

116-117 BROAD STREET, READING RG1 2BE

LPA REF: 160464 - VARIATION OF CONDITION 2 (APPROVED PLANS) OF PLANNING PERMISSION 151221

SERVICING & DELIVERY STRATEGY

Prepared on behalf of Primark Stores Limited

May 2016

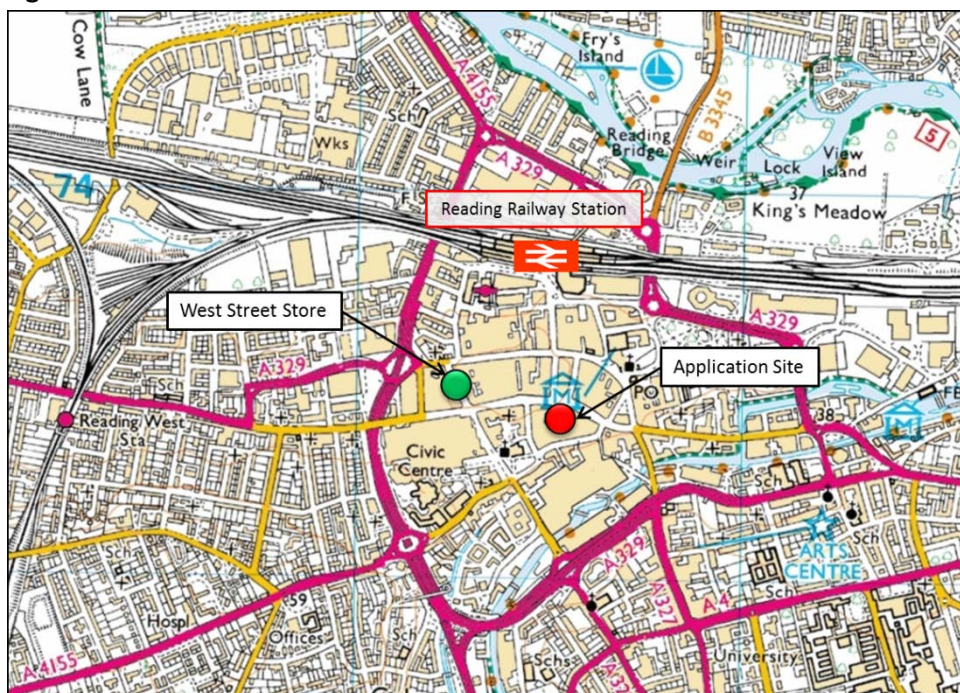
Introduction

This Servicing & Delivery Strategy (SDS) has been prepared at the request of the Transport Development Control Officer at Reading Borough Council in correspondence dated 20 May 2016. The SDS relates to the relocation of the Primark Stores Limited (PSL) Reading store from West Street to 116-117 Broad Street.

The aim of the SDS is to provide further information in relation to the frequency and proposed delivery arrangements for the new PSL store at 116-117 Broad Street, including details of the access strategy for heavy-goods vehicles, timing and logistics of servicing and delivery movements, to ensure that the proposals do not result in delivery vehicles waiting on Minster Street.

Figure 1 illustrates the location of the site in a local context.

Figure 1 **Site Location**



Frequency of Service Deliveries

The existing West Street store currently receives deliveries by articulated vehicles and this will remain the case for the Broad Street store. This allows PSL to keep the number of deliveries to the store to a minimum.

It is also the case that the former retail occupants of 116-117 Broad Street would have utilised the existing service access off Minster Street to deliver to the store.

In order to facilitate safe and efficient delivery access to the 116-117 Broad Street store by PSL articulated vehicles that minimises impact on the operational and safety characteristics of Minster Street it is proposed that the kerb alignment at the bell-mouth of the service access will be modified based on the swept path of an articulated lorry reversing from Minster Street into the loading zone.

The minor alterations to the bell-mouth of the service access to 116-117 Broad Street from Minster Street is as shown on Plan 15065/TK02 Rev A that was appended to the TS accompanying the original planning application (LPA Ref. 151221). For ease of reference, Plan 15065/TK02 Rev A is included as Annex 1 to the SDS.

Under existing operational conditions, the West Street store receives up to 4 deliveries between the hours of 20:30-22:30. The delivery schedule for the West Street store is included as Annex 2 which shows typical delivery patterns for both the retail and office-based operations (the latter will not be moving to 116-117 Broad Street).

PSL have advised that the delivery schedule for the Broad Street store will be as follows:

- 2 x night-time deliveries between the hours of 20:30-22:00, Monday to Friday
- 2 x daytime deliveries, Monday to Friday - to be undertaken outside of the existing restrictions on Minster St (i.e. prior to 07:00 or between 11:00 – 16:00)
- 1 x delivery on Saturdays – outside of any restricted hours on Minster St

Given the low frequency of delivery movements, PSL will be able to control / manage departure times of delivery vehicles from their Logistics Centre to ensure that no more than one vehicle is present on-site at any one time. This will retain and protect the free flow of pedestrian and vehicular movement along Minster Street and will have no effect on bus service operation.

Refuse Collection Arrangements

With regard to refuse collection, the arrangements for the Broad Street store will be as per existing arrangements for the West Street store whereby refuse collection takes place daily by a private contractor prior to the weekday AM peak period, at present this is at 05:30.

Refuse collection will take place on-site from the servicing area and adequate space will be provided for bin storage to maximise the number of containers thereby ensuring the number of collections are kept to a minimum.

All recyclable materials will be returned to the PSL Logistics Centre within delivery vehicles to reduce vehicle movements as part of their waste recovery initiative.

Sustainable Servicing & Deliveries

It should be noted that in terms of vehicle emissions standards fleet vehicles are Euro 5/V and Euro 6/V compliant. PSL ensures that all equipment meet these standards before it is accepted on the vehicle fleet. A list of the low emission vehicles that are within the commercial PSL fleet are summarised below:

Mode	Emission Standards	Number
DAF	Euro 5 / Euro 6	x14 / x3
Iveco	Euro 5	x 36
Mercedes	Euro 5	x 99
MAN	Euro 6	x 5

Furthermore, all vehicles from Ryder have Reduced Pollution Control certificates on MOT of each vehicle to further ensure emission levels are kept low.

In terms of business strategy for reducing and/or controlling emissions for fleet operations, PSL employs a waste initiative scheme as outline above whereby all recyclable materials are returned to the logistics centre via delivery vehicles to reduce the number of vehicles on the road. additionally, deliveries are consolidated and frequency is kept to a minimum which ultimately takes emissions off the road.

Driver Training & Procedures

Comprehensive driver training will be provided as part of the SDS to ensure that all drivers are fully briefed and supplied with details of the routing of vehicles to / from the site, as well as working practices and procedures.

The driver training:

- Includes a full briefing on any Traffic Regulation Orders or other restrictions in place on Minster Street and on surrounding roads within and around Reading Town Centre;
- Places particular importance on ensuring that drivers give priority to pedestrians and other vulnerable road users when turning into or out of the site and to keep vehicle speeds to a minimum at all times when accessing the site;

- Highlights the need to minimise any impact on the amenity of neighbouring properties through noise abatement measures and ensure that engines are to be switched off once the delivery vehicle is stationary;
- Highlights the requirement to ensure that all communication equipment including audible warning measures and entertainment systems within vehicle cabs is switched off and out of use when the vehicle is stationary.

Servicing Management

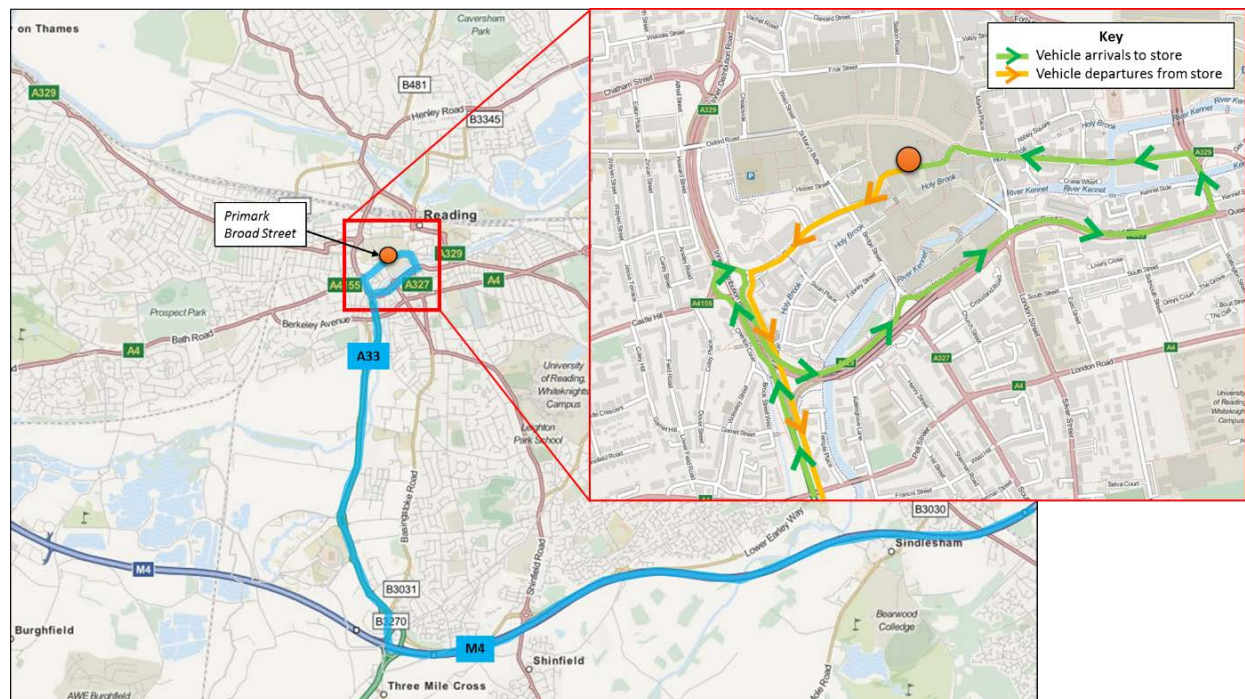
The store manager, in conjunction with PSL Logistics will have the joint responsibility of coordinating the servicing and delivery schedule and procedures. The store manager will also be responsible for monitoring, implementing and updating of the delivery schedule. As noted above, all deliveries will be timed to eliminate multiple vehicles arriving to the store at the same time.

Vehicle Routing and Access

The routing strategy for PSL delivery vehicles is illustrated in Figure 2. Delivery vehicles arriving to the site from the M4 will leave the motorway at J11 for the A33, continue northbound to the A329 / A4155 / Castle Street roundabout and take the A329 slip-road towards Queen's Road. Drivers will then continue eastbound and adjoin with Watlington Street and onwards to King's Street and Minster Street.

Vehicles departing the store will travel via Minster Street and Gun Street towards the A329 / A4155 / Castle Street roundabout to re-join with the A33 and onward to the M4.

Figure 2 Proposed Routing Strategy



Summary

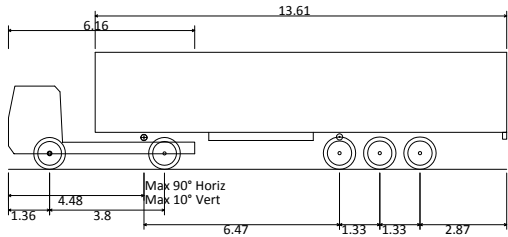
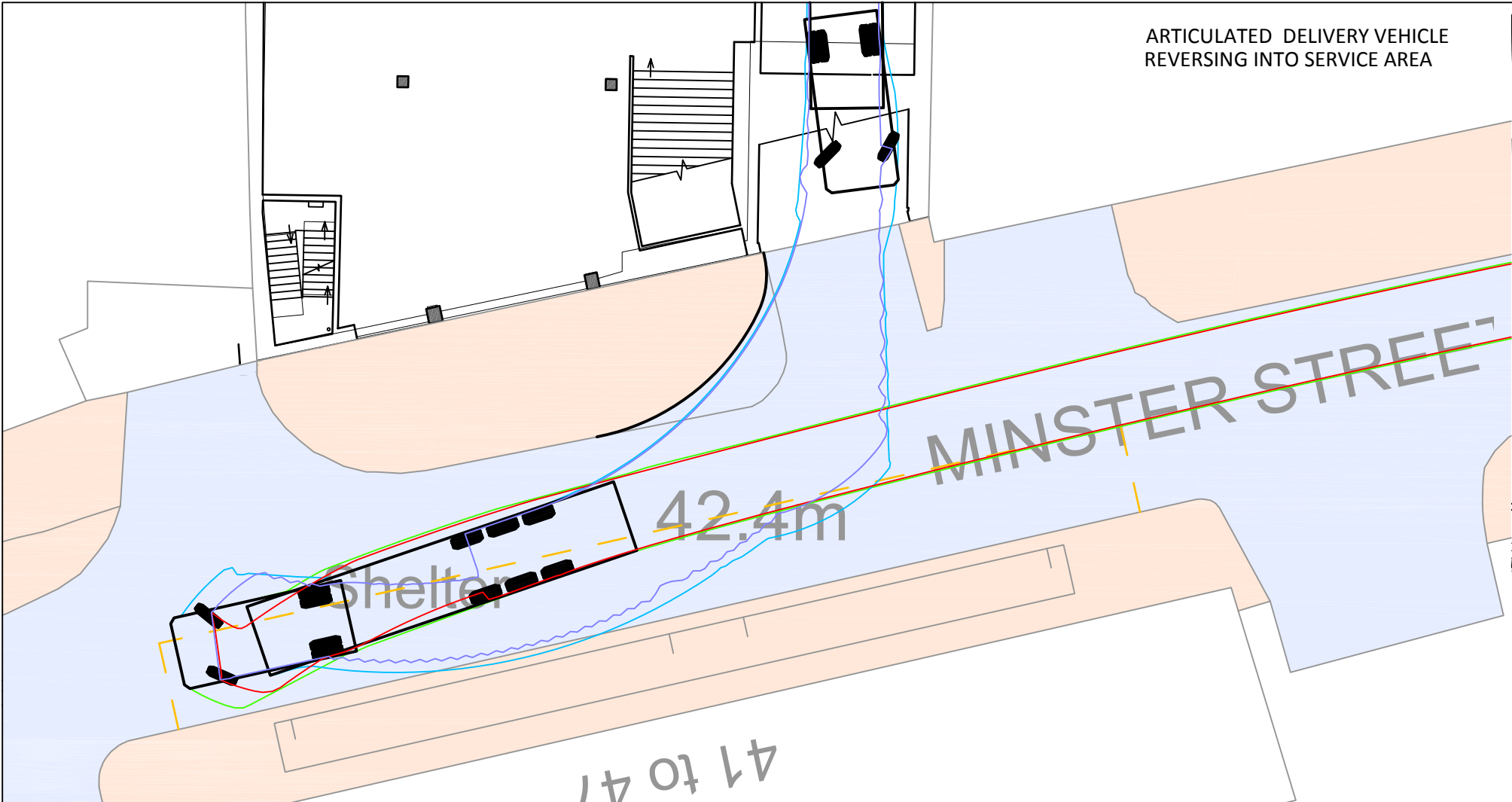
This Servicing & Delivery Strategy (SDS) has been prepared in relation to the relocation of the Primark Stores Limited (PSL) Reading store from West Street to 116-117 Broad Street

The SDS provides further information in relation to the frequency and proposed delivery arrangements for the new PSL store, including details of the access strategy for heavy-goods vehicles, timing and logistics of servicing and delivery movements, to ensure that the proposals do not result in delivery vehicles waiting on Minster Street.

From the SDS the following can be concluded:

- The operational nature of the Broad Street store will be similar to the existing Primark store located on West Street based on retail delivery schedules;
- To accommodate articulated vehicles within the existing service area, the kerb line on Minster Street will be realigned enabling articulated vehicles to reverse into the servicing area from Minster Street and depart in a forward gear;
- The store will receive up to 4 daily deliveries Monday – Friday with at least two deliveries taking place between 20:30-22:00. During the day, the delivery schedule will need to ensure that deliveries take place outside of the restricted access times on Minster Street which are 07:00-11:00 and 16:00-19:00;
- Delivery times will be monitored and coordinated to eliminate the likelihood of vehicles arriving to the store at the same time;
- Refuse collection would be undertaken by a private contractor and will take place on a daily basis away from the peak hour traffic flows on the surrounding highway network;
- A routing plan for delivery / servicing vehicles has been produced for the recommended route to the store from the M4 which would be appropriate for HGVs.

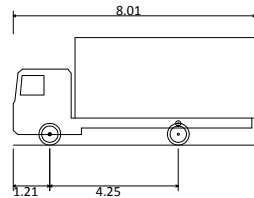
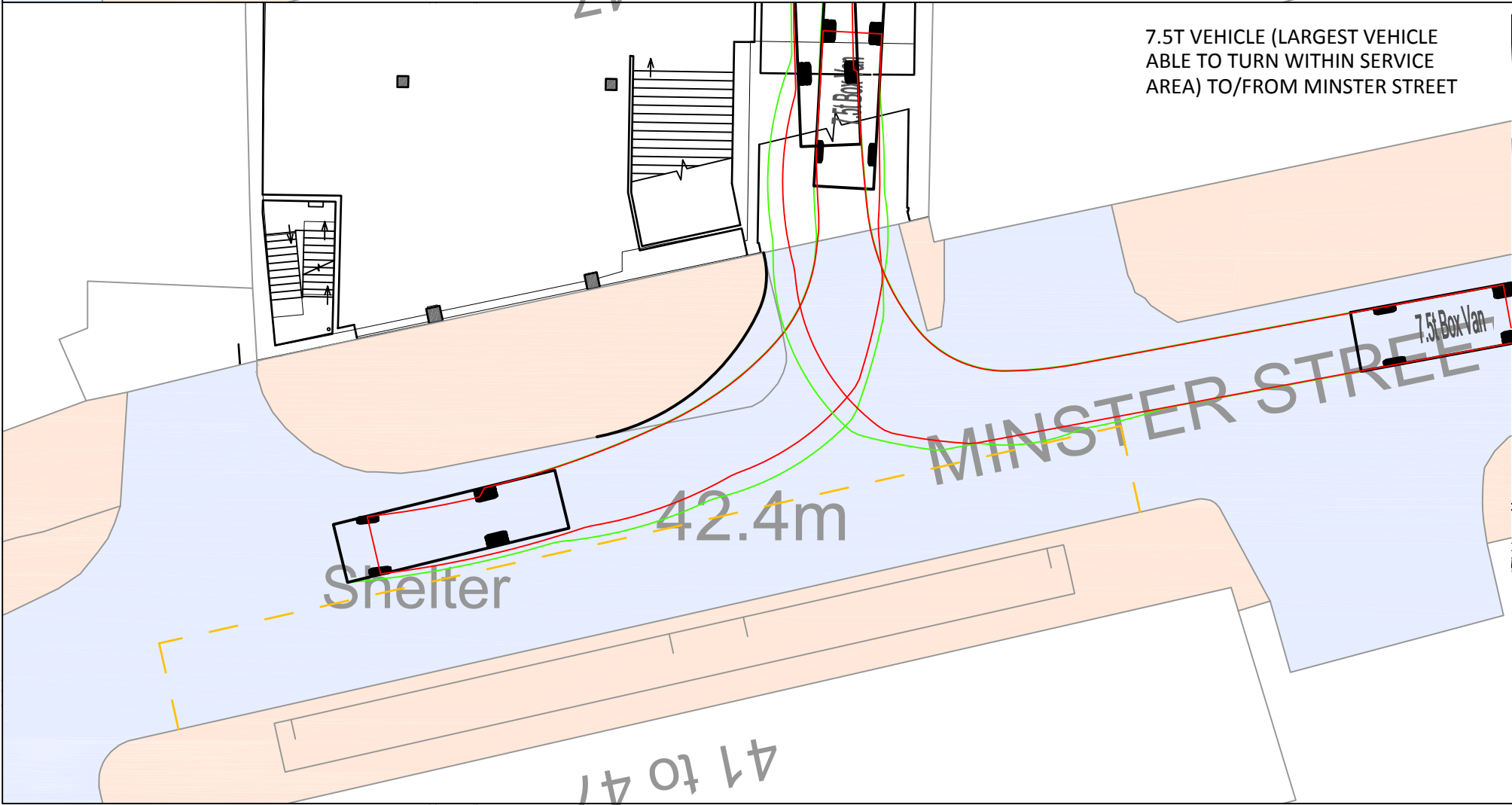
ANNEX 1



FTA Design Articulated Vehicle (1998)

Overall Length	16.480m
Overall Width	2.550m
Overall Body Height	3.870m
Min Body Ground Clearance	0.515m
Max Track Width	2.470m
Lock to Lock Time	3.00s
Kerb to Kerb Turning Radius	6.550m

Drawing Revisions		
Rev: A	Date: 19/05/15	Details Design change & vehicle tracking update



7.5t Box Van

Overall Length	8.010m
Overall Width	2.100m
Overall Body Height	3.556m
Min Body Ground Clearance	0.351m
Track Width	2.064m
Lock to Lock Time	4.00s
Kerb to Kerb Turning Radius	7.400m

Client		
PRIMARK STORES		
Project		
BROAD STREET STORE		
Title		
PROPOSED SERVICE ACCESS WIDENING		
MILESTONE TRANSPORT PLANNING Heritage House, 7 Wey Court, Mary Road Guildford, Surrey, GU1 4QU Tel: 01483 397888 web: www.milestonetp.co.uk		
Status:	ISSUE	Scale: 1:200 @ A3
Drawn: GPW	Checked: KC	Date: MAY 15
Drawing Number: 15065 / TK02		Revision: A

ANNEX 2

WASTE**RAFINA**

British Heart Foundation/ solicitors and Thai corner don't use the loading bay

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