

Parking Management Strategy

Job Name	Headley Road East, Woodley
Client	HE2 Reading 1 GP Limited
Date	August 2025
Ref	B2106 TN02 Rev B

Introduction

- 1 A Parking Management Strategy (PMS) has been prepared in relation to the proposals at Headley Road East, Woodley.
- 2 The PMS sets out the following;
 - Car parking provision
 - Cycle parking provision
 - Motor cycle provision
 - Disabled parking provision
 - Electric vehicle charging spaces
 - Parking monitoring
 - Internal
 - External
- 3 The requirement to provide parking management is set out Condition 17 of the planning permission. Condition 17 has been set out below for ease of reference.

Parking Management Strategy

Prior to the first occupation of any of the buildings within the development hereby permitted, notwithstanding the existing Parking Management Plan document submitted with the planning application, a Parking Management Strategy (PMS) shall be submitted to and approved in writing by the local planning authority.

The PMS shall include details of the management of all parking spaces, monitoring of all parking including local residential streets and the monitoring and the delivery of additional electric vehicle charging spaces when required.

The PMS shall thereafter only be implemented as approved and remain in place for the lifetime of the development.

- 4 **Plan 11359_WD_10-101 C3 Proposed Site Plan** sets out the proposed parking provision for each user type. A copy has been provided at **Appendix A**.

Car Parking Allocation

- 5 The proposals will provide a total of 188 car parking spaces. The provision of spaces was agreed in with WBC. Parking is allocated to each unit and has been tabulated below.

Unit	Car Parking
1	22
2	11
3	11
4	20
5	14
6	32
7	26
8	22
9	16
10	14
Total	188

Table 1 – Proposed Car Parking Provision

- 6 Naturally the larger units are allocated more car parking spaces. The provision was calculated based on the trip generation which was agreed during the planning application process.

Car Parking Dimensions

- 7 The layout shows the required parking space dimensions of 2.5m by 5m.

Cycle Parking Allocation

8 Cycle parking has been provided throughout the development. The parking will provide secure, sheltered and lit areas located conveniently close to the building accesses. The location of the cycle parking has been shown on **Plan 11359_WD_10-101 C3 Proposed Site Plan (Appendix A)**.

9 The provision is allocated to each unit as tabulated below.

Unit	Cycle Parking
1	10
2	6
3	6
4	8
5	8
6	16
7	14
8	10
9	8
10	8
Total	94

Table 2 – Proposed Cycle Parking

Motor Cycle Parking Allocation

10 Motor cycle parking has been provided throughout the development. The parking will provide secure areas located conveniently close to the building accesses. The location of the motor cycle parking has been shown on **Plan 11359_WD_10-101 C3 Proposed Site Plan (Appendix A)**.

11 The allocation of the motor cycle parking has been tabulated below.

Unit	Motor Cycle Parking
1	1
2	-
3	-
4	1
5	1
6	1
7	1
8	1
9	1
10	1
Total	8

Table 3 – Proposed Motor Cycle Parking

Disabled Car Parking Allocation

- 12** A total of 11 disabled parking spaces will be provided.

Provision of Electric Vehicle Charging

- 13** Plan 11359_WD_10-101 C3 Proposed Site Plan (Appendix A) shows the location of the Electric Vehicle (EV) dual parking ports through the site. Each unit is provided with is provided with one active dual EV port. The infrastructure for further EV ports is provided should the demand for charging increase.

Parking Management – Monitoring

Internal Site Monitoring

- 14** A monitoring program will be implemented to ensure that both the site management team and WBC remain informed on local parking conditions. The following monitoring will be undertaken.
- i) Upon first occupation parking beat surveys will commence at 6 monthly intervals. This will remain in place for the duration of the Travel Plan (5 years). These surveys will be undertaken within the site.

ii) After 5 years the parking beat surveys will be undertaken annually.

- 15** The surveys will monitor the capacity and ascertain whether the provision meets with the demand. The survey will highlight if informal and adhoc parking is undertaken outside of the marked bays or along Viscount Way.

External Site Monitoring

- 16** In the event that both site management and WBC perceive parking is being undertaken on residential roads then further surveys will be undertaken. A Baseline survey of Gemini Road, Martinet Road and Messenger Road has now been undertaken (15.01.2025) to set a base position in terms of the existing parking characteristics.
- 17** A significant amount of discussion has been held with WBC on the presentation of the data provided by the survey. While the survey has been undertaken following the approved 'Lambeth Methodology' with the results presentation aligning to this, WBC have requested that capacity is not referred to and data is presented in terms of the number of cars which are parked. Therefore, this section will refer to the number of cars shown to park on the roads surveyed.
- 18** The survey area has been divided into roads and zones in order to collect accurate data for each area. The sections of the road have been classed as to whether they will permit parking. I.e. dropped kerbed areas are not suitable for parking or sections where parking on both sides of the road couldn't be accommodated due to the road width (even if the section is unrestricted). The map detailing the roads and zones along with the description of each area has been provided at **Appendix B**.
- 19** The survey was undertaken on a neutral weekday (Wednesday) with counts obtained hourly between 08.00 – 18.00. The full raw data set has been provided at **Appendix C**. The survey has included driveways for completeness to provide an overview for the general daily number of cars parked within the study area. A summary of the survey has been tabled below.

ROAD NAME	ZONE	RESTRICTIONS	Average
			PARKED
Gemini Road Western		See Appendix B	1
Martinet Road		See Appendix B	1
Gemini Road Eastern		See Appendix B	1
Messenger Road		See Appendix B	6
	B	TURNING AREA	2
	B	LAYBY UNRESTRICTED	0
	E	LAYBY UNRESTRICTED	1
	g	LAYBY UNRESTRICTED	1
	H	TURNING AREA	1
	I	LAYBY UNRESTRICTED	0
	I	ON ROAD	0
	J	TURNING AREA	1
	J	LAYBY UNRESTRICTED	1
	K	TURNING AREA	1
	K	LAYBY UNRESTRICTED	3
	M	TURNING AREA	1
	N	LAYBY UNRESTRICTED	1
	N	ON ROAD	1
	O	TURNING AREA	1
	P	TURNING AREA	1
	Q	LAYBY UNRESTRICTED	0
All Zones			15
Total Survey Area			23

Table 4 – Parking Beat Survey – Summary Table

- 20 The summary table has omitted the driveways along with Zones A and L (see Appendix B) as it is considered unlikely that someone would choose an obviously identifiable driveway to park in if they were not the resident.

- 21** The data shows that on average and over the day 23 vehicles are shown to be parking on the roads. This figure will be used as a comparison for future surveys should they be deemed necessary. This will enable a judgement between the site management and WBC to be made on whether or not overspill parking is taking place.

Mitigation

Internally – In the event adhoc parking is observed and shown to block on site operations.

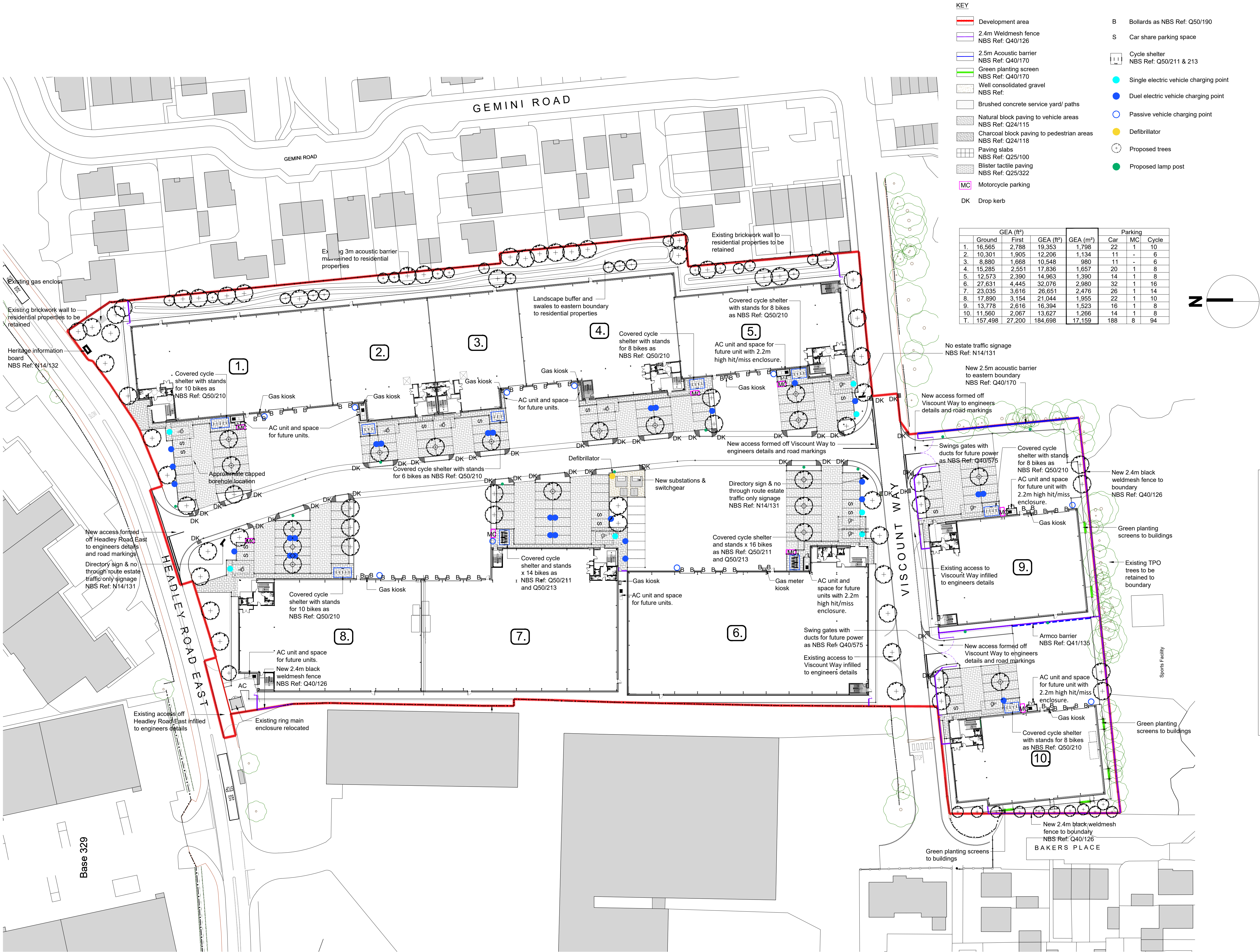
- 22** On-site parking management:
- Parking permits may be offered to staff employed at the site – provision may be decided through the Travel Plan (decided by the employer)
 - Parking permits are initially offered as an employee benefit – under employment terms and conditions

Externally – on surrounding residential roads.

- 23** Off-site mitigations if significant displaced parking are observed:
- Compared to the baseline survey results, where the numbers of on-street parked vehicles during the peak demand period:
 - Has increased by 70%: to implement Access Protection Markings and Traffic Regulation Order to restrict dangerous parking
 - Has increased by 85%: to implement Access Protection Markings and Traffic Regulation Order to restrict dangerous parking and define suitable on-street parking spaces for Residents parking zones
 - Has increased by 100%: to implement Access Protection Markings and Traffic Regulation Order to restrict dangerous parking and define suitable on-street parking spaces for a Controlled Parking Zones (on-street parking charges)

- 24** In line with national best practice, it is considered that carrying out 'pre consultation' on TROs, is appropriate in this instance due to the observed low demand for spaces. This process, referred to as informal consultation, often involves initial letter drops or community events where the initial thoughts on the impact of the TRO can be discussed. Pre consultations are considered good at ensuring the scheme proposed is appropriate whilst gathering the views of the locals and gauging the level of support for a scheme. Issues can be addressed in advance of the statutory, formal, process.

Appendix A



- KEY**
- Development area
 - 2.4m Weldmesh fence NBS Ref: Q40/126
 - 2.5m Acoustic barrier NBS Ref: Q40/170
 - Green planting screen NBS Ref: Q40/170
 - Well consolidated gravel NBS Ref:
 - Brushed concrete service yard/ paths
 - Natural block paving to vehicle areas NBS Ref: Q24/115
 - Charcoal block paving to pedestrian areas NBS Ref: Q24/118
 - Paving slabs NBS Ref: Q25/100
 - Blister tactile paving NBS Ref: Q25/322
 - MC Motorcycle parking
 - DK Drop kerb
 - B Bollards as NBS Ref: Q50/190
 - S Car share parking space
 - Cycle shelter NBS Ref: Q50/211 & 213
 - Single electric vehicle charging point
 - Duel electric vehicle charging point
 - Passive vehicle charging point
 - Defibrillator
 - Proposed trees
 - Proposed lamp post

GEA (ft²)		GEA (m²)		Parking		
Ground	First	GEA (ft²)	GEA (m²)	Car	MC	Cycle
1.	16,565	2,788	19,353	1,798	22	1 10
2.	10,301	1,905	12,206	1,134	11	- 6
3.	8,880	1,668	10,548	980	11	- 6
4.	15,285	2,551	17,836	1,657	20	1 8
5.	12,573	2,390	14,963	1,390	14	1 8
6.	27,631	4,445	32,076	2,980	32	1 16
7.	23,035	3,616	26,651	2,476	26	1 14
8.	17,890	3,154	21,044	1,955	22	1 10
9.	13,778	2,616	16,394	1,523	16	1 8
10.	11,560	2,067	13,627	1,266	14	1 8
T.	157,498	27,200	184,698	17,159	188	8 94

Figured dimensions only are to be used. All dimensions to be checked onsite. Differences between drawings and between drawings and specification or bills of quantities to be reported to the PRC Group.

The copyright of the drawings and designs contained therein remains vested in the PRC Group.

Revisions:	Drawn/Chkd:	Date:
C01	First construction issue.	AM/AM 02/08/24
C02	Amendments made to pathway dimensions.	CH/AM 09/08/24
C03	Proposed lamp posts added. Position of trees and duel electric vehicle charging point to Unit 8 parking area amended. Position of trees to Unit 6 parking area amended.	GJS/AM 12/02/25

- Drawing to be read in conjunction with:
- NBS Specification
 - 10 Series - Site information
 - 12 Series - Landscape details
 - 13 Series - Floor plans & elevations
 - 15 Series - General arrangement sections
 - 17 Series - Stairs
 - 18 Series - Core layouts
 - 19 Series - Roof plans
 - 20 Series - Reflective ceiling plans
 - 22 Series - Doors
 - 24 Series - Windows
 - 30 Series - Fire Strategy
 - 31 Series - Finishes Schedule
- Refer to M & E Engineer's specification for all engineering services
- For steelwork refer to Structural Engineer's design

Client:

mcsgroup **PRC**

Project:
HURRICANE URBAN HUB
HEADLEY ROAD EAST
WOODLEY

Drawing Title:
PROPOSED SITE PLAN

Scale @ A1: 1:500

Checked by: AMc

Date: JUL 24

Job No: 11359

Stage: WD

Drawing No: 10-101

Rev: C3

Issue Status:

Construction ☐ Preliminary ☐

Information ☐ Approval ☐

Tender ☐

Working London Milton Keynes Warsaw

Architecture
Planning
Master Planning
Urban Design
Interiors
Landscape

Offices

PRC Architecture & Planning

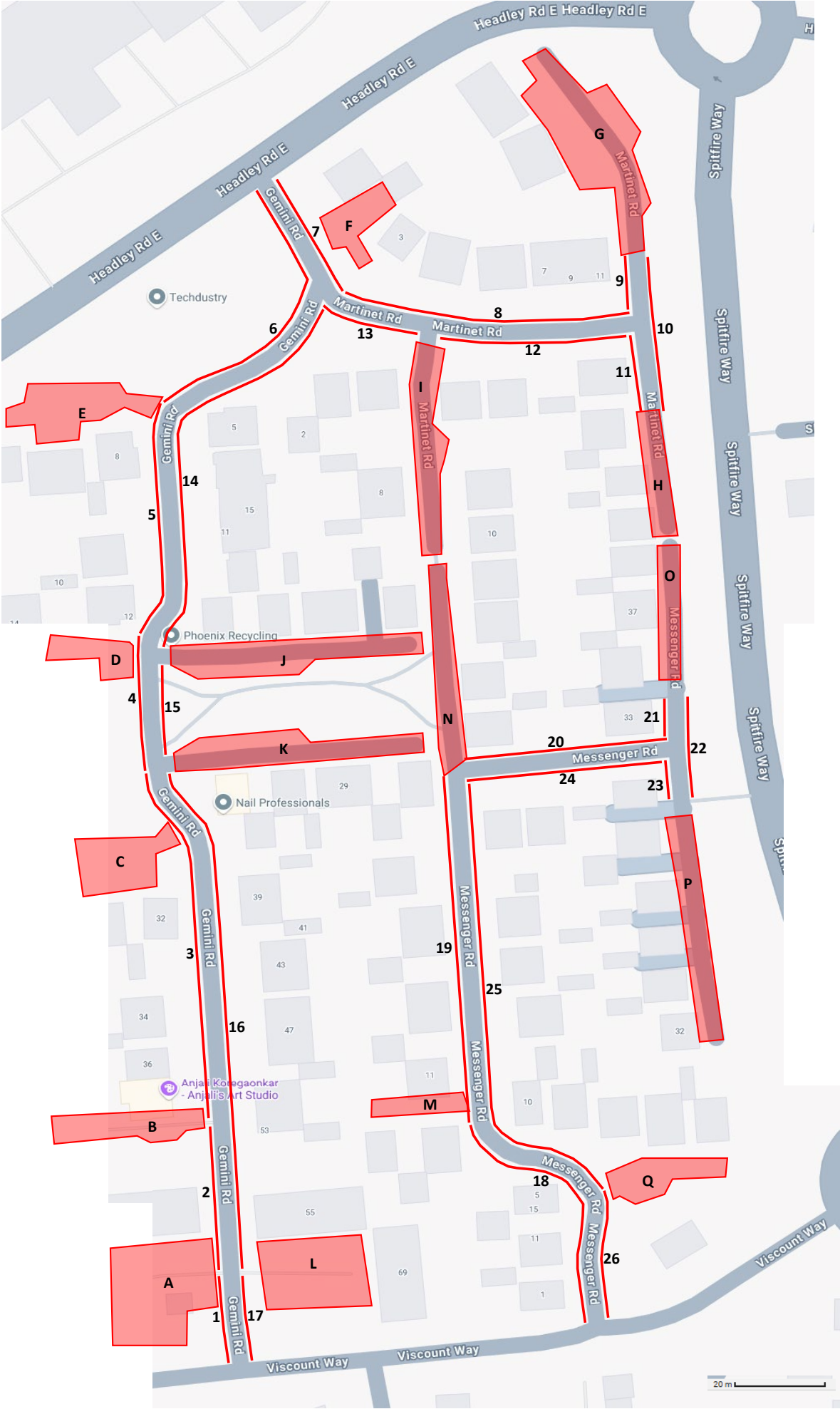
Appendix B

K&M TRAFFIC SURVEYS

DAY : WEDNESDAY

DATE : 15th JANUARY 2025

LOCATION : GEMINI ROAD/MESSENGER RD, WOODLEY

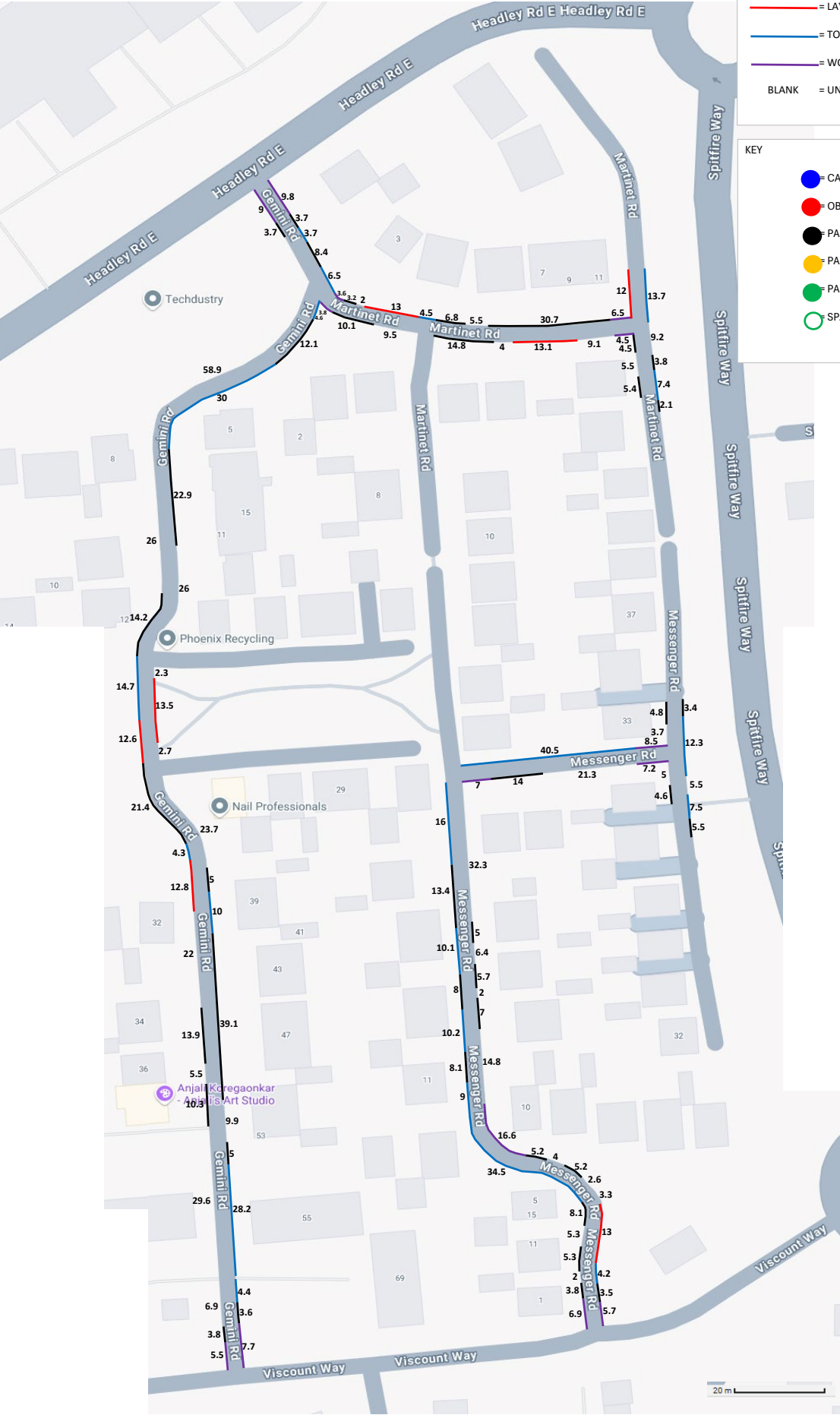


K&M TRAFFIC SURVEYS

DAY : WEDNESDAY

DATE : 15th JANUARY 2025

LOCATION : GEMINI ROAD/MESSENGER RD, WOODLEY



KEY:

- = DROPPED KERB
- = LAYBY UNRESTRICTED
- = TOO NARROW UNRESTRICTED
- = WOULD NOT PARK UNRESTRICTED
- BLANK = UNRESTRICTED

KEY

- = CAR PARKED
- = OBSERVED SPACE
- = PARKED ON DROPPED KERB
- = PARKED ON YELLOW LINES
- = PARKED IN DISABLED BAY
- = SPACE IN DISABLED BAY

Appendix C

SEE MAP OF ZONES FOR
LOCATIONS OF PARKING
AREAS

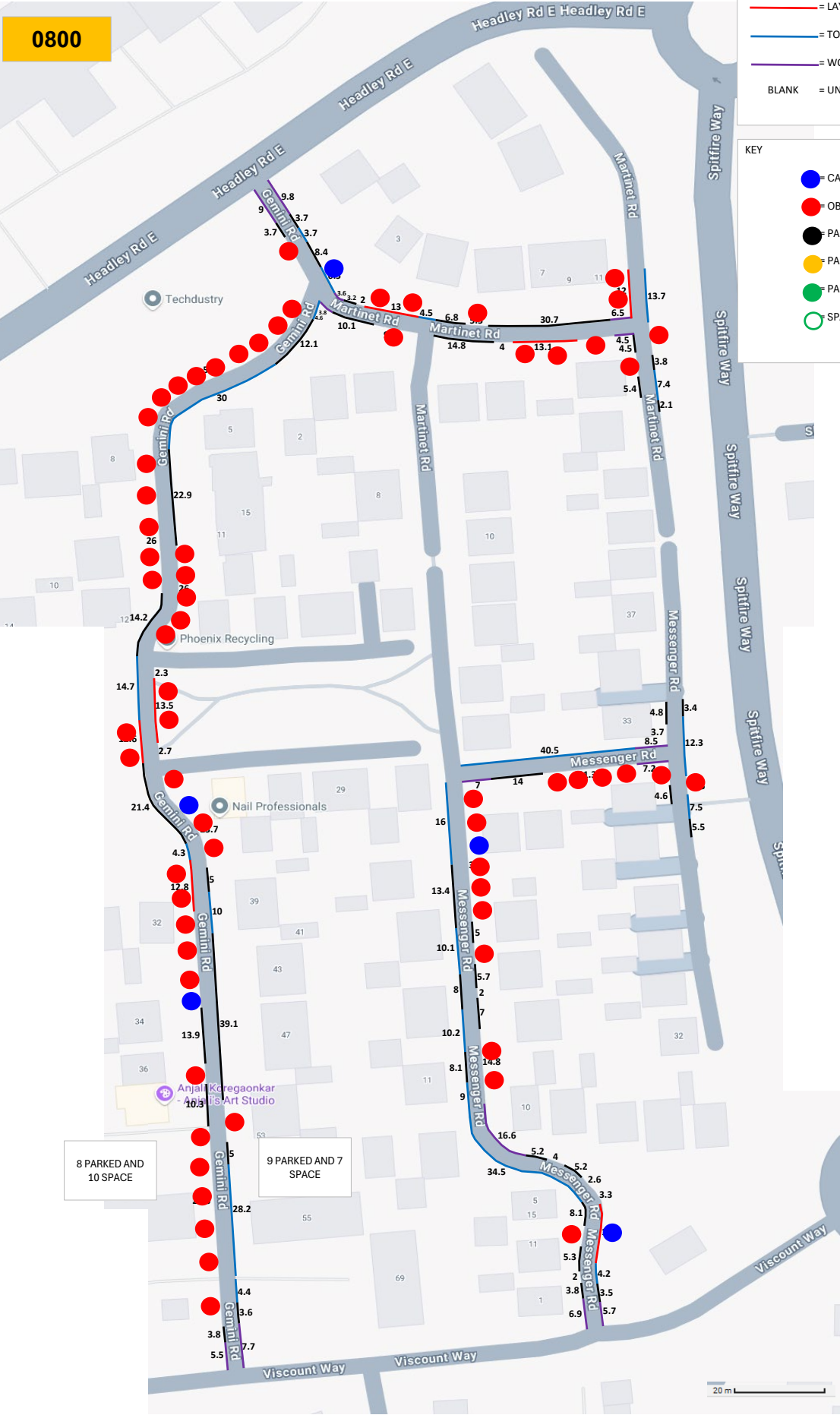
K&M TRAFFIC SURVEYS

DAY : WEDNESDAY

DATE : 15th JANUARY 2025

LOCATION : GEMINI ROAD/MESSENGER RD, WOODLEY

0800



KEY:

- = DROPPED KERB
- = LAYBY UNRESTRICTED
- = TOO NARROW UNRESTRICTED
- = WOULD NOT PARK UNRESTRICTED
- BLANK = UNRESTRICTED

KEY

- = CAR PARKED
- = OBSERVED SPACE
- = PARKED ON DROPPED KERB
- = PARKED ON YELLOW LINES
- = PARKED IN DISABLED BAY
- = SPACE IN DISABLED BAY

20 m

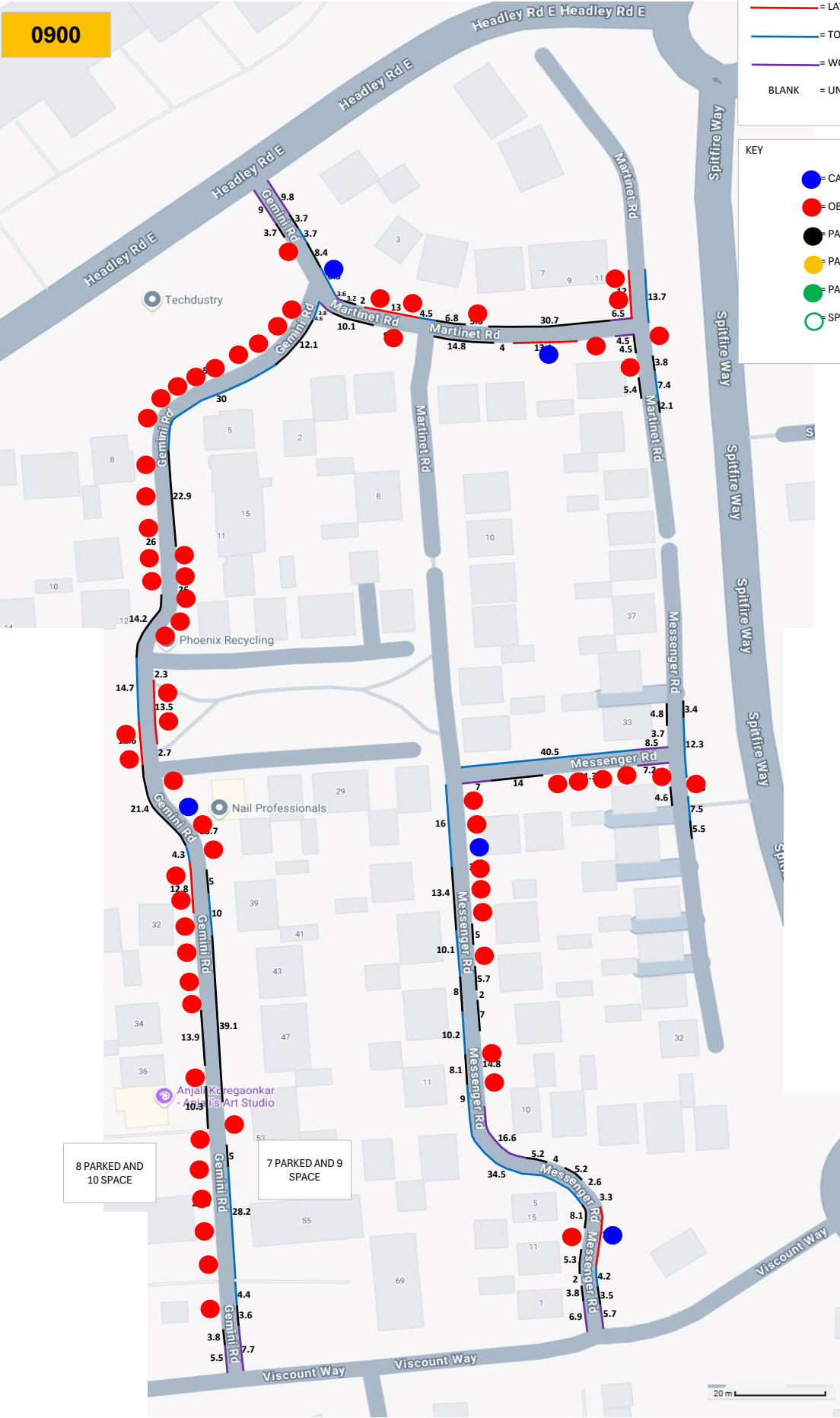
K&M TRAFFIC SURVEYS

DAY : WEDNESDAY

DATE : 15th JANUARY 2025

LOCATION : GEMINI ROAD/MESSENGER RD, WOODLEY

0900



KEY:

- = DROPPED KERB
- = LAYBY UNRESTRICTED
- = TOO NARROW UNRESTRICTED
- = WOULD NOT PARK UNRESTRICTED
- BLANK = UNRESTRICTED

KEY

- = CAR PARKED
- = OBSERVED SPACE
- = PARKED ON DROPPED KERB
- = PARKED ON YELLOW LINES
- = PARKED IN DISABLED BAY
- = SPACE IN DISABLED BAY

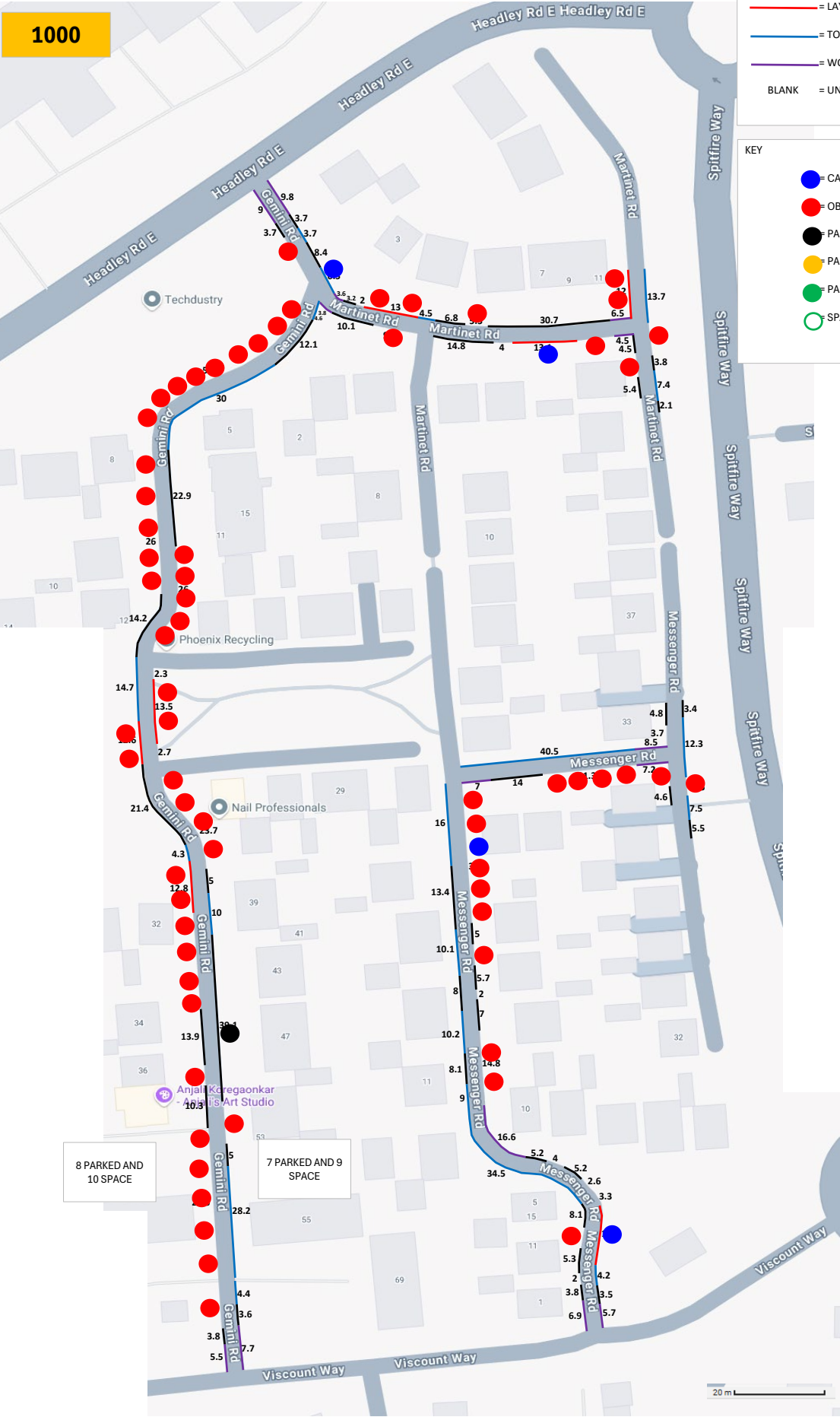
K&M TRAFFIC SURVEYS

DAY : WEDNESDAY

DATE : 15th JANUARY 2025

LOCATION : GEMINI ROAD/MESSENGER RD, WOODLEY

1000



KEY:

- = DROPPED KERB
- = LAYBY UNRESTRICTED
- = TOO NARROW UNRESTRICTED
- = WOULD NOT PARK UNRESTRICTED
- BLANK = UNRESTRICTED

KEY

- = CAR PARKED
- = OBSERVED SPACE
- = PARKED ON DROPPED KERB
- = PARKED ON YELLOW LINES
- = PARKED IN DISABLED BAY
- = SPACE IN DISABLED BAY

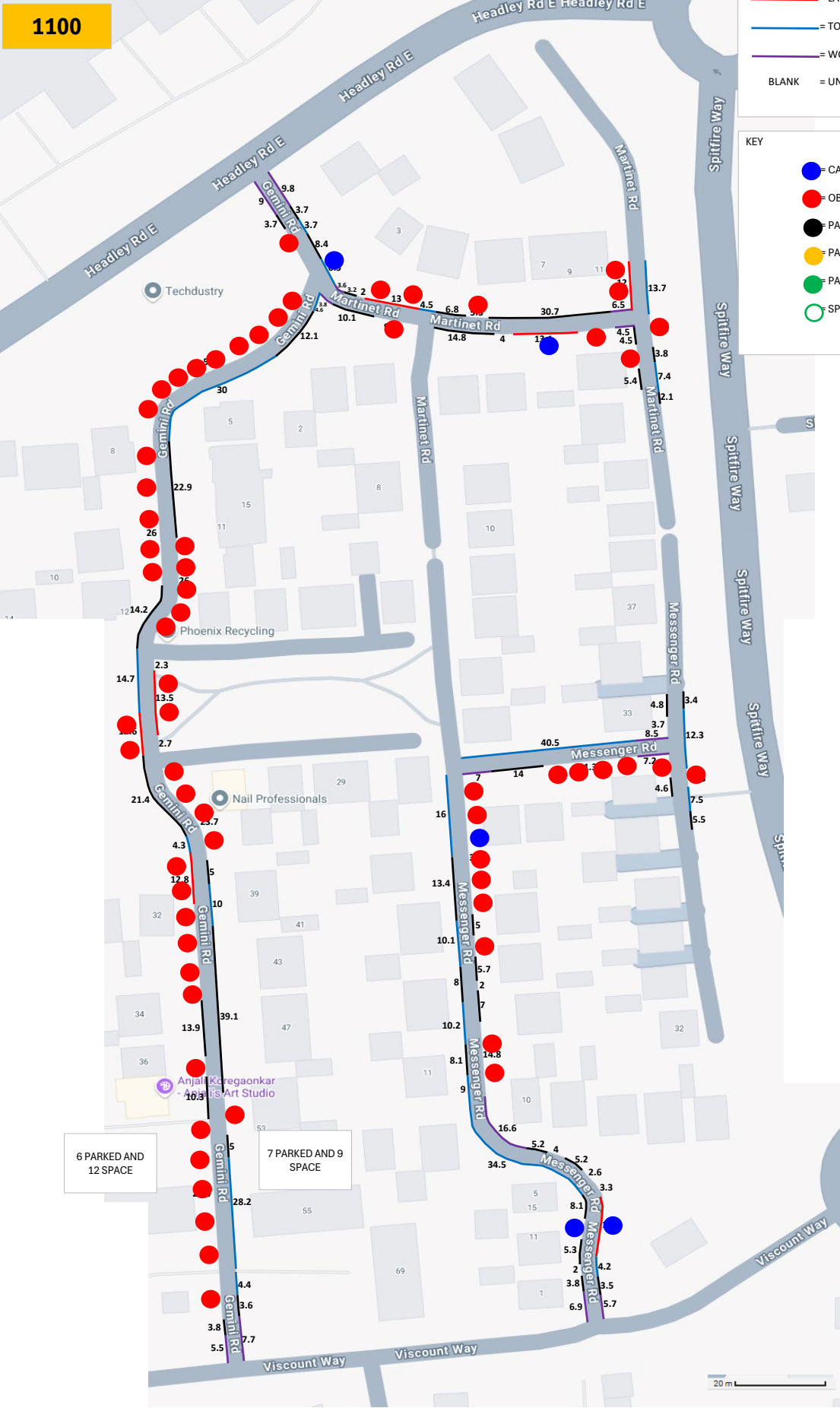
20 m

K&M TRAFFIC SURVEYS

DAY : WEDNESDAY

DATE : 15th JANUARY 2025

LOCATION : GEMINI ROAD/MESSENGER RD, WOODLEY



KEY:

- = DROPPED KERB
- = LAYBY UNRESTRICTED
- = TOO NARROW UNRESTRICTED
- = WOULD NOT PARK UNRESTRICTED
- BLANK = UNRESTRICTED

KEY

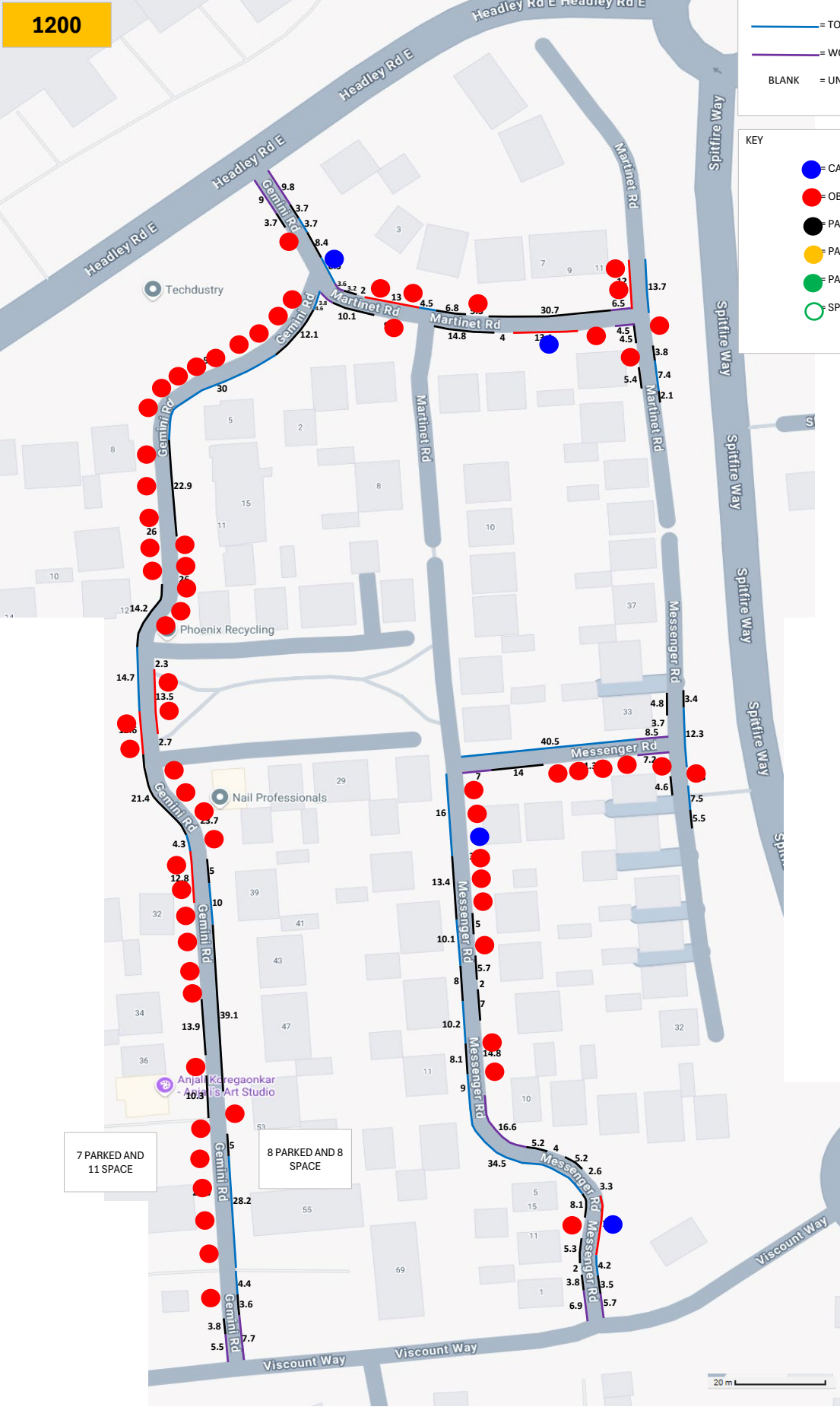
- = CAR PARKED
- = OBSERVED SPACE
- = PARKED ON DROPPED KERB
- = PARKED ON YELLOW LINES
- = PARKED IN DISABLED BAY
- = SPACE IN DISABLED BAY

K&M TRAFFIC SURVEYS

DAY : WEDNESDAY

DATE : 15th JANUARY 2025

LOCATION : GEMINI ROAD/MESSENGER RD, WOODLEY



KEY:

= DROPPED KERB

= LAYBY UNRESTRICTED

= TOO NARROW UNRESTRICTED

= WOULD NOT PARK UNRESTRICTED

= UNRESTRICTED

KEY

= CAR PARKED

= OBSERVED SPACE

= PARKED ON DROPPED KERB

= PARKED ON YELLOW LINES

= PARKED IN DISABLED BAY

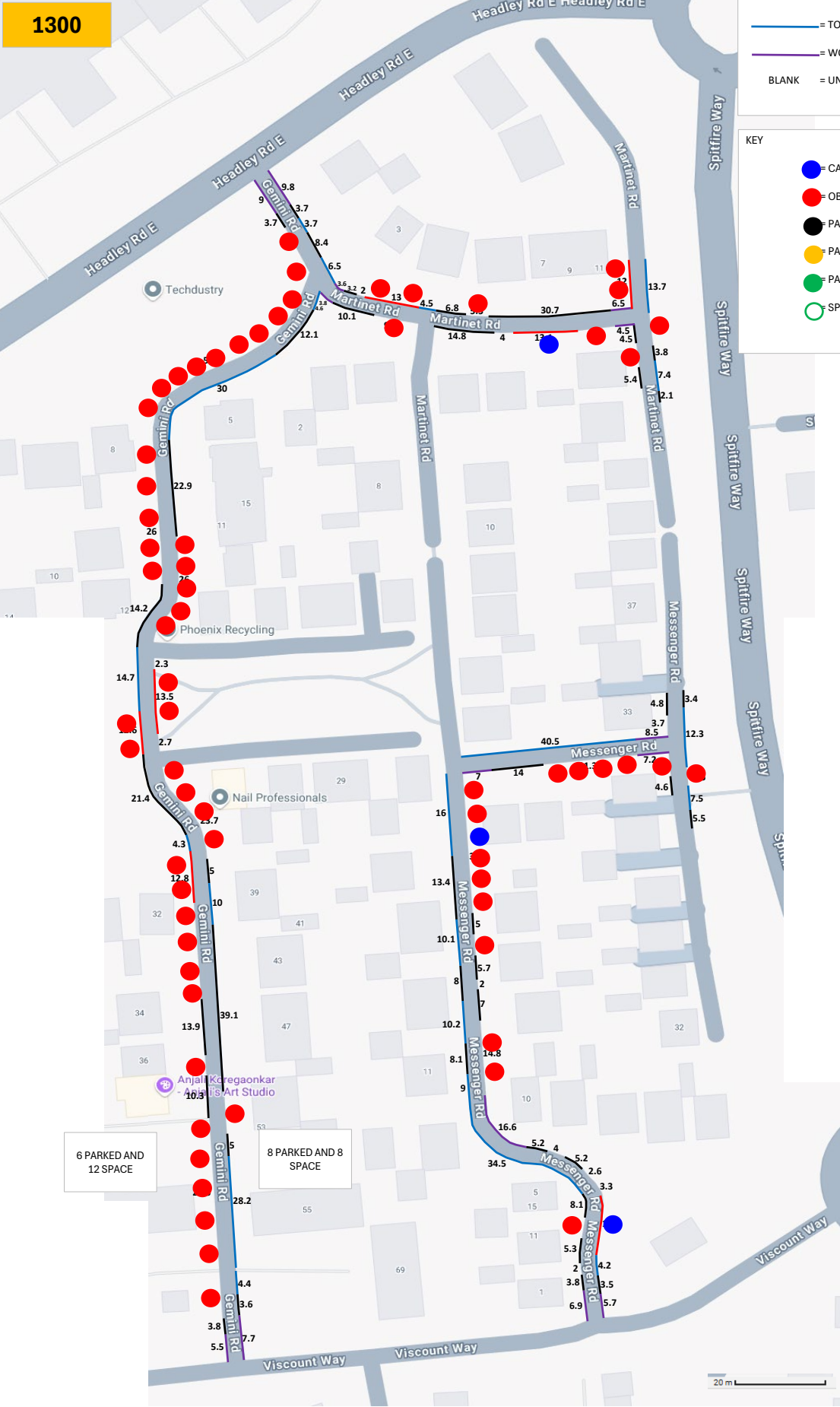
= SPACE IN DISABLED BAY

K&M TRAFFIC SURVEYS

DAY : WEDNESDAY

DATE : 15th JANUARY 2025

LOCATION : GEMINI ROAD/MESSENGER RD, WOODLEY



KEY:

- = DROPPED KERB
- = LAYBY UNRESTRICTED
- = TOO NARROW UNRESTRICTED
- = WOULD NOT PARK UNRESTRICTED
- BLANK = UNRESTRICTED

KEY

- = CAR PARKED
- = OBSERVED SPACE
- = PARKED ON DROPPED KERB
- = PARKED ON YELLOW LINES
- = PARKED IN DISABLED BAY
- = SPACE IN DISABLED BAY

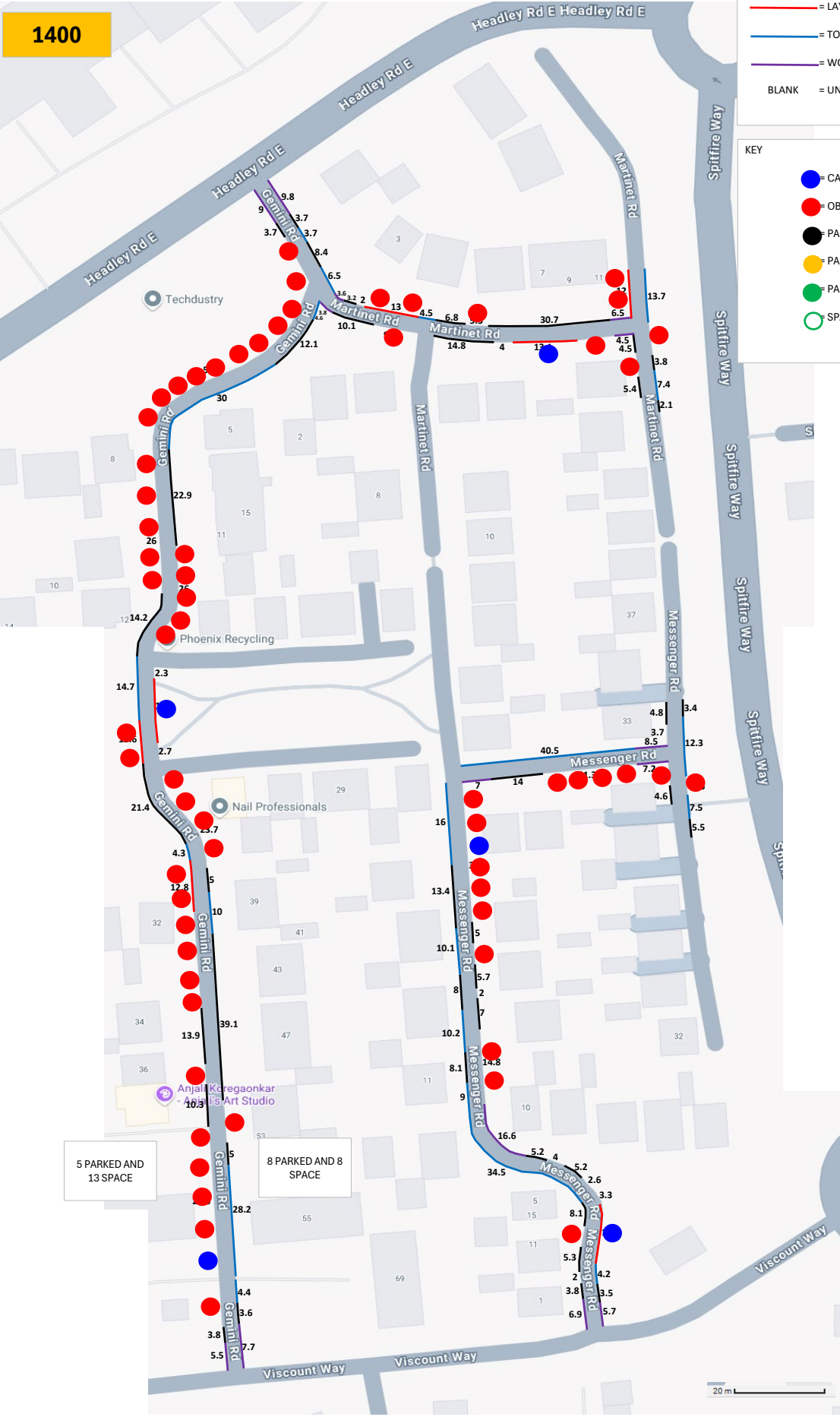
K&M TRAFFIC SURVEYS

DAY : WEDNESDAY

DATE : 15th JANUARY 2025

LOCATION : GEMINI ROAD/MESSENGER RD, WOODLEY

1400



KEY:

- = DROPPED KERB
- = LAYBY UNRESTRICTED
- = TOO NARROW UNRESTRICTED
- = WOULD NOT PARK UNRESTRICTED
- BLANK = UNRESTRICTED

KEY

- = CAR PARKED
- = OBSERVED SPACE
- = PARKED ON DROPPED KERB
- = PARKED ON YELLOW LINES
- = PARKED IN DISABLED BAY
- = SPACE IN DISABLED BAY

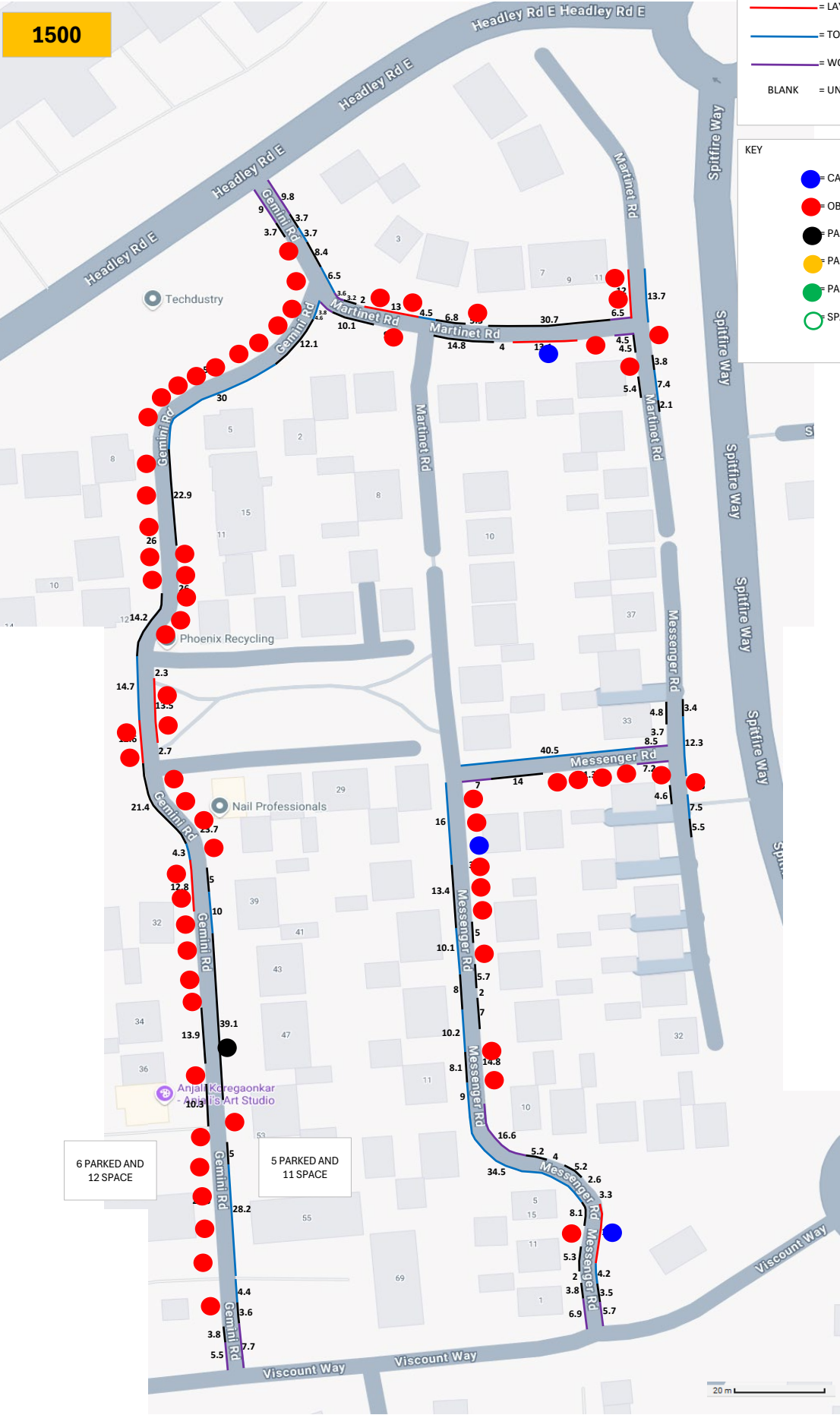
K&M TRAFFIC SURVEYS

DAY : WEDNESDAY

DATE : 15th JANUARY 2025

LOCATION : GEMINI ROAD/MESSENGER RD, WOODLEY

1500



KEY:

- = DROPPED KERB
- = LAYBY UNRESTRICTED
- = TOO NARROW UNRESTRICTED
- = WOULD NOT PARK UNRESTRICTED
- BLANK = UNRESTRICTED

KEY

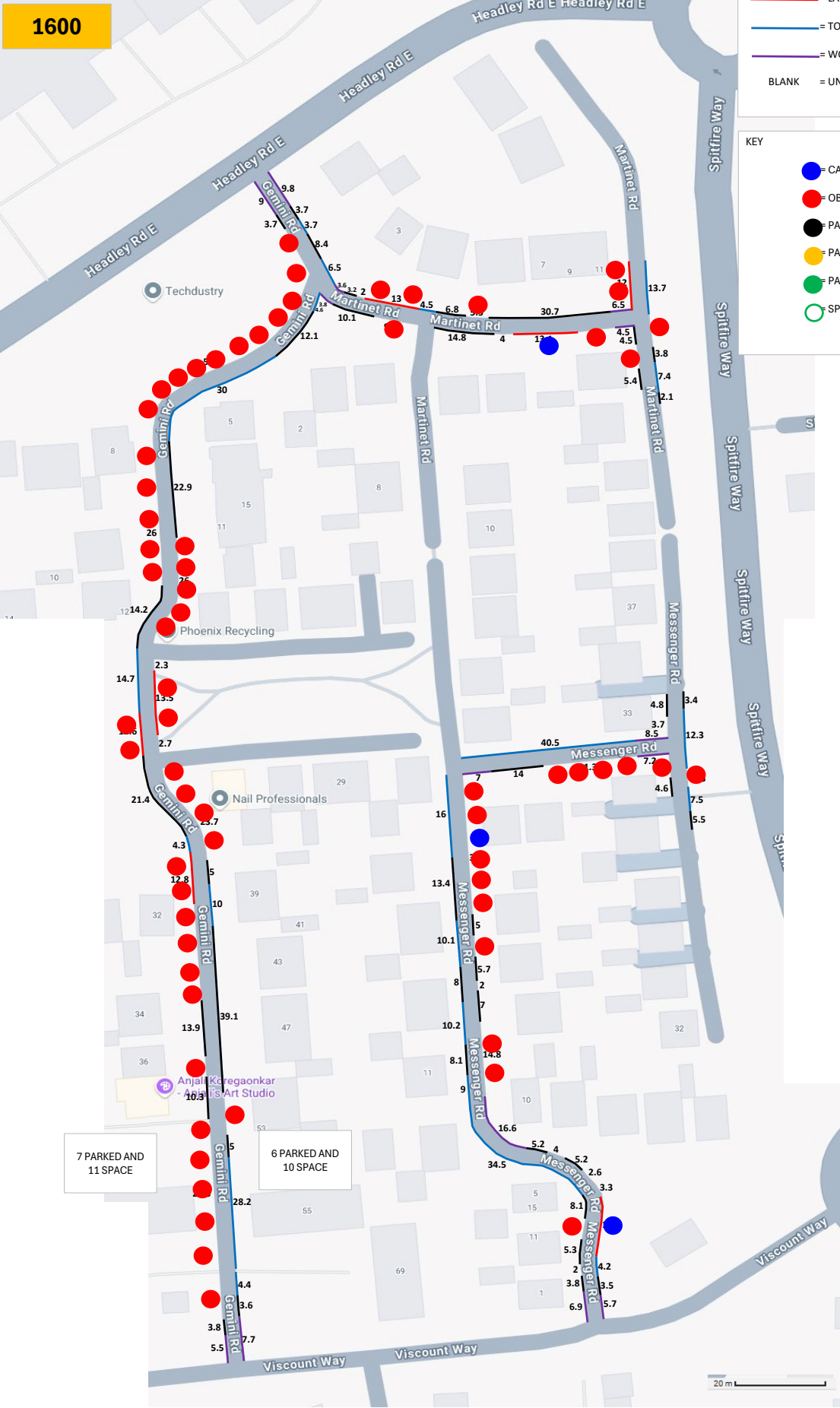
- = CAR PARKED
- = OBSERVED SPACE
- = PARKED ON DROPPED KERB
- = PARKED ON YELLOW LINES
- = PARKED IN DISABLED BAY
- = SPACE IN DISABLED BAY

K&M TRAFFIC SURVEYS

DAY : WEDNESDAY

DATE : 15th JANUARY 2025

LOCATION : GEMINI ROAD/MESSENGER RD, WOODLEY



KEY:

- = DROPPED KERB
- = LAYBY UNRESTRICTED
- = TOO NARROW UNRESTRICTED
- = WOULD NOT PARK UNRESTRICTED
- BLANK = UNRESTRICTED

KEY

- = CAR PARKED
- = OBSERVED SPACE
- = PARKED ON DROPPED KERB
- = PARKED ON YELLOW LINES
- = PARKED IN DISABLED BAY
- = SPACE IN DISABLED BAY

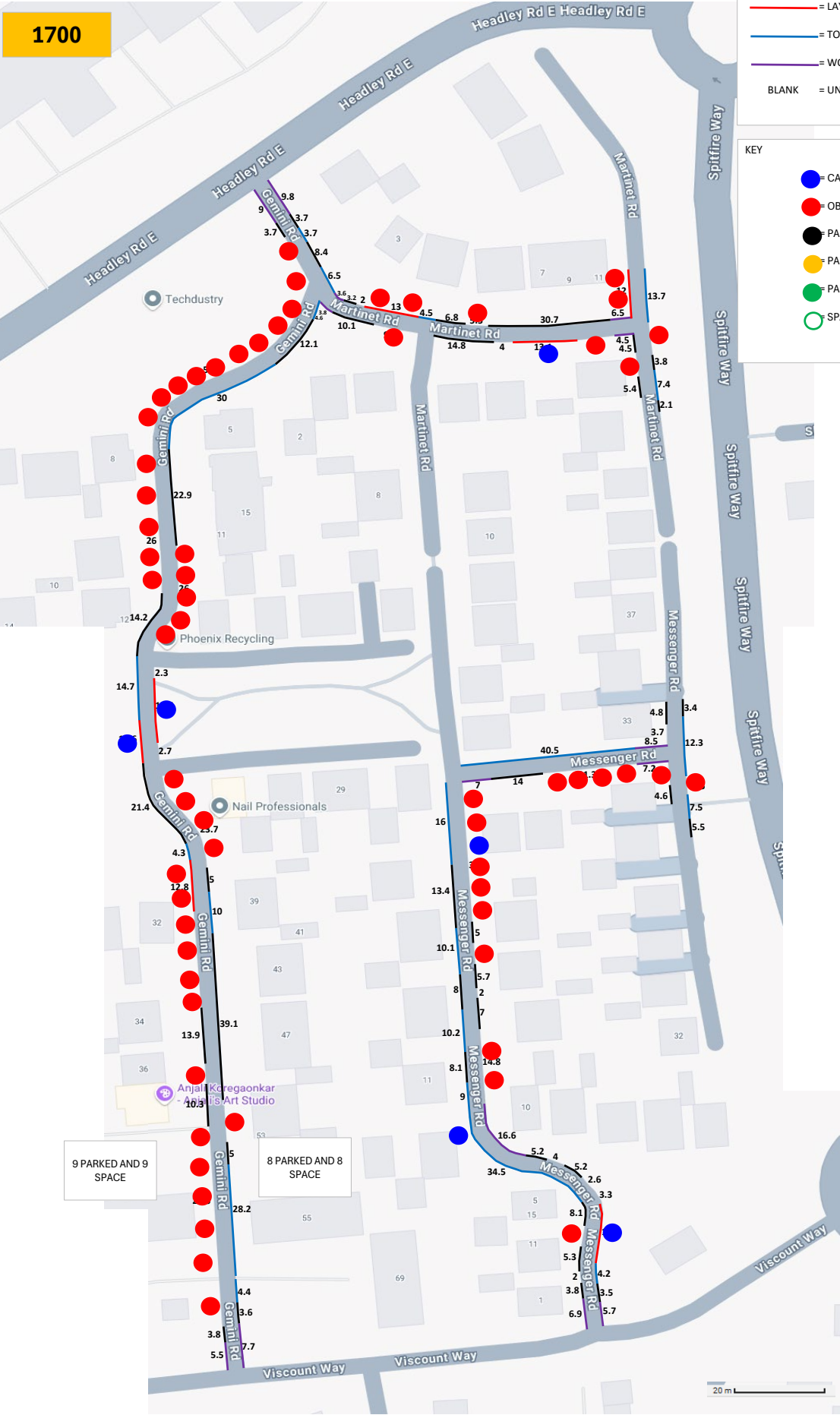
K&M TRAFFIC SURVEYS

DAY : WEDNESDAY

DATE : 15th JANUARY 2025

LOCATION : GEMINI ROAD/MESSENGER RD, WOODLEY

1700



KEY:

- = DROPPED KERB
- = LAYBY UNRESTRICTED
- = TOO NARROW UNRESTRICTED
- = WOULD NOT PARK UNRESTRICTED
- BLANK = UNRESTRICTED

KEY

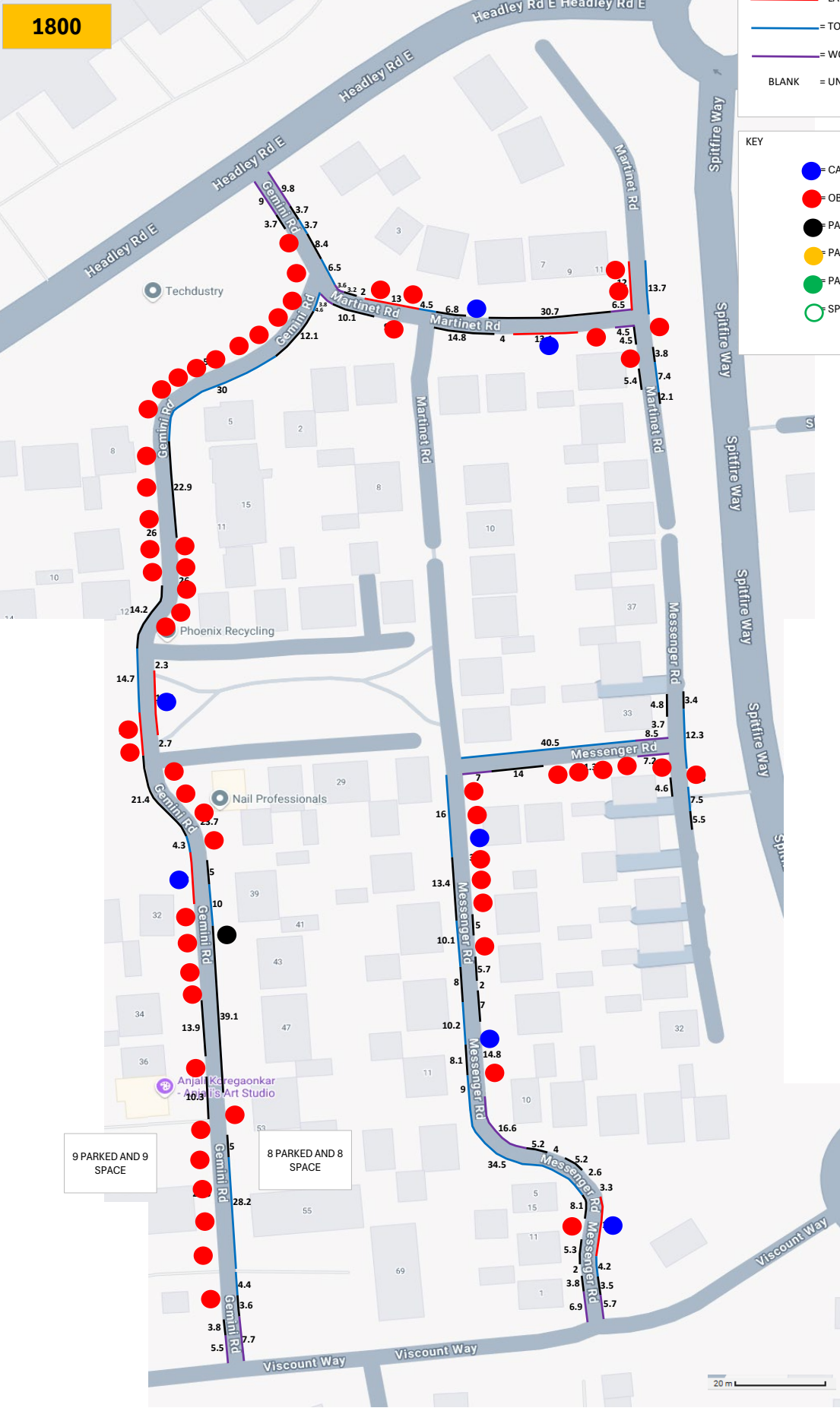
- = CAR PARKED
- = OBSERVED SPACE
- = PARKED ON DROPPED KERB
- = PARKED ON YELLOW LINES
- = PARKED IN DISABLED BAY
- = SPACE IN DISABLED BAY

K&M TRAFFIC SURVEYS

DAY : WEDNESDAY

DATE : 15th JANUARY 2025

LOCATION : GEMINI ROAD/MESSENGER RD, WOODLEY



KEY:

- = DROPPED KERB
- = LAYBY UNRESTRICTED
- = TOO NARROW UNRESTRICTED
- = WOULD NOT PARK UNRESTRICTED
- BLANK = UNRESTRICTED

KEY

- = CAR PARKED
- = OBSERVED SPACE
- = PARKED ON DROPPED KERB
- = PARKED ON YELLOW LINES
- = PARKED IN DISABLED BAY
- = SPACE IN DISABLED BAY