



Parking Management Plan

Proposed Change of use from Commercial
Use(B2) to Class E(d)

Unit 13, 35 Ivanhoe Road, Hogwood Industrial
Estate, Wokingham, RG40 4QQ

Prepared by

WPS Planning

1.0 Introduction

- 1.1 This Parking Management Plan has been prepared in support of a full planning application for the proposed change of use of Unit 13 to a small-scale gym facility. The purpose of this plan is to demonstrate how parking demand will be managed effectively, ensuring that the development will not give rise to highway safety issues, overspill parking, or adverse impact on neighbouring occupiers.
- 1.2 The proposed use will comprise a combination of pre-booked group fitness sessions and one-to-one personal training (PT) sessions, operated by appointment only. The operation of the gym and its associated parking demand has been carefully assessed to align with the available on-site parking provision and the surrounding context of the business park.

2.0 Parking Provision

- 2.1 Unit 13 benefits from five (5) allocated parking spaces directly associated with the unit. In addition, the applicant has secured an agreement with the owners of Units 14 and 15 to utilise up to eight (8) additional parking spaces during non-working hours. This arrangement provides a total potential of thirteen (13) available spaces, offering adequate overflow capacity during busier class times that occur outside of standard working hours. See for Figure 1 below for more details.
- 2.2 The site is located within an established business park with internal access roads and lay-bys, providing adequate circulation space. The area benefits from good accessibility, including safe pedestrian connections and nearby cycle routes.

3.0 Nature of Use and Operating Hours

- 3.1 The gym will operate on a strictly pre-booked basis, with no walk-in customers. All sessions—both group and one-to-one—are managed through an online booking system, allowing for control and monitoring of attendance and associated vehicle numbers.
- 3.2 The busiest periods for the proposed use will be before 8:00am and after 5:00pm, corresponding with early-morning and evening fitness classes. These hours fall outside of normal business park operating hours, ensuring that the gym's parking demand does not conflict with other users on-site.
- 3.3 During typical weekday “working hours” (8:00am–5:00pm), the gym will only accommodate one-to-one PT sessions. These involve a maximum of two persons on-site (trainer and client), which can be comfortably accommodated within the existing five allocated parking spaces.

Typical Weekly Timetable

- 3.4 A typical weekly timetable for classes is as follows:
- 6:00am classes – Monday, Tuesday, Wednesday, Thursday, Friday
 - 8:00am and 9:00am classes – Saturday
 - 10:30am class – Sunday
 - 6:00pm classes – Monday, Wednesday, Thursday
 - 6:30pm classes – Tuesday and Friday
 - 7:30pm class – Tuesday

Each class lasts 45 minutes. This timetable ensures that the busiest sessions occur outside of standard working hours, allowing efficient use of available parking.

4.0 Peak Period Management

- 4.1 Group sessions will accommodate a maximum of eight (8) participants plus one instructor, resulting in a total of nine (9) persons on site during those times.
- 4.2 Based on typical car-sharing and local catchment behaviour, it is anticipated that the majority of attendees will either travel together, walk or cycle, or use the available on-site or overflow parking.
- 4.3 Even on a worst-case assumption of one car per attendee, the total demand would equate to nine (9) spaces. This is fully met through the combination of five (5) allocated spaces for Unit 13, and up to eight (8) spaces available via the agreed overflow arrangement with Units 14 and 15 (available outside of business hours). See for Figure 1 below for more details.
- 4.4 Accordingly, there will be no requirement for on-street or lay-by parking, and no conflict with the operational use of neighbouring units.

Monitoring and Contingency Measures

- 4.5 The applicant acknowledges that a key component of robust parking management is the ability to monitor parking demand in practice and to respond appropriately should demand exceed provision, particularly in the event of reduced availability from Units 14 and 15 (for example, if their operating hours change or the ownership/occupancy of those units changes).
- 4.6 To address this, the following monitoring and mitigation measures will be implemented:
 - Active monitoring: The operator will monitor attendance and observed parking demand at the start and end of classes, with a

particular focus on the early morning, evening and weekend sessions.

- Booking system controls: Because all sessions are pre-booked, the operator can cap attendance and/or reduce the number of concurrent bookings if monitoring identifies that parking demand is approaching the available capacity.
- Staggered arrivals/departures: Class programming and communication to members will encourage punctual arrival and prompt departure to avoid overlap between sessions. Where required, a short buffer between classes can be introduced.
- Travel behaviour measures: Members will be encouraged to walk, cycle and car share. Messaging will be reinforced through booking confirmations and on-site signage.
- Overflow arrangement review: The operator will maintain liaison with the owners/occupiers of Units 14 and 15 and will periodically review the continued availability of the overflow spaces, including changes to their working hours.
- Contingency if overflow reduces: If the additional spaces at Units 14 and 15 are reduced or withdrawn, the operator will implement immediate controls such as reducing class numbers, moving certain classes to quieter periods, and/or limiting bookings to ensure that parking demand can be accommodated within the five allocated spaces (and any remaining agreed overflow).

- 4.7 These measures ensure that parking demand remains strictly managed and that any change in circumstances (including changes to Units 14 and 15) can be mitigated promptly, without reliance on on-street or lay-by parking.

5.0 Sustainable Travel Measures

- 5.1 To promote sustainable travel, cycle storage will be provided within the unit, as shown on the submitted floor plan. The applicants will actively encourage

walking, cycling, and car sharing among clients through membership communications and signage within the premises.

- 5.2 Given the localised catchment and off-peak operation, the gym will generate minimal additional traffic and will not adversely affect the operation of the adjacent highway network.

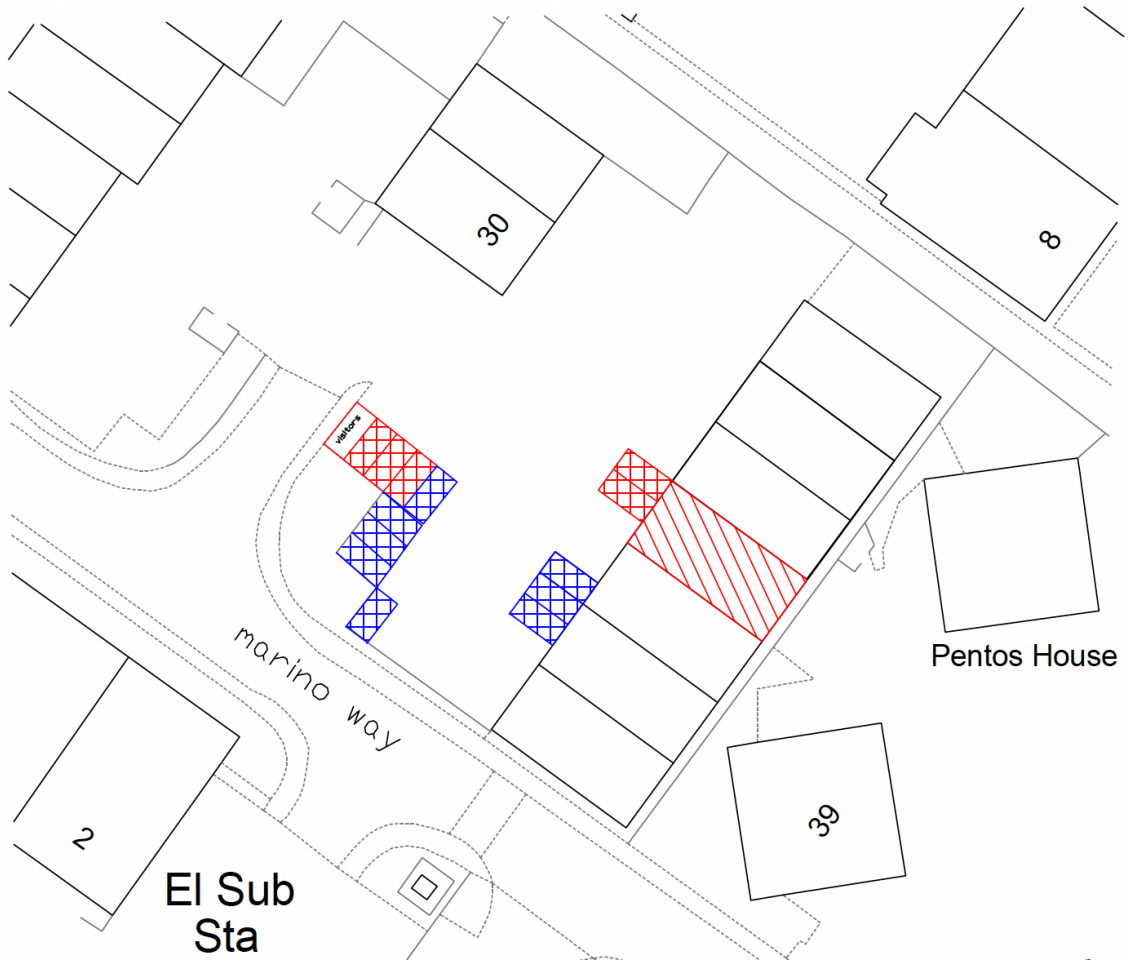
6.0 Summary and Conclusion

- 6.1 The proposed operation has been carefully designed to ensure that parking and traffic impacts are minimised and controlled. The key management measures can be summarised as follows:

- All sessions pre-booked — no drop-ins permitted.
- Group classes limited to a maximum of 8 participants.
- Busiest periods occur outside of normal business hours (before 8am and after 5pm).
- One-to-one sessions during working hours fully accommodated within existing 5 spaces.
- Overflow parking available by agreement with Units 14 & 15 (8 spaces).
- Cycle storage and active travel promoted to reduce car dependence.

- 6.2 The parking arrangements are therefore considered robust, proportionate and fully compliant with relevant local and national planning policies. The proposed use will not cause any harm to highway safety, parking provision, or amenity within the business park.

Figure 1



Red line unit is application site

Red hatched area is parking for application site

Blue hatched area is parking for units 14 & 15 to be used outside working hours
(8am-5pm) plus one visitor parking space