



**29-35 STATION ROAD,
READING RG1 1LG**

**Proposed A1/A3 Retail and
C3 Residential Development**

**Residential Travel Plan
On behalf of Titan Properties**

July 2016

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Project: 29-35 Station Road, Reading RG1 1LG
Proposed A1/A3 Retail and C3 Residential Development

Client: Titan Properties

Document: Residential Travel Plan

Crosby TP ref: PC/P1443 RTP2

Issue date: 27 July 2016

Status: 1st issue

Authorised by: PC

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1 INTRODUCTION

- 1.1** Crosby Transport Planning Limited is instructed by Titan Properties to prepare this Residential Travel Plan in respect of development proposals at 29-35 Station Road, Reading RG1 1LG, within Reading town centre.
- 1.2** The application site presently comprises 1,368sqm gross internal area (GIA) of B1a office use across part of the ground floor and the entirety of the first to fifth floors. Retail floor space and an undercroft walkway/service area occupy the remainder of the ground floor level. An application (Reading Borough Council planning reference number 141275) for notification of prior approval to convert the office use to 27 residential units under Class J of the permitted development rights was approved in October 2014 by Reading Borough Council (RBC).
- 1.3** This report accompanies a detailed planning application for the redevelopment of the site to provide replacement A1/A3 retail floor space at the ground and first floor levels and 107 residential flats across floors two to twenty-two. The development will remain as 'car free' and will incorporate associated refuse and cycle stores at lower ground level.
- 1.4** The National Planning Policy Framework (NPPF) published in March 2012 sets out a presumption in favour of sustainable development that recognises the importance of transport policies in facilitating sustainable development, and that planning decisions should have regard to local circumstances.
- 1.5** With regard to the promotion of sustainable transport, paragraph 36 states:

"a key tool to facilitate this will be a Travel Plan. All developments which generate significant amounts of movement should be required to provide a Travel Plan."

- 1.6** The NPPF Planning Practice Guidance entitled '*Travel plans, transport assessments and statements in decision-taking*' provides advice on when a Travel Plan will be needed for a proposed development. Such considerations include the scale of the development and its potential for additional trip generation as well as the cumulative impacts of multiple developments within a particular area.
- 1.7** Policy CS23 (Sustainable Travel and Travel Plans) of the Reading Local Development Framework Core Strategy (as altered January 2015) states that for developments that are likely to have significant transport implications, Travel Plans will be sought.
- 1.8** Although the scale of the transport impact of the development will be negligible (as analysed within the Transport Statement that accompanies the planning application, also prepared by Crosby Transport Planning), the applicant recognises that the production of a Residential Travel Plan will be important given the car free nature of the development. The A1/A3 retail floor space is significantly below the typical threshold for which a Travel Plan would be required and given that it is a largely like for like unit, located within the town centre, it is considered that a Travel Plan for the retail unit would be neither effective or meaningful in this case.
- 1.9** Consequently, there is agreed to be merit in preparing a Residential Travel Plan for the site that includes commitments to delivering a range of measures to promote sustainable modes of transport and raising the awareness of the benefits of using these modes on both the individual and the environment.
- 1.10** The measures contained within this Residential Travel Plan have been produced with an emphasis on raising the awareness of the benefits of using non-car modes of travel to and from the proposed development. Due to the limited scale of impact of the development as analysed within the Transport Statement, formal monitoring or enforcement measures are not deemed appropriate for inclusion within this report. However it is expected that some measures identified within this Travel Plan (e.g. the provision of cycle parking) may be secured by suitable planning conditions where necessary, to ensure that they are delivered.

2 ACCESSIBILITY

2.1 The application site is situated within Reading town centre to the south of the main train station and bus interchange for central Reading. The location of the application site in the context of its local setting is shown in **Figure 1**.



Figure 1: Site Location

2.2 The site is situated on the western side of Station Road, which is a one-way, northbound street that routes from Friar Street to the train station. The junction of Garrard Street with Station Road borders the site to the north, with a private access road (owned by the applicant, Titan Properties) bordering the western boundary at the rear of the development.

2.3 At the northern side of the site, Garrard Street provides restricted eastbound vehicular access to Station Road for buses, bicycles and wheelchair accessible taxis only. At its western end, Garrard Street forms a three-arm priority junction with Greyfriars Road which in turn provides vehicular access to the A329 via Friar Street or Tudor Road.

2.4 Along the eastern frontage of the site, there is one of a number of bus stops which are situated along the western side of the carriageway. Where bus stops are not present, there are double yellow line 'at any time' waiting restrictions along both sides of Station Road.

Walking

2.5 The site is located within an established built-up, town centre location surrounded by a variety of retail, commercial and residential properties and therefore benefits from extensive pedestrian infrastructure in the locality. There are few barriers to walking, with footways, cycleway/footways, dropped kerbs, signalised crossings and adequate street lighting along Station Road and Garrard Street.

2.6 Station Road provides one of the main north-south pedestrian routes from the train station to the pedestrianised commercial and retail area to the south, with the pedestrian footway along the site frontage some 5.0 metres in width.

2.7 At the northeastern corner of the site, an at-grade pedestrian crossing with dropped kerbs and tactile paving is provided which connects through to Garrard Street to the west. Pedestrians wishing to walk directly to the train station are able to remain on the western side of Station Road and continue northbound to the recently constructed and enhanced public realm directly at the frontage of the station.

2.8 Assuming a standard walking speed of 1.2m/s, most town centre amenities and shops are within a 10 minute walk of the site.

Cycling

- 2.9 There are a number of cycle routes in the surrounding area which form part of a network of cycle routes within Reading town centre. An extract of the Reading cycle route map is provided below at **Figure 2**.



Figure 2: Central Reading Cycle Routes (extract from Travel Reading Live website July 2016)

- 2.10** It can be seen that Station Road is identified as a one-way, on-road cycle route which leads to the junction with Station Hill and Blagrove Street/Forbury Road at the frontage of the train station and main bus interchange. Garrard Street and Blagrove Street/Forbury Road are identified as having on-road cycle route facilities which connect with cycle route facilities to the east, north and south. From the train station, the University of Reading is identified as being within a 10 minute cycle journey, Thames Valley Park a 12 minute journey, Hills Meadow a 3 minute journey and Thames Valley Park a 12 minute journey.
- 2.11** 'ReadyBike' hire facilities are provided at the frontage of the train station and at a number of nearby locations within the vicinity of the application site. 'ReadyBike' enables members to rent bikes and travel between conveniently located bicycle storage hubs within central Reading. Storage hubs are located as far as Green Park and Thames Valley business parks. Membership is on a casual or annual basis and provides residents and employees within central Reading with an excellent alternative to the use of the car, without necessarily needing to own a bicycle. Notably, for annual members, the first 30 minutes of use are free, meaning that most destinations can easily be reached with no charge.
- 2.12** Publicly-available cycle parking stands are also located within the vicinity of the site and at the train station frontage. Notably, five Sheffield Stands providing cycle parking for up to 10 bicycles are provided on-street along the northern boundary of the application site.

Bus Services

- 2.13** A number of bus stops and stands are located along the western side of Station Road between Friar Street to the south and the train station to the north, with bus stop 'SB' located directly in front of the application site. Additional stops are located at the frontage of the train station along both sides of Blagrove Street/Forbury Road. All these stops, which presently form the main bus interchange for central Reading, are located within an 80 metre walk distance of the application site.

2.14 A map illustrating the locations of the town centre bus stops is contained within **Appendix A**. It can be seen that due to the proximity of the site to Reading's main bus interchange, there are numerous bus services stopping within the vicinity of the site.

2.15 Approximately 100 buses per hour serve the main bus interchange facilities during the peak hours. Bus services include a mix of premier, Park & Ride, community and out of Reading routes serving local destinations within the Reading urban area as well as destinations further afield including Bracknell, Wokingham, Aldershot, Newbury, Henley-on-Thames and High Wycombe. In addition, 'Rail-Air' provides a frequent coach service to and from Heathrow Airport.

Rail Services

2.16 The application site is located within an 80 metre walk distance of Reading train station, which is recognised as a key regional transport hub. The station has recently undergone a major redevelopment, with significant track, platform and concourse works to improve rail capacity and passenger facilities. At the south-eastern corner of the station, the changes in the vicinity of the station entrances have included enhancements to bus stops and facilities and an enhanced public realm.

2.17 Rail services from Reading station are operated by First Great Western, South West Trains and Cross Country Trains and provide frequent connections to the regional and national rail network.

2.18 First Great Western operates services to destinations including London Paddington, Didcot Parkway, Maidenhead, Swindon, Oxford, Banbury, Bristol, Taunton, Exeter and further destinations within the southwest of England.

2.19 South West Trains operate services to destinations including London Waterloo, Ascot, Basingstoke, Winchester, Eastleigh, Fareham, Woking, Clapham Junction, Southampton and Portsmouth.

- 2.20** Cross Country Trains operate services to destinations including Guildford, Southampton, Bournemouth, Oxford, Coventry, Birmingham, Manchester, York, the North of England and Scotland.

Car Parking

- 2.21** The proposed development is to be car free. Due to its central location, high level of accessibility by non-car modes of travel and comprehensive parking restrictions within the surrounding area, the site is clearly ideally located for a car free development.
- 2.22** The site is not located within a controlled parking zone and therefore residents would not be issued with parking permits. Should the area become a controlled parking zone, then RBC has requested the imposition of a standard condition and informative to prevent car parking permits being issued to residents
- 2.23** It is considered that the car free nature of the development, coupled with the parking restrictions currently in place and the accessibility to public transport facilities and local amenities, means that residents would not need to rely on the use of a car for day-to-day journeys and consequently would be highly unlikely to own a car if they do not have a space. Clearly these would be material considerations for potential residents when deciding to purchase or rent a property.
- 2.24** The Applicant is also the owner of the adjacent Garrard House residential development and there is the ability to offer disabled car parking spaces for the Station Road development. These spaces would be some 25 metres of the rear entrance of the Station Road development, with the route being level and step-free.

Car Club

- 2.25** Car clubs are a popular option for individuals who do not need frequent access to a car as they allow members to use a car without incurring the costs of running, owning and maintaining a car themselves. RBC's Revised Parking Standards and Design Supplementary Planning Document (October 2011) states:-

"Each car from a Car Club is estimated to remove 6 cars from the road, as members often resist buying a second car or even sell their first car when they start using the Car Club services. Car Clubs are suitable for Reading as there is a high level of public transport and many of the central area facilities are within walking distance of each other."

- 2.26** At the time of writing there is presently one car club space located within the vicinity of the application site. The space is located within the NCP Garrard Street car park, within a 1-2 minute walk of the site, and is operated by Carvenient Club (www.carvenientclub.com). Carvenient Club has been active in Reading since August 2015 and also has a further three bays located in and around Reading town centre.

- 2.27** The Station Hill developer is also required to provide a car club space, the location of which is yet to be determined but may well also be within an accessible option for future residents of 29-35 Station Road. Although the Garrard Street car park lies within the Station Hill development area, the car club operator has confirmed that they are located there on their own initiative and relationship with NCP, as opposed to fulfilling a planning requirement for Station Hill.

Summary

- 2.28** In summary, the site is situated within a highly accessible location close to numerous public transport links and town centre amenities and is consequently considered to be exceptionally well connected by non-car modes of travel.

3 OBJECTIVES

Objectives

3.1 The measures set out within this Travel Plan are put forward on the basis of the following objectives:

- To promote sustainable transport choices for residents travelling to and from the site;
- To promote the health benefits of walking and cycling; and
- To reduce the need to travel by car.

3.2 By meeting these objectives, the Travel Plan measures will bring about the following benefits:

- Improve personal health by reducing reliance on the private car;
- Reduce air and noise pollution in the local area;
- Reduce the impact of traffic in the vicinity of the development; and
- Generate a sustainable community that has good accessibility for everyone to local services and facilities.

3.3 It is intended that these objectives will be met by identifying and implementing a range of measures that are focussed on promoting a variety of non-car modes of travel to residents.

4 MEASURES

4.1 Measures have been designed to encourage residents to make trips by sustainable modes of transport. Some measures will be incorporated into the physical design of the development (i.e. 'hard measures'), whilst others will relate to the provision of information to residents following occupation (i.e. 'soft measures'). Measures are included to facilitate trips by public transport although there will be a greater focus on 'healthier' modes of travel (i.e. promoting walking and cycling).

4.2 Clearly, the most significant 'hard measure' that is to be implemented is the provision of no car parking on site.

Travel Plan Coordinator

4.3 The Applicant will appoint a Travel Plan Coordinator (TPC) who will take on the responsibility for the Travel Plan including implementation of measures and updating information. This person will be the main contact for the Travel Plan and may be a consultant or employee of the management company, or the position may be undertaken by a steering group and may change over time or as the plan develops.

4.4 The contact details of the TPC will be made available to all residents and supplied to the RBC Travel Plan team within one month of first occupation of the site.

4.5 The position of TPC will remain for a minimum of three years beyond first occupation of the site to ensure that measures are properly implemented and promoted. This will ensure that the Travel Plan has the greatest chance of success during the period when new residents are establishing their travel patterns.

4.6 The TPC will be responsible for:-

- Promoting and marketing the Travel Plan and the measures contained within it;

- Ensuring promotional and travel information is kept updated;
- Introducing new measures over time in light of experience gained; and
- Acting as the main point of contact for residents, service providers and RBC.

Residents Travel Pack

- 4.7** The Developer will be responsible for overseeing the production of a Travel Pack for the site. The Travel Pack will contain details of the sustainable modes of transport that are available in the vicinity of the site and the benefits of using them.
- 4.8** The Travel Pack will be issued to all residents upon initial occupation as part of their homeowner welcome information pack.
- 4.9** The Travel Pack will include the following information:
- (i) A mission statement detailing the objectives of the Travel Plan;
 - (ii) Contact details of the TPC and brief introduction about them such as their commitment to promoting sustainable travel and their other duties;
 - (iii) A site location plan highlighting its proximity to local facilities and public transport services;
 - (iv) Details of the designated cycle routes within proximity of the site with reference to the Reading Cycle Route Map published on the Travel Reading Live website;
 - (v) Details of local public transport routes, including maps and timetables;
 - (vi) Details of the nearest car club spaces and how to join up; and
 - (vii) The health, environmental and economic benefits of travelling via sustainable modes.

Community Notice Board

4.10 A Community Notice Board will be provided within the site, located within an area that is highly frequented by residents. This is most likely to be within the residential lobby area. The notice board will hold the following information:

- (i) A mission statement detailing the objectives of the Travel Plan;
- (ii) Contact details of the TPC and brief introduction about them such as their commitment to promoting sustainable travel and their other duties;
- (iii) A site location plan highlighting its proximity to local facilities and public transport services;
- (iv) Details of the designated cycle routes within proximity of the site with reference to the Reading Cycle Route Map published on the Travel Reading Live website;
- (v) Details of local public transport routes, including maps and timetables;
- (vi) Details of the nearest car club spaces and how to join up; and
- (vii) Any promotional material such as nationwide 'bike to work week' posters (many of which can be obtained from the internet) and local promotional events. A visit from a bicycle mechanic, for example, could be arranged by the TPC and advertised on the notice board.

Promotion of Walking

4.11 The Travel Pack will contain details of the health and environmental benefits of walking. It will provide details of recommended leisure routes as well as the locations of key amenities situated within walking distance of the site.

Promotion of Cycling

- 4.12** The proposals include the provision of a secure, communal cycle parking storage area within the lower ground floor level. The area could accommodate up to 68 cycle parking spaces for residents in the form of two-tier cycle parking, exceeding RBC's minimum cycle parking standards for the total number of units across the site.
- 4.13** The Travel Pack will contain details of the location of on-site cycle parking spaces and how to access them.
- 4.14** To facilitate cycling, residents will be given information about local cycle retailers and workshops. The TPC will also endeavour to negotiate discounts at a local cycle store for residents of the development.
- 4.15** Demand for the cycle parking facilities will be regularly monitored by the TPC to ensure they remain sufficient for the site users. Conversely, if the spaces are found to be under-utilised then the TPC will seek to raise awareness of cycling through the further emphasis and promotion of measures.
- 4.16** 'ReadyBike' hire facilities are provided at the frontage of the train station and at a number of nearby locations within the vicinity of the application site. 'ReadyBike' enables members to rent bikes and travel between conveniently located bicycle storage hubs within central Reading. Storage hubs are located as far as Green Park and Thames Valley business parks. Membership is on a casual or annual basis and provides residents and employees within central Reading with an excellent alternative to the use of the car, without necessarily needing to own a bicycle. The Travel Pack and Community Notice Board will contain details of the nearby 'ReadyBike' facilities and membership information.

Promotion of Public Transport

- 4.17** The Travel Pack and Community Notice Board will include a map showing the locations of the nearby bus stops and rail stations. They will also contain maps of relevant service routes and timetables for bus and rail.
- 4.18** Website links to the local bus and rail operator's websites will be included within the Travel Packs so that residents can also access route maps and timetable information online.

Car Club

- 4.19** The Travel Pack will contain information explaining the benefits of joining a car club scheme and will include a map showing the locations of the nearest car club vehicles. The website address for Carvenient Club and any other car club operator that may in operation within central Reading at the time will also be included with the Travel Pack.
- 4.20** The TPC will liaise with Carvenient Club and any other local car club operators, offering the opportunity to pass promotional materials on from them to the site residents.

Reducing the Need to Travel

- 4.21** The Travel Pack will contain details of the nearby facilities that can easily be accessed by foot. It will also provide information about online services and home deliveries that remove the need to travel.

Summary

- 4.22** This section details a variety of measures that will be implemented at the site to encourage the uptake of sustainable travel modes.

5 ACTION PLAN

5.1 Table 5.1 below sets out the proposed timescales and responsibilities for the implementation of the Travel Plan actions and associated measures.

Action	Task	Timescale	Responsibility
Promotion Strategy	Sales staff to be fully briefed on sustainable travel options available to the site. The sales staff would be expected to 'sell' the sustainable travel options and proximity to facilities and services as an extra benefit of the site.	Prior to the sale of each unit.	Developer
Travel Plan Coordinator (TPC)	Appoint a TPC.	Prior to first occupation of the site.	Developer / Management Company
On-site Cycle Parking	Install secure and sheltered on-site cycle parking spaces.	During construction.	Developer
Community Notice Board	Erect notice board in prominent location within the building and populate with travel information.	During construction / within 1 month of first occupation of the site.	Developer / TPC
Residential Travel Packs	Prepare and Distribute Residential Travel Packs to new residents as part of their welcome pack on arrival.	Upon each initial occupation of units.	Developer / TPC
Car Club Operators	Liaise with car club operators located within central Reading	Prior to first occupation of the site and at least every 6 months thereafter for a minimum period of 3 years	TPC
Cycle Parking Usage	Regularly monitor the uptake of cycle parking spaces to ensure facility remains appropriate for resident use.	Review at least every 6 months after initial occupation for a minimum period of 3 years.	TPC
Ongoing Communication, Promotion and Marketing	Keep information on community noticeboards up to date, introduce new measures based on experience and liaise with residents, service providers and RBC.	Review every 6 months after initial occupation for a minimum period of 3 years.	TPC

Table 5.1: Action Plan

6 SUMMARY

6.1 This Residential Travel Plan has been prepared on behalf of Titan Properties in respect of development proposals at 29-35 Station Road, Reading RG1 1LG, within Reading town centre.

6.2 This report accompanies a detailed planning application for the redevelopment of the site to replacement A1/A3 retail floor space at ground and first floor levels, with 107 residential flats across floors two to twenty-two. The development will remain as 'car free' and will incorporate associated refuse and cycle stores at lower ground level.

6.3 There are few barriers to walking and cycling, with extensive pedestrian and cycle infrastructure in the vicinity of the site. The site is accessible by foot and bicycle and is located within an 80 metre walk from Reading train station and the central bus interchange, providing services to numerous regional and national destinations. Consequently the development offers residents an excellent choice of sustainable modes of transport for journeys to and from a wide range of destinations.

6.4 This Travel Plan has the following objectives:

- To promote sustainable transport choices for residents travelling to and from the site;
- To promote the health benefits of walking and cycling; and
- To reduce the need to travel by car.

6.5 By meeting these objectives, the Travel Plan will bring about the following benefits:

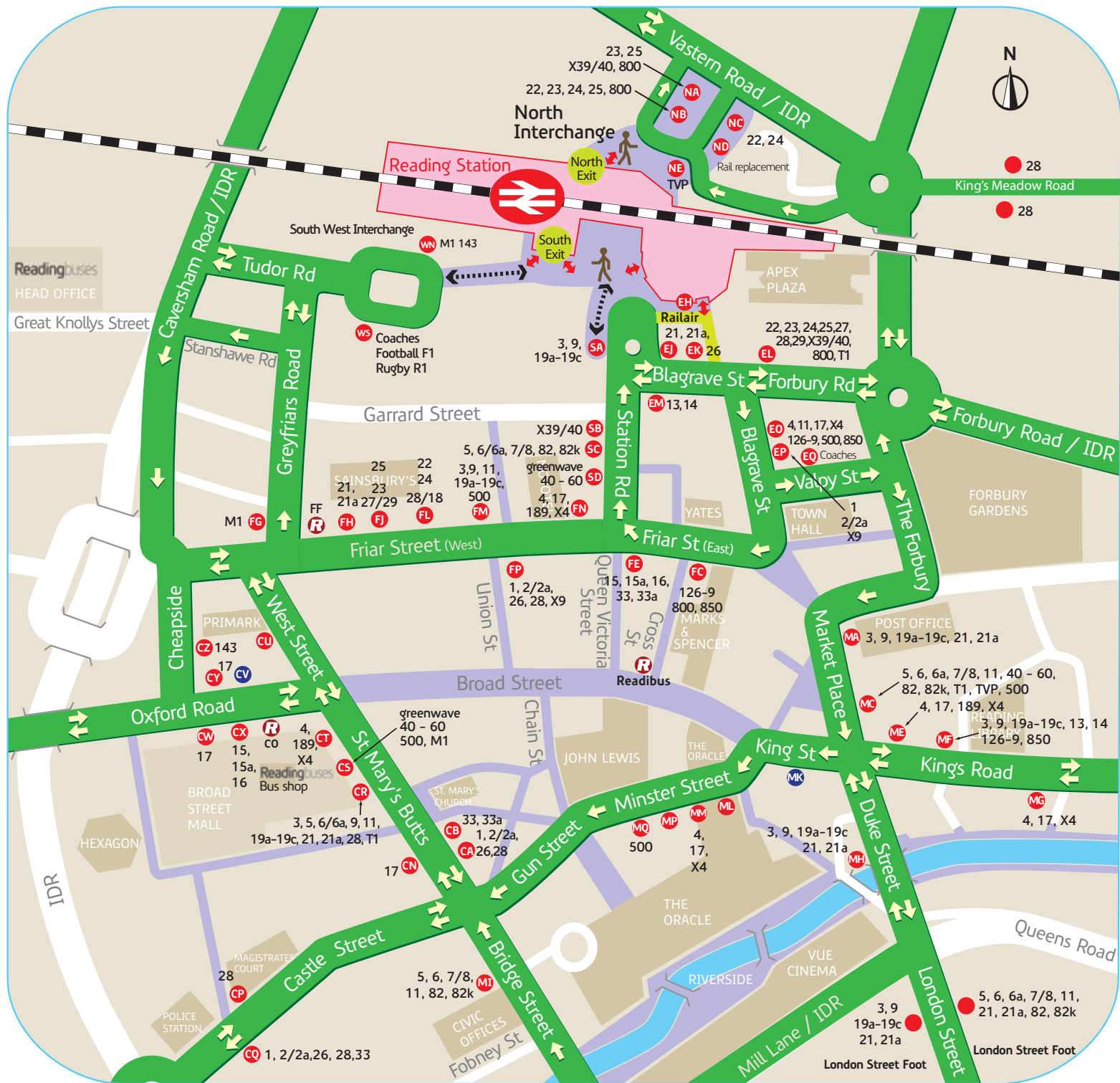
- Improve personal health by reducing reliance on the private car;
- Reduce air and noise pollution in the local area;
- Reduce the impact of traffic in the vicinity of the development; and

- Generate a sustainable community that has good accessibility for everyone to local services and facilities.

6.6 The objectives will be met by implementing a range of measures that encourage and promote walking, cycling, public transport and reducing the need to travel. These include the appointment of a Travel Plan Coordinator, the provision of Residents Travel Packs, the erection of a Community Notice Board and a level of cycle parking in accordance with local standards.

6.7 It is clear that Titan Properties is committed to ensuring the success of the Travel Plan by actively encouraging and promoting the use of non-car modes of travel to and from the site for all residents.

APPENDIX A: Reading Town Centre Bus Stop Map



Not to scale