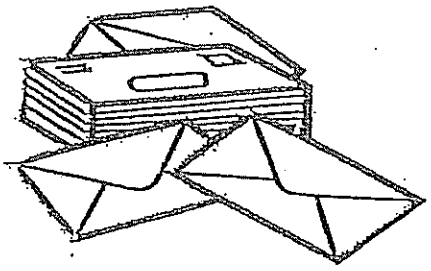
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F/2001/3311



LONDON & CAMBRIDGE PROPERTIES LIMITED

02.FEB.2001* 3311

Proposed Development
Headley Road East, Woodley

London & Cambridge Properties Limited proposes to redevelop two sites on Headley Road East, Woodley. These are known as the QTR site, on the north side, and the Western site on the south side. These sites are currently used for employment purposes and L&CP proposes to provide modern facilities to replace the existing units.

The QTR site is occupied by just over 4,500m2 of warehousing and the Western site is occupied by a number of buildings in a variety of uses totalling 14,550m2. Of this total, 2555m2 is used for offices, and the remainder for Warehousing.

Public Transport

There are three bus routes that service the Headley Park Industrial Estate. These are route numbers 42, 63 and 65. These are circular routes and service 63 and 65 connect the Woodley Area to Reading Station and town centre. The route includes a loop around the Woodley Area including most of the residential areas surrounding the Headley Park industrial estate. These services provide a 20 minute service in the peaks in each direction. During the middle of the day the frequency is half-hourly.

Service number 42 is a local service with an hourly frequency, although this reduces to about 45 minutes during the peaks. This route serves the residential areas to the east and west of the site and to the east of Reading town centre.

The three services combine to provide good access for local people to the sites and longer distance commuters to use a combination of rail and bus services with a 15 minute bus ride from the station.

Reading station is a major stop for services between London and the West Country and to Oxford and Birmingham, as well as local services. It is directly connected to the sites by the bus services described above.

Pedestrians and Cyclists

The local highway network has a well developed system of footways and footpaths serving the residential areas which surround the site. The provision of employment opportunities near to large areas of residential development is entirely in line with current government policies and will enable employees of the occupiers of the sites to live locally and existing residents to seek work near to their homes.

There is an existing cycle route leading south from the eastern end of Headley Road East. The Wokingham District Local transport plan 2001 –2006 identifies several proposals in the local area for cycle routes. These include a Secondary Route from the western end of Headley Road East into the residential areas to the north west and towards the west and south west.

The existing and proposed cycle routes will encourage employees of the occupiers of the sites to cycle when possible instead of using their cars. To assist in the aims of the council in promoting cycling the developer is willing to provide land along the frontage of the QTR site for the future provision of a cycle path if required.

Existing Traffic Attractions

Traffic surveys of both sites were undertaken in November 2000 to determine the levels of existing attracted flows. The results are set out in Tables 1 to 7. For simplicity the flows from the three access points to the Western Site have been combined.

Potential Traffic Attractions

The existing use of the two sites is less intensive than could be possible if the two sites were not to be redeveloped. The intended redevelopment deters long-term tenants and this is demonstrated by the current use of part of the Western site as an indoor kart track. It would be possible for the buildings to be refurbished and let on a longer term basis and the use of the buildings could be expected to be in line with their original purpose.

The potential traffic attractions to the site in this case have been calculated using TRICS data on the basis of the uses identified above. These potential traffic attractions are set out in Tables 8 to 11.

Existing Highway Network Flows

AT the time of the site traffic surveys in November 2000, surveys were undertaken of the turning movements at the junctions of Headley Road East with Loddon Road and with Spitfire Way and the junction of Spitfire Way with Viscount Way. The flows on the approaches to the junctions are shown in Figures 1 and 2, including the flows into and out of the development sites.

Future Proposals and Traffic Attractions

L&CP proposes to develop the QTR site for 30 office starter units totalling 5854m2 of floorspace. The Western site would be redeveloped for a mixture of 3600m2 of B1c Light Industrial and 8,700m2 of Warehousing. An analysis of the potential traffic attractions to these uses has been undertaken and the results are set out in Tables 12 to 15.

Traffic Effects of Proposed Development

The effects of the proposed redevelopment on the highway network can be assessed by comparing the expected traffic attractions to the proposed development with the traffic attractions to the existing site. Currently, the existing sites are occupied by a number of uses, on short term leases due to the prospect of redevelopment. In the event that the sites were not to be redeveloped the existing buildings could be let on a longer term basis to other uses more typical of the generic employment land uses.

Figure 3 and 6 show the assumed existing distribution of traffic flows attracted by the QTR and western sites. Figures 4 and 7 show the assumed distribution of the attracted flows to the proposed developments. Figures 5 and 8 show the changes in flows as a result of the proposed developments compared to the observed attractions. Figure 9 shows the overall traffic flow changes following the development based on the observed attracted flows.

These development flows have been distributed onto the network in proportion to the observed flows from the existing uses. The layout of the western site will allow employees and visitors to choose whether to leave the site via Headley Road East or Viscount Way. This choice could be influenced using internal gates or barriers, but it has been assumed that there would be no obstructions within the site to allow flexibility. To take account of this change from the existing site layout the calculated attracted traffic from the Western site has been distributed onto the network in proportion to the traffic flows entering and leaving the highway network covered by the traffic surveys. It has been assumed that no site traffic would travel to and form Tippings Lane, Hurricane Way and Comet Way. These

roads are predominantly residential and whilst some employees will live locally it is likely to be less, proportionately, than the traffic flows on these roads.

To assess the level of impact upon the highway network, these changes in attracted flows have been compared to the existing traffic flows on the network and expressed as a percentage change. These are set out in Table 16. It can be seen that the maximum percentage change on any part of the highway network would be 11% on Headley Road East, eastbound in the morning peak, leaving the Butts Hill roundabout. As this movement is away from the junction it would have little effect upon the highway network.

On Miles Way, northbound in the morning peak hour flows would increase by 8% although this amounts to less than one vehicle per minute and it is unlikely that an increase of this level would have any noticeable effect upon highway capacity.

It should be noted that the changes in flows identified in Table 16 are related to the observed traffic attractions. The potential traffic attractions of the existing buildings are higher than the observed flows and the differences would be correspondingly lower. Reference to Table 17 shows the overall differences in traffic attractions to the two sites. In the morning peak hour the inbound flows differ by only 26 vehicles in total the changes on Headley Road East and Miles Way would be about 12 to 15 vph or less than 3%.

Additionally, there are compensatory reductions in flows on other parts of the network due to the ability of Western site traffic to access either Headley Road west or Viscount Way.

Differences in flows during the evening peak hour are lower than in the morning peak hour and there are no changes greater than 3%. Changes of this order would have no effect upon highway capacity.

Overall, taking account of the potential for the existing site buildings and the reductions on parts of the network, the effect of the proposed development would be neutral.

Entrance to QTR site along Headley Road, survey site E

Table 1

Time	Arrivals Left In	Right In	Departures Left Out	Right Out	Total In	Out	Total Moves
0800	1	1	1	1	2	2	4
0815	3	1	1	0	4	1	5
0830	1	3	0	0	4	0	4
0845	3	3	2	0	6	2	8
Totals	8	8	4	1	16	5	

Table 2

Time	Arrivals Left In	Right In	Departures Left Out	Right Out	Total In	Out	Total Moves
1700	1	0	1	1	1	2	3
1715	1	1	5	2	2	7	9
1730	1	0	1	1	1	2	3
1745	0	0	1	1	0	2	2
Totals	3	1	8	5	4	13	

Entrance to Western site along Headley Road, survey sites A, C and D inclusive

Table 3

Time	Arrivals Left In	Right In	Departures Left Out	Right Out	Total In	Out	Total Moves
0800	3	6	3	5	9	8	17
0815	6	12	5	4	18	9	27
0830	2	10	1	0	12	1	13
0845	5	9	3	3	14	6	20
Totals	16	37	12	12	53	24	

Table 4

Time	Arrivals Left In	Right In	Departures Left Out	Right Out	Total In	Out	Total Moves
1700	4	6	11	12	10	23	33
1715	3	3	10	2	6	12	18
1730	4	5	19	2	9	21	30
1745	4	3	10	3	7	13	20
Totals	15	17	50	19	32	69	

Entrance to site from Viscount Way

Table 5

Time	Arrivals	Departures	Total
0800	6	6	12
0815	5	2	7
0830	2	4	6
0845	9	2	11
Totals	22	14	

Table 6

Time	Arrivals	Departures	Total
1700	4	9	13
1715	5	4	9
1730	8	12	20
1745	4	11	15
Totals	21	36	

Percentage split of Traffic entering Western site from two access points - Headley Rd and Viscount Way

Table 7

		AM		PM	
		In	Out	In	Out
Headley Road	Flows	84	32	39	93
	Percentage	80%	70%	65%	72%
Viscount Way	Flows	22	14	21	36
	Percentage	20%	30%	35%	28%

Table 8:

PROFILE 1. BASED ON TRICS - POTENTIAL (B8) STORAGE WAREHOUSING ON WESTERN SITE (11599sqm)

Time	Arrivals		Departures		Total Movements		Accum.
	100 sqm	Potential	100 sqm	Potential	100 sqm.	Potential	*(Base = 0)*
07:00 - 08:00	0.23	27	0.14	16	0.37	43	10
08:00 - 09:00	0.47	55	0.10	12	0.57	66	53
09:00 - 10:00	0.53	61	0.16	19	0.69	80	96
10:00 - 11:00	0.21	24	0.17	20	0.38	44	101
11:00 - 12:00	0.19	22	0.20	23	0.39	45	100
12:00 - 13:00	0.17	20	0.21	24	0.38	44	95
13:00 - 14:00	0.32	37	0.25	29	0.57	66	103
14:00 - 15:00	0.25	29	0.22	26	0.47	55	107
15:00 - 16:00	0.23	27	0.20	23	0.43	50	110
16:00 - 17:00	0.21	24	0.31	36	0.52	60	99
17:00 - 18:00	0.13	15	0.56	65	0.69	80	49
18:00 - 19:00	0.08	9	0.45	52	0.53	61	6
	3.02	350	2.97	344	5.99	695	-

Table 9:

PROFILE 2. BASED ON TRICS - POTENTIAL OFFICE DEVELOPMENT ON WESTERN SITE (2545sqm)

Time	Arrivals		Departures		Total Movements		Accum.
	100sqm	Potential	100sqm	Potential	100sqm	Potential	*(Base = 0)*
07:00 - 08:00	0.78	20	0.08	2	0.86	22	18
08:00 - 09:00	3.22	82	0.37	9	3.59	91	90
09:00 - 10:00	0.91	23	0.33	8	1.24	32	105
10:00 - 11:00	0.62	16	0.30	8	0.92	23	113
11:00 - 12:00	0.45	11	0.40	10	0.85	22	115
12:00 - 13:00	0.66	17	1.04	26	1.70	43	105
13:00 - 14:00	1.01	26	0.82	21	1.83	47	110
14:00 - 15:00	0.57	15	0.52	13	1.09	28	111
15:00 - 16:00	0.43	11	0.66	17	1.09	28	105
16:00 - 17:00	0.39	10	1.25	32	1.64	42	83
17:00 - 18:00	0.38	10	2.44	62	2.82	72	31
18:00 - 19:00	0.12	3	0.81	21	0.93	24	13
	9.54	243	9.02	230	18.56	472	-

Table 10:

PROFILE 3. COMBINATION OF PROFILES 1 & 2 - POTENTIAL WESTERN SITE TRAFFIC ATTRACTION (14144sqm)

Time	Arrivals		Departures		Total Movements		Accum.
	100 sqm	Potential	100 sqm	Potential	100 sqm.	Potential	*(Base = 0)*
07:00 - 08:00	0.33	47	0.13	18	0.46	65	28
08:00 - 09:00	0.97	137	0.15	21	1.12	158	144
09:00 - 10:00	0.60	85	0.19	27	0.79	112	202
10:00 - 11:00	0.28	40	0.19	27	0.47	66	215
11:00 - 12:00	0.23	33	0.23	33	0.46	65	215
12:00 - 13:00	0.26	37	0.36	51	0.62	88	201
13:00 - 14:00	0.45	64	0.35	50	0.80	113	215
14:00 - 15:00	0.31	44	0.27	38	0.58	82	221
15:00 - 16:00	0.26	37	0.28	40	0.54	76	218
16:00 - 17:00	0.24	34	0.48	68	0.72	102	184
17:00 - 18:00	0.18	25	0.90	127	1.08	153	82
18:00 - 19:00	0.08	11	0.52	74	0.60	85	20
	4.19	593	4.05	573	8.24	1165	-

Table 11:

PROFILE 4. BASED ON TRICS - POTENTIAL (B8) STORAGE WAREHOUSING ON QTR (4866sqm)

Time	Arrivals		Departures		Total Movements		Accum.
	100 sqm	Potential	100 sqm	Potential	100 sqm.	Potential	*(Base = 0)*
07:00 - 08:00	0.23	11	0.14	7	0.37	18	4
08:00 - 09:00	0.47	23	0.10	5	0.57	28	22
09:00 - 10:00	0.53	26	0.16	8	0.69	34	40
10:00 - 11:00	0.21	10	0.17	8	0.38	18	42
11:00 - 12:00	0.19	9	0.20	10	0.39	19	42
12:00 - 13:00	0.17	8	0.21	10	0.38	18	40
13:00 - 14:00	0.32	16	0.25	12	0.57	28	43
14:00 - 15:00	0.25	12	0.22	11	0.47	23	45
15:00 - 16:00	0.23	11	0.20	10	0.43	21	46
16:00 - 17:00	0.21	10	0.31	15	0.52	25	41
17:00 - 18:00	0.13	6	0.56	27	0.69	34	20
18:00 - 19:00	0.08	4	0.45	22	0.53	26	2
	3.02	147	2.97	145	5.99	291	-

Table12:

PROFILE A. TRIP RATE BASED ON TRICS - PROPOSED OFFICE DEVELOPMENT ON QTR SITE (5854sqm)

Time	Arrivals		Departures		Total Movements		Accum.
	100sqm	Proposed	100sqm	Proposed	100sqm	Proposed	*(Base = 0)*
07:00 - 08:00	0.18	11	0.04	2	0.22	13	8
08:00 - 09:00	2.10	123	0.32	19	2.42	142	112
09:00 - 10:00	0.95	56	0.52	30	1.47	86	138
10:00 - 11:00	0.34	20	0.23	13	0.57	33	144
11:00 - 12:00	0.67	39	0.45	26	1.12	66	157
12:00 - 13:00	0.84	49	0.95	56	1.79	105	150
13:00 - 14:00	0.86	50	0.78	46	1.64	96	155
14:00 - 15:00	0.52	30	0.48	28	1.00	59	157
15:00 - 16:00	0.39	23	0.38	22	0.77	45	158
16:00 - 17:00	0.32	19	1.06	62	1.38	81	115
17:00 - 18:00	0.28	16	1.2	70	1.48	87	61
18:00 - 19:00	0.23	13	0.77	45	1.00	59	29
	7.68	450	7.18	420	14.86	870	-

1 GFA from meeting on16/01/01
2 Layout as per drawing no. 00.011 SK37
3 Spaces for 208 vehicles
@ 1 space per 25 sqm

Table 13:

PROFILE B. TRIP RATE BASED ON TRICS - PROPOSED (B1) LIGHT INDUSTRIAL DEVELOPMENT ON WESTERN SITE (3670sqm)

Time	Arrivals		Departures		Total Movements		Accum.
	100 sqm	Proposed	100 sqm	Proposed	100 sqm.	Proposed	*(Base = 0)*
07:00 - 08:00	0.38	14	0.10	4	0.48	18	10
08:00 - 09:00	0.83	30	0.36	13	1.19	44	28
09:00 - 10:00	0.69	25	0.58	21	1.27	47	32
10:00 - 11:00	0.59	22	0.48	18	1.07	39	36
11:00 - 12:00	0.54	20	0.53	19	1.07	39	36
12:00 - 13:00	0.50	18	0.52	19	1.02	37	35
13:00 - 14:00	0.62	23	0.66	24	1.28	47	34
14:00 - 15:00	0.55	20	0.55	20	1.10	40	34
15:00 - 16:00	0.48	18	0.48	18	0.96	35	34
16:00 - 17:00	0.49	18	0.73	27	1.22	45	25
17:00 - 18:00	0.24	9	0.77	28	1.01	37	6
18:00 - 19:00	0.12	4	0.21	8	0.33	12	2
	6.03	221	5.97	219	12.00	440	-

1 GFA from SLH fax dated 11/01/01 Western site' proposals
2 3,670 sqm of light industrial
3 Spaces for 105 cars and 8 HGV bays
@ 1 space per 40 sqm
4 30% of area B1c use

Table 14: **PROFILE C. TRIP RATE BASED ON TRICS - PROPOSED (B8) STORAGE WAREHOUSING DEVELOPMENT ON WESTERN SITE (8590 sqm)**

Time	Arrivals		Departures		Total Movements		Accum.
	100 sqm	Proposed	100 sqm	Proposed	100 sqm.	Proposed	*(Base =0)*
07:00 - 08:00	0.23	20	0.14	12	0.37	32	8
08:00 - 09:00	0.47	40	0.10	9	0.57	49	40
09:00 - 10:00	0.53	46	0.16	14	0.69	59	71
10:00 - 11:00	0.21	18	0.17	15	0.38	33	75
11:00 - 12:00	0.19	16	0.20	17	0.39	34	74
12:00 - 13:00	0.17	15	0.21	18	0.38	33	70
13:00 - 14:00	0.32	27	0.25	21	0.57	49	76
14:00 - 15:00	0.25	21	0.22	19	0.47	40	79
15:00 - 16:00	0.23	20	0.20	17	0.43	37	82
16:00 - 17:00	0.21	18	0.31	27	0.52	45	73
17:00 - 18:00	0.13	11	0.56	48	0.69	59	36
18:00 - 19:00	0.08	7	0.45	39	0.53	46	4
	3.02	259	2.97	255	5.99	515	-

1 GFA from SLH fax dated 11/01/01 Western site' proposals
2 8,590 sqm of warehousing with ancillary offices
3 Spaces for 43 vehicles and 18 HGV bays @ 1 space per 200 sqm
4 70% area B8 use

Table 15:

PROFILE D. TRIP RATE BASED ON TRICS - COMBINED TRIP RATE FROM PROFILES B & C FOR WESTERN SITE

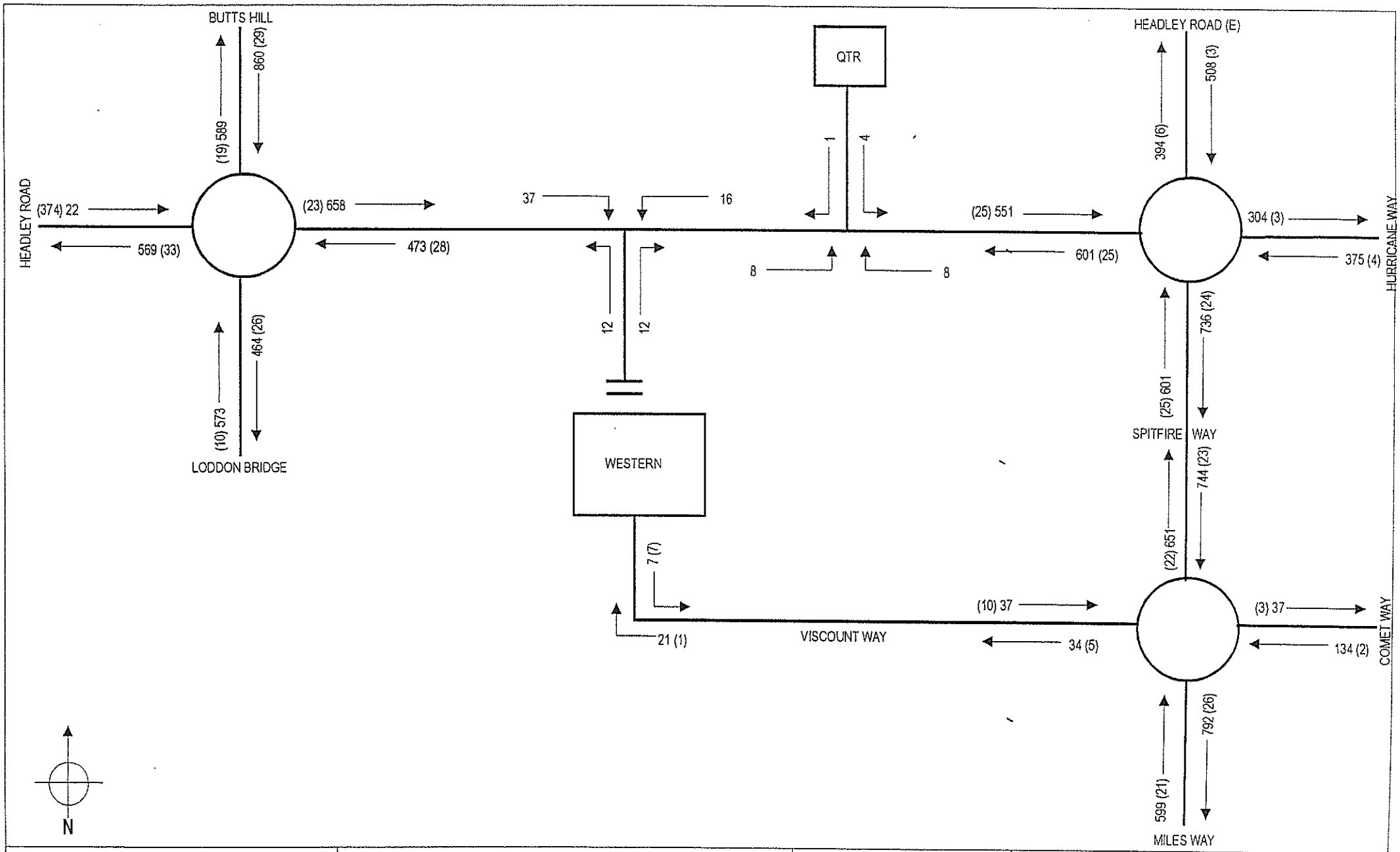
Time	Arrivals		Departures		Total Movements		Accum.
	100 sqm	Proposed	100 sqm	Proposed	100 sqm.	Proposed	*(Base =0)*
07:00 - 08:00	0.27	33	0.13	16	0.40	49	17
08:00 - 09:00	0.58	71	0.18	22	0.76	93	66
09:00 - 10:00	0.58	71	0.29	36	0.87	107	102
10:00 - 11:00	0.32	39	0.26	32	0.58	71	109
11:00 - 12:00	0.29	36	0.30	37	0.59	72	108
12:00 - 13:00	0.27	33	0.30	37	0.57	70	104
13:00 - 14:00	0.41	50	0.37	45	0.78	96	109
14:00 - 15:00	0.34	42	0.32	39	0.66	81	112
15:00 - 16:00	0.30	37	0.28	34	0.58	71	114
16:00 - 17:00	0.29	36	0.44	54	0.73	89	96
17:00 - 18:00	0.16	20	0.62	76	0.78	96	39
18:00 - 19:00	0.09	11	0.38	47	0.47	58	4
	3.90	478	3.87	474	7.77	953	-

1 Combination of Profiles B and C

Table showing differences in Network Traffic Flows with proposed QTR and Western Developments

Table 16:

Location	Direction	AM			PM		
		Observed Flows	Change in Flows	% Difference	Observed Flows	Change in Flows	% Difference
Butts Hill	Northbound	608	-1	0%	635	1	0%
	Southbound	889	29	3%	765	-4	-1%
Headley Rd West of Butts Hill	Eastbound	396	15	4%	501	-3	0%
	Westbound	602	-5	-1%	510	1	0%
Loddon Bridge	Northbound	583	8	1%	381	-3	-1%
	Southbound	490	-1	0%	623	-1	0%
Headley Rd East of Butts Hill	Eastbound	501	56	11%	488	-10	-2%
	Westbound	681	-6	-1%	619	2	0%
Headley Rd West of Spitfire Way	Eastbound	576	-12	-2%	608	3	0%
	Westbound	622	15	2%	614	-35	-6%
Headley Road East	Northbound	400	0	0%	408	0	0%
	Southbound	511	0	0%	542	0	0%
Hurricane Way	Eastbound	307	0	0%	394	0	0%
	Westbound	379	0	0%	278	0	0%
Spitfire Way	Northbound	649	28	4%	744	-35	-5%
	Southbound	763	-12	-2%	760	3	0%
Comet Way	Eastbound	40	0	0%	133	0	0%
	Westbound	136	0	0%	38	0	0%
Miles Way	Northbound	620	52	8%	801	-11	-1%
	Southbound	818	4	1%	736	26	3%

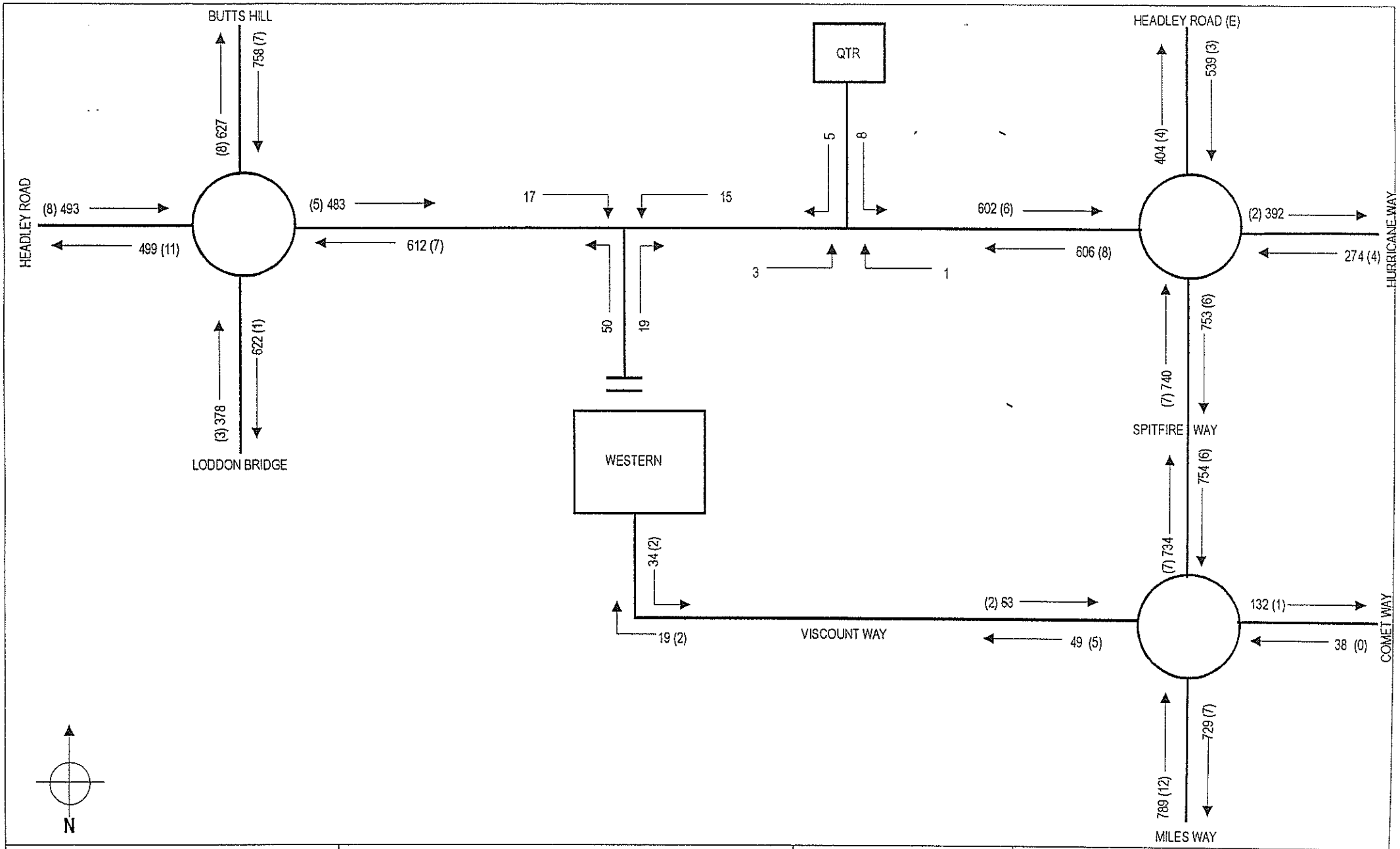


Denis Wilson Partnership

573: - TOTAL TRAFFIC

(0) - NUMBER OF HGVS

JOB NO: 200-516	FIG TITLE: AM PEAK TRAFFIC FLOWS SURVEYED
DATE: JAN 2001	
SCALE: NTS	FIG NO: 1

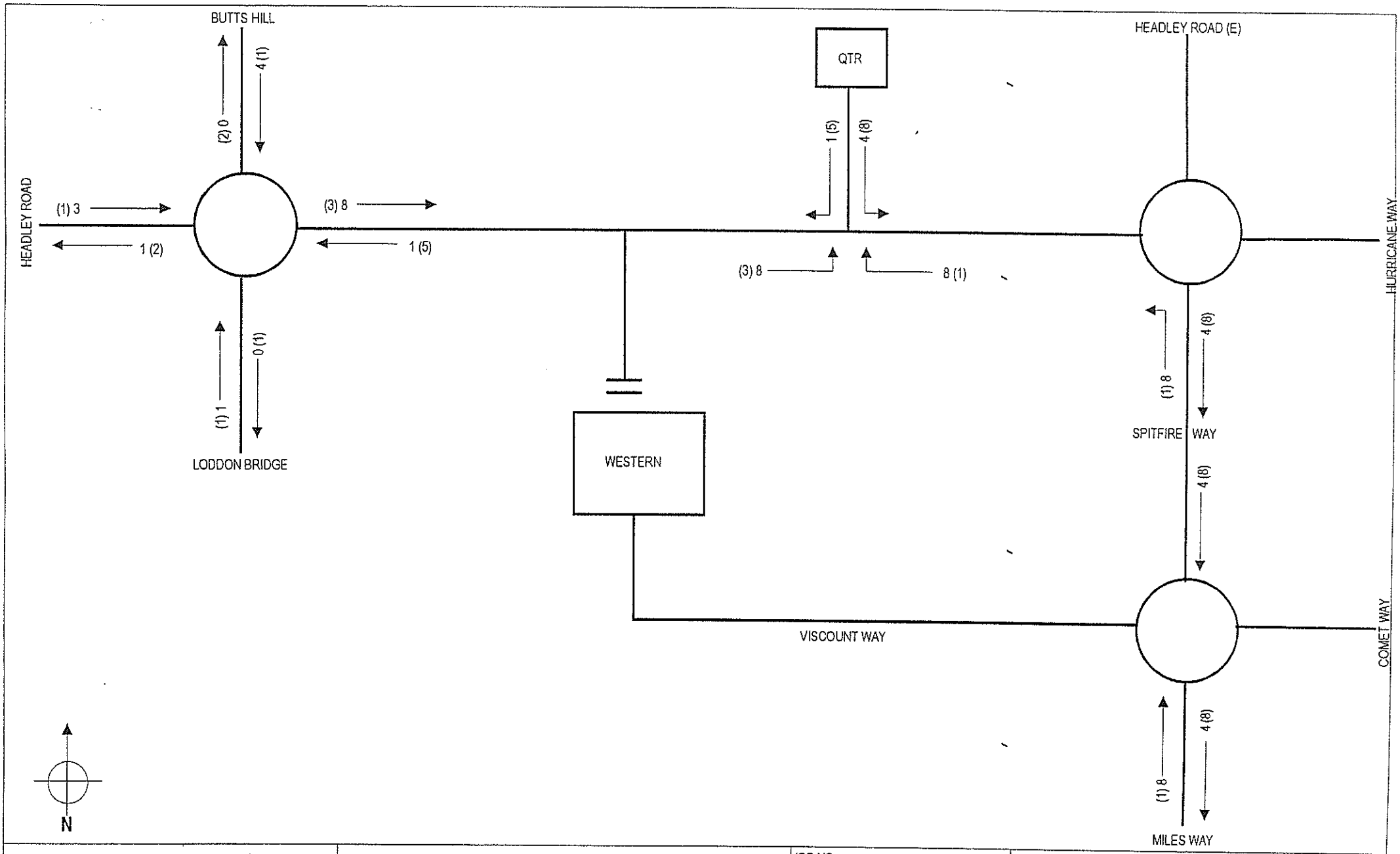


Dennis Wilson Partnership

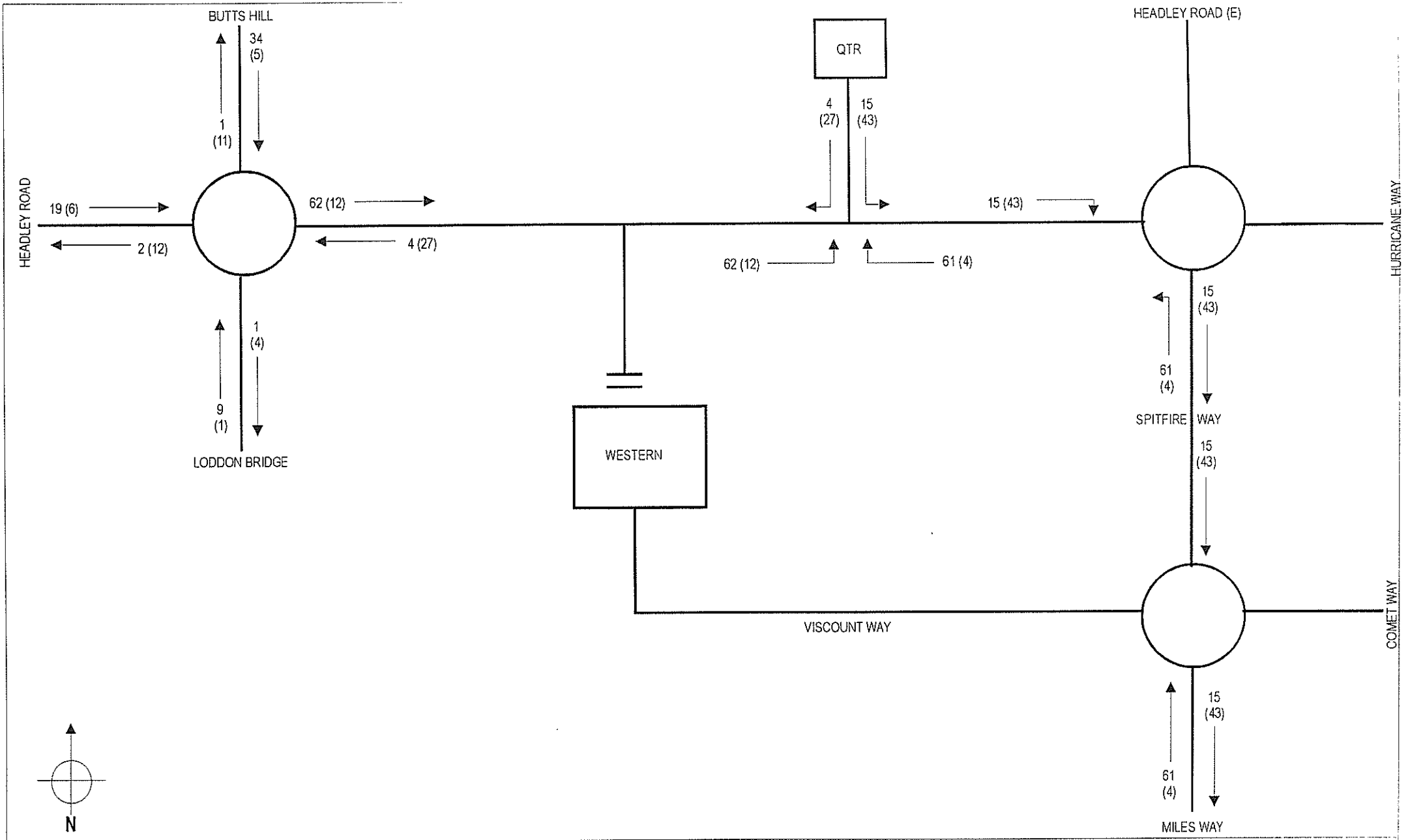
573: - TOTAL TRAFFIC

(0) - NUMBER OF HGVS

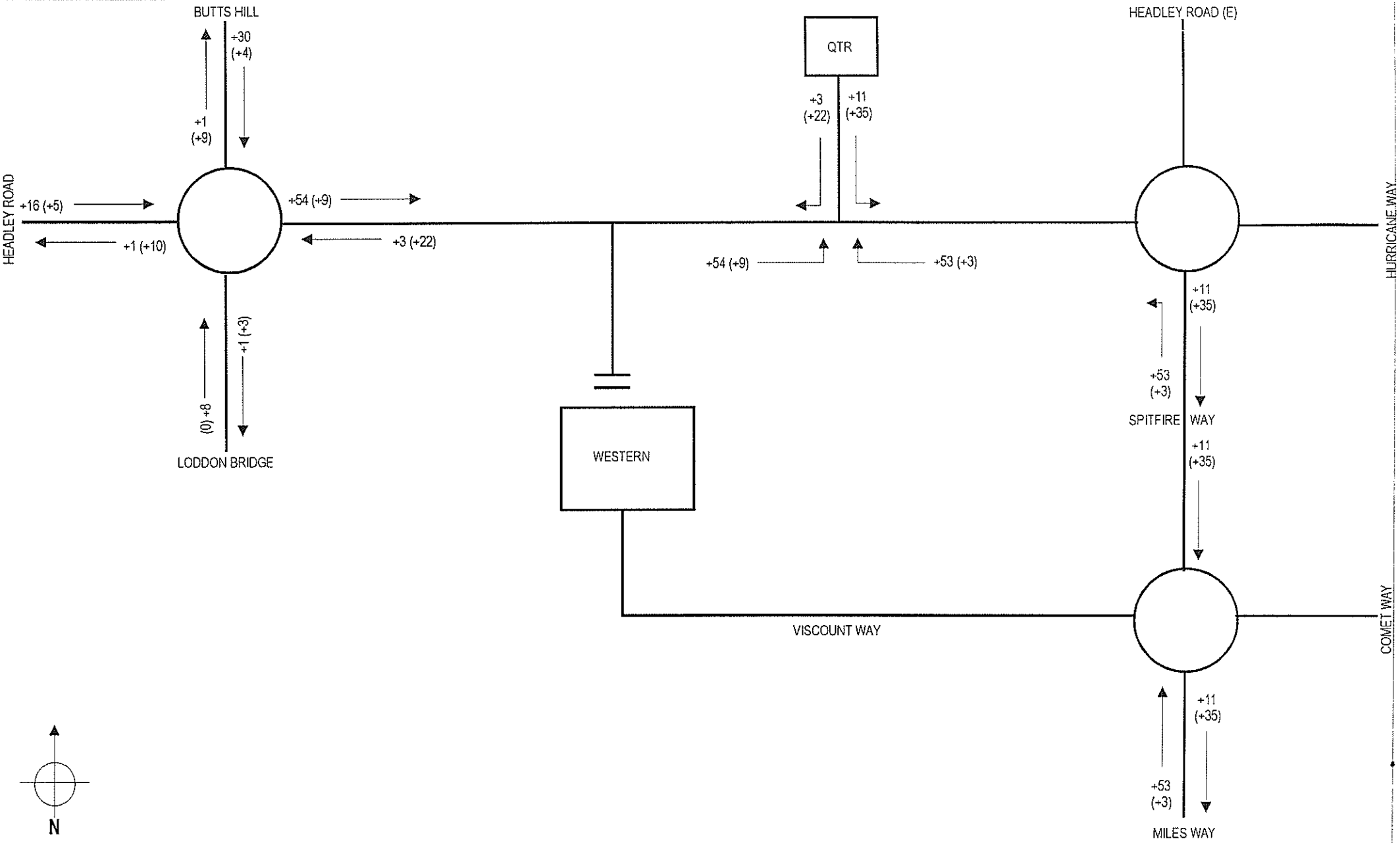
JOB NO: 200-516	FIG TITLE: PM PEAK TRAFFIC FLOWS SURVEYED
DATE: JAN 2001	
SCALE: NTS	FIG NO: 2



Denis Wilson Partnership	AM (PM)	JOB NO: 200-516	FIG TITLE: EXISTING QTR TRAFFIC DISTRIBUTION
		DATE: JAN 2001	
		SCALE: NTS	FIG NO: 3



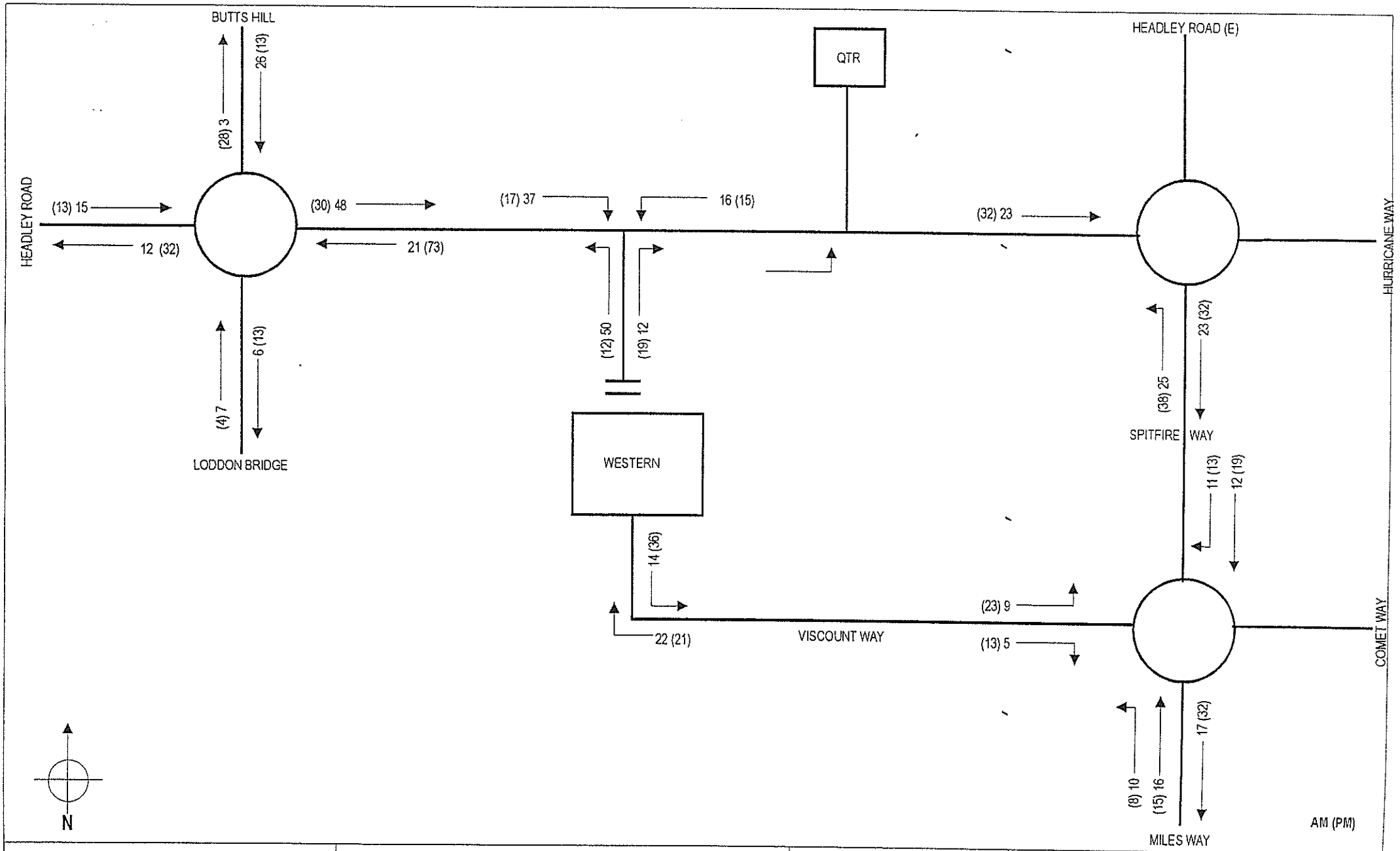
Denis Wilson Partnership	AM (PM)	JOB NO: 200-516	FIG TITLE: QTR PROPOSED DEVELOPMENT DISTRIBUTION
		DATE: JAN 2001	
		SCALE: NTS	FIG NO: 4



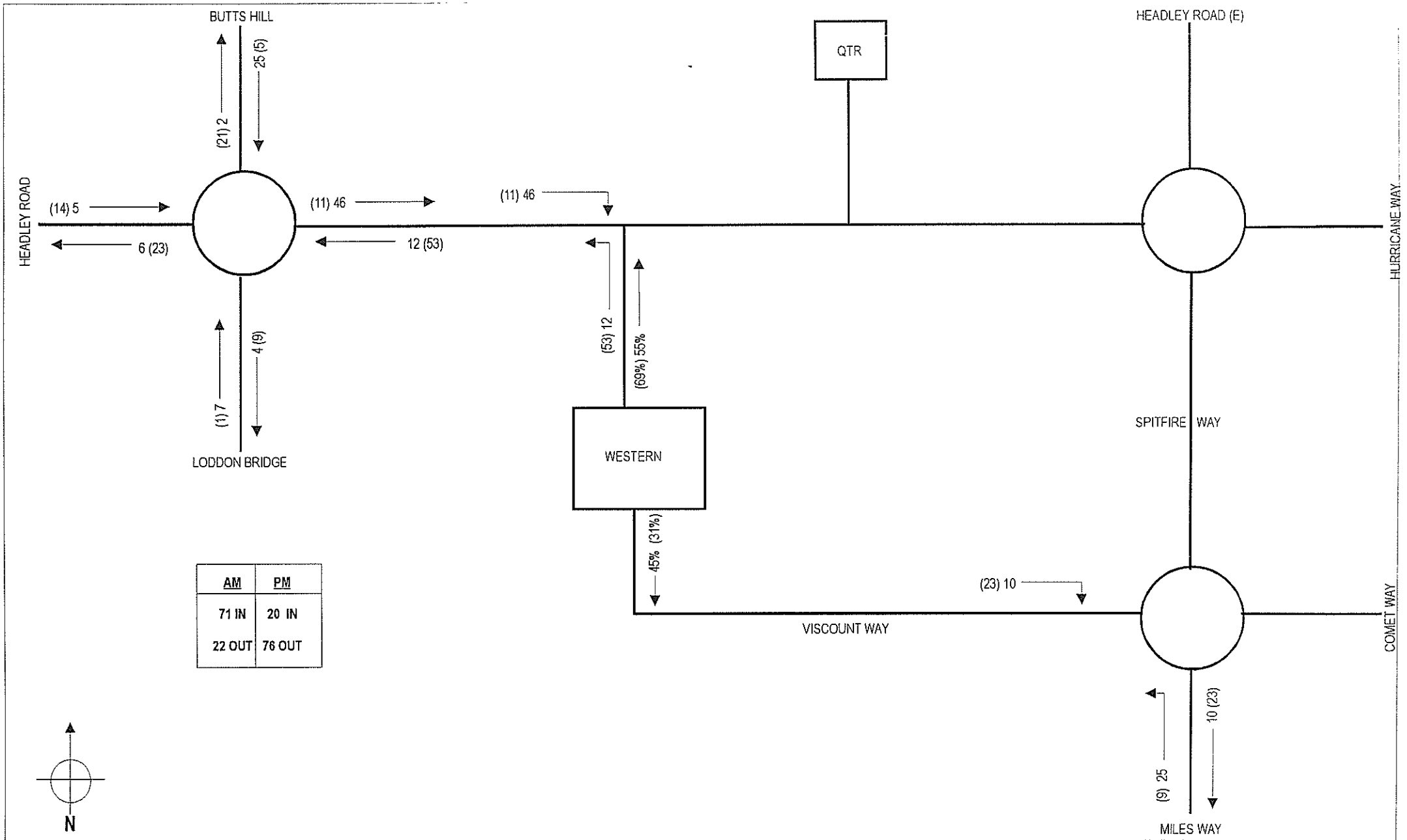
Denis Wilson Partnership

AM (PM)

JOB NO:	200-516	FIG TITLE:	DIFFERENCE IN EXISTING AND PROPOSED QTR FLOWS
DATE:	JAN 2001		
SCALE:	NTS	FIG NO:	5



Denis Wilson Partnership	AM (PM)	JOB NO: 200-516	FIG TITLE: EXISTING WESTERN SITE DISTRIBUTION AM (PM)
		DATE: JAN 2001	
		SCALE: NTS	FIG NO: 6

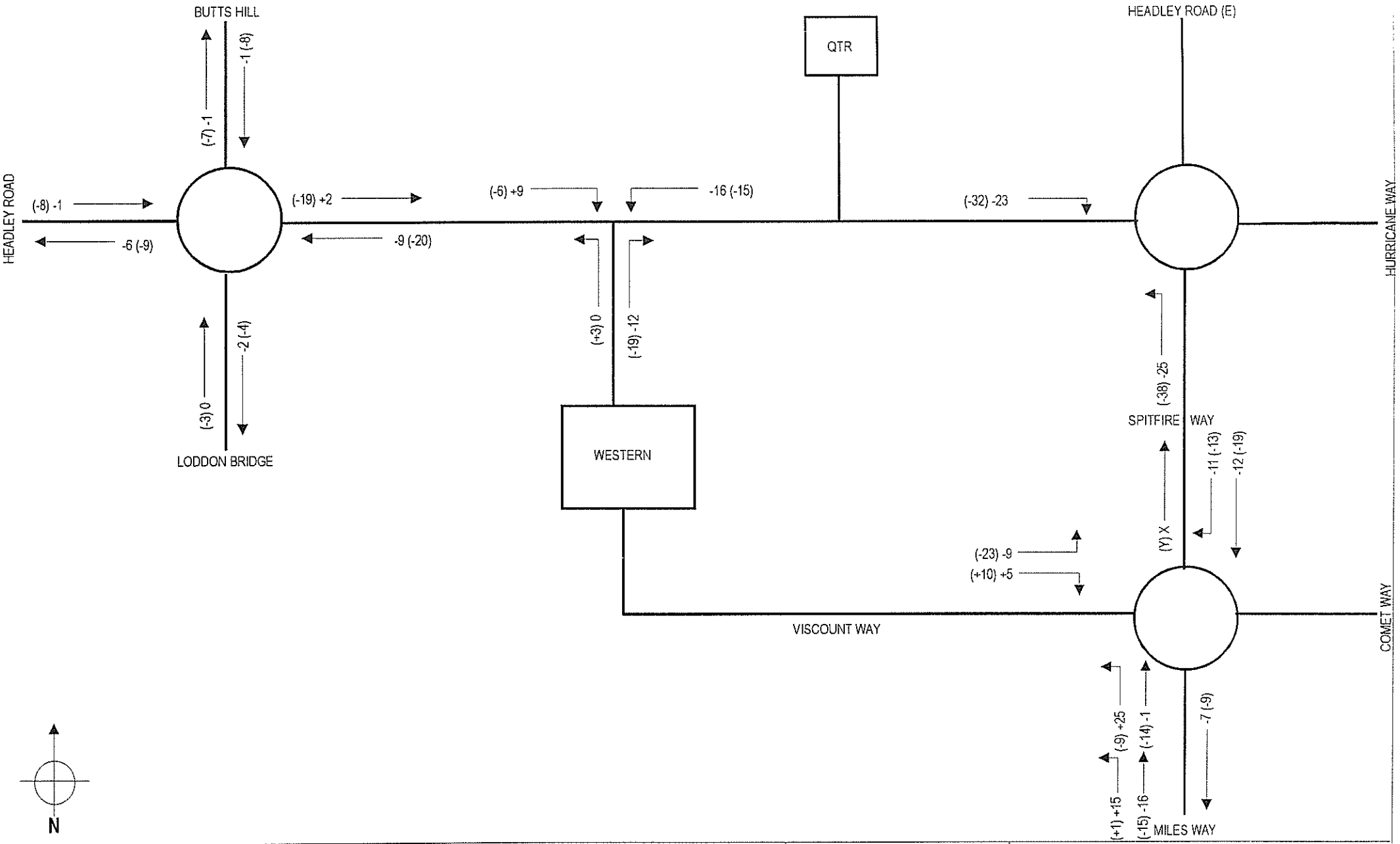


AM	PM
71 IN	20 IN
22 OUT	76 OUT

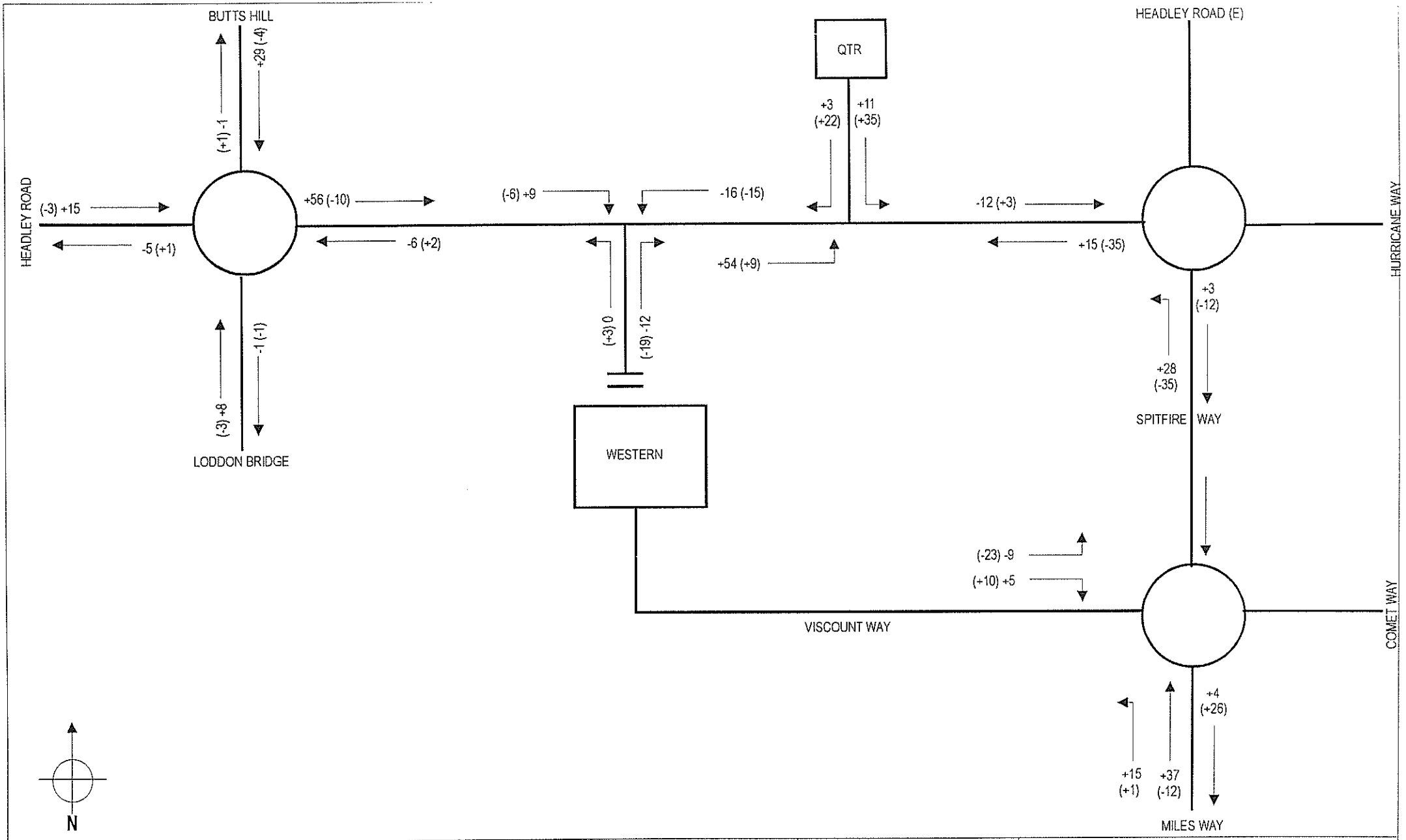
Denis Wilson Partnership

AM (PM)

JOB NO:	200-516	FIG TITLE:	PROPOSED WESTERN SITE DEVELOPMENT DISTRIBUTION
DATE:	JAN 2001		
SCALE:	NTS	FIG NO:	7



Denis Wilson Partnership	AM (PM)	JOB NO: 200-516	FIG TITLE: DIFFERENCE BETWEEN EXISTING AND PROPOSED WESTERN SITE
		DATE: JAN 2001	
		SCALE: NTS	FIG NO. 8



Denis Wilson Partnership		JOB NO: 200-516	FIG TITLE: DIFFERENCE IN TRAFFIC FLOWS NETWORK (PROPOSED)
		DATE: JAN 2001	
		SCALE: NTS	FIG NO: 9