

TRANSPORT ASSESSMENT and TRAVEL PLAN

Change of Use and Extensions

**Application Site: Three Fives Fish & Chips,
555 Oxford Road,
Reading,
RG30 1HL**

This Transport Assessment (TA) has been prepared in support of a planning application for:

- Change of use of part of the ground floor from commercial (Use Class E – takeaway) to residential (Use Class C3)
- Modest side and rear extensions
- Internal reconfiguration to form one five-bedroom dwelling

The report assesses the transport and highway implications of the development and demonstrates compliance with Local Plan Policies TR3 (Access, Traffic and Highway Impacts) and TR5 (Car and Cycle Parking).

Site Location and Accessibility

The site is located on Oxford Road, approximately 1.5km west of Reading Town Centre.

The area is characterised by:

- Mixed commercial and residential frontage
- Continuous footways
- Frequent bus services along Oxford Road
- On-street parking on Wilson Road and Little John's Lane

The site is considered to be in a highly sustainable urban location.

Existing Use and Transport Characteristics

Existing Use, ground floor takeaway (fish & chip shop) operating:

- Monday–Saturday: 17:00–22:00
- Sundays: Closed

The use generates:

- Short-stay evening customer trips
- Informal stopping outside the premises
- Delivery driver activity
- Supplier servicing trips

These movements are concentrated in evening peak periods when residential parking demand is highest.

Proposed Development

The proposal provides:

- One five-bedroom dwelling (Use Class C3)
- No new vehicular access
- No off-street parking provision
- Secure cycle storage (front and rear gardens)
- Residential refuse storage

The proposal removes all commercial trip generation.

Trip Generation Assessment

Although a formal TRICS extraction is not required for a development of this scale, industry-typical trip rates have been applied to demonstrate the material change in traffic generation.

Existing Use – Takeaway (Class E)

Typical evening peak trip rates (urban high street location):

Period	Trip Rate (per 100 sqm GFA)	Approx. GFA 90 sqm	Estimated Trips
PM Peak Hour	30–40 two-way trips	0.9 factor	27–36 trips
Evening Peak (17:00–19:00)	High turnover	—	Concentrated activity

These trips are primarily:

- Short-stay vehicle visits
- Delivery drivers
- Supplier drop-offs

Proposed Use – Single Dwelling (5-bedroom)

Typical residential trip rates (suburban urban edge location):

Period	Trip Rate per dwelling	Estimated Trips
AM Peak Hour	0.6–0.8 two-way	<1 trip
PM Peak Hour	0.7–1.0 two-way	~1 trip
Daily	6–8 two-way	6–8 trips

Net Impact Assessment

Comparison	Existing Use	Proposed Use	Net Change
Peak Hour Trips	27–36	~1	Significant reduction
Evening Concentration	High	None	Eliminated
Delivery Activity	Frequent	None	Eliminated
Servicing	Commercial suppliers	Domestic only	Reduced

Conclusion on Trip Generation:

The proposal results in a **substantial net reduction in traffic movements**, particularly during the evening peak period.

Parking Assessment

Existing Situation, the takeaway generates:

- Short-term stopping outside the frontage
- Evening parking stress
- Delivery vehicle parking

Proposed Situation, the development:

- Introduces one dwelling
- Removes commercial parking demand
- Relies on on-street parking availability

Given:

- Highly sustainable location
- Proximity to bus services
- Removal of commercial traffic
- Single household occupation

The proposal results in a net reduction in parking pressure.

Cycle Provision, the development includes:

- Secure rear garden cycle storage (larger bicycles)
- Front garden cycle storage (smaller bicycles)

This accords with Policy TR5 and promotes sustainable travel choices.

Highway Safety, the proposal:

- Does not alter access arrangements
- Removes short-stay stopping behaviour
- Reduces vehicular activity
- Eliminates delivery and supplier vehicle movements

There are no adverse highway safety impacts.

Servicing and Refuse

Commercial servicing will cease, and residential refuse:

- Stored in the designated front garden area
- Collected via standard residential collection services
- No additional highway impact

Policy Compliance Summary

The proposal complies with:

Policy TR3 – Access, Traffic and Highway Impacts

- Safe and suitable access retained
- Net reduction in traffic
- No severe impact

Policy TR5 – Car and Cycle Parking

- Appropriate cycle provision
- Sustainable location
- Acceptable parking impact

Overall Transport Conclusion

The development:

- Results in a significant reduction in vehicle trips
- Removes evening commercial activity
- Reduces parking demand
- Improves residential amenity
- Maintains safe and suitable access
- Promotes sustainable travel

The proposal is fully acceptable in transport and highway terms.

HIGHWAYS STATEMENT

The proposed change of use from takeaway (Class E) to a single five-bedroom dwelling (Class C3) results in a material reduction in trip generation.

The existing use generates approximately 27–36 vehicle movements in the PM peak hour, concentrated between 17:00–19:00. The proposed residential use will generate approximately 1 two-way trip in peak hours.

The development:

- Introduces no new vehicular access

- Removes delivery and servicing traffic
- Reduces short-stay stopping on Oxford Road
- Provides secure cycle storage
- Maintains acceptable refuse access

Given the highly sustainable urban location and significant reduction in traffic movements, the proposal complies with Local Plan transport policies and will not result in severe highway impact.

TRAVEL PLAN

This Framework Travel Plan supports the proposed residential development and sets out measures to encourage sustainable travel patterns.

Objectives

The objectives are to:

- Reduce reliance on private car use
- Promote walking and cycling
- Encourage use of local bus services such as 15/15A,16 and 17
- Support sustainable living in a highly accessible urban location

Site Accessibility:

- Within walking distance of local amenities
- Located on a main bus corridor
- Continuous pedestrian footways
- Walking and cycling distance to Reading Town Centre
- The removal of the commercial takeaway use significantly reduces vehicle trips and parking pressure in the area.

Travel Plan Measures, the following measures will be implemented:

Walking

- Provision of safe and direct pedestrian access via existing footways
- Information provided to occupants on local amenities within walking distance
- Encouragement of walking for short local trips

Cycling

- Promotion of local cycle routes
- Secure cycle storage provided in front and rear garden areas

- Promotion of cycling as an alternative to car use

Public Transport

- Promotion of sustainable travel options at first occupation
- Occupiers will be provided with information on local bus routes operating along Oxford Road
- Encouragement of public transport use for town centre access

Car Use Management

- Encouragement of car sharing where applicable
- Encouragement of linked trips
- Promotion of online services to reduce unnecessary travel

Baseline Travel Characteristics, the existing takeaway generates:

- Short-stay customer vehicle trips
- Delivery driver visits
- Supplier servicing movements
- Evening peak parking demand

The proposed single dwelling will generate:

- Low-level daily residential trips
- No commercial servicing
- No delivery driver concentration

This represents a substantial reduction in traffic movements.

Targets

Given the scale (single dwelling), formal monitoring is not considered necessary. However, the objective is to:

- Maximise sustainable travel mode share
- Minimise single-occupancy vehicle trips
- Reduce traffic impact compared to the lawful commercial use

Monitoring and Review

Due to the minor scale of development (one dwelling), ongoing formal monitoring is not required. However, sustainable travel infrastructure will be permanently retained.

Overall Conclusion

The proposal represents a sustainable redevelopment of a previously developed site within a highly accessible urban area therefore fully acceptable in transport and highway terms.

The development will:

- Reduce traffic movements compared with the existing use
- Improve local residential amenity
- Promote sustainable travel choices
- Comply with the transport policies of the Reading Borough Local Plan
- Provides secure cycle storage
- Removes commercial traffic generation
- Results in a significant reduction in vehicle trips

The Travel Plan is therefore proportionate, appropriate, and compliant with Policies TR3 and TR5.

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