



29-32 Market Place and 173-175 Friar Street
Reading

Travel Plan Statement

For

Sonic Star Properties

Document Control Sheet

Travel Plan Statement

29-32 Market Place and 173-175 Friar Street, Reading

Sonic Star Properties

This document has been issued and amended as follows:

Date	Issue	Prepared by	Approved by
25/01/2018	Draft	KL	DL
05/02/2018	Final	KL	DL
189/02/2018	Final Rev A	KL	DL

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Contents

1.0 Introduction 1

2.0 Baseline Conditions.....2

3.0 Objectives & Measure.....5

4.0 Summary and Conclusions 6

Figures

- 2.1 Site Location Plan
- 2.2 Local Amenities Map

Appendices

- A Bus Map

1.0 Introduction

- 1.1 Motion has prepared this Travel Plan Statement on behalf of Sonic Star Properties Limited in relation to development proposals at the 29-32 Market Place and 173-175 Friar Street, Reading.
- 1.2 The site is located to the west of Market Place and the south of Friar Street with predominantly retail and commercial uses in the immediate vicinity of the site. The shops of Broad Street and the Oracle are approximately 250 metres to the south in Reading core town centre, whilst Reading station is approximately 350 metres to the north.
- 1.3 The site currently provides a mixture of office and retail uses and comprises a total of 3,389 square metres of floorspace. The proposals comprise the demolition of existing buildings at 173-175 Friar Street and those to the rear of the listed buildings at Market Place and construction of a new mixed-use building, along with refurbishment and change of use of the building fronting Market Place. The development would provide a total of 43 residential units, 1,603 square metres of retail space and 4,212 square metres of office space. The proposals would be car-free, with no on-site parking provided and include the retention of the existing pedestrian route.
- 1.4 A Transport Statement has also been prepared to assess the effect of the development proposals on the highway network local to the site and is submitted under separate cover.
- 1.5 This Travel Plan Statement has been prepared in accordance with local and national planning guidance and provides information about the measures which form part of the development proposals to encourage sustainable travel choices amongst both residents and staff at the site.
- 1.6 The remainder of this report is set out as follow:
 - ▶ **Section 2** – Baseline Conditions;
 - ▶ **Section 3** – Objectives & Measures;
 - ▶ **Section 4** – Summary and Conclusions.

2.0 Baseline Conditions

Site Location

- 2.1 The site is located to the west of Market Place and the south of Friar Street with predominantly retail and commercial uses in the immediate vicinity of the site. The shops of Broad Street and the Oracle are approximately 250 metres to the south while Reading station is approximately 350 metres to the north.
- 2.2 The site location in relation to the local area is shown in [Figure 2.1](#).

Local Highway Network

- 2.3 Market Place forms the eastern boundary of the site and is a single one-way carriageway operating in a broadly north-south configuration. Market Place is subject to traffic restrictions allowing buses and wheelchair accessible taxis to use the route. Market Place has double yellow line restrictions along both sides.
- 2.4 To the north of the site Blagrove Street becomes Friar Street, a one-way route operating in an east-west configuration between Blagrove Street and Station Road. Station Road offers access to the A329 Forbury Road to the north east. Friar Street is subject to extensive double yellow line restrictions on both sides.

Sustainable Transport Accessibility

- 2.5 It is generally accepted that walking and cycling provide important alternatives to the private car, and should also be encouraged to form part of longer journeys via public transport. Indeed, it is noteworthy that the Chartered Institute of Highways and Transportation (CIHT) have prepared several guidance documents that provide advice with respect to the provision of sustainable travel in conjunction with new developments.
- 2.6 Whilst now superseded, PPG13 also recognised the potential for short car trips to be substituted for cycle trips, and for longer trips to be substituted by a combination of cycle and public transport trips. It was suggested that these short trips where those under 5km, this guidance still provides a useful benchmark for commutable distance.

Accessibility by Foot

- 2.7 The site is easily accessible by foot with several pedestrianised routes in the immediate vicinity including a convenient link between Market Place and Broad Street as well as vehicle free routes to Forbury Gardens to the north east. Further car free routes operate throughout Reading town centre connecting Garrard Street to the north with the Oracle shopping centre to the south.
- 2.8 A signalised pedestrian crossing is located to the east of the site creating a safe link to bus stops on the eastern side of Market Place. A further signalised crossing is located at the junction of Station Road and Friar Street offering a convenient route to the station.
- 2.9 A range of shops and services are within walking distance of the site, a summary of these is shown in Table 2.1 and illustrated in [Figure 2.2](#).

Amenity	Walking / Cycling Distance (m)
Kendrick School	800m
Katesgrove Primary School	1,100m
Reading School	1,700m
University of Reading, Whiteknights Campus	2,300m
University of Reading, London Road Campus	1,000m
Royal Berkshire Hospital	1,500m
Melrose Surgery	1,100m
Friar Street Dental Practice	<100m
Boots Pharmacy	250m
Tesco Extra	1,200m
Aldi	950m
Sainsbury's	300m
Reading Central Library	300m
Post Office	<100m
Rivermead Leisure Complex	1,800m
The Oracle Shopping Centre	250m

Table 2.1 Distance to Local Amenities

Accessibility by Cycle

- 2.10 Reading benefits from a number of local cycle routes which connect through central Reading in the vicinity of the application site. These routes comprise a mixture of on-road, off-road and quiet routes linking the centre of Reading to the university campuses, Whitley, Tilehurst and Royal Berkshire Hospital.
- 2.11 There are existing public cycle stands to the immediate north of the site with space for up to 16 cycles. Further cycle parking is available at Reading station totalling 344 spaces.
- 2.12 It is evident that the site is situated within a convenient walk or cycle of a range of local shops, services and public transport facilities. The Transport Statement supporting a planning application will provide a detailed review of the walking and cycling facilities in the vicinity of the site.

Accessibility by Bus

- 2.13 The nearest bus stops to the site are located within 100 metres of the eastern boundary on Market Place. The stops on Market Place are served by a total of 37 different bus services, highlighting the central and highly accessible location of the site.
- 2.14 From Market Place the buses operate to destinations including: Wokingham, Aldershot, Reading International Business Park and Reading University, among others. A summary of the bus services from Market Place with regard to the direction of travel is shown in Table 3.2 and a copy of the local bus maps is provided at [Appendix A](#).

Direction	Services
North	16 17 18 23 24 25 28/28a 29 33/33a 143 153 800 850 921 922
South	2/2a 7 8 9 10 11 21/21a 40 50/50a/50b 52 53/53b/53x 60/60a/60b/60e/60m/60x 62/62a 154
East	3 4 12 13 14 19a/19b/19c 26 127 128 129 244 500 981 991
West	1 15

Table 3.2 Local Buses by Direction of Travel

- 2.15 Reading further benefits from Heathrow Rail Air bus services operating from the train station and National Express services direct to London Victoria Coach Station.

Accessibility by Rail

- 2.16 Reading station is located approximately 350 metres to the north of the application site and offers a range of rail services connecting to destinations including London Paddington, Swansea, Manchester and Gatwick Airport. The station benefits from a taxi rank, cycle parking provision and a multi-storey car park.

Car Club

- 2.17 Car Clubs can help to reduce car ownership by offering the convenience of a car, without the costs of repairs, servicing, insurance and parking. Research has shown that membership of a car clubs can particularly influence a household's decision not to own a second vehicle. The nearest car club vehicle is located approximately 450 metres to the north in the NCP Car Park on Garrard Street and is operated by Carvenient Club. A further car club bay is located approximately 800 metres to the south west on Fobney Street and is also operated by Carvenient Club.

Summary

- 2.18 It is evident that the application site is situated in a highly accessible location and benefits from access to a range of public transport opportunities with Reading train station and local bus stops within close proximity of the site. In addition, the site is well served by pedestrian and cycle routes and there are a wide range of shops and services within a short walk or cycle of the site.

3.0 Objectives & Measure

Objectives

- 3.1 The principle objectives of the Travel Plan Statement have been developed with references to relevant policy and guidance. These are set out below:
- ▶ To increase awareness of the use of sustainable modes of travel and to encourage their use;
 - ▶ To increase awareness of the environmental impacts of travel by the private car;
 - ▶ To promote walking and cycling as a health benefit to residents and staff;
 - ▶ To reduce the perceived safety risk associated with the alternatives of walking and cycling; and,
 - ▶ To reduce car dependency.
- 3.2 In order to meet these objectives, a number of measures will be implemented in and around the proposed development; these are detailed in the following sections.

Measures

- 3.1 This section of the Travel Plan Statement outlines the measures that could be implemented at the site in order to encourage travel by more sustainable transport modes.
- 3.2 In accordance with national, regional and local planning policy guidance the applicant is committed to encouraging the use of more sustainable modes of transport. A number of 'hard' measures have been proposed to encourage sustainable travel:
- ▶ The development will be car free to encourage the use of sustainable transport modes; and
 - ▶ Cycle parking for residential, office and retail uses will be provided in accordance with local cycle parking standards.
- 3.3 The most important 'soft' measure to be introduced as part of this Travel Plan Statement is the 'Travel Pack' which will be issued to all residents, office and retail occupiers with keys and at their commencement of occupation.
- 3.4 The pack will contain information about all modes of transport available for journeys to and from the site. It will include information related to journeys to key amenities within walking and cycling distance of the development. It will also contain details of the health, financial and environmental benefits of using sustainable modes of transport. Furthermore, the pack will present information about car clubs and sharing schemes so that residents are made aware of the benefits of joining them and also how to register with the schemes. Additional information included within the pack will consist of:
- ▶ Information will be provided about the location of cycle parking and the cycle routes in the vicinity of the site, as well as advice for maintaining bicycles;
 - ▶ Information and advice concerning safe cycle routes from the site to key locations such as train stations and shops;
 - ▶ Information about the location of local car clubs; and,
 - ▶ Journey planning tools such as those available on www.walkit.com will be provided to enable users to plan journeys using sustainable means.

4.0 Summary and Conclusions

- 4.1 Motion has prepared this Travel Plan Statement on behalf of Sonic Star Properties Limited in relation to development proposals at the 29-32 Market Place and 173-175 Friar Street, Reading.
- 4.2 The site is located to the west of Market Place and the south of Friar Street with predominantly retail and commercial uses in the immediate vicinity of the site. The shops of Broad Street and the Oracle are approximately 250 metres to the south in Reading core town centre, whilst Reading station is approximately 350 metres to the north.
- 4.3 The site currently provides a mixture of office and retail uses and comprises a total of 3,389 square metres of floorspace. The proposals comprise the demolition of existing buildings at 173-175 Friar Street and those to the rear of the listed buildings at Market Place and construction of a new mixed-use building, along with refurbishment and change of use of the building fronting Market Place. The development would provide a total of 43 residential units, 1,603 square metres of retail space and 4,212 square metres of office space. The proposals would be car-free, with no on-site parking provided and include the retention of the existing pedestrian route.
- 4.4 The purpose of this Travel Plan Statement is to provide a strategy for encouraging reduced dependency on travelling by private car in favour of more sustainable modes such as public transport, walking, cycling and utilising car clubs for all journey purposes.
- 4.5 This Travel Plan Statement demonstrates that:
- ▶ The site is accessible by a range of public transport modes, including by bus and rail;
 - ▶ The site is within close proximity to local amenities making walking and cycling realistic alternatives;
 - ▶ The development will be car-free with no car parking provided on site;
 - ▶ Cycle parking is to be provided in accordance with local minimum cycle parking standards; and,
 - ▶ New residents, office and retail occupiers will be provided with a Travel Information Pack which will provide details of sustainable travel opportunities in the vicinity of the site.
- 4.6 It is apparent that the proposed development is situated in a highway accessible town centre location with access to a range of shops, services and sustainable travel opportunities in close proximity of the site. On that basis, it is considered that the strategies outlined within this document have the potential to help deliver the objective of a providing a sustainable development.

Figures



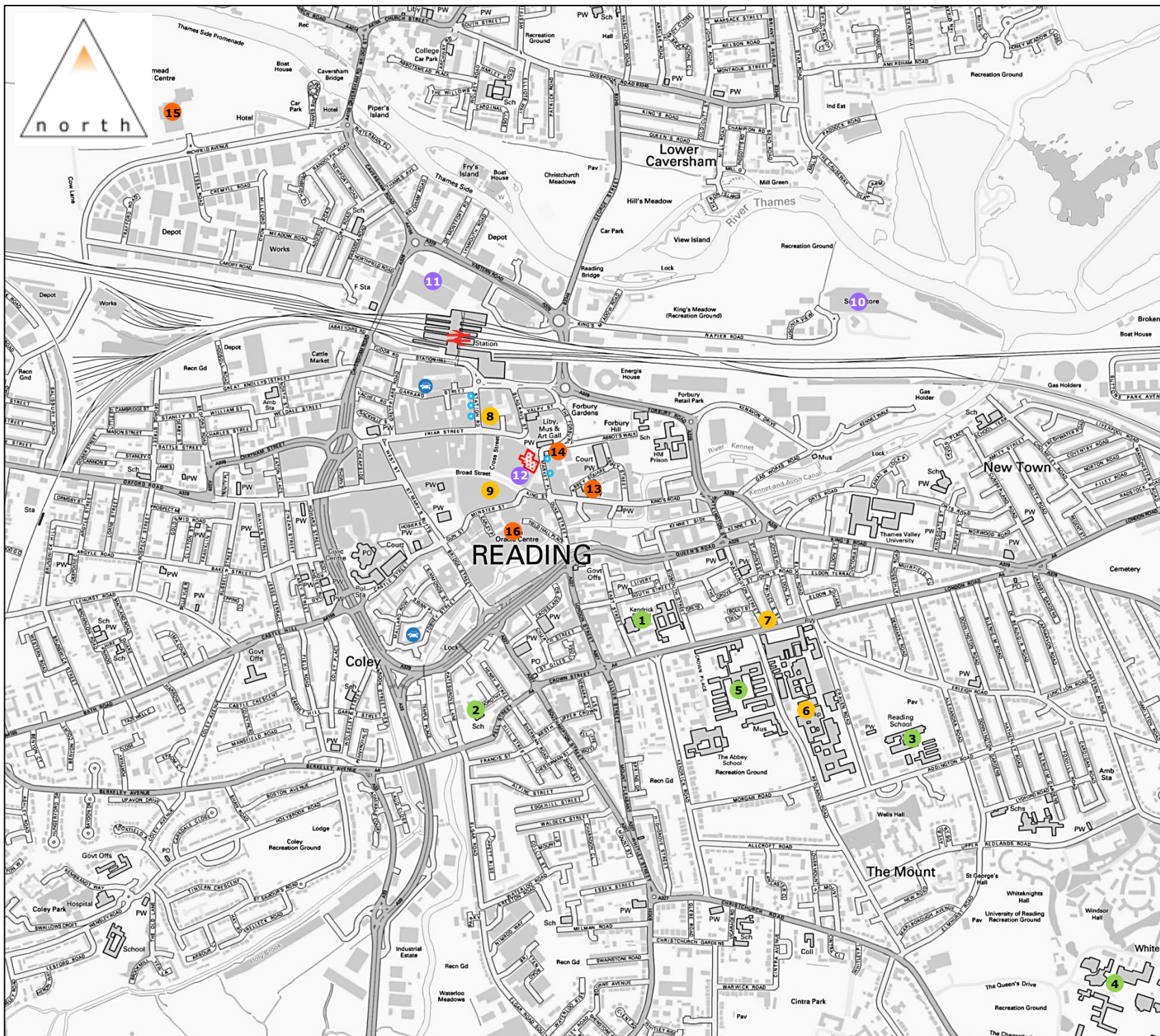
Legend:

-  Local Bus Stop
-  Car Club Vehicle
-  Train Station
-  Site Location

Bristol and West Arcade and 27-32 Market Place,
Reading

Figure 3.1 Site Location Plan

Not to Scale



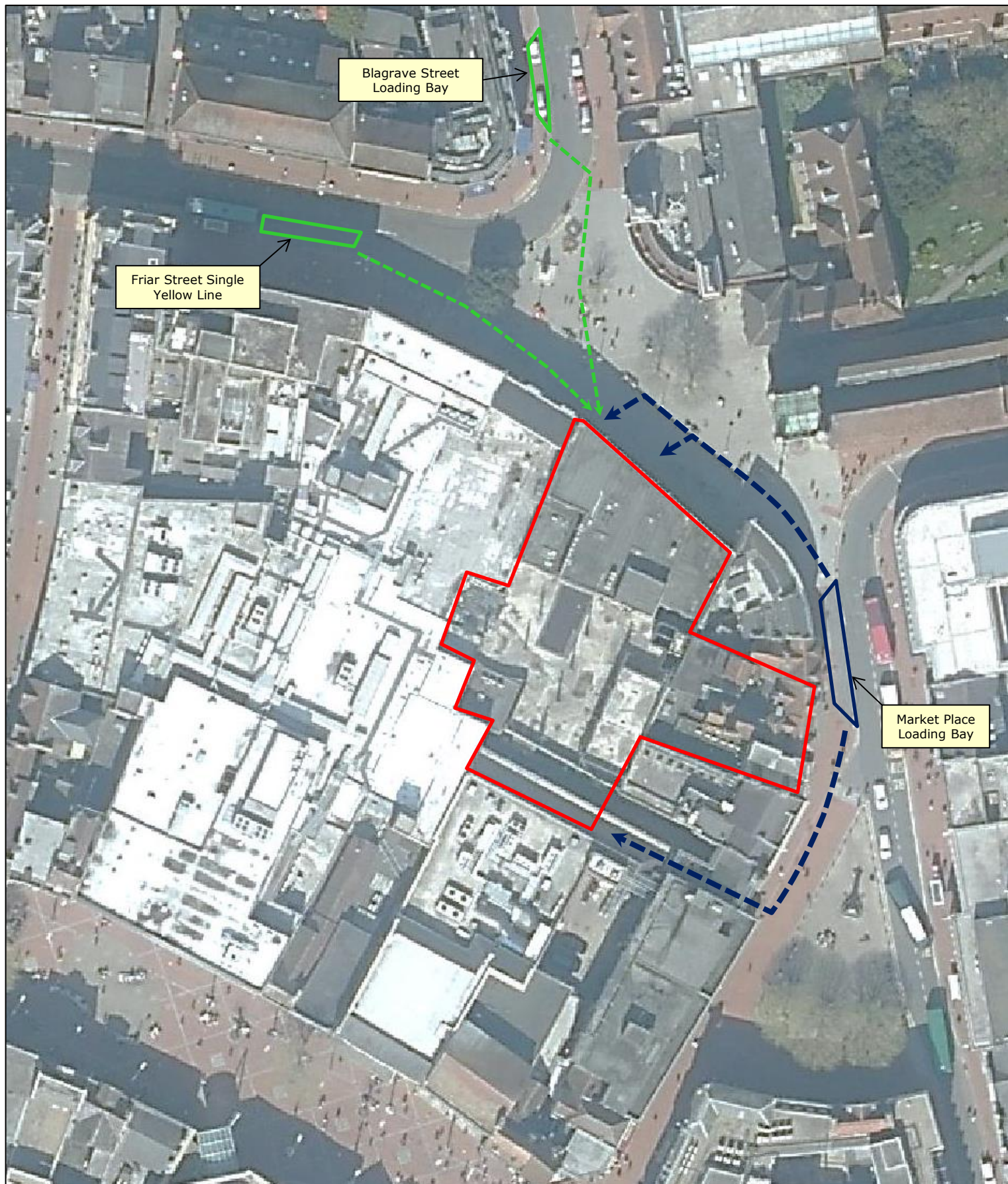
Legend:

- 1 Kendrick School
- 2 Katesgrove Primary School
- 3 Reading School
- 4 University of Reading, Whiteknights Campus
- 5 University of Reading, London Road Campus
- 6 Royal Berkshire Hospital
- 7 Melrose Surgery
- 8 Friar Street Dental Practice
- 9 Boots Pharmacy
- 10 Tesco Extra
- 11 Aldi
- 12 Sainsbury's
- 13 Reading Central Library
- 14 Post Office
- 15 Rivermead Leisure Complex
- 16 The Oracle Shopping Centre

-  Bus Stop
-  Car Club Vehicle
-  Train Station
-  Site Location

Bristol and West Arcade and 27-32
Market Place,
Reading

Figure 3.2 Local Amenities Map
Not to Scale



Legend:

-  Primary Loading Bay (restricted 0700-1100, 1600-1900)
-  Primary Trolleying Route
-  Secondary Loading Bay (restricted 0700-1800)
-  Secondary Trolleying Route
-  Extent of Site

Bristol and West Arcade and 27-32 Market Place,
Reading

Figure 4.1 Proposed Servicing and Delivery Arrangement

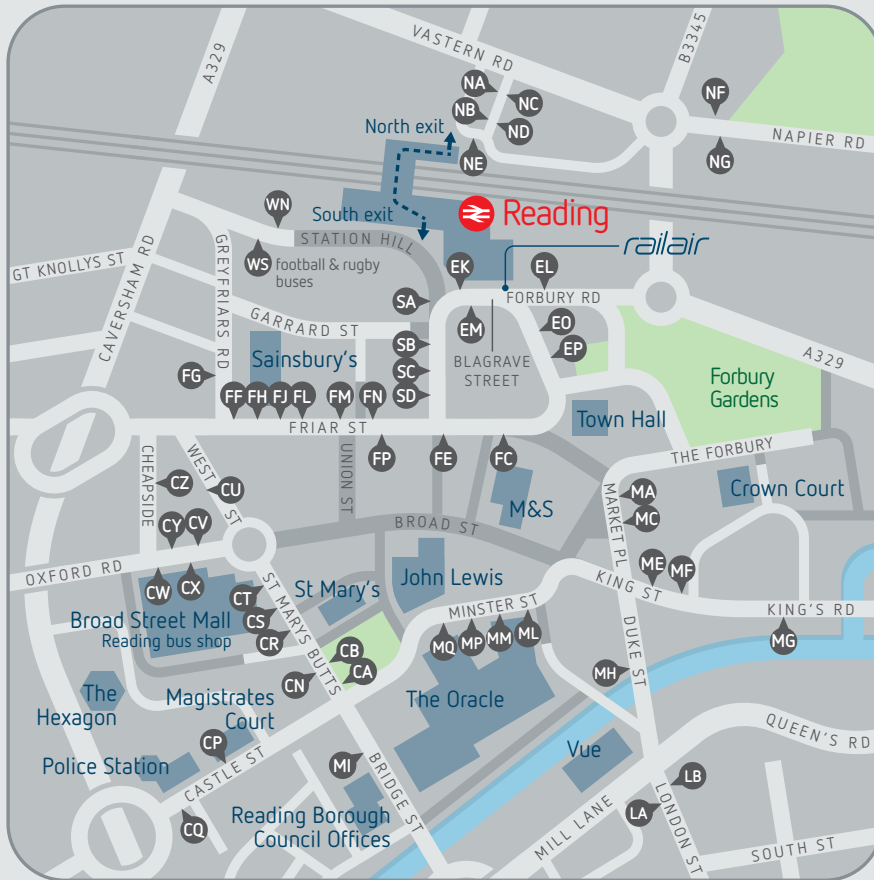
Not to Scale

Appendix A

Bus Map

where to catch your bus in Central Reading

Readingbuses



download the Reading Buses app

buy mobile tickets, plan your journey &
get live bus times on your phone



route

jet black	1
lime	2 2a
leopard	3
leopard	X3
lion	4, X4
emerald	5
emerald	6 6a
scarlet	9
bronze	11
leopard	10
orange	12
orange	13 14
sky blue	15 15a
sky blue	16
purple	17
purple	17
nineteens	19a 19b 19c
claret	21 21a
pink	22
pink	23
pink	24
pink	25
yellow	26
pink	27
shuttle	29
royal blue	33 33a
Winnersh Triangle park & ride	500
Mere oak park & ride	60
greenwave	40-60
community link	18 28

towards

Theale/Thatcham/Newbury
Burghfield/Mortimer/Tadley
+ RBH/Arborfield/Wokingham
Shinfield Park (Direct)
College/Wokingham/Bracknell
Northumberland Ave
Whitley Wood/Tesco depot
+ RBH/Shinfield Park
Coley Park
+ RBH/Spencers Wood
College/Woodley Centre
College/Woodley Centre/Woodley/Woodley Green
Tilehurst/Dee Park/IKEA
Purley
College/Wokingham Road (Three Tuns)
College/Tilehurst (Water Tower)
+ RBH/ UoR/Woodley or Lower Earley
UoR/Lower Earley
Caversham Heights
Caversham Park
Emmer Green
Sonning Common/Peppard Common
Calcot
Lower Caversham via Caversham Centre
Lower Caversham
Turnhams Farm/Tilehurst
Winnersh Triangle park & ride
Mere oak park & ride
Kennet Island/Green Park/ Madejski Stadium/RIBP
Purley/Tilehurst Triangle/Caversham/Calcot/ Tesco (Napier Road)

your bus stops

EP FP CA CQ
EP FP CA CQ
CR FM SA MA MF
EP FP
CT FN EO ME
MI CR CU SC MC
MI CR CU SC MC
CR FM SA MA MF
MI CR FM EO MC
CR FM SA MA MF
EM MF
EM MF
FE CX
FE CX
CY FN EO ME
MG MM CN CW
CR FM SA MA MF
CR CU EK MA
FL EL NA
FJ EL NA
FL EL NA
FJ EL NA
EK FP CA CQ
FJ EL
FJ EL
FE CB CQ
MQ CS FM EO MC
CS SD MC
CS SD MC
EP FP CA CB CQ
CU NF NG MP

railair

operated by First

Heathrow Airport

see map