

Easy Hotel

**132 – 138 Caversham Road
Reading**

Car Park Management Plan

February 2018

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1 INTRODUCTION

- 1.1 Vectos has been appointed by Easy Hotel to provide transport advice in relation to the redevelopment of 132-138 Caversham Road, Reading RG1 8AY. The local authority is Reading Borough Council (RBC).
- 1.2 The location of the site is shown in **Figure 1**. The site is situated to the north-west of Reading Town Centre, on the eastern side of Caversham Road at its junction with Thames Avenue. Reading Rail Station, situated immediately to the north of Reading Town Centre, is just 600m from the site. The area is predominately residential in nature, but with a number of restaurants and retail units close by.
- 1.3 The development was granted full planning permission (170366) subject to pre-occupation conditions in July 2017. Two of the conditions (Conditions 11 and 12) relate to car parking arrangements and management at the site.

- 1.4 Condition 11 of the planning permission states:

"No building shall be occupied until vehicle parking and turning space has been provided in accordance with a layout to be submitted to and approved in writing by the Local Planning Authority, and thereafter retained as approved"

- 1.5 Condition 12 of the planning permission states:

"Prior to occupation of the development details of a Car Park Management Plan shall be submitted to and approved in writing by the local planning authority. This should include details of how guests will be informed of parking restrictions prior to arrival at the site and signage within the site; and information and maps in relation to the location of local public car parks. A copy of the management plan shall be held on site in a location readily accessible to staff and guest. The development hereby permitted shall only be occupied in full accordance with the approved plan."

This Report

- 1.6 This Car Park Management Plan (CPMP) sets out the strategy for the management of the 7 car parking spaces associated with the consented hotel at 132-138 Caversham Road in Reading, and in doing so, addresses the two pre-occupation conditions outlined above. The CPMP provides guidance and assurance to the hotel occupiers and RBC on how issues concerning the car parking will be avoided and / or resolved.

- 1.7 This CPMP is the responsibility of the occupiers of the hotel and will be subject to frequent monitoring to ensure the parking demands of the site are being met in balance with the desire to encourage sustainable travel modes to the site, where possible.
- 1.8 The remainder of this Car Park Management Plan is structured as follows:

Section 2 – Local Car Parking Restrictions

Section 3 – Proposed Hotel Car Parking Arrangements

Section 4 – Management and Enforcement

Section 5 – Monitoring and Reporting

2 LOCAL CAR PARKING OPPORTUNITIES

- 2.1 The site is situated at the junction of Caversham Road and Thames Avenue, approximately 1.0km north-west of Reading Town Centre. The strategic location of the site is shown in **Figure 1** and the local context is shown in **Figure 2**.

Local On-Street Parking Arrangements

- 2.2 Caversham Road and Thames Avenue, which bound the site, are situated in Controlled Parking Zone (CPZ) '03R'. A map showing the extent of CPZ 03R is shown in **Appendix A**. Within the CPZ, resident parking permits need to be displayed between 08:00-20:00, seven days a week.
- 2.3 Thames Avenue consists of a mixture of double yellow lines and permit holder only parking bays. In addition there are a small number of permit bays which are also shared time restricted bays. These allow free parking for a maximum of 2 hours with no return within 2 hours between 08:00 and 20:00.
- 2.4 Caversham Road also has a mixture of double yellow lines and time restricted bays. These are predominantly situated along the frontage of the retail units.
- 2.5 Other streets in the local area also form part of CPZ 03R and are subject to the same restrictions.
- 2.6 No opportunities exist nearby for on-street overnight parking without a resident's permit.

Public Car Parks in Reading

- 2.7 Public car parks provide guests with an alternative to on-site car parking in a secure car park over-night.
- 2.8 **Figure 3** displays some of the public car parks in Reading within a reasonable walking distance of the hotel site (1.0km walking distance is considered to be the point beyond which a person carrying luggage would not travel on foot) with the address and site details for the public car parks summarised below in **Table 2.1**.

Table 2.1: Public Car Parks in Reading

Name	Walking Distance from Hotel	Postcode	Opening Hours	Total Number of Spaces	Daily Rate (24 hours)* £
NCP Garrard St	850m	RG1 1NR	24hr / Day	918	£22.50
Reading Station MSCP	550m	RG1 8BT	24hr / Day	927	£24.00
NCP Cattle Market	800m	RG1 7HN	24hr / Day	90	£7.00
NCP Kings Meadow	800m	RG1 8DF	24hr / Day	95	£9.00

* =Correct at Time of Writing

- 2.9 Car parking on-site will be reserved for guests who have pre-booked a parking space with any additional demand for car parking being directed towards a public car park in Reading, including those listed above.

3 HOTEL CAR PARKING ARRANGEMENTS

- 3.1 The hotel will maintain the existing car park arrangement to the rear of the building which provides 7 car parking spaces for the use of guests. A plan showing the layout of the car park is provided in **Appendix B**.
- 3.2 Access to the car park will be retained from Thames Avenue, where there is a white "H Bar" painted across the site access to indicate that there is a driveway or access which should be kept clear for vehicular access.
- 3.3 The swept path analysis for each parking space is displayed in **Appendix C** and demonstrates that all spaces in the car park are accessible by the typical vehicles which would be expected at a hotel.

4 MANAGEMENT AND ENFORCEMENT

- 4.1 The responsibility for this CPMP is that of the hotel occupier. Staff will be made aware of the limited car parking available at the site during their induction training in order to inform guests.

Guest Notification

- 4.2 As the site is located in a highly accessible part of Reading by non-car modes of transport, the hotel occupier will encourage sustainable travel choices through the company's website, over-the-phone bookings and the Travel Plan which has been prepared for staff and guests at the hotel.
- 4.3 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 hotel of the limited quantum of on-site parking and that a car parking space must be reserved at the time of their booking, and cannot be guaranteed.
- 4.4 The hotel's website will provide sustainable travel information, in addition to links to websites for public car parks in Reading. If a guest insists on driving to the hotel and not making use of the nearby public car parks, the hotel's website will include a section where guests must indicate that they require a car parking space for the duration of their stay.
- 4.5 Similarly, if a guest books by phone or in person, they will be provided with the same information as the website and will be encouraged to use sustainable modes of transport or public car parks nearby.
- 4.6 In a similar manner to their room booking, guests will be requested to provide arrival and departure times from the site in order to provide the hotel management with the information necessary to co-ordinate the efficient use of the car park.

Management of Car Parking Spaces

- 4.7 Once a car parking space has been reserved with a guest booking, the manager responsible for assigning guests with rooms will co-ordinate the demand for car parking spaces on a daily basis. This could comprise a simple ledger or diary in which the car parking spaces are marked in once a reservation is made, typically a few weeks in advance of the intended stay.

- 4.8 In the event that the predicted demand for car parking exceeds the availability on-site, the manager will contact the guest as far in advance as possible to advise them that they do not have access to a car parking space and they should make alternative travel / parking arrangements.

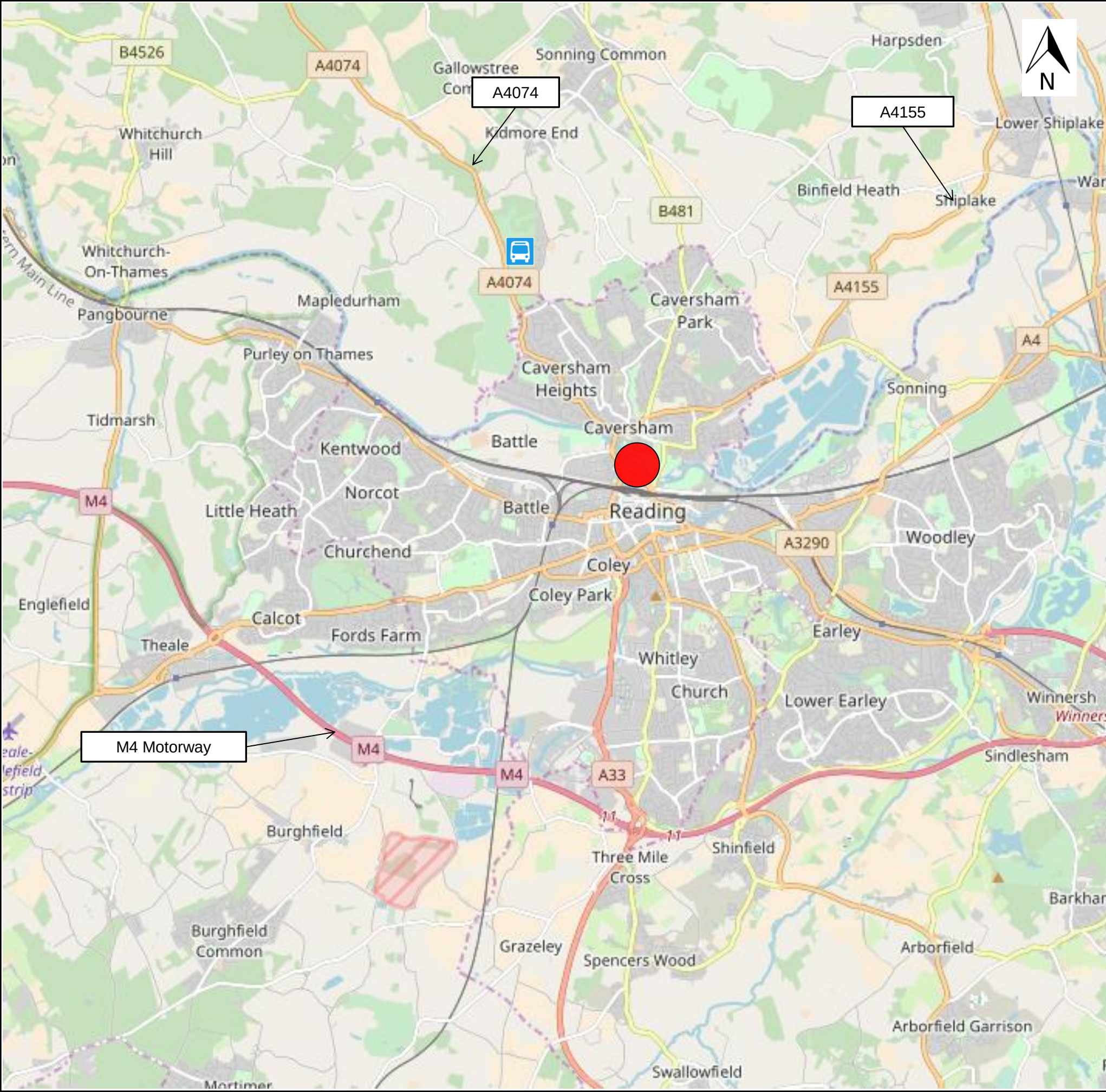
Enforcement of Car Parking

- 4.9 Signage will be provided within the car park stating that the car park is solely for the use of guests who have reserved a car parking space. The signage will be positioned in a prominent location which is visible from Thames Avenue to deter members of the public parking on-site. At present, Easy Hotel do not have a standard set of car parking signage which can be referred to however, generic car parking signage will be provided.
- 4.10 As a minimum, the signage will state that the car park is for the use of hotel guests only providing they have reserved a space in advance. Signage will also outline that the car park is monitored at all times and enforcement will be at the discretion of the hotel management.
- 4.11 An example of typical signage which could be provided at the site is shown in **Figure 4**.
- 4.12 The car parking spaces will be labelled in such a manner that guests can easily locate their designated parking space, as previously determined by the hotel management.
- 4.13 Guests who have not reserved a car parking space but who use the car park will be identified and requested to move their vehicle immediately with the risk of their booking being cancelled if they do not remove their vehicle.
- 4.14 If a member of the public parks in the car park without permission, a notice will be placed on their car to remove their vehicle immediately with appropriate corrective measures to be undertaken based on the hotel management's discretion. This could take the form of the vehicle being towed at the expense of the vehicle owner or a clamp being installed by a private parking enforcement company.

5 MONITORING AND REPORTING

- 5.1 This CPMP is a 'live' document and will be updated on a frequent basis in line with on-going monitoring of the demand for car parking spaces at the hotel.
- 5.2 Periods of high demand for car parking will be reviewed on a regular basis so that future demand can be predicted for particular times of the year, most notably when local events are taking place when the hotel is at its busiest.
- 5.3 The hotel manager will provide frequent updates to the hotel's regional manager / head office on the demand for parking and suggestions on how to maximise use of sustainable travel modes amongst guests.
- 5.4 If there are changes to the availability of public car parks in Reading, this document and the information provided on the hotel's website will be updated with the most up-to-date information. This will be the responsibility of the hotel manager to ensure the information available to guests is up-to-date.

FIGURES



Key:

Site Location

Easy Hotel

132-138 Caversham Road,
Reading, RG1 8AY

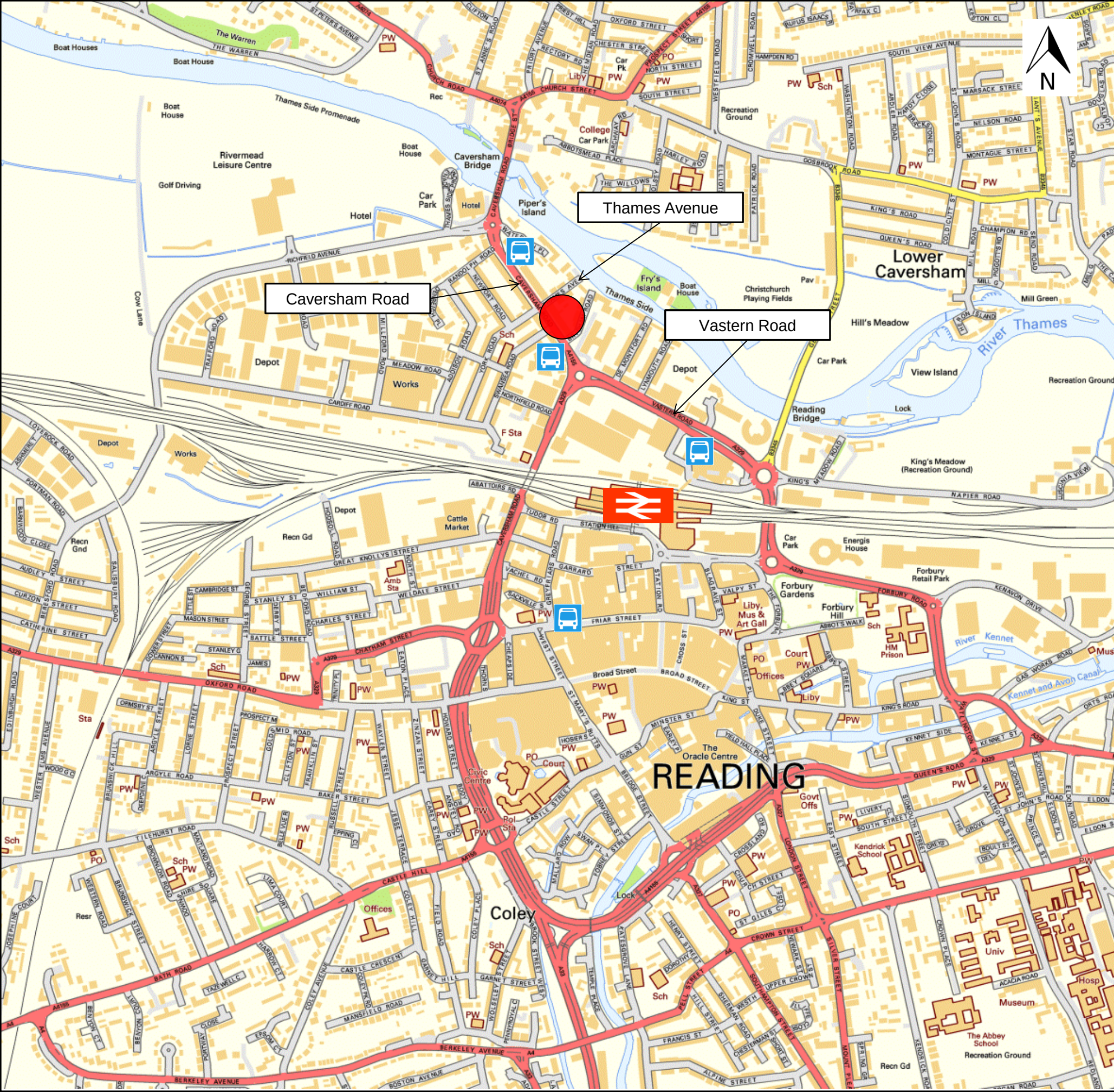
Strategic Site Location Plan

SCALES:		NTS		
DRAWN:	CHECKED:	DATE:	REVISION:	
BB	KH	20/02/18	.	



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DRAWING REFERENCE: Figure 1



Key:

 Site Location

 Reading Rail Station
(600m Walking Distance)

 Bus Stop

Easy Hotel

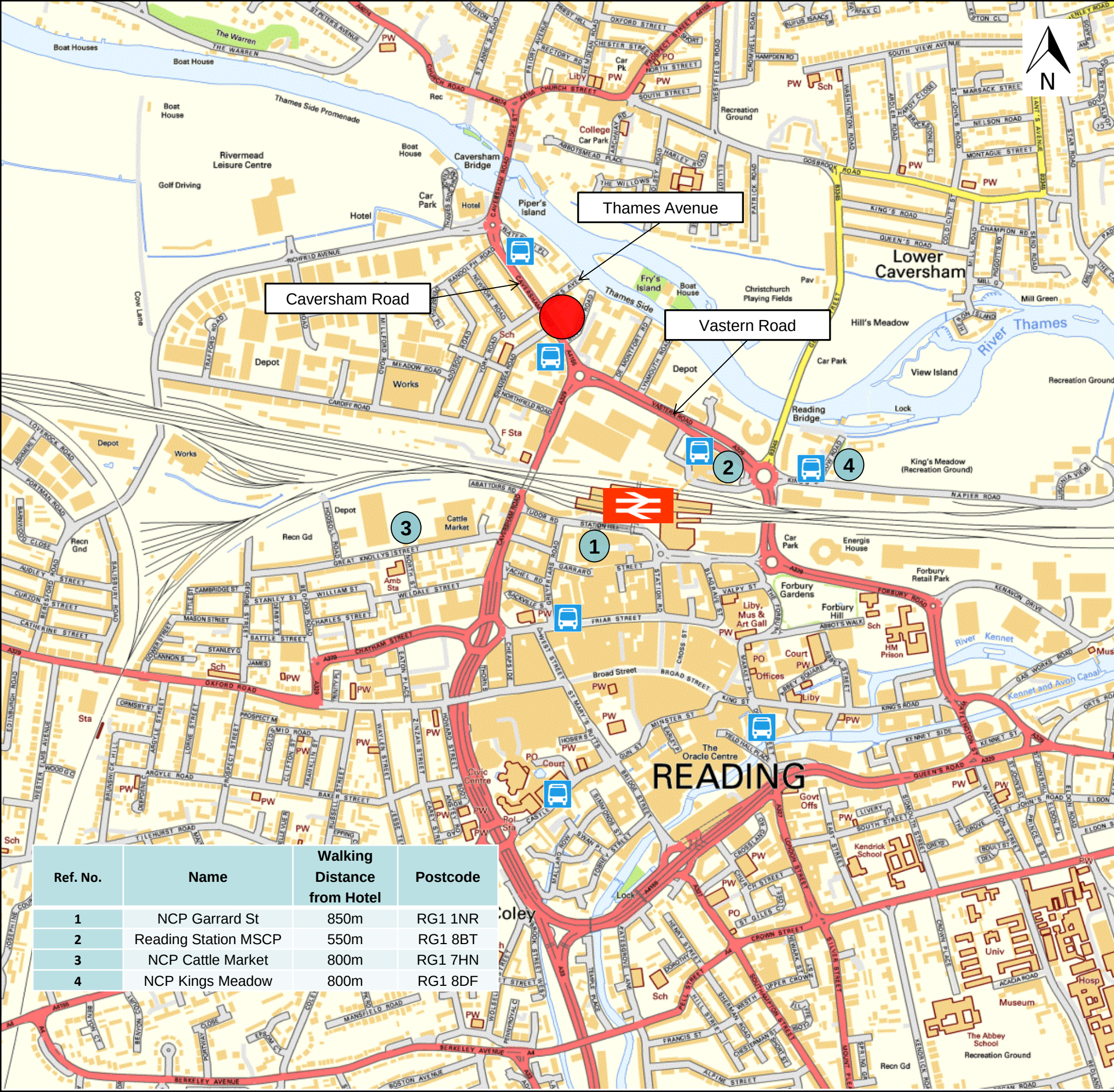
132-138 Caversham Road,
Reading, RG1 8AY

Local Site Location Plan

SCALES:		NTS	
DRAWN:	CHECKED:	DATE:	REVISION:
BB	KH	20/02/18	.



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Key:

 Site Location

 Reading Rail Station
(600m Walking Distance)

 Bus Stop

Note: This is not an exhaustive list of Public Car Parks in Reading

Easy Hotel

132-138 Caversham Road,
Reading, RG1 8AY

Public Car Parks in Reading
Plan

SCALES:		NTS	
DRAWN:	CHECKED:	DATE:	REVISION:
BB	KH	20/02/18	.



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Tel: 020 7580 7373 Email: london@vectors.co.uk www.vectors.co.uk

Ref. No.	Name	Walking Distance from Hotel	Postcode
1	NCP Garrard St	850m	RG1 1NR
2	Reading Station MSCP	550m	RG1 8BT
3	NCP Cattle Market	800m	RG1 7HN
4	NCP Kings Meadow	800m	RG1 8DF

easyHotel.com

PRIVATE CAR PARK

**FOR THE USE OF EASY HOTEL GUESTS
WITH A RESERVED CAR PARKING SPACE ONLY**

**THIS CAR PARK IS MONITORED FREQUENTLY
AND ENFORCEMENT WILL BE AT THE
DISCRETION OF HOTEL MANAGEMENT**

Key:

Note: This is an indicative layout
for signage to be displayed within
the car park.

132-138 Caversham Road,
Reading, RG1 8AY

Easy Hotel

Example Car Parking
Management Signage

SCALES:

NTS

DRAWN:
BB

CHECKED:
KH

DATE:
20/02/18

REVISION:
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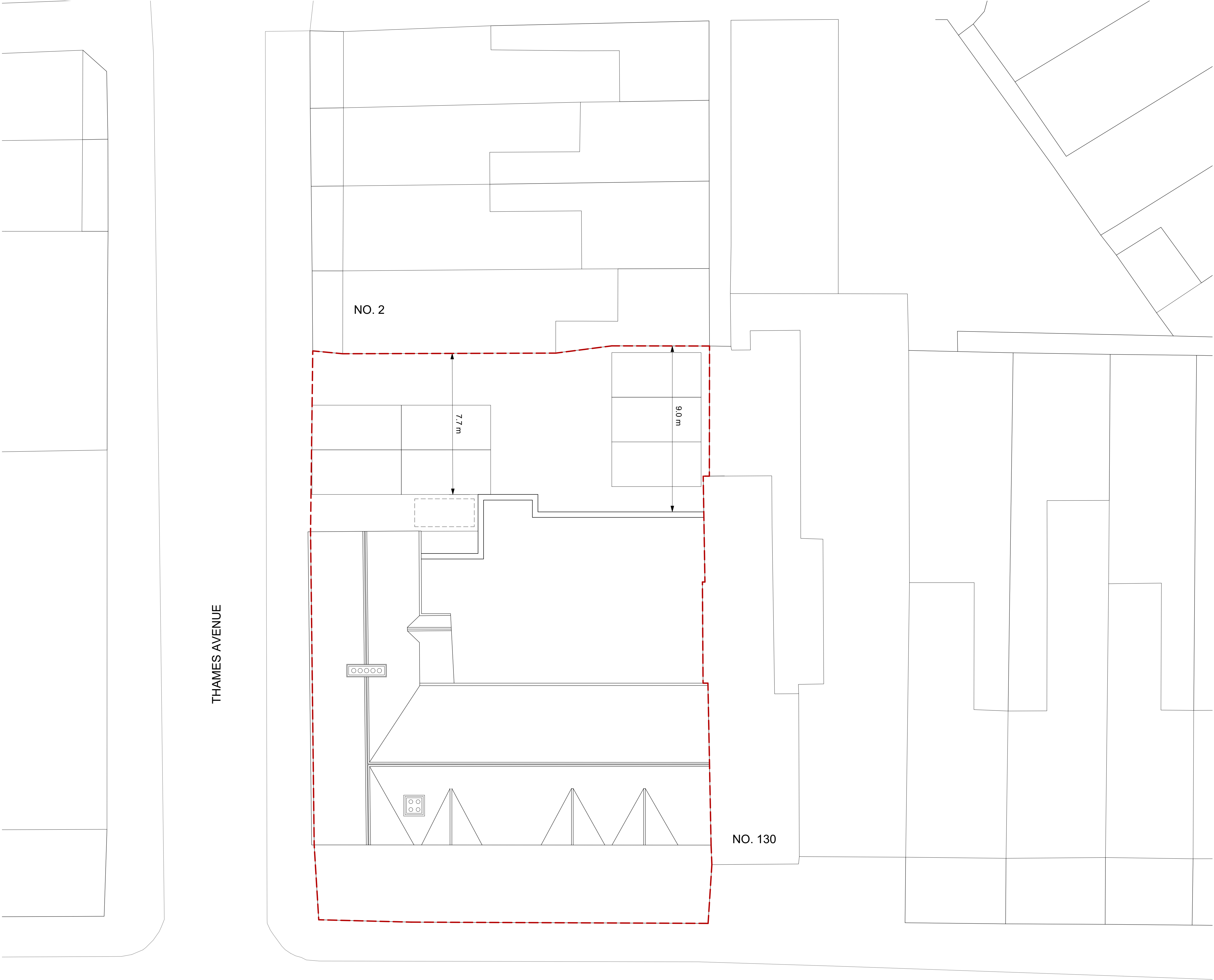
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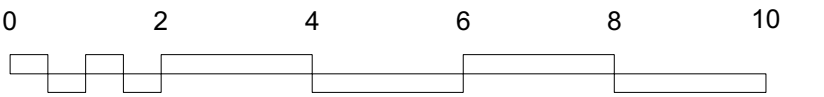
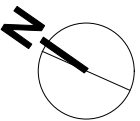
Figure 4

APPENDIX A

APPENDIX B



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2	16/6/17	Bin collection point added	SR
1	22/5/17	Parking space layout revised	SR
Rev	Date	Description	By



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ARCHITECTS**

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Client
SPLENDID HOSPITALITY GROUP

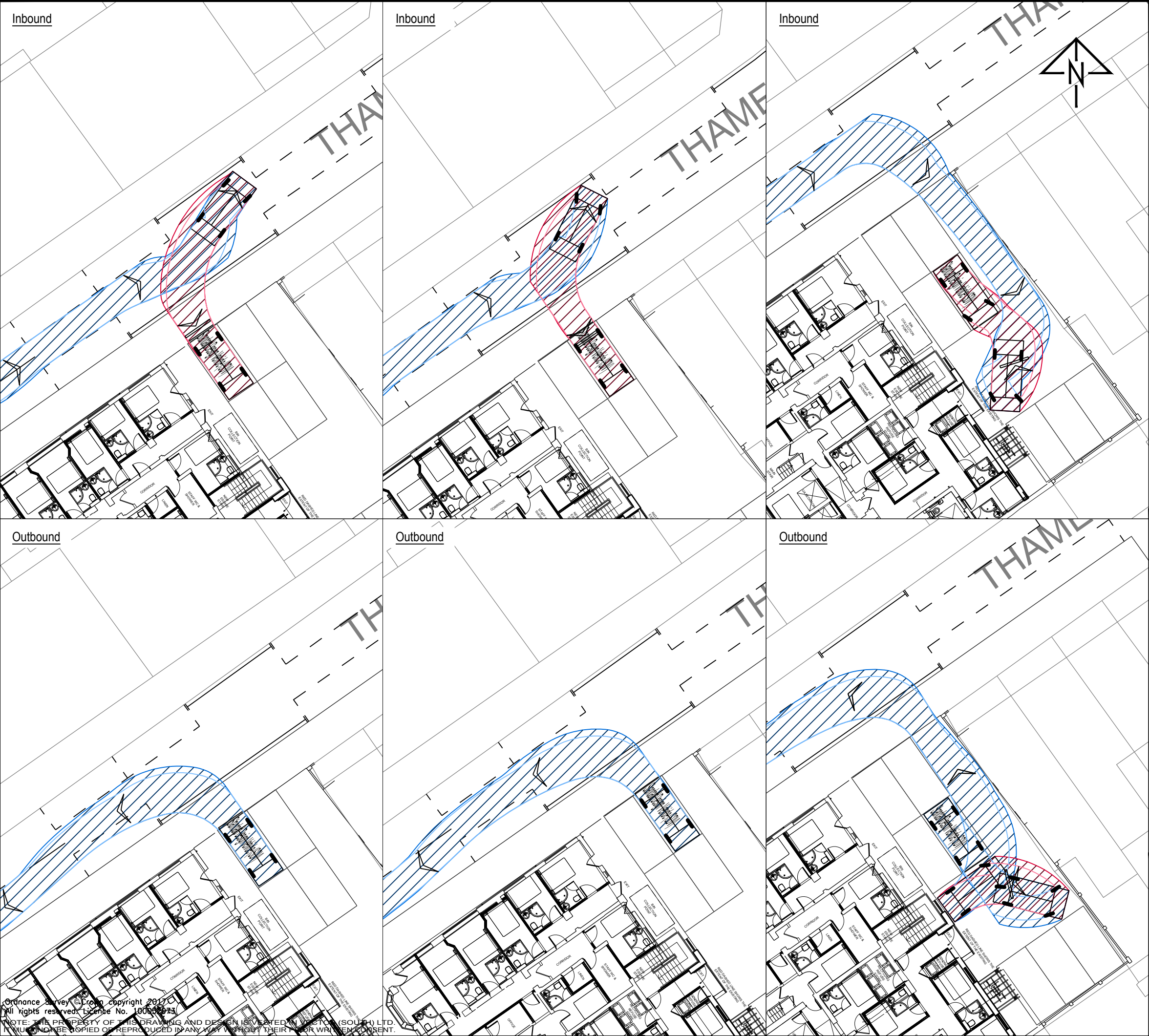
Project
EASYHOTEL READING

Drawing
PROPOSED CONTEXT PLAN

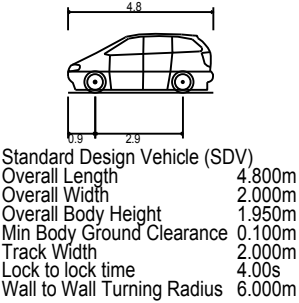
Scale	Status	Date	Drawn	Checked
1:100 @ A1	Planning	07.02.17	SR	
Drawing No.			Revision	

4132-P-200 **B**

APPENDIX C



- Notes:
1. This is not a construction drawing and is intended for illustrative purposes only.
 2. White lining is indicative only.
 3. Layout: 4132-P-202-PROPOSED GROUND FLOOR & 4132-P-200-PROPOSED CONTEXT PLAN by Bidwells.



All vehicles overrun Thames Avenue parking bays on exit.

REV.	DETAILS	DRAWN	CHECKED	DATE

CLIENT:
Easy Hotel

PROJECT:
**132-138 Caversham Road,
Reading**

DRAWING TITLE:
**Swept Path Analysis
Car Park
Standard Design Vehicle**

SCALES:
1:500 at A3

DRAWN: KB CHECKED: BB DATE: 19.02.2018



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DRAWING NUMBER:
162719/AT/A01

REVISION:
-



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 2. White lining is indicative only.
 3. Layout: 4132-P-202-PROPOSED GROUND FLOOR & 4132-P-200-PROPOSED CONTEXT PLAN by Bidwells.

Medium Sized Car	
Overall Length	4.319m
Overall Width	1.686m
Overall Body Height	1.466m
Min Body Ground Clearance	0.228m
Max Track Width	1.591m
Lock to lock time	4.00s
Kerb to Kerb Turning Radius	5.042m

REV.	DETAILS	DRAWN	CHECKED	DATE

CLIENT:

Easy Hotel

PROJECT:

132-138 Caversham Road,
Reading

DRAWING TITLE:

Swept Path Analysis
Car Park
Medium Car

SCALES:

1:500 at A3

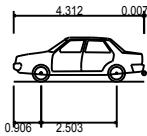
DRAWN:	KB	CHECKED:	BB	DATE:	19.02.2018
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 2. White lining is indicative only.
 3. Layout: 4132-P-202-PROPOSED GROUND FLOOR & 4132-P-200-PROPOSED CONTEXT PLAN by Bidwells.



Medium Sized Car	
Overall Length	4.319m
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Min Body Ground Clearance	0.228m
Max Track Width	1.591m
Lock to lock time	4.00s
Kerb to Kerb Turning Radius	5.042m

REV.	DETAILS	DRAWN	CHECKED	DATE

CLIENT:

Easy Hotel

PROJECT:

132-138 Caversham Road,
Reading

DRAWING TITLE:

Swept Path Analysis
Car Park
Medium Car

SCALES:

1:500 at A3

DRAWN:	KB	CHECKED:	BB	DATE:	19.02.2018
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transport planning specialists

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