



JUNE 2026

Parking Management Strategy

Shinfield Park, Reading

Iceni Projects Limited on behalf of
Wrenbridge (FRELD Reading) LLP

June 2026

ICENI PROJECTS LIMITED
ON BEHALF OF
WRENBRIDGE (FRELD
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Parking Management Strategy
SHINFIELD PARK, READING

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A1. PROPOSED LAYOUT

1. INTRODUCTION

- 1.1 This Car Park Management Plan (PMS) has been prepared by Iceni Projects Ltd on behalf of Wrenbridge (FRELD Reading) LLP ('the Applicant') in relation to the redevelopment of Shinfield Park, Reading, RG2 9FW – henceforth referred to as “the Site”. The Site falls within the boundary of Wokingham Borough Council (WBC) as the local planning and highway authority.
- 1.2 The site is located on the southern edge of Reading to the north of the M4, as shown at **Figure 1.1**. It is currently occupied by a large office development and sits adjacent to an area of designated ancient woodland to the north and local wildlife site to the north, west and south. The site is also bounded by the B3270 and Whitley Wood Lane to the south east and the Shinfield Park residential area to the north.

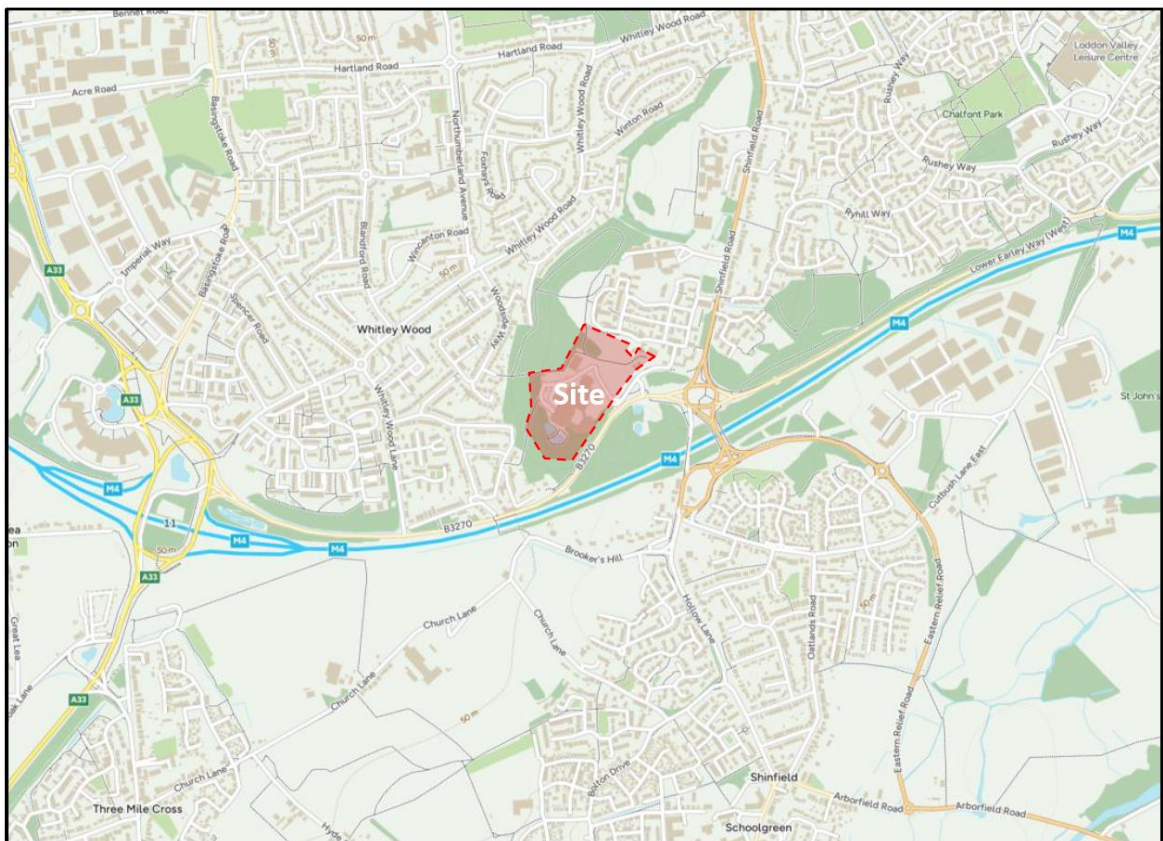


Figure 1.1 Site Location

The Development

- 1.3 The proposals comprise demolition of the existing buildings on site and construction of 5 buildings with a combined floor area of 20,415m² GIA, with Unit 3 being designed so it could be one or 2 units. Each unit will have dedicated parking and service yards, with an element of parking also being provided within the existing car park to the north of the site.

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- 1.4 The development will be accessed via the existing access arrangements, however, some changes will be required to the layout of Whitley Wood Lane at its junction with the site access road to accommodate articulated lorries exiting the site.
- 1.5 The development provides 233 allocated parking spaces with each unit having assigned spaces. In addition, there is the potential for an additional 17 spaces which could be allocated to certain units depending on their requirements, this would take the total parking provision to 250 spaces. Each unit has allocated disabled bays, with a total of 14 being provided across the site. There will also be a total of 46 spaces with electric vehicle charging points (EVCP) installed located nearest to the building entrances, with the remainder having passive electric provision.
- 1.6 In addition to car parking, there will be parking for 104 cycles and 15 motorbikes across the whole development, with each unit having its own provision. Further details are provided in **Section 2**.

Purpose of the Report

- 1.7 Planning permission (ref: 250415) was granted on 14th October 2025 for:
- “Full application for the proposed redevelopment of the site for flexible employment use (Use Class E(g)(ii)-(iii)/B2/B8) together with servicing areas, parking, landscaping and other associated works, including demolition.”*
- 1.8 Condition 12 of the planning permission states that:
- “Parking Management - Prior to the first occupation of the development, a Parking Management Strategy for the management of the parking arrangements shall be submitted to and approved in writing by the local planning authority. The submitted Parking Management Strategy shall include details of the management of all parking spaces and the monitoring and the delivery of additional electric vehicle charging spaces when required for the entire site. The Parking Management Strategy shall be implemented in accordance with the approved details prior to first occupation of the development.”*
- 1.9 This Parking Management Strategy (PMS) has therefore been prepared to support the proposed management of the car parking at the development and sets out a management strategy comprising specific measures which will be upheld to ensure that parking at the development operates efficiently and does not compromise the broader function of the development.
- 1.10 The management strategy and measures are detailed further in the proceeding Chapter.

2. CAR PARKING MANAGEMENT

Overview

- 2.1 It is beneficial to implement a PMS for the development to robustly manage the operation of the car parking to ensure that the spaces are used effectively for the benefit of all users ensuring that no unauthorised users park at the Site and there is no overspill parking on surrounding residential roads. Further details of the strategy which will be employed are set out below. This PMS will be retained for the lifetime of the development.

Development Layout

- 2.2 A site layout plan is shown at **Figure 1.2** and included at **Appendix A1**.



Figure 1.2 Site Layout

- 2.3 As introduced in **Chapter 1**, the development provides 233 allocated parking spaces with a further 17 spaces being unallocated; these can be allocated to specific units depending on their requirements. The number of spaces provided has been agreed with Wokingham Borough Council (WBC) as being appropriate and accords with their adopted parking standards. The parking provision for each unit is shown in **Table 2.1**.

Table 2.1 Proposed Parking Provision

Unit	GIA (sqm)	Total spaces	Blue badge	Electric Charging	Bikes	Motorbikes
1	8,117	91	4	18	40	6
2	3,799	40	3	8	20	3
3A	1,196	11	1	2	6	1
3B	1,196	15	1	3	6	1
4	2,544	36	3	7	14	2
5	3,564	40	2	8	18	2
Total	20,415	233	14	46	104	15

Car Parking Management

- 2.4 This PMS is to be implemented for the site to robustly manage the operation of the car parking areas. This will be to ensure that the car parking is used effectively and to the benefit of all users of the site and also to ensure there are no negative effects on the surrounding local highway network in relation to problems with the car parking. Further details on the strategy which will be employed are set out below.

Objectives of the Management Strategy

- 2.5 The owner of the site will manage the car parking in accordance with the following objectives:
- To provide adequate and safe provision for employees and visitors;
 - To provide a safe and secure environment for users;
 - To minimise any potential conflict within the car parking areas as a result of unauthorised parking and queuing / congestion at the site entrance and/or within the site; and
 - To ensure that vehicles do not park along the site access road, and only within the spaces allocated to each unit.

Car Park Access

- 2.6 Access to the car parking is provided for each unit direct from the internal estate road, including the additional unallocated spaces to the north of the site. A drawing showing the access points is included at **Appendix A1**.

Car Parking Locations

- 2.7 As outlined above there are a total of 250 spaces provided across the site, of which 233 will be allocated to individual units, with the majority of these being within the demise of each unit. The only exception to this is for Units 1 and 5, which, as well as having parking within their demise, also have spaces allocated in the parking area to the north of the site where 65 spaces are allocated to Unit 1 and 19 spaces to Unit 5. A total of 17 spaces located in this car park are currently unallocated.
- 2.8 All cycle and motorcycle parking is also located within the demise of each unit, with short stay cycle parking for visitors also provided as part of the provision for each unit.

Parking Allocation

- 2.9 As stated, each unit has an allocated number of spaces as set out in **Table 2.1**. With regard to the 17 unallocated spaces, these will be allocated on a first come, first served basis and allocated to any tenants who indicate that they require more spaces than is provided for the unit they are occupying.
- 2.10 In this case, evidence will be required to support the need for more parking, which would largely be based on the anticipated number of employees based on the site. Once all spaces have been allocated then any future occupiers leasing a unit would not be able to access additional parking and this will be made clear to them.
- 2.11 Should none of the spaces be required by individual occupiers, they will remain as unallocated parking until such time an occupier identifies a need to take some of these. Should an occupier who has been allocated some of the spaces in the northern parking area terminate their lease the additional spaces outside of the original allocation will return to being unallocated parking.
- 2.12 If demand exceeds provision a waiting list will be used to enable the tenant on the top of the list to take the next spaces that becomes available if another tenant with additional spaces moves away from the site or decides they no longer need the additional parking spaces.

Car Share Spaces

- 2.13 In addition to the car parking provision, an element of car share spaces will also be provided within each unit's allocation, equivalent to 5% of the total parking provided initially. These spaces will only

be available to those who car share with a colleague and usage will be monitored. Should more people car share then further spaces will be allocated.

- 2.14 Full details of the operators and their requirements will be confirmed prior to occupation of the site and should additional spaces be required these will be provided within the site. Usage will be monitored as part of the Travel Plan and by the occupiers themselves.

Electric Vehicle Charging Points

- 2.15 As noted, 46 (20%) of the parking spaces will be provided with electric vehicle charging points, with the remainder having passive provision to enable easy future provision of further spaces as required.
- 2.16 The rate at which additional charging points will be required will vary between occupiers so they will be responsible for increasing the number of charging points as demand increases from employees and visitors.
- 2.17 Occupiers will be required to monitor usage to ensure that sufficient charging points are available and, where the number of employees with an electric vehicle exceeds the number of charging points, additional charging points will be provided utilising the existing cabling provided within the site.

Loading Bays

- 2.18 In addition to the parking on the site there are service yards provided for each unit. This means that delivery vehicles will not use the car parking spaces provided and also means they will not need to park on the access road while they load or unload.

Car Park Monitoring

- 2.19 The use of the car parking will be monitored by the individual occupiers and they will be made aware that any unauthorised or inappropriate parking can be reported to the owner of the site.
- 2.20 For clarity, occupiers should seek to ensure that employees and visitors to their business should not:
- park in a space or unit they are not authorised to use;
 - park on the estate road; or
 - park in the service yard.
- 2.21 As stated, it is not expected that any unauthorised cars will utilise the site car parks, however, should it be noticed that any people not working at or visiting the site are parking at the site the occupier will

put a notice on their windscreen reminding them that this is a private car park and requesting that they do not continue to park in this location.

Travel Plan

- 2.22 Separate Travel Plans will be implemented by each occupier, which outline measures aimed at encouraging sustainable travel to and from the site.
- 2.23 The usage of all parking within the site will be monitored as part of the Travel Plan monitoring and if required, further measures will be implemented by each occupier to further promote and encourage sustainable travel.
- 2.24 A range of measures are included within the development and the Travel Plans to encourage sustainable travel including, but not limited to:
- Travel packs to be provided to all employees outlining sustainable travel options available;
 - Sustainable travel options provided to any visitors to the site;
 - Shower and changing facilities provided in all units;
 - All occupiers to consider providing season ticket loans for public transport and joining a Cycle to Work scheme; and
 - Promoting car sharing and providing priority parking for those that do.

Mitigation

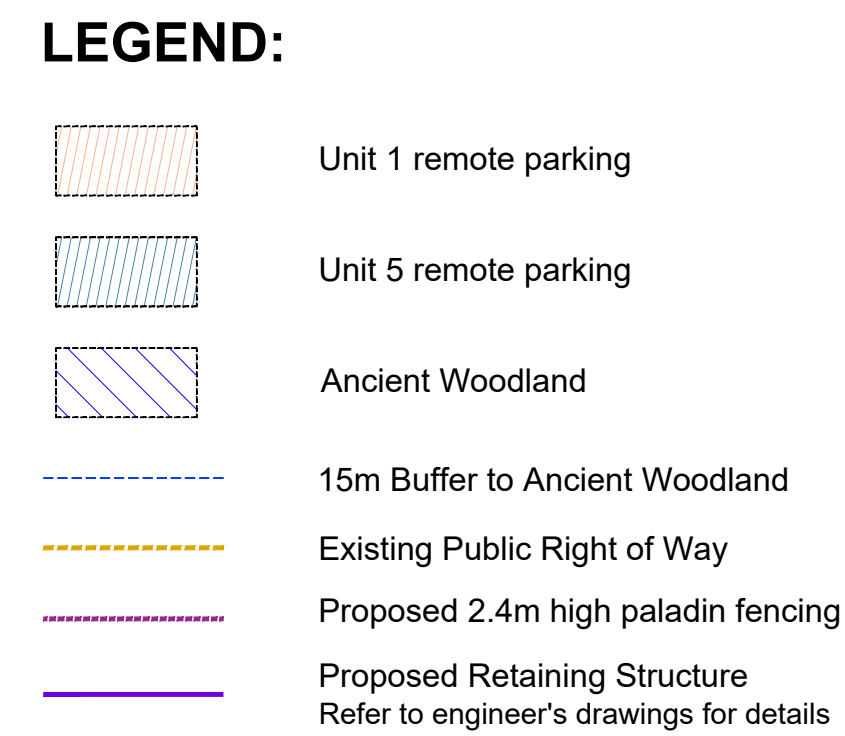
- 2.25 This report, and the information submitted as part of the consented planning application, has demonstrated that the site is providing a sufficient level of car parking in a safe and convenient manner.
- 2.26 However, in the unlikely event that overcapacity of the car parking occurs as a result of the sheer demand for parking from customers, the owner will investigate the best means for reducing demand for parking. Such measures to be employed could include:
- Encouragement of employees and visitors to use alternative modes of transport to access the site;
 - Encouraging car sharing where possible to reduce the number of commuting trips by car;

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- Information and advertising made available to employees and visitors as to available alternative routes to access the site; and

Liaison with Wokingham Borough Council

- 2.27 The PMS is a 'Living Document' insofar as it will be periodically reviewed and updated to ensure that it is meeting the current needs of its users. The owner will monitor the position and liaise with WBC if required with regard to the appropriateness of any changes to the PMS.

A1. PROPOSED LAYOUT



Unit 1		B8 @ 1/100 sqm GEA				
Warehouse	87.3%	7,088	76,299	7,397	79,616	
GF Entrance & Core	1.5%	119	1,276			
FF Office	11.2%	910	9,797	976	10,503	
Total	100.0%	8,117	87,372	8,372	90,118	84
Unit 2						
Warehouse	82.8%	3,145	33,852	3,376	36,339	
GF Entrance & Core	3.0%	113	1,216			
FF Office	14.2%	541	5,824	576	6,200	
Total	100.0%	3,799	40,892	3,952	42,539	40
Unit 3A						
Warehouse	76.9%	920	9,898	1,060	11,406	
GF Entrance & Core	7.5%	90	965			
FF Office	15.6%	187	2,008	214	2,300	
Total	100.0%	1,196	12,872	1,273	13,705	11
Unit 3B						
Warehouse	76.9%	920	9,898	1,060	11,406	
GF Entrance & Core	7.5%	90	965			
FF Office	15.6%	187	2,008	214	2,300	
Total	100.0%	1,196	12,872	1,273	13,705	15
Unit 4						
Warehouse	80.0%	2,035	21,905	2,261	24,338	
GF Entrance & Core	4.9%	125	1,344			
FF Office	15.1%	484	4,131	432	4,654	
Total	100.0%	2,544	27,380	2,693	28,991	29
Unit 5						
Warehouse	83.6%	2,979	32,067	3,210	34,550	
GF Entrance & Core	3.0%	106	1,138			
FF Office	13.4%	479	5,156	535	5,759	
Total	100.0%	3,564	38,361	3,745	40,309	37
Total Development						
		GIA sqm	GIA sqft	GEA sqm	GEA sqft	
		20,415	219,749	21,309	229,369	
		sqm	ha	acre		
		49,163	4,9163	12.15		
Total Net Developable Area						
Total Net Area Site Density (GEA)						
		43.63				

P7	NMA ISSUE.	23.10.25	SK
P6	General revision. Schedule updated.	01.04.25	SK
P6	General revision. Schedule updated.	01.04.25	SK
P5	EV spaces revised.	10.02.25	SK
P4	Unit 5 fence line revised.	24.01.25	SK
P3	Further co-ordination with Civils and Landscape drawings.	22.01.25	JC
P2	Further co-ordination with Stantec drawings	20.01.25	SK
P1	ISSUED FOR COMMENTS.	18/12/24	SK

Rev	Revision Description	Date	Author/ Reviewer
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32 Frederick Street,
Birmingham, B1 3HH



Client

WRENBRIDGE

Scale	Size	Drawn	Checked	Date
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Scale	Size	Drawn	Checked	Date
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Project	Originator	Zone	Level	Type	Role	Number	Rev
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