDAY	16/10/19	Survey Type: MANUAL	
4	GM-06-A-08	IBIS		GREATER MANCHESTER
	PORTLAND STREET			
	MANCHESTER			
	Town Centre			
	Built-Up Zone			
	Total Number of bedrooms:	127		
	Survey date: MONDAY	26/09/16	Survey Type: MANUAL	
5	TV-06-A-04	THISTLE		TEES VALLEY
	FRY STREET			
	MIDDLESBROUGH			
	Town Centre			
	Commercial Zone			
	Total Number of bedrooms:	132		
	Survey date: THURSDAY	03/10/13	Survey Type: MANUAL	
6	WL-06-A-02	HOLIDAY INN EXPRESS		WILTSHIRE
	BRIDGE STREET			
	SWINDON			
	Town Centre			
	Built-Up Zone			
	Total Number of bedrooms:	134		
	Survey date: WEDNESDAY	27/11/13	Survey Type: MANUAL	

This section provides a list of all survey sites and days in the selected set. For each individual survey site, it displays a unique site reference code and site address, the selected trip rate calculation parameter and its value, the day of the week and date of each survey, and whether the survey was a manual classified count or an ATC count.

TRIP RATE for Land Use 06 - HOTEL, FOOD & DRINK/A - HOTELS

MULTI-MODAL TOTAL PEOPLE

Calculation factor: 1 BEDRMS

BOLD print indicates peak (busiest) period

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. BEDRMS	Trip Rate	No. Days	Ave. BEDRMS	Trip Rate	No. Days	Ave. BEDRMS	Trip Rate
00:00 - 01:00									
01:00 - 02:00									
02:00 - 03:00									
03:00 - 04:00									
04:00 - 05:00									
05:00 - 06:00									
06:00 - 07:00	1	154	0.071	1	154	0.039	1	154	0.110
07:00 - 08:00	6	123	0.112	6	123	0.133	6	123	0.245
08:00 - 09:00	6	123	0.178	6	123	0.339	6	123	0.517
09:00 - 10:00	6	123	0.186	6	123	0.279	6	123	0.465
10:00 - 11:00	6	123	0.162	6	123	0.242	6	123	0.404
11:00 - 12:00	6	123	0.147	6	123	0.226	6	123	0.373
12:00 - 13:00	6	123	0.195	6	123	0.159	6	123	0.354
13:00 - 14:00	6	123	0.207	6	123	0.188	6	123	0.395
14:00 - 15:00	6	123	0.162	6	123	0.199	6	123	0.361
15:00 - 16:00	6	123	0.189	6	123	0.155	6	123	0.344
16:00 - 17:00	6	123	0.261	6	123	0.224	6	123	0.485
17:00 - 18:00	6	123	0.307	6	123	0.211	6	123	0.518
18:00 - 19:00	6	123	0.267	6	123	0.263	6	123	0.530
19:00 - 20:00	6	123	0.193	6	123	0.193	6	123	0.386
20:00 - 21:00	6	123	0.173	6	123	0.165	6	123	0.338
21:00 - 22:00	6	123	0.154	6	123	0.097	6	123	0.251
22:00 - 23:00									
23:00 - 24:00									
Total Rates:	2.964			3.112			6.076		

This section displays the trip rate results based on the selected set of surveys and the selected count type (shown just above the table). It is split by three main columns, representing arrivals trips, departures trips, and total trips (arrivals plus departures). Within each of these main columns are three sub-columns. These display the number of survey days where count data is included (per time period), the average value of the selected trip rate calculation parameter (per time period), and the trip rate result (per time period). Total trip rates (the sum of the column) are also displayed at the foot of the table.

To obtain a trip rate, the average (mean) trip rate parameter value (TRP) is first calculated for all selected survey days that have count data available for the stated time period. The average (mean) number of arrivals, departures or totals (whichever applies) is also calculated (COUNT) for all selected survey days that have count data available for the stated time period. Then, the average count is divided by the average trip rate parameter value, and multiplied by the stated calculation factor (shown just above the table and abbreviated here as FACT). So, the method is: $COUNT/TRP*FACT$. Trip rates are then rounded to 3 decimal places.

**173 - 175 Friar Street Hotel
Draft Operational Management Plan**

Introduction

This draft Operational Management Plan (OMP) has been prepared on behalf of Sonic Star Properties Ltd in relation to the proposed redevelopment of 173 - 175 Friar Street, Reading, RG1 1JL to provide a 182-bed hotel. This draft OMP sets out the guiding principles for the operation of the building as a hotel with bar / restaurant and gym.

At present there are no named operators for the hotel however this draft OMP has been prepared to ensure that any future occupier understands their responsibilities to operate successfully in Reading. Following the grant of planning permission, Sonic Star Properties Ltd will work with the success hotel operator to refine and finalise the operational management plan with regard to the specific requirements of the operator.

The hotel operator will then be responsible for the operational management of the hotel and associated commercial uses and will put in place a robust management structure and procedures to implement the OMP.

The Applicant's vision is to develop a design and secure planning permission for a destination restaurant, bar and hotel that provides all-day animation to this superb site. It will be accessed by both overnight guests and day visitors and will be a location for local businesses and residents to meet and/or dine. The design will appeal to a reputable operator looking to create an authentic and iconic operation that matches the prestige of the location and will place interior design and customer experience at the top of their agenda.

This draft OMP follows pre-application discussions with officers throughout 2020. This OMP therefore includes the following:

- details of operating hours;
- capacity of each use;
- details of measures to minimise the impact of the uses upon neighbouring amenities and the local environmental quality;
- queuing management;
- measures to manage smokers;
- measures to ensure that customers leave the premises quietly including taxi booking arrangements;
- measures to control noise from within the premises;
- details for the management of deliveries;
- details for the management of waste and bottle collections.

The Site

The site is located on the north eastern part of Friar Street and is formed of two properties, known collectively as the former Bristol and West Arcade:

- 173-174 Friar Street;
- 175 Friar Street

The site is located to the west of Market Place and the south of Friar Street with predominantly retail and commercial uses in the immediate vicinity of the site. The shops of Broad Street and the Oracle are approximately 250 metres to the south in Reading core town centre, whilst Reading station is approximately 350 metres to the north. The application site is therefore in a highly sustainable location, served by public transport and is accessible by walking and cycling hence, the development proposals are in line with the relevant national, regional, and local transport policies.

Proposal Details

The proposed scheme seeks to demolish the former Bristol & West Arcade to provide a 9-storey incl. basement hotel building with up to 182 rooms, a ground floor bar / restaurant and gym. The proposed scheme involves the following elements:

- Demolition of vacant former Bristol & West Arcade (173-175 Friar Street) and redevelopment of site including minor excavations at basement level to provide an 8-storey building to provide a hotel (C1 use) of up to 182 beds, creation of a bar/restaurant/gym at ground floor associated with the hotel and the provision of ancillary facilities including outdoor terrace, demolition of rear parts of 29-31 and 32 Market Place, the change of use of the retained units at 27-28, 29-31 and 32 Market Place at first, second and third floors to provide 8 residential units, retention of flexible Class E uses at ground and basement floors of 27 – 28 and 32 Market Place, retention of 260.4 sqm as a public house (Sui Generis use) at basement and ground floor of 29 – 31 Market Place with associated external works, landscaping, plant, cycle store, and substation;
- Demolition of 20th Century additions to the rear of 29-31 Market Place and 32 Market Place with associated internal and external alterations to listed buildings.

Further information on the proposed scheme is provided in the supporting design and access statement prepared by Norr Architects, the planning statement prepared by Savills and the heritage report prepared by Turley.

Uses

Hotel (C1 use)

Operation description

Opening hours

The proposed opening hours for the Hotel (C1 use) use will be as follows:

Monday - Saturday, Sundays & Bank Holidays	24 hours a day, seven days a week, in line with customer expectation of a market-leading hotel
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The hotel reception and front desk will be staffed throughout the night to facilitate guest and visitor arrivals and departures through the courtyard entrance accessed from Friar Street. This will be supplemented by a comprehensive CCTV monitoring system and access control system to prevent unwanted access.

Size of premises

The proposed hotel premises will measure up to 7,456 sq. m. (GIA), split across basement, ground and 7 upper levels.

Access

The site is located in an area of excellent public transport accessibility. Guests and visitors of the hotel and associated restaurant and bar will be encouraged to access the site using active and more sustainable methods of travel, including public transport services, walking, and cycling.

Pedestrian access to the main hotel entrance and reception area will be primarily through the courtyard entrance accessed from Friar Street. Access can also be undertaken through the bar restaurant area at ground floor, also via Friar Street. Access to the gym will be only from within the hotel at ground floor level.

The nearest bus stops to the site are located within 100 metres of the eastern boundary on Market Place. The stops on Market Place are served by a total of 37 different bus services, highlighting the central and highly accessible location of the site.

Reading Station is located approximately 350 metres to the north of the site and offers a range of rail services connecting to destinations including London Paddington, Swansea, Manchester, and Gatwick Airport. The station benefits from a taxi rank, cycle parking provision and a multi-storey car park. Crossrail, together with Network Rail and Transport for London (TfL), are working on Reading station to prepare for the start of the Elizabeth line services. When the full route opens, four Elizabeth line trains an hour (six an

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hour at peak times) will allow passengers to travel right through central London without having to change trains. Two Elizabeth line trains an hour (four an hour at peak times) will run between Maidenhead and Reading.

Guests arriving by road, whether by private car or taxi, will drop off directly outside the hotel entrance on Friar Street. No car parking will be provided at the site in order to discourage guests or visitors from travelling to the site by car.

Servicing

Servicing and delivery arrangements will be made principally using the existing on-street loading opportunity on Market Place, with secondary opportunities on Friar Street and Blagrove Street in the vicinity of the application site, as per the existing arrangements for surrounding businesses.

It is likely that the hotel will require the following servicing arrangements:

- C1 Hotel: 3 - 5 daily servicing movements associated with foods, beverages, cleaning products, laundry and linen.

A daily delivery and refuse collection strategy will be established to regulate and manage all vehicles delivering goods and materials together with those removing waste and laundry. All deliveries can call ahead with estimated times of arrival to ensure that a member of staff is available to receive the delivery itself.

All delivery vehicles will be no larger than a long wheel-based van and 7.5t box van. The Council's refuse vehicle (10.4m) can also be accommodated on street as per the existing arrangements.

It is noted that not all of these delivery vehicles will be additional to the existing network and as such it is considered that they can be accommodated without detriment to the surrounding highway network.

Refuse

A dedicated refuse storage area will be provided at ground floor level which accommodated both general waste and recycling bins as well as food waste bins relating to the kitchen. Smaller waste and recycling bins will be provided across the premises including within changing rooms, the bar, reception, and hotel bedrooms. Maintenance staff will be responsible for transferring waste into the main bin storage area.

Maintenance staff will also be responsible for moving waste from the main bin storage area to street via Market Way. Maintenance staff will be required to ensure that all waste is bagged correctly for collection by the collection service.

It is anticipated that refuse will be collected daily.

Plant Noise - RBA Acoustics

Plant noise limits have been set a noise level limit 10 dB below the background for all operating plant at 1m from the nearest noise sensitive receptor (35-37 dB during daytime and 32-38 dB at night-time) and are summarised as follows:

These levels apply to the cumulative free-field noise level from all plant and equipment associated with the development, when measured at the nearest NSR and when operating at its maximum.

It will be the responsibility of the future occupier to ensure that any required plant adheres to the noise criteria set out above.

Restaurant & Bar

Operation description

Part of the ground floor level will be used as a bar and restaurant, open to the public as well as hotel guests.

The management team of the future restaurant will be required to take their responsibilities as a neighbour very seriously. Management controls could include:

Extensive employee induction and on-going refresher training, covering the following:

- responsibilities in the local area and towards local residents
- customer care and hospitality
- complaint handling
- food safety
- health and safety
- fire safety
- team working skills and regular team meetings
- Obligations under the Licencing Act 2003.

Operational procedures to mitigate nuisance in the local area including:

- Responsible management of customers in and outside the premises
- Controlled management of the arrival of customers
- No queuing permitted outside and prevention of loitering or any disturbance outside the premises
- Monitoring and supervising customers smoking outdoors;
- Sympathetic servicing of the premises.

The above operational controls would be implemented so that all employees understand their responsibilities and to promote the operators commitment to operate in a professional manner, which will ensure that there will be no adverse effect on local residents or the local environment.

The main kitchen will be located at ground floor level.

Size of premise

The proposed restaurant premises will measure a total of 284.3 sqm (GIA) at ground floor level. The proposed restaurant would accommodate up to 250 covers at full capacity.

Hours

The proposed customer opening hours for the restaurant and bar use will be as follows:

Day / Area	Restaurant	Bar
Monday - Friday	07:00 - 23:00	10:00 - 23:00
Saturday	07:00 - 23:00	10:00 - 23:00
Sunday	07:00 - 23:00	10:00 - 22:00
Bank Holidays	07:00 - 23:00	10:00 - 23:00
Terrace area / outdoor eating and drinking	07:00 - 23:00	10:00 - 23:00

It is however proposed to include a 'winding down' period in relation to bar sales and kitchen use to limit the operational period of the kitchen equipment.

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The bar area within the ground floor will remain open until 23:00 (Monday - Saturday) as per the UK's licencing laws giving customers a reasonable time to finish their drinks and vacate the premises in an orderly and responsible fashion. The bar area will close earlier on Sundays.

The restaurant's kitchen will close an hour before closing to allow for the winding down of plant, tidying and full closure of the kitchen.

Access

The hotel's restaurant and bar will be open to non-resident guests which will be a significant benefit enabling the public to experience the hotel's hospitality.

Access to the restaurant will be directly from Friar Street at ground floor level. Access to the restaurant will be fully wheelchair accessible and step free.

Servicing

Servicing and delivery arrangements will be made principally using the existing on-street loading opportunity on Market Place, with secondary opportunities on Friar Street and Blagrove Street in the vicinity of the application site.

It is likely that the restaurant will require the following servicing arrangements:

- Bar / Restaurant: 2 – 3 daily servicing movements associated with foods, beverages, cleaning products, laundry and linen.

All deliveries to the premises will be directed to the "Goods-In" door located on Markey Way where a member of staff will greet and receive all arrivals.

Refuse

There are many requirements for the disposal of waste and recycling relating to hospitality premises which need to adhere to the health and safety laws for guests and staff.

A dedicated refuse storage area will be provided at ground floor level which separates the general waste and recycling. Access to this storage area will be for staff only. Refuse will then be transferred by a member of staff to street level prior to a dedicated collection time. Staff will ensure that all waste is bagged up correctly pending collection by the refuse services in line with the Council's normal collection times.

The future occupier of the unit will be required to promote the recycling of waste and will explore ways of increasing staff and visitor awareness of reducing waste.

Any specialist waste will be collected by a specialist waste contractor as required.

All delivery vehicles will be no larger than a 2-axle 18-tonne rigid vehicle. The Council's refuse vehicle (10.4m) can also be accommodated on street as per the existing arrangements.

Noise - RBA Acoustics

The premises are located within a mixed-use area, incorporating retail, public houses, restaurants, offices, and residential premises located along Friar Street and Market Place.

The main entry and departure point is located on Friar Street. Customers will be welcomed by a member of staff upon entry of the premises. During busy periods, additional staff will supervise the entry and egress of customers.

Doors will not be held open to prevent the escape of noise. There will be a lobby area where customers are greeted and can wait to be seated.

All customers will be supervised and managed by staff at the front door as they depart. The departure of customers will be managed in accordance with the dispersal policy set out in this document to ensure that all visitors leave in an appropriate fashion.

The accompanying acoustic report confirms that with the incorporation of double glazing, would ensure that the noise emission levels at Friar Street do not exceed the Local Authority requirements. It is expected that the following controls will be implemented:

- Music noise levels will be controlled using automatic noise limiters installed in all areas where amplified music is likely to be played. Levels will be set to ensure noise transfer to neighbouring premises is acceptable and within limits agreed with the Local Authority;
- A comprehensive customer management procedure will be adopted to ensure there is no noise nuisance caused by customers either inside or outside the premises;
- A telephone number can be provided for an appointed member of staff who could be made available to residents and businesses within the vicinity during the operational hours.

Extraction - JH Partners / Southdowns Environmental

The future restaurant kitchen will be provided with kitchen extract ductwork to 1m above the ridge at roof level from Ground Floor, with capped connection provided for future tenant fit out.

All Ventilation Plant and filtration will be supplied and installed by tenant. Provision within the restaurant will need to be made by the tenant for odour control including Electrostatic Precipitator filtration or fine filtration followed by carbon filtration or UV Ozone system in the hood to provide high level odour control.

Future comfort cooling systems will be designed and installed by the fit-out contractors.

All uses

Taxi Strategy

Taxi cabs are readily available within the local area and operate frequently along Friar Street, Market Place and Blagrove Street. Customers who are travelling by taxi will be encouraged to make their way to a waiting taxi cab at the dedicated taxi rank on Market Street and the other 50m to the north, along Blagrove Street, when leaving the premises.

Staff will also be able to assist customers by calling a taxi if requested by a visitor. Whilst customers are waiting for a taxi they will be asked to remain inside the premises. Drivers will be encouraged to wait outside on either Friar Street or Market Place (depending on the local restrictions) away from the nearest residential premises to minimise any noise or disruption.

Other app based private hire vehicles are also available and may be used by customers. Where customers enquire, they will be told the postcode of 173 - 175 Friar Street, Reading, RG1 1JL and asked to wait inside the premises until their taxi has arrived to ensure a quick and quiet exit.

Staff Accessibility

Staff access to the development will be directly from Friar Street or Market Way. All parts of the development will be fully accessible to staff via stair cores and lifts including the back of house at basement level.

Visitor Accessibility

Access to the development for non-hotel visitors will be to the public areas only directly from Friar Street. Hotel guests will have secure access to the upper floors of the hotel by way of secure key card via the lifts or stairs.

The ground floor will be entirely level access for future visitors to comply fully with the Building Regulations.

Security

The approach to security at this development will be to adopt a layering system whereby a series of detection opportunities are applied at the earliest opportunity to enable an effective response to be initiated. The security strategy will be to identify any external risks such as burglary or anti-social behaviour, internal risks such as criminal damage, theft, or violence.

The security strategy is to ensure that all parts of the building meet Secure by Design standards. Doors will open outward at the perimeter wherever possible; gates will be clear of any climbing aids and will be fitted with the correct delay timers.

Fire exits will not have any hardware on the external face. All fire exits will be easily operated through a push pad or panic bar system and will be monitored through the CCTV system.

CCTV will be installed across the key parts of the building including reception, lifts, bin store and cycle storage areas as well as to the external parts of the building at ground floor including the courtyard area. The main purpose of the CCTV will be used to deter internal crime levels.

The access control strategy comprises of staff key fob access for access however it is envisaged that the building will be appropriately managed by the main reception area for visitors.

The reception area will be the main point at which all people access the site on arrival to the hotel where guests can check in and be provided with their own secure key card for access to the upper floors of the hotel and their booked room.

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Smoking Control

Staff will regularly supervise and monitor customer activity within and outside the premises. There will be no smoking allowed within the premises to comply with law.

External seating is proposed to serve the restaurant within the new courtyard area as well as some informal seating in warmer weather to the Friar Street entrance. Within these areas however it will be hotel policy that no smoking is prohibited outdoors immediately adjacent to the premises or within any of the hotel's external seating areas. The remainder of the courtyard will be public space and smoking is likely to be uncontrollable.

Management will ensure that the stretch of pavement outside the premises are maintained clear of cigarette and cigar ends at all times.

Staff will be discouraged by the management team from smoking in the locality of the premises which will be included in employment contracts.

During the hours of operation, the management shall ensure sufficient measures are in place to remove and prevent any litter or waste arising from customers immediately outside the premises and that the area shall be swept, and litter is removed on a regular basis and by the end of the customer opening period.

All customer behaviour that causes public nuisance or crime and disorder is not and will not be tolerated. Customers will be asked to leave immediately by the management.

Other Matters

A final version of this document will contain a detailed management plan explaining how any impacts on neighbouring residential uses will be mitigated. This will be produced with the future occupier prior to their occupation.

The hotel operator will provide residents and businesses with a direct telephone number and contact, in order that any concerns can be communicated quickly and efficiently to the hotel management.

Conclusion

Through adopting and adhering to all of the controls and safeguards that have been outlined within this draft OMP, the proposed development will continue to protect the character and appearance of Friar Street and Market Place as well as the amenity of nearby residents.

It is expected that a series of planning conditions will be imposed by the Council to ensure that the principles within the document are adopted by future occupiers of the development and will therefore operate successfully in Reading.

Provided as a Separate Report



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