

READING INTERNATIONAL BUSINESS PARK DELIVERY & SERVICING PLAN

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VELOCITY
Transport Planning

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1 INTRODUCTION

1.1 INTRODUCTION

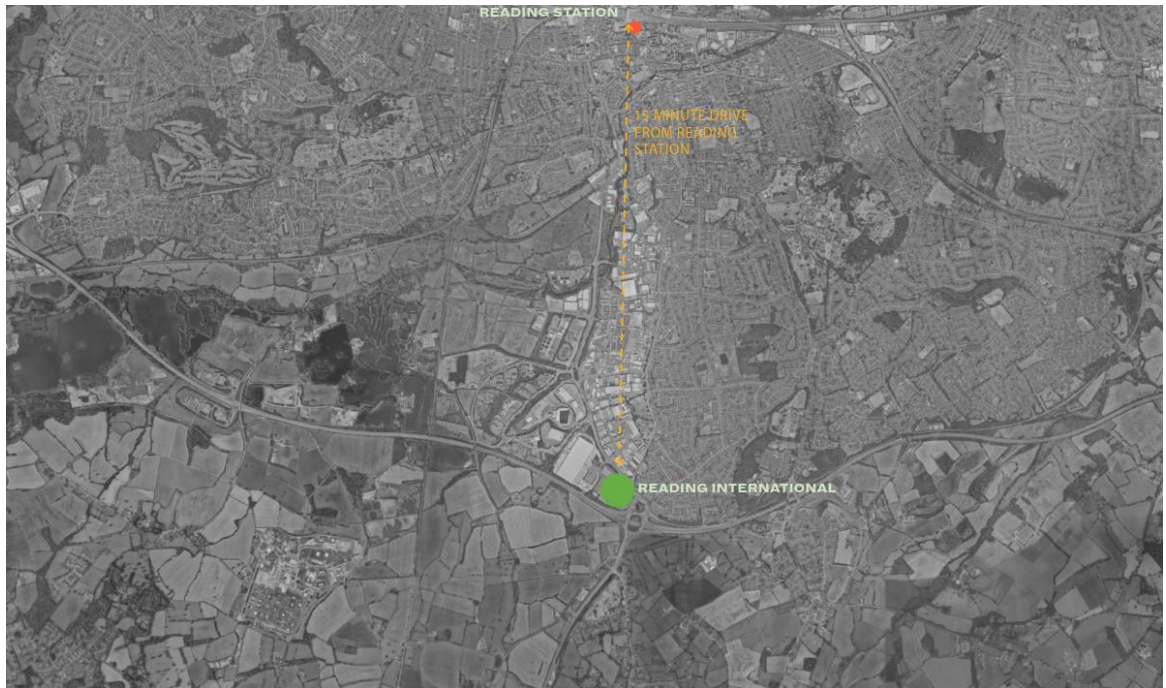
- 1.1.1 This draft Delivery & Servicing Plan (DSP) has been prepared by Velocity Transport Planning to set out delivery and servicing arrangements associated with redevelopment proposals at Reading International Business Park, located within the Borough of Reading.

1.2 SITE DESCRIPTION

- 1.2.1 RIBP is located at Junction 11 of the M4, providing excellent connectivity to the national motorway network, and central Reading. It comprises a large single office building extending to circa 380,000sqft (35,000sqm) of commercial and ancillary floorspace within 6 connected blocks along with a number of ancillary freestanding buildings in the same grounds.
- 1.2.2 The office floorspace was originally designed to operate as either a single headquarters, or a multi-let office campus. Although the building was originally the headquarters for Worldcome (who became Verizon), over the years they have reduced their occupancy such that the building is now home to a number of different companies.
- 1.2.3 Despite the site's very prominent gateway location, vacancy rates have increased and currently stand at around 170,000sqft (16,000sqm). This is due to a number of factors, but primarily due to the office space having not been modernised so that it is no longer categorised as 'Category A'. It also lacks good quality amenity provision. As a consequence, RIBP finds it difficult to compete with the higher quality office accommodation elsewhere in Reading and in particular at nearby Green Park.
- 1.2.4 The office floorspace is supported by a number of ancillary uses in the main building including food and beverage outlets on the ground floor and a private gym facility located at basement level.
- 1.2.5 There are also three additional standalone buildings within the red line boundary. 'The Dot', which acts as the main workplace cafeteria for office workers, the Grade II listed 'Little Lea Farmhouse' (the Farmhouse) which has been used for various uses but most recently for informal storage by Verizon, and the Busy Bees creche which is located to the rear of the site and operates separately from the rest of the property.
- 1.2.6 It is understood that the lawful use of the entire site is Class E (as of 1st September 2020, subject to the outcome of the recent legal challenge to the changes to the Use Classes Order, and B1 before this date).
- 1.2.7 The Business Park is accessed from the A33, which runs from the southeast to the northwest of the site as shown in **Figure 1–1**. The Business Park is within Reading Borough Council's (RBC's) administrative area.



Figure 1–1: Site Location and Local Context



1.3 PROPOSED RECONFIGURATION

- 1.3.1 The Applicant is in the process of acquiring the Site and plans to fund significant improvement works next year to the tune of some £25m, with the intention of creating an exemplary commercial offering in terms of occupier satisfaction, sustainability and wellness.
- 1.3.2 In this context, the COVID-19 pandemic has accelerated the growing shift towards employee health and wellness and the proposed works seek to ensure that the commercial floorspace, and the ancillary uses provided, are of the highest quality and suitable for the post COVID working environment. The applicant has recently been in conversation with the International WELL Building Institute regarding 'Well' Certification and the measures that could be introduced to achieve this accreditation.
- 1.3.3 There are a number of alterations proposed to the building as explained in The Design and Access Statement (DAS) provided in support of planning application. The DAS provides an overview of the design and rationale behind the proposed changes to the buildings, however, for ease of reference planning permission is being sought for the following:
- Changes to the external façade;
 - New entrance and lobby area to provide a more prominent and welcoming reception area to create a greater sense of arrival;
 - New expanded gym facility adjacent to an improved, covered and secure cycle parking area including electric cycle charging points, lockers, changing facilities and showers;
 - A comprehensive hard and soft landscaping scheme which seeks to improve the amenity of the site for formal and informal use by employees;
 - Re-purposing of The Dot to provide both office space and a multi-function space for use by all tenants along with changes to its external appearance;
 - Bringing back the Farmhouse into beneficial use including minor alterations for which Listed Building Consent is being sought;
 - Revisions to the parking layout to facilitate the various alterations and accommodate displaced parking, including an amended bus layby, improved servicing and consolidated waste management and collection arrangements;
- 1.3.4 As part of the site wide enhancements for which planning permission is not required it is also intended to:
- Improve the overall sustainability of the site, secure a reduction in energy loss, introduce heat pump technology, provide electric vehicle charging points and seek both WELL accreditation and a BREEAM Excellent rating.
 - Introduce a package of improvements to greatly enhance sustainable transport/accessibility to site and promote travel by non-car modes (including by way of a consolidated cycle parking facility, increased cycle parking provision including folding bikes/enlarged cycles/EV cycles, EV charging, car share bays, dedicated travel plan network, future proofed cycle docking station to promote access to the town centre/Green Park station, funding commitments to the Greenwave Bus, bus stop improvements, and provision of better travel information);
- 1.3.5 **Appendix A** shows the existing ground and basement floor arrangement plans and **Appendix B** shows the Proposed reconfigured ground and basement floor plans.



1.3.6 The intention is to commence works during the early part of 2021.

1.3.7 In summary, **Application 1** seeks permission for the following:

- Upgrade of existing office building comprising the construction of a new entrance, reconfiguration of the car parking and basement level employee ancillary facilities (provision of new gym and end of journey facilities) and improvements to the hard and soft landscaping (including provision of meeting pods), consolidated waste management area, external alterations to 'The Dot' and internal works to the Listed Little Lea Cottage and the recolouring of the existing terracotta tiles under Permitted Development Rights"

1.3.8 **Application 2**, promotes further refinements to the parking layout and

- A Decked Car Park to the rear of the site and associated amendments to the parking layout at grade.

1.3.9 This document should be read in conjunction with the Transport Technical Note, Travel Plan and Waste Management Strategy also submitted in support of planning.

1.4 SCOPE OF PLAN

1.4.1 This DSP has been prepared to outline the principles associated with servicing of Reading International Business Park and establish management measures that will be implemented in order to ensure that the activity associated with deliveries, servicing and refuse collection upon completion of the refurbishment works does not adversely impact upon the operation of the local highway network or inconvenience of occupants or neighbouring businesses.

1.4.2 The DSP aims to ensure that servicing can be carried out sustainably and efficiently. The aspiration is to achieve wider benefits for the local highway network, including contributing towards a reduction in congestion and environmental impacts and improved road safety conditions.

1.5 DOCUMENT STRUCTURE

1.5.1 The remainder of this Travel Plan is structured as follows:

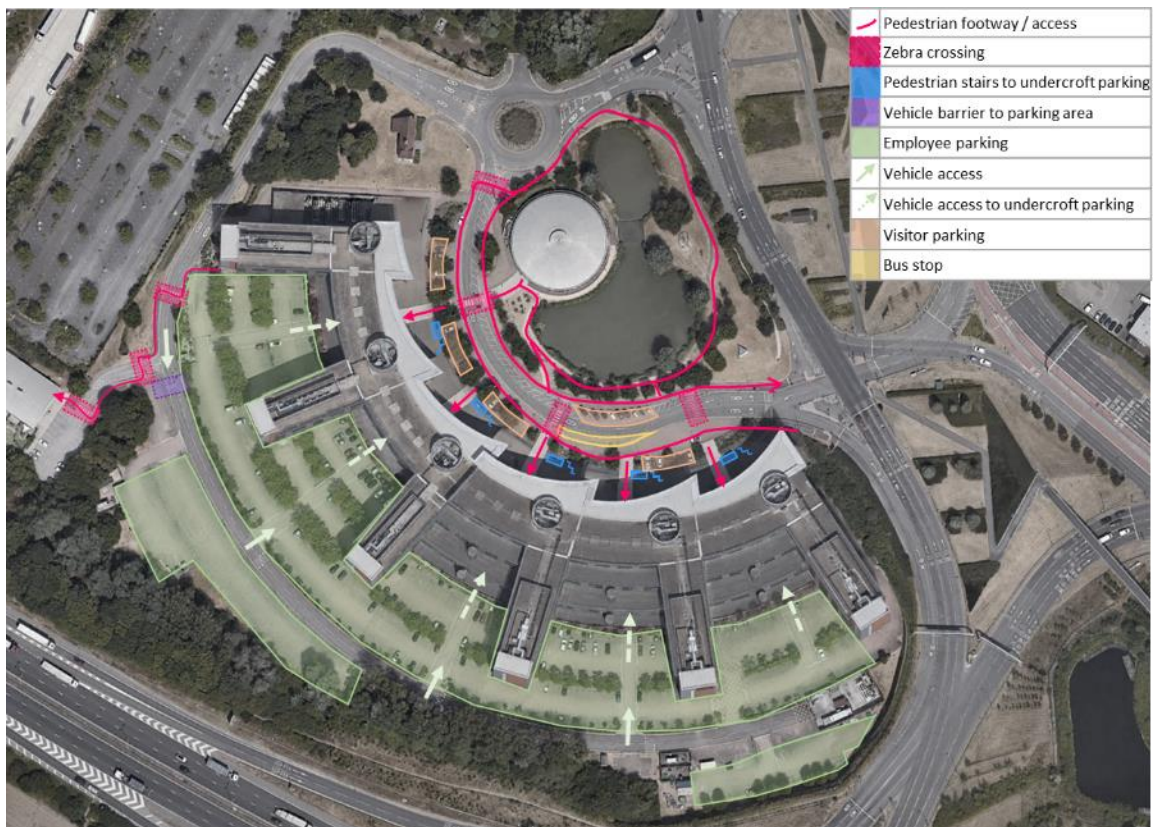
- Section 2 - Existing Site
- Section 3 - Proposed Reconfiguration
- Section 4 - Planning Policy
- Section 5 - Aims and Objectives
- Section 6 - Servicing Management and Measures
- Section 7 - Conclusion



2 EXISTING SITE

- 2.1.1 The main building of Reading International Business Park provides 27,900m² of floor space over six floors split into six 'spurs'.
- 2.1.2 The day to day management of facilities is operated by JLL. The layout of the business park, including parking areas, bus stop location, and footways and zebra crossing locations is displayed at **Figure 2–1** below.
- 2.1.3 Some businesses operate 24/7 from the building, and while all businesses have 24/7 access, being a typical B1 land use class, most businesses operate a more typical 09:00 - 17:30 arrangement. The food court (DOT) is open 07:00 - 15:00 and the gym is open 07:00 - 19:00.

Figure 2–1: Reading International Business Park - existing access and layout



2.2 EXISTING ACCESS

VEHICLE ACCESS

- 2.2.1 Vehicles can access Reading International Business Park via the A33, which runs from Reading in the north to Basingstoke in the southwest. The A33 connects to Highways England's Strategic Road Network motorway system by Junction 11 of the M4, which lies around 300m to the southeast of the site and provides access to London and Wales.
- 2.2.2 Access to the site from both carriageways of the A33 is shown in **Figure 2–2** and **Figure 2–3**.



Figure 2–2: Access to RIBP from northbound carriageway of the A33



Figure 2–3: Access to RIBP from southbound carriageway of the A33



PARKING

- 2.2.3 Car parking within RIBP is currently managed by the business park and is allocated to each tenant based on employee numbers. At present, the car park is operating at 78% capacity, based on a site audit completed pre-covid. In addition to these parking bays, there are also 15 spaces allocated for visitors and 8 disabled spaces.
- 2.2.4 Parking is currently regulated by automatic barriers controlled by swipe cards issued by RIBP.
- 2.2.5 Due to the availability of parking spaces within RIBP, if tenants exceed their parking allowance employees are currently permitted to park in the other unoccupied areas.



- 2.2.6 Parking spaces are also available at the Mere oak Park & Ride site, to the south of RIBP. Using the Greenwave buses (60, 6a, 6m) RIBP can be accessed by a 6-minute bus ride from the Park & Ride site. It is unlikely that any RIBP employees currently park at Mere oak due to the large volume of parking that is currently available onsite.

Figure 2–4: Existing secure and sheltered cycle parking within car park undercroft area



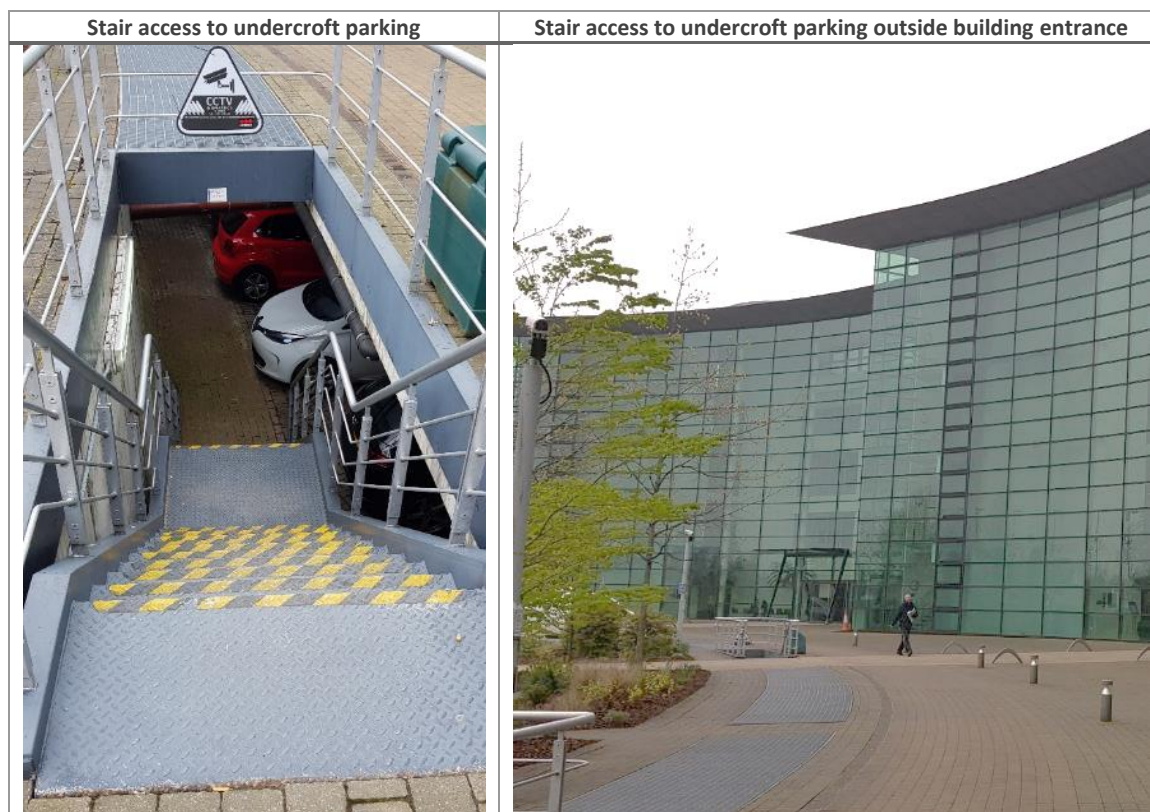
- 2.2.7 Short term / visitor cycle parking is also provided within the undercroft parking area with direct access up to the front entrance to the building by stairs. No visitor cycle parking is currently provided outside the building entrance which is an immediate deterrent to encouraging cycling for visitors.
- 2.2.8 Areas for motorcycle parking are also provided in front of the cycle parking cages, within the undercroft parking area.

Figure 2–5: Area reserved for motorcycle parking within car park undercroft area



- 2.2.9 Access to the undercroft parking area is via 5 sets of stairs that are located at the front of the building. An example of these stairs is shown in **Figure 2–6** below.

Figure 2–6: Stairs to undercroft parking



2.3 CAR PARK ENTRANCE BARRIER

- 2.3.1 The RIBP staff parking area and loading bay at the back of the site is controlled by an access barrier, just past the nursery junction.
- 2.3.2 There have been several reported incidents historically where delivery vehicles for the neighbouring Tesco distribution centre have taken an incorrect left turn and entered the RIBP access road in advance of the correct turning for Tesco. When they encounter the access barrier to RIBP and cannot proceed any further and forced to turn around at the nursery junction.
- 2.3.3 This junction is not designed to accommodate large vehicles turning and as such they often hit the street furniture, knocking over signs, bollards, and the pedestrian crossing Belisha beacon poles. The photo at **Figure 2–7** shows the damage caused to the beacon poles from being hit by a Tesco lorry in 2019.
- 2.3.4 An entrance spur to Tesco used to exist from the roundabout that provides access to RIBP (see photo below) and as such it is understood that drivers sometimes get directed to this roundabout by their GPS. While there is a sign on the fence to direct wayward drivers, and a small 'No HGV Access' sign at the entrance to RIBP these are often missed by lorry drivers.



Figure 2-7: Damaged street furniture caused by manoeuvring lorries



Figure 2-8: RIBP roundabout, old Tesco entrance closed



Figure 2–9: Small signage directing Tesco lorries



2.4 CURRENT SERVICING ARRANGEMENTS

2.4.1 This section sets out the current approach to servicing and deliveries on the site.

2.4.2 Delivery and servicing activities primarily take place from one of 6 Spurs (Spur B) at the rear of the site, with some deliveries taking place at Spur E associated with Verizon, and occasional deliveries to the reception or the Dot by parking in front of visitor spaces at the front of the building.

2.4.3 A number of vehicle types currently access the site for delivery and servicing, including:

2.4.4 Light Goods Vehicles for:

- Short-duration deliveries associated with the office land use
- Long-duration maintenance (e.g. repairs)

2.4.5 Heavy Goods Vehicles for:

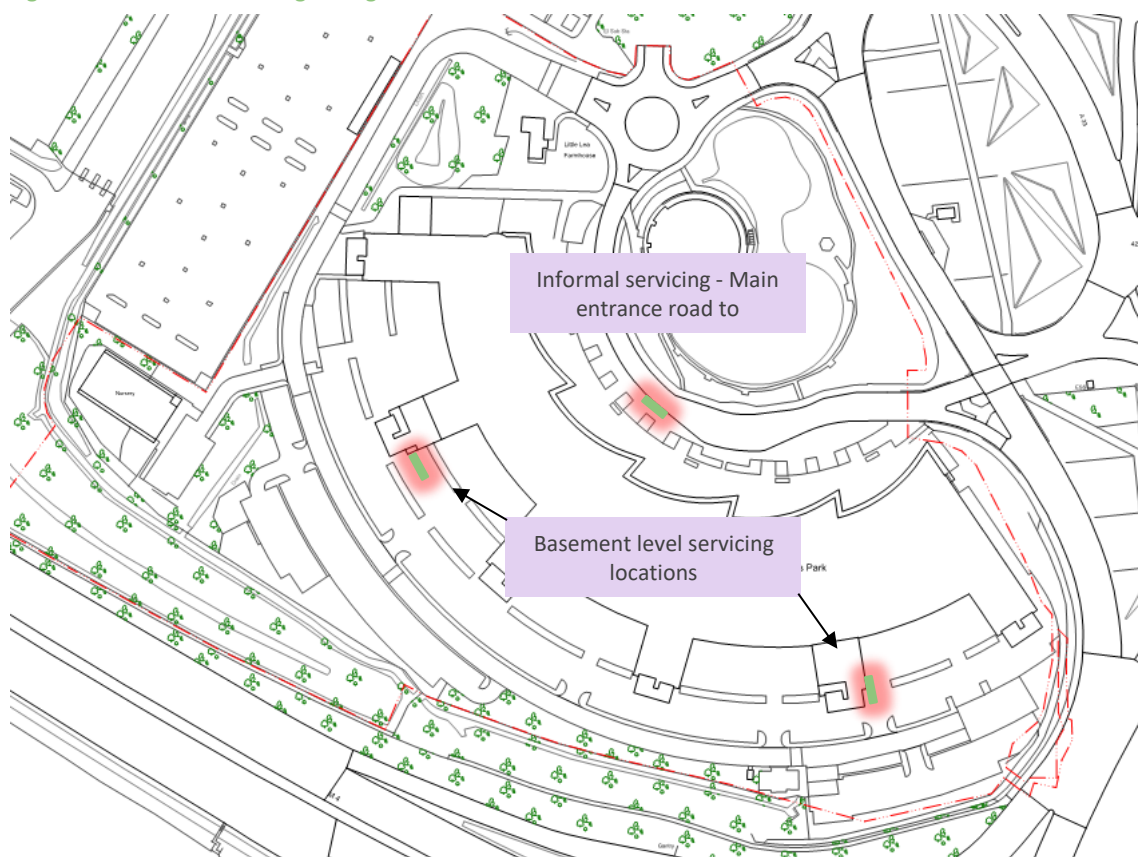
- Larger deliveries to the offices or café (e.g. furniture)
- Long-duration move-in/move-out activities
- Waste/refuse collection vehicles that require access to both the Dot bin store and to the rear of RIBP where various waste collection bins are located (see accompanying Waste Management Strategy document for further details)

2.4.6 At present, during delivery and servicing to and from Spur B, 16 car parking spaces are cordoned off to allow space for the vehicle to load or unload (as the building is less than 50% occupied and thus tenants tend not to park in this location).

2.4.7 The existing delivery and servicing provision at the rear of the site is shown in **Figure 2–10**.



Figure 2–10: Current servicing arrangements



2.4.8

Both Spurs B and E have freight lifts to allow goods to be easily distributed from delivery vehicles to individual offices. Spur B is currently manned by a security guard to prevent unauthorised access to the building, however, as the building is less than 50% occupied, most goods are transported to Spur B and as such, there is no personnel manning Spur F at present.



3 PROPOSED RECONFIGURATION

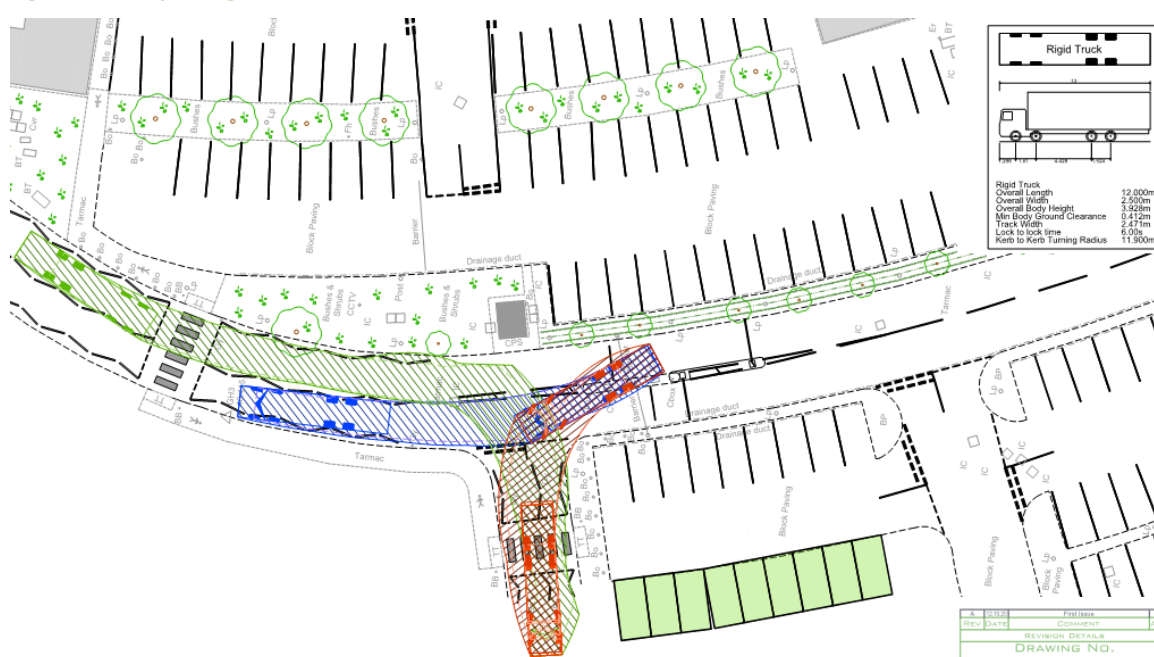
3.1 INTRODUCTION

- 3.1.1 The Proposed Reconfiguration will transform the site to become an aspirational place to work and a 'home away from home' for up to 4,000 staff. The property will not only undergo a physical transformation to create high quality, contemporary office space, but also deliver market leading tenant amenity and soft services whilst ensuring that the building performs to the highest standards possible in terms of sustainability and wellness. The scheme intends to be an exemplar of contemporary refurbishment and repositioning in the business park market.
- 3.1.2 **Appendix A** shows the existing ground and basement floor configuration plans and **Appendix B** shows the Proposed Reconfiguration ground and basement floor configuration plans.

3.2 PROPOSED SERVICING ARRANGEMENTS

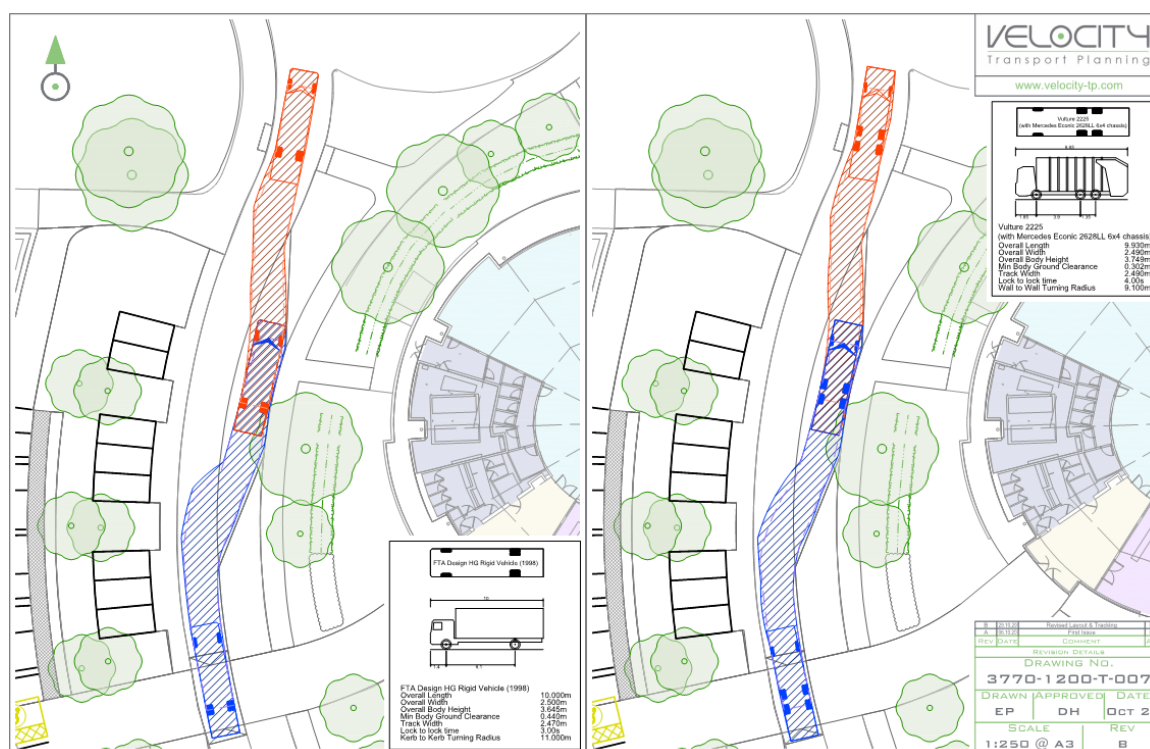
- 3.2.1 As part of the reconfiguration proposals, the existing control gate and intercom will be relocated eastwards approximately 10m in order to facilitate the safer manoeuvring of any lost vehicles who are take an incorrect turn at the end of the RIPB main access road roundabout.
- 3.2.2 The reason for keeping the barriers is to ensure the car park remains secure and in order to prevent unwanted access to the parking and loading areas. **Figure 3–1** shows the proposed location of the access gate (set back approx. 10m from the existing location). This is shown in larger plan for at **Appendix D**. This is supported by vehicle tracking shows that there is sufficient space for a 12m rigid Heavy Goods Vehicle to more comfortably turn around and exit the site after reaching the gate if such vehicles are denied access or have made a wrong turn.

Figure 3–1: Proposed gate relocation



- 3.2.3 The currently signage at the roundabout will also be improved so that it is more obvious to drivers of goods vehicles that Tesco is to the right and that to the left is the access to RIBP only.
- 3.2.4 The future strategy for communicating servicing requirements to the supply chain for loading/unloading will be for all vehicles to report to the rear car park and load and unload at Spur B if delivering to Spurs A, B or C, and to report to Spur F if delivering to Spurs D, E or F. With the best of intentions, there are always some service vehicles that either are not acknowledge the servicing strategy or simply ignore it, and as such park at the front of the site, blocking visitor parking in order to drop goods to the main reception.
- 3.2.5 To help manage these occurrences safely, and avoid servicing vehicles from blocking the access road at the front of the site, a dedicated servicing pull-in bay is proposed as shown in **Figure 3–2** (and in larger plan form at **Appendix C**). This pull-in bay will also operate as the loading and waste collection bay for the DOT building. This servicing bay is strategically position so as to facilitate the safe movement of goods either to the waste collection store (adjacent the bay), or to the reception (via the existing zebra crossing just south of the bay).

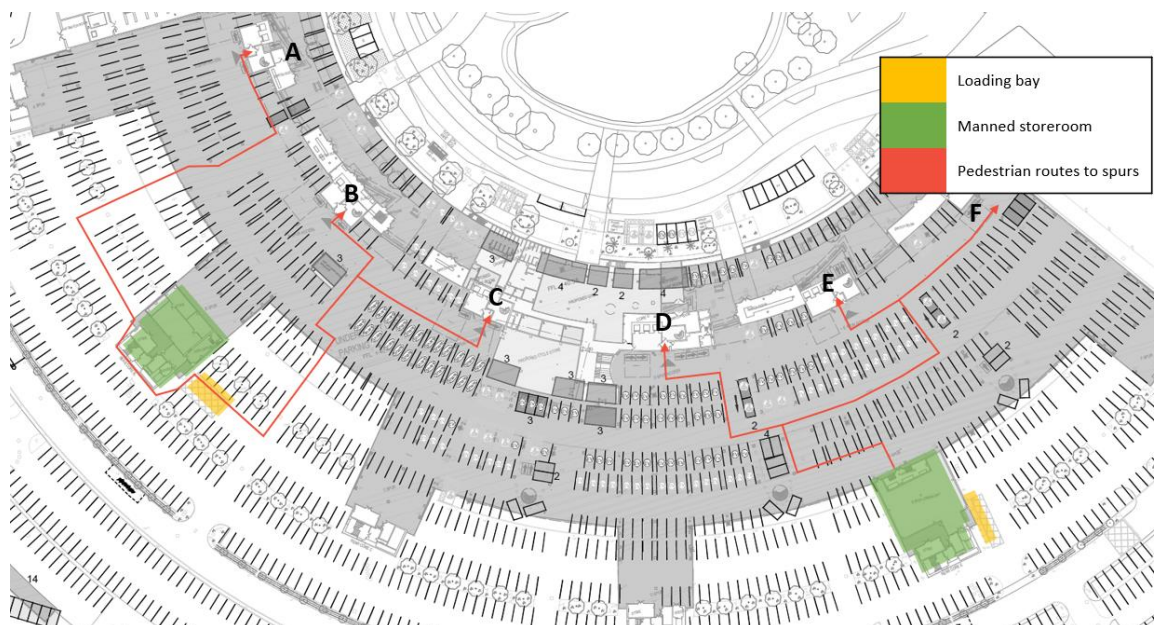
Figure 3–2: Proposed front servicing/loading bay



- 3.2.6 **Figure 3–4** and **Figure 3–5** show the proposed access and egress arrangements respectively. The yellow hatching indicates the proposed location of set-down areas when goods will be loaded/unloaded.
- 3.2.7 The two loading areas and associated storerooms will be manned during typical working hours, to ensure deliveries are carried out safely and effectively.
- 3.2.8 As there may be multiple tenants within each spur of the building, tenants will not be able to access freight goods lifts unless they occupy Spur B or E. As such, tenants will be able to use the passenger lifts at the core of each spur to access the Spur B and E storerooms via basement car park, as shown in **Figure 3–3**.



Figure 3–3 - Loading routes to spurs



3.2.9 In the event of multiple servicing vehicles wishing to access the loading bay, the operator of the rear access gate will ask the second vehicle to wait in the holding bay shown in **Figure 3-4**. If a third vehicle wishes to load or unload, they will be requested to use the alternative servicing Spur loading or holding bay.

Figure 3–4: Proposed access arrangement



Figure 3-5: Proposed egress arrangement



- 3.2.10 The proposed arrangement allows servicing and delivery vehicles to access Spur B whilst preventing parking spaces from being cordoned off as currently takes place. To avoid users of car parking spaces adjacent to the set-down area from being prevented from leaving, deliveries can be timed to avoid the start and end of the typical working day.
- 3.2.11 As shown in **Figure 3-6**, due to height restrictions at the undercroft parking area, deliveries of fresh produce associated with the on-site cafes will be required to take place from Spur B, with cages rolled to the proposed kitchen store and dumbwaiter. This will ensure food products are not stored with non-food products in the main holding area at Spur B.



Figure 3-6: Proposed kitchen store delivery arrangement



4 PLANNING POLICY

4.1 INTRODUCTION

- 4.1.1 Relevant planning policy and guidance has been reviewed to provide context to inform the proposed servicing strategy.
- 4.1.2 National, regional, and local policy support the need for DSPs. Paragraph 35 of the National Planning Policy Guidance (NPPG) notes developments should be located and designed where practical, to accommodate the efficient delivery of goods and supplies; The Traffic Management Act (2004) focuses on optimising traffic operations and traffic flow.

4.2 READING BOROUGH COUNCIL LOCAL PLAN (2019)

- 4.2.1 The Local Plan for Reading is the document that contains the policies for how Reading will develop up to 2036. It identifies the amount of development that will take place, the areas and sites where development is expected to be accommodated, and where it will be restricted, and sets out policies for how planning applications will be decided.
- 4.2.2 Policy TR3 of the Local Plan relates to Access, traffic and highway-related matters, and states that:
- 4.2.3 *“Development will only be permitted where: For non-residential uses, or new dwellings on classified roads, off-street servicing would be provided.”*
- 4.2.4 The servicing strategy for RIBP is compliant with Policy TR3 as all servicing activity will be able to take place off-street.

4.3 READING BOROUGH COUNCIL REVISED PARKING STANDARDS AND DESIGN SPG (2011)

- 4.3.1 Reading Borough Council’s ‘Revised Parking Standards and Design’ Supplementary Planning Guidance (SPG) 2011 gives minimum and maximum standards for cycle, motorcycle, car and disabled parking, in addition to delivery and servicing bays.
- 4.3.2 The Revised Parking Standards and Design SPG specifies maximum standards for loading bays by land use. For a B1 office use, the SPG specifies a maximum of 3 loading bays for developments of 1,500m² and above. Three such loading bays are provided, including a two further loading bays and as such the servicing strategy for RIBP is compliant with the abovementioned document.



5 AIMS AND OBJECTIVES

- 5.1.1 The DSP is intended to outline the principles associated with servicing of Reading International Business Park and establish management measures that will be implemented in order to ensure that the activity associated with deliveries, servicing and refuse collection does not have adverse impacts.
- 5.1.2 The aim of this DSP is to ensure adequate arrangements are made for servicing of the development with strategies that effectively minimise and manage the impacts of servicing.
- 5.1.3 The intended benefits of the DSP are:
- For the building occupiers and supply chain - absolutely transparency and clarity to all existing and future tenants over the intended servicing strategy for the site, improved reliability of deliveries, security of deliveries, management of conflicts between site personnel/tenants and goods vehicles and reduced service operating costs;
 - For local road users including pedestrian and cyclists - reduced safety risks and congestion, and
 - For the environment - reduced CO2 emissions.



6 SERVICING MANAGEMENT AND MEASURES

6.1 INTRODUCTION

- 6.1.1 The DSP has been developed to provide an effective and efficient servicing strategy that minimises the impacts of servicing.

6.2 MINIMISING SERVICING TRIPS

- 6.2.1 Various strategies and facilities will help to reduce the number of deliveries to the development. These measures will help reduce the number of servicing trips per day.

Office

- 6.2.2 The office tenants will be encouraged to use common suppliers. This will enable delivery streams to be consolidated as suppliers can consolidate items at source and make fewer overall deliveries. A set list of outbound courier services would be used so that parcels can be consolidated onto fewer vehicles. The office tenants will be asked to agree to a voluntary code mandating the consolidation of goods in this way as well as to book deliveries outside of peak network times.

- 6.2.3 Employees will be encouraged to make use of local parcel collection and drop-off facilities in order to minimise delivery trips.

Cafés and Wellness Uses

- 6.2.4 The operators of the on-site retail and wellness facilities will be encouraged to consolidate deliveries where possible, including consolidating deliveries across operators. This currently happens on site and will continue with the refurbishment.

- 6.2.5 Facilities will be encouraged to book deliveries outside of peak network hours, with the supply chain made aware that all food deliveries are to be taken to Spur B, before transporting cages to the dumbwaiter.

Gym

- 6.2.6 The Gym currently does not generate many delivery and servicing trips except for equipment deliveries / repair very infrequently and then supplies for the showers etc. The number of trips are not expected to increase with the refurbishment. To further encourage less trips, these deliveries will be coordinated so that they are consolidated with suppliers for the showers and WC's in the rest of the building, such as soap, handtowels etc.

6.3 REVISING MODE

- 6.3.1 Revising the travel mode to more sustainable forms of transport can reduce the impact of servicing through reduced emissions and noise.



- 6.3.2 A number of lorry manufacturers, including Arriva, MAN and Emiss, are developing and trialling electric vehicles. For instance, Royal Mail and electric vehicle manufacturer Arriva are trialling the use of new electric vehicles for mail and parcel distribution. The use of electric vehicles will minimise noise and vehicle emissions and enable overnight deliveries to take place at the development with minimal impact to occupants or local residents.
- 6.3.3 Bicycle deliveries can be made easily to the front reception area, and should cargo bicycles be used to transport deliveries in future (as is starting to take place across major towns and cities), sufficient provision has been made to accommodate enlarged cycles within the basement cycle store.

6.4 WASTE STRATEGY

- 6.4.1 A separate Waste Management Strategy (WMS) has been prepared as part of the detailed planning application. The WMS considers the potential impacts that may arise from waste generated during the operational phase of the Proposed Reconfiguration, with the overall aim of developing a strategy for legislative compliance and good practice in the separation, storage and collection of waste.



7 CONCLUSION

- 7.1.1 This draft Delivery & Servicing Plan (DSP) has been prepared by Velocity Transport Planning to set out delivery and servicing arrangements associated with redevelopment proposals at Reading International Business Park, located within the Borough of Reading.
- 7.1.2 This draft DSP has been developed in consideration of national and local guidance and best practice, to provide an effective and efficient servicing strategy that minimises the impacts of delivery and servicing. The DSP will help to reduce noise and emissions and will minimise servicing activity.
- 7.1.3 Measures within the DSP will:
- Reduce deliveries through procurement choices and supplier agreements;
 - Re-time deliveries to off peak times;
 - Minimise the amount of time delivery vehicles spend loading/unloading on site and all deliveries and servicing activities will be carried out off the street;
 - Encourage the use of cleaner and safer vehicles; and
 - Ensure delivery and servicing movement are planned to optimise efficiency.

