

Proposed 182 Rooms Hotel, 3 Retail Units and 8 Apartments
at 173-175 Friar St & 27-32 Market Place

Reading

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- i. iTransport Planning, a specialist member of iPRT Group of companies, has been commissioned by the Applicant to provide a Transport Assessment Analysis (Analysis) for the proposed 182 bedrooms Hotel at 173-175 Friar Street and 649.3m² retail uses across 3 units including a public house & 8 residential apartments (4no. x 1 bed, 3no. x 2 beds and 1no. x 3 beds) totalling 727.3m² at 27-32 Market Place, Reading, google maps link <http://bit.ly/2KyCJTU> (Figure 1.2).
- ii. The site has recently been consented for 43 residential units, 1,603 m² of retail space across 8 units and 4,208 m² of office space. The proposals were car-free, with no on-site parking provided and include the retention of the existing pedestrian route.
- iii. 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.
- iv. The pre-app discussions have not identified any committed development or highway network changes that may have an impact on the findings of this Analysis.
- v. It is anticipated that the development would attract the usual servicing requirements such as refuse (which will remain as existing), food and drink deliveries, linen, stationery, post and similar which will take place of the loading bays on Friar St, Blagrove St and in the immediate vicinity of the site on Market Place.
- vi. Taking into consideration the central and highly accessible location of the site, it is proposed that the development would remain car-free however, 13 cycle parking spaces are provided in a lit, secure and sheltered location..
- vii. A Travel Plan has been produced for the hotel to promote and enhance the accessibility and sustainability of the site. Travel Plan statements have also been produced for the retail and residential elements due to the varied uses, and ownerships, of the retail units, small quantum and GFA.
- viii. Taking into consideration the recent consent detailed in (ii) above, detailed analysis has concluded that:
 - The development proposals will result in a betterment to the highway network in that the proposed development's Person Trips will be substantially lower than those recently consented;
 - No mitigation proposals are required; and
 - Taking into consideration the existing (and consented) site uses, the development does not result in an unacceptable impact on highway safety or a residual cumulative impact on the road network that is severe and thus should not be refused on transport grounds, as set out in paragraph 109 of the Revised NPPF
- ix. It is concluded that the proposed development meets all safety and Planning Policy requirements and will have no material impact onto the highway network and as such, there are no transport / highways reasons for refusal of planning permission.



Chapter 1

- Introduction
- Development Proposals
- Site Location



- 1.1 iTransport Planning, a specialist member of iPRT Group of companies, has been commissioned by the Applicant to provide a Transport Assessment Analysis (Analysis) for the proposed 182 bedrooms Hotel at 173-175 Friar Street and 649.3m² retail uses across 3 units including a public house & 8 residential apartments (4no. x 1 bed, 3no. x 2 beds and 1no. x 3 beds) totalling 727.3m² at 27-32 Market Place, Reading, google maps link <http://bit.ly/2KyCJTU> (Figure 1.2).
- 1.2 The site has recently been consented for 43 residential units, 1,603 m² of retail space across 8 units and 4,208 m² of office space. The proposals were car-free, with no on-site parking provided and include the retention of the existing pedestrian route.

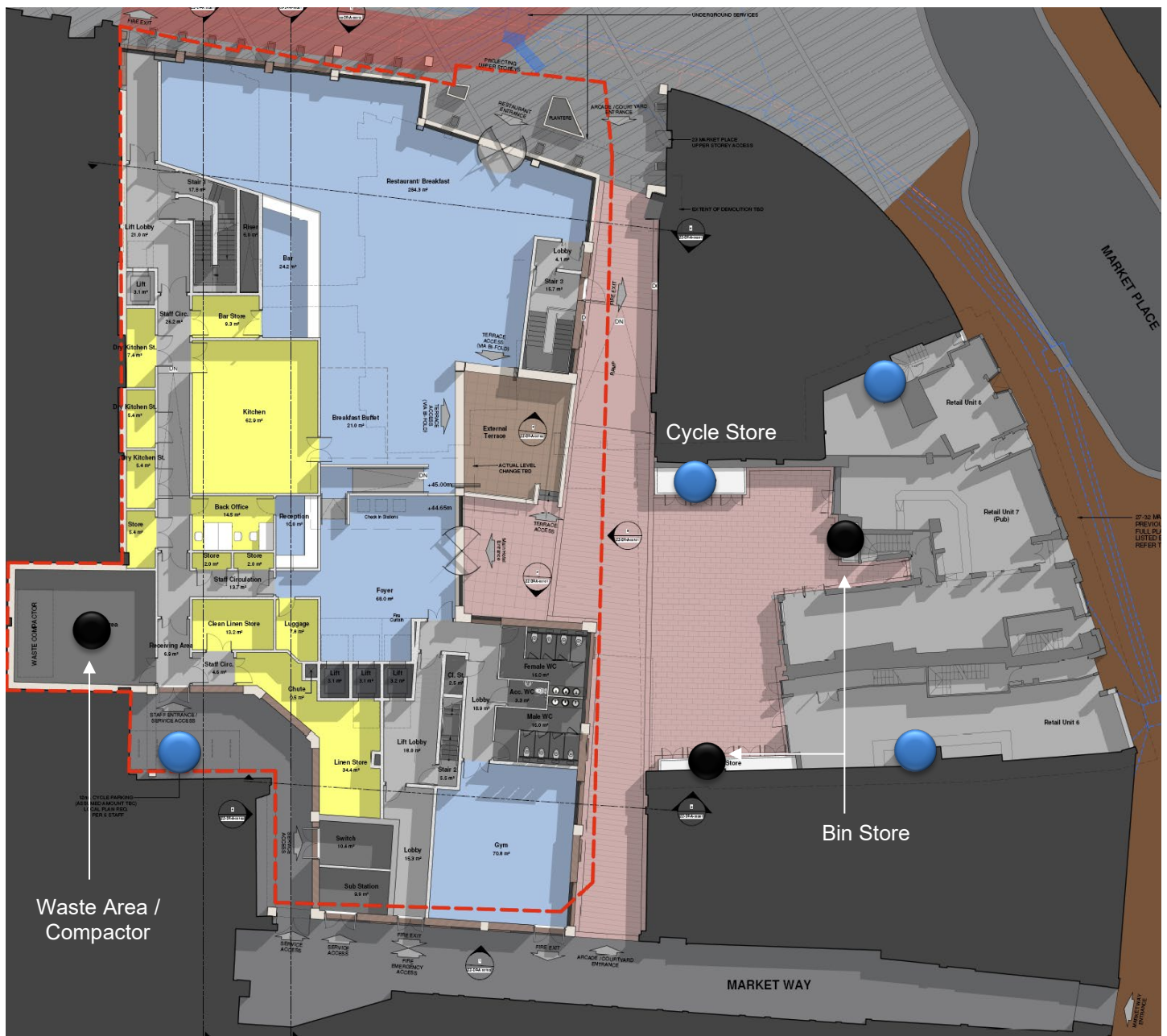


Figure 1.1
Illustrative Layout – proposed
Please refer to architect plans for comprehensive set

SITE LOCATION

- 1.3 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.

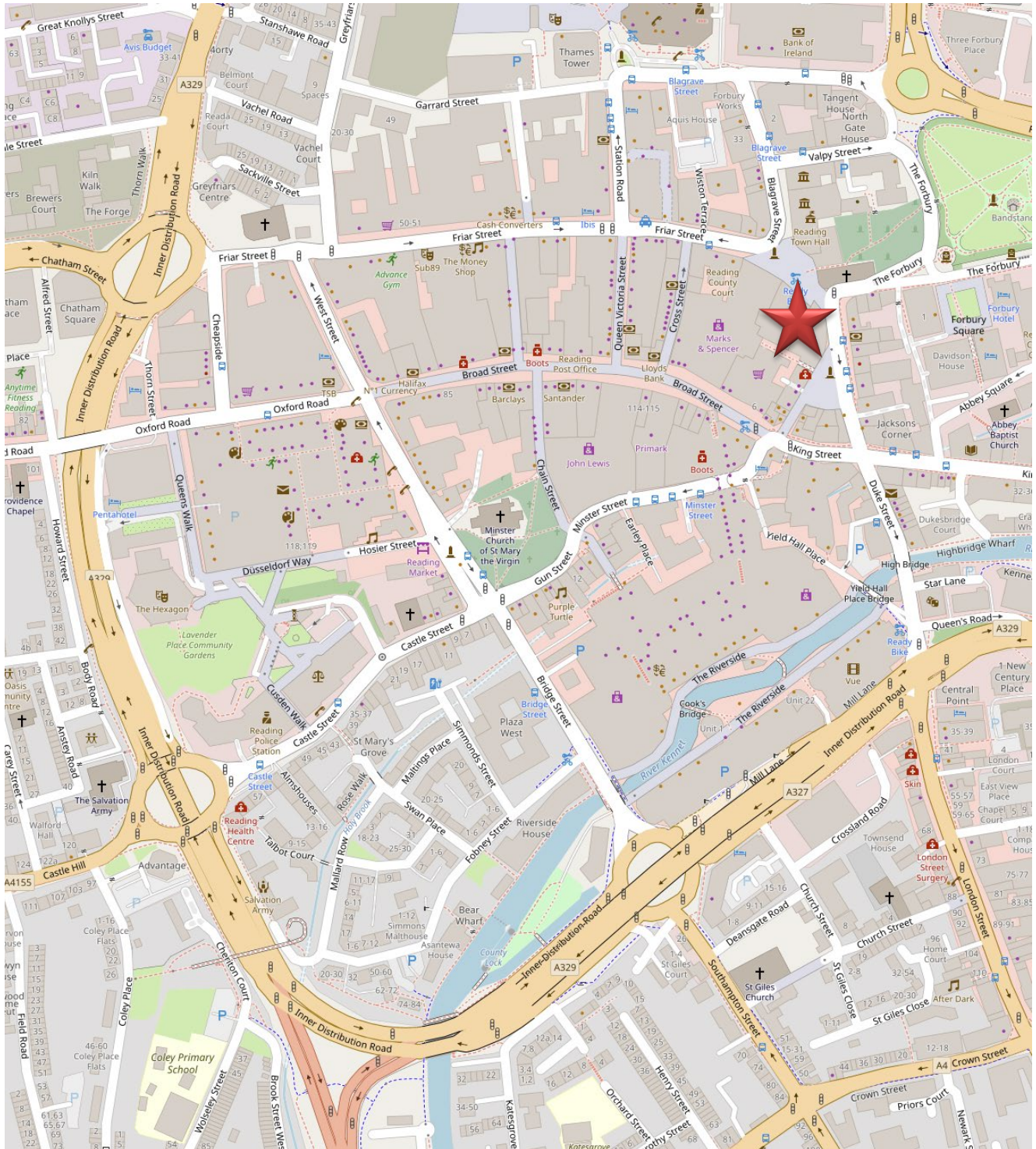


Figure 1.2
Illustrative site location

PLANNING HISTORY

- 1.4 The site currently provides a mixture of office and retail uses and comprises a total of 3,389m² of floor space.
- 1.5 There is an extensive planning history to the buildings/site which form part of the pre-application site. The most recent planning permission (and listed building consent) given on the site was as follows:
- 180358FUL & 180359LBC - Demolition of vacant former Bristol & West Arcade (173 – 175 Friar Street) and erection of an eight storey mixed –use building (plus basement) to provide 35 residential units, 4,208 sqm of B1 office floor space, and 5 retail units (A1/A2/A3); demolition of rear parts of 29 – 31 and 32 Market Place, the change of use of the retained units at 27 – 28, 29 - 31 Market Place at first, second and third floors to provide 8 residential units, change of use at ground and basement level of 32 Market Place from A2 to flexible retail use (A1/A2/A3), retention of 260.4 sqm of A4 use at ground and basement at 29-31 Market Place, change of use at ground and basement of 27 - 28 Market Place to flexible retail use (A1/A2/A3), and associated internal and external works to the Listed Buildings, landscaping, refuse, plant, cycle stores and substation at basement level – Permitted with S106 agreement dated 3rd January 2019.
- 1.6 Review of the Transport Statement associated with the above Applications indicated in Table 5.4 that the consented proposals would generate 114 and 119 person trips in the AM and PM peak hours respectively and when the existing use is considered, the residual is 74 and 81 person trips.

	AM Peak (0800-0900)			PM Peak (1700-1800)		
	In	Out	Total	In	Out	Total
Existing	37	3	40	3	35	38
Proposed	90	24	114	28	91	119
Net Change	+53	+21	+74	+25	+56	+81

Figure 1.3
Person Trips – extract from consented TS



NOTE The above Figure 1.3 did not take into consideration the retail element which was assumed to be similar between existing and proposed. Para 5.4 of the TS stated:

- 5.4 The development proposals would provide a total of 1,603 square metres of retail uses across 8 units including a public house. The development would therefore result in a slight increase of 18 square metres of retail use at the site in comparison with existing use. As such, it is envisaged that the proposed retail use would result in negligible change in person trips associated with the retail use at the site.



- 2.1 This Analysis is undertaken in line with the pre-app response of 12th October 2020, the Road Map & Contents highlighted on page 4 and will include:

Chapter 3

- A high-level review of the existing highway conditions;
- Site connectivity, accessibility and sustainability; and
- Consideration of any committed developments and associated highway network changes in the immediate vicinity of the site.

Chapter 4

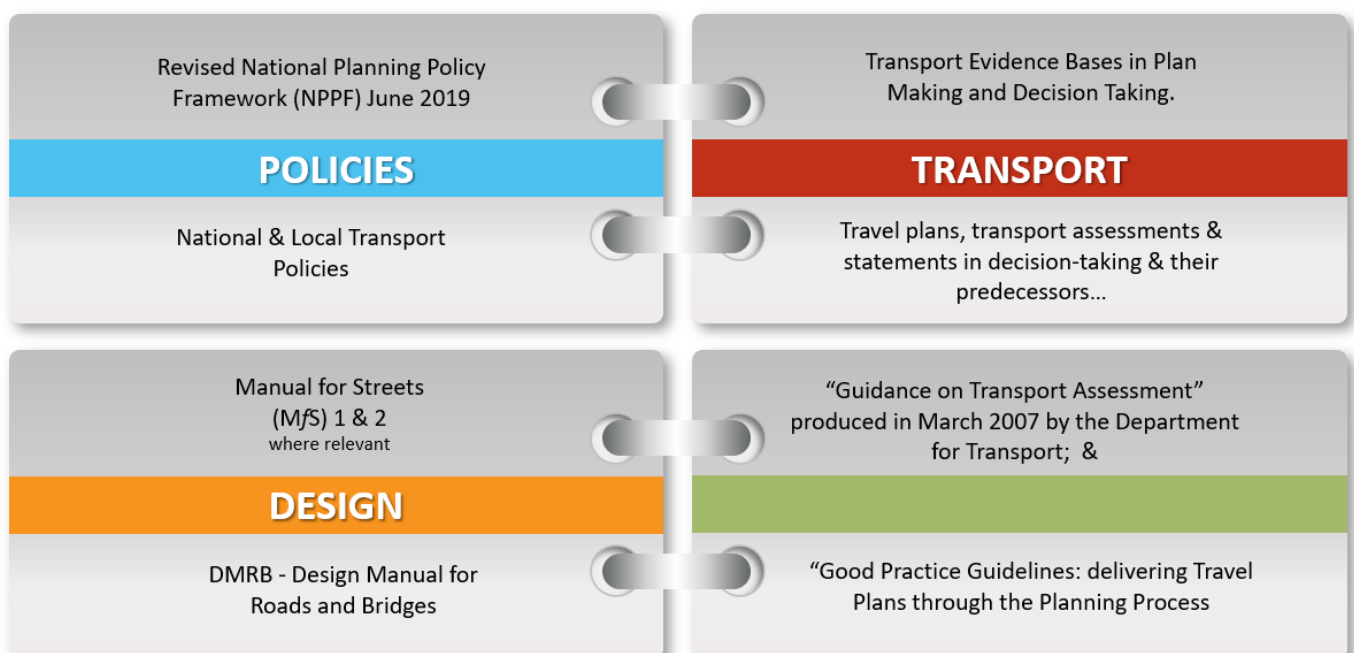
- Development proposals, access and servicing arrangements;
- Car and Cycle Parking provision; and
- Development trip rates, trip generation and multi-modal trips.

Chapter 5

- Residual impact and if any, mitigation proposals.

REFERENCES & GUIDELINES

- 2.2 Technical References are annotated as (Ref) the details of which are attached in Volume 3 – Technical References.
- 2.3 Where relevant, the Analysis will be in line with Reading Local Plan (Nov 2019); Reading BC Revised Parking Standards and Design SPG (October 2011) and:





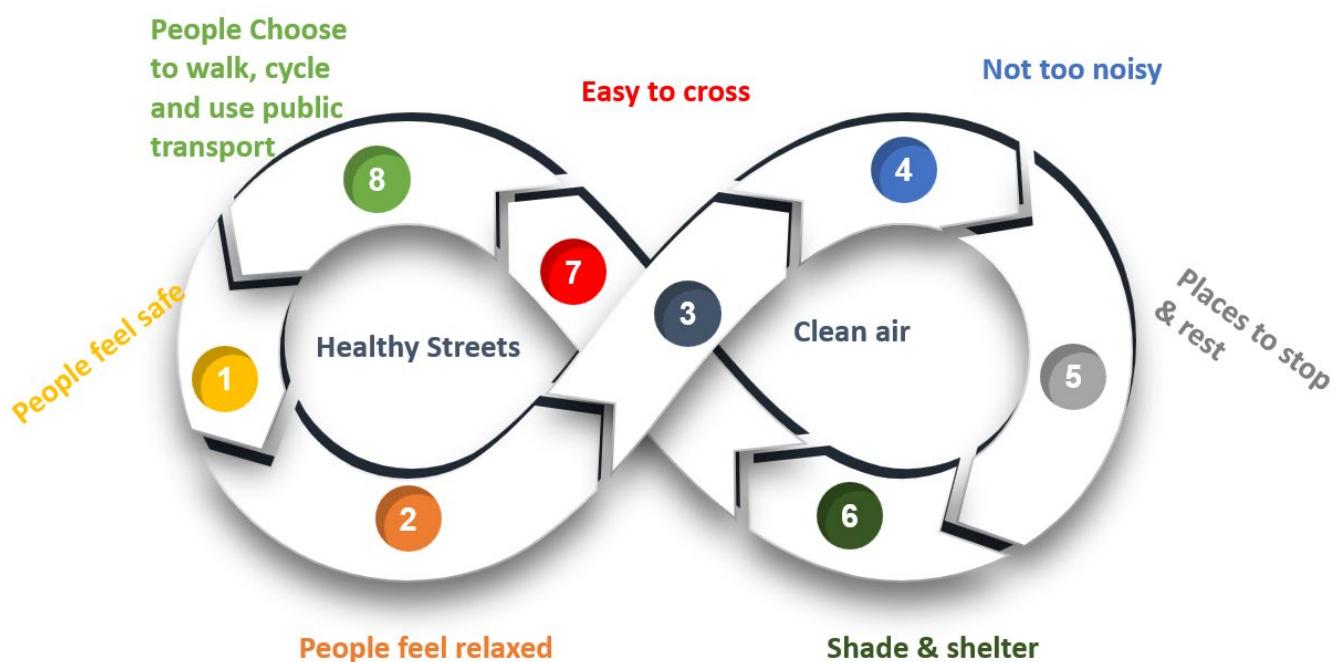
SITE LOCATION

- 3.1 The site is located to the south of Friar Street with predominantly commercial uses in the immediate vicinity of the site. The shops of Broad Street and the Oracle are approximately 250 metres to the south while Reading station is approximately 350 metres to the north.
- 3.2 The site location in relation to the local area is shown in Figure 1.2.

LOCAL HIGHWAY NETWORK

- 3.3 Market Place forms the eastern boundary of the site and is a single one-way carriageway operating in a broadly north-south configuration. Market Place is subject to traffic restrictions allowing buses and taxis to use the route. Market Place has double yellow line restrictions along both sides.
- 3.4 To the north of the site, Blagrove Street becomes Friar Street, a one-way route operating in an east-west configuration between Blagrove Street and Station Road. Station Road offers access to the A329 Forbury Road to the northeast. Friar Street is subject to extensive double yellow line restrictions on both sides.

SUSTAINABLE MODES OF TRAVEL



Bus Services

- 3.5 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.
- 3.6 From Market Place, buses operate to destinations including Wokingham, Aldershot, Reading International Business Park and Reading University, among others. A summary of the bus services from Market Place with regards to the direction of travel is shown in Figure 3.1 and a copy of the local bus maps is provided in Appendix 5. Full details available at <https://www.reading-buses.co.uk/services> and <http://www.reading-travelinfo.co.uk/bus/services.aspx> <https://bustimes.org/operators/reading-buses>

DIRECTION	SERVICES
North	16 17 18 23 24 25 28/28a 29 33/33a 143 153 800 850 921 922
South	2/2a 7 8 9 10 11 21/21a 40 50/50a/50b 52 53/53b/53x 60/60a/60b/60e/60m/60x 62/62a 154
East	3 4 12 13 14 19a/19b/19c 26 127 128 129 244 500 981 991
West	1 15



Due to COVID
some service
changes may occur
at short notice



Figure 3.1a
Summary Bus Services in the vicinity of the site

route	towards	stops at
jet black 1	Theale/Thatcham/Newbury	EP FP CA CQ
lime 2 2a	Burghfield/Mortimer/Tadley	EP FP CA CQ
leopard 3	 Royal Berkshire Hospital/Arborfield/Wokingham	CL FM SA MA MF
leopard 3b	 Royal Berkshire Hospital/Arborfield/Bracknell	CL FM SA MA MF
leopard X3	Shinfield Park (direct)	EP FP
lion 4 X4	 Reading College/Wokingham/Bracknell	CT FN EO ME
emerald 5	Northumberland Avenue	MI CL CU SC MC
emerald 6 6a	Whitley Wood/Tesco depot	MI CL CU SC MC
tiger 7	Riseley/Hartley Wintney/Fleet	SC MC LB
9	 Royal Berkshire Hospital/  UoR/Whitley Wood/Mere oak	CR FM SA MA MF
leopard 10	 Royal Berkshire Hospital/Thames Valley Science Park /Spencers Wood	CR FM SA MA MF
bronze 11	Coley Park	MI CR FM EO MC
little oranges 19a 19c	 Royal Berkshire Hospital/  UoR/Earley (Silverdale Road)/Woodley	CR FM SA MA MF
little oranges 19b	 Royal Berkshire Hospital/  UoR/Beech Lane/Lower Earley	CR FM SA MA MF
orange 13 14	 Reading College/Woodley Centre/Woodley	EM MF
sky blue 15 15a	Tilehurst/Royal Avenue/Dee Park/Oxford Road/IKEA	FE CX
sky blue 16	Oxford Road/Purley	FE CX
purple 17	 Reading College/Wokingham Road (Three Tuns) Oxford Road/Tilehurst (Water Tower)	CY FN EO ME MG MM CN CW
claret 21 21a	 University of Reading/Lower Earley	CR CU EK MA
pink 22	Caversham Centre/ Caversham Heights	FL EL NA
berry 23 24	Caversham Centre/Caversham Park/Emmer Green	FL EL NA
pink 25	Caversham Centre/Sonning Common/Peppard Common	FL EL NA
yellow 26	Southcote/Calcot (IKEA)	EK FP CA CQ
27	Caversham Centre via Lower Caversham	FJ EL
29	Lower Caversham via Caversham Centre	EO FP FG
royal blue 33	Turnhams Farm/Tilehurst	FE CB CQ
buzz 42	Kenavon Drive Rivermead Leisure Centre	FN EO MF EN MP CS FG
greenwave	Kennet Island/Green Park/  Madejski Stadium/RIBP	CS SD MC
park & ride 60	Mere oak park & ride	CS SD MC
park&ride 500	Winnersh Triangle park & ride	MQ CS FM EO MC
stadium buses F1 R1	 Madejski Stadium (football and rugby matchdays only)	WS
	 Heathrow Airport	Reading Station 

Figure 3.1b
Summary Bus Services in the vicinity of the site

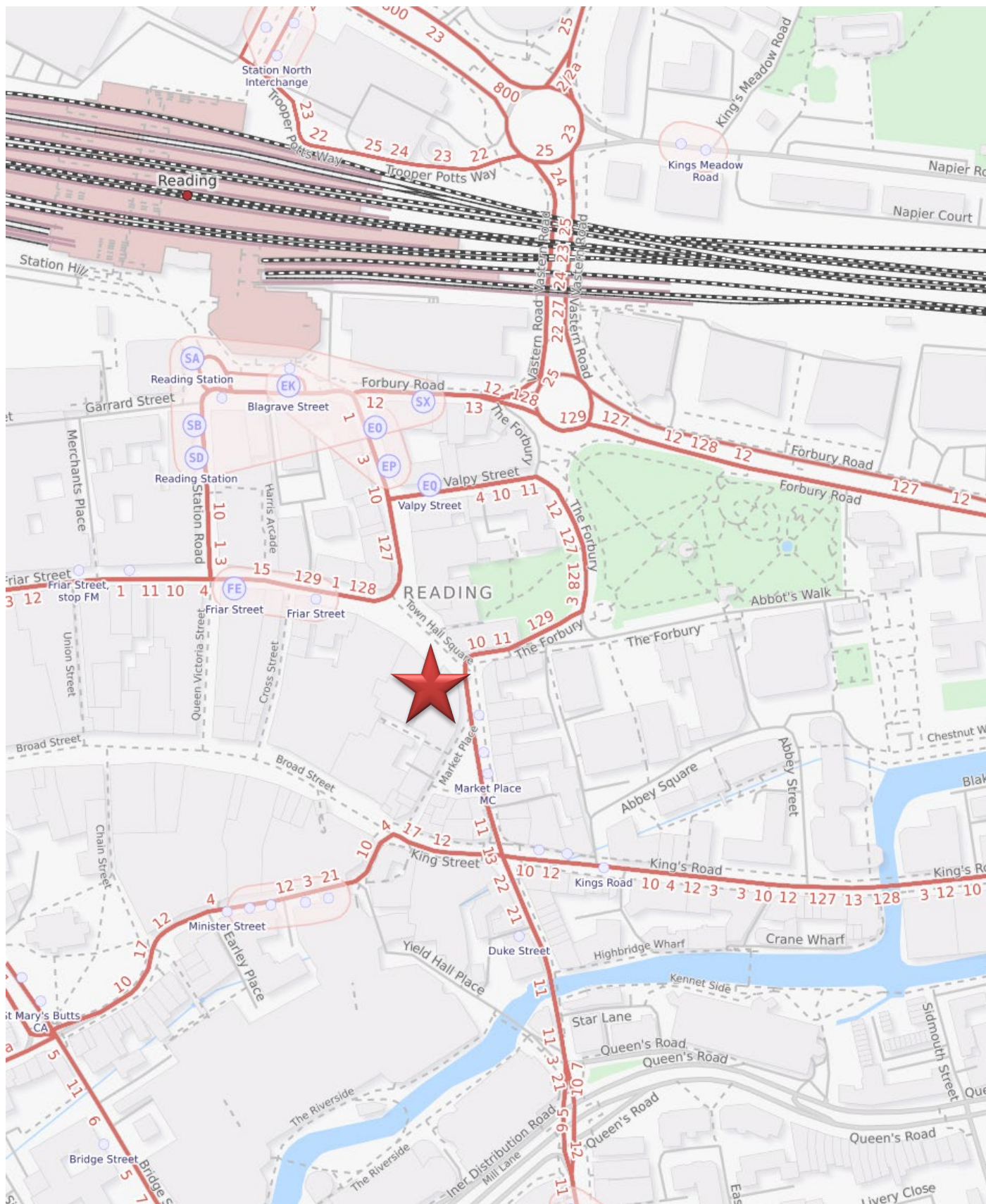


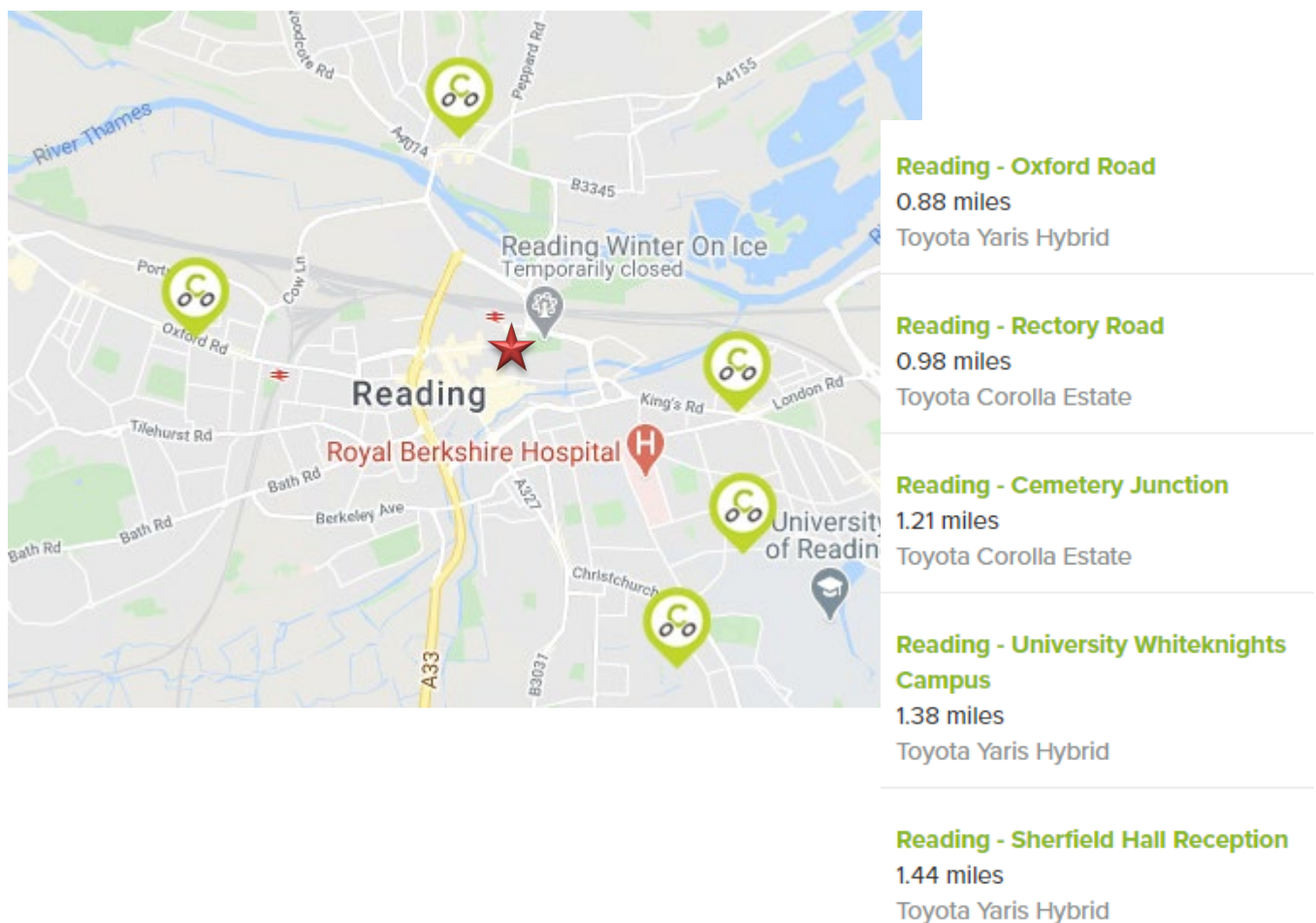
Figure 3.1c
Summary Bus Services in the vicinity of the site

Reading Railway Station

- 3.7 Reading station is located approximately 350 metres to the north (Figure 3.1a) of the application 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.
- 3.8 Crossrail, together with Network Rail and Transport for London (TfL), is 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 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.
- 3.9 Taking into consideration the intended site use, it is considered that due to the destination served, the frequency of services available and the proximity of bus and train services to the development, the site is highly accessible by public transport.

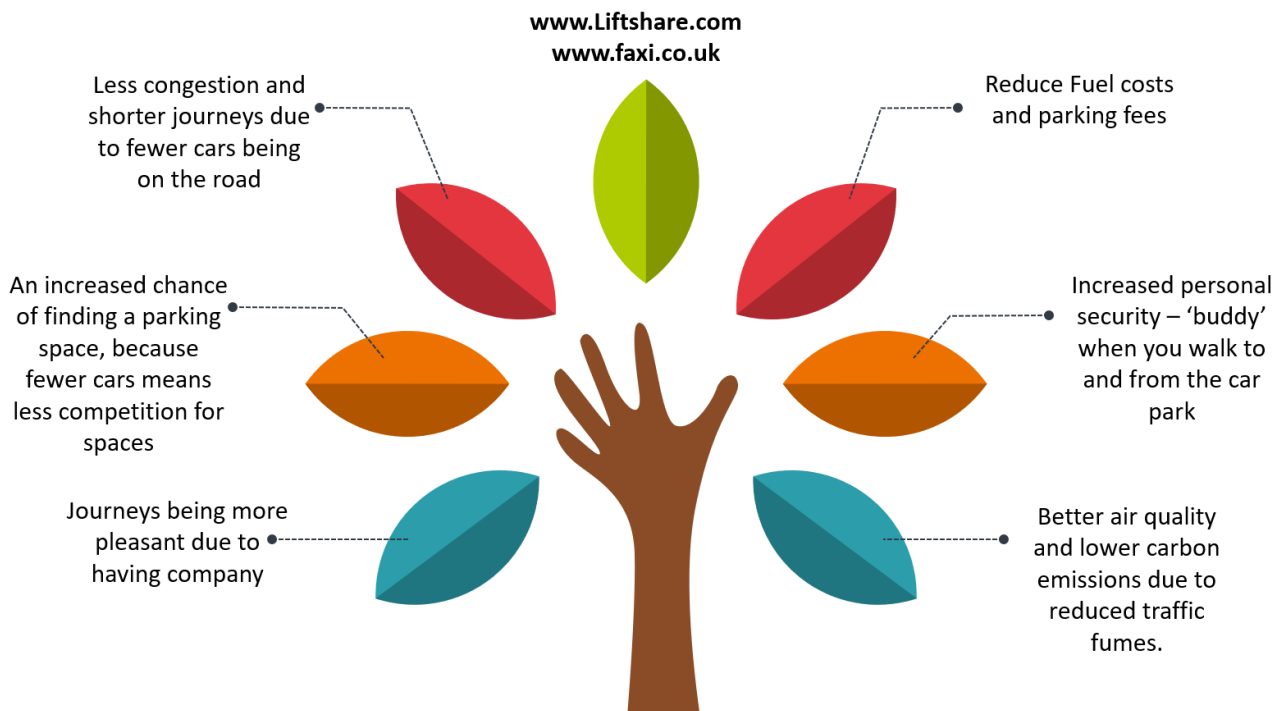
Car Club

- 3.10 Reading Car Club is operated by Co-Wheels with five car-sharing bays (at the time of drafting this Analysis) as demonstrated below:



Car Sharing

- 3.11 Liftshare.com and faxi.co.uk are examples of many car-sharing platforms operating throughout the UK. The programmes allow staff & visitors to sign up and view any car-sharing opportunities in their area. This will allow some staff / commuters travelling by car to potentially car share with others residing in Reading, adjoining areas or further afield.



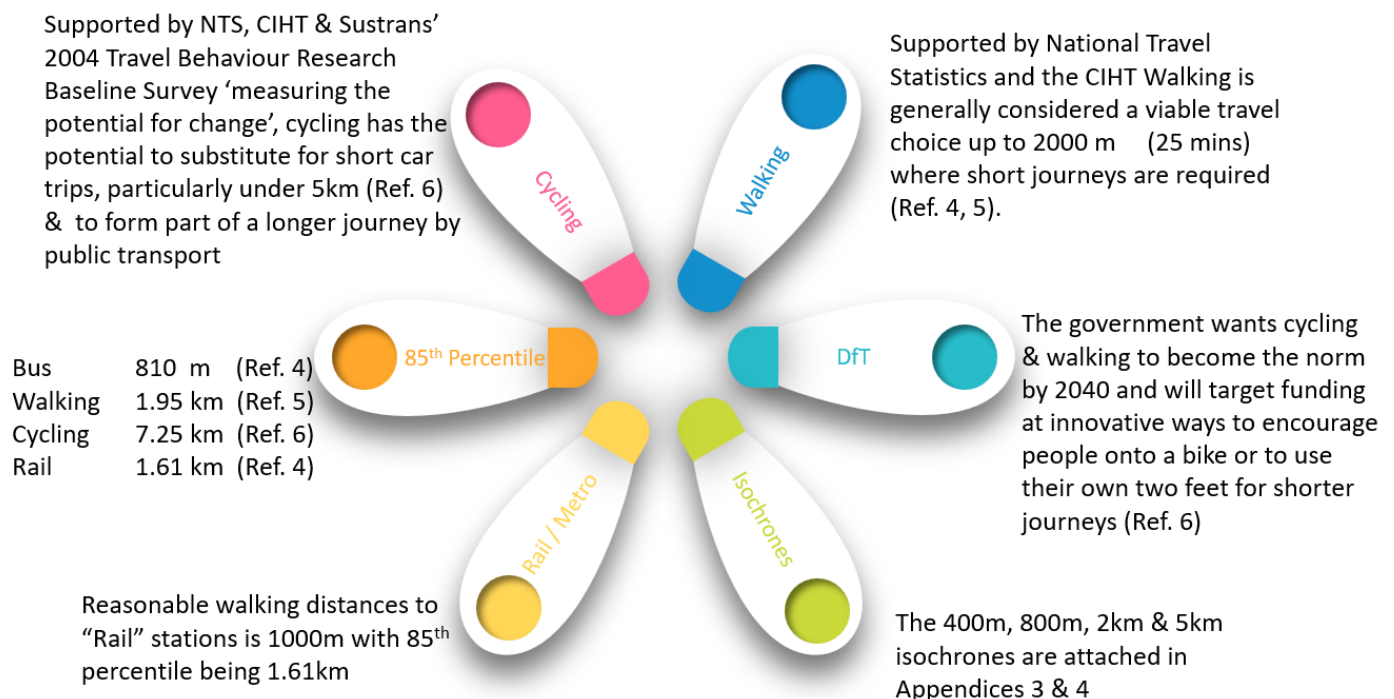
Taxi

- 3.12 As will be demonstrated in Chapter 4, there are two loading zones, one in the immediate vicinity of the hotel on Market St and the other within 50m to the north, along Blagrove St.

NON-MOTORISED ACCESSIBILITY

Walking & Cycling

- 3.13 As typical of well-established major city centres, paved footways are continuous throughout the adjoining roads network and is in excellent condition; connectivity is well established and capable of accommodating substantial pedestrian trips frequenting Reading's employment centre, leisure, retail, transport hubs and various other amenities within Reading.



- There are several pedestrianised routes in the immediate vicinity including a convenient link between Market Place and Broad Street as well as vehicle free routes to Forbury Gardens to the northeast. Further car-free routes operate throughout Reading town centre connecting Garrard Street to the north with the Oracle shopping centre to the south.
- A signalised pedestrian crossing is located to the east of the site creating a safe link to bus stops on the eastern side of Market Place. A further signalised crossing is located at the junction of Station Road and Friar Street offering a convenient route to the station.
- A range of local amenities (employment, leisure, retail, visitor attractions and services) are within walking distance of the site, an illustrative summary of these is attached in Figure 3.2 and Appendix 5

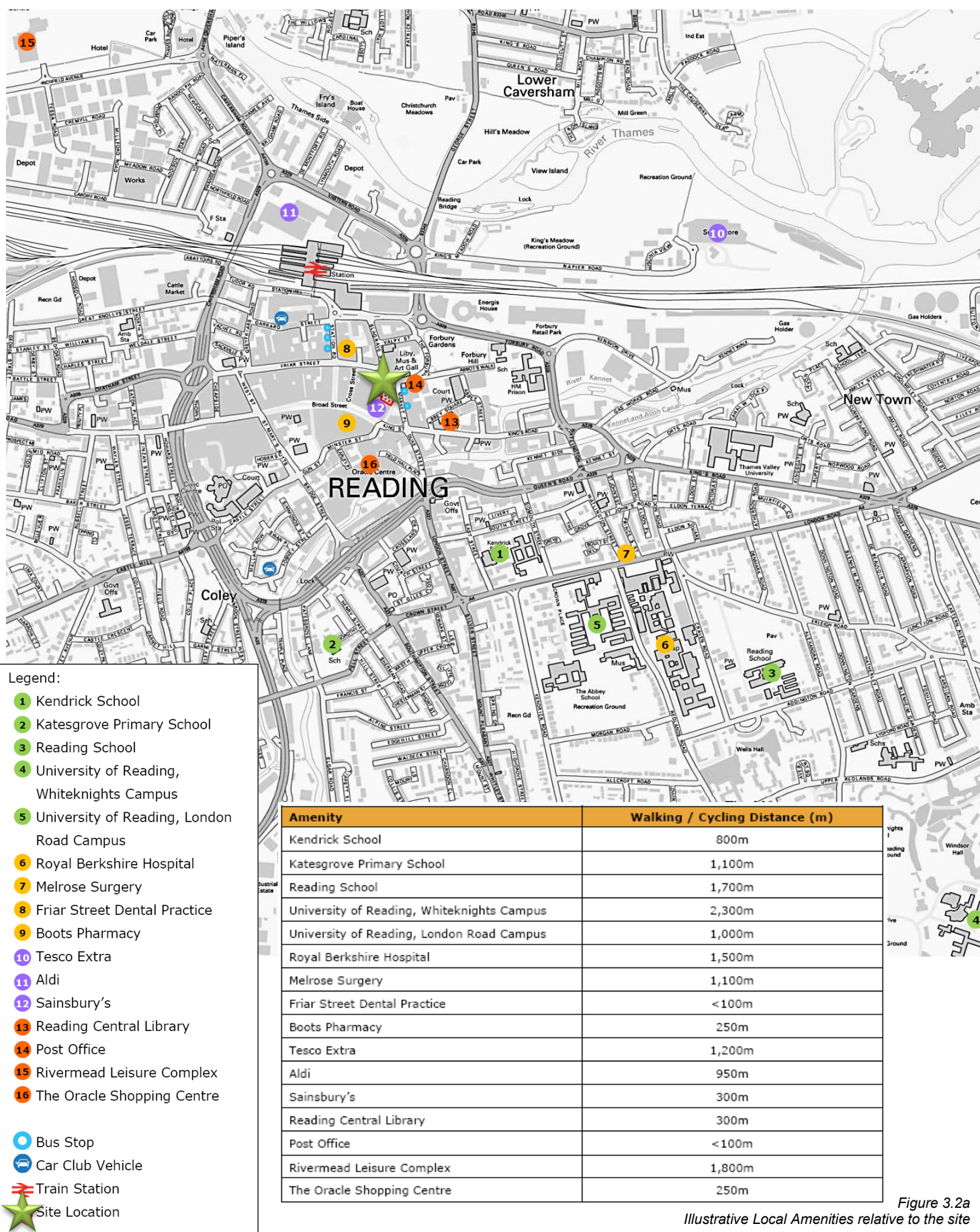


Figure 3.2a
Illustrative Local Amenities relative to the site

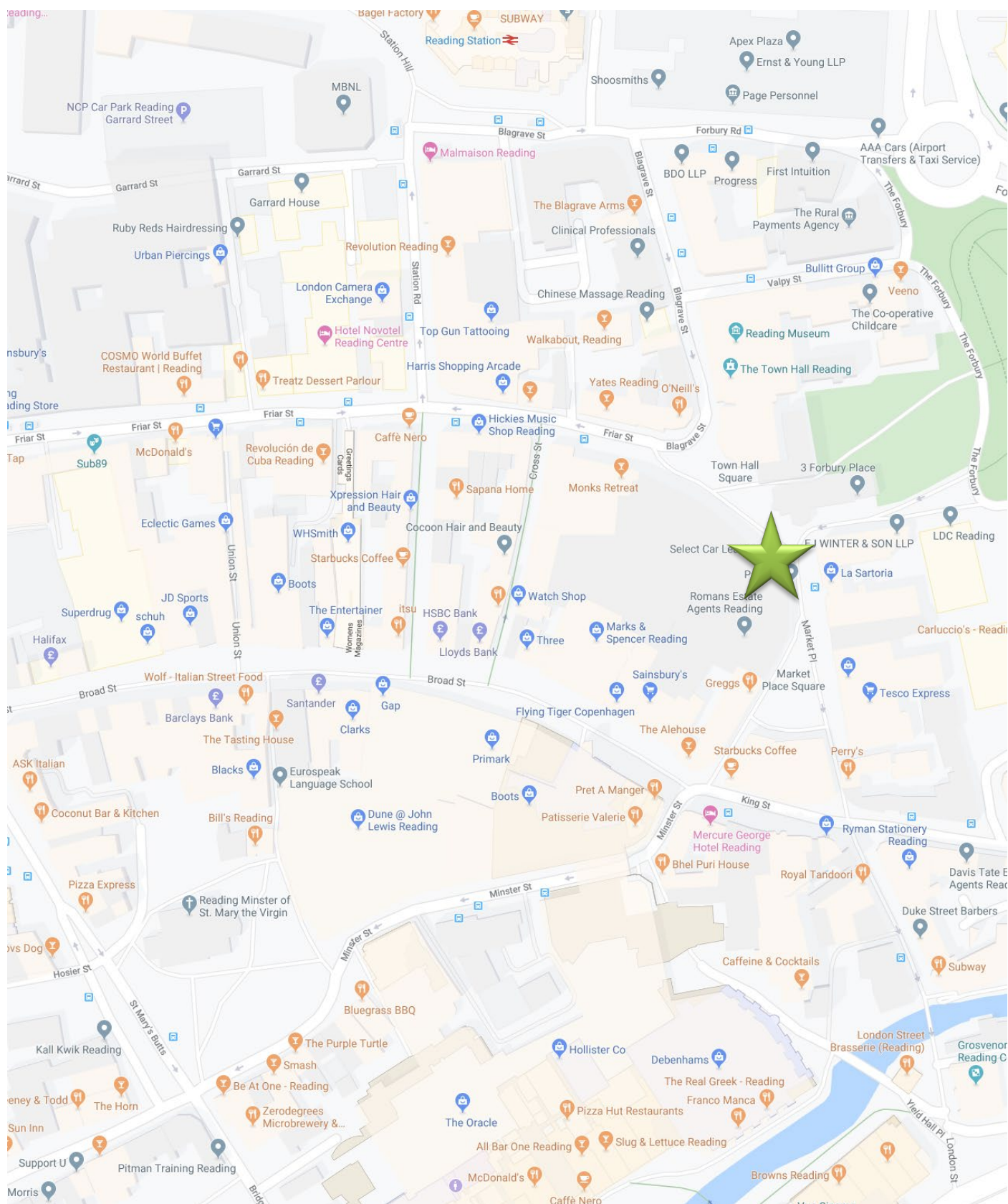


Figure 3.2b
Illustrative Local Amenities relative to the site

- 3.15 There are existing public cycle stands to the immediate north of the site with space for up to 16 cycles. Further cycle parking is available at Reading station totalling 344 spaces which deems a shared cycle / rail mode of transport a viable option.
- 3.16 It is evident that the site is situated in a highly accessible location and is within convenient walk or cycle of a substantial range of local amenities, visitor attractions, employment centres and public transport facilities.

Accessibility Summary & Compliance with Policy

- 3.17 This Chapter described the surrounding existing facilities such as local services, pedestrian routes, public transport services and cycleways. These sections demonstrated that the development proposal complies with the NPPF and national guidelines and policies detailed in Appendix 1.
- 3.18 In particular, the development is well served by public transport. The infrastructure surrounding the site provides safe links to other sections of the town centre and the wider area for pedestrians and cyclists.
- 3.19 Page 72 of the Revised June 2019 NPPF defines Sustainable transport modes as:
- Any efficient, safe and accessible means of transport with overall low impact on the environment, including walking and cycling, low and ultra-low emission vehicles, car-sharing and public transport.
- 3.20 Para 148 of the NPPF states:
- The planning system should support the transition to a low carbon future in a changing climate, taking full account of flood risk and coastal change. It should help to shape places in ways that contribute to radical reductions in greenhouse gas emissions, minimise vulnerability and improve resilience; encourage the reuse of existing resources, including the conversion of existing buildings; and support renewable and low carbon energy and associated infrastructure.
- 3.21 In conclusion, in line with the NPPF, it has been demonstrated that the development is situated in a sustainable location offering residents and staff of the development access to substantial employment and local amenities from 400m walking up to 5km cycling distance from the site; therefore, it is considered that the site is accessible on foot, by cycling and public transport and offers opportunities for access by sustainable modes of travel other than a car.

COMMITTED DEVELOPMENTS & HIGHWAY NETWORK CHANGES

- 3.22 Taking into consideration the central location of the site and the recent planning consent for the Application site, the pre-app feedback did not highlight any committed developments or highway network changes in the immediate vicinity of the Application site that may have an impact on the findings of this Analysis.



Chapter 4

- Development Proposals
- Movement & Accessibility Strategy
- Access Arrangements & Visibility Splays
- Parking Provision & Servicing Arrangements
- Trip Generation & Multi-Modal analysis

- 4.1 The development proposals comprise 182 bedrooms Hotel at 173-175 Friar Street and 649.3m² retail uses across 3 units including a public house & 8 residential apartments (4no. x 1 bed, 3no. x 2 beds and 1no. x 3 beds) totalling 727.3m² at 27-32 Market Place.

Proposed vs Consented

	CONSENTED	PROPOSED
RESIDENTIAL	43	8
OFFICES	4,208m ²	-
RETAIL	8 units / 1,603m ²	3 units / 649.3m ²
HOTEL	-	182 rooms

*Figure 4.1
Proposed vs Consented*

MOVEMENT AND ACCESSIBILITY STRATEGY

- 4.2 Sense of place is fundamental to a richer and more fulfilling environment. Further, well-designed places have individual characteristics which work together to create their physical Character. The ten characteristics in the Government's latest National Design Guide help to nurture and sustain a sense of Community; They work to positively address environmental issues affecting Climate and contribute towards the cross-cutting themes for good design.

Accessibility Audit

Pedestrian and Cycle Connectivity

- 4.3 As typical of well-established major city centres, paved footways are continuous throughout the adjoining roads network and is in excellent condition; connectivity is well established and capable of accommodating substantial pedestrian trips frequenting Reading's employment centre, leisure, retail, transport hubs and various other amenities within Reading.

- 4.4 Further, Reading benefits from several local cycle routes which connect through central Reading in the vicinity of the application site. These routes comprise a mixture of on-road, off-road and quiet routes linking the centre of Reading to the university campuses, Whitley, Tilehurst and Royal Berkshire Hospital to name a few.
- 4.5 It is therefore considered that the development site could be integrated with existing pedestrian and cycle infrastructure in the area.

Access to Residential (staff catchment zone) & Local Amenities

- 4.6 The CIHT document, Guidelines for Providing for Journeys on Foot suggests 2,000m as an acceptable walking distance for commuting.
- 4.7 When considering acceptable cycling distances, Sustrans acknowledges that cycling up to 5km has the potential to replace car journeys.
- 4.8 The site's locality is in the heart of Reading Centre and well within 2km walking and 5km cycling distance from substantial residential conurbations, employment, retail / leisure, and transport hubs to name a few
- 4.9 Indeed, a substantial percentage for the above-mentioned amenities is within 2-5km radius as demonstrated in Appendices 3 and 4.
- 4.10 It is therefore considered that the site is accessible on foot and by cycle and offers opportunities for access by sustainable modes of travel.

SITE ACCESSES

- 4.11 The proposed development will be car-free with no car parking provided on-site. As such, there is no vehicle access to the site.
- 4.12 As demonstrated in Appendix 1 (and Figure 1.1), Pedestrian and cycle access to the site is provided from the Market Place and Friar Street frontages of the site.



- 4.13 **Detailed access arrangements are attached in Appendix 6**

CAR & CYCLE PARKING

- 4.14 The proposed development is in Reading Central Core Area (Zone 1) hence, will be car-free with no car parking provided on-site. Given the highly accessible town centre location of the site, the proposals for a car-free development are considered appropriate and in accordance with local planning policy. Based on the

recent planning consent, it is understood that Reading Borough Council has supported, and consented, a car-free development.

4.15 Cycle parking will be provided in line with:

	Zone 1 - 4
Retail 1 per m²	
A1 Food Retail	1 space per 6 staff and 1 space per 300m ²
A1 Non-Food Retail Up to 1,000m ²	1 space per 6 staff and 1 space per 250m ²
A1 Non-Food Retail Over 1,000m ²	1 space per 6 staff and 1 space per 300m ²
A2 Financial & Professional services	1 space per 6 staff
A3 Restaurants & Cafes	1 space per 6 staff and 1 space per 300m ²
A4 Eating Establishment	1 space per 6 staff and 1 space per 300m ²
A5 Hot Food Take-Away	1 space per 6 staff and 1 space per 300m ²

Minimum cycle parking standards	
	Zone 1 - 4
Residential	
C1 Hotels	1 space per 6 staff

Figure 4.2
Cycle Parking Provision
Extract from RBC SPD

4.16 Based on Figure 4.2:

- 649.3m² retail 3 cycle spaces
- 8 Residential apartments 5 cycle spaces (0.5 per 1 or 2 beds, 1 for 3 bed unit)
- 182 rooms Hotel / assume 30 staff 5

4.17 As such, 13 cycle parking spaces will be provided in lit, secure and overlooked location as demonstrated in Figure 1.1, 4.3 and Appendix 1. The retail bike stores are internal (retail is on the ground floor and pub in the basement). Residential is in the courtyard and hotel in the service yard.

4.18 This provision will be monitored and regularly reviewed by the Travel Plan Co-ordinator as part of the Travel Plan Actions and increased as required.



Figure 4.3
Cycle storage locations (please refer to architects plans)

SERVICING

4.19 It is anticipated that the development would attract the usual servicing requirements such as refuse collection (by private arrangements), food deliveries and post. **Detailed servicing and operational management plan is attached in Appendix 6**

4.20 As per the existing arrangements and in line with the previous consent, since there is no vehicle access to the existing site, it is proposed to utilise the existing on-street loading facilities in the vicinity of the site to undertake loading and deliveries, including refuse collection.

4.21 The Hotel will not have any more intensified 'servicing demand' than a residential + office development bearing in mind that the retail element of the proposals remains as consented, the cumulative impact of residents (refuse, maintenance, household deliveries such as Amazon, Tesco/Asda, post etc) + Offices (refuse, stationary, food, maintenance, post / courier, etc) + Retail (deliveries / collections, refuse, post/courier, maintenance, etc for 8 different retail units including a pub) would have a similar servicing demands if not more than the proposed hotel + retail.

4.22 At present, it is anticipated that the hotel will attract the following servicing requirements:

ITEM	FREQUENCY	TYPICAL TRUCK SIZE
Food	M-F (once per day)	18 tonnes
Fruit & Veg	M-S (once per day)	18 tonnes
Meat	M-S (once per day)	Transit
Seafood	M-F (once per day)	Transit
Delice de France	M-F (once per day)	7.5T (potentially Luton van)
Chemicals, paper, bedroom supplies & equipment such as tea/coffee/irons etc	Once or twice per week	Transit Van or 18T
Beverage	1 delivery a week	18-tonne vehicle
Linen	7 days a week	18-tonne vehicle
Stationary	Monthly order	Transit or 7.5-tonne vehicle
Maintenance supplies	Weekly or monthly	Transit or 7.5-tonne vehicle
Wastage collection	4 times a week	15 to 18-tonne vehicle

Figure 4.4 – Illustrative Servicing Requirements

- 4.23 Figure 4.4 includes typical vehicle sizes based on typical standards would mean deliveries are either undertaken by a transit / white van (3.5T), Luton van (3.5-7T) or 18T trucks which are typically 2 axels rigid (ref: <https://www.gov.uk/government/publications/guide-to-lorry-types-and-weights>) on a general frequency of 7 deliveries per day. As discussed in para 4.21, this would be similar to combined deliveries of the consented residential + offices + 8 different retail units including a pub.
- 4.24 Figure 4.5 highlights the loading opportunities in the vicinity of the site. There is an existing loading bay on the western side of Market Place directly adjacent to the application site. This provides the opportunity for vehicles to stop and load/unload in close proximity to the application site. The loading bay is situated off-street and therefore allows a vehicle to stop and load/unload without affecting the free flow of traffic, including buses, on Market Place. Vehicle access to Market Place is restricted between the hours of 07:00-11:00 and 16:00-19:00, such that loading and deliveries would only be able to be undertaken from the Market Place loading bay outside these hours.
- 4.25 There are alternative loading opportunities Friar Street and Blagrove Street in close proximity to the site. A loading bay is provided on Blagrove Street north of the application site and this allows loading to be undertaken throughout the day. The loading bay is off-street and therefore allows a vehicle to stop and load/unload without affecting the free flow of traffic on Blagrove Street. There is a further kerbside loading opportunity on Friar Street, west of the application site which also allows loading to be undertaken throughout the day. The carriageway width of Friar Street is sufficient to enable a vehicle to stop and load/unload without affecting the free flow of traffic on Friar Street.
- The hotel's service manager will ensure service deliveries are staggered to minimise demand on the available loading bays and adjoining roads network, avoiding at all times highway network peak hours; Refuse (and a waste compactor) will be stored within ground floor bins store. On the day of collection, the hotel's service management team will be responsible for transferring bins from the GF store to a temporary holding area at the external ground floor level within the site; this location is detailed on the architects' drawings. Refuse collection operatives would trolley bins from the temporary holding area to a refuse vehicle stopped in the loading bay on Market Place. Following collection, building management would be responsible for transferring bins back to the GF bin store.
 - Refuse associated with the proposed retail units and nine residential units will be stored within individual bins store. For retail bins stores which are not externally accessible, building management will be responsible for the transfer of bins to a temporary holding area at the external ground floor level within the site and return to bin stores following collection.
- 4.26 The Servicing Management Plan attached in Appendix 6 provides detailed arrangements to ensure deliveries are staggered, limit the size of HGVs and ensure vehicles / HGVs do not obstruct the flow of traffic.

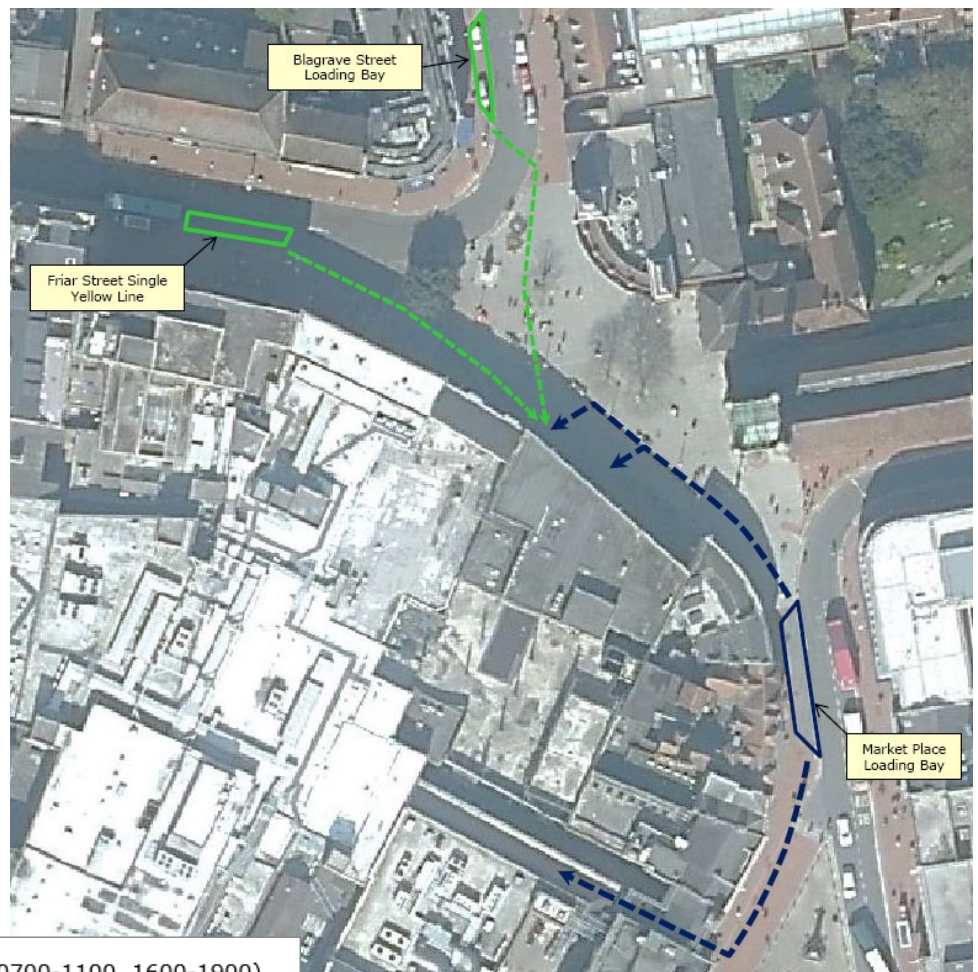


Figure 4.5
Illustrative Loading Bay Location and routes to hotel

VEHICULAR TRIP GENERATION

4.27 To provide a robust assessment, the trip rates used as part of the consented application were used for the retail and residential elements, however, since the previous consent did not include a hotel, estimates were prepared using the TRICS computer database. The TRICS database contains vehicle count surveys from existing developments across the United Kingdom and was searched for similar developments to give estimated trip generation for the Statement.

4.28 The main selection parameters used in the trip rate calculations for the existing development were:

06 – Hotel Food & Drink A – Hotel

- The TRICS database version used was v7.7.4;
- Sites in London, Northern Ireland, Republic of Ireland and Isle of Man were excluded;

- The busiest peak hour between 07:00 – 09:00 and 16:00 – 18:00 was used for weekdays and the busiest daily peak was considered for weekend trips; and
- Re-surveyed sites were filtered and the older data excluded.

4.29 A summary of the TRICS output is shown in Figure 4.6 and a full set of printout included in Appendix 5.

TRIP RATE	AM PEAK (0800-0900)			PM PEAK (1700-1800)		
	IN	OUT	TOTAL	IN	OUT	TOTAL
<i>Proposed - Retail</i>						
The existing retail element is 1603m² and the proposed is 649.3m² hence, the development proposals will result in 59.5% fewer person trips than existing or consented. Notwithstanding the substantial decrease in retail use at the site, it is evident that the site is situated in a highly accessible town centre location, with a range of existing retail and commercial destinations in close proximity of the site. As such it is envisaged that person trips associated with proposed retail use would be drawn from existing trips already being undertaken in the locality and it would be unlikely that the development would attract additional person trips to the area. This approach is in line with the previous transport submission and subsequent consent (<i>please refer to para 1.6, Chapter 1 of this Analysis</i>).						
<i>Proposed - Hotel</i>						
Trip Rates / room (182)	0.178	0.339	0.517	0.307	0.211	0.518
Person Trips	32	62	94	56	38	94
<i>Proposed - Residential</i>						
Trip Rates / apartment (8)	0.080	0.396	0.476	0.469	0.209	0.678
	1	3	5	4	2	6
<i>Consented Person Trips</i>						
Previously Consented	90	24	114	28	91	119
<i>Residual</i>						
<i>Proposed (hotel+residential) – Consented</i>						
	-57	41	-16	32	-51	-19

Figure 4.5
Peak hour trips generated by the proposed hotel

- 4.30 **Figure 4.5 demonstrates that the development proposals will result in betterment over recent consent in that the AM and PM peak hours will generate as an absolute minimum of 16 and 19 fewer person trips however substantially higher when the reduction in the retail person trips of 59.5% is taken into consideration.**
- 4.31 Therefore, in line with the Technical References (Ref:9), since the hotel is car-free and the 30 vehicular movements threshold is not exceeded in any one direction, no highway or junction capacity assessment is required and the proposed development would, in highway terms, have no material impact on the highway network in terms of its capacity and safety.

MULTI-MODAL MODES OF TRAVEL

- 4.32 To estimate the likely modal split associated with **staff** and **residents** travel to/from the proposed development, the existing average travel characteristics of local residents [employed and not working from home] for Reading, Database QS701EW Method of Travel to Work which was recorded during the 2011 Census have been studied.
- 4.33 The Census Data indicates that 49.5% of Reading residents travel by single-occupancy vehicle [SOV] with a healthy 50.5 using public transport, walking and car-sharing.
- 4.34 This data would be useful to the Travel Plan Co-ordinator benchmark the development and undertake steps to promote the sustainability and accessibility of the site.

<i>Database QS701EW</i>	<i>Reading</i>
<i>Mode of Travel</i>	<i>Percentage</i>
<i>Tram / Metro</i>	0.3%
<i>Train</i>	10.1%
<i>Bus</i>	11.6%
<i>Taxi</i>	0.4%
<i>Motorcycle</i>	0.6%
<i>Car</i>	49.5%
<i>Passenger</i>	4.7%
<i>Cycle</i>	4.4%
<i>Walking</i>	17.9%
<i>Other</i>	0.6%
<i>Total</i>	100.0%

Figure 4.6
2011 Census Data – Method of Travel to Work
Person Trips by Mode

Chapter 5

- Multi-Modal Development Impact
- Preliminary Mitigation Proposals *(if applicable)*
- Travel Plan / Welcome Pack recommendations
- Residual Impact



EXTENT OF IMPACT

- 5.1 Figure 4.5 demonstrates that the development proposals will result in betterment over recent consent in that the AM and PM peak hours will generate as an absolute minimum 16 and 19 fewer person trips however substantially higher when the reduction in the retail person trips of 59.5% is taken into consideration.
- 5.2 Therefore, in line with the Technical References (Ref:9) since the hotel is car-free and the 30 vehicular movements threshold is not exceeded in any one direction, no highway or junction capacity assessment is required and the proposed development would, in highway terms, have no material impact on the highway network in terms of its capacity and safety.

Non-Motorised Accessibility

- 5.3 As typical of well-established major city centres, paved footways are continuous throughout the adjoining roads network and is in excellent condition; connectivity is well established and capable of accommodating substantial pedestrian trips frequenting Reading's employment centre, leisure, retail, transport hubs and various other amenities within Reading.
- 5.4 Similarly, Reading benefits from a number of local cycle routes which connect through central Reading in the vicinity of the application site. These routes comprise a mixture of on-road, off-road and quiet routes linking the centre of Reading to the university campuses, Whitley, Tilehurst and Royal Berkshire Hospital to name a few (below and Appendix 4).
- 5.5 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.
- 5.6 Reading station is located approximately 350 metres to the north of the application 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.

Travel Plan

- 5.7 A robust Travel Plan is produced which in high-level terms sets out the overall outcomes, targets and indicators for the hotel.
- 5.8 Further, Travel Plan statements have also been produced for the retail and residential elements due to the varied uses, and ownerships, of the retail units, small quantum and GFA.

Construction Traffic Management Plan

- 5.9 A CTMP will be produced in satisfaction of any planning conditions imposed and pre-commencement (Ref: 13).

RESIDUAL IMPACT

- 5.10 Taking into account all the factors assessed in this report, a final analysis of the impacts resulting from the development proposals has been carried out and is summarised below:

- Junction / Link Capacity No material Impact;
- Driver Delay No material Impact;
- Environmental Impact No Impact (Ref: 10);
- Road Safety No Impact;
- Public Rights of Way No Impact; and
- Overall No Impact.

- 5.11 It is therefore considered that the development proposals will have no impact on the highway network in terms of its safety and capacity.

Chapter 6

- Summary & Conclusions



- 6.1 This Analysis assessed the impact of the proposed development on the highway network and concluded that:
- Appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;
 - Safe and suitable access to the site can be achieved for all users;
 - The highway network in the area can accommodate the anticipated trip generation; and
 - The highway remains unobstructed for the safe passage of all users of the highway and that any development does not have an adverse impact on the safety of all users of the highway.
- 6.2 The Analysis described the development proposals and surrounding existing facilities such as local services, pedestrian routes, public transport services and cycleways. These sections demonstrate that the development proposal complies with the local and national guidelines and policies.
- 6.3 Additionally, the Analysis tests the impact of the development on the highway network to establish the extent of any significant highway impacts and evaluates compliance with the NPPF transport planning ‘test’ which prevents refusal on transport grounds unless the impacts of development are ‘severe’.
- 6.4 Taking into consideration the recent consent, the detailed analysis concluded that:
- The development proposals will result in a betterment to the highway network in that the proposed development’s Person Trips will be substantially lower than those recently consented;
 - No mitigation proposals are required; and
 - Taking into consideration the existing (and consented) site uses, the development does not result in an unacceptable impact on highway safety or a residual cumulative impact on the road network that is severe and thus should not be refused on transport grounds, as set out in paragraph 109 of the Revised NPPF
- 6.5 It is concluded that the proposed development meets all safety and Planning Policy requirements and will have no material impact onto the highway network and as such, there are no transport / highways reasons for refusal of planning permission.



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