

TECHNICAL NOTE

Project No: ITB10010
Project Title: Reading Link Retail Park
Title: Transport Statement
Ref: JCB/ITB10010-004B TN
Date: 15 June 2015

SECTION 1 INTRODUCTION

1.1 This technical note provides a transport assessment of the following proposed minor changes to Reading Link Retail Park:

- Works to the rear elevation including a 98sqm extension to Unit C1 and the internal reconfiguration of ground and mezzanine floors (application submitted under separate cover); and
- Amendments to the permitted uses to enable Poundworld to operate from Unit 1C and Iceland to operate from Unit C1.

1.2 This Transport Statement accompanies separate applications for these proposed changes but assesses their transport effects cumulatively to provide a robust assessment. A further application for works to the front elevation does not have any transport implications and is not considered any further in this note.

1.3 Planning permission for amendments to the floor areas and uses on the site was secured in 2014 (*application ref: 141216*). That planning application was accompanied by a comprehensive Transport Statement (*i-Transport report reference: ITB10010-002A*), which used a scope and parameters that were discussed and agreed with Reading Borough Council (RBC) as local highway authority. Given that the permission and transport analyses are recent, the same agreed parameters have been re-used in this technical note.

1.4 This note assesses the proposed changes against the three key transport tests set out in paragraph 32 of the National Planning Policy Framework, i.e.:

- Will the opportunities for sustainable transport be taken up?
- Will safe and acceptable access be provided?

- Will there be a severe residual impact (the only reason for preventing development from coming forward for transport reasons)?

1.5 In terms of the first test, the suitability of the site for retail development is well established and the proposal continues to provide adequate cycle parking etc. The proposed changes are modest and RBC's previous conclusion that site is acceptably sustainable in transport terms should 'hold good'.

1.6 In terms of the second test, there are no proposed changes to the site access arrangements. Section 4 of this note reviews the provision for servicing and demonstrates that the small extension to Unit C1 will not unacceptably impact on the operation of the service yard.

1.7 In terms of the fundamental third test, Section 3 of this note assesses the net traffic impact of the proposed changes and demonstrates that they will not materially change the traffic generation and impact of the retail park. Section 4 also demonstrates that the site will continue to provide adequate car parking.

1.8 This note is therefore structured as follows:

- Section 2 describes the proposed changes in relation to the permitted use of the site;
- Section 3 assesses the traffic impact of these changes;
- Section 4 assesses the parking provision and the servicing arrangements; and
- Section 5 provides a summary and conclusions.

SECTION 2 PROPOSED CHANGES

- 2.1 A plan showing the proposed changes to the retail park is included in Appendix A. Table 2.1 summarises the permitted uses and floor areas and the proposed changes:

Table 2.1: Permitted and Proposed Floor Areas

Unit		Permitted Floor Area (sqm GFA)	Proposed Floor Area (sqm GFA)
Unit 1A (non-food)	Ground Floor	465	465
	Mezzanine	340	340
	Total	805	805
Unit 1B (Permitted = 30% discount food) (Proposed = non-food)	Ground Floor	480	409
	Mezzanine	356	0
	Total	836	409
Unit 1C (Permitted = 100% discount food) (Proposed = 30% discount food)	Ground Floor	569	448
	Mezzanine	0	0
	Total	569	448
Unit C1 (Permitted = non-food) (Proposed = discount food)	Ground Floor	831	929
	Mezzanine	0	0
	Total	831	929
Total	Ground Floor	2,345	2,251
	Mezzanine	696	340
	Total	3,041	2,591
Non-Food		2,221	1,528
Discount Food		820	1,063

Source: Architect's Drawings

- 2.2 The proposed changes will therefore result in a reduction in retail floor area (by circa 450sqm) but increases the amount of discount foodstore use on the site (by circa 250sqm).

SECTION 3 TRAFFIC IMPACT

3.1 Introduction

3.1.1 The traffic impact of retail uses is normally based on a trip rate per 100sqm derived from traffic surveys of similar sites in similar locations, i.e. the traffic generation is related to the type of use and the floor area. In this case:

- There will be a reduction in floor area, which will reduce the potential traffic generation; and
- There will be an increase in discount foodstore use, which will increase the potential traffic generation because discount food use typically generates more vehicle movements than non-food retail use.

3.1.2 This section of the note therefore assesses the traffic implications of reducing the overall amount of retail floorspace but increasing the amount of more traffic intensive discount food use.

3.2 Vehicular Trip Rates

3.2.1 The agreed trip rates for an 'Individual Non-Food Superstore' use and a 'Discount Food Store' use are set out below:

Table 3.1: Vehicular Trip Rates per 100sqm

	Friday Peak (1700-1800)			Saturday Peak (1100-1200)		
	In	Out	Two-way	In	Out	Two-way
Non-food	1.680	1.765	3.445	3.948	3.699	7.647
Discount food	3.564	4.110	7.674	7.725	7.272	14.997

Source: TRICS

3.2.2 Applying these trip rates to the permitted and proposed floor areas set out in Table 2.1 yields the following traffic generation:

Table 3.2: Traffic Generation – No Allowance for Trip Linking or Pass-by Trips

			Friday Peak (1700-1800)			Saturday Peak (1100-1200)		
			In	Out	Two-way	In	Out	Two-way
Permitted	Non-food	2221sqm	37	39	77	88	82	170
	Discount food	820sqm	29	34	63	63	60	123
	Total		66	73	140	151	142	293
Proposed	Non-food	1490sqm	26	27	53	60	57	117
	Discount food	1063sqm	38	44	82	82	77	159
	Total		64	71	135	142	134	276

Source: TRICS

3.3 Linked Trips

3.3.1 The greater the number and diversity of retail units on a site, the greater the potential for ‘cross-visitation’, i.e. a single trip to the site will have much greater opportunity to visit two or more retailers. Whilst empirical evidence suggests that trip linking can range from 20%-70%, it has previously been agreed with RBC that the a 20% ‘discount factor’ should be used to allow for trip linking. This is a conservative estimate of trip linking.

3.3.2 The permitted and proposed traffic generation allowing for trip linking is set out in Table 3.3:

Table 3.3: Traffic Generation Allowing for Trip Linking – No Allowance for Pass-by Trips

	Friday Peak (1700-1800)			Saturday Peak (1100-1200)		
	In	Out	Two-way	In	Out	Two-way
Permitted	53	58	112	121	114	234
Proposed	51	57	108	114	107	221

Source: TRICS

3.4 Primary Trips

3.4.1 New retail stores do not generate new trips, they simply transfer trips away from existing retail stores. Trips to retail uses can divided into the following categories:

“Primary are defined here to be single purpose trips for example, home – development – home.

Non-primary are defined to be multi-purpose trips which call into the development en-route to another destination. Frequently this is a work-shop-home trip. Non-primary trips can be further sub-divided into diverted and pass-by trips. Diverted trips are those non-primary trips that deviate off their normal route to visit the new development. Pass-by trips are those non-primary trips that visit the new development without having to make any significant diversion from their existing route.” (Ref: TRICS Research Report 95/2 – Pass By and Diverted Traffic – A Resume)

- 3.4.2 Not all trips to the development proposal will be ‘primary’ i.e. a proportion of trips to the retail park will already be on the network and will make a diversion into the site (they will be pass-by or diverted trips).
- 3.4.3 Whilst empirical evidence suggests a higher proportion of ‘non-primary’ trips, RBC previously requested that non-primary trip generation is assumed to be 20% for this site on both a weekday and a Saturday as a worst case.
- 3.4.4 On this basis, Table 3.4 sets out the ‘primary’ traffic generation of the permitted and proposed uses:

Table 3.4: Traffic Generation – Primary Trips

	Friday Peak (1700-1800)			Saturday Peak (1100-1200)		
	In	Out	Two-way	In	Out	Two-way
Permitted	42	46	90	97	91	187
Proposed	41	46	86	91	86	177

Source: TRICS

3.5 Net Impact

- 3.5.1 On this basis the proposed minor changes to the permitted scheme will result in the following net change in traffic generation:

Table 3.5: Net Traffic Impact

	Friday Peak (1700-1800)			Saturday Peak (1100-1200)		
	In	Out	Two-way	In	Out	Two-way
Net Impact	-1	0	-4	-6	-5	-10

Source: TRICS

- 3.5.2 On this basis, the proposed minor changes will result in a slight reduction in traffic movement compared to the permitted retail uses.

SECTION 4 PARKING AND SERVICING

4.1 Parking

- 4.1.1 The site currently has 308 car parking spaces for all retail units.
- 4.1.2 RBC's car parking standards are set out in the Revised Parking Standards and Design SPD (adopted October 2011). The site falls within Zone 2 - Primary Core Area, which is defined as 'Areas directly surrounding the Core Area, well served by public transport'. In this area, parking standards require provision of one space per 40sqm for food retail and non-food retail over 1,000sqm. The retail park with the development proposal will have a total overall floor area of 4,913sqm. This existing parking provision is in excess of that required by RBC's parking standards.
- 4.1.3 A car parking beat survey was undertaken on Friday 16th May and Saturday 17th May 2014 with the number of cars parked onsite recorded at hourly 'beats'. The car parking survey data is included in Appendix B and summarised in Tables 4.1 and 4.2 for the Friday and Saturday respectively.

Table 4.1: Recorded Parking Occupancy – Friday 16th May

Time	Number of Parked Cars	% Occupancy
14:00	86	28%
15:00	66	21%
16:00	74	24%
17:00	59	19%
18:00	49	16%
19:00	39	13%
20:00	37	12%

Source: Survey Data

- 4.1.4 Table 4.1 demonstrates that there is plenty of available parking throughout a Friday afternoon with the highest percentage occupancy (28%) occurring at 14:00.

Table 4.2: Recorded Parking Occupancy – Saturday 17th May

Time	Number of Parked Cars	% Occupancy
10:00	64	21%
11:00	98	32%
12:00	98	32%
13:00	115	37%
14:00	117	38%
15:00	115	37%
16:00	97	31%

Source: Survey Data

4.1.5 On a Saturday, there is also ample available car parking on site with the highest occupancy level (38%) occurring at 14:00.

4.1.6 Therefore, there is ample spare on-site car parking capacity to cater for existing demands and the small changes in traffic demand will not affect the ability of the car park to accommodate parking demands.

4.2 Servicing

4.2.1 Servicing is undertaken from the rear of the retail units. Service vehicles enter the retail park via the main entrance and follow the service road around the south-western site boundary to the service area. Vehicles turn within the service area in order to exit in a forward gear via the same route.

4.2.2 Swept path analysis of the service has been undertaken allowing for the proposed minor changes and a swept path drawing is provided in Appendix C. The drawing shows that a large articulated HGV can service the site.

SECTION 5 SUMMARY AND CONCLUSIONS

5.1 Proposal

5.1.1 This technical note assesses the transport and highways implications of following proposed minor changes at Reading Link retail park:

- Works to the rear elevation including a 98sqm extension to Unit C1 and the internal reconfiguration of ground and mezzanine floors (application submitted under separate cover); and
- Amendments to the permitted uses to enable Poundworld to operate from Unit 1C and Iceland to operate from Unit C1.

5.1.2 These changes have been assessed against the three key transport tests set out in paragraph 32 of the NPPF.

5.2 Will the opportunities for sustainable transport be taken up?

5.2.1 The suitability of the site for retail development is well established and the proposal continues to provide adequate cycle parking etc. The proposed changes are modest and RBC's previous conclusion that site is acceptably sustainable in transport terms should 'hold good'.

5.3 Will safe and acceptable access be provided?

5.3.1 There are no proposed changes to the site access arrangements. The small extension to Unit C1 will not unacceptably impact on the operation of the service yard and the existing car parking will remain adequate with the proposed minor changes.

5.4 Will there be a severe residual impact?

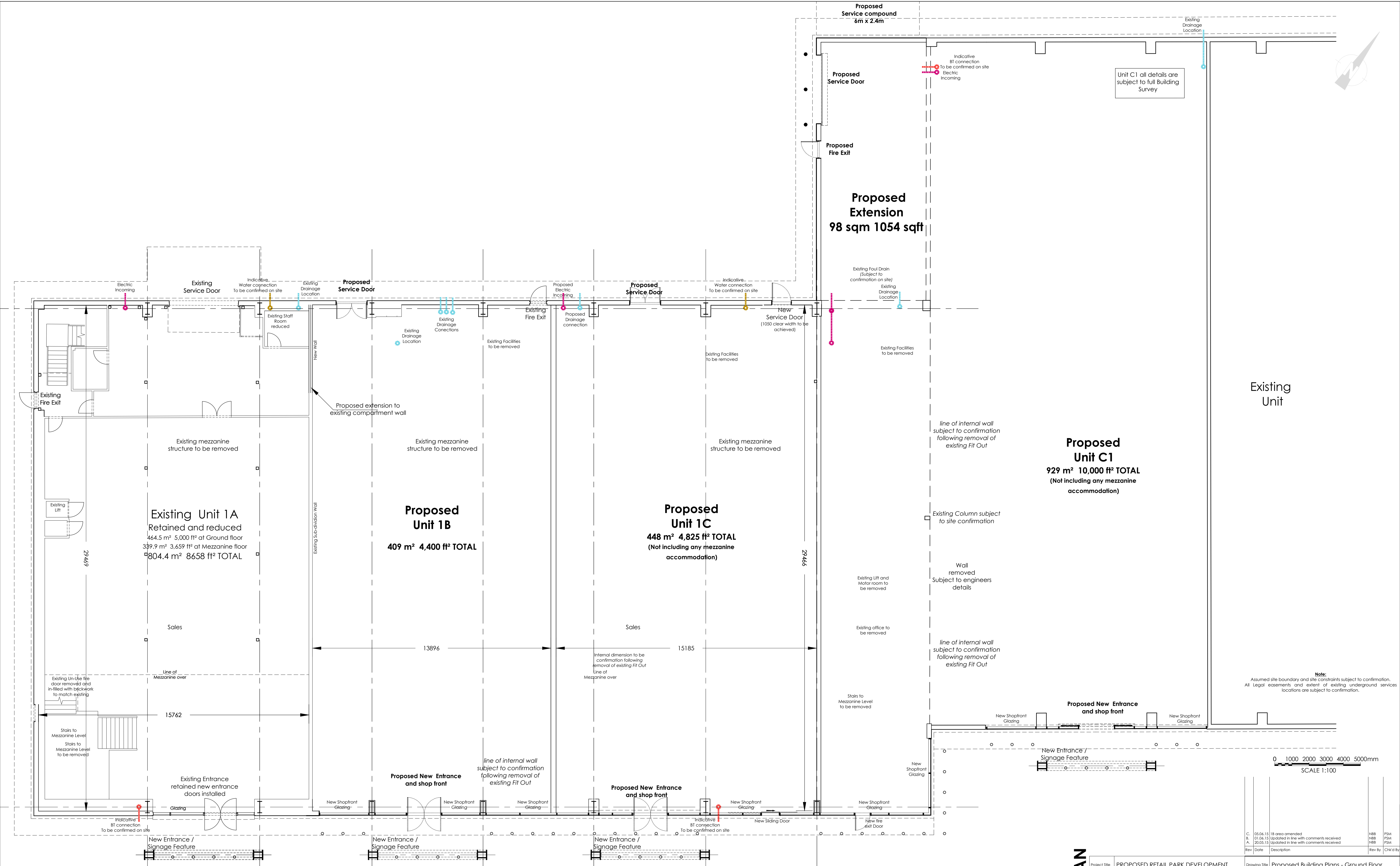
5.4.1 The traffic impact of the proposed changes has been assessed using parameters that have previously been agreed with RBC. The assessment shows that there will not be a noticeable or material traffic impact – indeed, it is likely that that the proposed changes (reduction in overall retail floor area with a small increase in the proportion of discount food sales area) will result in fewer vehicle movements than the permitted use of the site.

5.5 **Conclusion**

5.5.1 On this basis, the proposals are fully acceptable in transport and highways terms.

APPENDIX A

Site Layout



PROPOSED
BUILDING PLAN

Project Title	PROPOSED RETAIL PARK DEVELOPMENT		
	Reading Link Retail Park Rose Kin Lane Reading		
Client	Lumina Real Estates		
Status	PLANNING		
Scale	1:100	Drawing Size	A1
Drawn By	NBB	Checked By	PSM
		Date	05/2015

Drawing Title	Proposed Building Plans - Ground Floor		
Job Dwg No	12716-132	Rev	C
THE HARRIS PARTNERSHIP WAKEFIELD 2 St. Johns North, Wakefield, WF1 3QA T. 01924 291 800 F. 01924 290 072 THE HARRIS PARTNERSHIP MANCHESTER 2nd Floor, Corners Warehouse, 77 Dale Street, Manchester, M1 2HG T. 0161 228 8555 F. 0161 244 5809 THE HARRIS PARTNERSHIP MILTON KEYNES The Old Rectory, 79 High Street Newport Pagnell, MK16 8AS T. 01908 211 577 F. 01908 211 722 THE HARRIS PARTNERSHIP READING 101 London Road, Reading, RG1 5BY T. 0118 950 7700 F. 0118 956 8642 ARCHITECTS www.harrispartnership.com			



APPENDIX B

Car Park Survey Data

READING LINK RETAIL PARK
ROSE KILN LANE, READING



WEATHER: DRY & SUNNY

	MARKED	DISABLED	OVERFLOW	TOTAL
SPACES	264	11	33	308

FRIDAY 16th MAY 2014
14:00 - 20:00

TIME	PARK MARKED	PARK DIS	PARK OVER	TOTAL
14:00	82	4	0	86
15:00	65	1	0	66
16:00	70	4	0	74
17:00	57	2	0	59
18:00	49	0	0	49
19:00	38	1	0	39
20:00	37	0	0	37

READING LINK RETAIL PARK
ROSE KILN LANE, READING



WEATHER: DRY & SUNNY

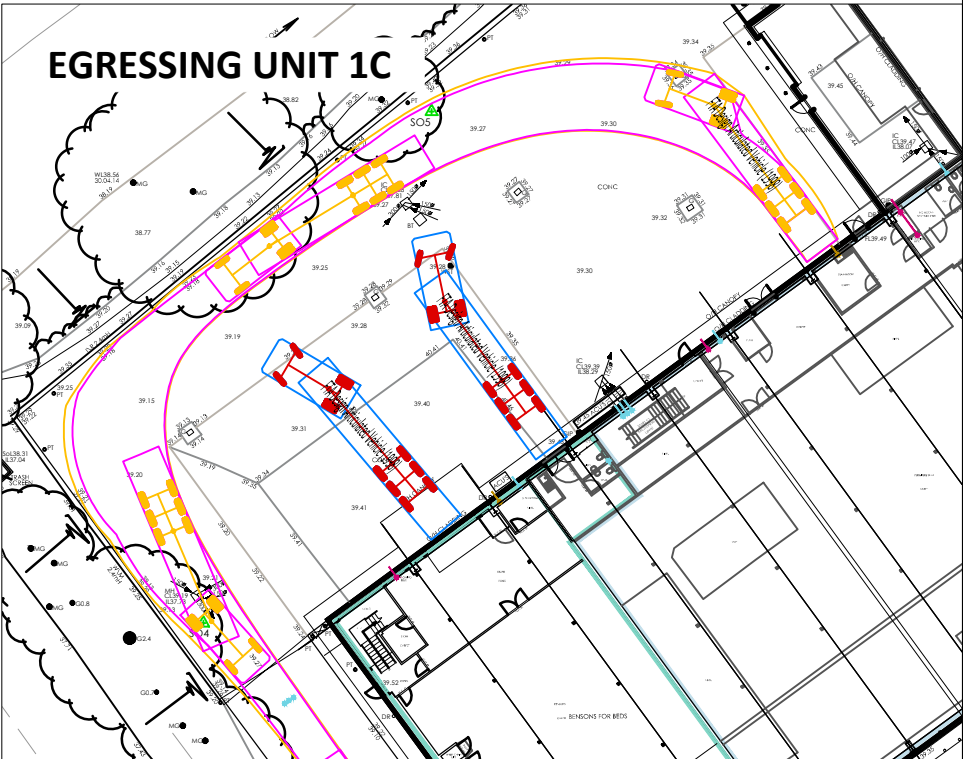
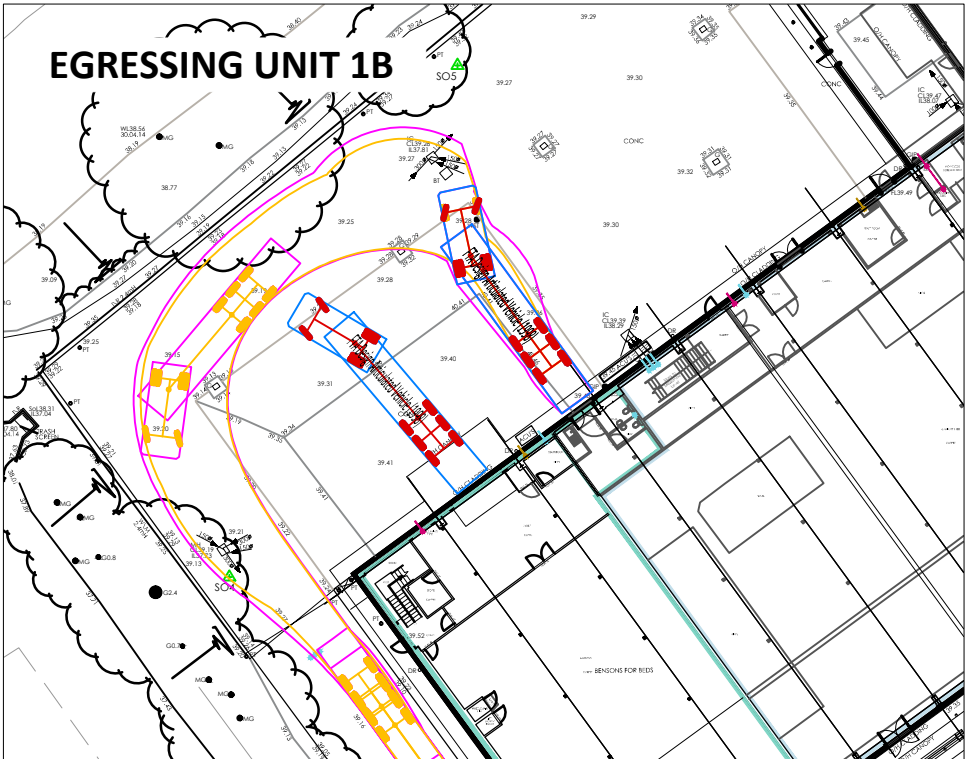
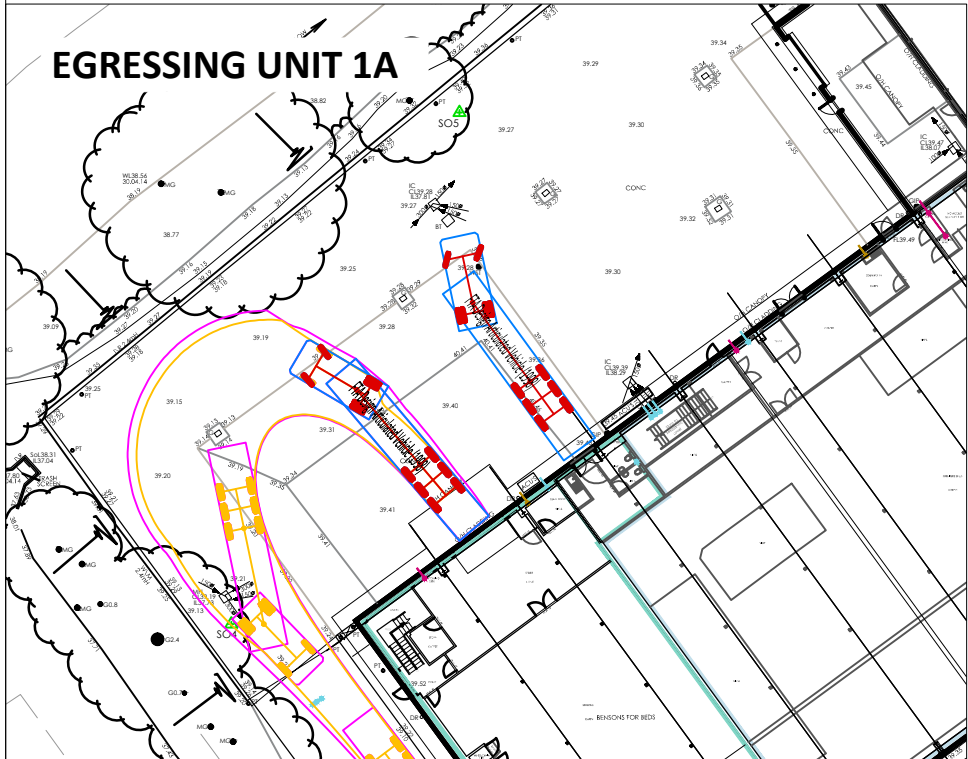
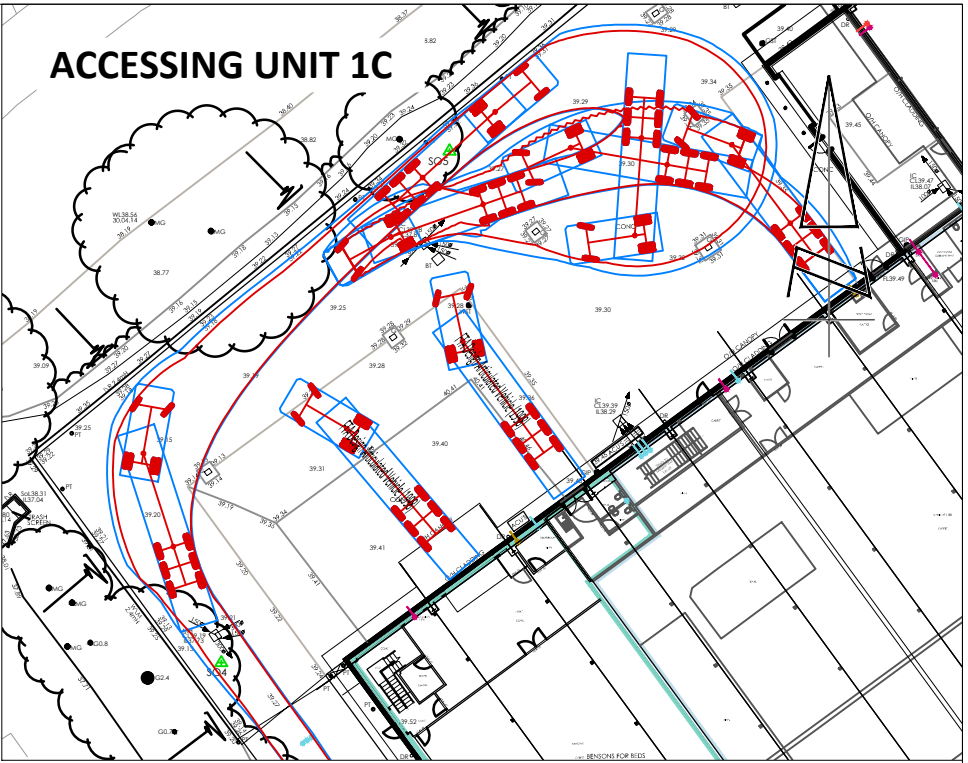
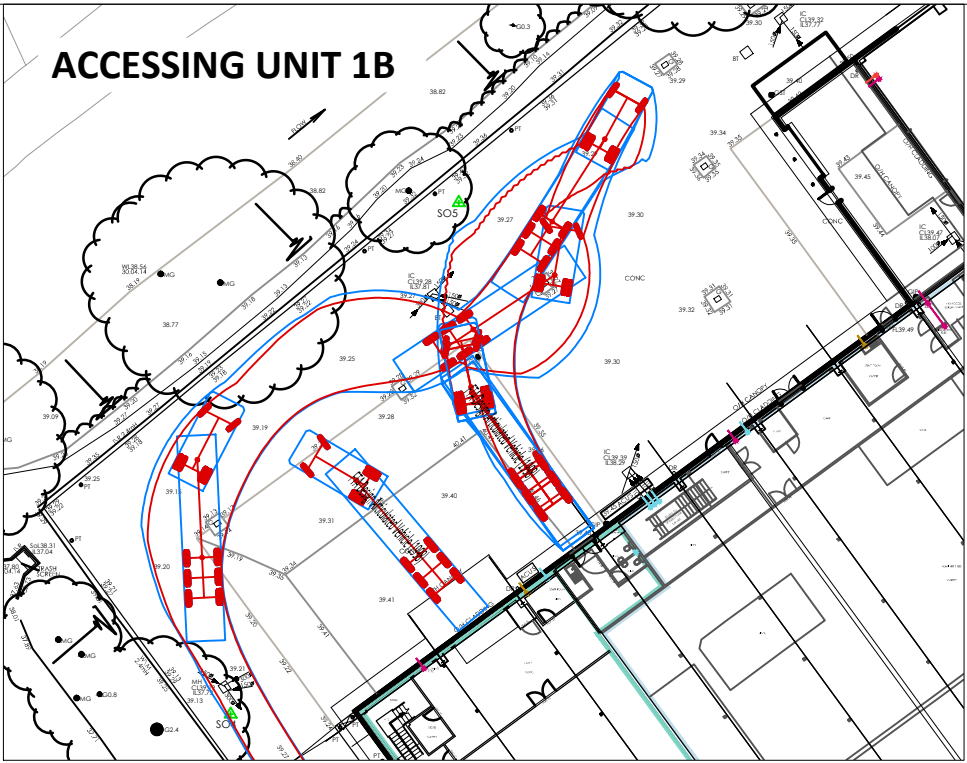
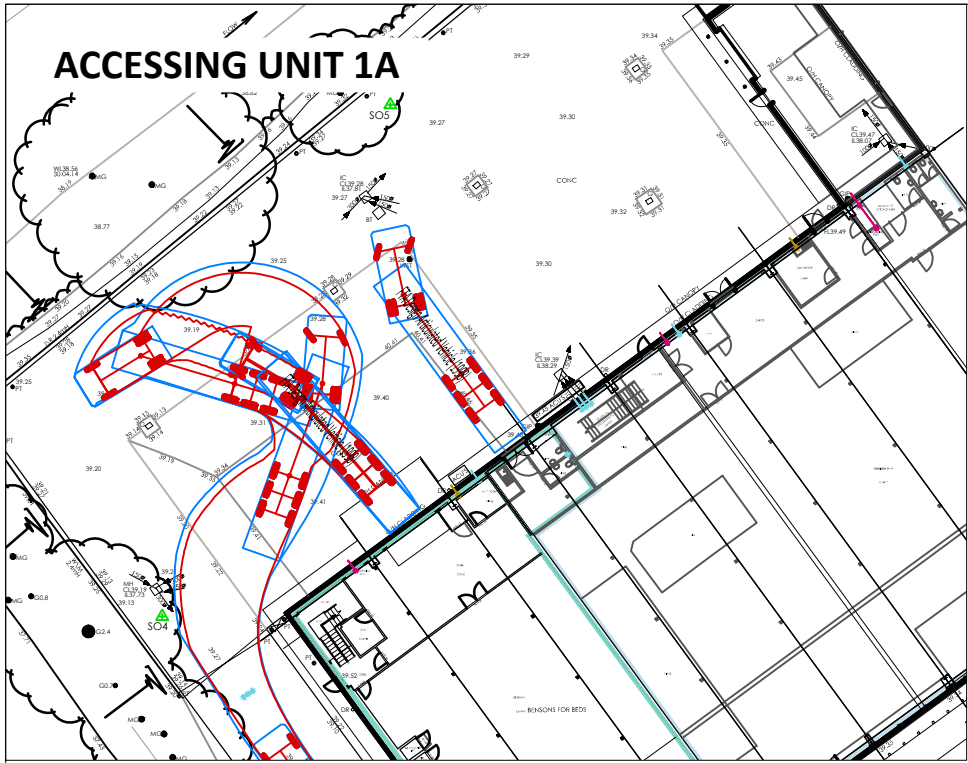
	MARKED	DISABLED	OVERFLOW	TOTAL
SPACES	264	11	33	308

SATURDAY 17th MAY 2014
10:00 - 16:00

TIME	PARK MARKED	PARK DIS	PARK OVER	TOTAL
10:00	64	0	0	64
11:00	95	3	0	98
12:00	94	4	0	98
13:00	111	4	0	115
14:00	113	4	0	117
15:00	112	3	0	115
16:00	95	2	0	97

APPENDIX C

Swept Path Plan



REPRODUCED FROM THE ORDNANCE SURVEY MAP WITH THE PERMISSION OF THE CONTROLLER OF HER MAJESTY'S STATIONERY OFFICE. LICENCE No. 100044286. © CROWN COPYRIGHT RESERVED.

DO NOT SCALE FROM THIS DRAWING. DRAWING ISSUED FOR FEASIBILITY CONSIDERATION AND PLANNING PURPOSES ONLY. DRAWING NOT TO BE USED FOR CONSTRUCTION. CDM REQUIREMENTS CONSIDERED AT FEASIBILITY STAGE ONLY. FURTHER CONSIDERATION REQUIRED BY DETAILED DESIGN TEAM

FTA Design Articulated Vehicle (1998)
Overall Length 16.480m
Overall Width 2.550m
Overall Body Height 3.870m
Min Body Ground Clearance 0.515m
Max Track Width 2.470m
Lock to Lock Time 3.00s
Kerb to Kerb Turning Radius 6.550m

 Grove House, Lutyens Close, Chineham Basingstoke, Hampshire, RG24 8AG www.i-transport.co.uk								TITLE: SWEPT PATH ANALYSIS FTA DESIGN ARTICULATED VEHICLE		SCALE @ A3: 1:500	CHECKED: EP	APPROVED: EP	
		A	05.06.15	SH	SITE LAYOUT UPDATED	JCB	JCB	PROJECT: READING LINK RETAIL PARK		CLIENT: LUMINA REAL ESTATE CAPITAL	FILE REF: ITB10010-SK-001	DRAWN: RN	DATE: 17.06.14
		REV	DATE	BY	DESCRIPTION	CHK	APD				DRAWING No: ITB10010-SK-001		
		STATUS: DRAFT									PROJECT No: ITB10010		