

Station Hill Phase 3A

Plot A/B & D Framework Travel Plan

Revision - Final
March 2026



Station Hill Phase 3A

Framework Travel Plan





Station Hill Phase 3A Framework Travel Plan

March 2026

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Framework Travel Plan
Station Hill Phase 3A (Plots A/B and D)

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Framework Travel Plan
Station Hill Phase 3A (Plots A/B and D)

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1 Introduction

1.1 Context

- 1.1.1 This Framework Travel Plan (FTP) has been prepared to support the Reserved Matters Application for Plots A/B and D of Phase 3A of the Station Hill development (SH3A). This development falls under the outline planning application for the wider Station Hill site which was approved in July 2021 (*Planning Ref: 192032*).

1.2 Description of Proposed Development

- 1.2.1 This document is submitted on behalf of SH Reading Master LLP (hereafter referred to as the Applicant) in support;

Reserved Matters application pursuant to Outline Planning Permission ref. 192032 for the development of Plots A/B and D at Station Hill, Reading, comprising the erection of two buildings to provide residential units (Use Class C3), including affordable housing, ground floor flexible commercial units (Use Class E), resident amenity space, associated landscaping and public realm works, including Station Hill Gardens and enhancements to Station Hill Square, new pedestrian routes, cycle parking, servicing, refuse storage, plant and ancillary infrastructure, with all associated works.

- 1.2.2 The proposed development comprises two residential buildings across Plots A/B and D, delivering 600 build-to-rent homes, including 75 affordable homes, alongside new flexible ground-floor retail and café uses, resident amenities and extensive landscaped public realm. The scheme will provide new north-south pedestrian routes linking Garrard Street, Greyfriars Road, Friars Walk and Reading Station, together with a new central garden, play space and enhancements to Station Hill Square, completing this phase of the Station Hill Masterplan.
- 1.2.3 The site occupies a highly accessible location immediately south of Reading Station, within Central Reading, and forms part of the wider Station Hill regeneration area. Over the past four years, Phases 1 and 2 have been successfully delivered, providing new homes, a landmark office building, public spaces and improved pedestrian connections that have transformed the area around the station. Phase 3A represents the next stage of this comprehensive development, building on this success to complete key movement routes, public realm spaces and development plots within the approved masterplan framework.
- 1.2.4 Phase 3A is brought forward pursuant to the 2021 Outline Planning Permission, which establishes the parameters for detailed development across the site. That consent allows for up to 750 homes within Phase 3 (Plots A/B and D). The current proposals deliver 600 homes, representing a deliberate reduction from the maximum permitted in order to prioritise apartment quality, generous resident amenity, landscaped terraces and high-quality public realm. Together, the development will bring around 1,000 new residents into the heart of Reading, supporting the vitality of the town centre and reinforcing Station Hill as a thriving, mixed-use neighbourhood.
- 1.2.5 The new homes will be professionally managed as part of a build-to-rent model, consistent with earlier phases at Station Hill, and will be supported by a comprehensive range of shared amenities, active frontages and car-free living (with the exception of servicing and accessible parking). In combination with the delivery of Station Hill Gardens, improvements to surrounding streets and the completion of Station Hill Square, Phase 3A will play a critical role in realising the final vision for Station Hill as a well-connected, inclusive and high-quality place to live, work and spend time.

1.3 Report Context

- 1.3.1 The report consists of the Framework Travel Plan (FTP) for Phase 3A of Station Hill.
- 1.3.2 The aim of this FTP is to promote the use of sustainable modes of travel for future site users, in addition to minimising the use of privately owned vehicles.
- 1.3.3 An FTP sets out objectives and targets for the site that are considered appropriate in the context of the existing and proposed transport infrastructure. The site is yet to be occupied, so at this stage the objectives and targets are interim and will be updated following occupation. The FTP forms the basis for the preparation of the Travel Plan (TP) that will include specific survey information to inform the targets.
- 1.3.4 This FTP has been developed on the basis of the consented FTP of the outline planning permission.
- 1.3.5 The site is located in Reading Town Centre and benefits from excellent transport accessibility to town centre amenities in addition to being situated close by to public transport interchanges including Reading Railway Station, which is a terminus for the western arm of the Elizabeth Line. The report will set out the existing walking, cycling, public transport, and vehicular accessibility for the site, in addition to emerging infrastructure in central Reading.

1.4 Report Structure

- 1.4.1 The subsequent sections of the report are as follows:

SECTION 2	Policy Context	This section outlines the national and local policy that is of relevance to the development proposals
SECTION 3	Site Location & Accessibility	The walking, cycling, public transport, a vehicular accessibility to the site is described in this section, in addition to the site location.
SECTION 4	Development Proposals	Outlines the type, scale, and layout of the proposed development, including access and parking arrangements.
SECTION 5	Sustainable Transport Strategy	This section includes information about the development in terms of the sustainable transport strategy.
SECTION 6	Objectives & Targets	This section states the objectives of the FTP and how the targets will be set for each land use of the development.
SECTION 7	Travel Plan Management	The role of the Travel Plan Coordinator (TPC) and the Occupier Travel Plan Coordinator (OTCP) are included in this section.
SECTION 8	Measures & Action Plan	This section includes the Action Plan which consists of measures, implementation schedule and who is responsible for implementation.
SECTION 9	Monitoring & Review	The monitoring schedule has been included in this section.

2 Policy Context

2.1 Principles

- 2.1.1 The principles of a Travel Plan are based on addressing the transport needs of a specific development, whilst ensuring that there are a range of options to travel to and from the site via different modes. The Travel Plan is designed to be a 'living' document that considers the evolving circumstances of and requirements for a development and should be reviewed and updated regularly.
- 2.1.2 Travel Plans are an integral part of the Government's policy for the creation of sustainable communities at a national, regional, and local level. They are key elements of both national transport planning and policies and local policies.

2.2 National Policy

National Planning Policy Framework (December 2024)

- 2.2.1 The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these are expected to be applied. This policy document forms a key part of the Government's approach to make the planning system less complex and more accessible to protect the environment and to promote sustainable development, which remains a core objective of the NPPF.
- 2.2.2 Paragraph 115 states that when assessing sites for development, it should be ensured that;
- *"sustainable transport modes are prioritised taking account of the vision for the site, the type of development and its location;*
 - *safe and suitable access to the site can be achieved for all users;*
 - *the design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code; and*
 - *any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree through a vision-led approach."*
- 2.2.3 Paragraph 117 states that applications for development should;
- *"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, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use; address the needs of people with disabilities and reduced mobility in relation to all modes of transport;*
 - *create plans 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;*
 - *allow for the efficient delivery of goods, and access by service and emergency vehicles; and*
 - *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 that:

- *“all developments that will generate significant amounts of movement should be required to provide a travel plan”.*

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

2.2.5 The supporting Planning Practice Guidance (PPG) provides a section on 'Travel plans, transport assessments and statements in decision-making. This states that TPs, TAs, and TSs 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).”*

2.2.6 The development has been designed to incorporate these principles. This FTP follows the guidance set out in the PPG to enable and improve sustainable modes of travel for residents and employees of the Site.

2.3 Local Policy

Reading Borough Council Local Plan (November 2019)

2.3.1 The Local Plan was adopted in November 2019 and sets out the policies and development plans for Reading up to 2036. The vision of the plan is for Reading to be a 'smart and sustainable city by 2050' with residents living low carbon and high-quality lifestyles. One of the objectives of the plan is:

“Ensure new development and existing areas are accessible and sustainable, in accordance with the sustainability appraisal objectives, including reducing its effects on, and adapting to, climate change”

2.3.2 The site is located in a highly accessible location to amenities and transport connections. This notion is reinforced by the plan stating that *“primary locations for new development will be those accessible by walking and cycling to a wide range of employment, services and facilities, leisure, education and health facilities, or which are accessible by walking to routes/stops of frequent public transport services that provide easy access to the aforementioned uses”.*

2.3.3 Policy TR1 'Achieving the Transport Strategy' includes the following: *“Planning permission will not be granted for major development proposals unless there is a commitment to implement measures to promote and improve sustainable transport facilities, such as through provision to encourage walking, cycling and the use of public transport; and through agreed travel plans, safe routes to local facilities and services, including schools and parks, and similar measures.”*

This FTP includes a range of measures that aim to maximise the use of sustainable transport modes for site users.



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- 2.3.4 Policy TR3 'Access, Traffic and Highway-Related Matters' includes the following: *"In determining proposals involving a new or altered access onto the transport network, improvement works to the transport network, the creation of new transport infrastructure or the generation of additional trips on the transport network, consideration will be given to the effect on safety, congestion and the environment".*
- 2.3.5 Policy TR4 'Cycle Routes and Facilities' discusses how: *"Developments will be expected to 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".*
- 2.3.6 Policy TR5 'Car and Cycle Parking and Electric Vehicle Charging' states that: *"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.*

Development should make the following provision for electric vehicle charging points: All new houses with dedicated off-street parking should provide charging points and within communal car parks for residential or non-residential developments of at least 10 spaces, 10% of spaces should provide an active charging point".

- 2.3.7 Station Hill is also identified as an area of major opportunity within Policy CR11 'Station / River Major Opportunity Area':

"CR11c, STATION HILL & FRIARS WALK: This area will be developed for a mix of uses at a high density, including retail and leisure on the ground and lower floors and residential and offices on higher floors. There will be enhanced links through the site, including in a north-south direction into the Station Hill area and through to the station, and a network of streets and spaces. Frontages on key routes through the site should have active uses. The edge of the site nearest to the areas of traditional terracing west of Greyfriars Road will require careful design treatment."

Reading Transport Strategy 2040 (June 2024)

- 2.3.8 Reading Transport Strategy (RTS) was adopted in June 2024 and sets out the transport policy and plans up to 2040. The RTS outlines a number of objectives that have been set out below:
- *"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."*

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

- 2.3.9 The parking standards were produced by RBC and adopted in October 2011. Core Strategy Policy CS23 consists of the following:

"CS23: Sustainable Travel and Travel Plans – major development proposals will not be granted permission unless there is a commitment towards sustainable transport facilities and travel plans."



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- 2.3.10 The document also states that, for office developments; “*where possible, the developer should investigate and support a car club.*” Car clubs should be encouraged to discuss the placement of car club parking on public streets within the Borough with the Council’s Transport Department.

2.4 Summary

- 2.4.1 The principles of a Travel Plan focus on addressing the transport needs of the site by offering various travel options to and from the site. The Travel Plan is designed to be used as a ‘*living*’ document, as it evolves with the development’s changing circumstances and is regularly updated. The NPPF emphasises early consideration of transport issues in development proposals to promote sustainable transport, while local policies, such as Reading Borough Council’s Local Plan, aim to ensure new developments are accessible and sustainable, encouraging walking, cycling, and public transport use. This document adheres to the policies stated in this section.



3 Site Location and Accessibility

3.1 Overview

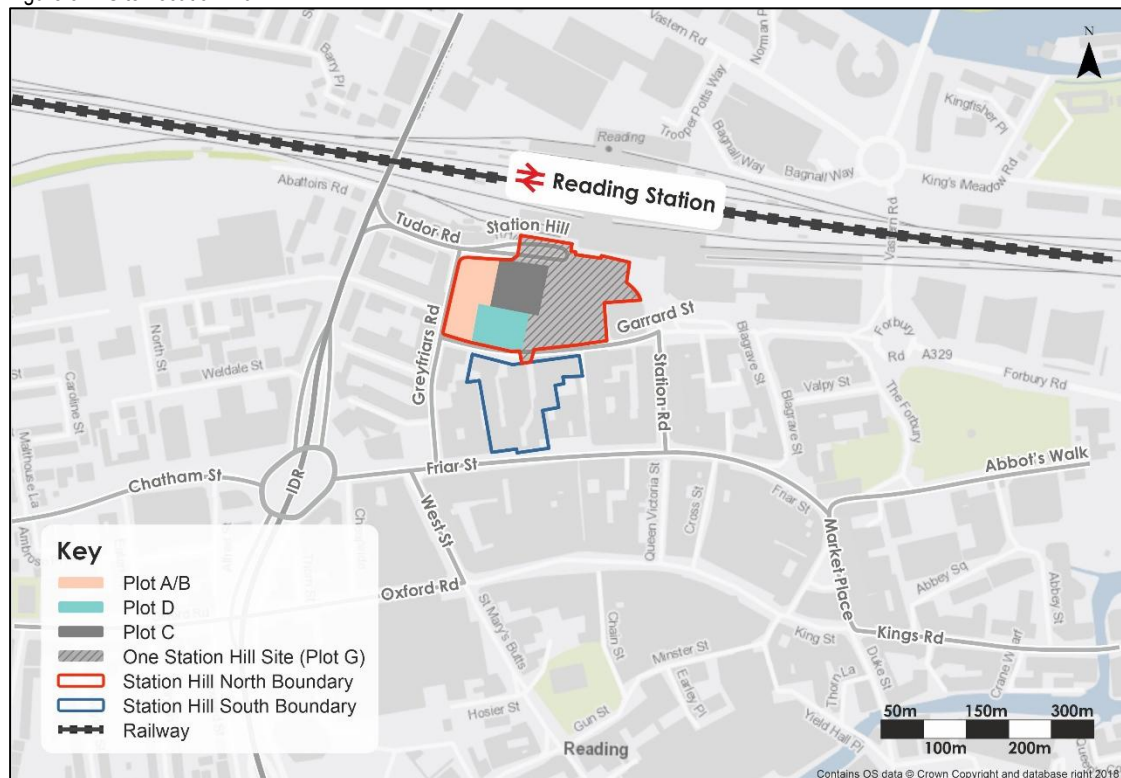
3.1.1 This section sets out the site location in relation to the existing transport conditions and facilities.

3.2 Site Location

3.2.1 The application site forms part of the wider Station Hill Masterplan and is located immediately south of Reading Station. Part of the site is currently occupied by Xafinity House and a temporary car park and hard standing. The surrounding area comprises the completed Phase 1 and Phase 2 developments at Station Hill, including residential buildings (Ebb & Flow), One Station Hill, public realm and key pedestrian connections.

3.2.2 The site is located in Reading Town Centre, with Reading Railway Station approximately 100m north-east of the site. To the south of the site is Garrard Street which travels in the east – west direction between Station Road and Greyfriars Road bisecting the southern and northern parcels of Station Hill. A site location plan is presented in **Figure 3.1**.

Figure 3.1: Site Location Plan



3.3 Accessibility

Pedestrian and Cycle Accessibility

3.3.1 The site is situated within Reading Town Centre and benefits from a high level of pedestrian accessibility. Its central location supports active travel by providing convenient walking access to a wide range of destinations, including employment centres, retail outlets, leisure facilities, and nearby green and blue spaces.

3.3.2 The surrounding highway network is served by footways and designated pedestrian crossing points, ensuring safe and inclusive pedestrian movement in the immediate vicinity. Furthermore,

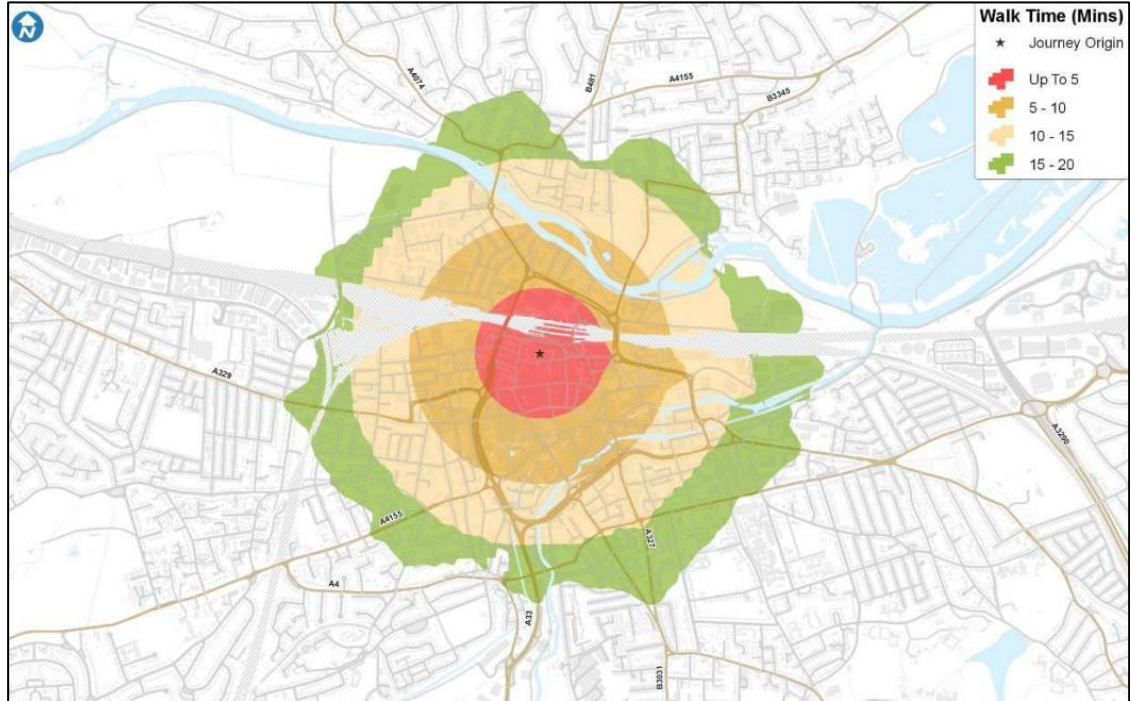
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the town centre and its surrounding areas are served by an extensive and well-connected pedestrian network.

- 3.3.3 **Figure 3.2** illustrates the areas in Reading and Caversham that can be reached within a 20-minute walk at an average walking speed.

Figure 3.2: Pedestrian Accessibility Isochrone



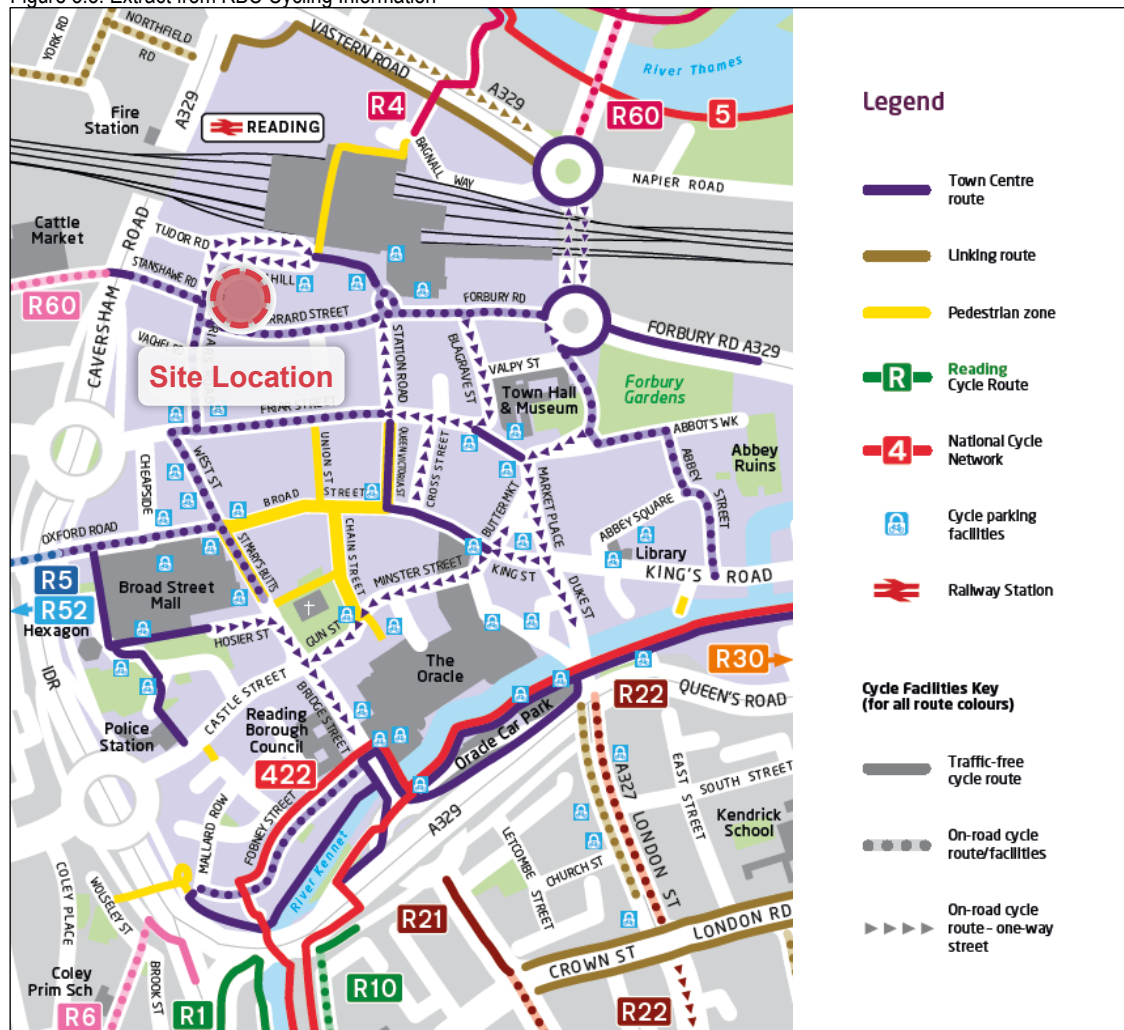
- 3.3.4 The site is well positioned in relation to the local and strategic cycle network. Several signed cycle routes are located on the surrounding roads, including Garrard Street, Greyfriars Road, Station Hill, Blagrove Street, and Friar Street, providing convenient access for cyclists.
- 3.3.5 In addition, the site benefits from proximity to National Cycle Network (NCN) Routes 4 and 5. NCN Route 4 offers an east–west connection linking Slough and Maidenhead to Theale and Thatcham via the River Kennet through Reading. NCN Route 5 provides a north–south corridor connecting Oxford, Didcot, and Wallingford to Reading.

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- 3.3.6 The cycle infrastructure of the surrounding area is presented in **Figure 3.3**. Note that the connection under Reading Station now allows cyclists so is no longer a 'Pedestrian Zone' as indicated on the RBC plan.

Figure 3.3: Extract from RBC Cycling Information

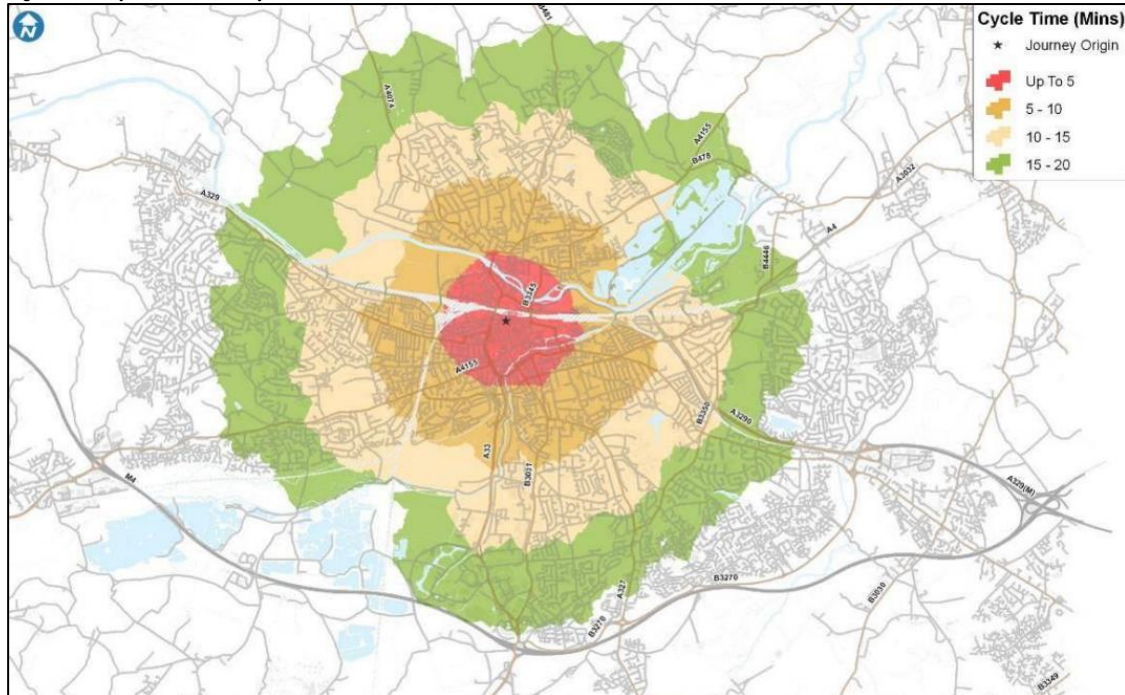


Source: RBC, Cycling Webpage: <https://www.reading.gov.uk/vehicles-roads-and-transport/cycling/> (Accessed: January 2026)

- 3.3.7 As part of Phase 2 highway improvements, new cycle lanes have recently been installed along Greyfriars Road enhancing the surrounding accessibility between Station Hill and Friar Street (installed Jan/Feb '26).

3.3.8 **Figure 3.4** consists of an isochrone map showing the locations within the Reading borough that are within a 20-minute cycle from the site. This has assumed an average cycle speed of 16 kph.

Figure 3.4: Cycle Accessibility Isochrone



3.3.9 The site also has access to a number of local Reading Cycle Routes. Route 10 follows the River Kennet and serves destinations in South Reading, while Route 4, accessible north of Reading Railway Station, provides connections to Caversham and Emmer Green.

Bus Accessibility

3.3.10 The site is well located for bus access to a range of localities across the borough of Reading, and beyond. This includes the following:

- Bus stops that are located along Friar Street, Station Road and Blagrove Street serve buses that provide access to numerous areas including: Caversham, Emmer Green, Wokingham, Shinfield, Arborfield, Whitley, Kennet Island, Coley Park, Woodley, Lower Earley, Thatcham, Woolhampton, Theale, Mortimer, Burghfield, Calcot, Bracknell, Tilehurst, Purley, and Mere Oak Park & Ride.
- The Oxford Bus Company also provides several services from Station Road and Friar Street to the following localities: Purley, Goring, Pangbourne, Benson, Wallingford, Woodcote, and Oxford.
- Arriva provide bus access to High Wycombe via Henley-on-Thames from Friar Street.
- Bus routes which operate along the A33 corridor between Green Park and Reading International Business Park from the interchange area adjacent to Reading Railway Station;
- There is a 'Rail-Air' coach link that provides access from Reading Railway Station to Heathrow Airport.

3.3.11 The location of the nearest bus stops to the site have been illustrated in **Figure 3.5** below.

Figure 3.5: Bus Stop Location Map



3.3.12 A bus service summary for the surrounding bus stops are provided in **Table 3.1**.

Table 3.1: Bus Service Summary

Service	Route	Frequency (Peak)		
		Weekday	Saturday	Sunday
Jet Black 1	Newbury > Thatcham > Woolhampton > Theale > Reading	2 per hr	2 per hr	1 per hr
Lime 2 / 2a	Reading > Burghfield Common > Mortimer	2 per hr	2 per hr	1 per hr
Ruby 10	Reading > Kennet Island	2 per hr	2 per hr	2 per hr
Sky Blue 15 / 15a	Reading > Oxford Road > Dee Park > Tilehurst Triangle > Theale and Calcot	2-3 per hr	2-3 per hr	2 per hr
Sky Blue 16	Reading > Oxford Road > Overdown Road > Knowsley Road	2-3 per hr	2-3 per hr	2 per hr

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Service	Route	Frequency (Peak)		
		Weekday	Saturday	Sunday
Royal Blue 33	Reading > Tilehurst Road > Corwen Road > Pierces Hill > Little Heath Road > Turnham's Farm	3 per hr	3 per hr	2 per hr
Azure 43	Reading > Pangbourne > Upper Basildon	4 per day	5 per day	No Service
Route 93	Reading > Pangbourne > Upper Basildon	2 per day	No Service	No Service
Greenwave 50	Reading > Green Park	3-4 per hr	1-2 per hr	No Service
Route 85	Reading > Oxford Road > Kentwood Hill > Little Heath School	2 per day	No Service	No Service
Route 88	Reading > Oxford Road > Tay Road > Theale Green	2 per day	No Service	No Service
Mereoak P&R 600 / 650	Reading > Reading International Business Park > Spencers Wood / Riseley / Mereoak Park & Ride	4 per hr	3-4 per hr	1 per hr
Lion 4 / 4a	Reading > Wokingham > Great Hollands > Bracknell	2 per hr	2 per hr	1 per hr
Purple 17	Wokingham Road > Cemetery Junction > Reading > Oxford Road > Tilehurst	8 per hr	7 per hr	6 per hr
Buzz 18 / 18a	Tilehurst Triangle > Kentwood Hill > Portman Road > Reading > Kenavon Drive	2-4 per hr	2 per hr	1 per hr
Yellow 26	Reading Station > Southcote > Ford's Farm > Beansheaf > Calcot	4-5 per hr	4 per hr	1-2 per hr
Route 87	Reading Station > Southcote > Ford's Farm > Beansheaf > Little Heath School	2 per day	No Service	No Service
Route 90	Reading Station > Southcote > Ford's Farm > Beansheaf > Theale Green School	2 per day	No Service	No Service
Berry 24	Reading > Caversham Bridge > Hemdean Road > Emmer Green	2 per hr	2 per hr	1 per hr
Little Berry 27 / 29	Reading > Reading Bridge > Lower Caversham	2 per hr	2 per hr	1 per hr
Bronze 11	Reading > Coley Park	3 per hr	3 per hr	2 per hr
Winnersh P&R 500	Reading > Cemetery Junction > Winnersh Triangle Park & Ride	3-4 per hr	3-4 per hr	No Service
Leopard 3	Reading > Royal Berkshire Hospital > Shinfield > Arborfield > Wokingham	3 per hr	3 per hr	2 per hr
Buzz 9 / 9a	Reading Station > Royal Berkshire Hospital > Whitley Wood > Green Park Station	1 per hr	1 per hr	No Service
Little Oranges 19a	Reading > Royal Berkshire Hospital > Early Gate > Silverdale Road > Loddon Bridge	1 per hr	1 per hr	No Service
Little Oranges 19b	Reading > Royal Berkshire Hospital > Early Gate > Beech Lane > Lower Early	1 per hr	1 per hr	No Service



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Service	Route	Frequency (Peak)		
		Weekday	Saturday	Sunday
Little Oranges 19c	Loddon Bridge > Woodley Piazza > Chequers > Bulmershe > Early Gate > Royal Berkshire Hospital > Reading	1 per hr	1 per hr	No Service
Emerald 5	Reading > Witley Street > Corbridge Road > Northumberland Avenue Terminus	3-5 per hr	3-5 per hr	2-3 per hr
Emerald 6 / 6a	Reading > Basingstoke Road > Witley Wood	4-5 per hr	4-5 per hr	3 per hr
The London Line 701 / 702	Reading Station > Legoland > Windsor > Slough > London	5 per day	4 per day	4 per day
Pink 22	Reading > Caversham > Caversham Heights	2 per hr	1 per hr	No Service
Pink 25	Reading > Reading Bridge > Prospect Street > Emmer Green > Sonning Common > Peppard Common	1-2 per hr	1 per hr	1 per 2 hr
Route 80	Caversham Park > Emmer Green > Reading School	2 per day	No Service	No Service
Route 81	Caversham Heights > Abbey School > Reading School > St Joseph's Covent > Bulmershe School	2 per day	No Service	No Service
Route 82	Reading > Reading Bridge > St Barnabas Church > Maiden Erlegh Chiltern Edge	2 per day	No Service	No Service
Route 83	Caversham Road > Caversham Park Village > Maiden Erlegh Chiltern Edge School	2 per day	No Service	No Service
Route 84	Reading > Reading Bridge > Prospect Street, Emmer Green > Sonning Common > Maiden Erlegh Chiltern Edge School	2 per day	No Service	No Service
Berry 23	Reading > Reading Bridge > Henley Road > Caversham Park	2 per hr	2 per hr	1 per hr
Orange 13 / 14	Reading > Bulmershe > Woodley > Chequers > Woodley (Circular)	2 per hr	2 per hr	1 per hr
Claret 21	Reading > University > Lower Earley > Rushey Way > Lower Earley	4 per hr	3 per hr	3 per hr
Lime 2 / 2A	Reading > Burfield > Tadley	2 per hr	2 per hr	1 per hr

Source: Reading Buses: <https://www.reading-buses.co.uk/> (Accessed: January 2026)

Rail Accessibility

- 3.3.13 The site is located opposite Reading Railway Station which is a national transport hub. Between 2009 and 2014, Reading Railway Station underwent a phase of expansion and modernisation that consisted of installing five new platforms and improving the station facilities and interchanges. It was upgraded to cater for a capacity of c.30 million people.
- 3.3.14 Between April 2024 to March 2025, Reading Railway Station had over 14.3 million entries and exits recorded and was the eleventh busiest station outside London. In addition to its expansion, the development of the Elizabeth Line meant that from November 2022, the service was running directly from Reading Railway Station to central London and beyond.



3.3.15 The station provides connections to regional and national locations served by the following companies:

Operator	Destinations
Great Western Railway	London Paddington, Slough, Newbury, Swansea, Worcester, Redhill, Didcot, Oxford, Plymouth, Cheltenham Spa, Penzance, Basingstoke, Cardiff Central, Bristol Temple Meads, Gatwick Airport.
CrossCountry	Bournemouth, Southampton, Guildford, Banbury, Coventry, Birmingham, the North of England including Manchester Piccadilly, and Scotland
South Western Railway	London Waterloo, Wokingham, Staines, Richmond, Clapham Junction, Basingstoke, Winchester, Southampton, Portsmouth and Brighton.
Elizabeth Line	Maidenhead, Slough, Hayes and Harlington, Ealing Broadway, Paddington, Bond Street, Tottenham Court Road, Farringdon, Liverpool Street, Whitechapel, Stratford, Shenfield, Canary Warf, and Abbey Wood.

3.3.16 A summary of the rail services are provided in **Table 3.2**.

Table 3.2: Rail Service Summary

Destination		Operator	Journey Time (Approximate)	Frequency (Approximate at Peak)
Central London	Paddington	Great Western Railway	24 minutes	5 minutes
	Bond Street	Elizabeth Line	27 minutes	30 minutes
	Tottenham Court Road	Elizabeth Line	28 minutes	30 minutes
	Farringdon	Elizabeth Line	32 minutes	30 minutes
	Liverpool Street	Elizabeth Line	34 minutes	30 minutes
	Whitechapel	Elizabeth Line	37 minutes	30 minutes
	Canary Wharf	Elizabeth Line	41 minutes	30 minutes
Outside London	Maidenhead	Great Western Railway / Elizabeth Line	6 minutes	15 minutes
	Slough	Great Western Railway / Elizabeth Line	11 minutes	15 minutes
	Oxford	CrossCountry / Great Western Railway	23 minutes	5 – 15 minutes
	Heathrow (via Hayes & Harlington)	Elizabeth Line	38 minutes	30 minutes (To Hayes & Harlington)
	Southampton (Central)	CrossCountry / South Western Railway	55 minutes	60 minutes
	Bristol	Great Western Railway	60 minutes	60 minutes
	Birmingham Airport	CrossCountry	80 minutes	60 minutes

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Destination		Operator	Journey Time (Approximate)	Frequency (Approximate at Peak)
	Bournemouth	CrossCountry	90 minutes	60 minutes
	Gatwick Airport	Great Western Railway	90 minutes	30 minutes
	Birmingham (New Street)	CrossCountry	90 minutes	30 minutes
	Cardiff	Great Western Railway	100 minutes	30 minutes
	Brighton	Great Western Railway / South Western Railway	130 minutes	15 minutes
	Manchester	CrossCountry	195 minutes	30 minutes

Source: National Rail: <https://www.nationalrail.co.uk/> (Accessed: January 2026)

Taxis

- 3.3.17 The site is well-served by several nearby taxi ranks, with the most prominent located at the Northern, South-West, and South-East Interchanges of Reading Station. In addition to these key locations, further taxi ranks can be found along Friar Street to the south of the site, as well as on Gun Street, St Mary's Butts, Bridge Street, and Oxford Road.



4 Sustainable Transport Strategy

4.1 Introduction

- 4.1.1 This section sets out the proposed transport strategy and outlines how it will integrate with the development proposals, in accordance with the principles established as part of the Outline Application.

4.2 Site Context

- 4.2.1 The description of development is as follows:

‘Reserved Matters application pursuant to Outline Planning Permission ref. 192032 for the development of Plots A/B and D at Station Hill, Reading, comprising the erection of two buildings to provide residential units (Use Class C3), including affordable housing, ground floor flexible commercial units (Use Class E), resident amenity space, associated landscaping and public realm works, including Station Hill Gardens and enhancements to Station Hill Square, new pedestrian routes, cycle parking, servicing, refuse storage, plant and ancillary infrastructure, with all associated works.’

- 4.2.2 The quantum of development for each Plots A/B, and D is presented in **Table 4.1**.

Table 4.1: Residential Development Schedule

Bedroom Mix	Plot		Total
	A/B	D	
1 – 2 Bedrooms	402	176	580
3+ Bedrooms	15	7	22
Total	417	183	600

- 4.2.3 The Station Hill Phase 3A development comprises residential and commercial uses across Plots A/B and D. The residential element will deliver up to 600 dwellings. Ground floor commercial floorspace is proposed predominantly for flexible food and beverage (F&B) uses within each plot. The development is designed to integrate with the wider Station Hill masterplan and to operate without reliance on private car parking, aside from a limited number of disabled parking and servicing facilities. The masterplan is provided in **Appendix A**.

- 4.2.4 The quantum for the commercial/ F&B units is presented below in **Table 4.2**.

Table 4.2: Commercial/ F&B Development Schedule

Commercial/ F&B Space (sqm)		Total (sqm)
A/B	D	
459	543	1002

4.3 Access Strategy

- 4.3.1 The proposed development considers areas of ‘*active frontage*’ to be delivered at podium level, which have been designed to reinforce activity, visibility and interaction along these areas. The arrangement of commercial units, residential amenities, building entrances and landscaped

pedestrian routes contributes to establishing a distinctive sense of place and identity within Station Hill Gardens and across the wider Phase 3A masterplan.

- 4.3.2 At podium level, entrances to the residential units, resident amenity areas and key circulation points are strategically positioned to face the landscaped podium gardens, promoting activity throughout the day and supporting effective natural surveillance. The inclusion of commercial and community-oriented uses at this level further enhances the activity and coherence of the environment, facilitating a smooth transition between the public realm and the private residential spaces above.
- 4.3.3 The active frontage provision for Plots A/B and D exceeds the requirements set out in the approved parameter plans, reflecting the project's ambition to deliver a more dynamic and engaging podium setting. The design ensures that these frontages make a positive contribution to movement patterns, wayfinding, and the overall user experience within Station Hill Gardens, establishing the podium's role as a central social and communal hub within the development.

4.4 Cycle Parking

Residential Cycle Parking

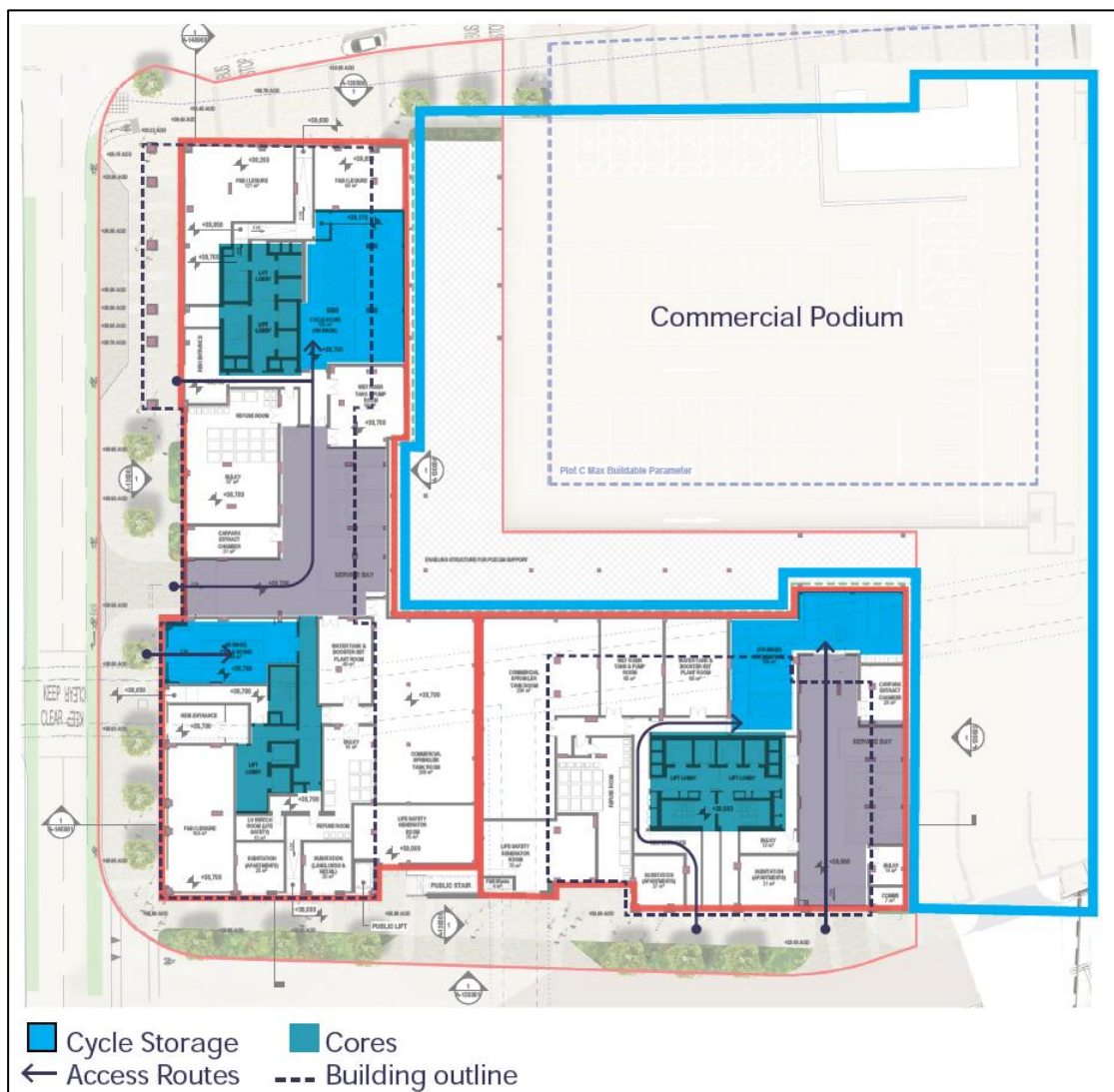
- 4.4.1 The cycle parking is proposed in line with RBC minimum Parking Standards, **Table 4.4** sets out the minimum number of cycle parking spaces to be provided by the development, based on the land use quantum provided above in **Table 4.1**.

Table 4.4: RBC Residential Cycle Parking Standards Requirements

Bedroom Mix	RBC Standard (Space/Unit)	Plot			Total
		A	B	D	
1 – 2 Bedrooms	0.5	144	62	85	291
3+ Bedrooms	1	15	7	9	31
Total		159	69	94	322

- 4.4.2 Residential cycle parking provision is proposed in accordance with RBC Cycle Parking Standards. For the 600-unit scheme, a minimum provision of 322 residential cycle spaces is required across Plot A/B and D which is proposed within two-tier racks in secure internal cycle stores, accessible only to residents, accessed from Greyfriars Road and Garrard Street as shown on **Figure 4.1**. Each store will have bicycle maintenance equipment (including a pump, variety of tools and puncture repair kit), standard lockers and heated lockers. To ensure the cycle stores are secure, motion sensitive lighting and CCTV will be fitted.
- 4.4.3 Residential visitor cycle parking is provided within the public realm along Station Hill and Greyfriars Road. In the absence of RBC-specific guidance, provision has been reviewed against London Plan standards (1 space per 40 units requiring 15 spaces), Phase 3A proposes 24 additional visitor cycle stands distributed along Greyfriars Road and Station Hill, able to accommodate 48 bicycles (note in addition 3 stands are also re-positioned and 13 retained on Station Hill as part of the proposal). The cycle storage facilities are shown below in **Figure 4.1**.

Figure 4.1: Cycle Storage Plan



Commercial Cycle Parking

- 4.4.4 Commercial cycle parking requirements have been informed by RBC Parking Standards, based on the scale of F&B floorspace and estimated staff numbers. The RBC Cycle Parking Standards are as follows:
- A3 Restaurants and Cafe Use – 1 space per 6 staff and 1 space per 300sqm.
- 4.4.5 In the absence of established employee numbers, the Homes and Communities Agency Employee Density Guide (3rd Ed., November 2015) for A3 Restaurants of 1 employee per 15sqm has been applied. The commercial cycle parking requirements are presented in **Table 4.5**.

Table 4.5: Commercial Cycle Parking Requirements

Plot	F&B Floorspace (sqm)	Commercial Cycle Parking Requirements	
		Staff Spaces	Visitor Spaces
A	237	3	1
B	234	3	1
D	437	5	2
Total	908	11	4

- 4.4.6 Across Plots A/B and D, a total of 11 staff cycle spaces and 4 visitor cycle spaces are required. As set out within **Paragraph 4.4.3**, the site proposes a good level of external cycle parking provision within the public realm, which is considered sufficient to accommodate for cycle storage for the commercial uses.

4.5 Car Parking

- 4.5.1 Given the highly accessible town centre location of the Station Hill development, it is proposed that residential parking provision for Plots A/B and D be limited exclusively to accessible (Blue Badge) parking spaces. This approach aligns with the objective of promoting sustainable travel within a highly accessible location.
- 4.5.2 It was agreed within the outline planning application for Phase 3 that residential parking would be provided on a basis of 0.3 parking space per residential unit. The proposal, for essentially a 'car free scheme' is therefore a positive step in supporting sustainable travel when compared to the consented outline proposition as it will lead to a reduction in residents vehicle trips and travel by sustainable means. The accessible location of the site in terms of public transport and access to local amenities in close proximity means a car-free scheme is suitable here.
- 4.5.3 RBC parking standards define accessible parking as a proportion of the total parking provision. The proposed residential scheme is intended to be car-free other than the accessible parking spaces. Phase 1 of Station Hill (Ebb & Flow) includes 598 units and 157 parking spaces, 8 of which are Blue Badge Spaces. Phase 1 was first occupied in 2023, and since opening, no residents have requested Blue Badge Spaces even as the buildings approach full occupancy.
- 4.5.4 Rather than provide zero blue badge spaces within the development, Phase 3A will provide 4 spaces with 2 dedicated spaces for Plot A/B and 2 spaces for Plot D. This is considered sufficient to meet the future needs of the development given that the adjacent Phase 1 (Ebb & Flow) has experienced no demand for Blue Badge Spaces.
- 4.5.5 No dedicated visitor car parking is proposed within the development. Visitors will be required to utilise existing public car parking located throughout the town centre.
- 4.5.6 RBC Parking Standards require 2 car club spaces to be provided, the current proposal is for the Applicant to contribute towards the funding of two on-street car club spaces in close proximity to the site. The outline planning application for Phase 3 proposed for these to be provided within the development. Experience from the running of a car club facility within Ebb & Flow found that the demand was low for an internal site only facility, which led to the scheme becoming unviable. Proposing external car club facilities which can be used by the development as well as other members of the public is therefore believed to be a more viable and attractive facility to operators.
- 4.5.7 All designated parking spaces will be served with electric vehicle charging points, ensuring full compliance with emerging sustainability standards and supporting the transition to low-emission transport in accordance with TR1 and TR5 of the Reading Local Plan.
- 4.5.8 The car parking spaces will be managed by the Buildings Operations Team.

4.6 Delivery & Servicing

Click and Collect

- 4.6.1 Residents will be encouraged to consider the use of services such as Click and Collect and local collection points when ordering goods for home delivery. This will be achieved through promoting the benefits of Click and Collect within the Welcome Pack that is distributed to the new residents as part of the Travel Plan. The pack will contain information of the available goods collection points such as Amazon Locker and InPost parcel lockers.
- 4.6.2 Click and Collect and local collection points provide an alternative to having deliveries sent to individual home addresses. This can help reduce the number of missed deliveries (particularly during the day) and subsequently reduce delivery vehicle trips. There is a number of different Click and Collect options provided by an ever-growing number of retailers including getting goods delivered to your nearest store (for that retailer or an associated retailer) or using a service such as InPost. Often these parcel lockers can be used to return goods and provide a convenient way to minimise the number of vehicle trips associated with online ordering.

Residential Concierge Service

- 4.6.3 The on-site concierge service will be available to residential units and will accommodate a parcel safe storage room. This will allow parcel delivery from all couriers to a secure resident-facing parcel room. Residents retrieve their parcels by entering a unique code to access the storage room for which they have 24/7 access. This service will enable deliveries to be made during the day and also out of hours and will contribute towards reducing the number of potential missed deliveries. The concierge facility will be readily accessible to delivery drivers and will help to reduce the time that delivery vehicles wait within the on-street loading bays as the driver will not need to wait for the resident. This in turn will subsequently help reduce the number of delivery trips associated with the development and improve efficiency of the on-street bays.

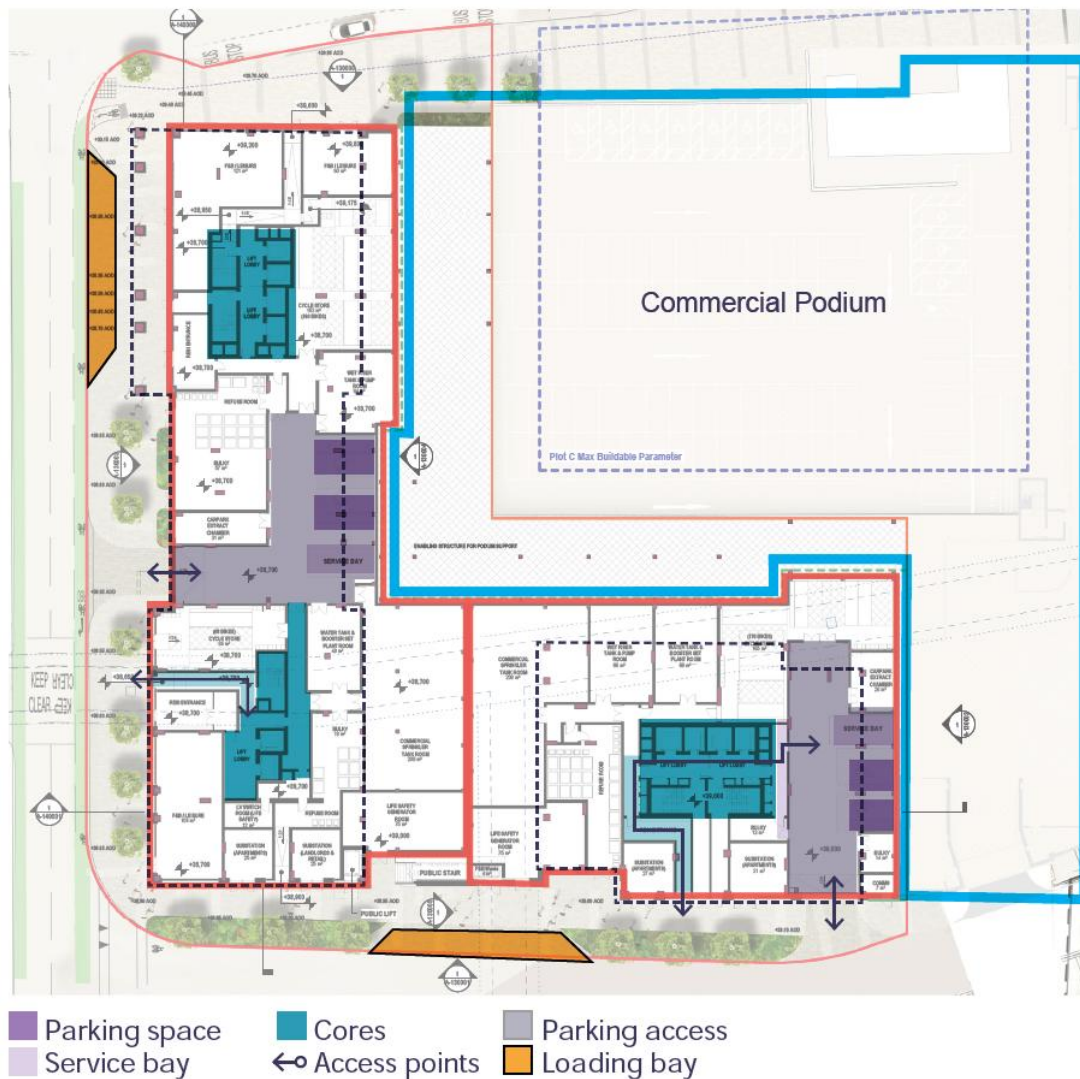
Delivery and Servicing Strategy

- 4.6.4 It is proposed that two off-street loading facilities will be provided; one located on Greyfriars Road adjacent to Plot A and one located on Garrard Street adjacent to Plot B and D. This aligns with the strategy agreed for Phase 3 as part of the outline consent with a bay on Greyfriars Road and a bay on Garrard Street. These facilities will serve the adjacent Plots A/B and D and provide a location for servicing, deliveries and refuse collection. The location of the proposed delivery and servicing bays are provided in **Figure 4.2**.

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Figure 4.2: Delivery and Servicing Strategy



- 4.6.5 The servicing strategy has been designed to clearly differentiate between day-to-day deliveries and larger operational activities to minimise the impact on the surrounding highway network. Refuse collection is undertaken directly from the on-street bays, with refuse stores positioned to provide safe, efficient, and unobstructed access for collection, thereby reducing dwell times on the carriageway.
- 4.6.6 Routine deliveries, including parcels, small goods, and service-related items, are also managed from the on-street bays. Couriers can meet and greet residents at street levels and access the podium level via the Garrard Street steps, enabling direct access to the residential lobbies without the need for delivery vehicles to enter the podium itself, thus reducing unnecessary vehicle movements in and out of the development.
- 4.6.7 Operational requirements, such as bulk deliveries, maintenance and repair and resident move-in or move-out activities, are accommodated within 2 dedicated undercroft service bays allocated within Plot A/B and Plot D. These spaces allow loading and unloading activities to take place entirely off-street, away from pedestrian routes and active frontages, thereby enhancing safety and reducing conflicts between vehicles and vulnerable users.
- 4.6.8 The external on-street loading bays have been sized to be able to accommodate for a larger HGV such as a refuse vehicle or two medium sized delivery vehicles/vans.

5 Objectives & Targets

5.1 Introduction

- 5.1.1 This section sets out the objectives of the FTP which feed into the main SMART targets for the development. The aim of the objectives and targets is to support the overall uptake of sustainable transport modes for site users, in addition to a reduction over time of the use of single occupancy vehicles.

5.2 Objectives

- 5.2.1 The following objectives have been identified for the FTP;
- Promote travel choice and accessibility to and from the development for all users of the site;
 - Encouraging and maximising the quantity of journeys made to and from the site more sustainably via foot, by cycle, public transport and through car sharing, and therefore reducing the quantity of single occupancy car journeys to and from the site;
 - Promoting a healthy and accessible work environment and raising awareness of the many benefits of travelling more sustainably; and
 - Act as a guide for the development of future individual Travel Plans for individual occupiers / land uses.

5.3 Targets

- 5.3.1 The success of the FTP should be monitored against clearly defined targets related to travel. These targets must be **S M A R T** as explained below as:

SPECIFIC	Identifying precisely what is to be achieved.
MEASURABLE	Assessable over the duration of the target period; allowing for regular evaluation of effectiveness.
APPROPRIATE	Linked to the overall objectives and aims.
REALISTIC	In terms of the potential to be achieved over the duration of the target.
TIMED	The target must define a date and series of dates by which it is expected to be achieved.

5.4 Residential Interim Targets

- 5.4.1 Interim targets for the residential element of the site have been set out within **Table 5.1**. This has been based on the residential preliminary baseline mode share that were set out within the FTP for Station Hill North (May 2023) but adjusted to reflect the car free nature of the scheme now proposed.

Table 5.1: Residential Baseline Mode Share Targets

Mode	Residential Preliminary Baseline Mode Share (%)	Year 2	Year 4	Year 6
Public Transport	46.40%	46.40%	46.80%	47.30%
Walking and Cycling	47.50%	47.50%	47.60%	47.80%
Car Driver	0.00%	0.00%	0.00%	0.00%
Car Passenger	3.90%	3.90%	3.50%	2.90%
Other	2.20%	2.20%	2.10%	2.00%
Total	100.0%	100.0%	100.0%	100.0%

- 5.4.2 It should be reiterated that these interim targets are based on a *preliminary* baseline, and both the baseline and targets are to be revised and updated following the completion of the baseline surveys. These are to be undertaken 6 months following initial occupation of the development.

5.5 Commercial/ F&B Employee Targets

- 5.5.1 At this stage, the employee travel characteristics on site cannot be set out as the specific occupiers are yet to be confirmed for the development. This will be informed by travel surveys following occupation.

6 Travel Plan Management

6.1 Introduction

- 6.1.1 This section provides a summary of the key responsibilities regarding the management of the Travel Plan. It is based and builds upon the FTP submitted with the consented outline planning permission.

6.2 Travel Plan Coordinator

- 6.2.1 The Travel Plan Coordinator (TPC) is in charge of managing the implementation of the FTP. The commercial aspects of the site will require separate Occupier Travel Plan Co-Ordinator(s) (OTPC) for each commercial occupier. The role and responsibility of the TPC has been set out below:

- Act as the main point of contact for site users, and OTPC(s), regarding the FTP and transport related issues / queries associated with the site;
- Meet with the individual occupiers to ensure an integrated approach to accessibility across the site;
- Ensure that each occupier has appointed an OTPC;
- Ensure that OTPC(s) are introduced to the respective users (staff, residents).
- Ensure that the OTPC is aware of the travel plan standards to meet specific targets;
- Analyse the results of the travel surveys and liaise with RBC to discuss the results against the targets set;
- Organise travel plan surveys and prepare monitoring reports in line with the monitoring schedule (**Section 8.2**); and
- Organise the distribution of Welcome Pack to assist site users with journey planning.
- Ensure that staff working at Reception / Concierge within the residential section will be equipped with basic local travel information and where further information can be found to help inform residents and visitors.
- Organise the Dr Bike drop in and active travel community events and manage the active bicycle user group.

- 6.2.2 Following occupation of the site, the TPC will liaise with RBC to agree on the day-to-day responsibilities of the travel plan that will be passed on to the OTPC.

- 6.2.3 At this stage the TPC has not been confirmed and contact details will be provided at a later date.

6.3 Occupier Travel Plan Coordinator

- 6.3.1 Prior to the occupation commercial aspects of the site, OTPCs will be appointed, and their details will be provided to the TPC within 3 months of occupation of the site. There will be an OTPC appointed for each unit for as long as the occupier is on the site.

- 6.3.2 It is expected that the role of the OTPC will be a part-time position undertaken by an existing employee within the workplace elements of the site who will provide information to the TPC to contribute towards the wider FTP.



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6.3.3 Some of the key responsibilities of the OTPC's are set out below; these will be reviewed on a regular basis.

- To advise their employees working within Station Hill in all matters relating to sustainable travel including providing information on public transport, cycling and walking;
- Obtain and advise on the easiest access to current transport network, timetable and fare information from the TPC and ensure this is made readily available to their workforce;
- To encourage those living/working in close proximity to the site to walk or cycle to work;
- To undertake travel surveys every other year, compare against model split targets and feed back to the TPC as required;
- To liaise with the TPC and other OTPC(s) to share information and ideas to improve travel behaviour;
- The OTPCs will ensure that all the necessary systems relating to the TP, including data collection and recording, as well as the occupier travel database, are established, maintained and regularly updated.;
- The OTPC's will review the TP annually and following the travel surveys and the process of monitoring and review.



7 Measures & Action Plan

7.1 Introduction

7.1.1 In order to meet the interim objectives, set out in **Section 5.4** of this FTP, a number of measures will be considered for implementation at the proposed development. These have been included in this section, in addition to indicative timescales and responsibilities.

7.2 Action Plan

7.2.1 The Action Plan is set out below in **Table 7.1**.

Table 7.1: Action Plan and Measures

Measure	Implementation	Responsibility
<i>Travel Plan Management</i>		
Appoint TPC	Prior to Occupation	Developer
Appoint OTPC(s)	Prior to Occupation	Developer / TPC
Ensure TPC / OTPC(s) are aware of, and committed to achieving objectives / targets of TP Plan	Prior to Occupation	Developer / TPC
<i>General Measures</i>		
Concierge within residential section where residents and visitors will be able to obtain basic travel information	Upon Occupation	TPC
Ensure Resident App is set up to provide news / events to residents that promote an increase in the use of sustainable transport modes	Upon Occupation	TPC
Preparation and distribution of a Welcome Packs to staff. This will include relevant walking, cycling, public transport, and car club information, and map of local click and collect (Amazon and InPost) locations. The pack will be provided to site uses in a digital format allowing them to use hyperlinks effectively	Prior to Occupation	TPC
Prepare travel awareness content to be provided in regularly distributed newsletters, welcome pack. The content could consist of; - Promote active travel health and financial benefits - Local walking and cycling maps - Updates of bus routes - Local transport events and national awareness campaigns such as national walking month, bike week, bike to school week etc. - Information of local cycle training / courses including bike user groups	Anticipated twice times a year following occupation	TPC
<i>Pedestrian and Cycle Measures</i>		
Provide information on free RBC cycle training classes for adults and children, information at: https://www.reading.gov.uk/vehicles-roads-and-transport/cycling	Upon Occupation	TPC
Promotion of events (e.g., national walk to work day) and lunchtime/evening walk/cycle activities via newsletter / Welcome Pack / Resident App	Regularly	TPC
Provide dedicated, convenient and secure cycle storage	Prior to Occupation	Developer

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Measure	Implementation	Responsibility
Promote walk-buddy / cycle-buddy schemes to share daily journeys to work on foot and cycle via newsletter / Welcome Pack / Resident App	Regularly	TPC
Provide an active bicycle user group where cyclists can meet up and support those who wish to start cycling.	Regularly	TPC
Engage with a local cycle shop to provide discounts on bicycles and equipment	Regularly	TPC
Provide a regular Dr Bike service to ensure residents and staff are able to get maintenance checks on their bikes	Regularly	TPC
Provide pool bikes for residents to use	Upon Occupation	TPC
<i>Public Transport</i>		
Provide residents and staff with up-to-date information on public transport services	Regularly	TPC
Provide up-to-date public transport timetables and information including links to RBC travel-info website and journey planning websites via newsletter / Welcome Pack / Resident App	Regularly	TPC
<i>Car Sharing / Car Club</i>		
Provide funding towards the Car Club provision as agreed with RBC	Prior to Occupation	Developer
Promote car sharing with links to liftshare.org and regularly updated posters / Resident App / emails / etc.	Regularly	TPC



8 Monitoring & Review

8.1 Introduction

- 8.1.1 This section includes the monitoring schedule for the FTP which ensures that the document will be continuously reviewed, monitored, and updated accordingly. This is required so that the measures and targets reflect the ever-changing circumstances of the site, and requirements of the site users.

8.2 Monitoring and Review Schedule

- 8.2.1 The TPC will be responsible for the monitoring and review process of this document. This involves coordinating surveys and implementing and monitoring the progress of measures. This information will be included within Travel Plan Monitoring reports which will then assess how the measures have impacted on the targets. **Table 8.1** below gives the timescales for the monitoring and review of the TP.

Table 8.1: Monitoring and Review Schedule

Action	Timescale
<i>Baseline – Year 1</i>	
Ensure that an OTPC has been appointed for the F&B units of the site and details provided to the TPC	Within 3 months of occupation of each occupier
Baseline TRICS SAM multi-modal surveys to be undertaken to understand how residents travel to and from the site	Within 6 months of 50% occupation
Resident online questionnaire/satisfaction survey to further inform baseline targets for residents	Within 6 months of 50% occupation (in line with Baseline TRICS SAM surveys)
Workplace questionnaire to further inform baseline targets for F&B units	Within 6 months of 50% occupation (in line with Baseline TRICS SAM surveys)
Preparation of Baseline Travel Plan that includes baseline results and sets targets for land uses.	Following completion of the baseline surveys
Baseline Travel Plan submitted to RBC for approval in accordance with S106 requirements	Following completion of the baseline surveys
<i>Ongoing Monitoring Year 2 to 6</i>	
TRICS SAM multi-modal surveys for the residential element of the site	To be undertaken biennially in Year 2, 4 and 6
Resident online questionnaire/satisfaction survey to further inform travel plan monitoring	To be undertaken biennially in line with TRICS SAM surveys
Workplace online questionnaire to further inform baseline targets for commercial units	To be undertaken biennially in line with TRICS SAM surveys
Preparation of Travel Plan Monitoring Report consisting of: - Summary of results from monitoring surveys - Review of targets set out in the Travel Plan and provide update if necessary. - Details of measures implemented to date as part of the Travel Plan	To be undertaken biennially following surveys completed for Years 2, 4 and 6

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Action	Timescale
Updated Action Plan for measures implemented/ to be implemented, with timescales for completion and responsibilities	
Travel Plan monitoring report submitted to RBC for approval in accordance with S106 requirements	Following completion monitoring report
Year 6	
In the case that the targets have not been met by the end of the monitoring period (Year 6), the TP will be required to be updated and resubmitted to RBC. This will need to include further measures to improve the effectiveness of the TP to achieve the targets.	Following Year 6 surveys

