



Kings Meadow View, Reading

Transport Assessment

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abrdn

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Kings Meadow View, Reading

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1 Introduction

1.1 Overview

- 1.1.1 Abdrn has commissioned Stantec to undertake a Transport Assessment (TA) to accompany the outline planning application for the Kings Meadow View development, Reading, RG1 3JD.
- 1.1.2 Planning application (Ref: 230822) was originally submitted to Reading Borough Council (RBC) in 2023. Following that initial submission and feedback from RBC, the applicant has been working to amend the proposals. These changes include the scale of Class E use, the number of new flats, details of the Site access and the level of car parking provided. The updated scheme is supported by this new Transport Assessment, which replaces all of the material on transport previously submitted to RBC.
- 1.1.3 On 3 November 2025, Reading Borough Council formally confirmed that Outline Planning Application reference PL/23/0822 had been disposed of. In order to build upon the progress made in relation to the previous application and engagement with the Local Planning Authority this application is submitted as a new Outline Planning Application.
- 1.1.4 The proposed amendments within this new Application remain broadly within the scope of the previous scheme's description of development, and again seeks all matters reserved, save for highway access.
- 1.1.5 The report's content includes a survey of the existing retail park, an assessment of local junctions, new designs of the site access junctions, re-design of the Kenavon Drive crossing proposals, an updated travel demand assessment and an assessment of the impacts on the local highway network.
- 1.1.6 The existing site consists of a retail park, which will be replaced by a residential-led mixed-use development that accords with the Local Plan allocation from which the Site benefits. The outline application for the redevelopment of the Site is defined by a series of parameter plans, which inform this Transport Assessment and outline the principles and approach of the proposed development of Kings Meadow View. The TA should be read alongside the Framework Travel Plan (FTP) produced alongside this report.

1.2 Site Location

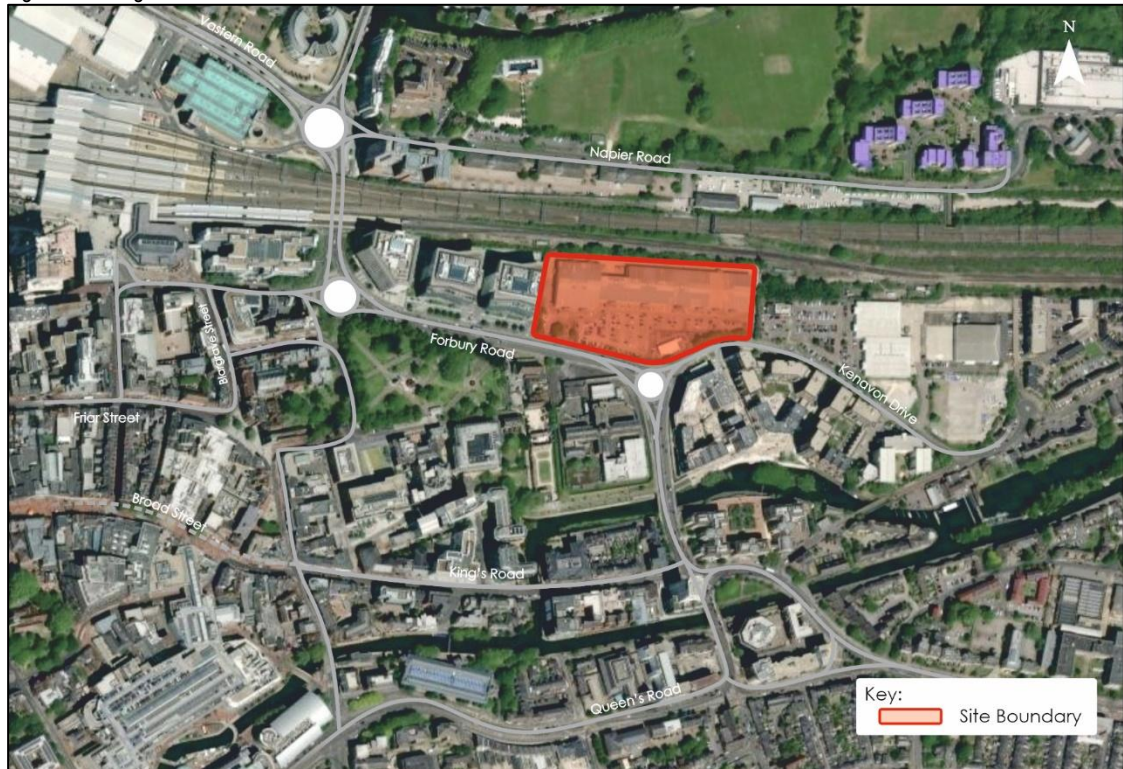
- 1.2.1 The Site is located in Reading, immediately adjacent to the east of the town centre, as defined by RBC in the LCWIP and Local Plan, which identifies Vastern/Forbury Road as the edge of the Town Centre. It is bound to north by the railway lines that serve Reading Station.
- 1.2.2 The east the Site is abutted by the remaining part of Forbury Retail Park which is in separate ownership, comprising a large area of surface car parking, a standalone McDonalds unit, and a number of large retail units, with occupiers including Decathlon, Argos and Hobbycraft.
- 1.2.3 Abutting the Site to the west are three, large floor plate office buildings known as No 1, 2 and 3 Forbury Place, accommodating 41,209 sqm across 8 storeys. These accommodate major employers such as KPMG, SSE, PWC, Osborne Clarke and IQVIA.
- 1.2.4 To the north east, approximately 200m from the site is a residential development comprising six buildings between 9-4 storey buildings, located between Kings Meadow and the railway lines. Beyond this site to the east is a large Tesco 'Extra' store, that is served by a large area of surface level car parking.
- 1.2.5 The Site is bound by Forbury Road and Kenavon Drive to the south. To the south west on the opposite side of Forbury Road is Reading Gaol; a grade II listed building, and St James Church. Further west along Forbury Road and opposite Forbury Place are the Abbey Ruins, and Forbury Gardens.



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- 1.2.6 Across Kenavon Drive to the south east is Huntley Wharf, on the site of the former Huntley and Palmers biscuit factory, which is a joint Berkeley/L&Q development of 765 homes.
- 1.2.7 The Site itself currently comprises part of the Forbury Retail Park and extends to 26,230 sqm. This part of the retail park comprises a terrace of retail warehouse units. The retailers include; Home Sense, dfs and SCS. There is also a standalone KFC drive through unit on the south part of the Site. The remainder of the Site comprises a large area of surface level car parking facing Forbury Road and Kenavon Drive.
- 1.2.8 The Site location in context with the surrounding road network and the Reading Town Centre is shown below in **Figure 1.1**.

Figure 1.1: Kings Meadow View Site Location



1.3 Access

- 1.3.1 The main access to the site is on the southern boundary to the west, from Forbury Road. This provides pedestrian access and ingress and egress for customer vehicles and egress for service vehicles. To the east of the southern boundary there is a secondary access from Kenavon Drive. This provides ingress only for both customer vehicles and service vehicles. The existing service area is behind the retail units running along the northern boundary of the Site.
- 1.3.2 Forbury Retail Park is served by the number 42 bus, which provides access to Reading Town Centre and Reading station, as well as serving the homes to the east of the Site. In relation to pedestrian and cycle routes, the Site is served by the existing routes along Forbury Road providing access to Reading Town Centre, with Reading Station being a 7 minute walk from the Site. Therefore the Site is in an accessible sustainable location.

1.4 Planning Background

Summary of Application Progress to Date

- 1.4.1 The planning application ref. 230822 was submitted on 8th June 2023 and confirmed as valid on 14th September 2023. Consultation comments have been received and reviewed including requests for conditions as well as comments that request amendments to the application.
- 1.4.2 A number of meetings have also been held with the case officer in relation to the design of the outline scheme. As a result of responding to the consultation comments and discussion with Reading Borough Council a design review has been undertaken by the project team. This has led to a number of key changes which have been incorporated into this new application, which can be summarised as follows:

Reduction in maximum building heights adjacent to the railway and facing Kings Meadow

- 1.4.3 The building heights previously proposed in the application ranged from 6 to 12 storeys, with the blocks along the north boundary that faces King's Meadow comprising two 8 storey buildings, three 12 storey buildings and an 11 storey building. RBC did not support the proposed maximum building heights as they reached the 12 storey definition of a tall building. Concerns were raised in relation to the concentration of height along the north boundary due to the potential impacts on King's Meadow.
- 1.4.4 In response to these comments the building heights have been adjusted substantially and reduced. The amended proposed heights now range from 5 to 11 storeys. As such no buildings reach the 12 storey or 36m definition of a tall building (as defined by Local Plan Policy CR10), the tallest building is a total of 11 storeys (34.5m). Furthermore, along the north boundary the heights now comprise one 7 storey building, an 8 storey building, two 11 storey buildings, and two 9 storey buildings.

Improved variation in heights of the blocks

- 1.4.5 The previous scheme raised comments from RBC about the relationship with the former jail and that consideration should be given to the potential to step the proposals down to Forbury Road. The amended proposals incorporate substantial steps down between the top of the blocks along the south side of the Site and Forbury Road resulting in stepped building heights of 5 storeys and 7 storeys directly opposite the former jail.
- 1.4.6 As a result the taller elements are now concentrated within the central blocks rather than along the entirety of the rear of the site. This is also enhanced through the reduction in maximum block heights in the eastern groups of blocks, which proposes three of the four blocks at 9 storeys, rather than the previous 11-12.

Reduction of block footprints, reorientation of the spaces within the development and increased sense enclosure

- 1.4.7 RBC raised concerns on the previously proposed public spaces, principally that they lacked clear definition and could be more generous. The amended proposals respond positively to these comments and seek to reorientate the blocks which frame the spaces so as to provide two very clearly defined spaces one at the core of the central group of blocks and another within the centre of the eastern group of blocks. The reorientation and reduction in individual building footprints is facilitated by the inclusion of link blocks to the north of the central and eastern groups of blocks. The link blocks improve the sense of enclosure of both of the public spaces, whilst not impacting the overshadowing of the spaces, by virtue of their location to the north.
- 1.4.8 The revised proposals improve the now clearly defined east west route through the Site. The south eastern most block (East Block 3) incorporates a chamfered corner, providing a more generous public space, also assisting with wayfinding and experience along the east west



route. The south west chamfer also ensures there is sufficient space for the proposed access road from Kenavon Drive.

Reduction in the size of the basement car park and therefore removal of the podium to the east allowing seamless integration of the site with surrounding areas

- 1.4.9 The previous revision of the scheme raised viability concerns with RBC. In order to improve the position despite the reduction in unit numbers, the amended proposals reduce the proposed basement area by approximately a third by removing the basement area under the eastern group of blocks. Substantial construction costs are associated with basement construction, therefore the reduction by a third reduces costs. The level access to the public realm provided within the Site is maintained, ensuring direct level access across all of the public realm, providing excellent integration with surrounding areas.

Reduction in commercial floorspace

- 1.4.10 The previous revision of the scheme proposed ground level Class E floorspace within a single large unit at the western block as well as Class E floorspace at ground level throughout the Site. RBC feedback was that the Class E floorspace should be reduced and dispersed to the ground levels of some of the other blocks. In response, the amended proposals retain the single large unit at the western block alongside customer parking, and propose a reduced quantum of small unit Class E floorspace all located within the eastern group of blocks.
- 1.4.11 Overall, the amendments to the proposals seek to address all the matters raised by RBC, with a summary of key topics set out above. Principally the height and massing of the scheme has been reduced and the footprints of the blocks reduced and reorientated to provide more generous and improved public spaces.

1.5 Proposed Development

- 1.5.1 As a result of the changes this application now seeks outline planning permission for the demolition of the existing buildings and the construction of up to 700 residential units, up to 3,000 sqm (GEA) of commercial floorspace which is to include a foodstore, as well as basement car parking, the diversion of the existing sewer and associated public realm, landscaping and other works, with all matters reserved save for access. The proposed development remains within the parameters of the initially submitted scheme and proposes reduced parameters as a result of a design review.

- 1.5.2 The new description of development is as follows

“Outline application with all matters reserved with the exception of access, for site redevelopment involving the demolition of all existing structures & a residential-led mixed use proposal for up to 700 residential units (Class C3) & up to 3,000 sqm (GEA) of commercial uses (Class E), together with various associated works including replacement pedestrian and vehicle access routes, open spaces, hard & soft landscaping & sewer works, partial basement excavation, up to 130 basement level car parking spaces, up to 53 separate car parking spaces for Class E uses, up to 600 cycle parking spaces & servicing facilities. This application is accompanied by an Environmental Statement”

- 1.5.3 The Application continues to seek to establish the principle of use, amount and scale, appearance, layout and landscaping of the development. All matters, except for access, are reserved for future consideration.
- 1.5.4 **Table 1.1** below provides a summary of how the proposals have evolved and the implications on unit number, floor area, and parking as a result of the amendments and associated reduction in height and massing:



Table 1.1 Summary of Amendments to the Scheme (maxima)

	Current Application	Amended Application	Change
Residential Unit Numbers	820	700	-120
Commercial Floor Area (GEA)	5,500 sqm	3,000 sqm	-2,500 sqm
Residential Car Parking Spaces	200	130	-70
Cycle Parking Spaces	820	600	-220

- 1.5.5 The proposed amendments remain within the scope of the original description of development and only result in a reduction in a number of the maximum figures stated within the description, a track change version of the description of development is provided below for clarity:

“Outline application with all matters reserved with the exception of access, for site redevelopment involving the demolition of all existing structures & a residential-led mixed use proposal for up to ~~820~~ 700 residential units (Class C3) & up to ~~5,500~~ 3,000 sqm (GEA) of commercial uses (Class E), together with various associated works including replacement pedestrian and vehicle access routes, open spaces, hard & soft landscaping & sewer works, ~~partial~~ basement excavation, up to ~~200~~ 130 basement level car parking spaces, up to 53 separate car parking spaces for Class E uses, up to ~~860~~ 600 cycle parking spaces & servicing facilities. This application is accompanied by an Environmental Statement.”

- 1.5.6 For the avoidance of any doubt, this report supersedes all the previous transport reports and documents submitted. Further reserved matters applications will follow.

1.6 Report Structure

- 1.6.1 The remainder of the TA has been structured as follows:

- **Section 2: Policy Context** – This section sets out the various national and local policies and guidance related to this site.
- **Section 3: Site in Context** – This section provides an overview of the Site location and the historical and existing uses.
- **Section 4: Sustainable Access** – This section sets out the accessibility to the Site by walking, cycling and public transport.
- **Section 5: Highway Network** – This section sets out the local highway network surrounding the Site and personal injury collision data review.
- **Section 6: Development Proposals** – This section outlines the proposed development.
- **Section 7: Travel Demand Analysis & Highway Impact** – This section provides the existing and proposed trip rates and generation for Kings Meadow View's commercial and residential elements.
- **Section 8: Walking and Cycling Demand** – This section outlines the expected number of trips generated by the proposed development for active travel modes and their distribution onto the local active travel network.
- **Section 9: Vehicle Distribution and Assignment** – This section provides the distribution of vehicle trips onto the local highway network for assessment.



- **Section 10: Traffic Impact Appraisal** – This section presents the assessment and modelling of the Site access and two local roundabouts to the Site for the 2025 Baseline, 2030 Baseline and 2030 Baseline with Proposed Development.



2 Policy Context

- 2.1.1 This section sets out the relevant local and national policy relating to transport and highways for the proposed development.

2.2 National Policy

National Planning Policy Framework (December 2024)

- 2.2.1 The National Planning Policy Framework (NPPF), published in 2012, was most recently updated in December 2024, with minor amendments made in February 2025. The document sets out the Government's planning policies for England and how these should be applied.
- 2.2.2 Chapter 9 of the NPPF refers to promoting sustainable transport with respect to development proposals. Paragraph 109 states, *"Transport issues should be considered from the earliest stages of plan-making and development proposals, using a vision-led approach to identify transport solutions that deliver well-designed, sustainable and popular places"*. This should involve:
- a) *"making transport considerations an important part of early engagement with local communities;*
 - b) *ensuring patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places;*
 - c) *understanding and addressing the potential impacts of development on transport networks;*
 - d) *realising opportunities from existing or proposed transport infrastructure, and changing transport technology and usage – for example in relation to the scale, location or density of development that can be accommodated;*
 - e) *identifying and pursuing opportunities to promote walking, cycling and public transport use*
 - f) *identifying, assessing and taking into account the environmental impacts of traffic and transport infrastructure – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains."*
- 2.2.3 Paragraph 117 refers to the fact that developments should be designed to:
- a) *"give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport services, and appropriate facilities that encourage public transport use;*
 - b) *address the needs of people with disabilities and reduced mobility in relation to all modes of transport;*
 - c) *create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;*
 - d) *allow for the efficient delivery of goods, and access by service and emergency vehicles; and*
 - e) *be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations."*



- 2.2.4 Paragraph 118 states, *"All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a vision-led transport statement or transport assessment so that the likely impacts of the proposal can be assessed and monitored"*.
- 2.2.5 The Promoting Sustainable Transport section emphasises the need to plan for sustainable travel but also to be pragmatic about the variability of transport options in different communities.

Planning Practice Guidance (PPG) – Department for Communities and Local Government (March, 2014)

- 2.2.6 The supporting 'Planning Practice Guidance' provides a section on travel Plans, transport assessments and statements in decision-making. This states that TAs can positively contribute to the following:
- 'Encouraging sustainable travel;
 - *Lessening traffic generation and its detrimental impacts;*
 - *Reducing carbon emissions and climate impacts;*
 - *Creating accessible, connected and inclusive communities;*
 - *Improving health outcomes and quality of life;*
 - *Improving road safety; and*
 - *Reducing the need for new development to increase existing road capacity or provide new roads.'*
- 2.2.7 The guidance also states that TAs should be:
- 'Proportionate to the size and scope of the proposed development to which they relate and build on existing information wherever possible;
 - *Established at the earliest practicable possible stage of a development proposal;*
 - *Be tailored to particular local circumstances (other locally-determined factors and information beyond those which are set out in this guidance may need to be considered in these studies provided there is robust evidence for doing so locally);*
 - *Be brought forward through ongoing collaborative working between the Local Planning Authority / Transport Authority. Engaging communities and local businesses in TAs can be beneficial in positively supporting higher levels of walking and cycling (which in turn can encourage greater social inclusion, community cohesion and healthier communities.)'*
- 2.2.8 The proposed development has been designed to incorporate these principles. This TA follows the guidance set out in the PPG to enable and improve sustainable modes of travel for residents, staff and visitors to Kings Meadow View.

2.3 National Guidance

Town and Country Planning Association – 20-Minute Neighbourhoods

- 2.3.1 The concept of a 20-minute neighbourhood is that residents can walk and cycle to all their amenities in the local area within 20 minutes. This enables people to spend more time outdoors and in green spaces and less time in cars. This reduces congestion and air pollution while increasing the level of exercise. This benefits the health of residents and the community,



creating a more appealing public realm, facilitating a stronger community, and generating economic activity.

- 2.3.2 The Sites' location adjacent to Reading town centre supports the concept of the scheme being within a 20-minute neighbourhood, allowing the scheme's residents to reach a range of local amenities, including the retail and leisure outlets in the Oracle, Broad Street Mall, and green spaces such as Christchurch and Kings Meadows. The Sites' location also allows commutes to places of employment within 20 minutes on foot or by bike, or connections to other modes, including bus stops and Reading Railway Station.

2.4 Local Policy

Reading Borough Council Local Plan (adopted November, 2019)

- 2.4.1 The Local Plan provides policies on how Reading will develop up to 2036. Also, vision 2050 has been launched to make Reading a more dynamic, clean, green, healthy, safe and desirable place to live, work, study and visit. The Plan states that central Reading *"is one of the most accessible locations in the South East."* The following six policies considered part of the proposed development for transport include:
- CC6 – The highest density and largest scale development location taking place in the most accessible location.
 - CR13b – The Site is part of the wider allocation for a new residential community with additional retail, leisure, and community uses, with new open space and enhancement along with the canal. The Site has an indicative capacity for up to 1,840 dwellings, and includes the rest of the Forbury Retail Park on Kenavon Drive, as well as Huntley Wharf. The proposed development has a proposed crossing across Kenavon Drive connecting to Huntley Wharf.
 - TR1 – *'Proposed development should contribute appropriately to meeting the objectives of the most up-to-date Local Transport Plan'. Along with 'development proposals should make appropriate provision for works and contributions to ensure an adequate level of accessibility and safety by all modes of transport from all parts of a development, particularly by public transport, walking and cycling, in accordance with any agreed transport assessment submitted as part of the application.'*
 - TR3 – *'Developments will only be permitted where:*
 - i. *Accesses and works to the highway comply with the adopted standards of the Transport Authority;*
 - ii. *The development would not have a material detrimental impact on the functioning of the transport network;*
 - iii. *The proposals would not be detrimental to the safety of users of the transport network, including pedestrians and cyclists;*
 - iv. *The proposal would not generate regular movement of heavy goods vehicles (HGVs) on unsuitable roads or on roads without easy access to the Classified Highway Network; and*
 - v. *For non-residential uses or new dwellings on classified roads, off-street servicing would be provided.'*
 - TR4 – It is expected that developments will *'make full use of opportunities to improve access for cyclists to, from and within the development and to integrate cycling through the provision of new facilities. Development of new facilities for cycling, such as cycle hire points and cycle parking, will be acceptable.'*



- TR5 – ‘Development should provide car parking and cycle parking that is appropriate to the accessibility of locations within the Borough to sustainable transport facilities, particularly public transport.’
- 10% of communal car parking spaces within a residential and non-residential development be provided with EV charging points.

2.4.2 The proposed development has been designed in accordance with the above policies from the RBC Local Plan 2019. The proposals will provide cycle facilities for residents, staff and visitors to the development, and the levels of parking provisions will be appropriate given the Site’s accessible location.

Reading Borough Council Local Plan Partial Update – Consultation on the Pre-Submission Draft (Regulation 19), November, 2019

2.4.3 Reading Borough Council have undertaken a Partial Update to the Local Plan that was adopted in 2019, to ensure that the Plan is as up to date as possible to help achieve the development that best meets the Borough’s needs. The Update has not yet been formally adopted, as such it is the Pre-Submission Draft that is referenced below.

2.4.4 The Partial Update includes an update to the CR13b Forbury Retail Park allocation. The update removes Huntley Wharf from the allocation, on the basis that it has been delivered. The allocation covers Forbury Retail Park west (the Site) and Forbury Retail Park east. This is considered of importance to the proposed development, and as such, is detailed below. The update states:

“Site CR13b, Forbury Retail Park – This site would be the focus of the new residential community, and, alongside residential, additional retail, leisure and community uses at scale to serve the Kenavon Drive area would be appropriate. It should include a new area of open space. Implementing this policy may involve complete redevelopment or using new additional development to improve the existing urban form of the area. Some parts of the site are likely to be implemented in the long term.

Site size: 3.98 ha

Indicative potential: 870 – 1,300 dwellings, no net gain of retail

Declared Climate Emergency

2.4.5 RBC declared a climate emergency on 26th February 2019. The Council is developing strategies aimed at achieving net zero carbon by 2030.

2.4.6 The Development will be located in an accessible site in Reading by public transport and will provide excellent facilities for pedestrians and cyclists.

2.4.7 The development proposes residential car parking with a maximum capacity of 130 spaces within the basement car park, and additional retail and car club parking spaces at-grade. This is below the maximum allowed under Reading Borough Council Parking Standards. There will be car club spaces included at grade.

Reading Borough Council Local Transport Plan 4 2024-40 (LTP4)

2.4.8 RBCs Reading Transport Strategy 2040 was adopted in October 2024, replacing the previous Local Transport Plan 3.

2.4.9 The LTP4 vision for Reading *“is to deliver a sustainable transport system in Reading that creates an attractive, green and vibrant town with neighbourhoods that promote healthy choices and wellbeing. Future mobility options will enable everyone in Reading to thrive, enjoy an exceptional quality of life and adapt to meet future challenges and opportunities.”*



2.4.10 LTP4 has five objectives:

- *“Provide transport options to enhance quality of life, reduce emissions and improve air quality to create a carbon neutral town”.*
- *Create healthy streets to encourage active travel and lifestyles, improve connectivity to key destinations and increase personal safety.*
- *Enable sustainable growth and connect communities so that everyone can benefit from Reading’s success*
- *Promote the use of sustainable modes of transport by providing attractive alternatives to the private car and a transport network that is fast, affordable, connected, and resilient.*
- *Use technology to manage the network efficiently and allow informed travel choices, whilst enabling Reading to become a smart, connected town of the future”.*

2.4.11 The Site is in a highly accessible and sustainable location with public transport nodes within walking distance, including bus stops and Reading Railway Station. The Site is adjacent to Reading Town Centre, within walking distance of town centre locations and associated amenities. The development will promote sustainable modes of travel to its residents, staff and visitors through measures implemented prior to and during the occupation of Kings Meadow View.

Local Cycle and Walking Infrastructure Plan 2020 - 2030 (LCWIP) (adopted March 2020)

2.4.12 The LCWIP has been developed in line with the following objectives. These targets will be agreed upon and quantified through the emerging Local Transport Plan:

- Reducing the number of cars travelling into the town centre.
- Increasing the proportion of adults walking at least 3 times per week.
- Increasing the proportion of adults cycling at least 3 times per week.
- Increasing the number of people walking and cycling to the town centre.
- Reducing the number of cyclists and pedestrians injured on our roads.
- Increasing the number of schools with the Modeshift STARS accreditation to promote children cycling and walking to school.

Reading Borough Council Revised Parking Standards and Design Supplementary Parking Document (Adopted October 2011);

2.4.13 The parking SPD is written on the basis of providing a lower level of parking where sites are located in higher accessibility zones. The document includes four zones. The Kings Meadow View proposed development is located just into Zone 3 which would require 1.5 spaces per flat for a 1–2 bedroom flat. The accessibility zoning in the guidance is accepted as being rather simplified and in this location, adjacent to the town centre, would require an over provision of car parking which would not be appropriate . Through the original application submission it was agreed by RBC that applying their parking standards to this location would not be appropriate as it would fail to reflect the accessibility of the site. A much lower provision of parking was considered appropriate given the proximity to the town centre, railway station and bus network and that car club parking will be provided .

2.4.14 The approach to provide a lower level of parking is appropriate due to the accessible location for active travel and public transport and reflecting that there is not likely to be overspill parking arising and therefore no determinantal impact on highway safety. The approach to



provide much lower levels of parking than the standards state is similar to other sites in and adjacent to Reading Town Centre, such as the development of Huntley Wharf and Station Hill.

- 2.4.15 The neighbouring development at Huntley Wharf, directly southeast of the Site, agreed to provide 0.5 parking spaces per 1 – 2 bedroom flat and 1 parking space per 3-bedroom flat.
- 2.4.16 The Site will provide accessible parking of 3 disabled spaces or 5% of total capacity for each land use, whichever is greater.
- 2.4.17 The Class E levels of parking in the SPD are maximum of 1 space per 30 sqm . The proposals accord with (are less than) those maximum rates and reflect that a high proportion of the trade would be expected to come from the new residents of the flats and surrounding local land uses on foot.
- 2.4.18 The RBC cycle parking standards are displayed in **Table 2.1**. These minimum levels of cycle parking will be provided within the proposed development.

Table 2.1: Reading Borough Council Cycle Parking Standards

Size	Required No. of Parking Spaces
1-2 Bed Flat	0.5
3+ Bed Flat	1
Food Retail	1 space per 6 staff and 1 space per 300sqm

2.5 Summary

- 2.5.1 The proposed development is located in an area with high rail and bus accessibility and good walking and cycling access. The Site's parameter plans, prioritise pedestrians and cyclists and align with local and national policy objectives.
- 2.5.2 Furthermore, the development proposes residential car parking below the maximum permitted by Council parking standards, with car club spaces will be provided.
- 2.5.3 The Development is therefore considered to align well with key local, regional, and national transport policies.



3 Site in Context

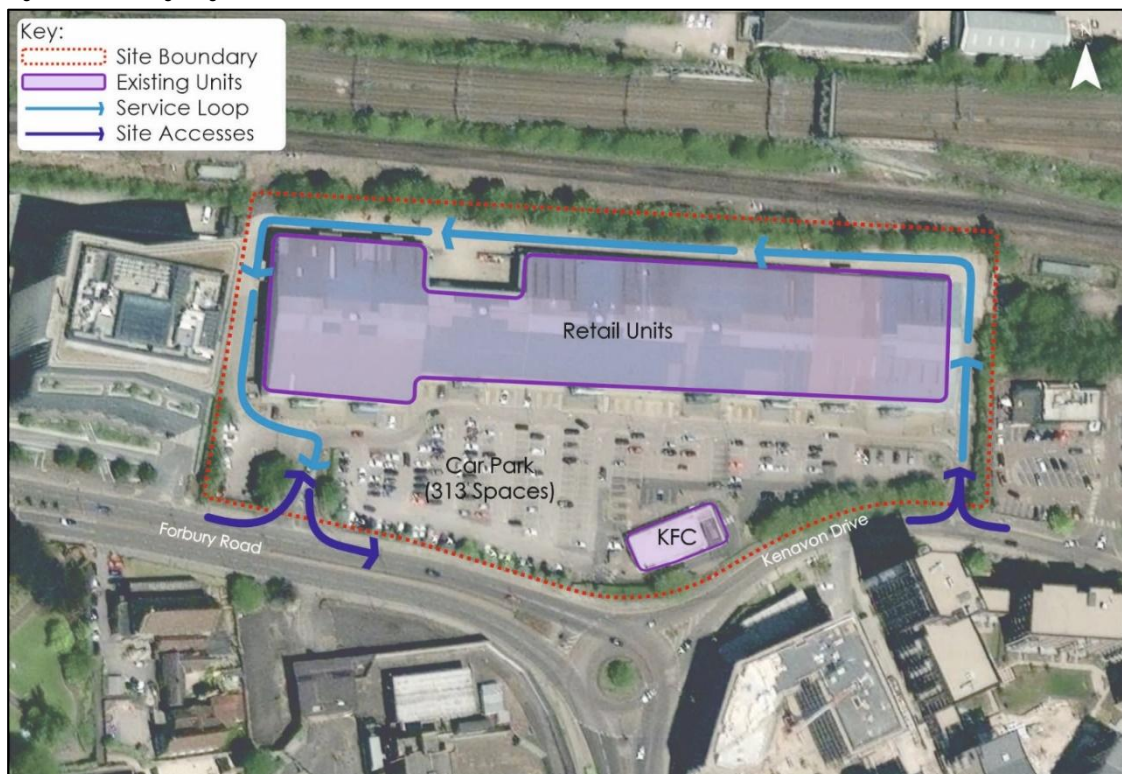
3.1 Overview

- 3.1.1 This section describes the current Kings Meadow View site, Forbury Retail Park, in the context of the existing land uses, access, car parking, delivery and servicing, and the Site's context in the RBC Local Plan.

3.2 Existing Land Uses

- 3.2.1 Forbury Retail Park was constructed initially under permission ref: 940008, approved in 1995, for 5,727 sqm of non-food retail warehousing with associated parking and landscaping. The standalone KFC unit was approved separately in 2015 under permission ref: 150085. Since the park's construction there have been a large number of planning applications relating to alterations at the park; these include applications for mezzanine areas, minor external alterations, and advertisement consents and these largely respond to occupier requirements.
- 3.2.2 The Kings Meadow View site comprises 9,700sqm of large-scale retail units (predominantly furniture stores), a 390sqm drive-thru KFC, a car parking area, and a servicing loop around the rear of the units. The existing site, in context with its land uses and access points, is shown in **Figure 3.1: Existing Kings Meadow View Land Uses and Access Plan**.

Figure 3.1: Existing Kings Meadow View Land Uses and Access Plan



3.3 Access

- 3.3.1 The Site has two access points, one located on Forbury Road and the other on Kenavon Drive, in the southwestern and southeastern corners of the Site, respectively.
- 3.3.2 The Forbury Road access at the southwest of the Site forms a left-in-left-out priority junction arrangement with a central pedestrian refuge island and a drop kerb. The junction provides

access and egress from the retail car park for cars, pedestrians and cyclists and also forms an exit for the servicing loop around the rear of the retail units.

- 3.3.3 The Kenavon Drive access southeast of the Site provides an entrance-only access and does not provide egress from the existing retail park. The junction provides access to the car park for vehicles and the entrance to the servicing loop. No formal pedestrian and cycle provision is made at this location, but a drop kerb is present, and there are separate steps from Kenavon Drive.

3.4 Parking

- 3.4.1 The Site has 313 unallocated car parking spaces, which serve retail park customers and the drive-thru restaurant. Of the total spaces, 17 are disabled, and 8 are parent/toddler spaces. In addition, there are four stands for motorcycles.
- 3.4.2 There are 21 cycle racks across the Site, which provide space for 42 bikes. There are 17 Sheffield Stands outside the retail units, and 4 Sheffield stands outside the KFC, which are sheltered.

3.5 Delivery & Servicing

- 3.5.1 The existing retail units are serviced along the northern boundary of the Site with a servicing loop provided around the rear. The servicing road is accessed through the Kenavon Drive entrance, and the egress is at the Forbury Road access. The KFC unit is serviced via a nearby parking area.

3.6 Existing Third-Party Access

- 3.6.1 The Site is subject to a number of covenants to provide a right of access to infrastructure, which is located either within or adjacent to the Site. The Site is subject to the following rights of access:
- **Network Rail** – Current right of access through the Site to the gated trackside compound located at the Site's northeast corner. The covenant specifies that Network Rail has a right of access to the servicing loop around the rear of the units and could therefore be accessed via either Forbury Road or Kenavon Drive.
 - **SSE** – Existing substation located at the Site's northeast corner has the right of access for maintenance vehicles to access and park. The covenant specifies there is a right of access to the servicing loop around the rear of the units and could therefore be accessed via either Forbury Road or Kenavon Drive.
 - **Thames Water** – A sewer runs below the existing car park area, which will be diverted to the north of the Site as part of the proposals. Thames Water has the right of access to undertake maintenance. This can be accessed via either the Forbury Road or Kenavon Drive access, depending on the location of the required maintenance.

3.7 Local Committed Developments

Reading Prison

- 3.7.1 The former Reading Prison is located south of Kings Meadow, bound north and east by Forbury Road, Reading Abbey Ruins to the west and the River Kennet to the south. The Huntley Wharf residential development is also to the east of Reading Prison. The former prison, on a plot of 1.44 ha, is a Grade II listed building. It was acquired in 2024 by Ziran Education Foundation, which plans to transform it into a museum and art-inspired hotel.
- 3.7.2 The RBC Local Plan was adopted in 2019. Reading Prison is allocated under Policy CR13 for the conversion of the prison into 65-90 dwellings, and for a use *“compatible with its heritage,*



which might include residential or student accommodation, commercial offices or a hotel, and should include some cultural or heritage element or related retail and leisure that draws in its significance.”

- 3.7.3 The RBC Local Plan (Partial Update) Pre-Submission Draft, dated November 2024, amends the Site’s allocation under Policy CR13a to *“approximately 10,000 sqm of mixed uses including cultural, leisure or heritage uses.”* The Local Plan review is expected to be at examination later in 2025.
- 3.7.4 Due to the updates to the Local Plan, the Reading Prison site is unlikely to be a residential development; instead, it will likely be a cultural centre. As such, travel demand will be off-peak.

Forbury Business Park & Kenavon Drive

- 3.7.5 The Forbury Business Park & Kenavon Drive are outlined in the Reading Local Plan as Policy CR13, located on the eastern boundary of Kings Meadow View. The potential size of the Site would be 2.07 ha, with indicative potential residential units between 190 – 285.
- 3.7.6 The RBC Local Plan (Partial Update) Pre-Submission Draft, dated November 2024, amends the allocation CR14 to 230-490 dwellings and primary healthcare. The Local Plan review is expected to be at examination later in 2025.

Gas Holder

- 3.7.7 The Gas Holder is a residential development 750m east of Kings Meadow, under Policy CR14d in the Reading Local Plan. The site has an indicative potential for 46-70 dwellings on 0.71 ha. It gained planning permission for 130 residential units, a mixture of private and affordable housing, utilising the existing connection at Alexander Turner Close for access to the site.
- 3.7.8 The Local Plan (Partial Update) Pre-Submission Draft, dated November 2024, amends the allocation to 130 dwellings.” The Local Plan review is expected to be at examination later in 2025.

3.8 Neighbouring Built Developments

Huntley Wharf

- 3.8.1 Across Kenavon Drive from the Site, the Huntley Wharf development has been built. It comprises 765 residential dwellings, ground-floor retail units, public realm improvements, and access to the River Kennet.
- 3.8.2 The Huntley Ward development contributed to the improvement of the informal crossing on the Kenavon Drive arm of the Forbury Road / Kenavon Drive roundabout. The improvements have been completed, including the provision of tactile paving and the widening of the central island, as shown in **Figure 3.2**.



Figure 3.2: Kenavon Drive Crossing (with Tactile Paving)



Forbury Place

- 3.8.3 Forbury Place is immediately adjacent to the Site to the west, and comprises two 8 storey office buildings, providing 41,209 sqm of office floorspace. The scheme has been built out and is currently occupied.

Housing to the East of Decathlon / McDonald's

- 3.8.4 The housing approximately 300m east of Forbury Retail Park, between the River Kennet and the railway lines, was permitted under two applications;
- 3.8.5 Application ref: 040521, was approved in October 2004 for 457 dwellings and ancillary community and retail accommodation. This comprises predominantly 3-4 storey buildings running along the River Kennet, with an outlook over the river for the majority of dwellings.
- 3.8.6 Application ref: 131280, was approved in December 2013 for 192 dwellings with associated parking landscaping and open space. This comprises the housing to the north of this residential area, along the railway lines. The buildings are mostly 2-3 storeys, with an increase in height on the west part of the site nearer the Decathlon, where the buildings range from 4-8 storeys.

4 Sustainable Access

4.1 Overview

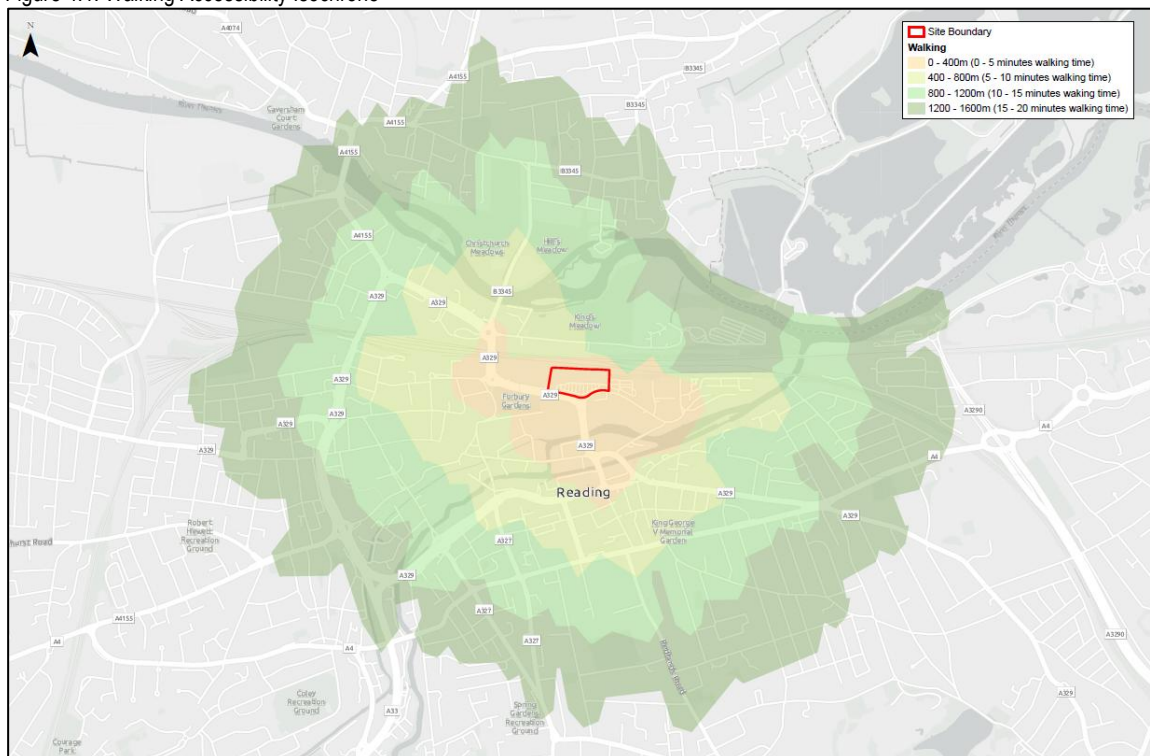
- 4.1.1 This section considers the Site's existing accessibility across sustainable modes of travel, such as access for pedestrians and cyclists, public transport services, including bus and rail routes, and local amenities in the surrounding area.

4.2 Active Travel

Pedestrian Network

- 4.2.1 The Site is in an accessible and sustainable area adjacent to Reading Town Centre. It is ideally located to encourage active travel for the residents due to the employment centres in the area.
- 4.2.2 **Figure 4.1:** Walking Accessibility Isochrone displays that within a 20-minute walk, residents can access the whole of Reading Town Centre, including Broad Street Mall and The Oracle, Caversham, transport nodes such as Reading Railway Station and town centre bus stops.
- 4.2.3 Several schools and employment areas, such as Thames Valley Park, Reading Berkshire Hospital and the University of Reading, are just beyond a 20-minute walking distance.

Figure 4.1: Walking Accessibility Isochrone



- 4.2.4 Footways are on both sides of Forbury Road and Kenavon Drive, leading to the extensive network within the town centre and along the River Kennet and Thames. The Napier Road underpass runs under the railway to the north of the Site, reducing severance between the two sides of the railway; access to this from the Site is provided along a footpath along the Site's eastern edge.

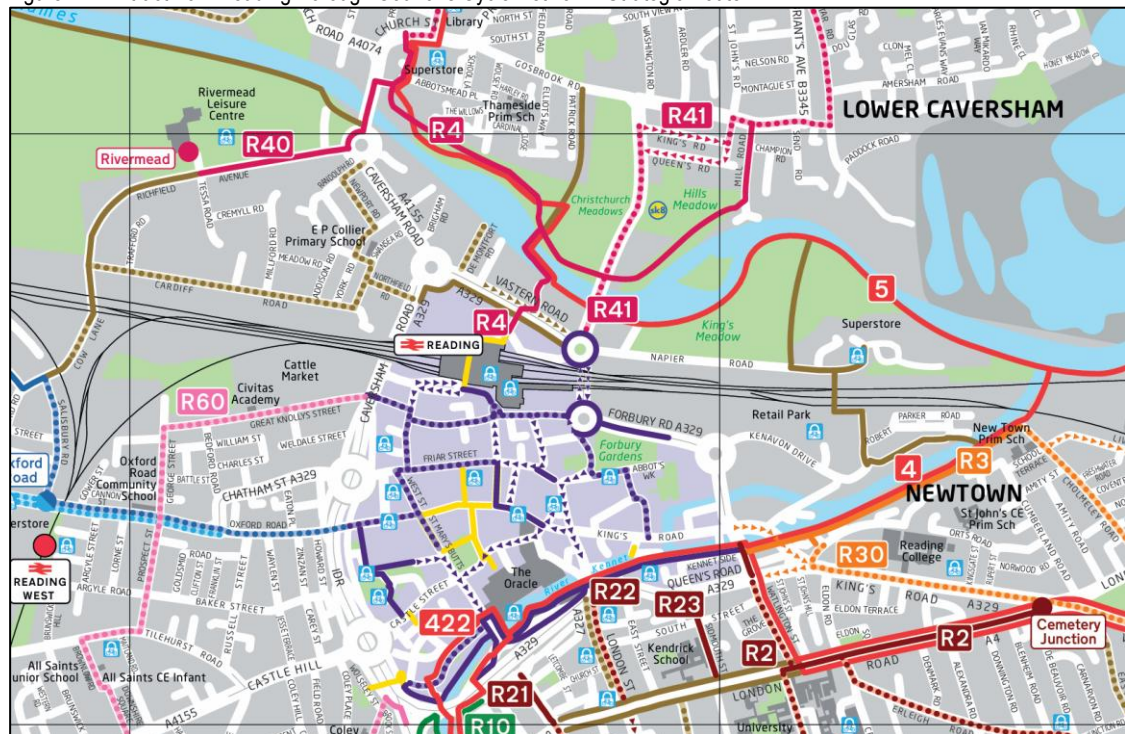
- 4.2.5 Both access points to the Site have informal drop kerbs, with a median island in the centre of the western access point. Across the SSE building entrance is a formal drop-kerb crossing point with tactile paving, a median island and directions to look for pedestrians on the floor.
- 4.2.6 There are two staggered pelican crossings with a central island and tactile paving, located c. 100m and c. 280m west of the western access point, providing passage across Forbury Road and Vastern Road, respectively. The Forbury Road crossing provides access to the town centre via Forbury Gardens. While, Vastern Road crossing provides access to public transport nodes, including Reading Railway Station and bus stops. Both crossings are on the desire line for those travelling to those destinations and are well-used by the existing employees and residents in the area.
- 4.2.7 Circa 100m east of the western access point at the junction with Forbury Road and Forbury Road / Kenavon Drive roundabout, there is an informal drop kerb crossing with a central island to allow passage across the dual carriageway. There is another informal drop kerb crossing point at the junction with Kenavon Drive and Kenavon Drive / Forbury Road roundabout.
- 4.2.8 As part of the Huntley Wharf development, a contribution has been secured to improve the crossing facility on the Kenavon Drive arm of the roundabout, c. 130m east of the western access, by providing tactile paving and widening the central island. These works have been undertaken.
- 4.2.9 A Walking Assessment has been undertaken to consider the active travel routes to local schools. This is included in **Appendix A**.

Cycle Network

- 4.2.10 The Site is located adjacent to Reading Town Centre, near the Town Centre Cycle Route (shown in purple below), which provides access to the town's cycle routes, including Routes 3, 4, and 60.
- 4.2.11 National Cycle Network Route 3 offers access to Woodley, Route 4 provides access to Caversham and NCN 5 and Route 60 connect to Southcote along with Route 50, granting access to several parks.
- 4.2.12 The National Cycle Network's Route 4 runs along the River Kennet, providing a route to the south of Reading and Sonning, while NCN 5 follows the River Thames to the north of the Site and into Caversham.
- 4.2.13 These routes connect to Reading's extended cycle network, consisting of a mix of traffic-free and on-road cycle routes. This network links the Site to Reading Town Centre and key destinations, including Reading Railway Station.
- 4.2.14 These routes can be seen in **Figure 4.2**.



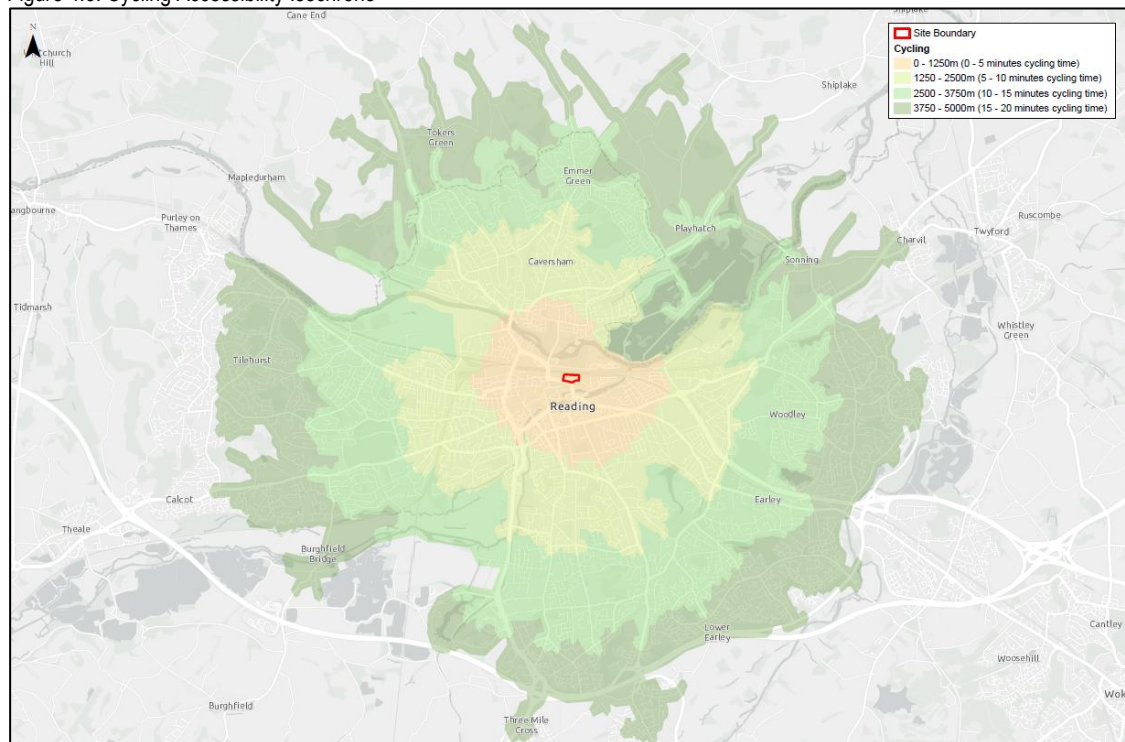
Figure 4.2: Extract from Reading Borough Council's Cycle Network - Strategic Route



Source: [Cycling - Reading Borough Council](#)

- 4.2.15 The Site's location means that within a 20-minute cycle, the Site can access Caversham, Sonning, Whitley Wood, Woodley and the employment centre within Reading. Multiple different types of schools are within a 20-minute cycling distance. Major employment centres are included in **Figure 4.3**, including the Royal Berkshire Hospital, Thames Valley Park, Green Park and Winnersh Triangle.

Figure 4.3: Cycling Accessibility Isochrone



4.3 Public Transport Network

Bus

- 4.3.1 Kings Meadow View is within a short distance of strategic bus routes that connect the Site with destinations across Reading Borough and beyond. Bus stops within walking distance of approximately 650m or an 8-minute walk, including those on Blagrove Street, Forbury Road, Kenavon Drive, Kings Road and Station Road. These services provide access to the wider region, including Bracknell, Newbury and Wokingham.
- 4.3.2 A summary of the local bus services serving these bus stops and other bus stops within a 650m radius of the Site is provided in **Table 4.1: Summary of Local Bus Services**.

Table 4.1: Summary of Local Bus Services

Service	Destinations (to/from)	Weekday services per hour	Saturday services per hour	Sunday services per hour
1 Jetblack	Newbury to Reading via Thatcham and Theale	2	2	1
2 / 2a Lime	Tadley to Reading via Mortimer and Burghfield	2	2	1
3 Leopard	Reading to Wokingham via Shinfield, Arborfield	4	4	2
4 / 4a Lion	Reading to Bracknell via Wokingham	4	4	2
5 Emerald	Reading to Whitley Wood	5	5	3
6 / 6a Emerald	Reading to Whitley Wood	5	5	2
9 Buzz	Green Park to Reading via Whitley Wood	1	1	0
10 Ruby	Reading to Kennet Island	2	2	2
11 Bronze	Central Reading to Coley Park	3	3	2
13 / 14 Orange	Woodley to Reading Station	2	2	1
17 Purple	Wokingham Road to Tilehurst via Reading	7	6	6
18 / 18a Buzz	Tilehurst to Kenavon Drive via Reading	1	1	1
19a / 19c Little Orange	Reading to Loddon Bridge via Earley	2	2	-
19b Little Orange	Reading to Earley	1	1	-
21 Claret	Reading to Lower Earley	4	4	3
22 Pink	Reading to Caversham Heights	1	1	-
23 Berry	Reading to Caversham Park	2	2	2



Service	Destinations (to/from)	Weekday services per hour	Saturday services per hour	Sunday services per hour
24 Berry	Wokingham Town Centre to Reading Town Centre	2	2	1
25 / 25a Pink	Reading to Peppard Common	2	2	1
26 Yellow	Reading to Calcot	4	4	2
28 / 28a Aqua	Reading to Henley via Caversham and Shiplake	2	2	1
29 Little Berries	Reading to Lower Caversham	2	2	1
127	Maidenhead to Reading via Twyford, Sonning and Woodley	-	0.5	-
128 / 129	Wokingham Town Centre to Reading Town Centre	1	1	-
X40	Oxford to Reading via Benson, Wallingford and Caversham	2	2	2
50 Greenwave	Reading to Green Park	4	2	-
500 Park & Ride	Reading to Winnersh Triangle P&R	4	4	-
600 / 650 Park & Ride	Reading to Spencers Wood / Mere oak P&R	4	4	1
850	High Wycombe to Reading via Marlow, Henley, Wargrave and Twyford	2	2	2

Source: [Reading Buses](#), [Oxford Bus](#) & [Carousel Buses](#) (Accessed July 2025)

- 4.3.3 The Site's accessibility to the town's bus services will encourage residents and visitors to use the bus.

National Rail

- 4.3.4 The Kings Meadow View development is close to Reading Railway Station, a national transport hub. Reading Railway Station is used by approximately 20 million passengers annually (2024) and is the second busiest interchange station outside of London.
- 4.3.5 Rail services from Reading Railway Station provide connections to the regional and national rail network, where the following train companies offer services to various destinations.
- **Great Western Railway** operate trains to destinations which include London Paddington, Slough, Basingstoke, Guildford, Gatwick Airport, Oxford, Hereford, Worcester, Bristol, 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 Western Trains** services Wokingham, Staines, Richmond, Clapham Junction, London Waterloo, Basingstoke, Winchester, Southampton, Portsmouth, and Brighton.



Elizabeth Line

- 4.3.6 Reading Railway Station is the Elizabeth line (Crossrail) service's western terminus. The service opened its full route in November 2022, providing four trains per hour during peak hours and two trains per hour during off-peak hours. The route connects to railway stations and key interchanges in central and east London, including Bond Street, Farringdon, and Canary Wharf.
- 4.3.7 The Site's proximity to Reading Railway Station, approximately a 650m walk from the western access, will allow residents to commute to London and the wider Thames Valley, including Reading Green Park, which opened in 2023. The railway also provides connectivity for leisure opportunities in London.

4.4 Local Facilities and Amenities

- 4.4.1 Kings Meadow View is located in an accessible and sustainable location adjacent to Reading Town Centre, which allows residents of the Site to access a wide range of amenities, including entertainment, healthcare and retail, the location of which can be seen in **Figure 4.4** and listed below:
- Transport Nodes (bus stops and Reading Railway Station)
 - Retail Parks
 - Supermarkets
 - Restaurants
 - Shops (The Oracle Shopping Centre)
 - ATM
 - Parks
 - River Kennet and the Thames



Figure 4.4: Local Facilities and Amenities



- 4.4.2 The proposed development is located in an accessible and sustainable location, with access to a wide range of local amenities that will serve the future residents, including green spaces in Forbury Gardens and Kings Meadow, retail offerings within the adjacent town centre, and in the neighbouring retail park and Huntley Wharf. Additionally, the Site is in proximity to multiple public transport nodes, with bus stops located within the Town centre and outside Reading Railway Station.
- 4.4.3 Further amenities are included in the development proposals of the Site; these will be detailed in **Section 6**.

5 Highway Network

5.1 Overview

- 5.1.1 Kings Meadow View is located adjacent to Reading Town Centre and is bounded by Forbury Road, Kenavon Drive and the associated roundabout to the south.

5.2 Local Highway Network

- 5.2.1 The section of Forbury Road on which the Site is situated, north of the roundabout, is part of the IDR (A329). It is a 30mph dual-carriageway, with a central reservation. Forbury Road provides access to the Town Centre, Caversham, and in turn, the IDR provides access to the A33 and then the M4.
- 5.2.2 Kenavon Drive is a single carriageway with a speed limit of 30mph. It leads to another section of Forbury Retail Park and residential developments.
- 5.2.3 The Forbury Road / Kenavon Drive roundabout is situated on the site's southern edge. It connects Forbury Road and Kenavon Drive, and the continuation of Forbury Road, which connects to Kings Road and Watlington Street.
- 5.2.4 The local highway network is shown in **Figure 5.1**.

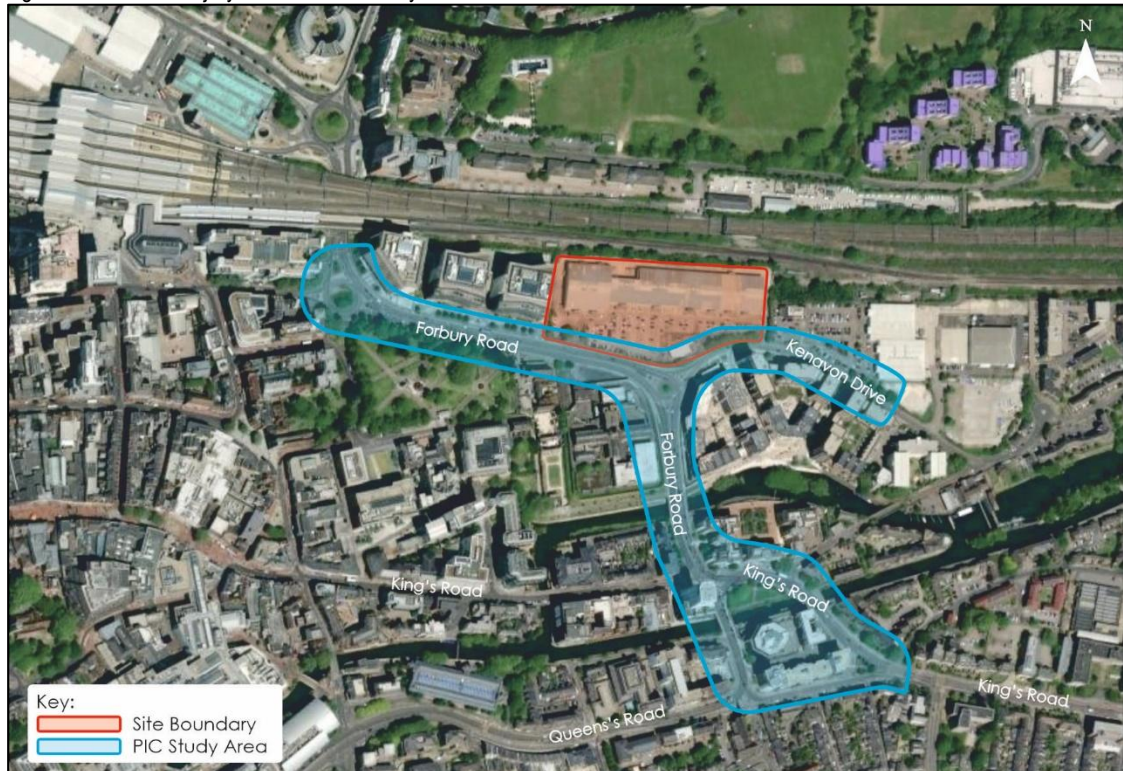
Figure 5.1: Local Highway Network



5.3 Personal Injury Collision Data

- 5.3.1 Stantec have obtained Personal Injury Collision (PIC) data for the study area illustrated in **Figure 5.2**. This corresponds with the local highway network surrounding the proposed development at Kings Meadow View. The PIC data has been obtained from the Crashmap website and carried out for the most recent 5-year period of available data.

Figure 5.2: Personal Injury Collision Data Study Area



5.3.2 The available data shows that between 1st January 2019 and 31st December 2023. It is acknowledged that a period of this data will be impacted by the COVID pandemic, principally between March 2020 and March 2021. There were 28 slight, six serious and zero fatal collisions within the above study area. Collisions were distributed as shown in **Table 5.1**.

5.3.3 Collisions are categorised based on the severity of the casualty injury: slight, serious, and fatal. These definitions are provided below, taken from the 2004 DfT document entitled 'Stats 20: Instructions for the completion of Road Accident Report'.

- **Slight:** Injuries of a minor nature, such as sprains, bruises, or cuts not judged to be severe, or slight shock requiring only roadside attention (medical treatment is not a pre-requisite for an injury to be defined as slight);
- **Serious:** Injuries for which a person is detained in hospital, as an in-patient, or any of the following injuries, whether or not a person is detained hospital; fractures, concussion, internal injuries, severe cuts and lacerations, severe general shock requiring medical treatment and injuries which result in death 30 days after the collision. The serious category, therefore, covers a very broad range of injuries; and
- **Fatal:** Injuries which cause death either immediately or any time up to 30 days after the collision.

Table 5.1: PIC Data Distribution

Location	Slight	Serious	Fatal	Total
Forbury Road / Vastern Road Roundabout	1	1	0	2
Forbury Road	8	0	0	8
Forbury Road / Kenavon Drive Roundabout	3	0	0	3
Kenavon Drive	1	0	0	1
Forbury Road / Kings Road / Watlington Street Junction	4	1	0	5
Kings Road / Gas Works Road Junction	3	0	0	3
Kings Road / Queens Road Junction	4	0	0	4
Queens Road / Watlington Street Junction	3	2	0	5
Watlington Street / Kennet Side Junction	1	0	0	1
Total	28	4	0	32

Source: [CrashMap - UK Road Safety Map](#) (Accessed: July 2025)

- 5.3.4 **Table 5.1** shows that the accidents are spread across the PIC survey area, with 25% occurring along Forbury Road, 16% occurring at Forbury Road / Kings Road / Watlington Street Junction, and 16% at Queens Road / Watlington Street Junction.

Vulnerable Road Users

- 5.3.5 **Table 5.2** displays the severity and location of casualties that injured vulnerable road users (Pedestrians and Cyclists).

Table 5.2: Vulnerable Road User Casualties

Location	Slight		Serious	
	Pedestrians	Cyclists	Pedestrians	Cyclists
Forbury Road / Vastern Road Roundabout	0	1	0	1
Forbury Road	2	3	0	0
Forbury Road / Kenavon Drive Roundabout	0	2	0	0
Kenavon Drive	1	0	0	0
Forbury Road / Kings Road / Watlington Street Junction	0	3	0	0
Kings Road / Gas Works Road Junction	0	2	0	0
Kings Road / Queens Road Junction	2	0	0	0
Queens Road / Watlington Street Junction	0	0	2	0
Watlington Street / Kennet Side Junction	0	0	0	0
Total	5	11	2	1

- 5.3.6 As seen in **Table 5.2**, 16 of the total 28 slight accidents resulted in pedestrian/cyclist casualties, and three of the four serious accidents resulted in pedestrian/cyclist casualties.

- 5.3.7 **Table 5.3** presents the severity of casualties by year during the period between 2019 – 2023.



Table 5.3: Casualties by Year

Year	Slight	Serious	Fatal	Total
2019	7	2	0	9
2020	4	0	0	4
2021	5	1	0	6
2022	5	1	0	6
2023	7	0	0	7
Total	28	4	0	32

5.3.8 **Table 5.3** shows that the number of incidents in the study area has a flat profile, with a peak in 2019 of 9 and a low in 2020 of 4, most likely due to reduced travel due to COVID. Between 2021 and 2023, there was a slightly higher level of 6 -7 casualties a year.

5.3.9 In light of **Tables 5.1 – 5.3**, it is considered that there are no road safety issues within the highway network in the vicinity of the Site that should be a concern to RBC, and the proposed development application would not materially impact that.

5.4 Existing Traffic Flow

5.4.1 IDASO conducted a suite of surveys on June 26th and 28th, 2025, to understand the movements of the existing Forbury Retail Park, Vastern / Forbury Road Roundabout and Forbury Road / Kenavon Drive Roundabout. The existing traffic flow for Forbury Road and Kenavon Drive is shown in **Table 5.4**, while the survey outputs are contained in **Appendix B**.

Table 5.4: Existing Traffic Flows (26th June 2025)

Road	AM Peak (08:00 – 09:00)	PM Peak (17:00 – 18:00)
Forbury Road - Eastbound	930	1,019
Forbury Road - Westbound	699	889
Kenavon Drive – Westbound	172	229
Kenavon Drive - Eastbound	137	298

5.4.2 **Table 5.4** displays that the flows along Forbury Road (Eastbound) are consistent across the peak hours, while westbound is quieter in the AM Peak with greater flows in the PM Peak. There is a greater flow along Kenavon Drive in the PM peak hour than in the AM peak hour. Kenavon Drive is notably quieter than the Forbury Road, part of the IDR, because Kenavon Drive is not a thorough route to other destinations.



6 Development Proposals

6.1 Overview

- 6.1.1 This section outlines the development proposals at the Kings Meadow View, as part of the outline planning permission, seeking to demolish the existing retail and restaurant unit and construct up to 700 residential flats (Class C3) and up to 3,000sqm GEA commercial floorspace (Class E), including other small commercial facilities (assessed as a food store in this report). This Chapter discusses the proposals for the residential and commercial uses separately for ease and to explain each element.
- 6.1.2 The development proposals have been refined and amended in line with RBC's comments on the previous scheme. The revised scheme differs from the previous on the following basis:
- A reduction to up to 700 flats;
 - A reduction to up to 3,000sqm GEA of Class E land use;
 - Further controls to limit the Class E land use for retail use;
 - Amended site access designs (narrowing of western access and widening of eastern access, and removal of TPO tree in line with RBC's response);
 - Pedestrian crossing shifted to better connect Kings Meadow View with Huntley Wharf;
 - A reduced basement / number of parking spaces for the residential parking;
 - Indicative cycle route from east access to west access, integrated with existing cycle provision; and
 - Amended servicing route and associated tracking drawings provided.
- 6.1.3 The scheme has been developed with Parameter Plan 14 - Proposed Servicing & Access, ref. 18111-SQP-ZZ-GF-DR-A-PL00014 submitted as part of this outline planning application. This outlines the location of the buildings, car parking, movement routes, and servicing areas.

6.2 Class E Land Uses

- 6.2.1 RBC raised concern over the nature and scale of the Class E land uses within the proposal. The scale of this provision has been reduced by 2,500sqm GEA, from 5,500sqm to 3,000sqm, in the amended proposals. In addition, in response to the post-application feedback on the original outline application on the wide range of what would be permitted by a Class E land uses, ranging from retail to sports to health to employment to a creche. This has been recognised in the amended proposed scheme, given that the development is residential-led and therefore the type of Class E uses are intended to be complementary retail or community uses and not significant generators of travel demand in their own right. To better define this element of the proposals at this outline planning application stage, the applicant is content for RBC to attach a condition on the planning consent, to restrict the Class E sub-classes as set out in **Table 6.1**.



Table 6.1: Proposed Control of Class E Land Use

Class E Land Use	Included or excluded by Condition
E(a) Display or retail sale of goods, other than hot food	Included
E(b) Sale of food and drink for consumption (mostly) on the premises	Included
E(c) Provision of: E(c)(i) Financial services, E(c)(ii) Professional services (other than health or medical services), or E(c)(iii) Other appropriate services in a commercial, business or service locality	Included
E(d) Indoor sport, recreation or fitness (not involving motorised vehicles or firearms or use as a swimming pool or skating rink)	Excluded
E(e) Provision of medical or health services (except the use of premises attached to the residence of the consultant or practitioner)	Excluded
E(f) Creche, day nursery or day centre (not including a residential use)	Excluded
E(g) Uses which can be carried out in a residential area without detriment to its amenity: E(g)(i) Offices to carry out any operational or administrative functions, E(g)(ii) Research and development of products or processes E(g)(iii) Industrial processes	Excluded

Cycle Connections

6.2.2 In response to the previous outline submission for Kings Meadow View, RBC commented that

“provision of the cycle facility within the site is accepted in principle but to ensure a continuous link to the east the internal cycle facility must re-join the footway that runs along Kenavon Drive prior to the eastern site entrance and this is likely to result in the loss of at least one tree. The design of this link therefore requires careful consideration and design.”

6.2.3 The updated outline scheme has been developed to provide good cycling facilities. A new route through the Site is proposed, as shown within Parameter Plan 14 - Proposed Servicing & Access, ref. 18111-SQP-ZZ-GF-DR-A-PL00014. This will route between the east and west site accesses, and route north of the TPO trees, although one TPO tree will have to be removed to facilitate the indicative cycle route and changes to the eastern access junction.

6.2.4 The new route and cycle access details will be designed and detailed at the appropriate Reserved Matters stage, taking guidance into consideration. However, the principles of the provision for cycling are established within the outline application, as set out within the Design Code and Parameter Plan, namely Parameter Plan 14 - Proposed Servicing & Access, ref. 18111-SQP-ZZ-GF-DR-A-PL00014. The details of the internal site layout will follow at the Reserved Matters stage. Drawing 50582-STN-HGN-SW-DR-CH-0011-P02 in **Appendix C** illustrates how the indicative cycle route could be delivered in accordance with the Parameter Plans, displaying a connection that will be made to the shared footway/cycleway along the northern edge of Forbury Road, routing north of the TPO trees. The eastern connection will require the removal of one TPO tree west of the eastern access. Further details will be provided via the reserved matters application.



Servicing

- 6.2.5 The commercial and residential uses will be serviced from the eastern access, maintaining, in part, the existing servicing access arrangement. Servicing vehicles will exit and enter through the eastern access. The servicing vehicle swept path analysis is contained in **Appendix D**.

Vehicular Accesses

- 6.2.6 The proposals include two vehicular access points, one on Forbury Road, the western access point, and another on Kenavon Drive, the eastern access point.
- 6.2.7 The western access point will remain a left-in and out junction, with the width of the bell mouth being reduced, in line with RBC comments to the previous scheme, and provided with improved crossing facilities. This will provide access to the car parks. As such, the existing access point width is greater than required; the reduction enhances the safety for pedestrians crossing the access point, shown in **Appendix E**. The 130 space residential basement car park is accessed through the western access point and through the eastern edge of the 53 space at-grade commercial car park and down a ramp underneath it. This is shown in the outline planning application parameter plan, 'Parameter Plan 14 - Proposed Servicing & Access, ref. 18111-SQP-ZZ-GF-DR-A-PL00014'.
- 6.2.8 The eastern access point is proposed to be modified from an entry-only junction to an entry and exit access point, providing access to the service road along the Site's eastern and northern edges. The principle of changing the use of this access junction is agreed with RBC.
- 6.2.9 The proposed access width has been increased to allow for two-way vehicle movements, as shown in **Appendix F**. This service road will allow all necessary vehicles to access the residential section of the Site, which includes servicing vehicles and car club cars.
- 6.2.10 The existing access is inbound only and the proposals will make the eastern access two-way. RBC have requested that this access be widened to better accommodate servicing vehicles. In order to accommodate access and egress for the largest servicing vehicle (12m rigid truck) and refuse collection vehicles, the bellmouth width of the access junction has been widened to 8.5m and the radii of the junction increased. The ability to undertake widening of the access junction to the east is constrained by existing underground HV cables in the eastern verge that serve the sub station and need to be retained and are subject to a restrictive covenant. As such, the access has been widened solely to the west. The widened access means that two of the easternmost of the trees within the TPO group on the site frontage will be required to be removed for the construction of the access. The amended access proposals address comments raised by RBC and are considered to provide a suitable, appropriate and safe means of accessing the site.

6.3 Residential Access & Servicing

Pedestrian & Cycle Access

- 6.3.1 The Site benefits from being located adjacent to Reading Town Centre in an accessible and sustainable location. This provides an opportunity to tie the Site's layout into the existing active travel network. A cycle path will run along the Site's internal southern edge. The western access point will be improved to allow pedestrians and cyclists to access the Site. The eastern connection will require the removal of one TPO tree west of the eastern access.
- 6.3.2 Only service vehicles and car club vehicles will be able to access the majority of the Site as the main parking areas for the retail and basement car park are separate from the residential blocks.
- 6.3.3 A lift will be installed in the residential car park for accessible access to the parking facilities.
- 6.3.4 The details of the on-site access will be addressed through the Reserved Matters applications, in accordance with the Design Code. The illustrative layout demonstrates how access



between the residential blocks and the routes to the town centre and neighbouring land uses can be delivered.

Cycle Parking Provision

- 6.3.5 The outline application proposes cycle parking at the ground level of the proposals in cycle stores, which could contain a mixture of two-tier racks and Sheffield Stands. Details of the cycle parking will be designed and detailed at the appropriate Reserved Matters stage, with due consideration of guidance. The cycle parking provision will be in accordance with the standards presented in **Table 2.2**, with a maximum of 600 cycle parking spaces to be provided as presented in **Table 1.1**.
- 6.3.6 Sheffield Stands will be provided for visitors to use in the public realm of the residential section of the Site; the number and location will be handled as part of the reserved matters application.

Emergency Access

- 6.3.7 Emergency vehicles can access the Site through the western or eastern access points. The residential section through the eastern access point. Emergency vehicles can access the Site's internal paths through the service route, which has been designed to minimise the distance between the emergency vehicles and the residential tower blocks.

Delivery and Servicing

- 6.3.8 The residential section will be served via the eastern access, with dedicated servicing areas along the southern edge of the service road. When required, servicing vehicles can access the public realm to service the southern row of blocks; the Estate Management Team will control and manage this.
- 6.3.9 The servicing areas will accommodate a refuse collection undertaken by RBC refuse teams. Turning areas are provided between the row of residential blocks along the service road's southern edge. The servicing arrangement shows vehicles travelling westbound / southbound stopping at the NE corner of the Site to give priority to any vehicles travelling northbound / eastbound into the Site. Give Way road signage will be implemented to support this priority movement. The swept path analysis for the servicing vehicles is contained within **Appendix D**.

Car Parking Provision

- 6.3.10 RBC have agreed that the Site is in an appropriate location for a reduced level of residential car parking. The previous scheme proposed up to 200 spaces for up to 820 units, a ratio of 0.24 spaces per unit. The proposed scheme proposes providing a maximum of 130 spaces for up to 700 units, a ratio of 0.19 spaces per unit, a reduction of c. 21%. Along with this, RBC agreed to the provision of car parking below standard due to the lack of available long-stay parking in the site's immediate vicinity, which would ensure no overspill parking occurs. These controls would also ensure that no overspill parking occurs for this updated scheme
- 6.3.11 The basement car park would provide a maximum of 130 residential car parking spaces; this parking is not intended to be available for Class E use. Residential car parking is to be provided in a basement car park. The Parameter Plan 14 - Proposed Servicing & Access, ref. 18111-SQP-ZZ-GF-DR-A-PL00014 allows for 130 parking spaces, with a 300mm gap between rows of parking bays to accommodate EV Charging points for all spaces.
- 6.3.12 At-grade car club parking bays will enable residents to travel more sustainably. As requested by RBC, these will be provided in a central location within the development to ensure they are an attractive and accessible option for residents.
- 6.3.13 Visitor parking is not proposed, given the Site's close proximity to the railway station and bus services. A review of visitor parking in recently approved residential planning applications in



and adjacent to the Town Centre has been completed. **Table 6.2** summarises the sites examined.

Table 6.2: Visitor Parking Review

Address	Decision Date	Planning Ref.	Visitor Parking
55 Vastern Road (RG1 8BU)	Mar-22 (Appeal)	3276463	This application refers to RBC Zone 1 car parking standards and does not propose visitor car parking. The site is located in RBC Zone 2.
97a – 117 Caversham Road	Sep-23	221324	This application site is located in RBC Zone 2 but agreed to lower car parking provision at the pre-application stage. No dedicated visitor parking was agreed.
Norman Place	<i>pending</i>	PL/24/0958	RBC have agreed that the proximity of the site to Zone 1 and its accessibility mean a reduced level of parking provision is acceptable. No dedicated visitor parking has been proposed.
115 Chatham Street	Dec-21	210349	This application refers to the Q-Park Car Park at Chatham Place for further parking. No dedicated visitor parking provision was agreed.
Clarendon House 59 – 75, Queens Road	Feb-19	180909	This application proposed no visitor parking and states that visitors wishing to drive to the site can park in a public car park.
Napier Court, Napier Road	<i>pending</i>	PL/24/0846	This pending application does not propose visitor car parking. RBC have agreed to a lower provision of parking than their standard due to the highly sustainable location and extensive local parking restrictions

- 6.3.14 Based on the information presented in **Table 6.2**, the approach not to provide visitor car parking is justifiable and in accordance with other residential applications.

6.4 Commercial Floorspace Access & Servicing

Pedestrian & Cycle Access

- 6.4.1 The public realm within the Site will connect the retail and residential elements, providing passage between the land uses for new residents. Pedestrians and cyclists will use the western access point to access the commercial section of the Site, which has been reduced in width, improving safety when crossing the access point.

Cycle Parking Provision

- 6.4.2 The proposed development will provide cycle parking in accordance with the standards presented in **Table 2.2**. The staff cycle parking provision will be within the building's footprint, in a cycle store containing either Sheffield Stands. While customer cycle parking will be provided near the entrance of the proposed food store
- 6.4.3 Sheffield Stands will be provided for visitors of the ground-floor commercial units to use in the public realm of the residential section of the Site; the number and location will be handled as part of the reserved matters application.

Vehicle Access



- 6.4.4 The commercial car park and the residential basement car park will be accessed through the western access point, a left-in / left-out junction.

Emergency Access

- 6.4.5 Emergency access to the commercial section of the proposed development will be provided through the western access point, although emergency access through the eastern access point is permitted. See Parameter Plan 14 - Proposed Servicing & Access, ref. 18111-SQP-ZZ-GF-DR-A-PL00014 submitted as part of this outline planning application.

Delivery and Servicing

- 6.4.6 Delivery to the commercial floorspace will be provided through the eastern access point, along the service road to the rear of the commercial unit, where there will be a servicing area. This servicing area will provide space for the vehicles to turn, manoeuvre, and exit through the eastern access point; the delivery time will depend on and be coordinated by the unit's occupiers. See Parameter Plan 14 - Proposed Servicing & Access, ref. 18111-SQP-ZZ-GF-DR-A-PL00014 submitted as part of this outline planning application.
- 6.4.7 The swept path analysis for the servicing vehicles is contained within **Appendix D**.

Car Parking Provision

- 6.4.8 The parking for the Class E use would service the proposed new food store located at grade adjacent to the store. The Parameter Plan 14 - Proposed Servicing & Access, ref. 18111-SQP-ZZ-GF-DR-A-PL00014 allows for 53 car parking spaces, a ratio of 1 space per 30sqm, at grade. The proposed store's nature and scale would make it well-used for day-to-day top-up shopping and servicing the needs of the new residents and those in neighbouring sites (as identified in the site allocation).
- 6.4.9 The TRICs database includes several discount food retail sites with parking levels and levels of parking accumulation comparable to the proposed Class E floorspace. At Kings Meadow View, the proposed store will provide for the shopping needs of the Site's residents and local residents, most of whom will not have a car and are likely to welcome this amenity, conveniently located to them. Given the scale of new housing, which is a short distance from the Site, and the level of car parking provision, it is very likely that residents will access the store mainly on foot.
- 6.4.10 The new food store is planned to operate as a neighbourhood store serving the needs of new and existing residents. As such, the travel patterns to the store would be expected to be local and on foot / by bicycle. The store is much smaller than the larger Tesco Extra on Napier Road, which will likely remain more attractive for those in the car who want to make larger shopping trips. The proposed scale of car parking is considered appropriate given the proposals' scale and retail catchment.

6.5 Provision of New Local Facilities

- 6.5.1 The western portion of the Site will include a new food store. This will provide an accessible facility for the residents of the proposed development at Kings Meadow View and the surrounding (and expanding) community, along with the several small commercial units on the ground floor of East Blocks 2 – 4. The proposed development may also deliver smaller scale food and drink / commercial service units.
- 6.5.2 The Site is proposed to contain car club spaces within the public realm surrounding the residential blocks, reducing the reliance on private car ownership and promoting sustainable modes of transport. The Framework Travel Plan will promote the car club to the Site residents. The car club will also be accessible to the surrounding local community. This will reduce the reliance on private car ownership and promote sustainable modes of transport.



6.6 Retention of Third Party Rights Access

- 6.6.1 The planning applications respects covenants to provide access across the Site.

Network Rail

- 6.6.2 The Network Rail gates compound in the Site's northeast corner will be accessed and egressed via the eastern access point. Vehicles will enter the Site and pass through the proposed delivery and servicing area to manoeuvre through Network Rail's gated access. The access and egress swept path of a 7.5t box van (8.0m length) and a 12.5m rigid HGV has been assessed.

6.6.3 SSE

- 6.6.4 Access to the SSE substation follows the same principles of access for Network Rail, compounded with access and egress via the Kenavon Drive access and then manoeuvring through the proposed delivery and servicing area. Adequate, clear space adjacent to the substation has been proposed to allow maintenance vehicles to park unobstructed.

6.6.5 Thames Water

- 6.6.6 As part of the Site's development proposals, the existing Thames Water sewer that runs across the existing car parking area south of the Site will be diverted along the Site's northern boundary, running underneath the northern maintenance road north of the Site boundary. The emerging plan for the sewer diversion is demonstrated in Parameter Plan 04 Proposed Sewer Location 18111-SQP-ZZ-GF-DR-A-PL00004.

- 6.6.7 The third-party access requirements are not regular occurrences, but rights of access for operational / emergency purposes only. The irregularity of such access requirements is not considered a matter for the Transport Assessment's consideration.

- 6.6.8 The Parameter Plans acknowledge that access to these points will be required and maintained. Future Reserved Matters applications will ensure these are respected and provided.

6.7 Off-site Infrastructure Improvements

Forbury Road Crossing

- 6.7.1 The possibility of additional pedestrian crossings across Forbury Road was investigated during the scoping of the previous application with RBC. Stantec concluded that there was no justification or need for such further crossings given the existing crossings, which are on the main desire lines for both the town centre and the railway station. Any new crossing of Forbury Road would have been compromised by the constraints on Forbury Road, which include heritage features retained within the central reserve.
- 6.7.2 Stantec has concluded that no additional pedestrian crossings on Forbury Road would be suitable or deliverable.
- 6.7.3 A new crossing is proposed on Kenavon Drive, which is deliverable and provides a more beneficial provision connecting from the site via Huntley Wharf to the routes along the canal. This crossing would also serve Huntley Wharf residents crossing Kenavon Drive to access the new food store.



Kenavon Drive Crossing

- 6.7.4 A pedestrian crossing is proposed to improve accessibility to and from Kings Meadow View on Kenavon Drive, connecting Kings Meadow View to Huntley Wharf, shown in **Appendix G**. This will allow residents of Huntley Wharf to access the amenities provided in Kings Meadow View, including the commercial units, and the same applies for residents of Kings Meadow View. This will reduce the requirement for residents of Huntley Wharf to take car trips to a food store and instead be able to walk to the proposed food store in Kings Meadow View. The crossing will also enable Kings Meadow View residents to access amenities beyond Huntley Wharf, in addition to the active travel infrastructure along the canal frontage.
- 6.7.5 The Kenavon Drive crossing is proposed to enable residents to access amenities within Huntley Wharf and beyond.
- 6.7.6 RBC previously welcomed the new crossing but stated the Highway Authority's view that it should be located further west so as to better establish a desire line between Kings Meadow View and Huntley Wharf. The crossing proposed as part of the updated scheme reflects this comment and is located further west.

6.8 Travel Planning

- 6.8.1 A Residential Framework Travel Plan has been prepared as part of the application to maximise opportunities for future residents of the flats to travel to the Site sustainably.
- 6.8.2 The Travel Plan has set targets to reduce the modal share of car driver trips and increase the modal share of active travel and public transport modes. This will be achieved by implementing measures to increase access and awareness of sustainable transport modes and providing access to car club spaces on-site to reduce the reliance on private car ownership. An action Plan will outline the measures, actions and responsibilities for each.

6.9 Summary

- 6.9.1 The scheme has been developed within the movement parameter plan, namely Parameter Plan 14 - Proposed Servicing & Access, ref. 18111-SQP-ZZ-GF-DR-A-PL00014, submitted as part of this outline planning application. The parameter plans outline the placements of buildings, car parking and movement routes.
- 6.9.2 The outline consent and parameter plans approach seeks to determine some principles around how the Site will be developed, particularly the Site access principles. Further details will be designed and submitted at the appropriate Reserved Matters stage, having due consideration to guidance. The following principles have been sought to be determined:
- The indicative cycle route to the southern part of the Site that links the east and west site accesses is proposed. This is in line with RBC's response:
 - A new crossing is proposed to link Kings Meadow View to Huntley Wharf, enabling residents of both developments to access the local amenities. This has been relocated west, in accordance with RBC's response, to reflect the anticipated desire line better;
 - The proposed residential cycle parking is to be provided at the ground floor level of residential blocks, and staff cycle parking is to be provided at the ground floor level of the commercial floorspace. Visitor cycle parking will be provided at-grade;
 - The residential units are to provide a low level of car parking. This provision would be accommodated within a basement, located in the western flank of the Site. The discount food store retail space would have a dedicated at-grade car parking provision. Both car parks would be accessed from a left-in / out junction on Forbury Road. The bellmouth has been reduced in width as part of this scheme to improve the crossing facilities for pedestrians and cyclists;



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- Six car club spaces are to be provided externally to the basement. These are proposed to be in a central location in the Site to ensure ease of access;
- The proposed servicing access is via the widened eastern access. The proposed widened access would accommodate two-way vehicles; and
- Emergency access is permitted via both vehicular accesses, with the commercial section provided through the western access point and the residential section provided through the eastern access.



7 Travel Demand Analysis & Highway Impact

7.1 Overview

- 7.1.1 This section assesses the estimated person travel demand associated with the existing and proposed development and compares these to understand the net change. From these estimations, the highway impact has been assessed to demonstrate the change in car trips.

7.2 Assessment Methodology

- 7.2.1 The trip generation assessment for the existing Forbury Retail Park has been completed via surveys conducted on a weekday (26th June 2025) and a Saturday (28th June 2025) at Forbury Road and Kenavon Drive access points. This has been done to obtain a baseline against which the proposed development can be compared. The surveys captured vehicle movements into Forbury Retail Park, which included cyclists, motorcycles, cars, LGVs and HGVs.
- 7.2.2 The proposed development's likely person trip generation has been assessed using the TRICS industry-standard database (v.7.11.4). Person trip rates have been extracted from comparable survey sites, and person trips are derived from these.
- 7.2.3 The trip generation assessment has been conducted to understand the busiest travel periods, the weekday AM (08:00 – 09:00) and PM (17:00 – 18:00) peaks.

7.3 Existing Development Trip Generation

- 7.3.1 A survey was conducted on June 26th 2025, to understand the trip generation of Forbury Retail Park, which consists of furniture shops. The Site has two entrances, both of which were surveyed.
- 7.3.2 **Table 7.1** presents the car trip generation associated with Forbury Retail Park (with servicing vehicles discussed later in this Section).

Table 7.1: Forbury Retail Park Car Generation

Time Period	Arrivals	Departures	Two-Way
AM Peak (08:00 – 09:00)	11	7	18
PM Peak (17:00 – 18:00)	56	54	110
Daily (07:00 – 19:00)	640	592	1,232

- 7.3.3 It should be noted that the surveys of the baseline existing retail park reflect seasonal and operational travel patterns, as below, which are inherent in the results but could change if surveyed at different times of the year or if tenancies were to change:
- During the AM Peak, the KFC drive-thru is not open and does not serve breakfast. No planning condition would prevent the unit from opening before its current time (10:00am). If this were occupied by a different restaurant that serves breakfast, it would be expected that the trip generation would be greater.
 - The period surveyed is not expected to be the season for peak trip generation for a collection of furniture stores, as there are no sales and people are likely saving/spending money for the summer holiday period. However, a greater generation would be expected around Autumn and the holiday period, coinciding with the typical moving period and sale period.



7.4 Proposed Development Trip Generation – Person Trips

- 7.4.1 The likely trip generation associated with the proposed development has been estimated by deriving trip rates from comparable survey sites extracted from TRICS using the following criteria.

Residential Flats (Class C3)

- 7.4.2 The proposals include up to 700 flats. No survey sites were available for the Saturday peak period assessment; therefore, this has been carried out only for the Weekday AM and PM peak periods.

- **Land Use:** C3 Residential / C – Flats Privately Owned
- **Regions:** England Only (excluding Greater London)
- **Location Types:** Edge of Town Centre, Edge of Town and Suburban Area
- **Survey Date:** 01/01/16 to 02/10/23
- **Size:** 6 to 184 Units (Actual Range of Selected Sites: 24 to 135 Units)
- **Survey Days:** Weekdays Only

- 7.4.3 Based on the above criteria, four survey sites were extracted from TRICs for Private Flats for the weekday assessment, all of which were included in the previous application TRICS sites, the trip rates and generation are shown in **Table 7.2**. The selected sites have a greater parking provision than the proposed development, which was raised as a concern by RBC to the previous scheme, although, as stated by RBC, there are no sites comparable to the parking ratio proposed; as such, this should be viewed as a worst-case scenario.

- 7.4.4 **Appendix H** contains the TRICS outputs.

Table 7.2: Total People Trip Rates and Generation for Proposed Residential Units

Land Use	Time Period	Trip Rates			Person Trips (700 Units)		
		Arrive	Depart	Two-way	Arrive	Depart	Two-way
Residential	AM Peak (08:00 – 09:00)	0.093	0.289	0.382	65	202	267
	PM Peak (17:00 – 18:00)	0.256	0.176	0.432	179	123	302
	Daily (07:00 – 19:00)	1.565	1.714	3.279	1,096	1,200	2,295

Rounding

Commercial Floorspace (Tested based on a Food store)

- 7.4.5 The proposals include up to 2,700sqm GIA of commercial land (3,000 sqm GEA). The whole commercial floorspace will be used for a robust assessment, which has been conducted on weekdays and Saturdays.

- **Land Use:** Retail / C – Discount Food Store;
- **Regions:** England Only (excluding Greater London)
- **Location Types:** Edge of Town Centre, Edge of Town and Suburban Area



- **Survey Date:** 01/01/16 to 27/04/24
- **Size (Gross Floor Area (GFA)):** 526 to 2,773sqm (Actual Range of Selected Sites: 1,485 to 2,624sqm)
- **Survey Days:** Weekdays (Weekday Assessment), Saturday (Saturday Assessment)

7.4.6 Based on the above criteria and the controlled Class E uses in **Table 6.1**, a food retailer was considered the most suitable reflection of the size and likely attraction of the commercial floorspace to produce a robust assessment. Ten survey sites were extracted for the Weekday assessment, and eight surveys were extracted for the Saturday assessment. Person trip rates and trips associated with the proposed commercial land use are presented in **Table 7.3**.

7.4.7 **Appendix I** contains the TRICS output.

Table 7.3: Total People Trip Rates and Generation for Proposed Food Store

Time Period	Trip Rates (GFA)			Person Trips (2,700sqm)		
	Arrive	Depart	Two-way	Arrive	Depart	Two-way
AM Peak (08:00 – 09:00)	4.239	2.749	6.988	114	74	189
PM Peak (17:00 – 18:00)	7.260	7.672	14.932	196	207	403
Daily (07:00 – 19:00)	79.787	76.970	156.757	2,154	2,078	4,232

Rounding

Total Person Trip Generation

7.4.8 The total person trip generation associated with the proposed development is presented in **Table 7.4**.

Table 7.4: Total People Trips for Proposed Development

Time Period	Person Trips		
	Arrive	Depart	Two-Way
AM Peak (08:00 – 09:00)	180	277	456
PM Peak (17:00 – 18:00)	375	330	706
Daily (07:00 – 19:00)	3,250	3,278	6,528

7.5 Internalisation of Trips

7.5.1 This section assesses the likely trip generation internal to the Site for the proposed development (due to trips between the residential units and commercial floorspace).

Existing Development

7.5.2 The existing Forbury Retail Park was surveyed on June 26th and 28th, 2025. Therefore, there is no need to account for internalisation, as the survey would inherently capture this.

Proposed Development

7.5.3 In RBC's Consultation response dated 1st November 2023 to the previous application (Ref: 230822), RBC stated that "*any linked trips be proposed then it would need to comply with the requirements of TRICS Research Report 14/1*".



- 7.5.4 Research Paper 14/1 does not provide any data regarding the internalisation rate within a development consisting of residential dwellings and a food store. As such, these trips could be classed as pass-by trips, as some will be en route from the town centre or railway station, although many will be from a residential dwelling to a food store and back. Based on this, an internalisation rate of 35% has been taken as the Site is located on a major commuting route.
- 7.5.5 We believe this is a conservative estimate, as a large proportion of residents are likely to use the on-site food store for small shops, for what they need that day or for a couple of days, with larger shops being less frequent.
- 7.5.6 **Table 7.5** presents the internal and external total people trip generation associated with the proposed development.

Table 7.5: Proposed Development – Internal and External People Trip Generation

Land Use	Time Period (Weekday)	Internal Trips			External Trips		
		Arrive	Depart	Two-way	Arrive	Depart	Two-way
Residential	AM Peak (08:00 – 09:00)	2	5	7	63	197	260
	PM Peak (17:00 – 18:00)	8	5	13	171	118	289
	Daily (07:00 – 19:00)	77	74	151	1,018	1,126	2,145
Food Store	AM Peak (08:00 – 09:00)	5	2	7	109	72	182
	PM Peak (17:00 – 18:00)	5	8	13	191	199	390
	Daily (07:00 – 19:00)	74	77	151	2,081	2,001	4,082
Total Proposed Development	AM Peak (08:00 – 09:00)	7	7	14	173	269	442
	PM Peak (17:00 – 18:00)	13	13	26	362	317	679
	Daily (07:00 – 19:00)	151	151	302	3,099	3,127	6,226

Net Change of External Person Trips

- 7.5.7 The net change in external person trips has been carried out for a weekday only due to the lack of TRICS sites available for residential land uses; however, this provides a robust assessment as it provides the worst-case scenario regarding travel demand.
- 7.5.8 **Table 7.6** displays the net change for external trips associated with the proposed development and the existing Forbury Retail Park.



Table 7.6: Net Change of External People Trips

Time Period	External Trips		
	Arrive	Depart	Two-way
AM Peak (08:00 – 09:00)	156	257	413
PM Peak (17:00 – 18:00)	294	252	546
Daily (07:00 – 19:00)	2,351	2,440	4,791

- 7.5.9 As shown in **Table 7.6**, the proposed development is expected to generate 413 and 546 additional two-way external trips in the weekday AM and PM peak hours, respectively. Compared to the existing development, the development is anticipated to generate 4,791 additional two-way external trips across the day.

7.6 Proposed Mode Share

- 7.6.1 Census 2011 Travel to Work data for the Site's location (Output areas E00174487 and E00174495) have been extracted and analysed to estimate the proposed residential development's external mode share.
- 7.6.2 The potential food store occupying the commercial floorspace's external mode share has been estimated using modal split data from the TRICS sites outlined in **Section 7.4** and adjusted to reflect its proximity to other residential developments within a short walking distance. The car driver and passenger mode share has been halved, and the difference applied to the walking mode share; this is consistent with the previous application.
- 7.6.3 **Table 7.7** provides a summary of the projected external mode share of the proposed development.

Table 7.7: Proposed Mode Share Proportions

Mode	Residential	Food Store	Food Store (Adjusted)
Underground, metro, light rail, tram	0.4%	0.3%	0.3%
Train	20.3%		
Bus, minibus, or coach	11.5%	2.5%	2.5%
Taxi	0.4%	0.0%	0.0%
Motorcycle, scooter or moped	0.4%	0.0%	0.0%
Driving a car or van	30.4%	59.1%	29.5%
Passenger in a car or van	3.1%	24.8%	12.4%
Bicycle	3.5%	0.8%	0.8%
On foot	29.4%	12.6%	54.5%
Other method of travel to work	0.7%	0.0%	0.0%
Total	100%	100.0%	100.0%

7.7 Highway Impact

- 7.7.1 This section assesses the likely car generation associated with the existing and proposed developments and the highway impact resulting from the net change in car generation.



Existing Development

- 7.7.2 The Forbury Retail Park car trip generation has been extracted from the surveys conducted on 26th June 2025 (Thursday) and 26th June 2025 (Saturday). **Table 7.8** summarises the existing Forbury Retail Park weekday car trip generation.

Table 7.8: Existing Development Weekday Car Generation

Land Use	Time Period	Car Trips		
		Arrive	Depart	Two-way
Total Existing Development	AM Peak (08:00 - 09:00)	11	7	18
	PM Peak (17:00 - 18:00)	56	54	110

Proposed Development

- 7.7.3 It is foreseen that a proportion of car driver trips would be preexisting pass-by trips and not new trips generated due to the development, as it is not typical travel behaviour to complete a food store trip (if that was the occupier of the commercial floorspace) by car in the peak hours unless it was on route the person's commute.
- 7.7.4 As such, and based on TRICS Research Paper 14/1, the pass-by rate has been set to 35% as the Site will be located on a major commuting route. It is our opinion that this is a conservative estimate and would likely be greater than this due to the number of commuters who already travel past the Site.
- 7.7.5 These diverted pass-by trips have been excluded from the car generation as they are not considered new trips on the network.
- 7.7.6 **Table 7.9** presents the proposed development car trip generation, which has been calculated using the estimated external trip generation presented in **Table 7.5**, and car driver mode shares are set out in **Table 7.7**.

Table 7.9: Proposed Development Car Generation

Land Use	Time Period	Car Trips		
		Arrive	Depart	Two-way
C3 Residential	AM Peak (08:00 - 09:00)	19	60	79
	PM Peak (17:00 - 18:00)	52	36	88
E(a) Discount Food Store (Commercial)	AM Peak (08:00 - 09:00)	21	14	35
	PM Peak (17:00 - 18:00)	37	38	75
Total Proposed Development	AM Peak (08:00 - 09:00)	40	74	114
	PM Peak (17:00 - 18:00)	89	74	163

- 7.7.7 Traffic associated with the residential development and commercial will use the existing left-in, left-out junction off Forbury Road. Servicing vehicles and third-party vehicles will use the access on Kenavon Drive.

Net Change

- 7.7.8 **Table 7.10** presents the net change of car trips resulting from the Site redevelopment.



Table 7.10: Proposed Development Car Net Change

Time Period	Net Change in Car Trips		
	Arrive	Depart	Two-way
Weekday AM (08:00 - 09:00)	29	67	96
Weekday PM (17:00 - 18:00)	33	20	53
Daily (07:00 – 19:00)	69	134	203

7.7.9 **Table 7.10** displays that the proposed development is anticipated to generate 96 and 53 more two-way car trips in the AM and PM peak hours, respectively. While across the day, there would be an increase of 203 car trips.

7.7.10 The impact of the trip generation has been assessed in **Section 10** through the modelling of the two site accesses along with the Vastern / Forbury Road roundabout and the Forbury Road / Kenavon Drive roundabout.

7.8 Saturday Assessment

7.8.1 RBC commented during the post-application for the previously submitted scheme

“It is noted that as TRICS does not have any survey sites included for the residential use as part of the Saturday assessment, this has not been reviewed further by the applicant. However, the proposal still includes significant commercial floor space and as such the Saturday peak should still be assessed. If no sites are available within TRICS then manual surveys should be undertaken of similar sites within the Saturday peak hour”

7.8.2 The baseline car trips recorded for the Saturday peak are much higher than the weekday peaks captured from the surveys conducted, as shown in **Table 7.11**. The proposed commercial floor area has been reduced to up to 2,700sqm GIA. The significant decrease to the floor area is expected to generate a significant decrease in associated trip generation compared to that previously assessed. The Saturday peak total car trip generation (including existing pass-by trips as a worst case) for the proposed commercial development is shown in **Table 7.12**.

Table 7.11: Forbury Retail Park Surveyed Car Trips (28th June 2025)

Time Period	Arrivals	Departures	Two-Way
Saturday Peak (13:00 – 14:00)	140	114	254
AM Peak (08:00 – 09:00)	11	7	18
PM Peak (17:00 – 18:00)	56	54	110

Table 7.12: Proposed Commercial Car Trip Generation (Saturday)

Time Period	Arrivals	Departures	Two-Way
Saturday Peak (13:00 – 14:00)	90	88	178

7.8.3 As shown above, there is a net reduction from the existing retail park car trip generation and the proposed commercial floor area; as such, the commercial trips in the proposed scheme are not an issue with a net reduction between the existing and proposed commercial developments.



7.9 Deliveries and Servicing

Existing Development

- 7.9.1 The survey data were analysed for the eastern access point on Kenavon Drive, which is the entrance to the service road loop. Some entries through the eastern access point will access the car park; as such, only the LGV and OGVs have been assumed to be used to service the retail units. The existing development servicing generation is shown in **Table 7.13**.

Table 7.13: Existing Development Servicing Trips

Time Period	Vehicle Servicing Trips			
	Mode	Arrive	Depart	Two-way
Weekday AM (08:00 – 09:00)	LGV	2	2	4
	OGV	1	1	2
	Total Vehicles	3	3	6
Weekday PM (17:00 – 18:00)	LGV	1	1	2
	OGV	0	1	1
	Total Vehicles	1	2	3
Weekday Daily (07:00 – 19:00)	LGV	27	27	54
	OGV	9	8	17
	Total Vehicles	36	35	71

Proposed Development

- 7.9.2 The TRICS Research Report 25/2 – Servicing & Deliveries at Residential Apartments in London was used to quantify the number of vehicle servicing trips associated with the proposed development. While this research is conducted in London, the proposed development is a residential development, in close proximity to public transport nodes, local amenities and employment. Hence, the research is applicable to the proposed development.
- 7.9.3 The Research paper provides a breakdown of the servicing vehicles by servicing activity (refuse, utilities, etc) and by mode. A servicing activity trip rate by servicing activity and mode share was calculated as an average of the three sites.
- 7.9.4 A servicing activity trip rate and mode share were calculated as an average of the three sites researched. The surveyed sites had 190, 234 and 56 residential units.
- 7.9.5 The trip rate has been adjusted to reflect the consolidation of some servicing activities that would occur given the scale of the proposed development. This is detailed below:
- Utility, fast food and courier trips have been reduced to 50% on the basis that deliveries / contractor tasks / etc. would be consolidated into fewer vehicles / contractors and associated vehicles / etc. than directly scaling up the trips for the surveyed average of 160 dwellings to the proposed 700 dwellings.
 - It is considered appropriate to apply 100% of the trip rate to homeware deliveries and waste servicing activities as these are space-intensive operations that are less compatible with consolidation.
- 7.9.6 The supermarket delivery trip rate has been reduced to 30% to reflect the proposed on-site supermarket provision.



7.9.7 The mode share has also been adjusted to reflect the local characteristics of the Site and Reading based upon our local knowledge.

- The mode share of pedal cycles and cargo bikes has been reduced across all servicing activities to reflect the comparatively lower use of these modes in Reading than London, where these surveys were conducted.
- The pedal cycle / cargo bike mode share has been redistributed across other modes more suitable to the local conditions and local travel characteristics.

7.9.8 A summary of the assumptions applied is set out below in **Table 7.14**.

Table 7.14: Residential Servicing Trips – Summary of Assumptions

Servicing Purpose	Trip Rate	Car	LGV	Motorcycle	OGV1 / OGV2	Pedal Cycle / Cargo Bike
Utility	50%	13%	88%	0%	0%	0%
Fast Food	50%	13% (+13%)	0%	35%	0%	53% (-13%)
Supermarket	30%	(-3%)	80% (+28%)	9% (+3%)	0%	12% (-28%)
Courier	50%	21% (+5%)	76% (+5%)	3%	0%	(-11%)
Homeware	100%	0%	100%	0%	0%	0%
Waste	100%	0%	0%	0%	100%	0%

NB: % change from TRICS mode share shown in brackets

7.9.9 The adjusted trip rate and mode share were then applied to the proposed number of units to calculate the anticipated servicing trip generation from the proposed residential development.

7.9.10 **Table 7.15** displays the breakdown of servicing trips associated with the residential aspect of the proposed development.



Table 7.15: Proposed Development Residential Servicing Trips

Time Period	Vehicle Servicing Trips			
	Mode	Arrive	Depart	Two-way
Weekday AM (08:00 – 09:00)	Car	0	0	1
	LGV	2	2	4
	M/C	0	0	0
	Total Vehicles	2	2	5
	Cyclist	0	0	0
Weekday PM (17:00 – 18:00)	Car	1	1	1
	LGV	1	2	3
	M/C	1	1	2
	Total Vehicles	3	4	7
	Cyclist	2	2	4
Weekday Daily (07:00 – 19:00)	Car	11	11	21
	LGV	40	40	80
	M/C	9	9	18
	Total Vehicles	61	62	121
	Cyclist	12	12	24

NB: Cyclist includes cargo bikes / Rounding

7.9.11 **Table 7.16** displays the servicing trips associated with the proposed commercial floor area, which have been based on the TRICS sites associated with the assessment conducted in **Section 7.4**.

Table 7.16: Proposed Development Commercial Servicing Trips

Time Period	Mode	Trip Rate			Trip Generation (2,700sqm)		
		Arrive	Depart	Two-way	Arrive	Depart	Two-way
Weekday AM (08:00 – 09:00)	OGV	0.005	0.000	0.005	0	0	0
	LGV	0.112	0.042	0.154	3	1	4
	Total Vehicles	0.117	0.042	0.159	3	1	4
Weekday PM (17:00 – 18:00)	OGV	0.023	0.005	0.028	1	0	1
	LGV	0.122	0.141	0.263	3	4	7
	Total Vehicles	0.145	0.146	0.291	4	4	8
Weekday Daily (07:00 – 19:00)	OGV	0.158	0.149	0.307	4	4	8
	LGV	1.663	1.607	3.270	45	43	88
	Total Vehicles	1.821	1.753	3.574	49	47	97

Rounding



7.9.12 **Table 7.17** presents the total vehicle servicing trips the proposed development is expected to generate in the AM and PM Peak hours and across the day.

Table 7.17: Proposed Development Total Vehicle Servicing Trips

Time Period	Vehicle Servicing Trips			
	Mode	Arrive	Depart	Two-way
Weekday AM (08:00 – 09:00)	<i>Car</i>	0	0	1
	<i>LGV</i>	5	3	8
	<i>OGV</i>	0	0	0
	<i>M/C</i>	0	0	0
	Total Vehicles	6	4	9
Weekday PM (17:00 – 18:00)	<i>Car</i>	1	1	1
	<i>LGV</i>	4	6	10
	<i>OGV</i>	1	0	1
	<i>M/C</i>	1	1	2
	Total Vehicles	7	8	15
Weekday Daily (07:00 – 19:00)	<i>Car</i>	11	11	21
	<i>LGV</i>	85	83	168
	<i>OGV</i>	4	4	8
	<i>M/C</i>	9	9	18
	Total Vehicles	110	108	218

Rounding



Net Change

7.9.13 **Table 7.18** presents the net change of vehicle servicing trips between the existing and proposed development in the AM and PM Peak hours and across the day.

Table 7.18: Servicing Vehicles Net Change

Time Period	Vehicle Servicing Trips			
	Mode	Arrive	Depart	Two-way
Weekday AM (08:00 – 09:00)	Car	0	0	1
	LGV	3	1	4
	OGV	-1	-1	-2
	M/C	0	0	0
	Total Vehicles	2	0	3
Weekday PM (17:00 – 18:00)	Car	1	1	1
	LGV	3	5	8
	OGV	0	-1	-1
	M/C	1	1	2
	Total Vehicles	5	6	10
Weekday Daily (07:00 – 19:00)	Car	11	11	21
	LGV	58	56	114
	OGV	-5	-4	-9
	M/C	9	9	18
	Total Vehicles	73	72	144

Rounding

7.9.14 **Table 7.18** shows that the proposed development is anticipated to generate an additional one and eight two-way servicing vehicle trips in the AM and PM peak hours, respectively. Across the day, there would be an increase of 114 servicing vehicle trips.

7.9.15 The increase is mainly due to the increase in the number of LGVs expected to service the proposed development, which would reduce the number of OGV vehicles servicing the Site.

7.9.16 The impact of the servicing vehicle generation has been accounted for in the modelling conducted in **Section 10**.



8 Walking and Cycling Demand

8.1 Overview

- 8.1.1 This section considers the proposed development's trip generation by walking (including those as part of an onward trip by public transport) and cycling, and assumptions are made on the likely routing of such trips based on the local network and destinations.

8.2 Assessment

8.2.1 Table 8.1 and *Rounding

- 8.2.2 Table 8.2 provide a summary of the total external travel demand in the weekday peak hours. These have been calculated using the Total People trip generation minus the internal trips of the Site and the mode share stated in **Section 7** to find the number of external trips per mode type for the Site. There are trips within the Site between the residential and commercial sections that are not accounted in the tables below.

Table 8.1: Proposed Development Travel Demand AM Peak (08:00 – 09:00)

	All Trips (Excluding Internal)		Vehicles (Passengers)		Public Transport		Active Travel	
	Resi	Comm	Resi	Comm	Resi	Comm	Resi	Comm
Arrive	63	109	20 (2)	32 (14)	20	3	21	61
Depart	197	72	61 (6)	21 (9)	63	2	65	40

*Rounding

Table 8.2: Proposed Development Travel Demand PM Peak (17:00 - 18:00)

	All Trips (Excluding Internal)		Vehicles (Passengers)		Public Transport		Active Travel	
	Resi	Comm	Resi	Comm	Resi	Comm	Resi	Comm
Arrive	171	191	52	56 (24)	55	5	56	105
Depart	118	199	36	59 (25)	38	6	39	110

*Rounding

- 8.2.3 The distribution of walking (including onward public transport trips) and cycling has been conducted using professional judgement, considering the location of the Site, local amenities and transport nodes as summarised in the **Table 8.3**.

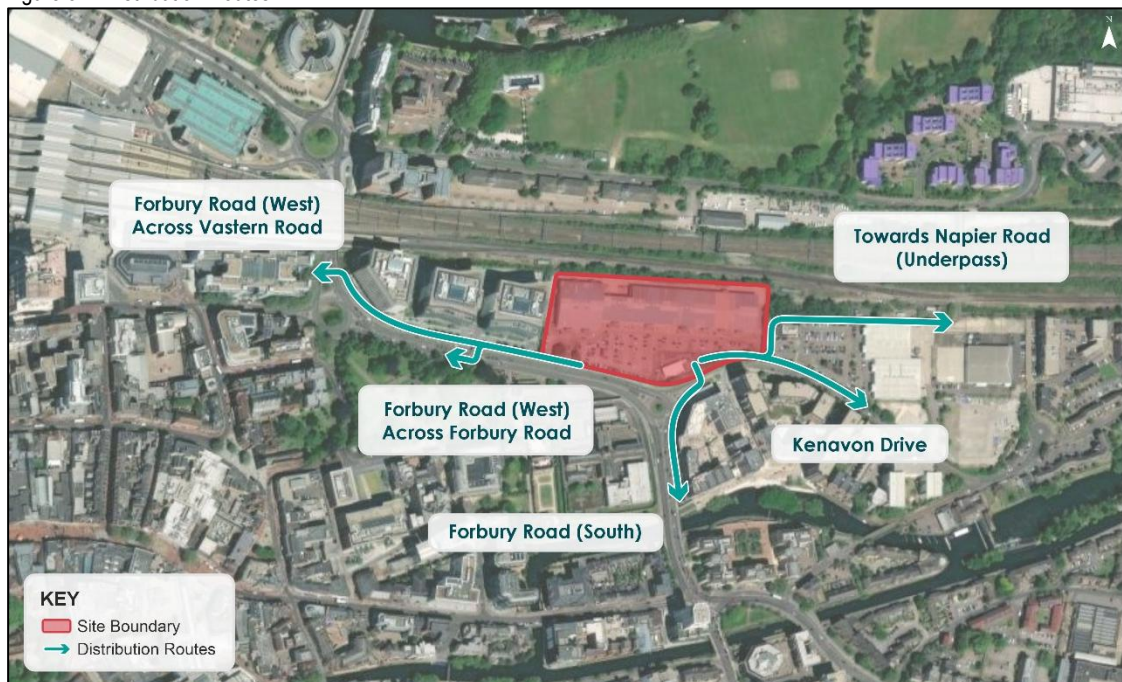


Table 8.3: Assumed Distribution of Walking and Cycling Trips

Direction from Site	Public Transport (Walking)		Walking		Cycling	
	Residential	Commercial	Residential	Commercial	Residential	Commercial
Forbury Road (West) – Bus stops, railway station, and town centre	80%	80%	25%	35%	25%	25%
Across Vastern Road (Of above)	80%	80%	50%	50%	50%	50%
Across Forbury Road (Of above)	20%	20%	50%	50%	50%	50%
Forbury Road (South) – towards Kings Road	15%	15%	15%	25%	25%	25%
Towards Napier Road (Underpass)	0%	0%	30%	15%	25%	25%
Kenavon Drive	5%	5%	30%	25%	25%	25%
Total	100%		100%		100%	

8.2.4 The distribution routes are shown in **Figure 8.1** below.

Figure 8.1: Distribution Routes



8.2.5 The resulting peak-hour levels of walking and cycling are summarised below for each local route available to access the key destinations, including the town centre, railway station, leisure and open space and local schools. The walking total includes those who are travelling to transport nodes. See **Table 8.4** and **Table 8.5** below.

Table 8.4: Active Travel Trips – AM Peak (08:00 – 09:00)

Direction from Site	Active Travel Trips	
	Arrive	Depart
Forbury Road (West)	45	83
Across Vastern Road	28	57
Across Forbury Road	17	26
Forbury Road (South)	22	30
Napier Road	15	25
Kenavon Drive	2	32

Rounding

Table 8.5: Active Travel Trips – PM Peak (17:00 – 18:00)

Direction from Site	Active Travel Trips	
	Arrive	Depart
Forbury Road (West)	99	72
Across Vastern Road	64	36
Across Forbury Road	35	36
Forbury Road (South)	44	44
Napier Road	33	37
Kenavon Drive	46	39

Rounding

- 8.2.6 The results of this assessment demonstrate the demand for these modes on individual routes locally. The demand identified is considered able to be accommodated by the surrounding walking and cycling network, which is presently lightly used with limited walking and cycling to the existing retail park and only tidally (largely in the opposite direction to the proposed new housing) to the adjacent and existing Forbury Place offices. The levels of additional walking trips on most routes averaged across the hour would equate to one to two people a minute.
- 8.2.7 There are several factors that would affect the number of active travel trips in the peak hours, these include those commuting to London or the Thames Valley who are likely to depart and arrive outside of the peak hours. Some residents would work from home, resulting in no trips, or work shift patterns that fall outside of peak hour travel.
- 8.2.8 The number of expected active travel trips to Forbury Road (West), crossing Vastern Road to access the town centre and railway station, would be around 85 and 100 people two-way in the AM and PM peak hours, respectively. The existing crossing of Vastern Road, if assumed to be called around 15 times across the hour, would equate to around five to seven people crossing the road (two-way) each time the crossing is called.
- 8.2.9 The number of expected active travel trips to Forbury Road (West), crossing Forbury Road to access the town centre, potentially through Forbury Gardens, would be around 43 and 71 people two-way in the AM and PM peak hours, respectively. The existing crossing of Forbury Road, if assumed to be called around 15 times across the hour, would equate to around three to five people crossing the road (two-way) each time the crossing is called.
- 8.2.10 Forbury Road (South), towards Kings Road, is expected to see 52 and 88 two-way people movements in the AM and PM peak hours, respectively. These would utilise the proposed crossing on Kenavon Drive. It is likely that these trips will have their origin/destination in the residential areas in East Reading.
- 8.2.11 In addition to the quantitative assessment of the level of walking and cycling, Stantec has also undertaken a qualitative assessment of local routes, which is contained in **Appendix A**. This assessment provides details of routes to local education provision. It is written following the response received from Active Travel England and to provide wider information on the local network and provision, which offers a good level of infrastructure with formal provision to cross



the main roads in the vicinity as well as an underpass to cross the railway and traffic free routes along the tow path and in Kings Meadow to access Caversham.

- 8.2.12 As outlined in **Section 6.6**, there are no proposals for a new crossing on Forbury Road. Stantec deemed it unwarranted given the existing crossing provision on existing desire lines to Reading Town Centre and Railway Station, which, as stated above, could accommodate the active travel generation of the proposed development. There would be no desire to cross Forbury Road opposite the Site as Reading Prison is impermeable.
- 8.2.13 Instead, Stantec concluded that a new crossing on Kenavon Drive was a more beneficial provision that could be delivered. The proposed crossing on Kenavon Drive was located to provide a direct route into Huntley Wharf, to be safely located in the context of separation from the Forbury Road roundabout and to be located such that the new accesses to the Site and Huntley Wharf would operate safely with the new crossing.
- 8.2.14 The increase in pedestrian and cyclists forecast are changes to travel patterns that result from the allocation of housing growth close to the centre of Reading, this includes a degree of movement between the Site and the town centre / public transport provision, movement north towards King Meadow and beyond to Caversham and a degree of movement east through Huntley Wharf. The existing network provides well for this movement, and the proposals at Kings Meadow View would complement this by providing a new route through the Site and a new crossing on Kenavon Drive.



9 Vehicle Distribution and Assignment

9.1 Introduction

- 9.1.1 This section sets out the vehicle distribution and assignment methodology used to quantify vehicle trips through the proposed site accesses onto Forbury Road, Kenavon Drive, and the local highway network.

9.2 Vehicle Trip Distribution & Assignment

- 9.2.1 The vehicle trip distribution has been based upon professional judgement, based on the likely origin and destination of future residents and customers to the Site.

The Site has two separate uses, so they have been assigned different distributions. The distributions associated with the residential units are shown in **Table 9.1**, while those associated with the commercial trips are shown in **Table 9.2**.

Table 9.1: Residential Trip Distribution

Residential					
Junction	Road	Residents		Servicing	
		AM	PM	AM	PM
Vastern / Forbury Road Roundabout	Vastern Road	35.0%	35.0%	30.0%	50.0%
	Forbury Road (W)	0.0%	0.0%	10.0%	0.0%
Forbury Road / Kenavon Drive Roundabout	Forbury Road (S)	65.0%	65.0%	60.0%	50.0%
	Kenavon Drive	0.0%	0.0%	0.0%	0.0%

Table 9.2: Commercial Trip Distribution

Food Store					
Junction	Road	Customers		Servicing	
		AM	PM	AM	PM
Vastern / Forbury Road Roundabout	Vastern Road	47.5%	47.5%	50.0%	50.0%
	Forbury Road (W)	0.0%	0.0%	0.0%	0.0%
Forbury Road / Kenavon Drive Roundabout	Forbury Road (S)	47.5%	47.5%	50.0%	50.0%
	Kenavon Drive	5.0%	5.0%	0.0%	0.0%



10 Traffic Impact Appraisal

10.1 Introduction

10.1.1 Capacity modelling has been carried out for the proposed site accesses on Forbury Road and Kenavon Drive. This has been done to determine the impact of the proposed changes to the junction and changes in flows through and onto the existing local highway network. In addition, two roundabouts have been modelled as requested by Reading Borough Council in response to the previous application. The following junctions have been modelled in Junctions 11:

- Site Access 1 – Forbury Road Site Access
- Site Access 2 – Kenavon Drive
- Vastern Road / Forbury Road Roundabout
- Forbury Road / Kenavon Drive Roundabout

Traffic Growth

10.1.2 To assess the Site for a future scenario, 2030 has been chosen as the assumed first year of occupation and modelled assuming it is fully occupied. the 2025 baseline traffic surveys outlined in **Section 5.4** have been factored up to account for the background growth in traffic between 2025 and 2030.

10.1.3 The TEMPro V8.1 database has been used to forecast the traffic growth levels for the area “Reading”, extracting factors for AM and PM Peak Periods, which are shown in **Table 10.1**.

Table 10.1: TEMPro V8.1 2025 to 2030 Growth Rates

2025 to 2030 (Reading)		
Road Type	AM Peak Period (07:00 – 10:00)	PM Peak Period (16:00 – 19:00)
A-Road	1.0368	1.0399
Minor	1.0366	1.0396

10.2 Committed Development

10.2.1 A review of the consented developments in the surrounding area has been completed. It was found that no sites provide vehicle movements along the assessed links, so no additional traffic has been added outside that contained within the TEMPro growth rates, which picks up wider traffic growth. It should be noted that Huntley Wharf is built and occupied, and movements associated with it were captured in the surveys, while the proposals for Reading Prison are for a cultural centre, which would have little to no impact on the peak hours.

10.3 Assessment Scenario

10.3.1 The junction assessment has been carried out for the below scenarios, for AM (08:00 – 09:00) and PM (17:00 – 18:00) peak hour periods:

- 2025 Baseline
- 2030 Baseline
- 2030 Baseline + Proposed Development



10.3.2 The outputs of the junction modelling are contained in **Appendix J**.

10.4 Forbury Road Site Access

10.4.1 **Table 10.2** displays the PICADY assessment for the Forbury Road Site access for the AM (08:00 – 09:00) and PM Peak (17:00 – 18:00), for tests outlined in **Paragraph 10.3.1**. 2025 and 2030 baselines have been modelled using the existing access arrangement, while the 2030 + Proposed Development has been modelled with the proposed access arrangement.

Table 10.2: Forbury Road Site Access PICADY Results

	AM (08:00 – 09:00)			PM (17:00 – 18:00)		
	Queue (PCU)	Delay (s)	RFC	Queue (PCU)	Delay (s)	RFC
2025 Baseline						
Site Access	0.0	8.24	0.02	0.2	8.59	0.15
Forbury Road	0.0	0.00	0.00	0.0	0.0	0.00
2030 Baseline						
Site Access	0.0	8.34	0.02	0.2	8.80	0.15
Forbury Road	0.0	0.00	0.00	0.0	0.00	0.00
2030 + Proposed Development (Proposed Access Arrangement)						
Site Access	0.2	9.33	0.19	0.3	10.13	0.23
Forbury Road	0.0	0.00	0.00	0.0	0.00	0.00

10.4.2 **Table 10.2** shows that the Forbury Road Site Access operates without any issues in all tests, with little queuing present with the proposed development; as such, the proposed development will not have a detrimental impact on the function of this junction or the local highway network.

10.5 Kenavon Drive Site Access

10.5.1 **Table 10.3** displays the PICADY assessment for the Kenavon Drive Site access for the AM (08:00 – 09:00) and PM Peak (17:00 – 18:00), for tests outlined in **Paragraph 10.3.1**. 2025 and 2030 baselines have been modelled using the existing access arrangement, while the 2030 + Proposed Development has been modelled with the proposed access arrangement.

Table 10.3: Kenavon Drive Site Access PICADY Results

	AM (08:00 – 09:00)			PM (17:00 – 18:00)		
	Queue (PCU)	Delay (s)	RFC	Queue (PCU)	Delay (s)	RFC
2025 Baseline						
Site Access	0.0	0.00	0.00	0.0	0.00	0.00
Kenavon Drive	0.0	0.00	0.00	0.0	5.71	0.01
2030 Baseline						
Site Access	0.0	0.00	0.00	0.0	0.00	0.00
Kenavon Drive	0.0	0.00	0.00	0.0	5.69	0.01
2030 + Proposed Development (Proposed Access Arrangement)						
Site Access	0.0	0.00	0.00	0.0	10.49	0.03
Kenavon Drive	0.0	0.00	0.00	0.0	0.00	0.00



10.5.2 **Table 10.3** shows that the Kenavon Drive Site Access operates without any issues in all three tests, with no queuing present with the proposed development. The change of delay from Kenavon Drive to the Site access is due to the reduction in vehicles entering and an increase in the number exiting through this access point. As such, the proposed development will not have a detrimental impact on the function of this junction or the local highway network.

10.5.3 The Kenavon Drive access point is lightly used during peak hours by the existing retail park, which provides access to the service road and some access to the customer car park. The proposed use of the access will be lightly used as it will be for car club vehicles and servicing vehicles, which will mainly use it outside of the peak hours.

10.6 Vastern Road / Forbury Road Roundabout

10.6.1 **Table 10.4** displays the ARCADY assessment for the Vastern and Forbury Road Roundabout for the AM (08:00 – 09:00) and PM Peak (17:00 – 18:00), for tests outlined in **Paragraph 10.3.1**.

10.6.2 The average pedestrian flow (per hour) for the Vastern Road arm has been increased in the 2030 + Proposed Development by 80 and 90 in the AM and PM peak, respectively, to reflect the number of pedestrians and cyclists from the proposed development, as shown in **Table 8.4** and **Table 8.5**.

10.6.3 The average number of pedestrians has not been increased on either Forbury Road arm. Forbury Road (E) will not be impacted by the projected number of pedestrians and cyclists associated with the proposed development, as there is a pelican crossing c. 100m west of the western access point, which is closer and will be more desirable to residents and customers.

Table 10.4: Vastern Road / Forbury Road Roundabout ARCADY Results

	AM (08:00 – 09:00)			PM (17:00 – 18:00)		
	Queue (PCU)	Delay (s)	RFC	Queue (PCU)	Delay (s)	RFC
2025 Baseline						
Vastern Road	1.3	4.04	0.55	1.1	3.86	0.53
Forbury Road (E)	2.3	11.18	0.69	3.7	13.88	0.79
Forbury Road (W)	0.7	10.01	0.41	1.4	13.33	0.58
2030 Baseline						
Vastern Road	1.4	4.20	0.57	1.2	4.01	0.54
Forbury Road (E)	2.5	11.60	0.71	3.9	13.97	0.80
Forbury Road (W)	0.8	10.28	0.42	1.5	13.96	0.61
2030 + Proposed Development						
Vastern Road	1.6	4.73	0.60	1.5	4.74	0.60
Forbury Road (E)	2.9	12.52	0.74	6.7	22.29	0.88
Forbury Road (W)	0.8	10.75	0.43	1.7	15.20	0.63

10.6.4 **Table 10.4** shows that the Vastern and Forbury Road Roundabout operates without issues in the 2025 and 2030 Baselines. The addition of the proposed development traffic results in Forbury Road (E) arm reaching a peak RFC of 0.88 with queues of 6.7 PCUs and delays of 22.29. This is not foreseen to be an issue to the operation of the junction as this is only an increase of 2.8 PCU to the queue and 8.32s to the delay. The queuing will not impact any other junctions along the link and will not result in queues to the Forbury Road and Kenavon Drive Roundabout.



10.6.5 As such, the proposed development will not have a detrimental impact on the function of this junction or the local highway network.

10.7 Forbury Road / Kenavon Drive Roundabout

10.7.1 **Table 10.5** displays the ARCADY assessment for the Forbury Road and Kenavon Drive Roundabout for the AM (08:00 – 09:00) and PM Peak (17:00 – 18:00), for tests outlined in **Paragraph 10.3.1**.

Table 10.5: Forbury Road / Kenavon Drive Roundabout ARCADY Results

	AM (08:00 – 09:00)			PM (17:00 – 18:00)		
	Queue (PCU)	Delay (s)	RFC	Queue (PCU)	Delay (s)	RFC
2025 Baseline						
Forbury Road (W)	0.6	2.03	0.36	0.7	2.27	0.41
Kenavon Drive	0.2	4.05	0.18	0.3	4.51	0.23
Forbury Road (S)	0.4	2.20	0.30	0.8	2.71	0.43
2030 Baseline						
Forbury Road (W)	0.6	2.08	0.37	0.8	2.35	0.43
Kenavon Drive	0.2	4.20	0.20	0.3	4.73	0.25
Forbury Road (S)	0.5	2.25	0.31	0.8	2.81	0.45
2030 + Proposed Development						
Forbury Road (W)	0.6	2.10	0.38	0.9	2.57	0.48
Kenavon Drive	0.3	4.30	0.20	0.4	5.40	0.28
Forbury Road (S)	0.5	2.31	0.32	1.0	3.09	0.49

10.7.2 **Table 10.5** shows that the Forbury Road / Kenavon Drive roundabout operates without any issues in all three tests, with only slight increases to the queues, delay and RFC due to the proposed development. As such, the proposed development will not have a detrimental impact on the function of this junction or the local highway network.

Junction Capacity Assessment Summary

10.7.3 As shown in this section, the Site accesses and neighbouring roundabouts have been assessed to determine if the proposed development will have a detrimental impact on their function. It has been shown that the development proposals will not result in a severe impact the local highway network.



11 Summary & Conclusions

11.1 Summary

11.1.1 This Transport Assessment has been prepared on behalf of abrdn to support an amended outline planning application for a residential-led development with food store, retail, and commercial uses at Forbury Retail Park, Reading.

11.1.2 The amended application has been developed following feedback from Reading Borough Council, and changes to the proposals have been incorporated in this new application, which include the following:

- A reduction in the level of flats to 700 dwellings (the previous scheme was up to 820);
- A reduction in the retail floor space to 3,000 sqm GEA (the previous scheme was up to 5,500 sqm GEA);
- A reduction in the types of Class E floor space to relate to a new food retail store as well as small scale food and drink / commercial service uses only;
- A reduced basement car park further reducing the car parking numbers and ratio for the residential use;
- An amended western vehicular access junction to reduce the width of the junction and improve access for active travel. This access remains as a left-in / left-out junction as at present;
- A widened eastern vehicular access junction to better accommodate delivery vehicles whilst reflecting the constraints of a utility corridor location providing an HV feed to the existing sub-station. This amended design also involves removing one TPO tree and changing the block closest to the access. As in the original proposals, this access has been changed from an inbound-only junction to two-way. The principle of providing two-way access at this eastern junction is accepted by Reading Borough Council;
- Indicative details of how the cycle route along the south of the Site could be delivered. The provision of this route is now north of the TPO trees, and details of the crossing of the Site's vehicular access have been provided;
- Amended details of the route and provision for servicing vehicles for the Site reflecting the reduced basement;
- A reduced basement car park for residents. The proposals now provide 130 car parking spaces in a basement for residents at a ratio of 0.19 spaces per dwelling. This will mean that 81.5% of the flats will be car-free;
- Car club parking spaces will be provided in the ground level of the Site, accessible to new residents and those in the surrounding area; and
- A separate car park providing 53 spaces for the retail food store element of the proposals;
- The redevelopment Site is allocated in Reading Borough Council's Local Plan. There is a presumption in favour of sustainable development.

11.1.3 The Kings Meadow View development is a residential development with commercial floorspace in an accessible area adjacent to Reading Town Centre. It has been designed to enhance and integrate into the local transport network.

11.1.4 The development specifically meets the requirements of local policy, including:



- It is allocated as a site for residential development in the Local Plan. It is a sustainable location adjacent to the town centre, transport nodes and within a suitable walking and cycling distance to a range of jobs, schools and local amenities;
- Providing additional amenities to serve the new residents and wider local community in the form of a new supermarket;
- The LTP and LCWIP promote more active and sustainable travel in Reading;
- Providing a cycle route across the Site;
- Using the existing accesses and remodelling these to improve access for pedestrians and cyclists;
- Providing significant cycle parking at the lower levels of the residential blocks to encourage cycling;
- Public realm enhancements to encourage walking and cycling;
- A new crossing of Kenavon Drive connecting the Site to the recent development at Huntley Wharf; and
- A low level of residential car parking, reflecting the good accessibility of the Site, which is adjacent to the town centre, within walking distance of the majority of Reading's bus services and a short walk from Reading Station.

11.2 Assessment

- 11.2.1 This Transport Assessment supersedes the previous reports submitted in relation to the Site.
- 11.2.2 An Active Travel Qualitative review of the existing active travel network, in relation to routes from the Site to schools, has been completed, as requested by RBC and Active Travel England in response to the previous scheme.
- 11.2.3 The local highway network's Personal Injury Collision (PIC) data for the last five years has been updated. Based on the PIC assessment, no operational safety issues were identified.
- 11.2.4 As requested by Reading Borough Council, new baseline surveys have been undertaken of the existing retail park on a weekday (Thursday) and weekend (Saturday).
- 11.2.5 In addition, traffic counts have been undertaken for the roundabout junctions at either end of Forbury Road, including the roundabout access to Kenavon Drive.
- 11.2.6 The Transport Assessment quantifies the trip generation by all modes and provides an understanding of the demand for active travel modes, vehicles, and servicing.
- 11.2.7 An assessment of the net change in vehicles has been undertaken based on the updated proposals, the new baseline data and Reading Borough Council's previous response.
- 11.2.8 The net change in peak hour vehicles remains low, although the AM baseline is reduced as the existing fast food concession at the retail park does not open in the AM peak / serves breakfasts.
- 11.2.9 The assessment also provides a forecast of the scale of servicing trips anticipated to and from the Site.
- 11.2.10 An assessment of the two local roundabouts and site access junction capacity has been undertaken, and this demonstrates that they will have adequate capacity in the future with the proposals.



11.2.11 The net change in vehicles is limited and is not considered to represent a severe impact.

11.3 Monitoring and Review

11.3.1 The Kings Meadow View site has a Framework Travel Plan, which will help manage the travel-related elements as the residential site comes forward. Targets and measures are identified, as well as how the occupier's travel patterns will be monitored over time.

11.4 Conclusion

11.4.1 The Kings Meadow View proposals will deliver the redevelopment of a retail park for a residential-led development with retail amenity to serve the Site and wider area.

11.4.2 The Site has been allocated in the Reading Borough Local Plan. It is in a highly sustainable location adjacent to the town centre and a short walk from the railway station. The residential proposals will have a very low level of car parking, reflecting the Site's accessibility.

11.4.3 The originally submitted proposals have been refined. This has reduced the quantum, redefined the type of development, and addressed comments on the access and infrastructure provision.

11.4.4 Investment in active travel will include a cycle route across the Site, a crossing on Kenavon Drive and public realm provision.

