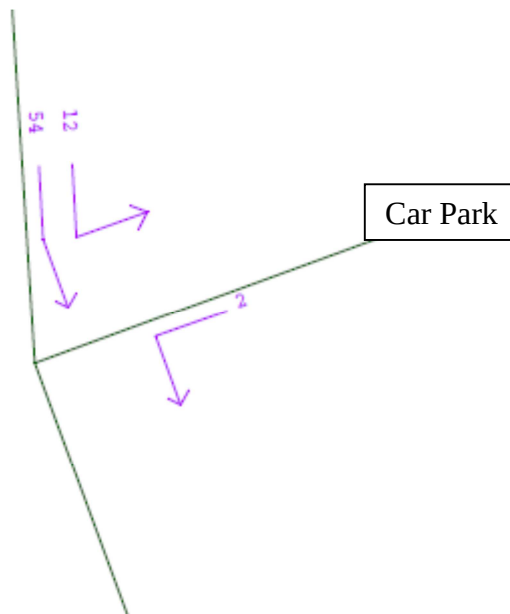


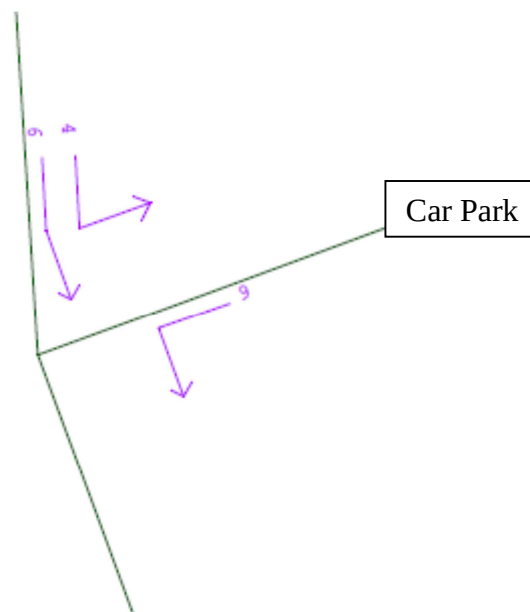
TECHNICAL NOTE

Broad St - IDR

Extant AM

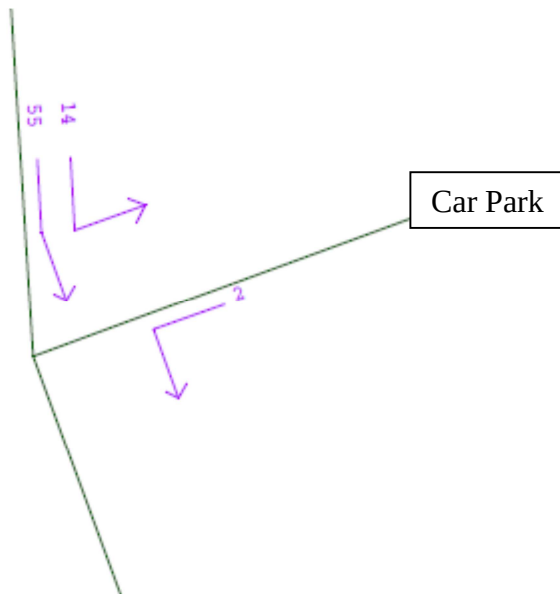


Extant PM

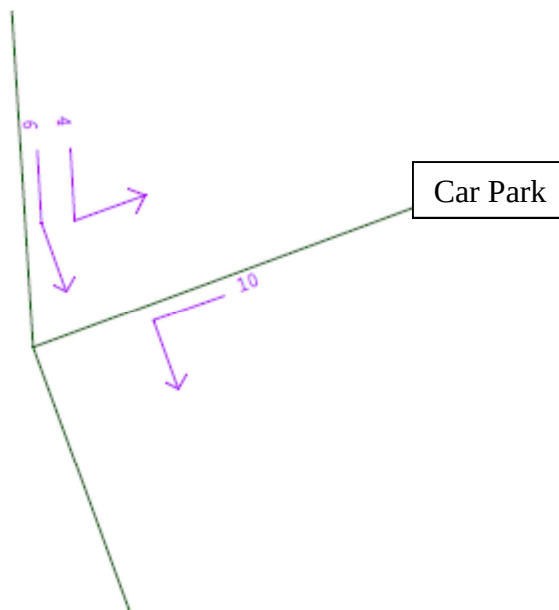


TECHNICAL NOTE

Development AM



Development PM



TECHNICAL NOTE

Summary stats

Extant AM

SATURN SIMULATION SUMMARY RESULTS

NOTE THAT THE FOLLOWING STATISTICS ARE GIVEN AS RATES
E.G., PCU.HRS/HR AS OPPOSED TO THE PCU.HRS OF TRAVEL TIME
DURING THE TIME PERIOD SIMULATED; THESE ARE GIVEN BELOW.

LINK CRUISE TIME INCLUDES FREE FLOW PLUS DELAYS ON LINKS,
DELAYED TIME IS TIME SPENT AT INTERSECTIONS AND THAT QUEUED
TIME REFERS TO THE ADDITIONAL TIME SPENT QUEUING AT
INTERSECTIONS WHICH ARE OVER CAPACITY.

FINALLY NOTE THAT THE FIGURES ONLY INCLUDE TRAVEL IN THE
TIME PERIOD SIMULATED. THE EXTRA TRAVEL TIME AND DISTANCE
IN LATER PERIODS DUE TO VEHICLES QUEUED AT OVER-CAPACITY
INTERSECTIONS IS ALSO GIVEN BELOW.

TRANSIENT QUEUES	=	4548.5 PCU. HRS./HR.
OVER-CAPACITY QUEUES	=	3133.9 PCU. HRS./HR.
(ON LINKS	=	3132.4
ON CENTROIDS	=	1.5)
LINK CRUISE TIME	=	12479.5 PCU. HRS./HR.
(FREE FLOW	=	9023.8
DELAYS	=	3455.7)
TOTAL TRAVEL TIME	=	20162.0 PCU. HRS./HR.
TRAVEL DISTANCE	=	628102.6 PCU. KMS./HR.
OVERALL AVERAGE SPEED	=	31.2 KPH
TOTAL TRIPS LOADED	=	80241.3 PCUS/HR
TOTAL INTRAS NOT LOADED=		1241.2 PCUS/HR

TECHNICAL NOTE

Extant PM

SATURN SIMULATION SUMMARY RESULTS

NOTE THAT THE FOLLOWING STATISTICS ARE GIVEN AS RATES
E.G., PCU.HRS/HR AS OPPOSED TO THE PCU.HRS OF TRAVEL TIME
DURING THE TIME PERIOD SIMULATED; THESE ARE GIVEN BELOW.

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TIME PERIOD SIMULATED. THE EXTRA TRAVEL TIME AND DISTANCE
IN LATER PERIODS DUE TO VEHICLES QUEUED AT OVER-CAPACITY
INTERSECTIONS IS ALSO GIVEN BELOW.

TRANSIENT QUEUES	=	4241.8 PCU. HRS./HR.
OVER-CAPACITY QUEUES	=	3045.9 PCU. HRS./HR.
LINK CRUISE TIME	=	12651.7 PCU. HRS./HR.
(FREE FLOW	=	9129.9
DELAYS	=	3521.8)
TOTAL TRAVEL TIME	=	19939.4 PCU. HRS./HR.
TRAVEL DISTANCE	=	638736.4 PCU. KMS./HR.
OVERALL AVERAGE SPEED	=	32.0 KPH
TOTAL TRIPS LOADED	=	82055.1 PCUS/HR
TOTAL INTRAS NOT LOADED=		945.3 PCUS/HR

TECHNICAL NOTE

Development AM

SATURN SIMULATION SUMMARY RESULTS

NOTE THAT THE FOLLOWING STATISTICS ARE GIVEN AS RATES
E.G., PCU.HRS/HR AS OPPOSED TO THE PCU.HRS OF TRAVEL TIME
DURING THE TIME PERIOD SIMULATED; THESE ARE GIVEN BELOW.

LINK CRUISE TIME INCLUDES FREE FLOW PLUS DELAYS ON LINKS,
DELAYED TIME IS TIME SPENT AT INTERSECTIONS AND THAT QUEUED
TIME REFERS TO THE ADDITIONAL TIME SPENT QUEUING AT
INTERSECTIONS WHICH ARE OVER CAPACITY.

FINALLY NOTE THAT THE FIGURES ONLY INCLUDE TRAVEL IN THE
TIME PERIOD SIMULATED. THE EXTRA TRAVEL TIME AND DISTANCE
IN LATER PERIODS DUE TO VEHICLES QUEUED AT OVER-CAPACITY
INTERSECTIONS IS ALSO GIVEN BELOW.

TRANSIENT QUEUES	=	4562.7 PCU. HRS./HR.
OVER-CAPACITY QUEUES	=	3164.3 PCU. HRS./HR.
(ON LINKS	=	3162.6
ON CENTROIDS	=	1.6)
LINK CRUISE TIME	=	12488.8 PCU. HRS./HR.
(FREE FLOW	=	9029.6
DELAYS	=	3459.2)
TOTAL TRAVEL TIME	=	20215.8 PCU. HRS./HR.
TRAVEL DISTANCE	=	628416.6 PCU. KMS./HR.
OVERALL AVERAGE SPEED	=	31.1 KPH
TOTAL TRIPS LOADED	=	80349.9 PCUS/HR
TOTAL INTRAS NOT LOADED=		1241.7 PCUS/HR

TECHNICAL NOTE

Development PM

SATURN SIMULATION SUMMARY RESULTS

NOTE THAT THE FOLLOWING STATISTICS ARE GIVEN AS RATES
E.G., PCU.HRS/HR AS OPPOSED TO THE PCU.HRS OF TRAVEL TIME
DURING THE TIME PERIOD SIMULATED; THESE ARE GIVEN BELOW.

LINK CRUISE TIME INCLUDES FREE FLOW PLUS DELAYS ON LINKS,
DELAYED TIME IS TIME SPENT AT INTERSECTIONS AND THAT QUEUED
TIME REFERS TO THE ADDITIONAL TIME SPENT QUEUING AT
INTERSECTIONS WHICH ARE OVER CAPACITY.

FINALLY NOTE THAT THE FIGURES ONLY INCLUDE TRAVEL IN THE
TIME PERIOD SIMULATED. THE EXTRA TRAVEL TIME AND DISTANCE
IN LATER PERIODS DUE TO VEHICLES QUEUED AT OVER-CAPACITY
INTERSECTIONS IS ALSO GIVEN BELOW.

TRANSIENT QUEUES	=	4236.4 PCU. HRS./HR.
OVER-CAPACITY QUEUES	=	3037.6 PCU. HRS./HR.
LINK CRUISE TIME	=	12643.8 PCU. HRS./HR.
(FREE FLOW	=	9127.3
DELAYS	=	3516.5)
TOTAL TRAVEL TIME	=	19917.9 PCU. HRS./HR.
TRAVEL DISTANCE	=	638405.3 PCU. KMS./HR.
OVERALL AVERAGE SPEED	=	32.1 KPH
TOTAL TRIPS LOADED	=	82166.1 PCUS/HR
TOTAL INTRAS NOT LOADED=		945.0 PCUS/HR



Appendix 9.2

Transport Statement

Station Hill – Telecom House, Reading

Transport Statement

On behalf of **Sackville Development Reading Limited**

Project Ref: 16996/010 | Rev: v3.0 | Date: July 2015



Document Control Sheet

Project Name: Station Hill – Telecom House, Reading

Project Ref: 16996/010

Report Title: Transport Statement

Doc Ref: TS V3.0

Date: July 2015

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For and on behalf of Peter Brett Associates LLP				

Revision	Date	Description	Prepared	Reviewed	Approved
V2.0	07.07.2015	Draft Issue	GS	CB	SW
V3.0	09.09.2015	Issue for Legal Review	GS	CB	SW

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1 Introduction

1.1 Background

- 1.1.1 Peter Brett Associates LLP (PBA) has been commissioned by Sackville Developments (Reading) Ltd (SDRL) to undertake a Transport Statement (TS) in support of the outline planning application for an alternative Plot E of the consented Station Hill 3 Development (SH3) that encompasses the adjacent plot known as Telecom House (TH).

1.2 Station Hill 3

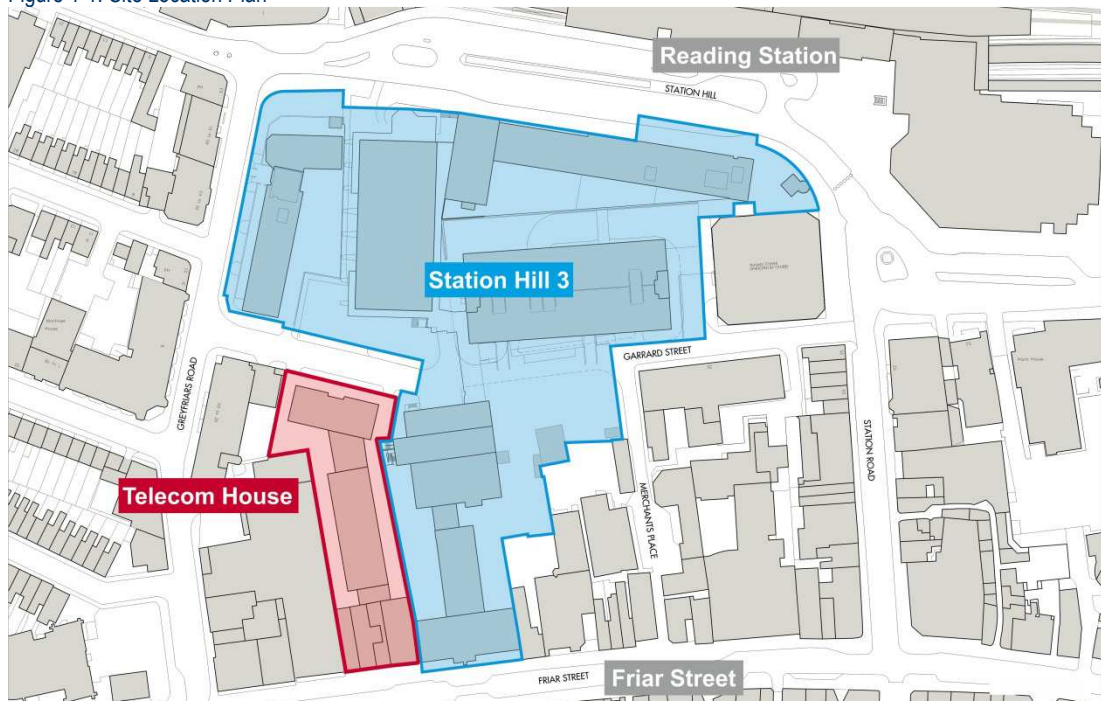
- 1.2.1 In January 2015 Reading Borough Council (RBC) granted outline planning (Application Reference 130436/OUT) for SH3 located to the south of Reading Station. The consented development includes a mix of uses including; office/commercial; retail; residential; leisure; with the retention of the existing Garrard Street car park and 1000 spaces across the site.

1.3 Plot E / Telecom House Scheme

- 1.3.1 Since consent was granted for SH3, SDRL (the Applicant), has acquired a plot of land adjacent to Plot E of the SH3 Scheme, known as Telecom House, and proposes to obtain outline planning consent for a development which encompasses both the Telecom House Site and Plot E (referred to as the Plot E/TH Scheme). SDRL's intention is that the Plot E/TH Scheme would be complementary to the remainder of the SH3 Scheme (i.e. the SH3 Scheme without Plot E).

- 1.3.2 **Figure 1-1** illustrates the TH site in relation to the consented SH3 development.

Figure 1-1: Site Location Plan



- 1.3.3 **Table 1-1** below sets out the SH3 Consented maximum floor areas alongside those of the proposed SH3 with Plot E/TH scheme.

Table1-1: SH3 and SH3 Land Use

Use	SH3 Consent (GFA)	SH3 with Plot E/TH Scheme (GFA)	Net Change (GFA)
A1 – A5 Retail	11,475m2	11,475m2	0
B1 Office	103,700m2	103,700m2	0
D2 Leisure	1,870m2	1,870m2	0
Residential	300 Dwellings	475 Dwellings	+ 175 Dwellings

- 1.3.4 The Plot E/TH scheme proposal is to provide an additional 175 residential dwellings to the overall SH3 scheme.
- 1.3.5 As part of the Plot E/TH scheme it is proposed that the level of parking proposed within Garrard Street will reduce from up to 900 to up to 800, with the number of spaces increasing from up to 100 to up to 200 within Plot E; with up to 1000 spaces maintained as consented.

1.4 Means for Addressing Transport Matters for Planning Application

- 1.4.1 This TS has been prepared comparing the transport impact of the extant uses of TH (should it be refurbished and fully occupied) with the anticipated trip generation of the proposed additional 175 dwellings.
- 1.4.2 Additional comparisons have been made between the consented SH3 scheme with the SH3 with Plot E/TH scheme to assess the transport impact of the proposed adjustment to the distribution of the maximum car parking spaces across the Station Hill site.

Chapter 3: Baseline Conditions

This chapter provides an understanding of the access and movement to and from the site in context with the surrounding area and identifies existing facilities and attractions.

Chapter 4: Development Proposals

This chapter sets out the proposed development concerning schedule, car parking, cycle parking, access and servicing.

Chapter 5: Trip Generation

This chapter provides the anticipated trip generation of the development proposals, for all travel modes.

Chapter 6: Cumulative Impact

This chapter sets out the cumulative impacts of the development on the highway for all travel modes.

Chapter 7: Summary and Conclusion

This chapter sets out the conclusions of the TS, providing recommendation where necessary to RBC.

2 Baseline Conditions

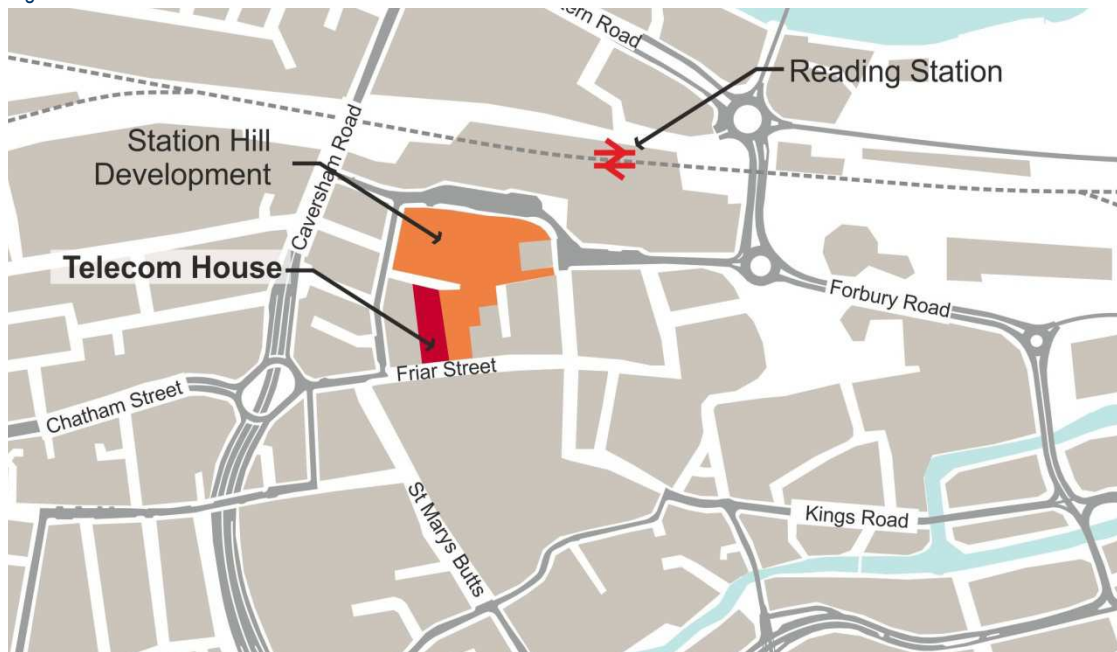
2.1 Overview

- 2.1.1 This section provides an understanding of the current access and movement to and from Plot E/TH in context with the surrounding area.

2.2 Location

- 2.2.1 The Telecom House site is located south of Reading Station, between Garrard Street and Friar Street, directly to the west of SH3 site in the centre of Reading, close to Reading Train Station. As such, the sustainable transport links are considered excellent in encouraging future residents and visitors to travel sustainably to and from the site, as shown in **Figure 2-1**.

Figure 2-1: Site Location Plan



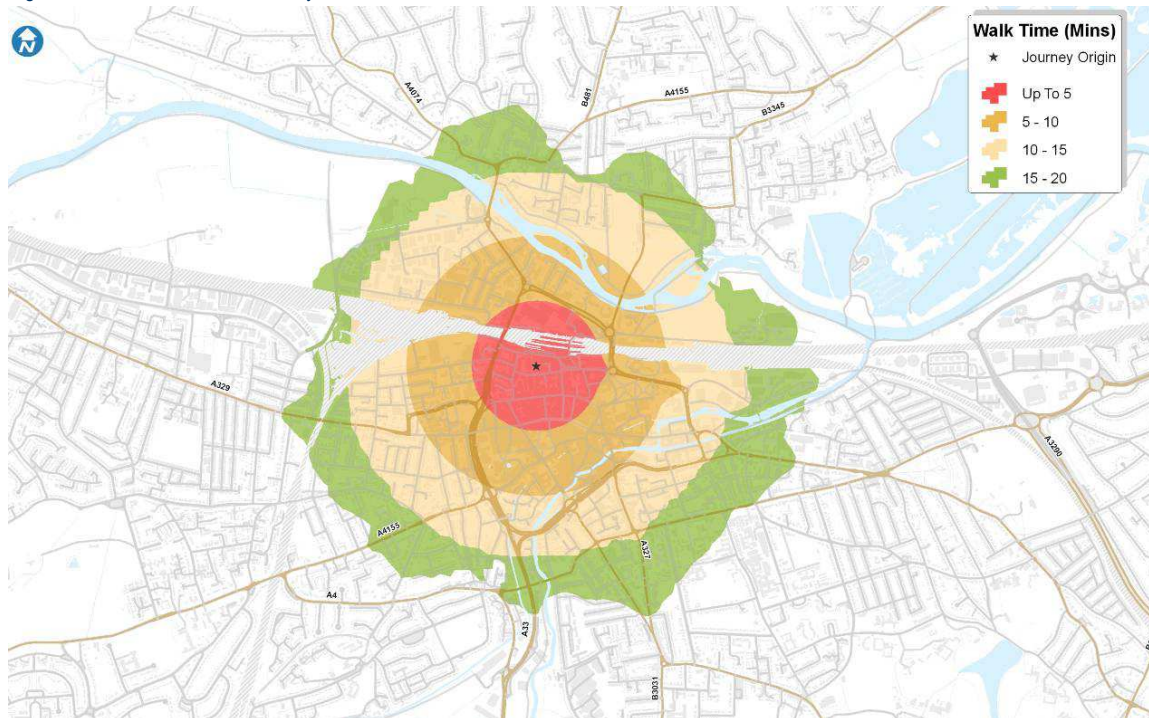
- 2.2.2 The Station Interchange (including bus and taxi stops, passenger drop off and cycle stands) is located between SH3 and the main Reading Station building. This area has recently been redeveloped as part of the Reading Station Area redevelopment proposals. The interchange provides a pedestrian area immediately to the north of SH3, with an improved rail station in terms of rail capacity and station facilities.
- 2.2.3 Telecom House, as shown in **Figure 2-1**, is ideally placed to benefit from national, regional and local transport connections, which directly serve the site.

2.3 Pedestrian Accessibility

- 2.3.1 A Geo-concept assessment (using NavTeq road network) based on a walking speed of 400 metres per 5 minutes has been undertaken and shown in **Figure 2-2** to identify the potential walk times of future employees to access nearby public transport connection and walk time to nearby residential areas. Six 5 minute walk time bands up to 30 minutes have been created and are as follows;

- Up to 5 minutes;
- 5-10 minutes;
- 10-15 minutes;
- 15-20 minutes;
- 20-25 minutes; and
- 25-30 minutes.

Figure 2-2: Pedestrian Accessibility



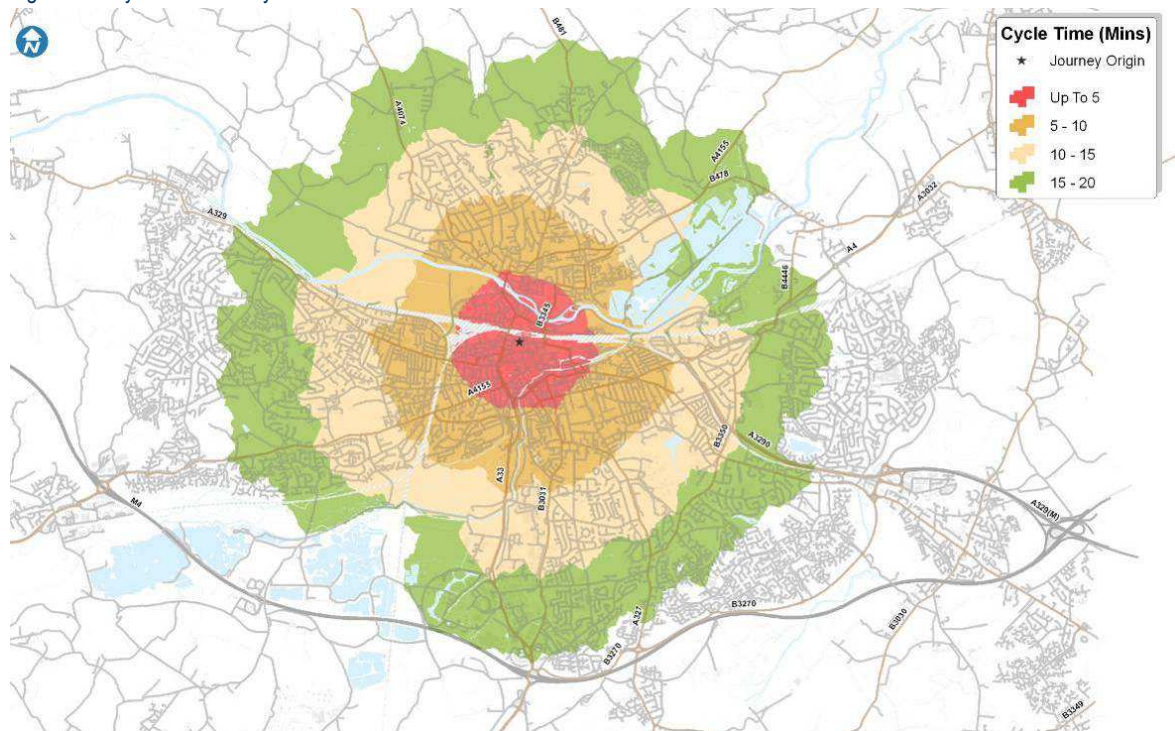
2.3.2 It is evident from **Figure 2-2** that the site is ideally located to encourage walking from a relatively large population catchment. All of the town centre amenities and shops are within a 15-minute walk of the site. The development proposals capitalise on its location within the centre of Reading acknowledging the role walking can play both in delivering accessibility at the local level and in contributing towards sustainable development patterns.

2.4 Cycling Accessibility

2.4.1 A Geo-concept assessment based on a cycle speed of 16kph has been undertaken and shown in **Figure 2-3**. This illustrates the potential cycling times of future employees and visitors. This illustrates the potential cycling catchment up to 30 minutes from the site and encompasses a number of surrounding residential areas. Six 5 minute cycle time bands up to 30 minutes have been created and are as follows;

- Up to 5 minutes;
- 5-10 minutes;
- 10-15 minutes;
- 15-20 minutes;
- 20-25 minutes; and
- 25-30 minutes.

Figure 2-3: Cycle Accessibility



2.4.2 **Figure 2-3** demonstrates that the entire urban areas within the RBC boundary are within a 30 minute cycle ride of the TH site, making cycle trips to the site a realistic mode of travel for a large number of people.

2.4.3 Central Reading currently has a good level of cycle connectivity to the south of the site through a combination of 'Quiet Roads', cycle paths and cycle lanes within the carriageway. Beyond the immediate centre of Reading, dedicated cycle paths are present on the main routes into Reading, including via Oxford Road and Portman Road to the west; A33 to the south; and routes through Caversham and across Caversham Bridge to the north. Leisure routes are also present along the River Kennet and River Thames.

2.4.4 RBC has introduced 'ReadyBike', which is a London inspired, bicycle-renting scheme, available on an annual membership scheme. This allows members to conveniently travel between storage hubs within central Reading, to as far as Green Park and Thames Valley Business Parks. This creates a unique opportunity for alternative bicycle access within Reading, linking a wide range of land uses. The closes 'Ready Bike' station is located to the south of the railway station approximately 350m to the east.

2.5 Bus Accessibility

2.5.1 The site benefits from excellent access to a wide choice of bus services due to its close proximity to the town centre bus stops, providing the opportunity for a significant level of trips to be accommodated by bus. Approximately 100 buses per hour serve the area around the development site in the peak hours.

2.5.2 This includes access to Reading's bus services, offering frequent, reliable services with improved facilities and comfort. These routes also benefit from bus priority measures, real time information, and better provision for people with reduced mobility.

2.5.3 The wider bus network provides access to/from all of the Reading urban area as well as Bracknell, Twyford, Wokingham, Spencers Wood, Aldershot, Theale, Newbury, Pangbourne, Woodcote, Wallingford, Sonning Common, Henley-on-Thames and High Wycombe.

- 2.5.4 Strategic bus routes (including the 'Greenwave' services) operate along the A33 corridor between GreenPark, the Madjeski Park and Ride and Reading International Business Park (RIBP) from the interchange area adjacent to Reading Station and bus stops located throughout the town centre. The main interchange area is located close to the site to the east on Station Road and Forbury Road adjacent to Reading Station.
- 2.5.5 The 'Fasttrack' services provide connections between the site and the Park and Ride site at Loddon Bridge to the east of the town centre as well as to the Madjeski Stadium. Stewarts Coaches operates services between the town centre and Thames Valley Park. Direct and frequent services operate along these routes.
- 2.5.6 The 'Rail-Air' Link, located outside Reading Station, provides a frequent coach service to and from Heathrow Airport.
- 2.5.7 The location of the site in context to the town centre bus stops is highlighted on **Figure 2-4**.

Figure 2-4: Reading Central Bus Network (www.reading-buses.co.uk)



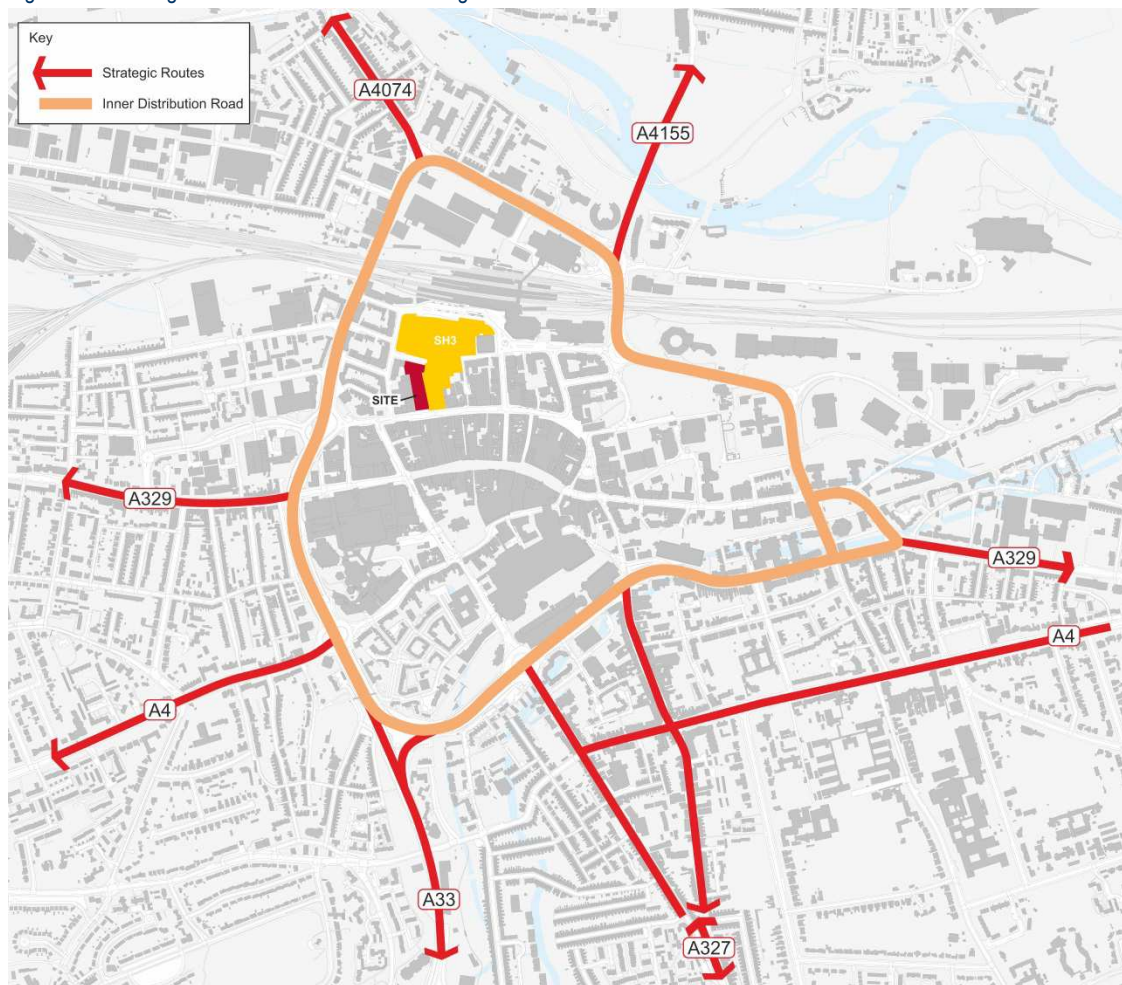
2.6 Rail Accessibility

- 2.6.1 The development site is located close to Reading Station, which is identified as a regional transport hub and the focus of significant regeneration and redevelopment. The Station is the second busiest interchange in the UK outside London, with 60,000 passengers using the station daily.
- 2.6.2 Rail services from Reading Station provide connections to the regional and national rail network where the following train companies offer services to a variety of destinations:
- First Great Western operate trains to destinations which include London Paddington, Slough, Basingstoke, Gatwick Airport, Oxford, Hereford, Worcester, Bristol, South Wales and the South West of England;
 - Cross Country Trains operate trains to destinations including Bournemouth, Southampton, Guildford, Banbury, Coventry, Birmingham, the North of England and Scotland; and
 - South West Trains provides services to Wokingham, Staines, Richmond, Clapham Junction, London Waterloo, Basingstoke, Winchester, Southampton, Portsmouth and Brighton.

2.7 Highway Access

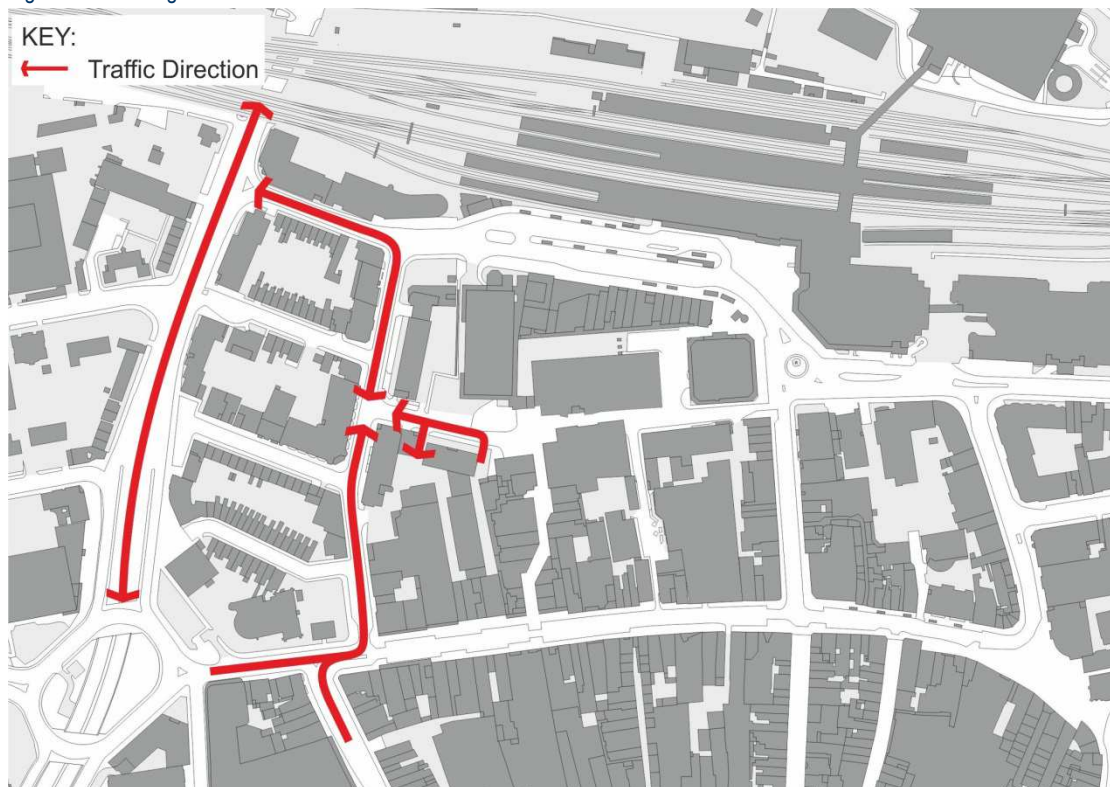
- 2.7.1 The existing highway access routes to TH in a strategic context are shown in **Figure 2-5** below. This shows the strong links to the strategic road network, such as Reading's Inner Distribution Road (IDR) and a number of radial routes to/from Reading Town Centre.
- 2.7.2 The principal vehicle routes to the site are via the IDR. The IDR is for the most part a dual, two lane orbital route which provides the following connections into Reading town centre:
- North: Via Reading and Caversham Bridges;
 - East: Via the A329 Kings Road and the A4 London Road;
 - South: Via the A33, leading to Junction 11 of the M4;
 - West: Via the A4, the junctions with A4155 Castle Hill and the A329 Chatham Street.

Figure 2-5: Existing Vehicular Access within Reading



- 2.7.3 There are two existing points of access to TH from the wider area. The first is from the Tudor Road / IDR (Caversham Road) to the north. The second is via Greyfriars Road, which is a one-way street and provides access for vehicles from the south. Greyfriars Road is available from the grade separated Chatham Street roundabout.
- 2.7.4 All vehicles have to exit the site via the Tudor Road junction with the IDR (Caversham Road). Drivers wishing to travel north must perform a U-turn at the Chatham Street roundabout. The Stanshawe Road junction with the IDR is restricted to bus, taxi and cycle movements only.
- 2.7.5 Garrard Street is located to the north of TH and provides access to the existing site. Through movement between Greyfriars Road and Station Road is not possible for general traffic.
- 2.7.6 Taxis are currently permitted to exit Greyfriars Road onto Station Road as part of the taxi queuing arrangement for the taxi rank outside the Station within the south east interchange.
- 2.7.7 The existing local highway access routes to and from the site are shown in **Figure 2-6**.

Figure 2-6: Existing Immediate Access with IDR



2.8 Car Parking

- 2.8.1 The current TH site currently has 58 car parking spaces which serve the office; these are situated alongside the building on both sides, in front of the building and also underneath the building on the ground floor. Car parking is discussed in greater detail in **Chapter 4**.
- 2.8.2 The consented SH3 scheme includes permission for up to 100 parking spaces within Plot E.

2.9 Personal Injury Accidents

- 2.9.1 A comprehensive review of Personal Injury Accident (PIA) data between 2007 and 2012 was undertaken for the consented SH3 proposals and presented within the accompanying SH3 Transport Assessment, March 2013.
- 2.9.2 The SH3 PIA review concluded not identifying any specific concern with regards to the geometric design/road layout of the local highway network, reoccurring patterns of the frequency or severity of collisions recorded, or any specific concerns relating to the clustering of collisions or locations within the study area.
- 2.9.3 It is therefore proposed that no additional review of PIA data be undertaken as part of the Plot E/TH TS, given;
- Only modest time has lapsed since the PIA review was undertaken for the Station Hill application consented in December 2013; and
 - The recently completed Station upgrade works and town centre public realm improvements may make the recent accident records untypical in this location for consideration.

3 Development Proposals

3.1 Overview

- 3.1.1 The proposal is to redevelop the Telecom House site as part of a new Plot E/TH Scheme, which incorporates SH3's Plot E, creating a larger plot as part of the overall SH3 Scheme.
- 3.1.2 SDRL's intention is that the Plot E/TH Scheme would be complementary to the remainder of the SH3 Scheme (i.e. the SH3 Scheme without Plot E).
- 3.1.3 The proposal for Plot E/TH will provide a maximum of 285 residential dwellings, and will include up to 7,000sqm GEA of retail floor space (Use Classes A1-A5).
- 3.1.4 The proposals will increase the maximum number of residential dwellings over the consented SH3 Scheme by 175 units.
- 3.1.5 The retail floor space will provide frontages which activate the public realm at the ground floor. The resulting total amount of floor space for the enlarged SH3 with Plot E/TH will be unchanged because it was previously assumed that Plot E would have delivered approximately half of the retail floor space for the overall SH3 scheme.
- 3.1.6 **Table 3-1** summarises the proposed net change in Land Uses across the whole masterplan.

Table 3-1: Masterplan Land Use Changes

Use	SH3 Consent (GFA)	SH3 with Plot E/TH Scheme (GFA)	Net Change (GFA)
A1 – A5 Retail	11,475m ²	11,475m ²	0
B1 Office	103,700m ²	103,700m ²	0
D2 Leisure	1,870m ²	1,870m ²	0
Residential	300 Dwellings	475 Dwellings	+ 175 Dwellings

- 3.1.7 **Table 3-2** shows an illustrative residential schedule for Plot E/TH Scheme.

Table 3-2: Illustrative Residential Schedule for Plot E/TH

	1 Bed	2 Bed	3 Bed	Total
Illustrative Proportions	38%	57%	5%	100%
Number of Dwellings	108	163	14	285

3.2 Pedestrian and Cycle Access

- 3.2.1 Pedestrian access will be gained via Friar Street, Garrard Street, and the new pedestrian integration between Friar Street, Station Hill and the railway station. These enhanced connections support RBC's aspirations to improve pedestrian linkages over the railway line, which is highlighted within the RCAAP and LTP3.

3.3 Cycle Parking

- 3.3.1 **Table 3-3** summarises the minimum number of cycle parking spaces required within Plot E/TH; based on RBC's cycle parking standards.

Table 3-3: Cycle Parking Standard

	1 Bed	2 Bed	3 Bed	Total
Number of Dwellings	108	163	14	285
RBC Cycle Parking Standards	0.5	0.5	1	-
Required Parking Provision	54	81	14	149

3.3.2 **Table 3-3** shows that the proposal will require a minimum of 149 spaces to serve the 285 units proposed within Plot E.

3.4 Vehicular Access

3.4.1 The development will relocate the existing access into the TH site to one new location in the vicinity of the existing site access.

3.4.2 The new vehicular access will serve one of the two car park locations across the SH3 with Plot E/TH scheme. The car park will be controlled via the use of a barrier control system.

3.5 Vehicle Parking

3.5.1 It is proposed that the Plot E/TH Scheme will not increase the consented number of car parking spaces proposed across the overall SH3 development. It is still proposed that a maximum of 1,000 spaces will continue to be provided across the new SH3 with Plot E/TH Scheme; with parking provided at the two locations as agreed for the SH3 Scheme.

3.5.2 The consented SH3 Scheme proposed to provide 900 spaces within Garrard Street car park, and 100 parking spaces within Plot E.

3.5.3 The Plot E/TH Scheme proposes to adjust the distribution of maximum car parking spaces across the whole site and provide up to 200 parking spaces within Plot E/TH, and remaining spaces provided within Garrard Street (up to a maximum of 1,000 spaces across the SH3 with Plot E/TH Scheme).

3.5.4 **Table 3-4** summarises the total number of parking spaces required for the proposed number of residential dwellings.

Table 3-4: Car Parking Standard

	1 Bed	2 Bed	3 Bed	Total
Number of Dwellings	108	163	14	285
RBC Car Parking Standards	0.5	0.5	1	-
Required Parking Provision	54	81	14	149

3.5.5 The consented SH3 Scheme included circa 110 residential dwellings (1 / 2 bedroom flats) within Plot E; this had provision for 55 parking spaces. Based on **Table 3-4** the Plot E/TH scheme proposes to provide a maximum of 149 parking spaces; which is an increase in total residential provision of 94 spaces across the SH3 with Plot E/TH Scheme.

- 3.5.6 To compensate for the additional residential parking requirements, the SH3 with Plot E/TH Scheme will reduce the parking for offices to remain within the 1000 space consent. A lower office 'Car Driver' mode share will therefore have to be achieved to account for the reduction in available parking provision across the site; which is an alteration to the previous SH3 assessment.

3.6 Servicing and Refuse Collection

- 3.6.1 The proposed site will provide a shared service dock for the retail units and it is presumed that residential refuse collection will be undertaken on street.

4 Trip Generation Comparison

4.1 Methodology

- 4.1.1 To ascertain the level of impact the proposal will have on the local highway network; this TS has assessed and compared the anticipated trip generation of the following:
- TH Baseline – Estimate trip generation of the overall extant land uses for the TH site.
 - Plot E/TH scheme estimated trips generated from the additional 175 residential dwellings.
- 4.1.2 This will allow a comparison to be made of the anticipated level of transport impact between the extant TH and the proposal for the additional dwellings within the Plot E/TH scheme.
- 4.1.3 The RBC guidance requires 94 additional parking spaces for the proposed uplift in residential dwellings across the SH3 with Plot E/TH Scheme; as a result the office parking provision has been reduced by this amount.
- 4.1.4 The office 'Car Driver' mode share has also been adjusted to reflect the reduction in office parking provision.
- 4.1.5 The estimate of the likely trip generation for the TH Baseline and proposed Plot E/TH Scheme follows the principles and assumptions agreed as part of the consented SH3 Scheme.

4.2 Baseline

Extant Land Uses

- 4.2.1 The Telecom House site is located south of Reading Station, between Garrard Street and Friar Street, directly adjacent to the SH3 Scheme as illustrated previously within **Figure 1-1**. The current site includes an office building fronting Garrard Street and two retail units which front onto Friar Street. The approximate floor areas of these extant land uses are included within **Table 4-1**.

Table 4-1: Baseline Extant Land Use

Use	TH (GFA)
A1 – A5 Retail	793m ²
B1 Office	5,697m ²
D2 Leisure	-

- 4.2.2 The current TH site has 58 car parking spaces which serve the office land use; these are situated alongside the building on both sides, in front of the building and also underneath the building on the ground floor.
- 4.2.3 Trip Generation
- 4.2.4 The estimated number of people travelling to and from the extant TH land uses should they be fully operational has been calculated using the agreed SH3 trip rates are set out in **Table 4-2**.

Table 4-2: Extant TH People Trip Rates

	AM (08:00-09:00)		PM (17:00-18:00)		Two-way Daily
	Arrivals	Departures	Arrivals	Departures	
Office People Trip Rates per 100m2	2.19	0.16	0.13	1.97	16.80
Retail Trip Rates per 100m2	12.43	10.06	21.45	21.15	370.11

4.2.5 For consistency it has assumed that 25% of the retail trips would be primary trips, with 75% of the trips to the existing units being 'linked' or 'pass by' trips associated with other destinations in the town centre as agreed for the consented SH3 Scheme.

4.2.6 The estimated people trips generated by the extant TH uses are set out in **Table 4-3**.

Table 4-3: Extant TH People Trip Generation

	AM (08:00-09:00)			PM (17:00-18:00)			Two-way Daily
	Arrivals	Depart	Two-way	Arrivals	Depart	Two-way	
Office People Trip Generation 5,697 m2	125	9	134	7	112	119	1015
Retail People Trip Generation 793 m2 Primary Trips (25%)	25	20	45	43	42	85	734
Total	150	29	179	50	154	204	1749

4.2.7 During the AM and PM peak hours the office unit generates 134 and 119 two-way trips respectively and 1015 daily two-way people trips. During the AM and PM peak hours the retail units generate 45 and 85 two-way people trips respectively and 734 daily two-way people trips.

4.2.8 Therefore overall during the AM and PM peak hours the existing TH site generates a total of 179 and 204 two-way trips respectively and 1749 daily two-way people trips during the baseline.

Mode Share

4.2.9 The mode share for the TH baseline has been calculated following the agreed methodology used for the SH3 application. The main principles of the mode share calculations as previously agreed are summarised below:

- 2001 Census data has been analysed for the mode of travel from home to work with the destination (work) being the town centre output area (Ref: OOMCMR000022). The 2001 mode of travel from home to work with the destination (work) data has been used since the same level of output area data from the 2011 census data is not publicly available.
- The person trips generated by the office has been adjusted by mode, on the basis that the 58 office parking spaces would be fully utilised and the remaining trips would arrive/depart by the other modes in the same relative proportions as census data;

- The rail mode share has been increased (broadly doubled) to account for the increased attractiveness of rail use as part of the Reading Station Area Major Upgrade scheme. The mode share for other means have been adjusted accordingly.

4.2.10 The Census data has been adjusted to reflect the above, with the mode share of the extant TH site set out in **Table 4-4**.

Table 4-4: Total Extant Mode Share

	TH Retail	TH Office
From Home	0.17%	0.36%
Underground	0.04%	0.10%
Train	37.30%	9.17%
Bus	39.69%	31.26%
Taxi	0.12%	0.08%
Motorcycle	0.56%	0.38%
Car Driver	0.00%	22.49%
Car Passenger	0.00%	4.18%
Bicycle	3.82%	3.93%
Foot	18.14%	27.90%
Other	0.15%	0.15%

4.2.11 Following the calculated mode share above, **Table 4-5** summarises the trips by mode for the extant TH site.

Table 4-5: Extant Modal Trip Generation – Telecom House

Mode	AM (08:00-09:00)			PM (17:00-18:00)		
	Arrive	Depart	Two-way	Arrive	Depart	Two-way
From Home	0	0	0	0	0	1
Underground	0	0	0	0	0	0
Train	21	8	29	17	26	42
Bus	49	11	60	19	52	71
Taxi	0	0	0	0	0	0
Motorcycle	1	0	1	0	1	1
Car Driver ¹	28	2	30	2	25	27
Car Passenger	5	0	5	0	5	5
Bicycle	6	1	7	2	6	8
Foot	39	6	45	10	39	49
Other	0	0	0	0	0	0

¹ Car driver trip generation capped to 58 office parking spaces

4.2.12 This shows that the extant TH would generate 30 two-way private car trips within the AM peak, and 27 two-way private car trips vehicle trips with the PM peak.

4.3 Development

Proposed Land Uses

- 4.3.1 As previously discussed, the proposed Plot E/TH scheme results in an additional 175 residential dwellings to the overall SH3 scheme. This is shown below in **Table 4-6** which sets out the floor areas of the consented SH3 scheme and the SH3 with Plot E/TH Scheme.

Table 4-6: Masterplan Land Use

Use	SH3 Consent (GFA)	SH3 with Plot E/TH Scheme (GFA)	Net Change (GFA)
A1 – A5 Retail	11,475m ²	11,475m ²	0
B1 Office	103,700m ²	103,700m ²	0
D2 Leisure	1,870m ²	1,870m ²	0
Residential	300 Dwellings	475 Dwellings	+ 175 Dwellings

- 4.3.2 The anticipated trip generation of the proposal has therefore been calculated on the net increase in residential dwellings over the consented SH3 scheme.
- 4.3.3 The new proposal for the Plot E/TH scheme will not increase the number of car parking spaces proposed across the overall consented SH3 development. It is proposed that a maximum of 1,000 spaces will be provided across the consented SH3 scheme and the Plot E/TH Scheme. It is proposed that up to 200 spaces will be provided within Plot E/TH scheme, 149 of which will be residents parking for Plot E/TH. The previous scheme included 55 spaces for residents in this plot.
- 4.3.4 The assessment of the trip generation of the new Plot E/TH scheme follows the methodology previously agreed for the maximum SH3 consent. To ensure a robust 'worst case' scenario, for the purpose of this assessment, the proposal will allow for an additional 94 parking spaces of the overall 1000 space provision to be assigned for residential use (based on RBC required car parking standards) offset by a reduction of 94 spaces for office use in the overall masterplan.
- 4.3.5 As a result 238 of the 1000 spaces will be assigned to the residential dwellings within the new SH3 with Plot E/TH scheme.
- 4.3.6 The need for an additional 94 parking spaces for the increase in residential dwellings will reduce the number of available parking spaces for the office land use within the consented SH3 scheme.
- 4.3.7 Therefore the trip generation for the office land use within the consented SH3 has been adjusted for this assessment.

Trip Generation

- 4.3.8 The anticipated number of people trips generated by the larger Plot E/TH scheme has been calculated using the trip rates agreed for the consented SH3 scheme.
- 4.3.9 The estimated number of additional people travelling to and from proposed Plot E/TH scheme has been calculated using the agreed SH3 trip rates are set out in **Table 4-7**.

Table 4-7: Proposed People Trip Rates

	AM (08:00-09:00)			PM (17:00-18:00)			Two-way Daily
	Arrivals	Depart	Two-way	Arrivals	Depart	Two-way	
People Trip Rates per Dwelling	0.103	0.556	0.659	0.386	0.223	0.609	5.568

- 4.3.10 The estimated number of additional people trips generated by the additional 175 residential dwelling is set out in **Table 4-8**.

Table 4-8: Proposed People Trip Generation (+175 Residential Dwellings)

	AM (08:00-09:00)			PM (17:00-18:00)			Two-way Daily
	Arrivals	Depart	Two-way	Arrivals	Depart	Two-way	
Residential People Trip Generation 175 Dwellings	18	97	115	68	39	107	974

- 4.3.11 During the AM and PM peak hours the proposal will generate 115 and 107 two-way trips to respectively and 974 daily two-way people trips over the consented SH3 scheme.

Mode Share

- 4.3.12 The mode share for the Plot E/TH Scheme has been calculated following the agreed methodology used for the SH3 application and as discussed previously for the baseline. For the proposed residential dwellings included within the proposal the mode share has been informed from the JTW Census data for the Abbey ward.
- 4.3.13 Following the agreed adjustments to the Census data the mode share of the proposed scheme is shown in **Table 4-9**.

Table 4-9: Total Proposed Mode Share

	Residential
From Home	4.13%
Underground	0.45%
Train	20.04%
Bus	11.07%
Taxi	0.42%
Motorcycle	0.35%
Car Driver	28.42%
Car Passenger	2.61%
Bicycle	3.34%
Foot	28.47%
Other	0.69%

- 4.3.14 **Table 4-10** summarises the trips by mode for the additional people trips generated by the Plot E/TH scheme.

Table 4-10: Proposed Modal Trip Generation – Plot E/TH Scheme (+175 Residential Dwellings)

Mode	AM (08:00-09:00)			PM (17:00-18:00)		
	Arrive	Depart	Two-way	Arrive	Depart	Two-way
From Home	1	4	5	3	2	4
Underground	0	0	1	0	0	0
Train	4	19	23	14	8	21
Bus	2	11	13	7	4	12
Taxi	0	0	0	0	0	0
Motorcycle	0	0	0	0	0	0
Car Driver	5	28	33	19	11	30
Car Passenger	0	3	3	2	1	3
Bicycle	1	3	4	2	1	4
Foot	5	28	33	19	11	30
Other	0	1	1	0	0	1

- 4.3.15 Table 4-10 shows that the additional 175 residential dwellings will generate 33 and 30 two-way 'Car Driver' trips in the AM and PM peak hour respectively.
- 4.3.16 Due to the re-assignment of parking provisions, as a result of the increased required number of residential car parking spaces across the SH3 with Plot E/TH Scheme, the mode share for the office land use within the SH3 scheme has been adjusted to reflect the reduced provision of available parking spaces. All other modes shares have also been adjusted on a pro-rata basis to reflect the adjustment. This is an alteration to the previous SH3 assessment.
- 4.3.17 As a result of this, the parking ratio for the office land use within the consented SH3 changes from 1 space per 250m² to 1 space per 310m². **Table 4-11** summarises the total trips by mode for the whole of SH3 with Plot E/TH scheme.

Table 4-11: Proposed Modal Trip Generation – SH3 with Plot E/TH Scheme

Mode	AM (08:00-09:00)			PM (17:00-18:00)		
	Arrive	Depart	Two-way	Arrive	Depart	Two-way
From Home	6	12	18	9	9	18
Underground	1	1	3	1	2	3
Train	858	213	1070	326	903	1229
Bus	939	202	1140	330	978	1308
Taxi	3	2	5	2	3	5
Motorcycle	13	3	17	5	14	19
Car Driver	349	96	445	76	315	391
Car Passenger	65	11	76	9	57	66
Bicycle	93	26	118	36	98	134
Foot	463	156	618	195	492	687
Other	4	2	6	2	4	7
Total	2794	723	3517	991	2875	3867

4.3.18 **Table 4-11** shows that the overall SH3 with Plot E/TH Scheme generates 3517 and 3867 people trips during the AM and PM peak hours respectively. Of which 450 and 396 two-way trips by private car will be made in the AM and PM peaks respectively.

4.4 Net Difference

- 4.4.1 Sections 4.2 and 4.3 established the predicted trip generation for the extant use of the TH site and the additional 175 dwellings associated with the Plot E/TH scheme. This section now sets out the net impact on both the TH site comparing the TH extant with the additional 175 units within the Plot E/TH scheme and the consented SH3 masterplan with the SH3 with Plot E/TH masterplan.

Extant TH compared with Plot E/TH scheme (175 residential dwellings)

- 4.4.2 **Table 4-12** sets out the anticipated level of transport impacts between the Extant TH and the additional Plot E/TH scheme (175 residential dwellings).

Table 4-12: SH3 with Plot E/TH Net Difference

Mode	Extant TH		Plot E/TH (Additional 175 dwellings)		Net Difference	
	AM Two-Way	PM Two-Way	AM Two-Way	PM Two-Way	AM Two-Way	PM Two-Way
From Home	1	1	5	4	4	4
Underground	0	0	1	0	0	0
Train	29	42	23	21	-6	-21
Bus	60	71	13	12	-47	-59
Taxi	0	0	0	0	0	0
Motorcycle	1	1	0	0	0	-1
Car Driver	30	27	33	30	3	3
Car Passenger	6	5	3	3	-3	-2
Bicycle	7	8	4	4	-3	-4
Foot	45	49	33	30	-13	-18
Other	0	0	1	1	1	0

- 4.4.3 **Table 4-12** shows that the proposal will result in an additional 3 'Car Driver' trips in the AM and PM peak hours, when compared with the extant uses if TH was fully operational.
- 4.4.4 It is therefore concluded that, whilst there could be a small increase in car driver trips, this is not anticipated to have any material impact on the function of the local highway network.

Consented SH3 compared with SH3 with Plot E/TH scheme

- 4.4.5 **Table 4-13** compares the predicted net change in transport modes between net changes of the consented SH3 Scheme and proposed SH3 with Plot E/TH Scheme.

Table 4-13: Net Difference

Mode	Consented SH3 Net Difference		SH3 with PlotE/TH Net Difference		Difference Between Schemes	
	AM 2-Way	PM 2-Way	AM 2-Way	PM 2-Way	AM 2-Way	PM 2-Way
From Home	12	11	16	15	4	4
Underground	2	2	2	2	0	0
Train	764	698	780	697	17	-1
Bus	804	735	776	692	-28	-42
Taxi	3	3	4	3	0	0
Motorcycle	12	11	12	10	0	0
Car Driver	35	45	-3	12	-38	-33
Car Passenger	-1	2	-11	-7	-10	-9
Bicycle	83	75	81	72	-2	-3
Foot	425	388	417	374	-8	-14
Other	4	4	5	4	1	0

- 4.4.6 **Table 4-13** shows that the SH3 with Plot E/TH Scheme result in a reduction of 38 two-way vehicle trips during the AM peak and 33 vehicles during the PM peak against the consented SH3 application.

- 4.4.7 This is due to the TH baseline generating additional car driver trips if it was to be fully operational due to its existing parking availability, while the SH3 with Plot E/TH scheme does not increase the parking provision of the SH3 development.

4.5 Sensitivity Test

- 4.5.1 A sensitivity test has been undertaken to understand the potential displacement of office car driver trips. This assumes that due to the reduction in available office parking provision of 94 spaces (because of the reallocation of these to residential spaces due to the additional 175 units proposed) compared with the consented SH3 masterplan.
- 4.5.2 This sensitivity test assesses the impact on surrounding multi-storey public car parks within the Town Centre based on the same methodology used within the SH3 TA for the displacement of public car parking.
- 4.5.3 The SH3 with Plot E/TH scheme re-allocated 94 of the 595 parking spaces reserved for the office to meet the parking standard requirements for the proposed residential dwelling composition.
- 4.5.4 Displaced car driver trips have been redistributed based on the distance from Garrard Street car park to alternative car parks within the town centre. This means that car parks located closer will get a greater weighting of trips being distributed to them. The walking distance, rather than the drive distance, was used, as drivers will select a particular car park based on the distance from their next destination (such as their place of work/shops/rail station), which will be made on foot. It is accepted that parking charges will also affect attractiveness but the exercise gives an indication of the spread of impact.
- 4.5.5 **Table 4-14** details the proportion used for the re-distribution of displaced car drivers to alternative car parks and the maximum number of vehicles this displacement equates to. It also details the maximum occupancy of each of the local car parks with the reallocation of SH3 Garrard Street Car Park.

Table 4-14: Estimated displacement of Office Car Drivers from SH3 Consented Scheme

Car Park	Proportion of Trips Assumed to Utilise Each Car Park	Number of Spaces (94 spaces)	Parking Space Availability (post SH3 reallocation of Garrard Street Car Park)	Parking Space Availability (post SH3 with Plot E / TH reallocation of 100 office parking spaces)
Station	27.24%	26	434	408
Chatham Place	17.90%	17	323	306
Broad Street	15.66%	15	241	226
Holybrook	15.28%	14	N/A	N/A
Riverside	12.53%	12	690	678
Queens Road	11.39%	11	220	209
Total	100%	94	2054	1960

- 4.5.6 Based on a reallocation of 94 spaces from the office provision for SH3 with Plot E /TH, this will redistribute the majority of trips to the Station Car Park, with 26 additional vehicles. These levels are based on the average maximum daily occupancy recorded within the data supplied by RBC. It should be noted that car parking occupancy data for Holybrook Car Park could not be previously supplied by RBC, however the above table shows there is sufficient capacity throughout the town centre to cater for the estimated additional users, with additional parking availability likely to also be available at the Cattle Market, Hills Meadow and Kings Meadow car parks which haven't been accounted for within this assessment.

5 Cumulative Impact

- 5.1.1 An extensive Transport Assessment was prepared for the consented SH3. This included a highway impact assessment using Readings Transport Model (RTM). Analysis of the impact the development would have on the existing bus network was also provided.

5.2 Vehicle Impact

- 5.2.1 It has been estimated that the net impact of the proposed Plot E/TH Scheme (175 additional residential dwelling) against the extant TH site, if it was to be fully operational, will result in an additional 3 two-way 'Car Driver' trips in the AM and PM peak hours, shown in **Table 4-12**. This can be considered non material to the operation of the highway network.
- 5.2.2 Assessing the SH3 Scheme with the alterations to parking provisions proposed as part of the Plot E/TH Scheme, shows a reduction of 38 two-way vehicle trips during the AM peak and 33 vehicles during the PM peak when compared with the consented SH3 application, as shown in **Table 4-13**.
- 5.2.3 It can therefore be concluded that the proposals for the SH3 with Plot E/TH does not have a material impact on the local highway network.

5.3 Bus Impact

- 5.3.1 It has been estimated that the net impact of the proposal for the Plot E/TH scheme would result in a decrease in (two-way) bus trips in both the AM and PM peak, as shown in **Table 4-12** and **Table 4-13** for the TH extant with Plot E/TH comparison and consented SH3 comparison with SH3 with Plot E/TH respectively.
- 5.3.2 It can therefore be concluded that the proposals for SH3 with Plot E/TH does not have material impact on the operation of the local bus network.

5.4 Framework Travel Plan

- 5.4.1 The SH3 Framework Travel Plan (FTP) has been amended to include the Plot E/TH Scheme to help promote the sustainable accessibility of the site.

6 Conclusions

- 6.1.1 This Transport Statement considers the development proposals in context of the anticipated impact that would occur as a result of the SH3 with Plot E/TH scheme.
- 6.1.2 The proposed alterations to the Plot E scheme, provides an additional 175 additional residential dwellings to the overall SH3 scheme.
- 6.1.3 It is demonstrated that the development is very well served by pedestrian and cycle infrastructure, as well as public transport services, in the well-established Reading town centre, close to the train station, location.
- 6.1.4 Cycle parking has been proposed to meet with RBCs minimum cycle park standards.
- 6.1.5 Vehicular parking to serve the additional residential dwellings proposed is to be provided to RBC standards.
- 6.1.6 There is sufficient capacity within the local public car parks to accommodate the reduction in office car parking spaces due to the re-distribution of available office spaces to allocated residential spaces.
- 6.1.7 It has been demonstrated that the proposal does not result in a material impact in trip generation that would affect the operation of the local highway network.
- 6.1.8 The proposal is not anticipated to have a negative impact on the operation of the local bus network.



Appendix 9.3

Site Wide Travel Plan

Station Hill

Site-Wide Framework Travel Plan

On behalf of **Sackville Developments (Reading) Limited**

Project Ref: 16996/010 | Rev: v2.0 | Date: July 2015



Document Control Sheet

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Report Title: Site-Wide Framework Travel Plan

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1 Introduction

1.1 Context

- 1.1.1 Peter Brett Associates LLP (PBA) has been commissioned by Sackville Developments (Reading) Ltd to develop a site-wide Framework Travel Plan (FTP) in support of the proposed mixed used development at Station Hill, Reading.
- 1.1.2 The site, both currently and historically, has accommodated a number of different land uses including: various mixed retail uses – within the Friars Walk Arcade and Station Hill Frontage (the majority of which are now closed); a restaurant; food outlets; a bingo hall (now closed); Garrard Street public car park; a public house (now closed); the old bus depot, and Telecom House
- 1.1.3 The proposed redevelopment scheme seeks to obtain planning permission for the following maximum land uses: up to 122,000m² of B1 office use (GEA); up to 13,500m² of A1-A5 retail uses, up to 2,200m² of D2 leisure use; and up to 475 residential dwellings.
- 1.1.4 Given the location of the site in Central Reading, the proposed redevelopment has been designed to support sustainable modes. However, a strategy is necessary to ensure that the proposed redevelopment conforms to national and local policy, which highlights the need to reduce the need to travel, especially by car.

1.2 Travel Plan Approach

- 1.2.1 The Department for Transport (DfT) in its recent report 'Good Practice Guidelines - Delivering Travel Plans through the Planning Process' (2009) defines a travel plan as "a long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed".
- 1.2.2 The document also identifies that a FTP is an appropriate tool for large mixed-use developments with multiple occupants or mixed classes. A FTP differs slightly from a standard travel plan, in that it is formulated in the period prior to occupation. Whereas the general land uses within the site are known, the specific demographic and geographic profile of residents, employees and visitors travelling to/from the proposed redevelopment site are not known. As such, this FTP sets out a theoretical and practical framework for managing travel demand and includes a range of measures recommended to achieve its objectives.
- 1.2.3 This FTP will form the basis upon which the occupants will prepare in detail their own travel plans as appropriate. These documents would take into account their own specific travel planning requirements, for example arising from differing working practices and operations.
- 1.2.4 The form of these documents will either be a Travel Occupier Statement (TOS) or an Occupier Travel Plan (OTP) based on the DfT requirements outlined in **Table 1-1**.

Table 1-1: Requirements for Travel Occupier Statement or Occupier Travel Plan

Land Use	Travel Occupier Statement	Occupier Travel Plan
A1 Food Retail	>250<800m ²	>800m ²
A1 Non-Food Retail	>800<1500m ²	>1500m ²
A2 Financial and Professional Services	>1000<2500m ²	>2500m ²
A3 Restaurants and cafés	>300<2500m ²	>2500m ²
A4 Drinking establishments	>300<600m ²	>600m ²

A5 Hot-food takeaway	>250<500m ²	>500m ²
B1 Business	>1500<2500m ²	>2500m ²
C3 Dwelling houses	>50 <80 units	>80 units
D2 Assembly and leisure	>500<1500m ²	>1500m ²

1.3 Objectives

1.3.1 The objectives of this FTP are to achieve:

- A framework for the promotion of sustainable travel to/from the proposed redevelopment
- Establish a series of measures to manage single car occupancy to the proposed redevelopment site by residents, employees and visitors
- A feasible on-going coordination process to ensure that the initiatives and their impacts are maintained and monitored
- To contribute local sustainable transport objectives, and in particular to contribute to the overall accessibility of the proposed redevelopment site
- Ensure that residents, employees and visitors to/from the proposed redevelopment site has appropriate accessibility to local services.

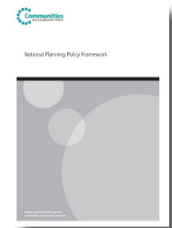
2 Transport Planning Policy and Best Practice

2.1 Introduction

- 2.1.1 This section provides an overview of the current national and local government policies that have and will continue to inform the development of this FTP. These policies will influence development and implementation of the FTP.

National Planning Policy

- National Planning Policy Framework (Department for Communities and Local Government, 2012).
- Highways Agency Circular 02/2007: Planning and the Strategic Road Network (Highways Agency, 2002).



Local Planning Policy

- Core Strategy (adopted in 2008)
- Reading Central Area Action Plan (adopted in 2009)
- Local Transport Plan 3 (2011 – 2026) (2011)
- Station Hill South Planning and Urban Design Brief (2006)



Other Travel Planning Best Practice

- Smarter choices – Changing the Way We Travel (DfT, 2004).
- Making Personal Travel Planning Work: Research Report (DfT, 2007).
- The Essential Guide to Travel Planning (DfT, 2007).
- Good Practice Guidelines: Delivering Travel Plans through the Planning Process (Department for Transport and Department for Communities and Local Government, 2009).



2.2 Summary

- 2.2.1 Following a review of national and local policy it can be concluded that the FTP for Station Hill will play an integral part in achieving national and local transport objectives. The measures and strategies outlined within this FTP document will be targeted towards reducing congestion by reducing the need to travel and promoting alternative sustainable modes of travel from the outset.

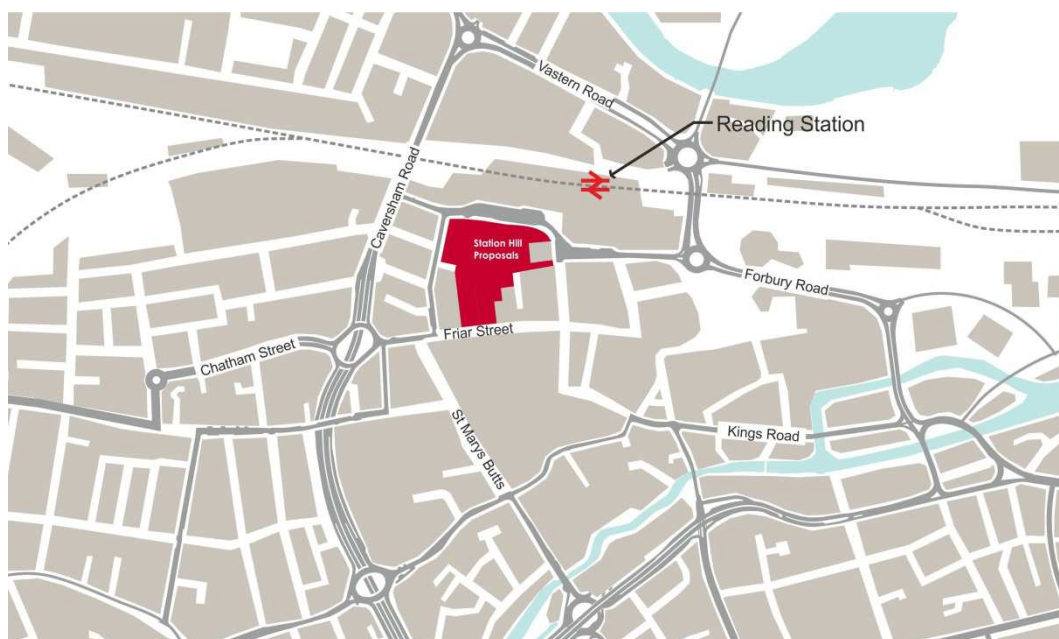
3 Existing Accessibility

- 3.1.1 In order to understand the existing site location, all of the current site travel opportunities have been reviewed to determine the potential modes of travel available to all users of the proposed redevelopment.

3.2 Site Location

- 3.2.1 The Station Hill site is situated directly south of Reading Station and the south western Interchange and to the north of the town centre's retail core. The site is bordered by Station Hill immediately north, Garrard Street and Friar Street to the south, and Greyfriars Road to the west. The location of the site is provided in **Figure 3-1**.

Figure 3-1: Site Location Plan



3.3 Walking and Cycling

- 3.3.1 Given the town centre location, the site has good pedestrian facilities from all routes feeding the site with generally wide footways on both sides of the carriageway with standard street lighting.
- 3.3.2 The Station Interchange (including bus and taxi stops, passenger drop off and cycle stands) is located between SH3 and the main Reading Station building. This area is has recently been redevelopment as part of the Reading Station Area redevelopment proposals. The interchange provides a pedestrian area immediately to the north of SH3, with an improved rail station in terms of rail capacity and station facilities.
- 3.3.3 The site is located within close proximity of the Reading Town Centre Cycle Route and routes R1 (M4 J11, Madejski Stadium and Green Park and Kennet Island) and the R10 (Whitley to Reading). Reading Town Centre Route also links the site with routes:
- R2 - Lower Earley, Reading University and Redlands to Central Reading;
 - R3 – Bulmershe, Palmer Park and Newtown to Central Reading

- R5 – Tilehurst Station, The West Village and Oxford Road to Reading Town Centre
- R6 – Meadway, Southcote and Coley Park to Central Reading;
- R20 – Winnersh, Earley, Reading University and Redlands to Central Reading;
- R30 – Wokingham Road, Palmer Park and Thames Valley University to Central Reading;
and
- R50 – Tilehurst Village, Meadway, Prospect Park and Oxford Road to Reading Town Centre

3.3.4 NCN route 4 is a short distance from the site providing access to between Reading and Basingstoke, Newbury and Bath. This route also provides access to surrounding the residential areas such as Whitley Wood, Southcote, Caversham and Woodley.

3.4 Public Transport

3.4.1 Public transport is important in providing sustainable means of travel to local leisure, retail, education and employment opportunities. Reading benefits from an excellent bus and rail network, directly opposite and adjacent to the Station Hill site.

Bus Services

3.4.2 Given its central location, the Station Hill site is extremely well served by the local bus service network providing public transport connections between the site and much of the Reading area. Within 'Guidelines for Providing for Journeys on Foot' published in 2000 by the Institution of Highways and Transportation, it is recommended that in Town Centres an acceptable walking distance towards a bus stop would be 400 metres. A summary of the bus stops located within the recommended maximum walking distance of 400 metres is detailed in the **Table 3-1**.

Table 3-1: Local Bus Services

Route / Operator	Details	Approximate Frequency (mins)			
		Monday – Friday Peak	Monday – Friday Off Peak	Saturday	Sunday
Jet Black Reading Buses	Newbury – Thatcham - Reading	25 mins	30 mins	30 mins	60 mins
2 / 2a Reading Buses	Peppard Common – central Reading – Mortimer	30 mins	30 mins	30 mins	30 mins
5 Reading Buses	Reading Station – Northumberland Avenue	8 mins	8 mins	20 mins	20 mins
6 / 6a Reading Buses	Reading Station – Whitley Wood	8 mins	8 mins	10 mins	20 mins
9 Reading Buses	Central Reading - Shinfield Park - Whitley Wood	20 mins	20 mins	20 mins	30 mins
11 Reading Buses	Reading – Coley Park	20 mins	20 mins	30 mins	60 mins
13 Reading Buses	Woodley Airfield – Reading Station	30 mins	30 mins	30 mins	60 mins

14 Reading Buses	Reading Station – Woodley Colemansmoor Road	30 mins	30 mins	30 mins	30 mins
15 / 15a Reading Buses	Tilehurst – Dee Road – Reading Station	15 mins	15 mins	20 mins	30 mins
16 / 16a Reading Buses	Purley – Reading Station	15 mins	15 mins	20 mins	30 mins
17 Reading Buses	Wokingham Road - Reading - Oxford Road - Tilehurst	7 mins	7 mins	7 mins	15 mins
18 Reading Buses	Reading Station – Calcot Sainsbury	N/A	90 mins	105 mins	N/A
19A Reading Buses	Reading Station – Woodley – Lower Earley Asda	60 mins	60 mins	60 mins	N/A
19B Reading Buses	Reading Station – Woodley – Beech Lane	60 mins	60 mins	60 mins	N/A
19C Reading Buses	Reading Station – Woodley – Silverdale Road	60 mins	60 mins	60 mins	N/A
21 / 21a Reading Buses	Reading Station – Lower Earley (Kilnsea Drive)	5 -10 mins	5 -10 mins	10 mins	20 mins
22 Reading Buses	Caversham Heights - Reading	30 mins	30 mins	30 mins	60 mins
23 Reading Buses	Caversham Park - Reading	20 mins	20 mins	20 mins	30 mins
24 Reading Buses	Emmer Green - Reading	20 mins	30 mins	20 mins	30 mins
26 Reading Buses	Reading Station – Calcot Sainsbury's	10 mins	10 mins	12 mins	30 mins
27 Reading Buses Evening only	Friar Street – Amersham Road	N/A	60 mins	60 mins	60 mins
28 Reading Buses	Emma Green – Reading – Tilehurst - Purley	N/A	N/A	N/A	N/A
29 Reading Buses	Friar Street – Lower Caversham	30 mins	60 mins	60 mins	60 mins
33 / 33a Reading Buses	Reading Station – Tilehurst Triangle – Westwood Glen	8 – 10 mins	10 mins	10 mins	30 mins
Greenwave GreenPark	Reading Station – GreenPark	10 – 15 minutes	10 mins	N/A	N/A
Greenwave Kennet Island	Reading Station – Kennet Island	12 – 14 mins	20 mins	30 mins	N/A
Greenwave Madejski P&R	Reading Station – Madejski P&R	8 – 10 mins	10 mins	15 mins	N/A
Greenwave RIBP	Reading Station – Reading Internation Business Park	15 mins	15 mins	N/A	N/A
X39/X40 Thames Travel	Oxford – Wallingford - Reading	45 mins	30 mins	60 mins	60 mins

72 Fleet Buzz	Reading station – Aldershot Bus Station	60 mins	60 mins	60 mins	N/A
82 Fleet Buzz	Reading – Swallowfield – Yateley - Farnborough	100 mins	60 mins	N/A	120 mins
82/82K Reading Buses	Reading Station - Swallowfield	N/A	N/A	N/A	120 mins
90 First in Berkshire & The Thames Valley	Reading – Wokingham - Bracknell	15 mins	15 mins	15 mins	60 mins
126 Thames Travel	Wokingham – Twyford - Reading	N/A	N/A	N/A	N/A
127 Thames Travel	Maidenhead – Twyford – Reading	N/A	N/A	N/A	N/A
128 Thames Travel	Wokingham – Twyford - Reading	N/A	60 mins	120 mins	N/A
129 Thames Travel	Wokingham – Twyford - Reading	35 mins	N/A	N/A	N/A

- 3.4.3 Based on the above, it is evident that the site benefits from excellent access to a wide choice of bus services due to its close proximity to the town centre bus stops, providing the opportunity for a significant level of trips to be accommodated by bus. Approximately 100 buses per hour serve the area around the development site in the peak hours.
- 3.4.4 There are also a number of strategic bus routes (including the 'Greenwave' services) that operate along the A33 corridor between Green Park, the Madejski Park and Ride and Reading International Business Park (RIBP) from the new south west interchange area adjacent to Reading Station. The main interchange area is located close to the site to the east on Station Road and Forbury Road adjacent to Reading Station.
- 3.4.5 There is an additional 'Fasttrack' service which provides a connection between the site and the Park and Ride site at Loddon Bridge to the east of the town centre. Stewarts Coaches operates services between the town centre and Thames Valley Park. Direct and frequent services operate along these routes.
- 3.4.6 The 'Rail-Air' Link, located outside Reading Station, provides a frequent coach service to and from Heathrow Airport.
- 3.4.7 The location of the site in context to the town centre bus stops is highlighted on **Figure 3-2**.

This map illustrates the bus network in Reading, UK, with a focus on the central area. Major roads are shown in green, and bus routes are indicated by purple lines and codes. Key locations include Reading Station, North Interchange, and various bus stops marked with red dots and codes. The map also shows landmarks like the Hexagon, Civic Centre, and the Oracle. A north arrow is in the top right corner.

Key Locations and Landmarks:

- Reading Station
- North Interchange
- South West Interchange
- Coaches Football F1 Rugby R1
- APEX PLAZA
- FORBURY GARDENS
- HEXAGON
- CIVIC CENTRE
- THE ORACLE
- VUE CINEMA
- QUEEN VICTORIA STREET
- JOHN LEWIS
- THE DRAGON
- THE ORACLE
- RIVERSIDE
- CASTLE STREET
- BRIDGE STREET
- MINSTER STREET
- KING STREET
- DUKE STREET
- KINGS ROAD
- MARKET PLACE
- POST OFFICE
- MARKS & SPENCER
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- ST. MARY'S BUTTS
- BROAD STREET MALL
- PRIMARK
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3.5 Rail Services

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Table 3-2: Key Rail Destinations

Destination	Services per hour		Journey time (mins)
	Peak	Off-Peak	
Maidenhead	5	4	14
Slough	4	4	14
Basingstoke	3	3	22
Oxford	4	4	23
London Paddington	10	8	27
London Waterloo	4	2	85
Swindon	5	4	27
Southampton	2	2	56
Bath	2	2	58
London Gatwick	5	3	85
Cardiff	2	2	95
Birmingham	2	2	97

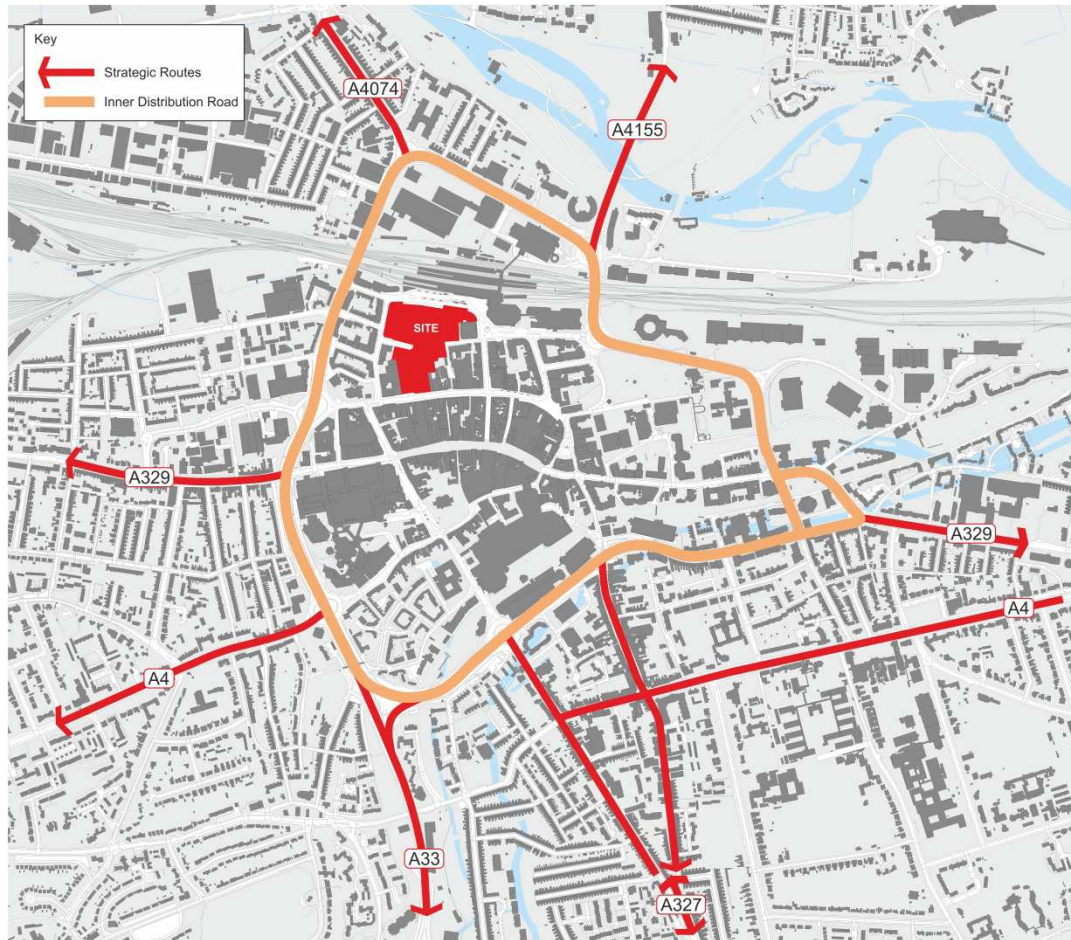
Source: <http://nationalrail.co.uk>

- 3.5.5 From **Table 3-2** it can be seen that the site is extremely well connected to a number of key conurbations via the rail services. The site is particularly well connected to central London, with up to 10 services per hour provided with the journey time to London Paddington being just 27 minutes.

3.6 Highway Access

- 3.6.1 The existing highway access routes (to the Station Hill site) in a strategic context are shown in **Figure 3-3** below. This shows the strong links to the strategic road network, such as the IDR and a number of radial routes to/from Reading Town Centre.
- 3.6.2 The principal vehicle routes to the site are via Reading's Inner Distributor Road (IDR). The IDR is for the most part a dual, two lane orbital route which provides the following connections into Reading town centre:
- North: Via Reading and Caversham Bridges;
 - East: Via the A329 Kings Road and the A4 London Road;
 - South: Via the A33, leading to Junction 11 of the M4; and
 - West: Via the A4, the junctions with A4155 Castle Hill and the A329 Chatham Street.

Figure 3-3: Existing Vehicle Access (Strategic Network)

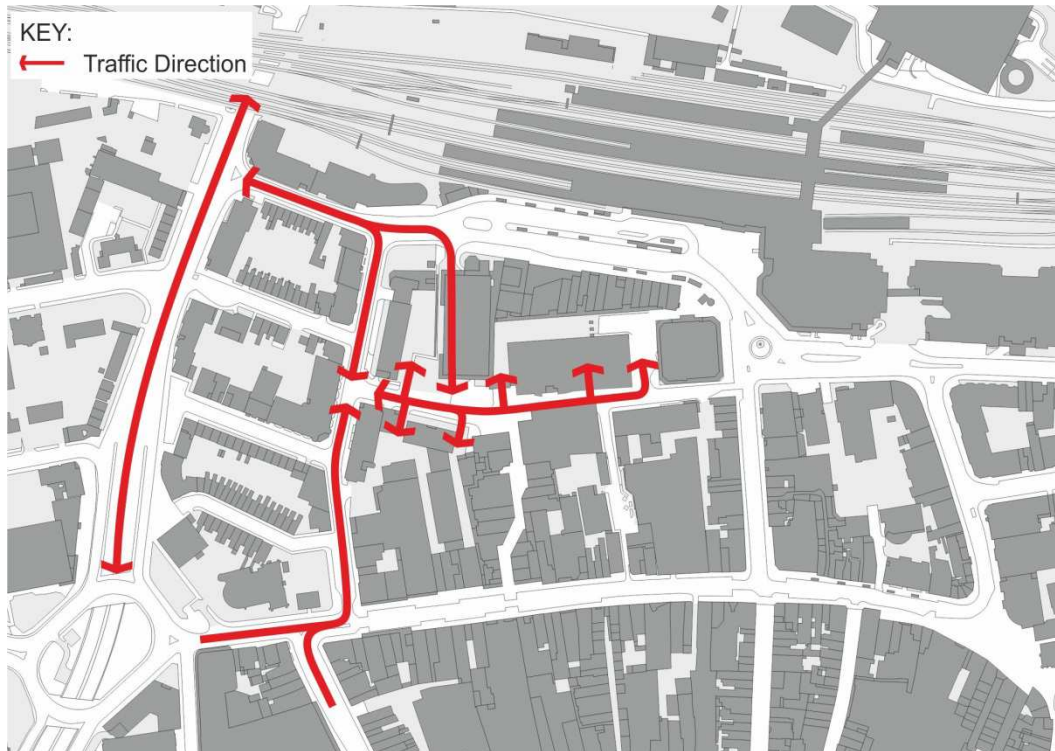


- 3.6.3 There are two existing points of access to the site from the wider area. The first is from the Tudor Road / IDR (Caversham Road) to the north. The second is via Greyfriars Road, which is a one-way street and provides access for vehicles from the south. Greyfriars Road is reached from the grade separated Chatham Street roundabout.
- 3.6.4 All vehicles have to exit the site via the Tudor Road junction with the IDR (Caversham Road). Drivers wishing to travel north must perform a U-turn at the Chatham Street roundabout. The Stanshawe Road junction with the IDR is restricted to bus, taxi and cycle movements only.
- 3.6.5 Garrard Street is located to the south of the main part of the Station Hill site and provides vehicular access to the existing mix of land uses within the Station Hill site. Through movement between Greyfriars Road and Station Road is not possible for general traffic. Taxis are currently permitted to exit Greyfriars Road onto Station Road as part of the taxi queuing arrangement for the taxi rank outside the Station.
- 3.6.6 There are currently five vehicle access points provided into the Station Hill site, four are located on Garrard Street and one from Station Hill. The existing accesses currently serve:
- The Garrard Street multi-storey National Car Parking (NCP) car park in the east of the Site;
 - A separate egress to the Garrard Street car park, forming the access to the servicing and delivery area for Thames Tower adjacent to the east of the Site;
 - An access/egress to the Western Tower car park in the west of the Site; and

- An access/egress to the Xafinity House office buildings situated on the western side of the Site; and

3.6.7 The existing local highway access routes to and from the site are shown in **Figure 3-4**.

Figure 3-4: Existing Vehicle Access (Local Network)



3.7 Accessibility to Local Amenities and Facilities

3.7.1 The distances people are prepared to walk or cycle to destinations are dependent on local circumstances such as; desirable and safe routes, ease and number of road crossings, weather conditions and the purpose of the trip. People are often prepared to walk further as part of a journey to work than say a main shopping trip, although the nature of an industrial employment use and it's dependency on operational vehicles often dictates how employees travel to/from work.

3.7.2 **Table 3-3** shows the suggested acceptable walking distances for pedestrians without mobility impairment, for some common trip purposes.

Table 3-3: Suggested Walking Distances and Times

Definition	Town Centres		Commuting/School		Elsewhere	
	Metres	Minutes	Metres	Minutes	Metres	Minutes
Desirable	200	2.5	500	6.25	400	5
Acceptable	400	5	1000	12.5	800	10
Preferred Maximum	800	10	2000	25	1200	15

Source: Providing for Journeys on Foot (Institute of Highways and Transport, 2000)

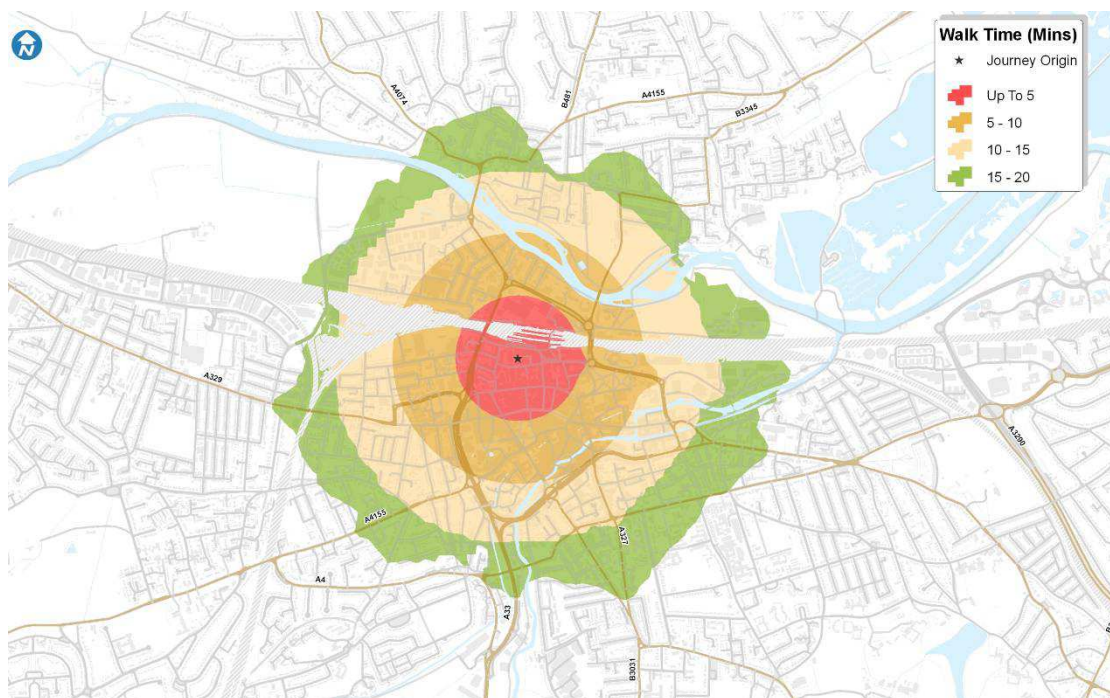
3.7.3 From the above guidance, it is evident that the preferred maximum walking distance to a workplace is 2.0 kilometres.

- 3.7.4 The Local Transport Note (LTN) 1/04 – ‘Policy, Planning and Design for Walking and Cycling’ states: “there are limits to the distances generally considered acceptable for utility walking and cycling. The mean average length for walking journeys is approximately 1 kilometres (0.6 miles) and for cycling, it is 4.0 kilometres (2.4 miles), although journeys of up to three times these distances are not uncommon for regular commuters. The distances people are prepared to walk or cycle depends on their fitness and physical ability, journey purpose, settlement size, and walking/cycling conditions”.

Walking Accessibility

- 3.7.5 The Station Hill site benefits from exceptionally good walking connections due to its central location within Reading Town Centre. All of the town centre amenities and shops are within a 15 minute walk of the site as shown in **Figure 3-5**.

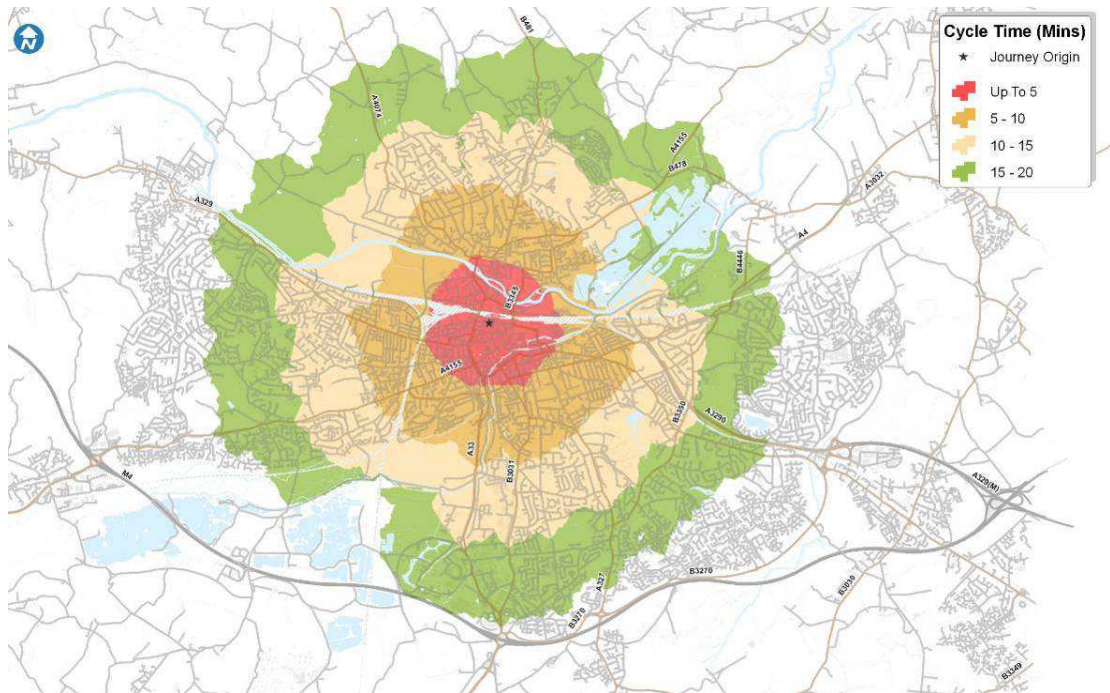
Figure 3-5: Pedestrian Accessibility



Cycling Accessibility

- 3.7.6 Cycle isochrones radiating from the Station Hill site are shown in **Figure 3-6**. This assumes a cycle speed of 16 kilometres per hour.

Figure 3-6: Cycling Accessibility



- 3.7.7 **Figure 3-4** demonstrates that almost the entire Reading area is within a 20 minute cycle ride of the Station Hill site, making cycle trips to/from the site a realistic mode of travel for a large number of people.

3.8 Summary

- 3.8.1 The site has very good connections to Reading's excellent public transport network in addition to Reading's pedestrian and cycle networks. These effective levels of connectivity will create an efficient and diverse transport system and should help to encourage sustainable travel behaviour in conjunction with this FTP.

4 Future Accessibility

4.1 Introduction

- 4.1.1 This section describes the rationale and the approach taken to ensure that the Station Hill development is integrated with the wider transport strategy.

4.2 Rationale

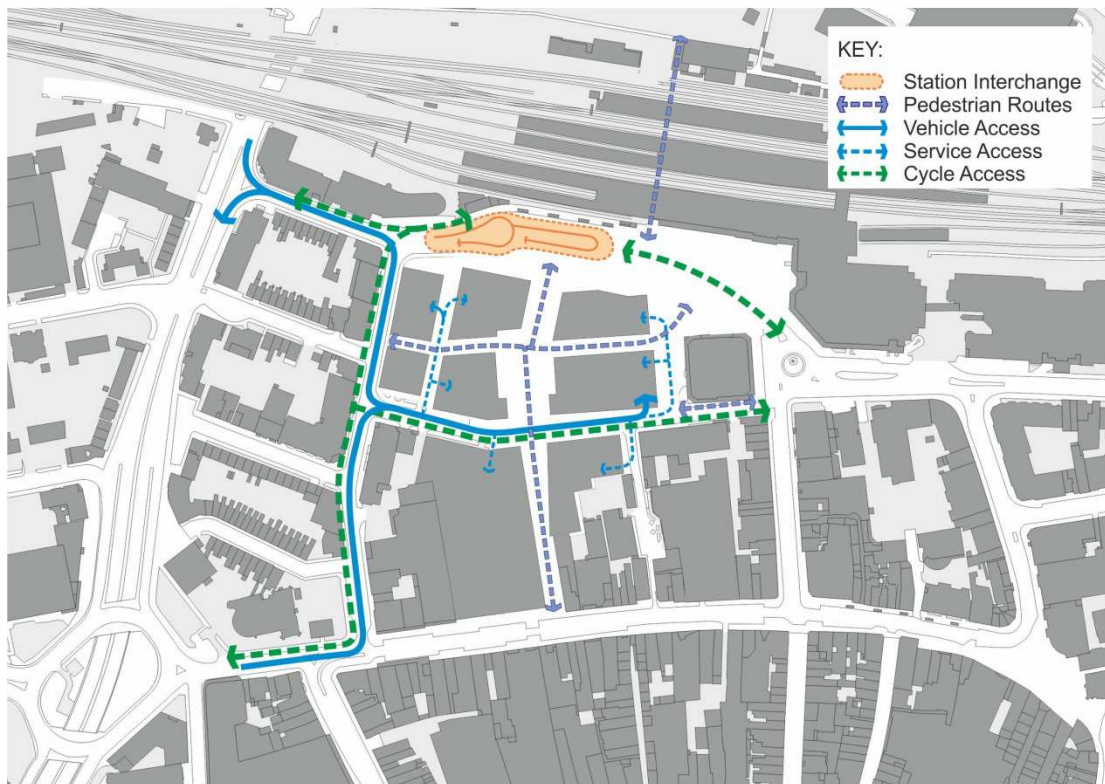
- 4.2.1 The rationale that underpins the transport proposals for Station Hill has been based on the concept of a Transport Development Area – a high density mixed use development located in a highly accessible area. The approach has been to ensure that the development can work in and take advantage of these very high accessibility levels at Reading Station, whilst providing sufficient flexibility to support emerging longer-term transport proposals. In essence this approach has been based around the following:
- Placing Reading Station at the heart of the access and movement strategy and integrating the development with the station
 - Design of the masterplan to fit with the recently completed South Western Interchange and the associated improvements for the streets in the station area.
- 4.2.2 In addition, the Station Hill scheme has been designed to integrate with wider interchange and public realm proposals being promoted by RBC. These proposals will provide a series of high quality streets and squares and will help to strengthen the north-south axis linking the River Thames, station area and central Reading.

5 Access Strategy and Parking

5.1 Access Strategy

- 5.1.1 **Figure 5-1** shows the proposed access strategy to the proposed redevelopment site and the adjacent transport proposals discussed in Section 4.

Figure 5-1: Access Strategy



- 5.1.2 Pedestrian access will be gained via Friar Street, Garrard Street, Greyfriars Road and Station Hill/Station Square. Connections within the development site will improve pedestrian integration between Friar Street, Station Hill and the railway station. These enhanced connections support RBC's aspirations to improve pedestrian linkages over the railway line, which is highlighted within the RCAAP and LTP3.
- 5.1.3 The development proposals are based upon the principle of creating a new primary pedestrian street that runs through the Station Hill site linking Reading Station and Friar Street. Linkages are also made to the lowered station interchange and Greyfriars Road. These enhanced connections have been designed to support the aspirations to improve pedestrian linkages across the railway line; an issue highlighted in RCAAP and LTP3. The creation of a new southern station entrance and public square has also formed an important element in the design and layout of the buildings and streets in the Station Hill scheme.
- 5.1.4 Access for vehicles travelling from the south would be via the IDR roundabout with Chatham Street onto Friar Street. From Friar Street, vehicles would proceed along Greyfriars Road and into Garrard Street.
- 5.1.5 Access to the Station Hill site for vehicles travelling from the north will be via the IDR (Caversham Road) junction with Tudor Road, proceeding on to Greyfriars Road and into Garrard Street.

- 5.1.6 All vehicles leaving the site will travel via the IDR (Caversham Road) junction with Tudor Road. Vehicles travelling north will U turn at the Chatham Street/IDR roundabout.

5.2 Parking

- 5.2.1 Up to 1,000 parking spaces are proposed within the development. The initial allocation of this parking provision based on the maximum floor areas is summarised in **Table 5-1**. This allocation is subject to change to serve the occupation as the scheme is developed .

Table 5-1: Proposed and Assessed Parking Allocation

Land Use	Parking Allocation	Parking Ratio
Use Class B1a (offices)	315	1 space per 310m ²
Use Class C3 (residential)	250	0.5 spaces per 1 / 2 bedroom flat 1.0 space per 3+ bedroom
Public Car Parking Spaces	255	
Provision for Thames Tower	180	20% of total parking in MSCP
Total	1000	

- 5.2.2 The development proposals will look to maximise the potential for cycle travel to and from the Station Hill site. This will be achieved by the provision of up to 700 total cycle parking spaces for residents within the development, commercial users and those associated with the retail and leisure activities.

6 Travel Plan Management

6.1 Site Travel Plan Co-ordinator

- 6.1.1 The developer will appoint a Site Management Company for the site and the role of Site Travel Plan Co-ordinator (STPC) will be undertaken by an employee based on-site. The appointment of a STPC will commence on occupation of the first building and the appointment will remain in place until full occupation or until responsibilities have been transferred to occupier travel plan co-ordinators (OTPC). In the event that the appointed Site Management Company changes, the role will be transferred as a part of any subsequent appointment.
- 6.1.2 The STPC will be responsible for overseeing the implementation of the FTP based on this initial document including the promotion of its contents to prospective occupiers. The FTP is the responsibility of the STPC. The STPC will contact RBC to advise that work has commenced on delivering the FTP. The obligation to deliver a TOS/OTP under the 'umbrella' of this FTP will form part of the sales/lease agreement for the B1 office; A1-A5 retail uses, D2 leisure use and up to 300 residential dwellings.
- 6.1.3 Some of the key responsibilities of the STPC are set out below but these will be reviewed on a regular basis:
- Undertaking the role of Residential Travel Plan Co-ordinator and producing a Residential Travel Plan for implementation, monitoring and maintaining at the residential development on site.
 - Meet with the individual occupiers to ensure an integrated approach to accessibility for as well as other nearby similar developments.
 - Ensuring that each occupier has appointed an Occupier Travel Plan Co-ordinator (OTPC) (discussed in further detail in Section 7) and prepared a TOS/OTP under the 'umbrella' of this FTP;
 - Ensuring that each of the OTPC has introduced each employee to their respective TOS/OTP.
 - Ensuring that each OTPC complies with the travel planning standards and conditions and also meets specific targets;
 - Ensuring that as a minimum biennial travel surveys are produced and provided to each OTPC. All the OTPC's will work with the STPC to collect the data;
 - Organising Personal Travel Planning programmes and the preparation of personalised Travel Welcome Packs and a generic Travel Welcome Pack;
 - Managing any contractual agreements with organisations such as Liftshare, any car club, or any additional third party service providers associated with the site.
 - The STPC will also act as a point of information and guidance in raising awareness of workplace travel issues through e-mails, newsletters, memos, leaflets, special activities, promotions, and reinforcing annual activities such as 'In Town Without My Car', 'National Bike Week' and 'National Walk Week'.
 - Analysing the results of travel surveys and liaising RBC to discuss the results against the targets set.
 - Ensuring that targets are being met and if they are not being met, how they may be addressed through an agreed mitigation package with RBC.

- 6.1.4 After full occupation of the development, the STPC will liaise RBC to reach agreement that the day to day responsibility for travel planning for the development will pass to the OTPC's working in conjunction with the appropriate officers at RBC.

6.2 Occupier Travel Plan Co-ordinators

- 6.2.1 Prior to the occupation of each building, any occupier will be required to name an OTPC whose details will be provided to RBC within 3 months of occupation of the site. An OTPC will remain in position for as long as the occupier is on the site. The role of the OTPC will most likely be a part-time role undertaken by an existing employee who will be responsible for assisting the STPC implement the FTP.
- 6.2.2 If an OTPC is not named until after occupation, a representative (such as a senior manager) shall act as the main contact until the OTPC is in place. The representative will be responsible for distributing the Travel Welcome Packs to all employees prior to their first day at work.
- 6.2.3 Some of the key responsibilities of the OTPC's are set out below but these will be reviewed on a regular basis:
- To promote and guide the development of their respective TOS/OTP within the FTP;
 - To advise employees in all matters relating to sustainable travel including providing information on public transport, cycling and walking;
 - Obtain current network, timetable and fare information from the STPC and ensure this is made readily available to employees;
 - To encourage employees living in close proximity to the site to walk or cycle to work;
 - To undertake at least biennial employee travel surveys and compare these to the modal split targets identified;
 - To liaise with the STPC and other OTPC's to share information and ideas
 - The OTPC's will ensure that all of the necessary systems relating to the TOS/OTP including data collection and recording, and the employee travel database are established, maintained and regularly updated.
 - The OTPC's will review the TOS/OTP annually following the employee travel to work surveys and the process of monitoring and review will feed into the review of the FTP.

6.3 Funding and Handover

- 6.3.1 In the short term, the ownership of the FTP lies with the Site Management Company and the developer throughout the construction period and until the point of handover to OTPC's after full occupation. This process will be funded by the developer. Responsibility for the FTP will ultimately rest with the Site Management Company.

7 Action Plan

7.1 Introduction

- 7.1.1 In order to meet the objectives set out in Section 1 of this FTP, the following specific 'hard' and 'soft' measures will be implemented at the proposed redevelopment. The measures to be provided as part of the FTP can be summarised into five categories –walking and cycling, public transport, car sharing, parking and general. The specific measures to promote and encourage these travel modes are summarised below.
- 7.1.2 In general, these measures will be applied across all of the land uses within the proposed redevelopment although it should be noted that certain measures will be more applicable to one land use category than others.
- 7.1.3 It should be noted that these measures have been selected in light of the key attributes of the proposed redevelopment site being situated in area of excellent public transport accessibility and local services.

7.2 Measures to Promote and Encourage Walking and Cycling

'Hard' Measures	An internal network of footways within the development plots to facilitate movement across the proposed redevelopment.
	Connections within the development site to improve pedestrian integration between Friar Street, Station Hill and the railway station.
	New pedestrian grid/public realm
	Provision of showers, changing rooms, drying rooms and lockers.
'Soft' Measures	Consider providing equipment to employees who are able to walk/cycle to and from work including waterproof clothing or umbrellas, basic cycle repair kit etc.
	Offer cycle proficiency training in conjunction with RBC.
	Arrange lunchtime/evening walk/cycle activities.
	Encourage residents and employees to register with liftshare.org, which provides a national travel database of hundreds of thousands of registered users wishing to find a Walk-BUDi or Bike-BUDI to share daily journeys to work on foot and cycle.

7.3 Measures to Promote and Encourage Public Transport Use

'Hard' Measures	An internal network of footways within the development plots to make it easy to get to bus stops, the station interchange and the main station
'Soft' Measures	Consider offering new employees a 1 week's trial bus ticket, if there is a suitable service available for their journey to work. Given the uptake, this could be subsidised and will incentivise employees to try out public transport for themselves.

7.4 Measures to Promote and Encourage Car Sharing

'Hard' Measures	Consider providing reserved 'car sharing' spaces within employee car parks
	Consider introducing a car club vehicle for residents
'Soft' Measures	Setting up a private Station Hill car sharing group on liftshare.org
	Encourage residents and employees to register with liftshare.org, which provides a national travel database of hundreds of thousands of registered users wishing to share daily journeys to work by car.
	Organise specialist coffee mornings and promotional events for those employees interested in car sharing.

7.5 Parking Measures

'Hard' Measures	Provision of suitable car parking: including car, cycle and motorcycle parking.
	Implementation of a controlled car park entry system and Car Park Management Plan
	Agree site car parking priority for residential and commercial occupiers

7.6 General Measures to Promote Sustainable Travel

- Develop Travel Welcome Packs for residents, occupiers and employees. This would include the following information:
 - o Walking and cycling maps and information on journey times to key destinations;
 - o Links to the liftshare.org website;
 - o Links to the RBC travel Reading Live; and
 - o Promotional articles on the benefits of sustainable travel and links to other relevant sustainable travel websites.
- Each occupier will provide a prominent 'Getting Here' link on their own websites promoting access by walking, cycling and public transport. This information will also be distributed to visitors following the arrangement of meetings.
- Prepare and distribute a newsletter on a bi-annual basis to inform residents and employees of upcoming promotional events and local travel issues.
- Briefings for occupiers and employees will be undertaken highlighting the role of the FTP and the relevance of the to them. The role of this is to ensure that all relevant users are fully aware of the content and obligations contained within the FTP document and prepared to support the planning application.
- Internal information boards will be provided in the main reception area of each building. These will be updated by each occupier.

- Participate in national travel awareness days including 'Green Transport Week' and 'Bike Week', 'Liftshare Week', 'Walk to Work Week', 'National Work From Home Day', 'Ride to Work Day' and 'World Environment Day'.

7.7 Implementation Plan

- 7.7.1 A summary of the specific measures to be implemented with respect to the proposed redevelopment are summarised in **Table 7-1**.

Table 7-1: Implementation Strategy

Area	Detail of Measure	Rationale	Land Use				Timescale	Responsibility	Cost
			Residential	Commercial	Retail	Leisure			
Management	Appoint STPC	To provide management resource for process	X	X	X	X	Prior to any occupation	Site Management Company	Approximately £3,000 per annum
	Ensure that leases include commitment to achieving objectives of FTP Plan	To ensure that the occupiers are aware of the FTP objectives		X	X	X	6 months prior to any occupation	Site Management Company	N/A
	Appoint OTPC	To provide management resource for process		X	X	X	Prior to occupation	Occupier	N/A
Walking and Cycling	An internal network of footways within the development plots to facilitate movement across the proposed redevelopment. Connections within the development New pedestrian grid/public realm Provision of showers, changing rooms, drying rooms and lockers.	Infrastructure provision	X	X	X	X	Prior to occupation	Developer	To be included within infrastructure costs
	Equipment offered to employees who are able to walk/cycle to/from work	Personal safety and confidence		X	X	X	Upon occupation	OTPC	Dependent upon employer commitments and staff numbers
	Cycle proficiency training with RBC			X	X	X	Within 6 months following occupation	OTPC	Free bicycle proficiency training offered by RBC

Site-Wide Framework Travel Plan
Station Hill



	Arrange lunchtime/evening walk/cycle activities		X	X	X	X	Within 6 months following occupation	STPC/OTPC	To be included in STPC/OTPC costs
	Encourage residents and employees to register with liftshare.org to find a Walk-BUDi or Bike-BUDI		X	X	X	X	Upon occupation	STPC/OTPC	
Public Transport	Consider offering new employees a 1 week's trial bus ticket	Promotion of more sustainable modes		X	X	X	Prior to commencement of employment	OTPC	Costs dependent on staff numbers
Car Sharing	Setting up a private Station Hill car sharing group on liftshare.org	Promotion of more sustainable modes resulting in improved network performance	X	X	X	X	Prior to occupation	STPC	£200 per annum
	Encourage residents and employees to register with liftshare.org to find a car share partner		X	X	X	X	Upon occupation	STPC/OTPC	N/A
	Organise specialist coffee mornings and promotional events for those employees interested in car sharing	Enhances profile of car sharing scheme		X	X	X	Within 6 months following occupation	STPC	To be included in STPC costs
	Consider introducing a car club vehicle for residents		X				Within 6 months following full occupation	Site Management Company	N/A
Parking	Provision of suitable car parking: including car, cycle and motorcycle parking. Implementation of a controlled car park entry system and Car Park Management Plan Agree site car parking priority for residential and commercial occupiers	Infrastructure provision	X	X	X	X	Prior to occupation	Developer/Site Management Company	To be included within infrastructure costs

Site-Wide Framework Travel Plan
Station Hill



	Implementation of a controlled car park entry system and Car Park Management Plan	Demand restraint	X	X	X	X	Upon occupation		
	Agree site car parking priority	Demand restraint		X	X	X	Prior to occupation		
General	Develop Welcome Packs for residents and occupiers	Promotion of more sustainable modes	X	X	X	X	Prior to occupation	STPC	£2000 per annum
	Develop Welcome Packs for new employees			X	X	X	As appropriate	OTPC	Included above
	Walking and cycling maps and information on journey times to key destinations		X	X	X	X	To be included in Welcome Packs for residents and occupiers	STPC/OTPC OTPC	To be included in Welcome Pack costs
	Links to the liftshare.org website		X	X	X	X			
	Links to the RBC travel-info website		X	X	X	X			
	Promotional articles on the benefits of sustainable travel		X	X	X	X			
	Prominent 'Getting Here' link			X	X	X	Prior to occupation		N/A
	Prepare and distribute a newsletter		X	X	X	X	Bi-annually	STPC	£500 per annum
	Briefings for occupiers and employees will be undertaken highlighting the role of the FTP			X	X	X	Upon occupation	STPC	To be included in STPC costs
	Update internal information boards/displays			X	X	X	As appropriate	OTPC	£250 per board
	Participate in national travel awareness days		X	X	X	X	Not later than 4 weeks preceding each EVENT day	STPC	To be included in STPC costs

8 Targets and Monitoring

8.1 Targets

- 8.1.1 At this stage of implementation process it is not possible to identify the possible travel profiles of future residents, employees and visitors to/from the proposed redevelopment site.
- 8.1.2 As discussed previously, the site is highly accessible by public transport and given the restrained car parking provided as part of proposed redevelopment, there is clear evidence the target mode share will meet the aspirations of RBC for a town centre location.
- 8.1.3 An initial baseline travel survey, typically after 50% of each land use is occupied, will be used to determine the baseline mode share. These baseline results will then be used as a basis for establishing the initial modal split targets. **Table 8-1** provides a summary of the likely targets to be met for each land use following full occupation as determined within the supporting Transport Assessment. Note that the 0% by car for leisure and retail reflect that these are linked trips, and may be parked on site for another reason or parked elsewhere in the town centre.

Table 8-1: Interim Targets

Land Use	Mode	Mode Share	Primary Trips				
			AM In	AM Out	PM In	PM Out	Daily
Leisure	Work Mainly at or From Home	0.17%	0	0	0	0	0
	Underground, Metro, Light Rail, Tram	0.04%	0	0	0	0	0
	Train	37.30%	0	0	17	13	0
	Bus, Minibus or Coach	39.69%	0	0	18	14	0
	Taxi	0.12%	0	0	0	0	0
	Motorcycle, Scooter or Moped	0.56%	0	0	0	0	0
	Driving a Car or Van	0.00%	0	0	0	0	0
	Passenger in a Car or Van	0.00%	0	0	0	0	0
	Bicycle	3.82%	0	0	2	1	0
	On Foot	18.14%	0	0	8	6	0
	Other Method of Travel to Work	0.15%	0	0	0	0	0
	Total	100%	0	0	46	34	0
Retail	Work Mainly at or From Home	0.17%	1	1	1	1	18
	Underground, Metro, Light Rail, Tram	0.04%	0	0	0	0	5
	Train	37.30%	133	108	230	226	3960
	Bus, Minibus or Coach	39.69%	142	115	244	241	4214
	Taxi	0.12%	0	0	1	1	13
	Motorcycle, Scooter or Moped	0.56%	2	2	3	3	59

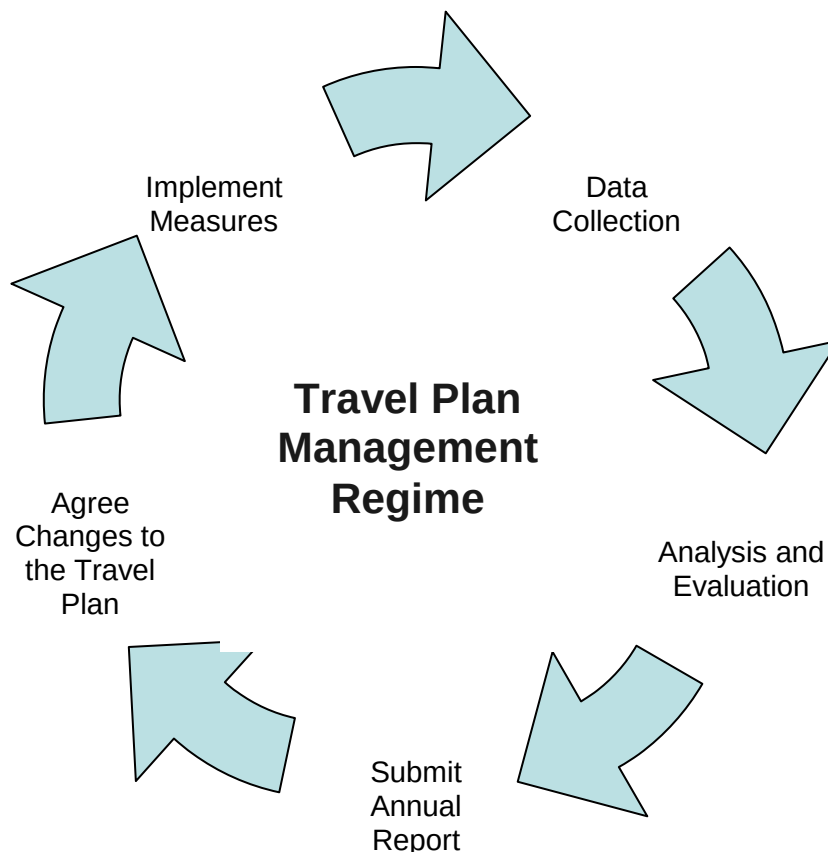
	Driving a Car or Van	0.00%	0	0	0	0	0
	Passenger in a Car or Van	0.00%	0	0	0	0	0
	Bicycle	3.82%	14	11	24	23	406
	On Foot	18.14%	65	52	112	110	1926
	Other Method of Travel to Work	0.15%	1	0	1	1	16
	Total	100%	357	289	615	607	10618
Residential	Work Mainly at or From Home	4.13%	2	11	8	4	109
	Underground, Metro, Light Rail, Tram	0.45%	0	1	1	0	12
	Train	20.04%	10	53	37	21	530
	Bus, Minibus or Coach	11.07%	5	29	20	12	293
	Taxi	0.42%	0	1	1	0	11
	Motorcycle, Scooter or Moped	0.35%	0	1	1	0	9
	Driving a Car or Van	28.42%	14	75	52	30	752
	Passenger in a Car or Van	2.61%	1	7	5	3	69
	Bicycle	3.34%	2	9	6	4	88
	On Foot	28.47%	14	75	52	30	753
	Other Method of Travel to Work	0.69%	0	2	1	1	18
	Total	100%	49	264	183	106	2645
Office	Work Mainly at or From Home	0.17%	4	0	0	3	31
	Underground, Metro, Light Rail, Tram	0.04%	1	0	0	1	8
	Train	31.48%	715	52	42	643	5814
	Bus, Minibus or Coach	34.86%	792	58	47	712	6439
	Taxi	0.11%	2	0	0	2	20
	Motorcycle, Scooter or Moped	0.49%	11	1	1	10	90
	Driving a Car or Van	10.45%	237	17	14	213	1930
	Passenger in a Car or Van	1.94%	44	3	3	40	359
	Bicycle	3.42%	78	6	5	70	632
	On Foot	16.91%	384	28	23	345	3124
	Other Method of Travel to Work	0.13%	3	0	0	3	25
	Total	100%	2271	166	135	2043	18471

8.1.4 It is proposed to keep these targets under review as further relevant baseline data becomes available, to ensure that targets best reflect the circumstances pertaining at the time of implementation, taking account of the complex interaction between baseline travel patterns, mix of new development, trip distribution, and supply of future capability for sustainable travel.

8.2 Monitoring

- 8.2.1 It is stated in the DfT guidance that travel plans are living documents that need to be updated regularly and implementing a travel plan involves “a continuous process for improving, monitoring, reviewing and adjusting the measures in the plan to reflect changing circumstances”. In line with this guidance, a cyclical approach to managing the FTP is proposed for the proposed redevelopment and this is shown in Figure 8-1.

Figure 8-1: FTP Monitoring Regime



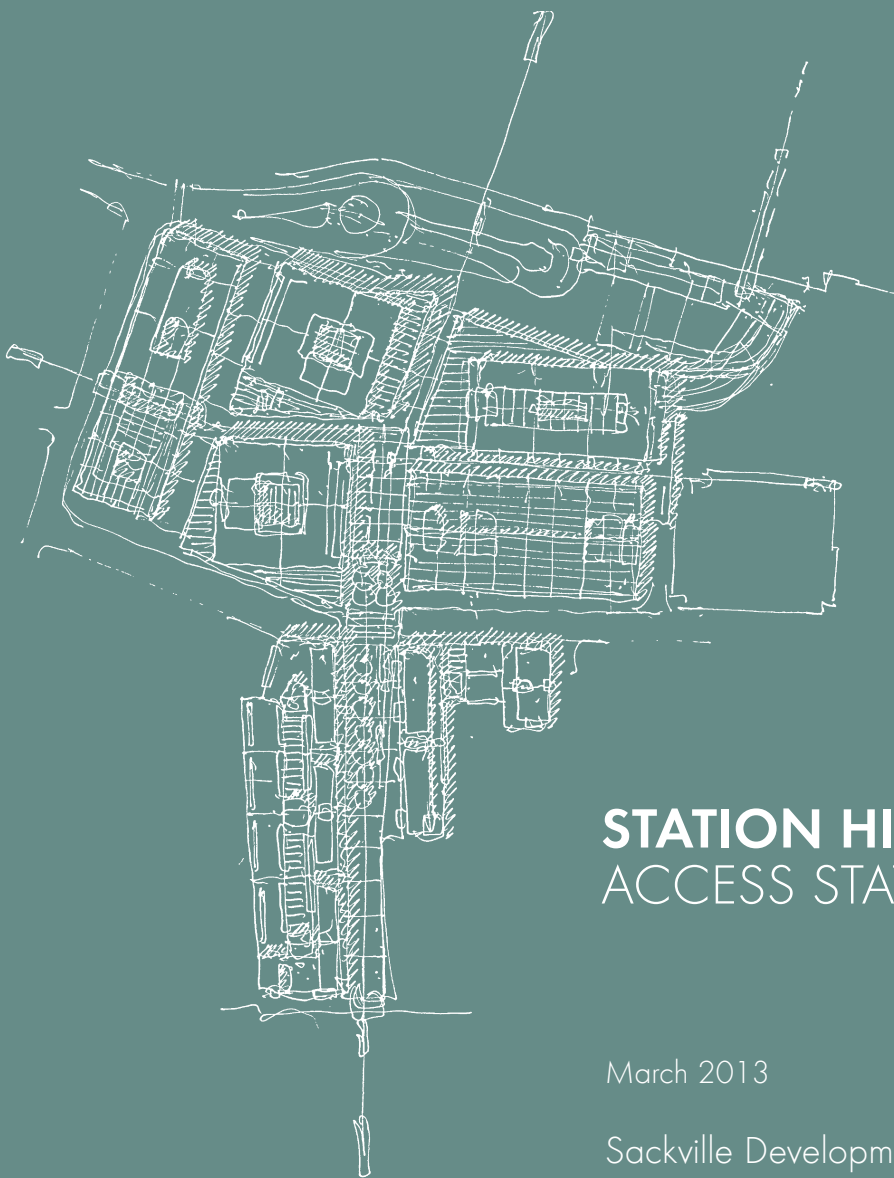
- 8.2.2 Monitoring the FTP is important in gauging the success of the measures implemented and therefore the progress made towards meeting the targets set. Progress towards achieving the target mode shifts will be measured at least biennially for a period of 5 years following the initial baseline travel survey (typically after 50% of each land use is occupied).
- 8.2.3 A response rate target of at least 30% should be set to ensure as many people take part in the survey as possible. Incentives will be offered to encourage people to take part and, in order to obtain as large a sample as possible. The travel survey will collect, as a minimum, the following information:
- How residents, employees and visitors travel to and from the proposed redevelopment site;
 - How residents and employees travel during the working day,
 - Where, residents and employees are travelling to/from; and
 - What measures would be most effective in sustaining the mode share levels or increasing sustainable travel, if necessary

- 8.2.4 In addition to the travel surveys, other data such as the take up of bicycle storage and the number of people taking up the car sharing scheme will be monitored
- 8.2.5 The subsequent survey results will be collated, analysed and fed into the FTP/TOS/OTP's. This will allow the setting and possible revision of targets to have a greater degree of relevance to the operational characteristics of the proposed redevelopment and its residents, employees and visitors. This in turn, could highlight any changes to the FTP measures which would have a more positive and instantaneous result in achieving the desired travel mode objectives.



Appendix 9.4

Access Statement



STATION HILL, READING

ACCESS STATEMENT

March 2013

Sackville Developments (Reading) Limited (SDRL)

Peter Brett Associates
Transport

**Sackville Developments
(Reading) Ltd**

**Station Hill - Temporary
Flexible Events Space**

Access Statement

Project Ref: 16996/009

Doc Ref: 16996/009/001

March 2013

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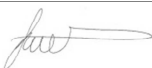
Project Name: Station Hill - Temporary Flexible Events Space

Project Ref: 16996/009

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1 Introduction

Peter Brett Associates LLP has been commissioned by Sackville Developments (Reading) Ltd to assist in the preparation of a planning application to redevelop part of the Station Hill site, Reading. The development proposal seeks permission to create an area for temporary events situated adjacent to the south western station interchange.

2 Background

Sackville Developments (Reading) Ltd are currently in the process of developing a mixed use development scheme incorporating: office/commercial; retail; residential; and leisure uses on the Station Hill site. An outline Planning Application for the main scheme is due to be submitted for consideration by the Local Planning Authority in early 2013.

The phasing of the main Station Hill scheme presents an opportunity to utilise an area of the site for temporary events during development of the main scheme. This space could be constructed either during or prior to the first phase of the Station Hill scheme, remaining in use throughout most of the construction period, before being re-developed as part of the main mixed use scheme during later phases.

It is anticipated that should the proposal receive planning permission, the construction of the space will be undertaken after the lowered station interchange is operational. Therefore the proposal has been developed to work alongside the future interchange scheme.

This report discusses how the events space could be accessed and describes the anticipated level of impact to transportation.