

STATION HILL NORTH

READING

SITE-WIDE FRAMEWORK TRAVEL PLAN
HYBRID PLANNING APPLICATION

DECEMBER 2019

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now part of



Station Hill North, Reading

Site-Wide Framework Travel Plan

On behalf of
SH Reading
Master LLP

Project Ref: 44470/5501 | Rev: 6 | Date: December 2019

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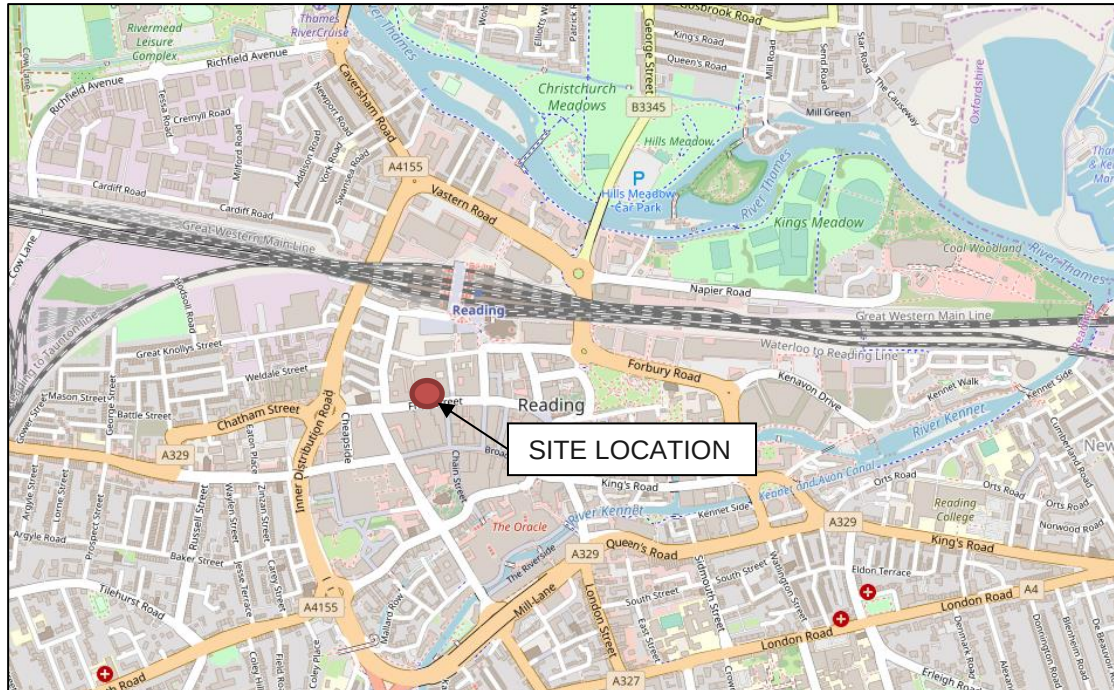
1 Introduction

1.1 Context

- 1.1.1 Peter Brett Associates LLP (PBA) has been commissioned on behalf of SH Reading Master LLP to undertake a Site-Wide Framework Travel Plan (FTP) in support of a hybrid planning application associated to the redevelopment of the Station Hill North site (the Development). The proposed Development forms Phase 2 and Phase 3 of the overall Station Hill, Reading site.
- 1.1.2 The detailed planning application includes Plot G and the surrounding podium and landscaped area and forms Phase 2 of the overall development. Plot G consists of office and retail/leisure uses.
- 1.1.3 The outline planning application seeks approval for a total additional quantum of development made up of residential/hotel/office/retail/leisure/elderly care/assisted living land uses, within maximum and minimum parameters for each use and plot. The planning application includes three illustrative schemes which have different quanta of development and massing, and comprise a range of different land uses to that of the consented and previously assessed Station Hill scheme. The outline application forms Phase 3 of the overall development.
- 1.1.4 For the purpose of the FTP illustrative Option 3 has been utilised as this is the option assessed within the supporting Transport Assessment (TA) as the highest generator of trips. The TA includes a comparison between the three illustrative options proposed and the previously consented Station Hill scheme.
- 1.1.5 The following sets out the total land use quantum for Phase 2 and Phase 3 using illustrative Option 3:
- 250 residential units;
 - 450 room hotel;
 - Office space of up to 81,259 sqm GIA (including Plot G);
 - Retail space of up to 3,492 sqm GIA (including Plot G; and
 - Up to 835 parking spaces.
- 1.1.6 In September 2019 two reserved matters applications were consented for the southern part of the wider Station Hill site known as Station Hill South and containing Plots E and F (Planning References: 190465 and 190466) for 538 residential units and 1,807 sqm of leisure/retail uses with 165 car parking spaces. This southern part of the site forms Phase 1 of the Station Hill development. The Development has been designed to connect to this phase of the development and Reading Town Centre via a new bridge across Garrard Street.
- 1.1.7 The Development has been designed to take advantage of its excellent accessibility characteristics being at the heart of Reading Town Centre and directly adjacent to Reading Railway Station and the surrounding public transport interchanges.
- 1.1.8 This document provides a framework from which the guiding principles relating to travel planning can be established for future individual Travel Plans associated with the different land uses set out above. It also provides a comprehensive audit of the exiting accessibility to the site by walking, cycling and public transport and provides details of the emerging infrastructure within central Reading.
- 1.1.9 Given the location of the site in Central Reading, adjacent to the town's main facilities, services and transport interchanges, the scheme is inherently sustainable in a travel context. It

is, however, recognised that proposed redevelopment should seek to maximise the opportunity to reduce the need to travel, especially by car. The location of the site in relation to the surrounding area is illustrated in **Figure 1.1**.

Figure 1.1: High-Level Site Location Plan



1.2 Report Structure

1.2.1 The content of this FTP has been prepared in accordance with the existing national and local guidance. The remainder of this document is structured as follows:

- **Section 2 – Site Location and Accessibility:** this section outlines the location of the site and the surrounding area, as well as current access arrangements.
- **Section 3 – Development Proposals:** provides a description of the proposed development, including details of public realm improvements and proposed access.
- **Section 4 - Developing the Travel Plan:** this section outlines the policy and background behind the TP.
- **Section 5 – The case for Continuous Improvements:** provides relevant context and wider travel planning principles.
- **Section 6 – Influencing Travel Behaviours:** introduces the concept of the seven stages of change associated with travel planning.
- **Section 7 – Objectives, Targets and Indicators:** outlines the objectives and targets of this TP.
- **Section 8 – Travel Plan Management:** sets out key responsibilities for the management of the Travel Plan.
- **Section 9 – Measures and Action Plan:** summary of the measures that are to support future occupiers of the site.
- **Section 10 – Monitoring and Review:** outlines the survey and monitoring process for each of the units.
- **Section 11 – Summary and Conclusion:** provides a summary of the key points presented in the FTP.

2 Site Location and Accessibility

2.1 Overview

- 2.1.1 This chapter provides an overview of the site location and the surrounding travel opportunities.
- 2.1.2 The site is in Reading town centre next to the train station, making it a key gateway into Reading. The site is bounded by Reading Station and its South West Interchange to the north, Thames Tower to the east, Garrard Street to the south and Greyfriars Road to the west.

2.2 Previous Land Uses

- 2.2.1 The site was previously occupied by the Western Tower offices, Station Hill shopping parade, bingo hall and a bus station.

2.3 Existing Land Uses

- 2.3.1 The remaining operational land use on the site is the Garrard Street Multi Storey Car Park (MSCP) and Xafinity House which is partially occupied.
- 2.3.2 Vehicular access and egress to the car park is via Garrard Street at three separate points. Xafinity House is accessed from Garrard Street. **Figure 2.1** illustrates the location for the site.

Figure 2.1: Site Location Plan

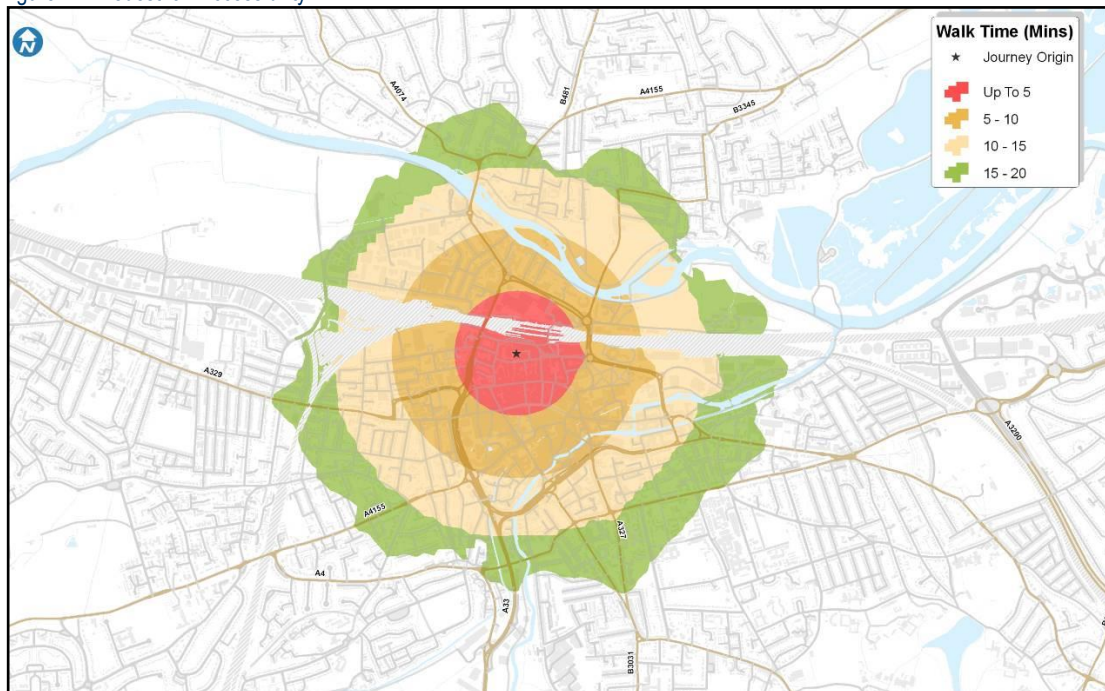


2.4 Accessibility

Pedestrian Access

- 2.4.1 The site is situated in Reading town centre and is ideally located to encourage walking from a relatively large population catchment for office, retail and leisure activities as well as good access to town centre jobs, retail and leisure activities for residents is shown in **Figure 2.2**: the majority of Reading town centre and Caversham is located within a 20-minute walk from the Site as well as a number of public transport interchanges within a 5-minute walk of the site.

Figure 2.2: Pedestrian Accessibility



Cycle Access

- 2.4.2 There are several on-road cycle routes in the vicinity of the site. These include routes along Garrard Street, Station Hill and Blagrove Street which connect to Reading's wider cycle network. The development proposals include enhancements to these facilities.
- 2.4.3 These roads are designated as on-road cycle routes within RBC's network of local cycle routes, an extract of which is included below in **Figure 2.3**.

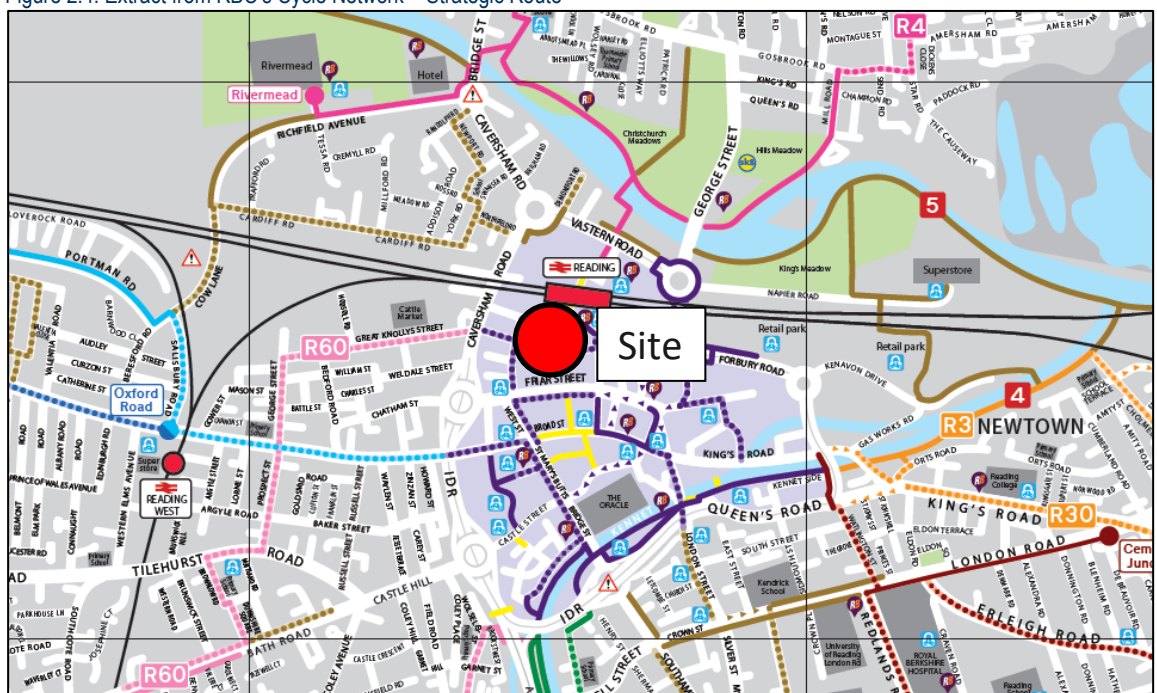
Figure 2.3: Extract from RBC's Cycle Network – Local Routes



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

- 2.4.4 Beyond the immediate centre of Reading, some dedicated cycle routes are present on the main routes into Reading, including along Oxford Road and Portman Road to the west; A33 to the south; and routes through Caversham and across Caversham Bridge and Christchurch Bridge to the north. An extract from RBC's cycle network plan is included in **Figure 2.4** below.

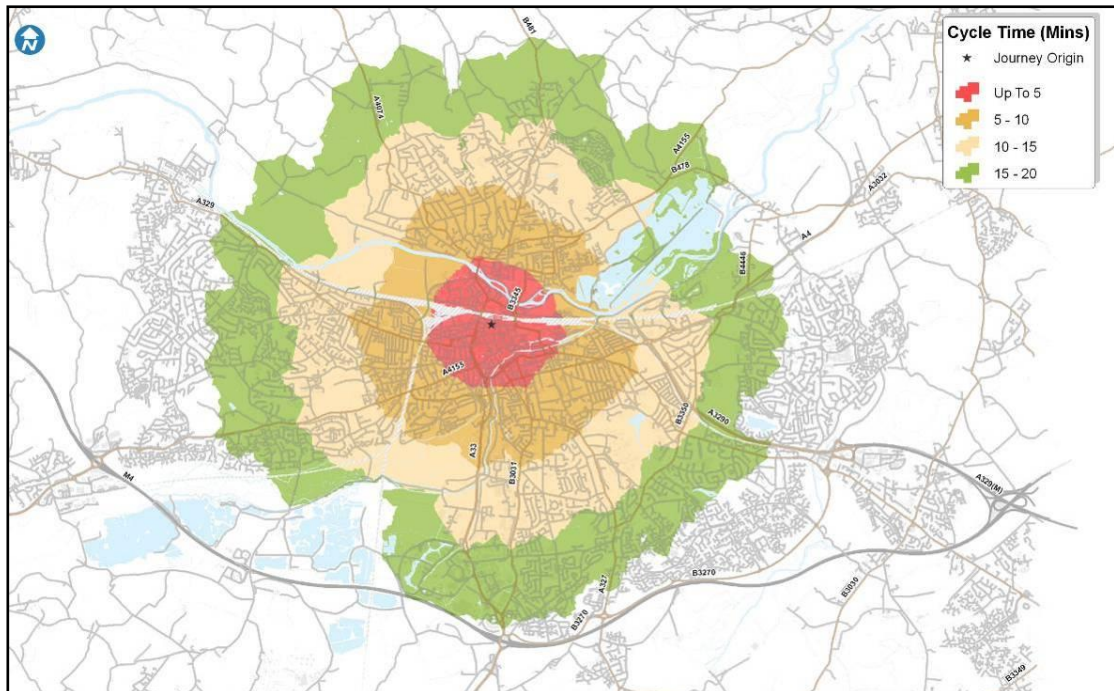
Figure 2.4: Extract from RBC's Cycle Network – Strategic Route



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

- 2.4.5 **Figure 2.5** shows that the majority of Reading Borough is within a 20-minute cycle of the site, assuming a cycle speed of 16 kph.

Figure 2.5: Cycle Accessibility



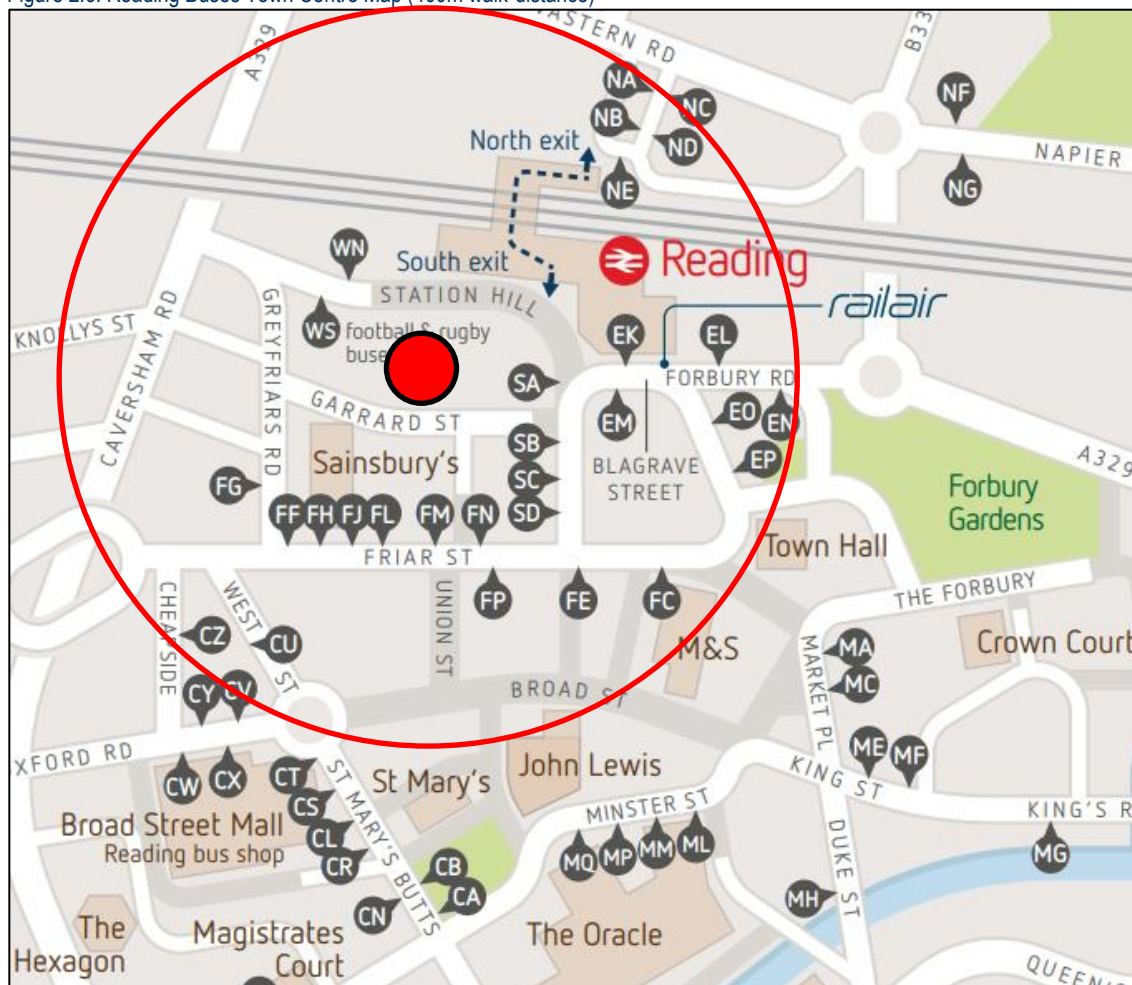
Bus Access

2.4.6 The Station Hill development is located within a short walking distance of numerous strategic bus routes which connect the town centre with destinations across Reading Borough and beyond, including:

- Bus routes along Friar Street and Station Road towards Caversham, Emmer Green, Calcot, Purley-on-Thames, Woodley, Winnersh, Wokingham, the Madejski Stadium and Mere oak Park & Ride;
- Bus routes which operate along the A33 corridor between Green Park, Madejski Park & Ride and Reading International Business Park from the interchange area adjacent to Reading Station;
- Stewarts Coaches operate frequent services between the town centre and Thames Valley Business Park;
- The 'Rail-Air' Link located outside Reading Station operates a frequent service to and from Heathrow Airport.

2.4.7 **Figure 2.6** below has been extracted from Reading Buses Town Centre Bus Stop Map and illustrates how well connected the Development is to the town centre bus stops providing access to all bus services serving Reading.

Figure 2.6: Reading Buses Town Centre Map (400m walk-distance)



Source: <https://www.reading-buses.co.uk/services>

- 2.4.8 The bus routes that stop in the vicinity of the site and their corresponding frequency (services per hour) is provided in **Table 2.1**.

Table 2.1: Bus Routes and Frequency

Service	Destinations (to/from)	Weekday	Sat	Sun
Jet black 1	Theale/ Thatcham/ Newbury	2	2	1
Lime 2 2a	Burghfield/ Mortimer	2	2	1
3	Royal Berkshire Hospital (RBH) / Arborfield/ Wokingham	2	2	-
3b	RBH/ Arborfield/ Bracknell	1	1	1
4	Reading/ Winnersh/ Wokingham/ Bracknell	2/4	2/4	1/2
4X	Reading/ Winnersh/Wokingham Road/ Bracknell	2/4	2/4	1/2
5	Northumberland Avenue	7	6	3
6/6a	Whitley Wood/ Tesco depot	6	6	3
7	Riseley/ Hartley Wintney/ Fleet	1	1	4 per day
9	RBH/ University of Reading (UoR)/ Whitley Wood/ Mere oak	1	1	-
10	RBH/ Thames Valley Science Park / Spencers Wood	2	2	1

Service	Destinations (to/from)	Weekday	Sat	Sun
11	Coley Park/ Reading	3	3	2
13/14	Reading College/ Woodley Centre/ Woodley	4	4	2
15/15a	Reading/ Tilehurst/ Calcot	2/4	2/4	2
16	Purely on Thames/ Oxford Road	4	3	2
17	Oxford Road/ Reading/ Wokingham Road	7/8	7/8	6
19a / 19c	RBH/ UoR/ Earley (Silverdale Road)/ Woodley	2	2	-
19b	RBH/ UoR/ Beech Lane/ Lower Earley	1	1	-
21/21a	UoR/ Lower Earley	8	4	3
22	St Andrew's Church/ Caversham	1/2	1	5 per day
23	Caversham Park/ Emmer Green/ Reading	2	2	1
24	Emmer Green/ Caversham Park/ Reading	2	2	1
25	Peppard Road/ Peppard Common	1/2	1	6 per day
26	Southcote/ Calcot (IKEA)	5	5	3
27/29	Caversham/ Reading	1	1	-
33	Tilehurst/ Reading	4	4	2
X39	Wallingford / Oxford	1	1	-
X40	Woodcote / Wallingford / Oxford	1	1	1

Rail Access

- 2.4.9 The site is located opposite Reading Railway Station which is a national transport hub. Reading Railway Station is used by approximately 17 million passengers per year and is the ninth busiest station outside London and second busiest interchange station outside of London. Reading Railway Station underwent a phase of expansion and modernisation between 2009 and 2014, adding five new platforms and improving the station facilities and interchanges.
- 2.4.10 Rail services from Reading Station provide connections to the regional and national rail network, where the following train companies offer services to a range of destinations:
- **First Great Western** operate trains to destinations which include London Paddington, Slough, Basingstoke, Gatwick Airport, Oxford, Hereford, Worcester, Bristol, South Wales and the South West of England;
 - **Cross Country Trains** operate trains to destinations including Bournemouth, Southampton, Guildford, Banbury, Coventry, Birmingham, the North of England and Scotland; and
 - **South West Trains** provides services to Wokingham, Staines, Richmond, Clapham Junction, London Waterloo, Basingstoke, Winchester, Southampton, Portsmouth and Brighton.

Reading Green Park Station

- 2.4.11 Reading Green Park Station, will be a new railway station located south of Reading on the Basingstoke to Reading line. This railway station will improve accessibility to Green Park business park and the surrounding area including Madjeski stadium. It is anticipated that the railway station will be opened in 2021.

Elizabeth Line

- 2.4.12 Reading railway station will form the west end terminus for Elizabeth line (Crossrail) services. When the full route opens in 2021, there will be four trains at peak hours. The route will

provide a direct connection to railway stations and key interchanges in central and east London, including Bond Street, Farringdon and Canary Wharf.

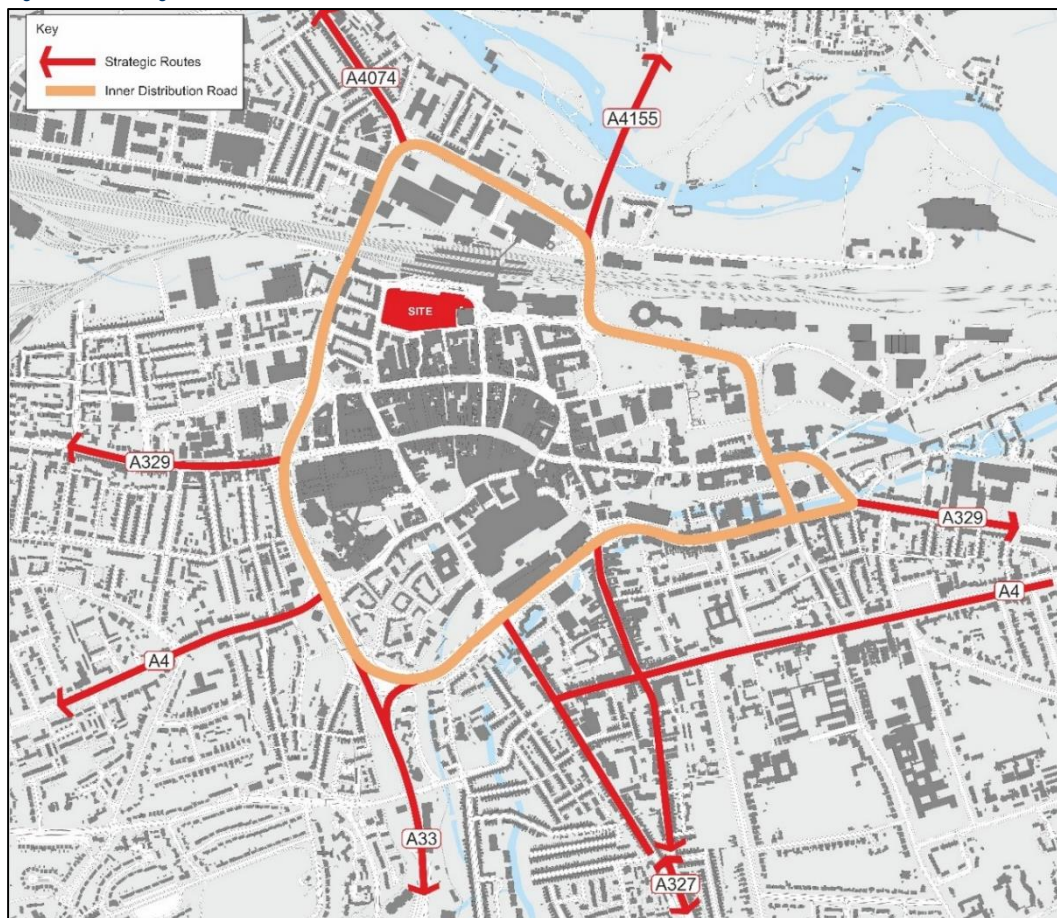
Western Heathrow Link

- 2.4.13 A proposed new rail link could come forward, building a new rail link between the Great Western Main Line and London Heathrow Airport. This development will reduce rail journey times between Reading and Heathrow with faster, more frequent and more reliable train services to Heathrow, with four trains per hour in each direction. This service will call at Slough and will alternate between Twyford and Maidenhead.

Vehicle Access

- 2.4.14 The site is well located in relation to the strategic road network as shown in **Figure 2.7**. Reading's Inner Distribution Road (IDR) which is accessed via Friar Street, Greyfriars Road and Tudor Road, with further radial routes to and from Reading town centre easily accessed from the IDR.
- 2.4.15 The principal vehicle routes to the site are via the IDR. The IDR is for the most part a dual, two lane orbital route which provides the following connections into Reading town centre:
- North: Via Reading and Caversham Bridges;
 - East: Via the A329 Kings Road and the A4 London Road, leading to the A329 (M);
 - South: Via the A33, leading to Junction 11 of the M4;
 - West: Via the A4, the junctions with A4155 Castle Hill and the A329 Chatham Street.
- 2.4.16 Vehicular access to the site is from Garrard Street, which currently provides access and egress to the NCP Car Park and the Xafinity House, servicing and deliveries were made from Greyfriars Road and Garrard Street.

Figure 2.7: Strategic Routes and IDR

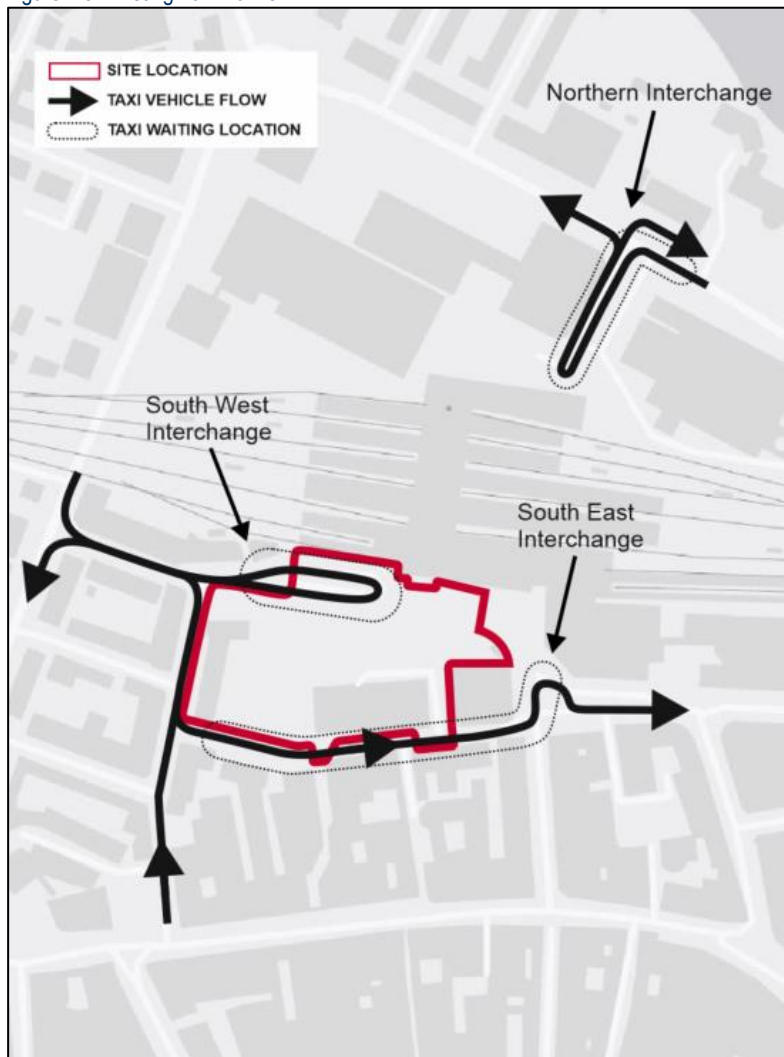


Taxi

2.4.17 The three principles taxi ranks that serve Reading Railway Station are located within close proximity to the Development and are shown on **Figure 2.8** and listed below;

- South West Interchange, Station Hill / Tudor Road – Capacity for 24 taxis;
- Northern Interchange, Bagnall Way / Trooper Potts Way – Capacity for 24 taxis; and
- South East Interchange, Station Road / Blagrove Street with vehicles queuing on Garrard Street – Capacity for 14 taxis.

Figure 2.8: Existing Taxi Ranks



- 2.4.18 Taxis queuing to pick passengers up from the South East Interchange are currently permitted to queue along Garrard Street to the south of the site as part of the temporary taxi queuing arrangement. This temporary arrangement was put into place while the Reading Railway Station improvement works were taking place and has continued to operate. It is acknowledged by RBC that this is a temporary arrangement until the redevelopment of Station Hill proceeds.
- 2.4.19 The construction of the south western and northern taxi ranks as part of the Reading Station Redevelopment works was intended to replace the south eastern taxi rank (served by Garrard Street).
- 2.4.20 Other alternative taxi ranks located across central Reading include:
- Oxford Road (North Side);
 - Bridge Street (East Side);
 - Gun Street North Side;
 - Friar Street South Side;
 - Friar Street North Side; and
 - St Mary's Butts East Side.

3 Development Proposals

3.1 Introduction

- 3.1.1 The section sets out the development proposals in terms of pedestrian, cycle, vehicular access, cycle parking and car parking.
- 3.1.2 The development of Station Hill North involves the following:
- Demolition of Xafinity House and Garrard Street Multi-storey Car Park;
 - Four development plots comprising a mixture of uses including office, residential, elderly care/assisted living, hotel and retail/leisure uses;
 - Connectivity enhancements from the creation of a site wide podium structure and bridge across Garrard Street to facilitate level access from Station Square through Station Hill South to Friar Street;
 - Proposed cycle infrastructure improvements on the surrounding streets to integrate and improve RBC's cycle network and aspirations;
 - Delivery of significant public realm and associated landscaping;
 - Alterations to the South West Interchange to accommodate the improved public realm and an increase in the number of taxi's able to queue within this facility;
 - Accommodation of car parking within the podium structure; and
 - Delivery and servicing facilities.
- 3.1.3 Station Hill North is part of the larger Station Hill development site, which includes the area between Garrard Street and Friar Street, known as Station Hill South. This area is part of a recently consented reserved matters application comprising of residential and retail plots with associated car parking.
- 3.1.4 The following sets out the total land use quantum for the Development using Illustrative Option 3:
- 250 residential units;
 - 450 room hotel;
 - Office space of up to 81,259 sqm GIA (including Plot G);
 - Retail space of up to 3,492 sqm GIA (including Plot G); and
 - Up to 835 parking spaces.

3.2 Public Realm Enhancements

- 3.2.1 The Development proposes significant improvements to public realm and connectivity for Reading and the Development through the provision of a step-free north to south link through the Development and creation of new enhanced landscape areas.
- 3.2.2 The landscape public realm enhancements / areas aim to encourage more active travel and places for social interaction through the delivery of successful space for people to use and dwell. The use of these areas will help contribute towards people's health by supporting an active outdoor lifestyle.
- 3.2.3 The full extent of the development proposals are set out within the Design and Access Statement and Landscape Strategy with a summary of the improvements detailed below:

- Creation of a key high-quality level link through the development connecting the Station to Friars Street which supports the RCAAP aspiration for a strong north-south spine from the River Thames to the town centre; and
- This new route passes through the following landscape enhancements areas being proposed within Phase 2 of the development at:
 - Station Square;
 - Pocket Park; and
 - Station Hill Plaza.

3.2.4 A plan showing the proposed public realm enhancements within Phase 2 is shown below for reference.

Figure 3.1: Phase 2 Illustrative Masterplan



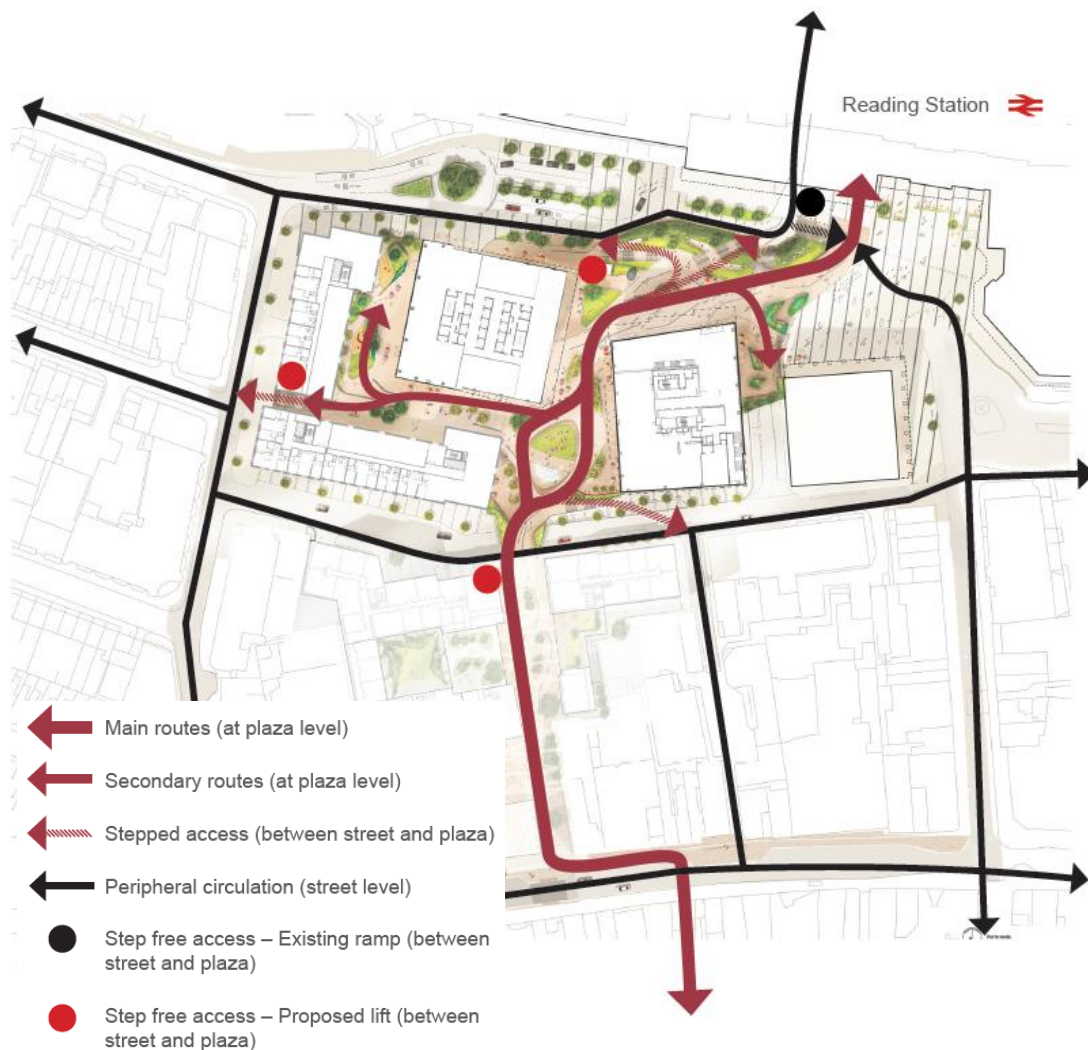
3.2.5 The Development masterplan and landscape strategy have been orientated to invite people through the development and to encourage people to travel through the site. As part of these proposals it is proposed that the existing amphitheatre stairs that link Station Square to the subway and south west interchange are removed and the steps altered. As part of the proposals to alter this area and make the best use of the available space it is proposed to create Pocket Park. Pocket Park is an area where people can sit/play and enjoy the space while also providing key links from the interchange area and subway to the Station and the Development. It proposes an inviting gateway into Reading for people travelling by rail, bus or taxi and a better environment for people walking through the area.

3.2.6 To accommodate a successful space in this area it is proposed to make modifications to the existing interchange area and taxi rank. These alterations are included in **Section 6.4** of the TA.

3.3 Pedestrian Access

- 3.3.1 The site is ideally located within Reading Town Centre with all local amenities within walking distance of the site including the retail core, Railway Station and numerous bus stops. The Development has been designed to take full advantage of this and integrates with the surrounding streets as well as creating a new step-free link to Friar Street. This is created via a bridge across Garrard Street to the consented Station Hill South scheme.
- 3.3.2 Pedestrian movement through the site is set to be improved by the creation of this strong movement spine, connecting Reading Station to Friar Street without a change in grade. All building plots incorporate frontage access from this public realm Plaza level. Additionally, pedestrian access to all plots will also be at street level from Garrard Street, Station Hill and Greyfriars Road with these streets at a lower level than the podium.
- 3.3.3 To accommodate for the level difference at the south west station interchange on Station Hill and Greyfriars Road steps and publicly accessible lifts are to be installed in addition to stairs to ensure the development is fully permeable from all the surrounding streets. Steps up from Garrard Street north side and a lift within Station Hill South have also been accommodated to provide high quality connections from Garrard Street. **Figure 3.2** below illustrates the points of pedestrian access, lifts, steps and publicly accessible routes.

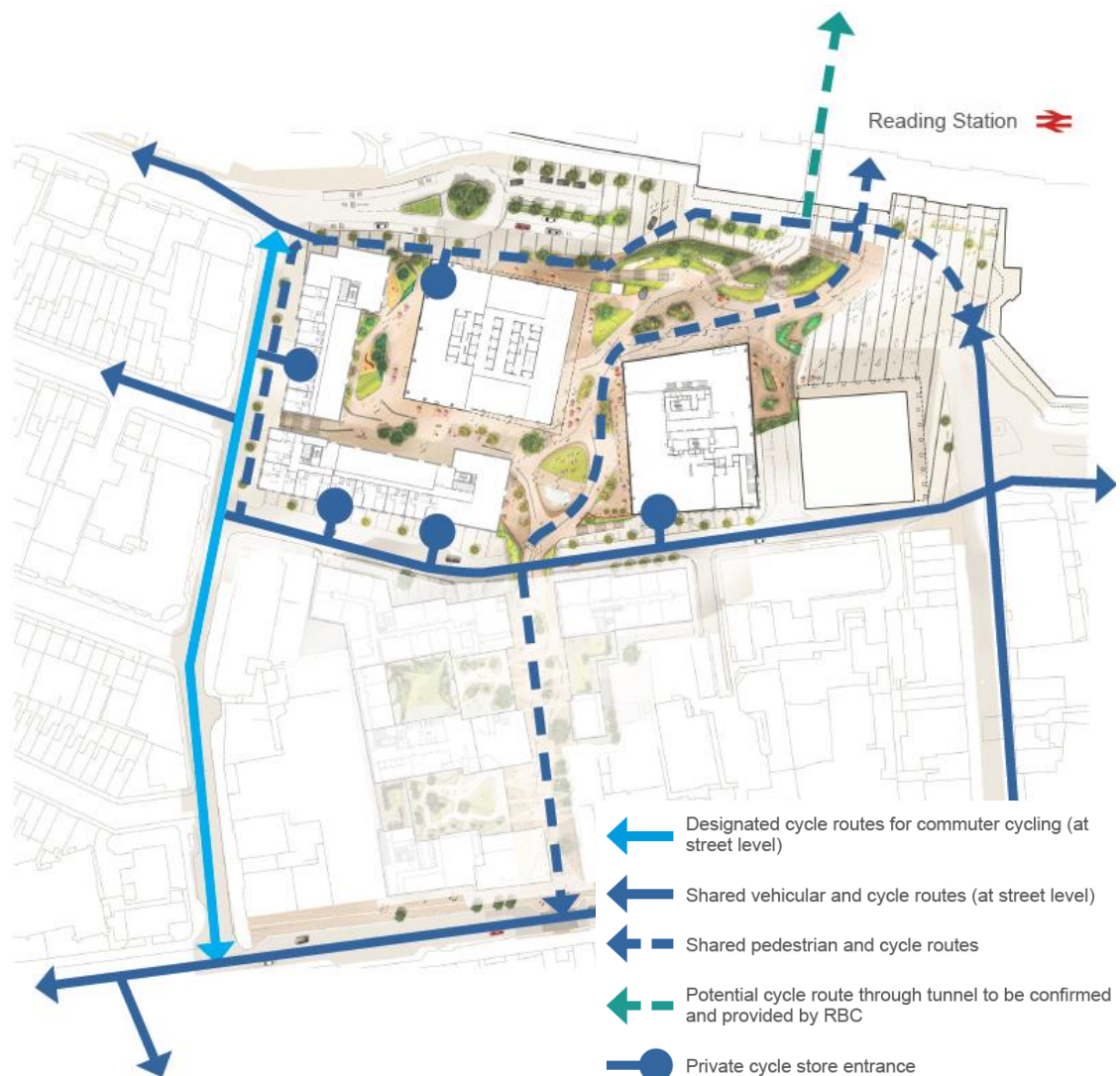
Figure 3.2: Pedestrian Network



3.4 Cycle Access Strategy

- 3.4.1 The site is bounded by Station Hill, Greyfriars Road and Garrard Street which are all part of RBC's designated on-street cycle network. The scheme has therefore been developed to take advantage of this and proposes to provide access to secure cycle parking for employees and residents directly from these streets.
- 3.4.2 Although these routes are already designated as part of the on-street cycle network, the Development has considered the potential to further enhance cycle accessibility to promote access to the Development by bike and enhance the network for existing and new cyclists.
- 3.4.3 During pre-application discussions, RBC officers also expressed their aspiration to enable cyclists to use the Reading Station underpass as a traffic-free route from Station Hill to Vastern Road to help strengthen the north-south cycle connection to the River Thames and Caversham. The Development proposals have therefore considered how this potential north-south link could be connected to by the scheme and how the Development could improve cycle connectivity in general for Reading.
- 3.4.4 With consideration to the above and through further liaison with RBC the masterplan has been developed acknowledging the principles described below:
- Cycle access through the site at podium level will be permitted, with the landscape strategy developed effectively as shared space to promote cautious and considerate cycling through the scheme thereby significantly reducing the risk of collisions with pedestrians;
 - Cyclists encouraged to use designated cycle routes such as Garrard Street, Station Hill, Greyfriars Road and Friar Street;
 - Visitor cycle parking stands will be provided at the entrances to the development within the public realm;
 - Cycle parking for residents and employees will exceed RBC standards and be secure, covered and provided adjacent to the designated cycle routes within plots;
 - Facilities such as showers, lockers and drying rooms will be provided
 - Proposals for the Station Square / Pocket Park will:
 - facilitate RBC's aspiration of allowing cyclists to use the railway underpass;
 - assume shared pedestrian and cycle principles; and
 - provide cyclists using the subway and Station Hill with a new wheeling ramp to facilitate access up the steps to Station Square as an alternative to the existing ramp.
 - Consider how the neighbouring cycle routes could be improved and enhanced for cyclists if necessary. These routes include;
 - Greyfriars Road;
 - Garrard Street; and
 - Station Hill.
- 3.4.5 Based on these principles the Cycle Strategy for the site has been developed and illustrated on **Figure 3.3**. This shows how the Development promotes and strengthens cycle connectivity with a package of measures encouraging and aimed at enabling travel by bicycle. The cycle improvement measures being proposed are discussed below.

Figure 3.3: Cycle Strategy



Proposed Cycle Route Improvement Scheme

3.4.6 Through liaison with RBC consideration was made to how the on-street cycle routes on Garrard Street, Greyfriars Road and Station Hill could potentially be improved for cyclists as part of the development proposals taking into account the complex existing pedestrian, vehicle and cycle access requirements in the area. The proposals include the following enhancements on Station Hill, Greyfriars Road and Garrard Street:

- Shared Footway/Cycleway on Station Hill and Greyfriars Road indicated with embedded shared foot/cycleway markings to support shared nature (adjacent to Plots A, B and C), which will connect through to the subway;
- Coloured Advisory Cycle Lanes along Greyfriars Road on both sides of the road creating a direct north south cycle link between Station Hill and Friar Street;
- On-road Cycle Markings and signage along the length of Garrard Street to highlight to drivers the likely presence of cyclists along this route;

- Raised Crossing across Garrard Street to act as a traffic calming measure to slow drivers when entering and exiting Garrard Street;
 - Tightening of kerb radius at Garrard Street / Greyfriars Road and Tudor Road / Greyfriars Road junctions to act as a traffic calming measure and to assist cyclists position and reduce conflict with vehicles;
 - Creation of on-street car parking on Garrard Street to enable RBC to remove parking on Greyfriars Road if required.
- 3.4.7 The phasing of the cycle enhancements will be delivered in steps along with the proposed development phases and construction programme.
- 3.4.8 It is therefore proposed that the shared pedestrian / cycleway between the subway and Greyfriars Road and cycle markings and signage along Garrard Street be delivered in Phase 2. The remaining enhancements will be delivered for Phase 3.
- 3.4.9 It should be noted that The proposed cycle improvement scheme will be subject to agreement with RBC Highway Authority under a s278 agreement.

Cycle Parking Provision

- 3.4.10 The cycle parking provision for the site proposes to exceed RBC Cycle Parking Standards where feasible. This section details the cycle parking provision for Phase 2 and Phase 3 of the Development based on Illustrative Option 3.
- 3.4.11 As a minimum, RBC standards specify that cycle parking for office use should be provided at 1 space per 200m², and for retail facilities these should be provided at 1 space per 6 staff and an additional space per 300sqm.
- 3.4.12 RBC standards do not set a minimum requirement for office visitor cycle parking. However, we are proposing to provide sufficient capacity for office employees and visitors, with visitors being able to arrange access to the bicycle store when visiting the Development as well as store bicycles externally.
- 3.4.13 The Development proposes showers and lockers for use by cyclists and other active transport users. Whilst the road legality of micro-scooters (or other similar personal mobility vehicles) has not been resolved, they are becoming more popular in town and city centres with commuters. The proposal therefore allows the flexibility for the safe and secure storage of micro-scooters or similar.
- 3.4.14 Residential cycle parking as a minimum will be provided at 0.5 spaces per 1-2 bedroom flat and 1 space per 3+ bedroom flat but it should be acknowledged that this will likely be exceeded. The hotel will provide cycle parking at 1 space per 6 staff members as a minimum.
- 3.4.15 The minimum cycle parking provision for the Development is provided in **Table 3.1** based on illustrative Option 3.

Table 3.1: Proposed Cycle Parking Provision

G		C		A/B/D	Hotel	Public Realm	Total
Office	Retail	Office	Retail				
240*		230	21	125	25	90	731

*Detail Plot G proposal

- 3.4.16 Additional consideration to serve visitors of the office and Development has been made within the public realm to provide parking for 90 bicycles via Sheffield stands in the public realm. This exceeds the minimum requirements detailed above.

Motorcycle Parking

- 3.4.17 Motorcycle parking will be provided in accordance with RBC parking standards, which equates to 2% of the total car parking provision. The proposals seeks up to 835 spaces this would be 17 motorcycle spaces.

Car Parking

- 3.4.18 The development proposes up to a maximum of 835 parking spaces, across the overall site (Phase 2 and Phase 3 combined), which is consistent with the overall maximum of 1000 spaces for the previously consented SH3 scheme. The allocation of spacing based on the following as detailed more fully within TA. The car parking provision is broken down in **Table 3.2**.

Table 3.2: Proposed Total Car Parking Provision

Plot C Office	Plot G Office	Plot A/B Residential	Town Centre Occupiers*	Public Spaces	Total
184	141	75	145	290	835

* Reflects approximate existing use.

Disabled Car Parking

- 3.4.19 Disabled car parking will be provided in accordance with RBC parking standards and will provide 25 disabled car parking bays as a minimum for Phase 2 and Phase 3 of the Development (based on Illustrative Option 3 and up to 835 car parking spaces). These will be located close to the relevant accessible cores by use and plot.

Electric Vehicle Charging

- 3.4.20 It is proposed that 20% active and 20% passive charging facilities will be provided for the car parking spaces provided as part of the Development proposals.
- 3.4.21 The Development will provide up to 167 active and 167 passive car parking facilities based on the maximum 835 spaces sought.

4 Developing the Travel Plan

4.1 Principles

- 4.1.1 The principles of a TP are based on addressing the transport needs of a specific development. A successful TP offers users of the development a choice of travel modes to and from the development site. The TP is a flexible and dynamic document that considers the evolving requirements, and circumstances of the development to which it applies and should be reviewed and updated on a regular basis.
- 4.1.2 To meet the evolving requirements, the TP sets out a structure for the ongoing management of the employment land uses across the site.

4.2 Policy & Best Practice

- 4.2.1 Travel Plans are an integral part of the Government's policy for the creation of sustainable communities at a national, regional and local level. They are key elements of both national transport planning and policies as well as of regional and local policies.

4.3 National Planning Policy

- 4.3.1 National policy has moved towards securing more sustainable outcomes with emphasis on minimising the need to travel, reducing car use and encouraging more sustainable modes of transport. The National Planning Policy Framework (NPPF) was adopted in March 2012 and has since been updated in June 2019. In considering travel in the context of planning applications the following NPPF paragraph is relevant:

Paragraph 29: "The transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel. However, the Government recognises that different policies and measures will be required in different communities and opportunities to maximise sustainable transport solutions will vary from urban to rural areas."

- 4.3.2 This statement emphasises the need to plan for sustainable travel, but also to be pragmatic about the variability of transport options in different communities.

4.4 Local Policy

- 4.4.1 This TP has been written in consideration of the following national, regional and local planning policy and guidance. This includes the following:
- Reading Borough Council Local Plan (adopted November 2019);
 - Reading Borough Council Revised Parking Standards and Design Supplementary Parking Document (Adopted October 2011);
 - Reading Borough Council Third Local Transport Plan, 2011-2026 (adopted April 2011); and

5 Case for Continuous Improvement

5.1 Background

- 5.1.1 Continuous improvement involves making continual small improvements as elements of a process rather than big changes at irregular periods. This requires close monitoring and control. Continuous improvement within a TP is a vital component to ensuring the document continues to be relevant and evolving whilst simultaneously meeting the travel objectives and targets set out in **Chapter 8**.
- 5.1.2 The TP Coordinator will monitor the progress and instruct an independent transport consultant to undertake a survey of the means of travel by all users of the site. This independent survey must be undertaken once the site is occupied and thereafter for the period of two years for a minimum of 6 years.

5.2 Low Carbon Travel

- 5.2.1 Promoting low carbon travel and moving to a low carbon economy presents both huge opportunities, challenges and the ability to reduce emissions, to meet The Climate Change Act (2008). The Climate Change Act included a 2050 target to reduce Greenhouse Gas (GHG) emissions by 80% in 2050 from 1990 levels. This target is broken down into carbon budgets which provide small continuous improvements in reducing carbon emissions within the UK.
- 5.2.2 In addition, Reading Borough Council has declared a climate emergency and set its own target to be carbon neutral by 2030.
- 5.2.3 Transport accounts for around 25% of UK GHG emissions¹ and of this figure it is expected that commuting and business trips generate over a third of car emissions². Low carbon travel is a key component of Reading's Local Transport Plan (2011), a key policy consideration for the site. The delivery and promotion of sustainable, low carbon transport across Reading and the UK has a number of well-established benefits and provides a high value for money investment that meets local and national objectives.

5.3 Health & Well-Being

- 5.3.1 There have been numerous studies which prove that sustainable travel can promote health and stress-reduction, which leads to reducing absenteeism in the workplace. Enabling people to walk or cycle for local and everyday journeys (such as commuting to work) creates a healthier and efficient workforce, which reduces public spending on conditions linked to physical inactivity. Research has shown that the additional uptake of cycling due to the provision of the National Cycle Network saves the economy over £160 million³ each year by reducing levels of obesity.
- 5.3.2 Encouraging sustainable travel can also improve air quality. RBC is monitoring air quality and currently provides the following sustainable travel measures to help achieve improvements to local air quality:
- Cross boundary cycle routes continue the development of national cycle network;
 - Cycle route infrastructure improvements;
 - Reading Buses investment programme;
 - Bikeability cycle training to all schools across Reading and funding a cycle officer.

¹ <https://www.gov.uk/government/policies/transport-emissions>

² DfT (2009) *Low Carbon Transport: A Greener Future* [page 30]

³ Sustrans (2016) <http://www.sustrans.org.uk/policy-evidence/the-impact-of-our-work/tackling-physical-inactivity>

6 Influencing Travel Behaviours

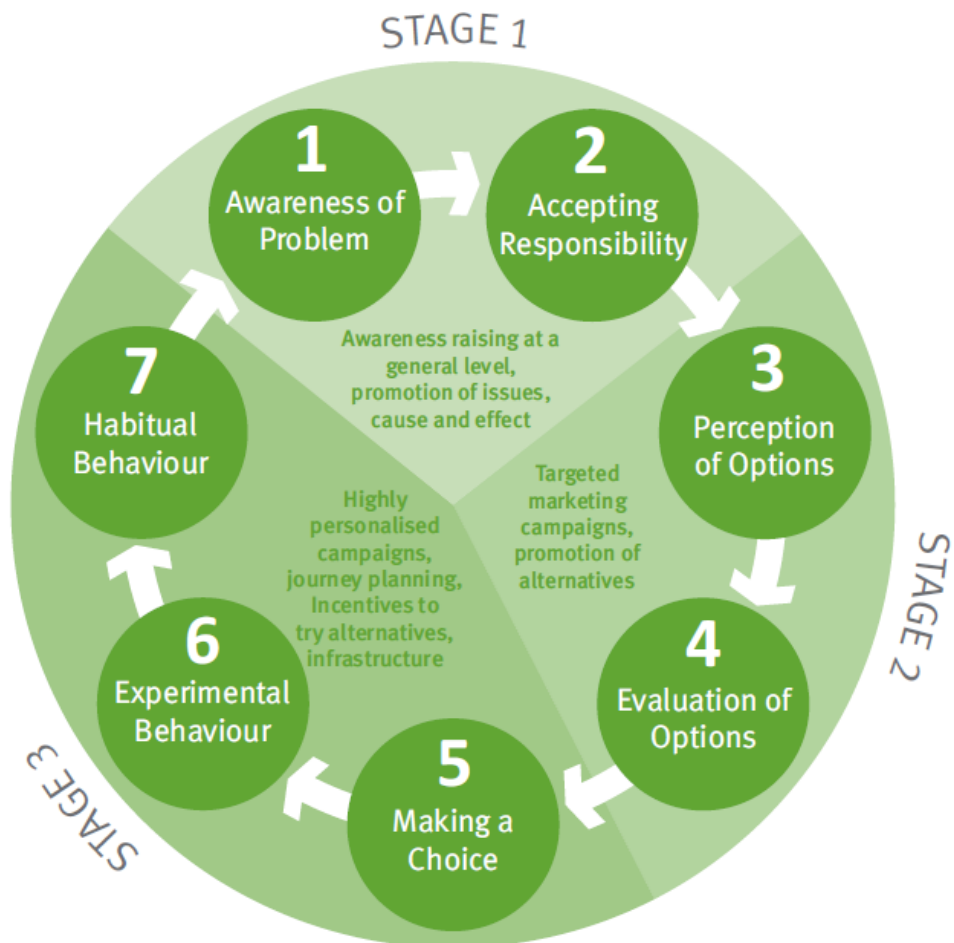
6.1 Introduction

- 6.1.1 Due to the strategic location of the site, users of the site will be influenced by the ease of travel by sustainable modes.

6.2 Seven Stages of Change

- 6.2.1 **Figure 6.1** describes the seven stages of the behaviour change process. It shows that once an employee is aware of a problem, for example; the costs of private car use, they generally go through five thought processes of; accepting responsibility, acknowledging alternatives, evaluating the alternatives, deciding on an alternative and trying an alternative before they actually make a sustained change to a different mode of travel.

Figure 6.1: The Seven Stages of Behavioural Change



- 6.2.2 By understanding this process, we can design measures which best influence an employee, resident or visitor at each of the different stages of decision making. In designing measures that are applicable and effective at changing travel behaviour it is essential that the TP is regularly monitored and reviewed since any habitual behaviour, which has been influenced during the decision making process, can be reversed by external influences such as poor weather conditions.

7 Objectives, Targets and Indicators

7.1 Introduction

- 7.1.1 This chapter states the objectives of this TP, broken down into expected travel characteristics, targets and indicators. These will provide a long-term strategy for the site to promote a large proportion of journeys being by more sustainable means and to support wider Corporate Social Responsibilities (CSR) for the commercial land uses and tenants.

7.2 Objectives

- 7.2.1 The following objectives are identified for the TP;

- Promote travel choice and accessibility to and from the development for all users of the site;
- Encouraging and maximising the quantity of journeys made to and from the site more sustainably via foot, by cycle, public transport and through car sharing, thus reducing the quantity of single occupancy car journeys to and from the site;
- Promoting a healthy and accessible work environment and raising awareness of the many benefits of travelling more sustainably; and
- Act as a guide for the development of future individual Travel Plans based upon the thresholds contained within the RBC Development Framework Core Strategy, adopted 2015.

Employee Travel Characteristics

- 7.2.2 The employee travel characteristics on site cannot be set out at this stage, as the specific occupiers are yet to be confirmed for the development.

7.3 Targets

- 7.3.1 Achievable but stretching mode shift targets are an important element of any travel plan. Travel plan targets should be SMART, that is:

- Specific
- Measurable
- Attainable
- Realistic
- Time-bound

- 7.3.2 At this stage of the process it is not possible to identify the possible travel profiles of future residents, employees and visitors to/from the proposed redevelopment.

- 7.3.3 As discussed previously, the site is highly accessible by public transport and given the restrained car parking provided as part of proposed redevelopment, there is clear evidence the target mode share will meet the aspirations of RBC for a town centre location.

- 7.3.4 An initial baseline travel survey, typically after 50% of each land use is occupied, will be used to determine the baseline mode share. These baseline results will be employed to set long-term targets.
- 7.3.5 Notwithstanding, a preliminary assessment of the likely mode share associated with each land use at the site has been undertaken. The methodology used has been calculated following the agreed methodology used for the SH3 and subsequent Telecom House application.
- 7.3.6 The main principles of the mode share calculations are summarised below:

Office Employee Mode Share

- *“2001 Census data has been analysed for the mode of travel from home to work with the destination (work) being the town centre output area (Ref: OOMCMR000022). The 2001 mode of travel from home to work with the destination (work) data has been used;*
- *The person trips generated by the office has been adjusted by mode, on the basis that the office parking spaces would be fully utilised and the remaining trips would arrive/depart by the other modes in the same relative proportions as census data;*
- *The rail mode share has been increased (broadly doubled) to account for the increased attractiveness of rail use as part of the Reading Station Area Major Upgrade scheme. The mode share for other means have been adjusted accordingly”.*

Retail and Hotel Employee Mode Share

- As office above, but retail and hotel employees do not have allocated car parking and therefore the mode share has been adjusted pro-rata to achieve a 0% car driver mode share. This methodology was previously agreed for retail employees and has been adopted for hotel employees on this basis.

Residential Mode Share

“For the proposed residential dwellings included within the proposal the mode share has been informed from the JTW Census data for the Abbey ward”. It should be noted this has been subsequently adjusted to account for the reduced car parking allocation proposed.

Hotel Guests Mode Share

- The modal share for guests of the hotel has been derived from sites extracted from the industry-standard TRICS database. The TRICS outputs are included within the TA for reference.

- 7.3.7 The preliminary baseline mode share is set out based on the estimated modal split for each land use as calculated within the TA. This is shown in **Table 7.1** below.

Table 7.1: Preliminary Baseline Mode Share

Mode	Office (staff)	Residential (residents)	Retail & Hotel (staff)	Hotel (guests)
Walking & Cycling	20.6%	36.9%	21.9%	39.5%
Public Transport	68.0%	36.5%	77.0%	22.7%
Multi vehicle occupant	1.7%	3.5%	0.1%*	14.8%
Driving a car or van	8.8%	17.0%	0.0%	22.9%
Other	0.8%	6.0%	0.9%	0.0%
Total	100%	100%	100%	100%

* Drop off close to site

- 7.3.8 This preliminary baseline has been set taking into account the location of the site within an area of excellent public transport accessibility and local services. However, the targets should be reviewed and re-set upon completion of the baseline surveys in consultation with RBC.

8 Travel Plan Management

8.1 Introduction

- 8.1.1 This chapter provides a summary of the key responsibilities regarding Travel Plan Management at the site.

8.2 Site-Wide Travel Planning Co-ordinator (SWTPC)

- 8.2.1 The SWTPC will be appointed by the developer to manage the travel planning co-ordination for various land uses and plots across the site prior to the individual Occupier Travel Plan Co-ordinators (OTPC) being appointed.
- 8.2.2 The SWTPC will be responsible for overseeing the implementation of the TP based on this initial document including the promotion of its contents to prospective occupiers. The SWTPC will be responsible for contacting RBC to advise on the progress of the TP. Some of the key responsibilities of the SWTPC are set out below and will be reviewed on a regular basis:
- Undertaking the role of Residential Travel Plan Co-ordinator and producing a Residential Travel Plan for implementation, monitoring and maintaining at the residential development on site;
 - Meet with the individual occupiers to ensure an integrated approach to accessibility across the site;
 - Ensuring that each occupier has appointed an Occupier Travel Plan Co-ordinator (OTPC);
 - Ensuring that OTPCs are introduced to the respective users (staff, residents).
 - Ensuring that each OTPC complies with the travel plan standards and meets specific targets;
 - Analysing the results of the travel surveys and liaising with RBC to discuss the results against the targets set; and
 - Organising Personalised Travel Planning programmes and the preparation of personalised Travel Welcome Packs and a generic Travel Welcome Pack as appropriate.
- 8.2.3 After full occupation of the redevelopment, the SWTPC will liaise with RBC to agree on the day to day responsibilities of the travel plan that will be passed on to the OTPC's.

8.3 Occupier Travel Plan Co-ordinator (OTPC)

- 8.3.1 Prior to the occupation of each building, any occupier will be required to name an OTPC whose details will be provided to RBC within 3 months of occupation of the site. An OTPC will remain in position for as long as the occupier is on the site. It is expected that the role of the OTPC will be a part-time position undertaken by an existing employee within the workplace elements of the site, and by the appointed building manager of the residential management company within the residential element of the site.
- 8.3.2 If an OTPC is not named until after occupation, a representative (such as a senior manager) shall act as the main contact until the OTPC is in place. The representative will be responsible for distributing the Travel Welcome Packs to all employees or tenants prior to/on their first day of occupation.

8.3.3 Some of the key responsibilities of the OTPC's are set out below; these will be reviewed on a regular basis.

- To promote and guide the development of their respective OTP within the FTP;
- To advise occupiers in all matters relating to sustainable travel including providing information on public transport, cycling and walking;
- Obtain and advise on easiest access to current network, timetable and fare information from the SWTPC and ensure this is made readily available to occupiers;
- To encourage those living/working in close proximity to the site to walk or cycle to work;
- To undertake at least biennial employee travel surveys and compare these to the modal split targets identified;
- To liaise with the SWTPC and other OTPCs to share information and ideas
- The OTPCs will ensure that all the necessary systems relating to the OTP, including data collection and recording, as well as the occupier travel database, are established, maintained and regularly updated.
- The OTPC's will review the OTP annually following the travel surveys and the process of monitoring and review will feed into the review of the FTP.

8.4 Funding and Handover

8.4.1 In the short term, the ownership of the FTP lies with the Site Management Company and the developer throughout the construction period and until the point of handover to OTPC's after full occupation. All tasks associated with Travel Plan Management will be funded by the developer until occupation of the site.

9 Measures and Action Plan

9.1.1 In order to meet the objectives, set out in **Section 7** of this FTP, a number of measures will be considered for implementation at the proposed development. These have been included in the Action Plan shown in **Table 9.1**, with indicative timescales and responsibilities. Further Action Plans with bespoke measures for each land use will be included in the separate OTPs.

9.1.2 A summary of the proposed site-wide measures are provided in **Table 9.1**.

Table 9.1: Site Wide Measures

	Measures	Implementation	Responsibility
Management	Appoint SWTPC	Prior to occupation	Developer
	Appoint designated employer OTPC	Upon occupation	Occupier
	Ensure that leases include commitment to achieving objectives of FTP Plan	Prior to occupation	Developer
General	Provide disabled access, including varying levels of disability including visual impairment	Prior to occupation	Developer
	Develop and provide Welcome Packs to residents and staff	Prior to occupation	Developer
	Promote benefits of sustainable travel by means of articles, newsletters, Notice Boards, website	Regularly	TPC and OTPC
Pedestrian and cycling	Provide internal network of footways and cycling signage to facilitate pedestrian and cycle movements across the development (for all user types regardless of mobility or visual impairment)	Prior to occupation	Developer
	Include walking and cycling maps and information on journey times to key destinations on Notice Boards/web pages	Prior to occupation	Developer
	Offer cycle proficiency training in conjunction with RBC	Upon occupation	TPC
	Promote of events (e.g. national walk to work day) and lunchtime/evening walk/cycle activities	Regularly	TPC
	Provide dedicated, secure and convenient cycle storage	Prior to occupation	Developer
	Provide locker and changing facilities for staff	Prior to occupation	Developer
	Promote walk-buddy/ cycle-buddy schemes to share daily journeys to work on foot and cycle	Regularly	TPC and OTPC
Public Transport	Provide staff and residents with up-to-date information, and consider offering discounts to occupiers.	Regularly	TPC and OTPC
	Provide up-to-date public transport timetables and information including links to RBC travel-info website and journey planning websites	Regularly	TPC and OTPC
	Implementation of a controlled car park entry system and Car Park Management Plan	Prior to occupation	Developer

	Measures	Implementation	Responsibility
Parking	Agree site car parking priority for residential and commercial occupiers	Prior to occupation	Developer
	Incentives to car sharers (eg prize draws for a free/subsidised MOT, car wash and valet)	Ongoing	TPC and OTPC
Car Sharing	During staff induction, the occupiers will seek to match as many potential car sharers as possible with other staff who live nearby	Upon occupation	TPC and OTPC
	Introduce a car club vehicle available to residents	Prior to occupation	Developer
	Promote car sharing with links to liftshare.org and regularly updated posters, notice boards, and emails	Regularly	TPC
	Consolidation of Deliveries	Prior to occupation	FM/ DSP Coordinator

10 Monitoring and Review

10.1 Introduction

- 10.1.1 The Good Practice Guidelines state that Travel Plans should be evolving documents that need regular updating. Implementing a Travel Plan involves:

“...a continuous process for improving, monitoring, reviewing and adjusting the measures in the plan to reflect changing circumstances”.

- 10.1.2 This section summarises how this is intended to be delivered for this site-wide TP.

10.2 Monitoring

- 10.2.1 Surveys, monitoring and review of targets for each land use will take place at 50% of full occupation of the residential dwellings or within six months of first occupation, whichever takes place first. The methodology for these surveys will be agreed with RBC prior to the baseline surveys taking place.
- 10.2.2 Upon completion of surveys, separate Occupier Travel Plans will be produced for each land use (on the basis that these have been occupied), with defined targets which will be issued to RBC within one month of completing the baseline survey. Further monitoring surveys will then be conducted in Years 1, 3 and 5 following occupation with monitoring reports issued to RBC.
- 10.2.3 **Table 10.1** below gives the timescales for the monitoring and review of the TP.

Table 10.1: Monitoring Actions

Action	Timescale
Baseline travel survey of all residents	6 months of first occupation or when 50% of units are occupied (which ever takes place first)
Separate OTP following baseline surveys	Following baseline travel surveys
Future occupier travel surveys	Year 1, 3 and 5
Undertake a comprehensive strategic review of all aspects of the TP (including Objectives, Targets, the Action Plan and Monitoring programme)	Following baseline survey and surveys in years 1, 3 and 5

11 Summary and Conclusions

- 11.1.1 This FTP has been prepared Peter Brett Associates LLP (PBA) on behalf of SH Reading Master LLP in support of a hybrid planning application for the redevelopment of the Station Hill North site.
- 11.1.2 The site is located in Reading, immediately south of the railway station. It is comprised of Phases 2 and 3 of the wider Station Hill development.
- 11.1.3 The FTP sets out site-wide objectives and targets to promote a shift away from motorised modes and towards more sustainable modes, as well as measures to ensure this. Targets have been set taking into account the location of the site, which is provided with frequent railway and bus services, and adequate pedestrian and cycle infrastructure.
- 11.1.4 Responsibility of the Travel Plan will lie with the site-wide Travel Plan Coordinator upon first occupation, whilst separate Occupier Travel Plan Coordinators will be appointed for each land use.
- 11.1.5 An Action Plan with measures, timescales and responsibilities has been included in this FTP, in order to ensure that objectives and targets are met. However, it is expected that further Action Plans with bespoke measures for each land use will be prepared as part of the separate Occupier Travel Plans.