

RBH Hospitality Management

**Proposed Hotel Scheme,
Thames Side Promenade, Reading**

Transport Assessment

July 2019

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1 INTRODUCTION

- 1.1 Vectos have been retained by RBH Hospitality Management to provide transport advice in relation to the proposed development of a Hotel on land currently in use as a private car park on Thames Side Promenade in Reading. The local authority is Reading Borough Council (RBC). The location of the site is shown in **Figure 1**.
- 1.2 The site is situated to the north-west of Reading Town Centre, on the western side of Thames Side Promenade, accessed via Richfield Avenue. Reading Rail Station, situated immediately to the north of Reading Town Centre, is just 1.1km walk from the site. The site is surrounded predominantly by a mix of residential and commercial uses with leisure facilities located nearby along the Thames Path.
- 1.3 The site currently comprises a private car park on the western side of Thames Side Promenade, associated with the neighbouring Crowne Plaza hotel.
- 1.4 The development proposes to construct a new 132 bed hotel with associated car parking. The footprint of the new hotel will remove a portion of the existing car parking and the remaining car parking on-site will be shared amongst guests of the proposed hotel, the existing Crowne Plaza hotel and restaurant / health club users at the Crowne Plaza.
- 1.5 The hotel will provide some on-site facilities for the use of hotel guests including a breakfast room and fitness room. The proposed hotel will not provide any ancillary facilities to non-guests.
- 1.6 This Transport Assessment provides information on the development proposals, the accessibility of the site, likely impacts of the development and delivery/servicing aspects of the proposals and forms supplementary information to assist in the determination of the planning application.

Planning History

- 1.7 A planning application was submitted in June 2018 for the redevelopment of the site for a new 132 bedroom hotel (RBC planning ref: 181056) which was then withdrawn in September 2018. RBC, in their role as highway authority, provided reasons why they thought the application should be refused in July 2018. These are summarised below;

- The proposed development fails to demonstrate that it complies with the Local Planning Authority's standards in respect of visibility splays and, as a result, is in conflict with Sites and Detailed Policies document Policy DM12.
- The proposed southern access is unsuitable, due to its substandard width, to accommodate the traffic which would be generated by the proposed development. This would have an adverse effect on road safety and the flow of traffic, in conflict with Core Strategy Policy CS20 and Sites and Detailed Policies document Policy DM12.
- The layout does not comply with the Local Planning Authority's standards in respect of vehicle parking. This could result in on-street parking/reversing movements on Caversham Road, adversely affecting road safety and the flow of traffic, and in conflict with Core Strategy Policy CS24 and Sites and Detailed Policies document Policy DM12.
- Insufficient information has been submitted with the planning application to enable the highways, traffic and transportation implications of the proposed development to be fully assessed. From the information submitted, it is considered that the additional traffic likely to be generated by the proposal would adversely affect the safety and flow of users of the existing road network within Reading, contrary to Policies CS4, CS20 and CS22 of the Adopted Reading Core Strategy and Sites and Detailed Policies document Policy DM12.

1.8 This Transport Assessment supports a resubmission of a planning application which considers the comments previously received from RBC and provides additional information regarding the highway and transport aspects of the development, following the withdrawal of the planning application in September 2018.

1.9 RBC's post-application comments and Vectos' correspondence are included in **Appendix A**.

1.10 The remainder of this Transport Assessment is structured as follows:

- **Section 2** – Existing Situation
- **Section 3** – Policy Context
- **Section 4** – Development Proposals
- **Section 5** – Effects of Proposals
- **Section 6** – Summary and Conclusion

2 EXISTING SITUATION

- 2.1 This section sets out the existing context of the site and the transport facilities which relate to the development site.

Site Location

- 2.2 The site currently comprises a private car park with 200 car parking spaces associated with the Crowne Plaza hotel. The car park provides one pedestrian access and one gated vehicle access.
- 2.3 The site is situated on the western side of Thames Side Promenade and is accessed from Thames Side Promenade, approximately 2.0km to the north of Reading Town Centre. Access to Thames Side Promenade is taken via the northern side of Richfield Avenue.
- 2.4 The location of the site in relation to Reading Town Centre and surrounding areas can be seen in **Figure 1** and **Figure 2**.

Local Highway Network

- 2.5 Thames Side Promenade is a privately maintained cul de sac which provides access to the development site, public car park, Reading Rowing Club and servicing access for the Crowne Plaza hotel. Thames Side Promenade is accessed off Richfield Avenue via a simple priority junction and provides footways on both sides, with dropped kerbs and tactile paving at crossing points.
- 2.6 There is a double yellow line parking restriction along the majority of Thames Side Promenade with the exception of two on-street parking spaces located adjacent the public toilet building which permits 30 minutes of free parking between 08:00 and 18:30 Monday to Saturday with no return within 30 minutes. There are no loading restrictions on Thames Side Promenade.
- 2.7 Richfield Avenue provides a single lane in each direction and has a posted speed limit of 40mph. At the simple priority junction between Richfield Avenue and Thames Side Promenade, a right turn lane is provided for vehicles accessing Thames Side Promenade. Richfield Avenue provides footways on both sides of the carriageway with the northern side providing a shared foot / cycle way.

- 2.8 Richfield Avenue provides a vehicular link between the western side of Reading Town Centre and Caversham Road leading towards Caversham. The primary land use along Richfield Avenue is commercial uses with some leisure and retail uses. In the vicinity of the site, Richfield Avenue operates a double yellow line parking restriction.
- 2.9 Caversham Road operates with two lanes of traffic in each direction. It forms part of the A4155 and A329 which connects to the A33 to the south. In proximity of the site, connections are also made with Vastern Road and Friar Street.
- 2.10 In February 2019, the highway improvement works at Cow Lane were completed which now permits two-way traffic flows which replaces the former one-way signal controlled arrangement which was known to cause vehicle delays along this section of the local highway network.
- 2.11 In April 2019, dedicated pedestrian and cycle facilities were opened under the new bridge on Cow Lane.

Accessibility by Non-Car Modes

- 2.12 The site is located north of Reading Town Centre and is accessible by all modes of transport and each will be described in the following paragraphs.

Walking

- 2.13 It is generally accepted that there is significant potential for walking to replace the car for short journeys, particularly those under 2km. A key factor in whether this is realised is the quality of the available routes for pedestrians.
- 2.14 A plan showing the extent of a 2km walking radius from the site is illustrated in **Figure 3**. Reading Rail Station, the Oracle Shopping Centre, Broad Street Mall, Christchurch Meadow Park and King's Meadow Park are just some of the amenities available within 2km of the site.
- 2.15 The Thames Path is situated to the east of the site which provides a traffic-free route to parts of Reading and the local area.
- 2.16 Thames Side Promenade and Richfield Avenue provide footways on both sides and the primary desire line towards Reading Rail station and Town Centre provides a signalised pedestrian crossing within 50m east of the Richfield Avenue / Thames Side Promenade

priority junction. This crossing provides a demarcated surface, pedestrian guard railing and push-call buttons.

- 2.17 There are footways on both sides of Caversham Road which provide a smooth and level tiled surface. On Caversham Road there are two formal signalised crossing points; one near the junction with Randolph Road and one near the junction with York Road.
- 2.18 The pedestrian route to Reading Rail station takes approximately 14 minutes and is considered direct with good pedestrian facilities along the entirety of the route and at crossing points.
- 2.19 The pedestrian facilities in the vicinity of the site are deemed to be conducive to walking and provide a safe environment for users.

Cycling

- 2.20 It is generally accepted that cycling has the potential to substitute for car trips of less than 5km. A key factor in whether this is realised is the quality of the available routes for cyclists.
- 2.21 A plan showing the extent of a 5km cycling distance from the site is illustrated in **Figure 4**. The neighbouring areas of Caversham Heights, Caversham Park, Coley and Whitley are all accessible within a 5km cycle of the site.
- 2.22 A number of existing cycle routes are provided in the local area. Randolph Road, Newport Road and Cardiff Road are all designated as on-road routes recommended for cyclists and Richfield Avenue is classified as a shared pedestrian and cycle way which connects to Caversham.
- 2.23 In the wider context of Reading, National Cycle Route 5 runs along the banks of the River Thames to the east of the site and connects Reading, Holyhead and Birmingham. In addition to this, National Cycle Route 4 runs alongside the River Kennet and is accessed via Bridge Street to the south of the site and connects London with Bath Bristol and Swansea via Reading.
- 2.24 A cycle route plan created by Reading Borough Council is provided in **Appendix B**. This illustrates the accessibility of the site by bicycle and the links to national cycle routes.
- 2.25 The cycle facilities surrounding the site are deemed to be conducive to cycling.

Public Transport

- 2.26 The site is well-served by public transport, with bus services accessible within approximately 250m walking distance of the site and rail services accessible within approximately 1.1km walking distance of the site.

Bus Services

- 2.27 The nearest set of bus stops to the site is situated on Caversham Road (The Moderation bus stop), approximately 250m walking distance south of the site access. There is also a bus stop on Richfield Avenue (Rivermead Leisure Centre) approximately 365m west of the site access which provides access to four bus routes.
- 2.28 The Reading Bus Network Map is shown in **Appendix C**.
- 2.29 A summary of the services that call at both The Moderation and Rivermead Leisure Centre bus stops is provided in **Table 2.1**.

Table 2.1: Existing Bus Services

Bus	Route	Weekday AM Frequency	Weekday PM Frequency	Saturday Peak Frequency	Sunday Peak Frequency
22	Central Reading – Caversham Heights	60 mins	30 mins	60 mins	120 mins
23	Central Reading – Caversham Park	30 mins	30 mins	30 mins	60 mins
24	Central Reading – Emmer Green	30 mins	30 mins	30 mins	60 mins
27	Central Reading – Amersham Road	30 mins	30 mins	30 mins	60 mins
29	Central Reading – Amersham Road	60 mins (from 09:51 onwards)	60 mins	60 mins	-
42	Rivermead – Kenavon Drive	40 mins	40 mins	40 mins	-
800	High Wycombe – Marlow – Henley - Reading	15 mins	30 mins	30 mins	30 mins
X38	Oxford - Reading	60 mins	60 mins	60 mins	-
X39	Oxford – Reading	60 mins	60 mins	60 mins	-
X40	Oxford - Reading	60 mins	60 mins	60 mins	60 mins

- 2.30 **Table 2.1** demonstrates that approximately 16 buses operate in the vicinity of the site per hour in each direction. This relates to a bus approximately every four minutes on average.

Rail Services

- 2.31 Reading Rail Station is situated to the southeast of the site at Station Hill, approximately 1.1km from the site. Bus routes 22, 23, 24, 27 and 42 connect the site to Reading Rail station.
- 2.32 Reading Rail Station provides frequent connections to London Paddington, Oxford, Bristol Temple Meads, Gatwick Airport and Cardiff Central, amongst many others. The station provides excellent connectivity to the site by rail.
- 2.33 **Table 2.2** below provides a summary of the rail services operating from Reading Rail Station on a number of key routes.

Table 2.2: Reading Rail Station Services

Destination	Typical Weekday Frequency
London Paddington	2-8 minutes
London Waterloo	30 minutes
Gatwick Airport	60 minutes
Oxford	10 minutes
Basingstoke	15 minutes
Cardiff (via Bristol and Swindon)	30 minutes
Newcastle	60 minutes
Bedwyn	60 minutes
Penzance	120 minutes

Local Car Parking

- 2.34 Pay and Display car parking is available in the public car park at Thameside Promenade immediately to the north of the proposed site. This car park applies parking charges between 09:00-17:00 Monday to Friday excluding bank holidays. The car park is in operation 24 hours a day and allows for two hours free parking with no return within one hour. A maximum of five hours parking is permitted at a cost of £2.50. This car park provides 65 car parking spaces and one motorcycle parking space.
- 2.35 A sign at the entry to Thameside Promenade car park, says that additional car parking is available at Rivermead Leisure Centre.
- 2.36 The Rivermead Leisure Centre is approximately 400m to the west of the site. It provides 515 car parking spaces and operates 24 hours a day. The first three hours parking is free and 24 hours of parking costs £5.00. Parking is chargeable throughout the day and night.

Summary

- 2.37 As demonstrated above, the site benefits from its proximity to Reading Town Centre, Reading Rail station and to local bus services. The site is also accessible via walking and cycling, encouraging sustainable travel by potential guests and staff members.

3 POLICY CONTEXT

- 3.1 In this section a summary of the relevant transport policies at a national and regional level is given and considered in the context of the application site and the proposed development.

National Policy

National Planning Policy Framework (NPPF)

- 3.2 The latest version of the National Planning Policy Framework (NPPF) was published by the Ministry of Housing, Communities and Local Government in February 2019. It replaces the previous versions which were released in March 2012 and July 2018.
- 3.3 The NPPF sets out national policy for delivering sustainable growth and development in England. It details how it expects policy to be applied and it aims to make the planning system less complex and more accessible.
- 3.4 The three overarching objectives to achieve sustainable development outlined within the NPPF include:
- a) **an economic objective** – *to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;*
 - b) **a social objective** – *to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being; and*
 - c) **an environmental objective** – *to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.*
- 3.5 Chapter 9 covers the promotion of 'Sustainable Transport' and states in relation to parking standards:

“If setting local parking standards for residential and non-residential development, policies should take into account:

- a) the accessibility of the development;*
- b) the type, mix and use of development;*
- c) the availability of and opportunities for public transport;*
- d) local car ownership levels; and*
- e) the need to ensure an adequate provision of spaces for charging plug-in and other ultra-low emission vehicles.*

3.6 It goes on to state that *“Maximum parking standards for residential and non-residential development should only be set where there is a clear and compelling justification that they are necessary for managing the local road network, or for optimising the density of development in city and town centres and other locations that are well served by public transport (in accordance with chapter 11 of this Framework). In town centres, local authorities should seek to improve the quality of parking so that it is convenient, safe and secure, alongside measures to promote accessibility for pedestrians and cyclists.”*

3.7 Within Chapter 9 ‘Promoting sustainable transport’ guidance is provided on the consideration of proposals. Paragraph 108 states that, in relation to the assessment of sites, it should be ensured 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; and*
- *any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree.”*

3.8 Paragraph 109 states that *“Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe”.*

3.9 Within the above context it is stated that all applications for developments should:

- “a) give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high*

quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;

b) address the needs of people with disabilities and reduced mobility in relation to all modes of transport;

c) create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;

d) allow for the efficient delivery of goods, and access by service and emergency vehicles; and

e) be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations”

- 3.10 With regard to the necessary documentation to be provided, it is stated that “All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed”.

Regional Policy

Reading Borough Council Core Strategy

- 3.11 Reading Borough Council (RBC) adopted their Core Strategy in January 2008 and altered this in January 2015.
- 3.12 The Core Strategy comprises a spatial vision and strategic objective for the area.
- 3.13 Reading is noted as being extremely well-connected in terms of the rail system with direct connections to 360 towns and cities nationally.
- 3.14 The site borders Zone A in the Reading Central Area Action Plan proposals, where it is stated that “*development in the centre will typically be medium to high-density, accessible mixed-use schemes...Private parking space will be limited, due to the proximity, frequency and choice of public transport options.*”
- 3.15 Policy CS4 refers to the accessibility and the intensity of development in Reading and states;
- “The scale and density of development within the Borough will be related to its level of accessibility by walking, cycling and public transport to a range of services and facilities. Sites*

will be assessed in terms of their level of accessibility to a defined district or local centre with a good range of facilities by pedestrian routes, and to a bus stop served by a strategic bus service. Unless it can be demonstrated that the accessibility of a site is to be significantly upgraded, for example, by providing high quality pedestrian routes or providing access to good public transport services, any new development must be at a scale, density and intensity appropriate to that level of accessibility as set out in other policies in this document, other Development Plan Documents or Supplementary Planning Documents.”

- 3.16 The site is considered to have a good level of accessibility as paragraph 4.30 of the Core Strategy defines this as *“a good level of accessibility is considered to be that within 400m of a defined centre with a good range of facilities by pedestrian routes, and within 400m by pedestrian routes of a bus stop served by a service with a frequency of better than one bus every 20 minutes in each direction within daytime hours.”*
- 3.17 Policy CS20 refers to the implementation of the Reading Transport Strategy (Local Transport Plan 2006-2011) and states;
- *“Planning permission will not be granted unless the proposed development contributes appropriately to the provision of a balanced transport network as outlined in the Reading Transport Strategy, including the implementation of the core transport infrastructure projects and area action plans. Such projects and plans will include the provision of measures that make alternatives to the use of private cars (such as walking, cycling and the use of public transport) more attractive, and contribute to improved accessibility and transport safety in accordance with Policy CS4.”*
- 3.18 Policy CS22 refers to the requirement for a Transport Assessment to support the submission of a planning application and states;
- *“Planning permission will not be granted unless development proposals make appropriate provision for works and contributions to ensure an adequate level of accessibility and safety by all modes of transport from all parts of a development, particularly by public transport, walking and cycling, in accordance with an agreed transport assessment submitted as part of the application.”*
- 3.19 Policy CS24 refers to car and cycle parking at developments and states;

- *“Maximum car parking standards and cycle parking requirements will be applied in relation to the accessibility of locations within the Borough to sustainable transport facilities, particularly public transport.”*

Reading Local Transport Plan 3

- 3.20 The Reading Local Transport Plan (LTP) 3 covers the period from 2011-2026 and was adopted in April 2011.
- 3.21 The LTP details the transport objectives which support the Council’s vision whilst recognising the wider issues signified by Reading’s geographic position as a transport hub.
- 3.22 People are prioritised within the LTP and travel choices will be available and accessible to everyone as part of the Council’s transport ambitions. Walking and cycling will be safer and public transport more affordable and reliable.
- 3.23 RBC will continue to encourage sustainable travel whilst matching capacity with demand through the use of policy measures and network management.

Reading Local Transport Plan 4 (Draft)

- 3.24 The new Local Transport Plan is in development and it is proposed that LTP4 would be launched in September 2020. A key element which will inform the LTP4 is a new Car Parking and Air Quality Management Strategy which could include Workplace Parking Levy, a Clean Air / Low Emission Zone, road charging and a package of complementary measures which could include traffic management, access restrictions, park and ride, Mass Rapid Transit and bus priority and walking and cycling improvements.
- 3.25 LTP4 seeks to address concerns about congestion and poor air quality.
- 3.26 The proposed hotel will provide a reduced car parking provision from that outlined as the maximum standards within RBC’s car parking standards which will be managed and monitored via the Car Park Management Plan and this is considered to be in accordance with RBC’s desire to reduce car parking provision in accessible locations such as the proposed development site which will in turn contribute towards reducing congestion locally.

RBC Sites and Detailed Policies Document

- 3.27 The Sites and Detailed Policies Document was adopted by RBC in October 2012 and altered in 2015. The purpose of this document is to guide developments through the setting out of policies and proposals needed to achieve the Core Strategy.
- 3.28 In relation to transport, DM12 refers to the policies relating to “Access, Traffic and Highway-Related Matters”. DM12 stipulates that development will only be permitted where:
- Accesses and works to the highway comply with the adopted standards of the Transport Authority;
 - The development would not have a material detrimental impact on the functioning of the transport network
 - The proposals would not be detrimental to the safety of users of the transport network, including pedestrians and cyclists
 - The proposal would not generate regular movement of heavy goods vehicles (HGVs) on unsuitable roads, or on roads without easy access to the Classified Highway Network; and
 - For non-residential uses, or new dwellings on classified roads, off-street servicing would be provided.

Summary

- 3.29 The development is well-situated in the local area to encourage sustainable travel choices. The site is located immediately adjacent an existing hotel which shares an equivalent level of accessibility to non-car modes of transport to that of the proposed hotel.
- 3.30 The development is considered to be accessibly by a range of non-car modes. The site is located within 400m walking distance of two sets of bus stops and 1.1km walking distance of Reading rail station. Richfield Avenue provides a shared pedestrian / cycle way and Cow Lane provides dedicated cycle and pedestrian facilities. The site is therefore considered to be in accordance with Policy CS4.
- 3.31 A Travel Plan has been prepared for both hotels to maximise the potential for travel by non-car modes. It will be demonstrated in the following sections that safe and sustainable access to the site will be provided for all users. Therefore, the site accords with Policy CS20.

- 3.32 The site will provide safe and suitable access to all users including pedestrians, cyclists and car drivers. Further details on the access to the site will be described in the following sections and it is therefore considered that the site is in accordance with Paragraph 108 of the NPPF.
- 3.33 This Transport Assessment has been prepared to comply with Policy CS22.
- 3.34 The car parking provision accords with the adopted parking standards therefore the development is in accordance with Policy CS24.
- 3.35 The impact of the development on the local highway network is outlined in the following sections and it will be demonstrated that the development will not result in a material impact on the local highway network and is therefore considered to be compliant with Paragraph 109 of the NPPf which states that a development should only be prevented or refused on highway grounds if *“if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe”*.
- 3.36 IN summary, the site is accessible by non-car modes, it provides safe and suitable access and it is considered that the additional vehicle trips generated by the development are unlikely to have a severe residual impact.
- 3.37 Therefore, the site is in accordance with the NPPF.

4 DEVELOPMENT PROPOSALS

- 4.1 The development proposes to construct a new 132 bed hotel with associated car parking. The footprint of the new hotel will remove a portion of car parking and the remaining car parking on-site will be shared amongst guests of the proposed hotel and the existing Crowne Plaza hotel and ancillary facilities.
- 4.2 The proposed site layout plan is shown in **Appendix D**.

On-Site Facilities

- 4.3 The proposed hotel will provide 132 bedrooms with some facilities provided for the use of guests at the hotel only, including a breakfast dining room and a fitness room.

Access

- 4.4 Pedestrian and vehicle access to the site will be provided via Thames Side Promenade. A second vehicle / pedestrian access will replace the current southern pedestrian-only access point. Both of the vehicle access junctions will permit two-way movements (entry and exit).
- 4.5 A plan demonstrating the achievable visibility splays is provided in **Appendix E**.
- 4.6 Taxi drop off / collection will take place within the southern car park immediately outside the hotel's front entrance.

Car Parking

- 4.7 The hotel will replace a section of the private car park currently used by staff and guests of the Crowne Plaza hotel. This car park currently provides 200 car parking spaces and following the construction of the proposed hotel, this car park would then provide 118 car parking spaces in total.
- 4.8 The southern car park has a clockwise circulation layout with the northern car park having a simple parallel bay layout with two-way access.
- 4.9 6 disabled car parking spaces will be provided within the car park.
- 4.10 It is the intention of the developer to share the use of these car parking spaces between both the proposed hotel and the Crowne Plaza hotel. It is worth noting at this point that the

Crowne Plaza hotel provides ancillary facilities which non-guests can access including meeting room / wedding venue hire, restaurant, health club and spa facilities.

- 4.11 As the site is located in an accessible part of Reading by non-car modes of transport, both hotel occupiers will encourage sustainable travel choices through their companies' website, over-the-phone bookings and the Travel Plan which has been prepared for staff and guests at both hotels.
- 4.12 For instances where public transport or walking / cycling is not a feasible option for guests, they will be informed in advance of arriving at the hotels of the limited quantum of on-site parking and that a car parking space must be reserved at the time of their booking, and no parking is available on the day of arrival unless previously booked and confirmed by the hotel's management.
- 4.13 The northern and southern car park within the development site and the car park immediately outside the Crowne Plaza hotel will be managed as a whole and this is outlined in greater detail within the Car Park Management Plan which is appended to this report at **Appendix F.**

Allocation of Car Parking Spaces

- 4.14 The northern and southern car parks will provide 118 car parking spaces for the use of the two hotels, restaurant and health club guests.
- 4.15 At present, the Crowne Plaza hotel provides 122 bedrooms with 22 car parking spaces surrounding the hotel's main entrance, along the hotel's southern boundary with Richfield Avenue. This parking arrangement will not be amended as part of the proposed hotel scheme on the car park site and these 22 spaces will remain in use for guests of the Crowne Plaza hotel and users of meeting room, restaurant and health club.
- 4.16 In relation to the subject site, the new hotel proposes 132 bedrooms which will result in a loss of parking spaces from the existing arrangement to now provide 118 car parking spaces. Including the 22 car parking spaces provided at the Crowne Plaza, the total number of car parking spaces available to the two hotels, restaurant and health club is 140 car parking spaces.
- 4.17 The site is situated within Zone 2 of RBC's zonal car parking standards which relates to a maximum car parking standard of 0.5 spaces per bedroom and when both hotels are

considered as a single entity, the maximum number of car parking spaces which can be provided is 127 spaces for the hotels (66 spaces for the proposed hotel and 61 spaces for the Crowne Plaza).

- 4.18 The parking demand for the non-guests uses at the Crowne Plaza hotel will not be impacted as a result of the proposed hotel as the reduction in car parking will only be applicable to the Crowne Plaza hotel guest parking allocation. This is achieved by the introduction of the advance car parking booking system for hotel guests at both hotels and the remaining spaces will continue to be available to non-guest uses such as the restaurant and health club and wedding venue. This will be enforced with on-site parking enforcement (on-the-spot parking fines) and managed through the Car Park Management Plan.
- 4.19 Restaurant and health club users will be assigned 20 car parking spaces. 58 car parking spaces will be provided for the use of Crowne Plaza hotel guests and 62 car parking spaces will be provided for the use of the guests of the proposed hotel.
- 4.20 The above allocation of spaces is considered to be a logical approach and this will be reviewed on an annual basis in line with the monitoring of the CPMP.
- 4.21 The parking provision for the proposed hotel accords with RBC parking standards as it will provide less than a maximum of 0.5 parking spaces per bedroom (the site is situated within Zone 2 of RBC's zonal car parking approach), as set out in RBC's "Revised Parking Standards and Design SPD – October 2011".
- 4.22 Staff of the Crowne Plaza and proposed hotel will not be permitted to park on-site and suitable measures will be implemented via the Travel Plan which will support staff travel by sustainable modes.
- 4.23 Sustainable travel choices will be promoted amongst staff and guests at the hotel at the point of booking which will also outline that car parking is not guaranteed. This is discussed further in the Travel Plan in **Appendix G**.

Cycle Parking

- 4.24 Cycle parking will be provided in a sheltered and secure cycle store in a location which benefits from natural surveillance.

- 4.25 RBC cycle parking standards require a minimum provision of 1 cycle parking space per 6 staff. It is estimated that the site will have approximately 10-15 staff members on-site during any given shift. 6 sheltered and secure cycle parking spaces will be provided on site for guests and staff.
- 4.26 The cycle parking provision for the proposed hotel is therefore in accordance with RBC cycle parking standards and is considered appropriate for the scale of development.
- 4.27 A cycle store will be provided in the car park of the hotel.

Coach Parking

- 4.28 No coach parking will be provided on-site as it is anticipated that any groups arriving at the hotel would arrive to Reading by rail or local bus service and travel to the site by taxi / local bus.

Deliveries and Servicing

- 4.29 Refuse collection will take place within the site, taking access from Thames Side Promenade. Refuse collection will be undertaken by a private waste collection company. This arrangement therefore does not require an RBC refuse vehicle to enter the site as the private refuse collection company will use a shorter refuse collection vehicle with a more generous turning circle which can manoeuvre within the site without having to reverse against one-way vehicle flow.
- 4.30 With regards to deliveries and servicing, the largest delivery vehicle anticipated to make regular trips to the site is a 10.0m rigid linen delivery vehicle. It has been agreed with the management of the Crowne Plaza hotel to permit the shared use of the loading area within their land ownership on the eastern side of Thames Side Promenade for the linen requirements of the proposed hotel site. As linen deliveries alongside food and beverage deliveries will be undertaken by the same company, this reduces the requirement for additional vehicle trips on the highway network and no longer requires a 10.0m rigid delivery vehicle to enter the car park of the proposed hotel.
- 4.31 To support this arrangement, a Traffic Marshall from either hotel will be in place to oversee the loading / unloading of the linen vehicle when it is parked in the Crowne Plaza loading

bay. Linen deliveries to the proposed hotel will be accompanied across Thames Side Promenade (a private road) by the Traffic Marshall.

- 4.32 Deliveries undertaken by smaller LGVs will take place from within the southern car park.
- 4.33 Accordingly, dedicated servicing of the site will take place from the Crowne Plaza loading bay with refuse collection taking place on-site. No servicing will take place on the public highway.
- 4.34 A Delivery and Servicing Management Plan has been prepared to co-ordinate and manage the servicing requirements of the site. This is shown in **Appendix H**.
- 4.35 Within a typical week, the following servicing movements are expected to be associated with the new hotel;
- Six linen deliveries / collections (maximum) – Rigid Vehicle
 - Two consumable deliveries – Van / Rigid Vehicle
 - Two refuse collections – Private waste collection company vehicle
- 4.36 There is the potential for servicing trips to the two hotels to be shared as the same supplier is used for linen and consumables etc.
- 4.37 Hotel management will ensure that vehicle dwell times are kept to a minimum and engines are switched off to reduce noise and emissions. Deliveries will be scheduled to take place outside of peak hours to mitigate the impact of the development on the local highway network.
- 4.38 Therefore, there will be no effect on the local highway network as a result of the servicing of the proposed development.

Travel Plan

- 4.39 A Travel Plan has been prepared which establishes the measures and initiatives which promote sustainable travel options to staff and guests at both hotels.
- 4.40 The Travel Plan will provide staff and guests with the necessary tools to make informed decisions on how to travel to the site by non-car modes.
- 4.41 The principles within the Travel Plan are reinforced by the management and pre-booking of car parking spaces on-site for guests and the lack of parking available to hotel staff.

4.42 A Draft Travel Plan is provided at **Appendix G**.

5 EFFECTS OF THE DEVELOPMENT

- 5.1 This section of the report sets out the likely effects of the development proposals from a transport perspective.

Trip Generation

Existing Site Trip Generation

- 5.2 As discussed, the site currently comprises a private car park for the use of Crowne Plaza hotel guests and staff. Accordingly, whilst the site is not considered to generate any trips as a standalone site, it is an ancillary facility to the Crowne Plaza Hotel. For the purposes of a robust trip assessment, no trips will be associated with the existing uses on-site.

Proposed Site Trip Generation

- 5.3 The proposal seeks planning permission for the construction of a new 132 bedroom hotel which will replace a number of these spaces and will then provide 118 car parking spaces.
- 5.4 A trip generation assessment has been undertaken to understand the likely number of movements associated with the proposals.
- 5.5 The TRICS database has been used to derive suitable trip rates for the proposed hotel development for a weekday. It should be noted that there is no information within the TRICS database for weekend trips for this use.
- 5.6 The sites selected within TRICS have similar characteristics in terms of public transport accessibility and parking to the proposed site and are relative to the number of bedrooms provided.
- 5.7 A summary of the total person, vehicles and taxi trip rates generated by the proposed development is provided below in **Table 5.1**. The TRICS output is shown in **Appendix I**.
- 5.8 It is worth noting that Taxi movements are included within the 'Vehicles' movements but have been separated for the purposes of understanding the likely number of trips undertaken by Taxi.

Table 5.1: Proposed Site Trip Rates For Various Modes (Weekday)

	AM Peak (0800-0900)			PM Peak (1700-1800)		
	Arr	Dep	Tot	Arr	Dep	Tot
Total Person Trip Rates (All Modes)	0.157	0.367	0.524	0.246	0.132	0.378
Vehicle Trip Rates	0.088	0.181	0.269	0.132	0.057	0.189
Taxi Trip Rates	0.013	0.015	0.028	0.013	0.01	0.041

5.9 **Table 5.2** below outlines the corresponding trips associated with the modes in **Table 5.1**.

Table 5.2: Proposed Site Trips per Mode (Weekday)

	AM Peak (0800-0900)			PM Peak (1700-1800)		
	Arr	Dep	Tot	Arr	Dep	Tot
Total Person Trips (All Modes)	21	48	69	32	17	50
Vehicle Trips	12	24	36	17	8	25
Taxi Trips	2	2	4	2	1	3

5.10 As outlined in **Table 5.2**, the total number of person movements likely to be generated by the proposed hotel is 69 two-way movements during the AM peak hour (08:00-09:00) and 50 two-way movements during the PM peak hour (17:00-18:00).

5.11 Based on the TRICS trip rates obtained, the site is anticipated to generate 36 two-way vehicle movements in the AM peak hour and 25 two-way vehicle movements in the PM peak hour (including taxis). This equates to approximately 1 additional vehicle movement using the local highway network every 2 minutes as a result of the proposed hotel.

5.12 It is noted however that RBC have undertaken their own exercise to derive suitable trip rates for total person and vehicle trips generated by the site and these trip rates would result in fewer total person and vehicle trips being generated by the proposed development to those set out in **Table 5.2**. Applying the RBC recommended trip rates, the development could generate 55 two-way total person trips during the AM peak hour and 44 during the PM peak hour. The RBC vehicle trip rates could result in 32 two-way vehicle trips during the AM peak hour and 25 two-way movements during the PM peak hour.

5.13 It is therefore concluded that the trip rates presented in this Transport Assessment represent an estimation of the likely number of total person and vehicle trips which could be generated by the proposed hotel. Furthermore, the vehicle trip rates suggested by RBC are lower than those presented in this Transport Assessment and would therefore result in a lesser impact.

- 5.14 The addition of approximately 1 extra vehicle every 2 minutes on the local highway network as a result of the proposed development will not be perceivable amongst road users. Accordingly, the development will not result in a material impact on the local highway network, nor will the impact be considered 'severe'.

Trip Generation Summary

- 5.15 In light of the above, it is considered that the development proposals will not have a material effect on the operation of the local highway network.

Traffic Impact Assessment

- 5.16 In response to the previous application, RBC stated three junctions in the vicinity of the site are *"heavily congested at the peak times and the Highway Authority cannot agree to any further vehicle movements through these junctions if they are already over capacity"*.
- 5.17 These junctions are;
- Caversham Bridge Road / Caversham Bridge / Richfield Avenue Roundabout;
 - Caversham Bridge / Church Road / Church Street signalised junction;
 - Caversham Bridge Road / Vastern Road Roundabout;
- 5.18 Vectos have requested data from RBC to verify that these junctions are heavily congested. RBC have not provided Vectos with access to the junction models for review.
- 5.19 As a result of a number of highway improvement schemes in the vicinity of the site, including Cow Lane and roadworks on Vastern Road during May – July 2019, RBC have not permitted traffic surveys to take place as the results would not be representative of typical traffic flows.
- 5.20 Nonetheless, the vehicle trip generation as set out above suggests that the proposed development would add one additional vehicle every two minutes to the highway network during the AM and PM peak hours which is not considered to result in a material impact on the performance of the local highway network.

Parking

Proposed Parking Provision

- 5.21 The construction of the new hotel would result in a reduced car parking provision from the existing car park which is used by Crowne Plaza guests. The principle of a reduction in car parking has been considered acceptable by highways officers at RBC during pre-application discussions. Furthermore, a Car Park Management Plan (CPMP) has been prepared for the management of the car park for the attention of both Crowne Plaza and the occupiers of the proposed hotel. This CPMP is appended to this report at **Appendix F**.
- 5.22 Guests of the proposed hotel will have access to 62 car parking spaces whilst guests at the Crowne Plaza hotel will have access to 58 car parking spaces and the users of the non-guest uses will have access to 20 car parking spaces.
- 5.23 A car parking occupancy survey was undertaken between Thursday 13th to Saturday 15th September 2018 at the Thameside Promenade Public Pay and Display Car Park, Crowne Plaza Private Car Park west of Thameside Promenade, Crowne Plaza Private Car Park east of Thameside Promenade and Caversham Road on-street parking. The raw data from the car parking surveys is included in **Appendix J**.
- 5.24 In summary, the results of this survey concluded that the existing demand for car parking in the Crowne Plaza hotel main car park has a peak occupancy of 101 car parking spaces (60%) on a Saturday at 16:00 with an overnight occupancy of 71 spaces (43%).
- 5.25 As the proposed hotel is a comparable size to the Crowne Plaza hotel in terms of bedrooms, it is reasonable to suppose that a similar demand for car parking would be experienced by the new hotel as the new hotel will not provide any ancillary uses that will attract a significant number of non-guests.
- 5.26 On this basis, theoretically the peak demand for car parking at the new hotel within the main car park would be circa 60% on a Saturday between 16:00-17:00 which equates to 71 car parking spaces. The existing demand of 101 parking spaces (60% of the total capacity) plus the demand for the proposed hotel (71 parking spaces) would require 172 parking spaces for hotel guests. This is a surplus of 54 parking spaces to the 118 parking spaces proposed for the use of hotel guests.

- 5.27 As stated previously, guests will now be required to pre-book a parking space when booking their hotel room. This means that if no car parking is available at the time of booking, potential guests will have a choice; to leave their car at home, find a public car park or choose another hotel with guaranteed parking.
- 5.28 As part of the September 2018 car parking survey, the Thameside Promenade Public Pay and Display Car Park was assessed and it was shown that the car park had a peak occupancy of 95% (62 cars parked in 65 spaces) at 11:00-12:00 on a Saturday which then reduced throughout the rest of the survey period. The overnight accumulation of the public car park was 15% (10 cars parked in 65 spaces) meaning 55 parking spaces were available.
- 5.29 Signage within the Thameside Promenade Public Pay and Display Car Park informs users that additional parking is available at the Rivermead Leisure Centre which is circa 400m to the west of Thameside Promenade.
- 5.30 A car parking occupancy survey of the Rivermead Leisure Centre Public Car Park was undertaken in April 2019 and took place over 48 hours. The survey identified the peak occupancy occurred at 10:15 on a Wednesday with 167 vehicles parked. The car park typically provides 515 parking spaces however during the survey, an area of parking was temporarily closed meaning 302 spaces were available. This equates to a parking occupancy of 32% when the car park has all spaces available or 55% at the time of the survey. The overnight occupancy of the car park was 0%.
- 5.31 Finally, the parking occupancy of Caversham Road was surveyed during the September 2018 surveys and demonstrated that the overnight demand for car parking was 45% which resulted in 12 available car parking spaces.
- 5.32 In summary, two car parking surveys have been undertaken of the public car parking opportunities available locally and it has been demonstrated that there is capacity available in the Thameside Promenade Public Pay and Display Car Park and / or the Rivermead Leisure Centre Public Pay and Display Car Park to accommodate any potential overspill resulting from the creation of a new hotel, assuming there is no change in the travel behaviour amongst hotel guests.
- 5.33 The charging structure at the Thameside Promenade Public Pay and Display Car Parks applies between 09:00 and 17:00 Monday to Friday (excluding bank holidays) and costs £2.50 for 7 hours of parking. 24 hour parking at the Rivermead Leisure Centre Public Pay and Display Car

Park costs £5. It is considered reasonable to state that hotel guests would not attempt to park on-street in the vicinity of the two hotels when public car parking is available at Thameside Promenade and Rivermead Leisure Centre at reasonable prices within 400m walking distance of the hotels.

- 5.34 Notwithstanding this, the proposals to not permit staff parking on-site and the management of parking on-site through pre-booking car parking spaces will further reduce the potential for any car parking overspill locally.
- 5.35 For this reason, it is considered that there will be no impact on on-street parking as a result of the new hotel.

Car Park Management

- 5.36 Guests will be advised that enforcement is in place on-site and parking fines will be issued to those who park on-site without a booking.
- 5.37 For disabled guests, they will be provided with the opportunity to reserve a car parking space during their online or phone booking in advance of their visit, providing there are disabled spaces available during their stay.
- 5.38 Staff at both hotels will not be permitted to park on-site and a suitable package of measures will be provided within the Travel Plan to encourage staff to travel by sustainable modes.
- 5.39 Signage will be provided facing outwards onto Thames Side Promenade to inform drivers that the car park is for hotel guests / staff and users of the health club and restaurant facilities.
- 5.40 Sustainable travel information alongside a list of local public car parks will be provided on the hotel's website in order to discourage private car use and to notify guests of available parking nearby.

Local Car Parking Availability

- 5.41 RBC have previously suggested that the proposals are *"likely to lead to an increase in on-street parking in the surrounding area and therefore cannot be accepted"*.
- 5.42 In order to address this concern, Vectos have undertaken two sets of car parking surveys in the area surrounding the site. These surveys are summarised below;

- Parking Survey 1: Thursday 13th – Saturday 15th September 2018. Survey of Thameside Promenade Public Pay & Display Car Park, Crowne Plaza Private Car Park west of Thameside Promenade, Crowne Plaza Private Car Park east of Thameside Promenade and Caversham Road on-street parking.
- Parking Survey 2: Wednesday 3rd – Thursday 4th April 2019. Survey of Rivermead Leisure Complex Public Car Park.

- 5.43 The results of Parking Survey 1 undertaken in September 2018 has been submitted to RBC within the Technical Note "*N03-BB-Proposed Hotel_Richfield Avenue_Highways Response Note 181010*" dated October 2018 and has been attached to this report at **Appendix A** for reference. In summary, the results of this survey concluded that the existing demand for car parking in the Crowne Plaza hotel main car park has a peak occupancy of 60% on a Saturday with an overnight occupancy of 43%.
- 5.44 The public car park on Thameside Promenade had a peak occupancy of 95% on one hour on the Saturday at 11:00 which then reduced throughout the rest of the survey period. The overnight accumulation of the public car park meant that 56 car parking spaces were empty.
- 5.45 On-street car parking on Caversham Road was at 45% occupancy overnight resulting in 12 empty car parking spaces.
- 5.46 Parking Survey 1 demonstrated that sufficient car parking is available in the public car park on Thameside Promenade and on Caversham Road for the majority of the day on a Thursday, Friday and Saturday at present to accommodate all non-development related parking demand.
- 5.47 A follow-up parking survey (Parking Survey 2) was undertaken in April 2019 of the Public Car Park at Rivermead Leisure Complex. Rivermead Leisure Complex Public Car Park is signposted within the Thameside Promenade car park as being an alternative car park which is approximately 400m west of the site. The Rivermead car park provides 515 car parking spaces and is open 24 hours a day with 24 hours of parking available for £5 (correct at time of writing).
- 5.48 The parking survey took place over 48 hours and noted that an area of the car park was closed during the survey which removed 213 parking spaces from use. The results of this survey are provided in **Appendix J**.

- 5.49 The survey identified that the peak occupancy occurred at 10:15 on the Wednesday with 32% off the total spaces being occupied. The overnight occupancy of the car park was 0%.
- 5.50 The survey has demonstrated that there is sufficient spare capacity overnight in the Rivermead Leisure Complex Car Park which is open to the public. Accordingly, in the event that car parking demand for the two hotels exceeds availability (which will be identified in advance through the pre-booking system), guests can make use of the Rivermead Leisure Complex car park. It is considered that the cost of £5 for overnight car parking to the guest within 400m of the site is a reasonable alternative to on-street parking.

Summary

- 5.51 This section has demonstrated that the proposed development will result in an additional 55 two-way total person movements during the AM peak hour and 44 two-way total person movements during the PM peak hour. Due to the central and accessible location of the site, and the low parking provision, it is likely that a high proportion of associated trips will be undertaken by public transport, or by walking and cycling (the majority of cycle trips to the site would be associated with staff travel). Therefore, there will not be a significant number of vehicle trips associated with the site.
- 5.52 Due to the high level of public transport accessibility, the short walking and cycling links to Reading Town Centre and Reading Rail Station, and the site's Car Park Management Plan, the development proposals will have no effect on local parking conditions. Upon the request of RBC, additional car parking surveys have been undertaken which demonstrate that there is ample capacity within the Rivermead Leisure Complex car park to cater for the rare occurrence when parking demand at the two hotels exceeds availability. This would be identified in advance using the pre-booking system and guests will be informed in advance of arrival at the hotels that they are required to park in Rivermead Leisure Complex or travel by sustainable modes of transport.
- 5.53 It is unlikely that there will be any intensification of servicing trips as there is the potential for servicing and delivery trips to be shared with the neighbouring hotel.
- 5.54 Therefore, the proposed development will not have a material effect in transport terms.

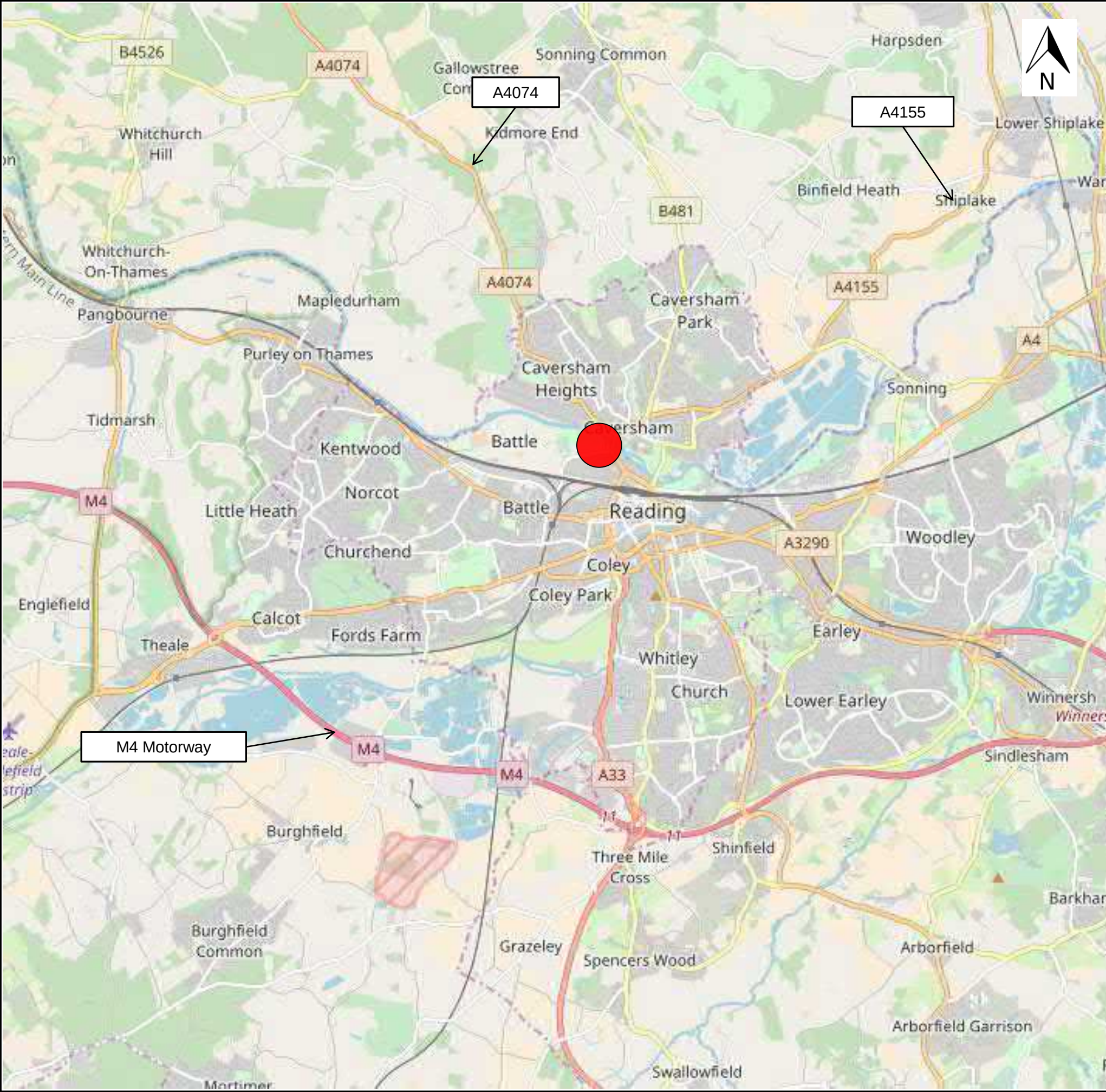
6 SUMMARY AND CONCLUSIONS

- 6.1 Vectos have been retained by RBH Hospitality Management to provide transport advice in relation to the proposed development of a Hotel on land currently in use as a private car park associated with the neighbouring Crowne Plaza hotel on Thames Side Promenade in Reading. The local authority is Reading Borough Council (RBC).
- 6.2 The site is situated to the north-west of Reading Town Centre, on the western side of Thames Side Promenade, accessed via Richfield Avenue. Reading Rail Station, situated immediately to the north of Reading Town Centre, is just 1.1km walk from the site. The site is considered to be located in a highly accessible area by non-car modes such as bus, rail, walking and cycling.
- 6.3 The development proposes to construct a new 132 bed hotel with associated car parking. The footprint of the new hotel will remove a portion of car parking and the remaining car parking on-site will be shared amongst guests of the proposed hotel and the existing Crowne Plaza hotel.
- 6.4 The hotel will provide some on-site facilities for the use of hotel guests including a breakfast room and fitness room.
- 6.5 The site will be accessed by vehicle and on-foot by two access points off Thames Side Promenade.
- 6.6 In total, 118 car parking spaces (6 of which will be disabled) will be provided within the northern and southern car parks on-site for the use of both the new hotel and Crowne Plaza hotel in addition to the ancillary uses at the Crowne Plaza hotel.
- 6.7 Sheltered and secured cycle parking will be provided on-site.
- 6.8 Refuse collection will be undertaken by a private waste collection company which removes the need for an RBC waste collection vehicle to enter the site. Similarly, the management of the Crowne Plaza hotel have permitted the shared use of the loading bay on the eastern side of Thameside Promenade to facility deliveries to the proposed hotel. This arrangement will be managed using a Traffic Marshall to oversee the safe loading / unloading of vehicles.
- 6.9 The development will result in a negligible increase in total person trips undertaken during the local transport network peak hours and the vast majority of these would be undertaken

by sustainable modes, based on the site's proximity to public transport facilities and the town centre. Accordingly, the proposed development is not considered to result in a significant impact on the operation of the local highway network nor impact severely on the capacity of the public transport networks.

- 6.10 Therefore, upon consideration of the above, it is concluded that the proposed development is acceptable in traffic and transport terms.

FIGURES



Key:

 Site Location

Redefine BDL

Proposed Hotel,
Richfield Avenue, Reading

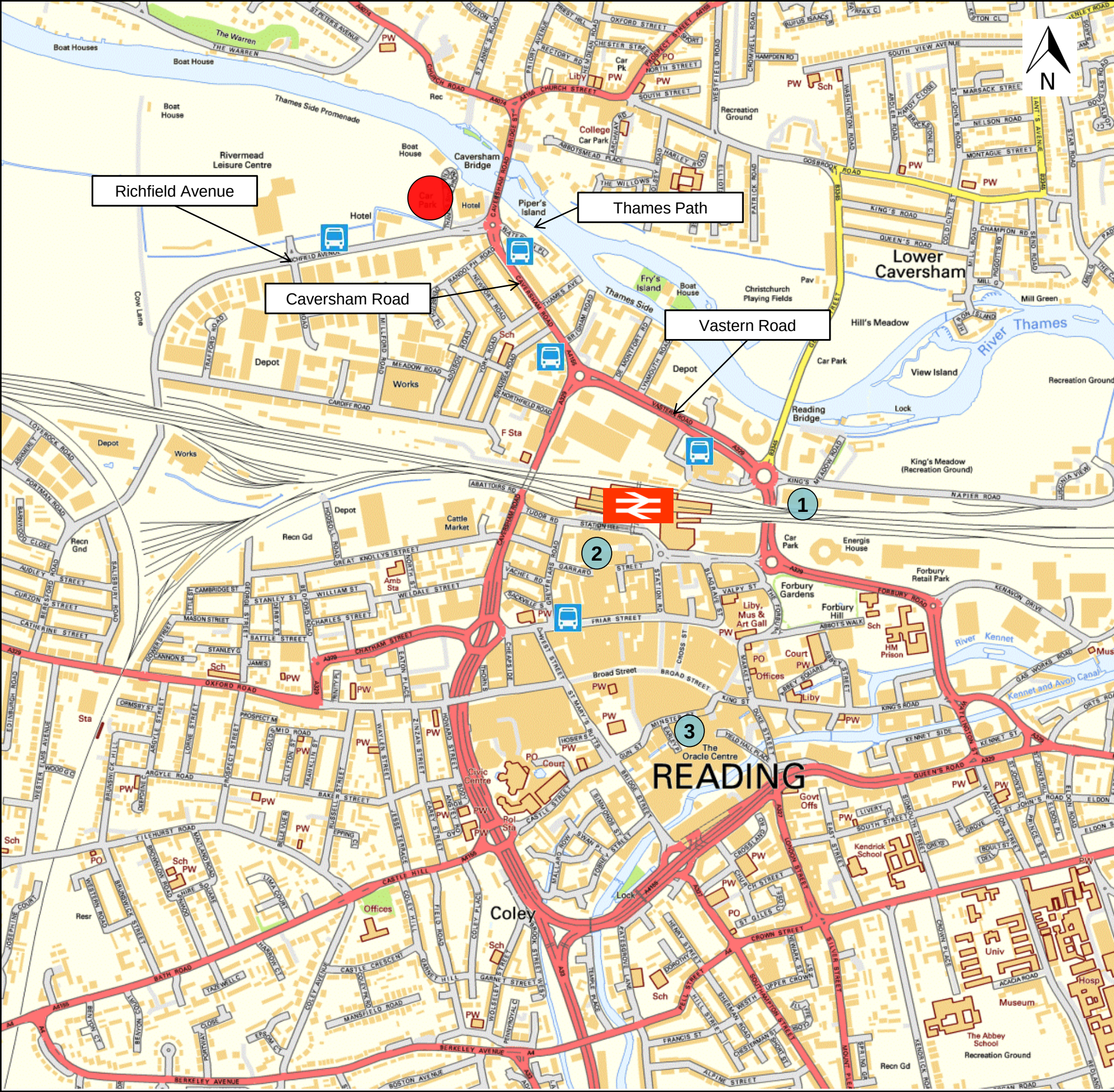
Strategic Site Location Plan

SCALES:		NTS		
DRAWN:	CHECKED:	DATE:	REVISION:	
BB	KH	27/06/19	•	



Network Building, 97 Tottenham Court Road, London W1T 4TP
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DRAWING REFERENCE: Figure 1



- Key:
-  Site Location
 -  Reading Rail Station
(1.1km Walking Distance)
 -  King's Meadow Car Park
(1.1km Walking Distance)
 -  Garrard Street Car Park
(1.1km Walking Distance)
 -  Oracle Shopping Centre
(1.6km Walking Distance)

Redefine BDL

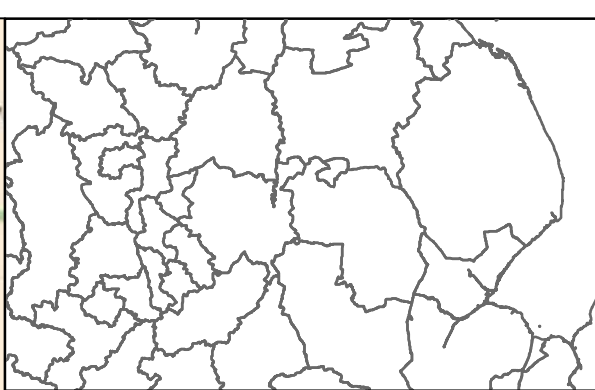
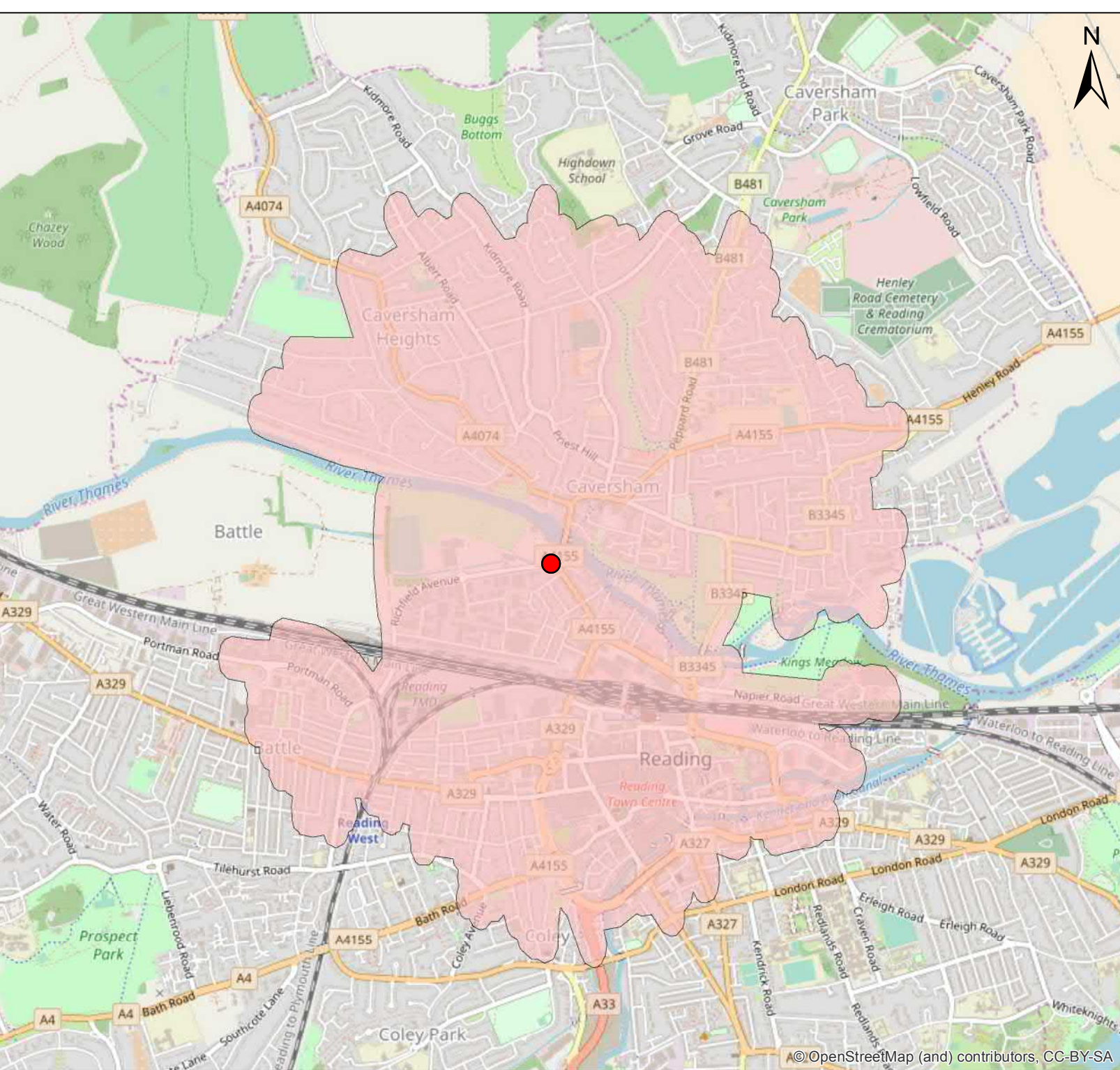
Proposed Hotel,
Richfield Avenue, Reading

Local Site Location Plan

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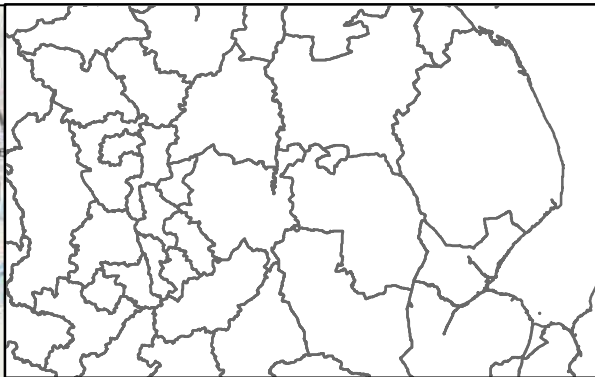
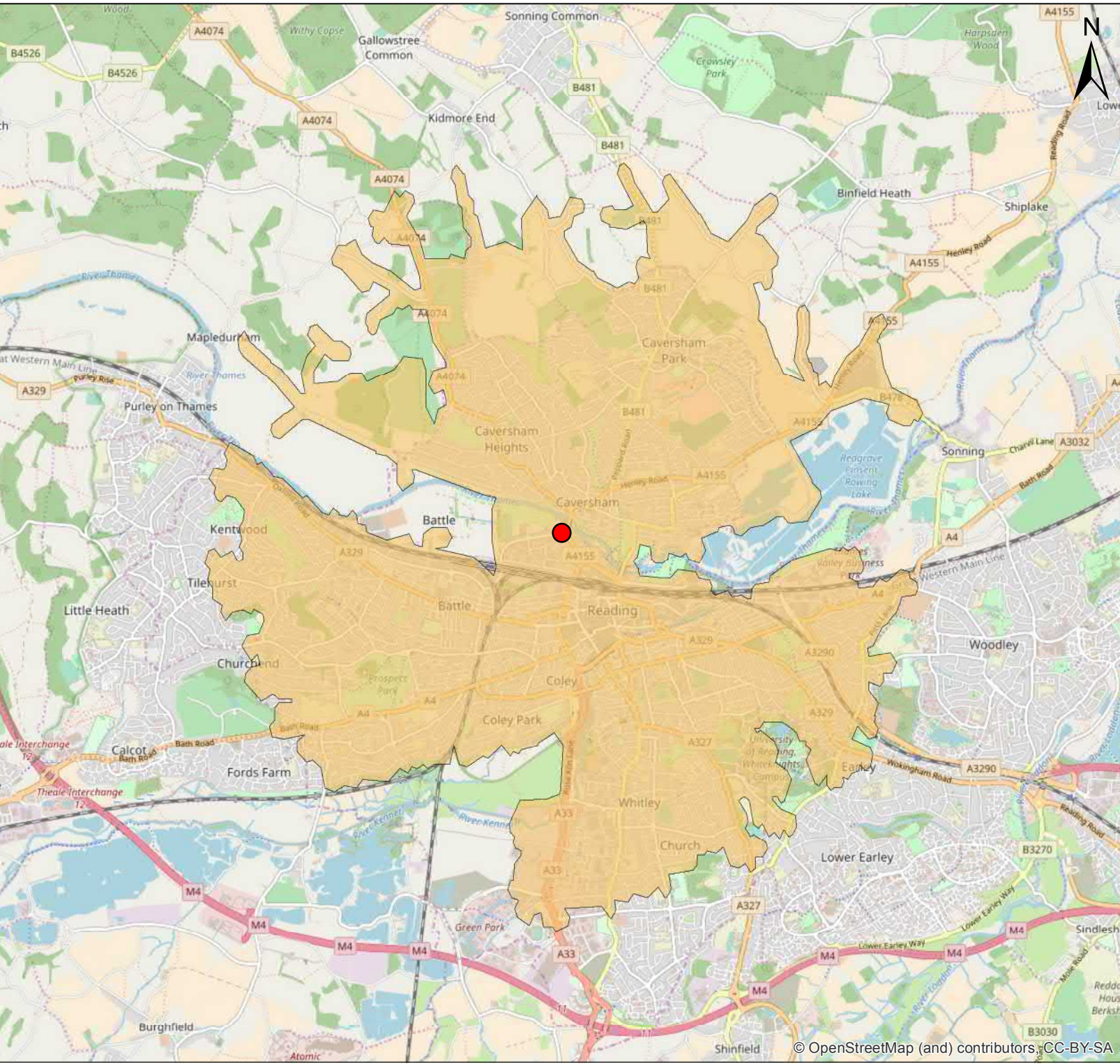


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- Legend**
- Site Location
 - 2km Walking Isochrone

Redefine BDL		
Proposed Hotel, Richfield Avenue, Reading		
Walking Isocrone		
		
FIGURE: Figure 3		
DRAWN BY: EH	CHECKED BY: BB	DATE: 01/03/2018



Legend

-  Site Location
-  5km Cycling Isocrone

Redefine BDL
Proposed Hotel, Richfield Avenue, Reading
Cycling Isocrone


FIGURE: Figure 4		
DRAWN BY: EH	CHECKED BY: BB	DATE: 01/03/2018