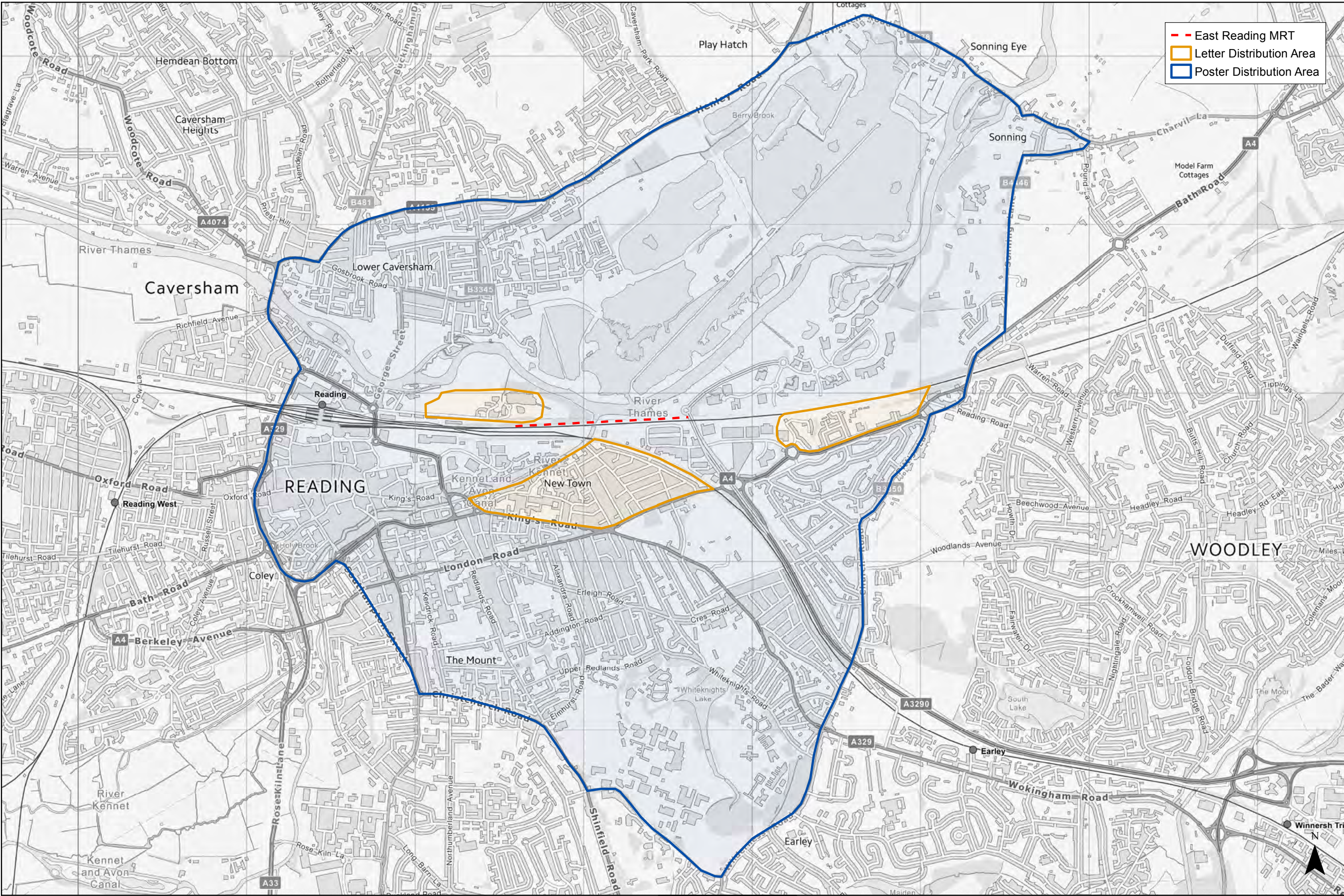




East Reading MRT

0 0.5 1
km

Contains Ordnance Survey data (c) Crown copyright and database right 2016.



Client

1:20,000 @ A3

15/06/17

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Public Exhibition Publicity

Figure 1

Rev A

Appendix D Press Release

Reading Borough Council News Release
For Issue Friday July 8th

A New Bus, Pedestrian and Cycle Route for East Reading

PLANS to build a key new bus, pedestrian and cycle route in east Reading to help alleviate congestion on London Road and Cemetery Junction will be the subject of a public consultation starting this month.

The new route would provide a direct new link between Reading town centre and Thames Valley Business Park, as well Wokingham's proposed new Thames Valley Park and Ride site. It would be open to buses only, with a segregated walking and cycle path also created.

The route between the town centre and east Reading, Wokingham and beyond is one of the busiest in the area, with a peak time queues common along the A4 London Road and Cemetery Junction as people travel east and west. By providing a quick, safe and reliable public transport link, the Council hopes to encourage more people out of their cars and onto buses and bikes, which will help reduce congestion. This will have the added benefit of improving air quality in the east of Reading.

Known as the East Reading Mass Rapid Transit (MRT), the route would run parallel to the Great Western mainline along Napier Road and linking with the Council's newly opened Napier Road underpass. The route would be extended near Tesco's and on to the Kennetmouth where a new single lane bridge would be constructed next to the existing railway bridge over the river. This would then link with the proposed 277 space Thames Valley Park and Ride site, and Thames Valley Business Park.

The initial public consultation for the scheme will include a public exhibition at the Waterside Centre, Thames Valley Park Drive, on Tuesday 19th July between 1pm to 7pm. Residents and business are invited to drop in and ask any questions.

Following the exhibition, materials will be displayed in the foyer of the Civic Offices, and on the Council's website, with the opportunity to provide feedback through an online survey at www.reading.gov.uk/east-reading-mrt from Tuesday 19th July to Tuesday 16th August. Comments received during the consultation will be used to help inform development of the scheme proposals, prior to submission of a planning application towards the end of the year. Full public consultations, involving drop-in events, will also accompany the planning application.

Tony Page, Reading Borough Council's Lead Member for Strategic Environment, Planning and Transport, said:

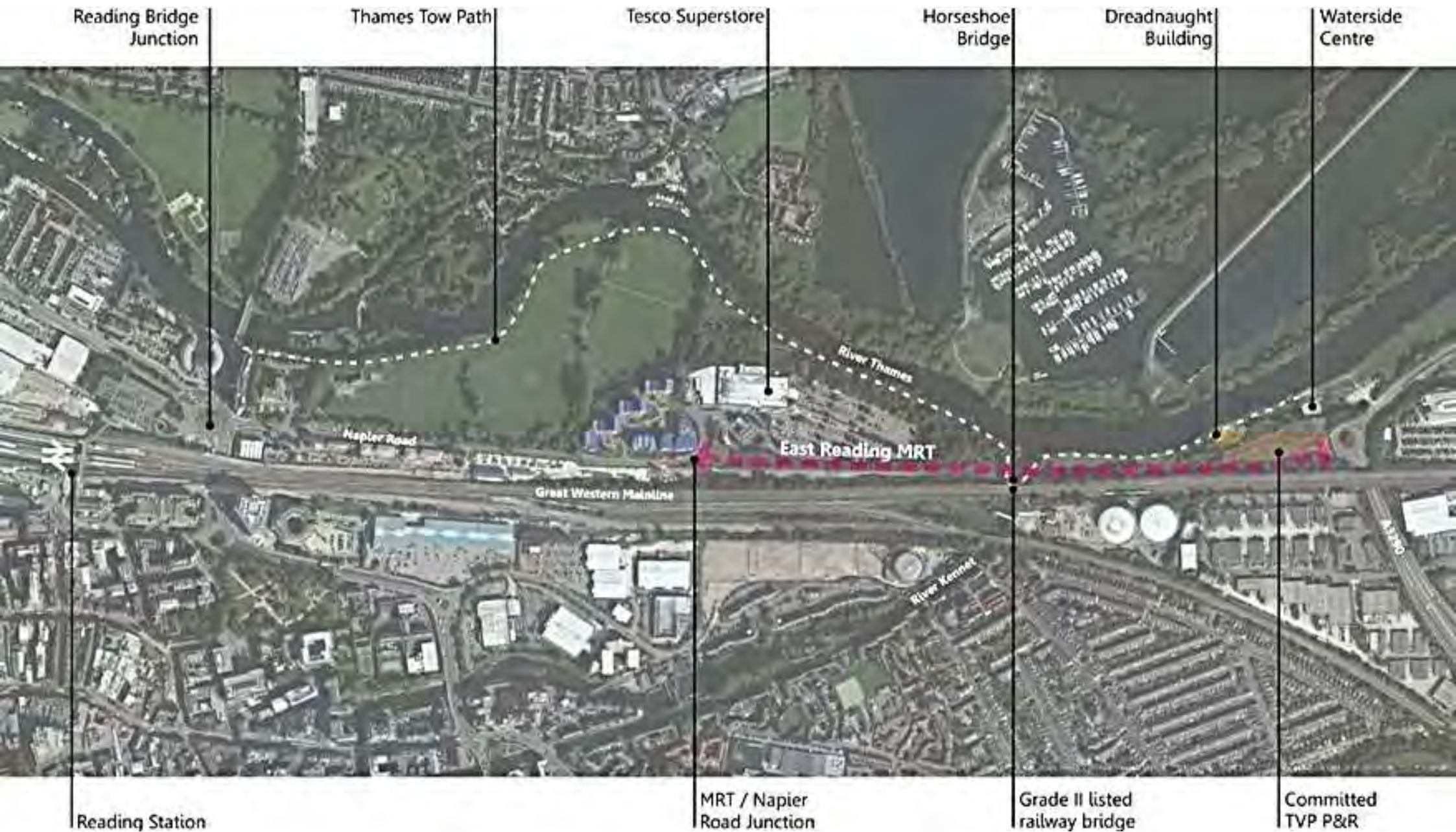
"The west to east route between the town centre and the borough boundary with Wokingham is one of the most heavily used in the Thames Valley region. People who regularly travel along the London Road and through Cemetery Junction will be more than familiar with the bottleneck. The proposals are for a more direct and much quicker public transport route to run parallel to the railway line, joining with Thames Valley Business Park and Wokingham's new park and ride site, which is currently going through the planning process.

"Reading is getting busier with limited road space to absorb increasing levels of traffic. The only realistic way to alleviate congestion is to provide quick and safe alternative routes for people, to encourage them out of their cars and onto sustainable forms of transport like buses, walking and cycling.

"I would strongly emphasise that this is in no way a precursor to a new road which would eventually open to all forms of traffic. The design of the bridge means it narrows to a single lane as it passes over the river, so that it is sensitive to the local environment and so that it cannot be converted into a road link without a complete rebuild of the bridge. We are clear that this is a public transport route, with segregated walking and cycle lanes. I would urge as many residents as possible to make some time to see the proposals at the Waterside Centre on July 19th, or visit the Council's website"

The proposed East Reading MRT scheme is being promoted by Reading Borough Council, Wokingham Borough Council and Thames Valley Berkshire Local Enterprise Partnership, with capital funding secured through the LEP's Growth Deal with the Government.

Appendix E Exhibition Location Map



Appendix F Exhibition Information Boards

East Reading Mass Rapid Transit Route Introduction

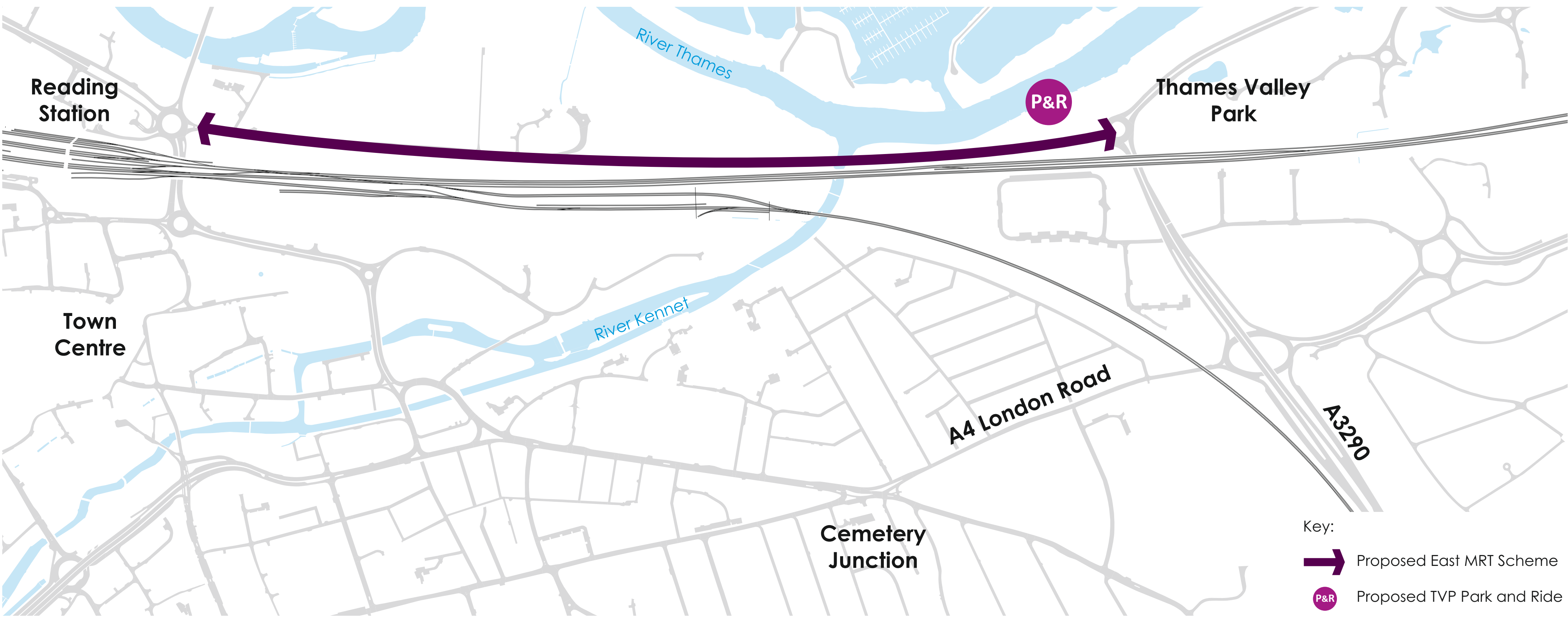
What is the East Mass Rapid Transit Scheme?

The East Reading Mass Rapid Transit (MRT) scheme is a segregated fast track public transport, pedestrian and cycle route that will support enhanced accessibility and continued sustainable growth in Reading, Wokingham Borough and the wider area.

The MRT route is proposed to link the A3290 at Thames Valley Park, from the proposed new Park & Ride facility, to Napier Road, Reading town centre and the railway station.

The scheme is being promoted by Reading Borough Council (RBC), Wokingham Borough Council (WBC) and Thames Valley Berkshire Local Enterprise Partnership (TVB LEP).

The purpose of the scheme is to improve the attractiveness of travelling more sustainably, therefore reducing private car trips, easing forecast congestion and air quality along the existing highway network, particularly on the A4 corridor.

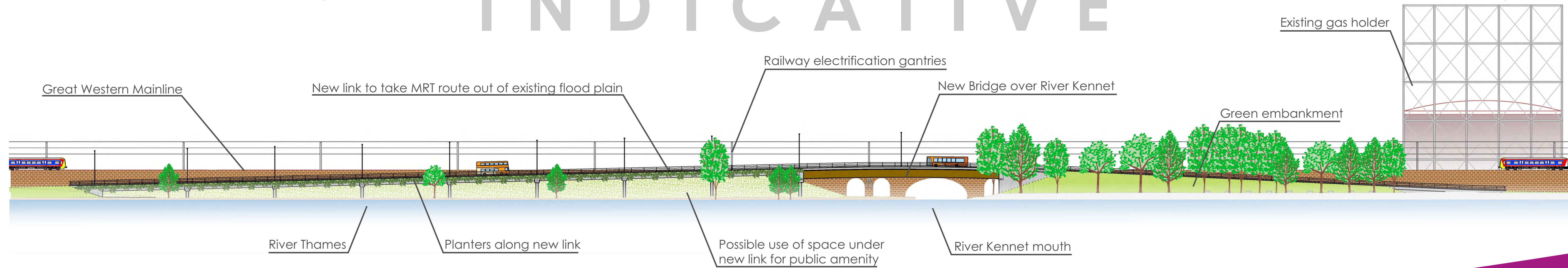


Illustrative Cross-Section

← ← Thames Valley Park & Wokingham

INDICATIVE

Tesco Store & Reading → →



East Reading Mass Rapid Transit Route

Wider Transport Connectivity

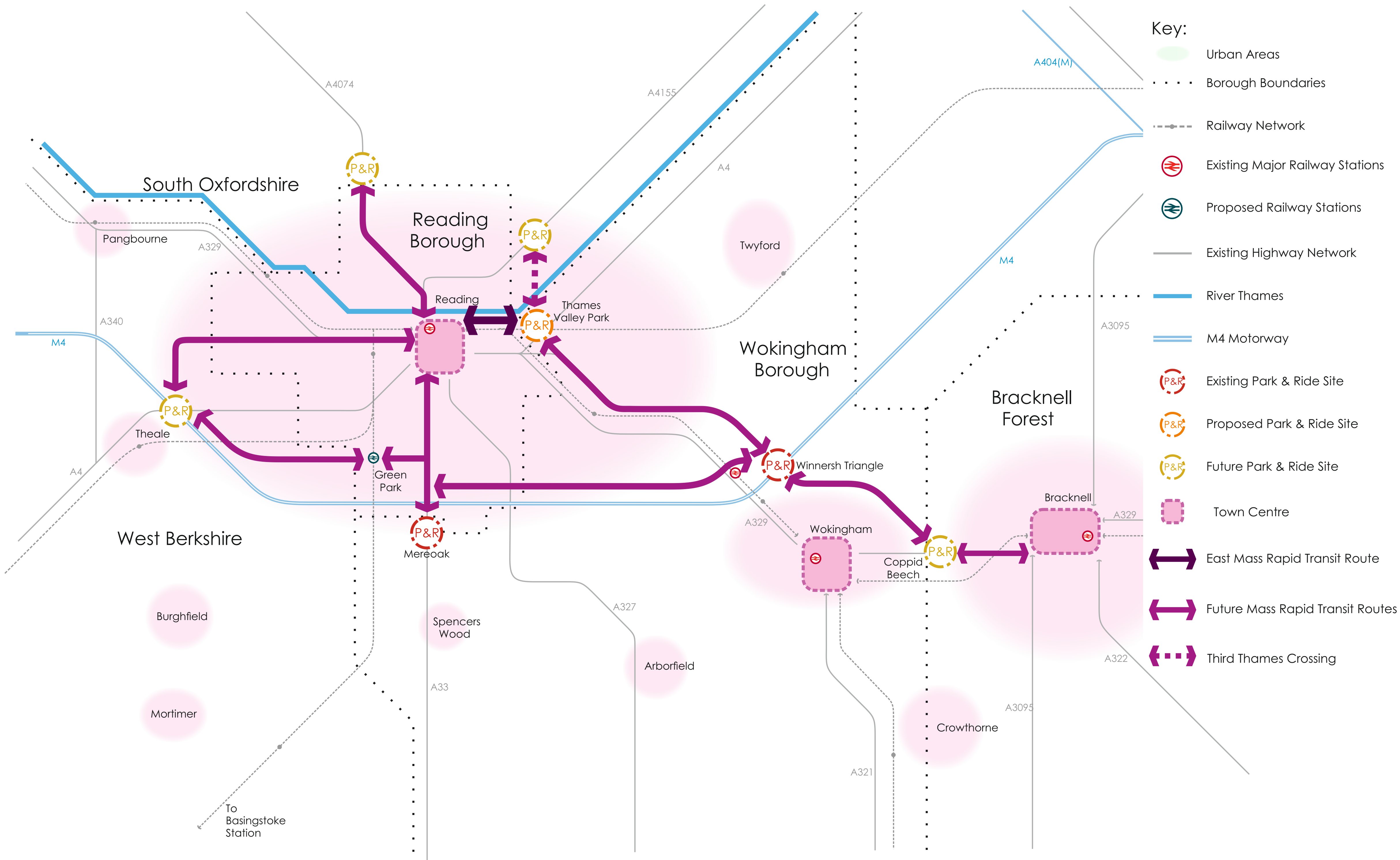
Transport Strategy

This scheme is a long established element of RBC's strategy to deliver sustainable economic growth and housing for Reading and Wokingham Boroughs. It is included in RBC's Corporate Plan, Core Strategy and Local Transport Plan. The diagram to the right shows Reading's public transport strategy to provide significantly improved radial and orbital MRT routes.

The scheme is also identified in WBC's Core Strategy, Managing Development Delivery, Local Plan, and Local Transport Plan; and TVB LEP's Strategic Economic Plan.

A growing town must be supported by good transport links to provide urban connectivity and access to wider strategic transport networks. The A4 corridor in east Reading linking the town centre and the A3290 is suffering from significant levels of congestion, particularly in the peak periods. This congestion is forecast to increase with the projected level of growth in Reading and Wokingham Borough.

RBC has made significant progress in delivering its Local Transport Plan Strategy to date, which has been developed to encourage sustainable transport, active travel, and support planned growth. This scheme is a vital element of the wider strategy.



Working with:

