

EAGLE QUARTER II NEWBURY

CAR PARKING MANAGEMENT PLAN

December 2023

LOCHAILORT



Eagle Quarter II, Newbury

Car Park Management Plan

December 2023



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This document has been prepared and checked in accordance with
Waterman Group's IMS (BS EN ISO 9001: 2015, BS EN ISO 14001: 2015 and BS EN ISO 45001:2018)

Issue	Date	Prepared by	Checked by	Approved by
A01	Nov 2023	Paul Dickins Principal Transport Planner	Paul Dickins Principal Transport Planner	David Whalley Associate Director 
A02	Nov 2023	Paul Dickens Principal Transport Planner	David Whalley Associate Director	David Whalley Associate Director 
A03	Dec 2023	David Whalley Associate Director	David Whalley Associate Director	David Whalley Associate Director 

Comments

A01 – Report issued to client team for comments.

A02 – Report updated following client team comments.

A03 – Report updated with the latest site layout plans.

Disclaimer

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We disclaim any responsibility to the client and others in respect of any matters outside the scope of the above.

This report is confidential to the client and we accept no responsibility of whatsoever nature to third parties to whom this report, or any part thereof, is made known. Any such party relies on the report at its own risk.

Contents

1. Introduction	1
1.1 Background	1
1.2 Aims & Objectives	1
1.3 Report Layout.....	1
2. Application Site & Development Proposals.....	2
2.1 Site Location	2
2.2 Site Use.....	2
2.3 Multi Storey Car Park.....	3
2.4 Development Proposals	3
2.5 Proposed Access Arrangements & Servicing	4
2.6 Parking	4
3. Management Plan Measures	6
3.1 Introduction	6
3.2 Car Park Layout / Marking	6
3.3 Allocation of spaces	6
3.4 Car Club	7
3.5 Access to Parking Spaces & Ticketing	7
3.6 Management	8
3.7 Servicing	9
4. Ongoing update & Revision	10
4.1 Summary	10
4.2 Integration with Travel Plan	10
4.3 Review of Allocation Process.....	10
4.4 Monitoring of Enforcement.....	10

Figures

Figure 1: Location Plan	2
Figure 2: MSCP Spaces to be Removed	5

Appendices

- A. Location Plan
- B. Site Layout Plan

1. Introduction

1.1 Background

This Car Park Management Plan has been prepared by Waterman Infrastructure & Environment Ltd (Waterman) on behalf of Lochailort Newbury Ltd in support of a Full Planning Application (Application No: 23/02094/FULMAJ) for a phased redevelopment of the Kennet Centre in Newbury.

The proposed development (known as Eagle Quarter II) would include 426 build-to-rent residential units along with flexible commercial uses at ground floor level and public realm and open spaces. The full development description is as follows:

“Full planning permission for the redevelopment of the Kennet Centre comprising the partial demolition of the existing building on site and the development of new residential dwellings (Use Class C3) and residents’ ancillary facilities; commercial, business and service floorspace including office (Class E (a, b, c, d, e, f, and g)); access, parking, and cycle parking; landscaping and open space; sustainable energy installations; associated works, and alterations to the retained Vue Cinema and multi storey car park.”

This Car Park Management Plan is intended to form the framework for how parking on site would be managed. Once the planning application is permitted a Detailed Car Park Management Plan would be provided. The Detailed Car Park Management Plan would be approved by the Planning Authority, West Berkshire Council, and implemented on the application site.

1.2 Aims & Objectives

The key aims of the Car Park Management Plan are as follows:

- To ensure adequate car parking provision for the needs of the development and existing uses; and
- Enforce appropriate use of the car parking such that it remains accessible to all eligible users and the servicing areas remain free of obstruction for the passage of vehicles.

1.3 Report Layout

Following this introductory section, the layout of the report is as follows:

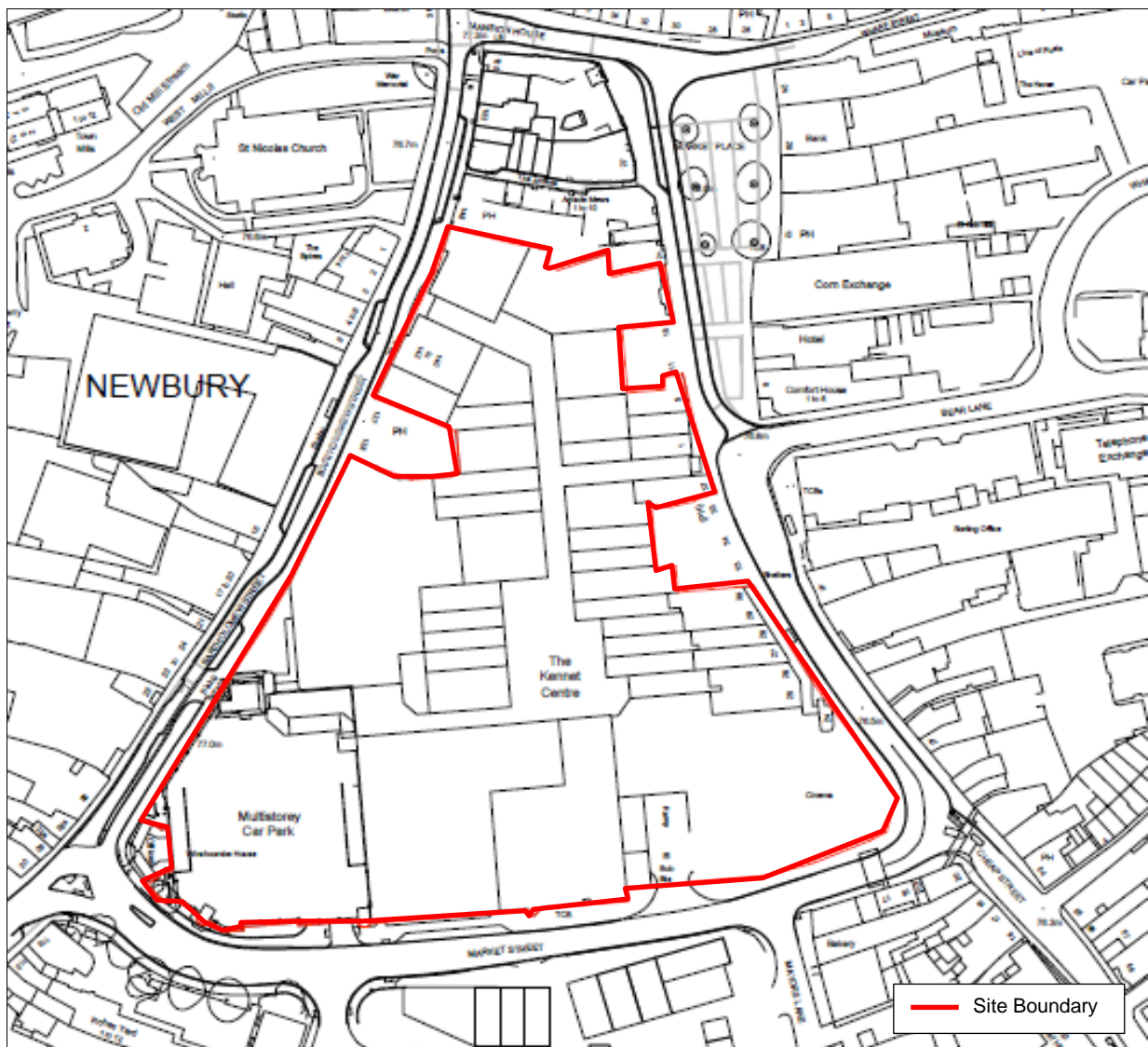
- Section 2 details the application sites location and describes the development proposals;
- Section 3 reviews the on-site parking management programme that would be implemented; and
- Section 4 outlines the programme for ongoing update and maintenance of the Car Park Management Plan.

2. Application Site & Development Proposals

2.1 Site Location

The application site is located in the centre of Newbury and measures approximately 2.2 hectares in size, with the southern edge defined by Market Street, the eastern edge by Cheap Street/Market Place, and the western edge by Bartholomew Street. **Figure 1** shows the location of the application site. A site location plan is also included in **Appendix A**.

Figure 1: Location Plan



2.2 Site Use

The application site was in industrial use for more than 200 years before being developed from the 1960s onwards as an inward-looking shopping centre (now known as the Kennet Centre) typical of its era.

A VUE cinema is located on the south-east corner of the site and a Multi Storey Car Park (MSCP) on the south-west corner, accessed off Bartholomew Street. There are also some shops and restaurants within the Kennet Centre, many of the which are now unoccupied.

2.3 Multi Storey Car Park

The Kennet Centre MSCP currently includes 415 spaces and is owned by the applicant, Lochailort Newbury Ltd and leased to West Berkshire Council. This car park has two Electric Vehicle Charging Points, one for public use and one dedicated for use by Newbury Car Club. The car park is available to the general public and allows for both short and long stay parking. The entry gate to the MSCP currently shuts at 10:30pm, whilst the exit onto Market Street always remains open. The pricing structure includes hourly, daytime, overnight and quarterly charges. The MSCP is accessed off Bartholomew Street (as shown in **Photograph 1** below). The exit from the MSCP is onto Market Street (as shown in **Photograph 2**). Photographs taken on 21/08/2023.

Photograph 1: Kennet Centre MSCP Access



Photograph 2: Kennet Centre MSCP Exit



2.4 Development Proposals

The development proposals would comprise:

- 427 build-to-rent apartments.
- 1,103.69 sqm resident's indoor amenity;
- 121.34 sqm managers office;
- 2,467.91 sqm Use Class E (commercial, business and service) floorspace;
- 555.49 sqm offices;
- 93.47 sqm store; and
- 5,186.19 ancillary.

The proposals also retain 5,068.95 sqm of the existing Class E floorspace within Kennet Centre. This includes the cinema (3,594.61 sqm) and restaurants (1,474.34 sqm) on site. The total Class E floorspace including the retained and proposed floorspaces would amount to 8,092.35 sqm. This represents a decrease of 14,891.15 sqm (65%) when compared with the existing commercial floorspace (22,983.5 sqm) within the Kennet Centre.

The proposed site layout plan is included as **Appendix B**.

2.5 Proposed Access Arrangements & Servicing

2.5.1 Vehicle Access

The existing service ramp access onto Market Street would be removed and replaced with two service accesses, one onto Cheap Street and another onto Bartholomew Street.

The Cheap Street access would serve both residential and commercial uses and would be for service/emergency vehicle only. A new drop kerbed access (vehicle crossover) is proposed onto Cheap Street.

The proposed Bartholomew Street access would serve both commercial and residential uses and would provide access for service/emergency vehicles. The Bartholomew access would also provide access to the new resident's undercroft car park (comprising 83 spaces). This access is shown, located circa 30m, north of the MSCP entrance. To form this access, the existing pedestrian zone (10am to 5pm), including bollards and signage would be relocated further north, circa 45m. This would allow for 24-hour access for service vehicles and residents. The carriageway and footway area is within highway land and land controlled by the applicant. Between the proposed relocated bollards and the junction of Market Street with Bartholomew Street the road would become two way and the area would be revamped to become more informal, with shared surface material.

The existing MSCP entrance onto Bartholomew Street would remain unchanged, as an inbound entrance only. An additional access would also be provided onto Bartholomew Street which would serve the new undercroft car park. The existing MSCP exit would remain unchanged as an exit only onto Market Street.

Fire tender access would be available via the two proposed service yards. The main pedestrian corridor through the centre of the application site would have adequate corridor width clearance and removable bollards located at Market Street and Bartholomew Street to facilitate emergency vehicle access.

The new routes through the application site would be pedestrianised by default and by design with only very limited usage by service vehicles delivering on a time-limited basis to the ground floor flexible-use commercial units, or exceptionally by emergency vehicles. The applicant expects servicing hours and arrangements to be conditioned as part of the application process.

2.6 Parking

The total parking provision on site would be 475 spaces (an increase of 60 spaces). The rationale behind the proposed parking provision is detailed within the Transport Assessment report (dated September 2023).

The 475 spaces are split as follows:

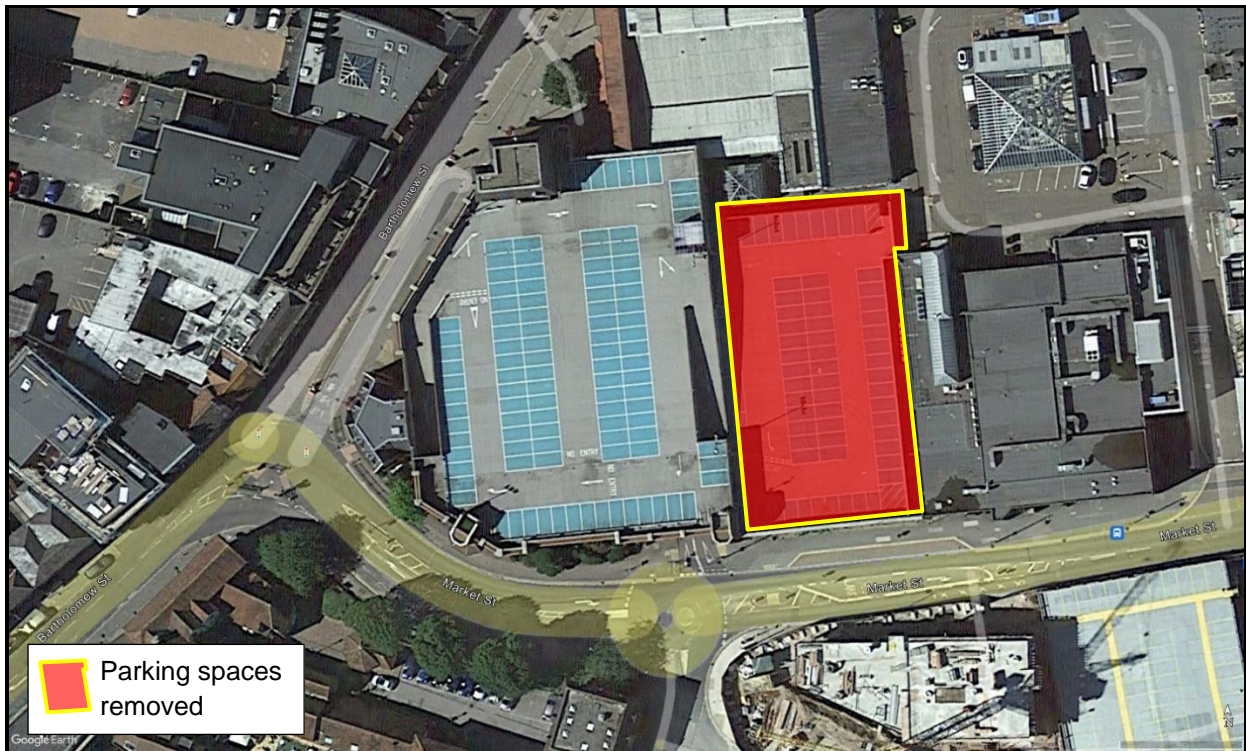
- New Undercroft Car Park – 83 spaces (available to residents only)
- Multi-Storey Car Park - 392 spaces (available to all)

The Multi Storey Car Park would be available on first come first served basis, but would specifically include:

- 3 car club spaces;
- 16 Electric Vehicle Charging Points;
- 25 disabled parking spaces

The development proposals also includes a potential significant investment to the existing MSCP with improvement works totalling more than £600,000 proposed. These works would include removal of the 66 spaces over the shopping centre (shown in **Figure 2** overleaf), resurfacing of the parking areas, repainting of road markings, removal of the existing defunct ventilation and the provision of 14 additional electric car charging points.

Figure 2: MSCP Spaces to be Removed



The proposed site layout plans in **Appendix B** illustrated the split of spaces in the MSCP.

3. Management Plan Measures

3.1 Introduction

This section of the report considers the measures to be implemented as part of car park management plan.

3.2 Car Park Layout / Marking

3.2.1 Undercroft Car Park

The development proposals include a new undercroft car park within the site, which would accommodate 83 spaces including 39 electric car charger points and 5 disabled spaces (as shown on drawing P0-100 in **Appendix B**). The undercroft car park would be for residents of the Eagle Quarter II development only and will be signposted as such.

3.2.2 Multi-Storey Car Park

Within the MSCP a total of 392 spaces would be provided. These would be available to the public/residents on a first come first served basis. The MSCP would include 25 disabled parking spaces which are to be marked to clearly identify these spaces. The proposed locations of the disabled parking spaces are in close proximity to the main building entrances and would include:

- Ground Floor – 21 spaces;
- First Floor – 2 spaces; and
- Second Floor – 2 spaces.

Within the MSCP 14 additional electric car charger points would be provided (in addition the existing two charging points). This would provide 16 electric car charging points within the MSCP.

3.3 Allocation of spaces

3.3.1 Undercroft Car Park

Residential parking within the undercroft would be available to residents only through a permit scheme. A maximum of 83 parking permits would be available. These permits would be available to residents to purchase on a first come-first served basis and would be priced the same as parking within the MSCP. Residents parking within the undercroft car park would be unallocated.

The undercroft car park includes 5 disabled spaces, which are to be marked to clearly identify these spaces. These spaces are enhanced for the purposes of assisting disabled drivers / passengers entering or leaving the vehicles. Any resident fulfilling blue badge criteria, however, would be allocated one of these spaces. It is anticipated that the proportion fulfilling the criteria would not exceed the available provision or demand for disabled space within the undercroft car park or MSCP.

3.3.2 Multi-Storey Car Park

Residents would also be able to park within the MSCP. Again, parking would be available on a first come-first served basis and residents would be charged the prevailing going rate to use the MSCP.

Residents or the public would be able to park in any space.

The entrance barrier into the MSCP (which currently prevents drivers from accessing the car park after 10:30pm) would be amended/adapted to allow car in after 10:30pm.

If the MSCP is full, then the public/residents would park elsewhere i.e. the new Newbury Station MSCP or Northbrook MSCP. Variable message signs are currently provided at strategic points throughout Newbury which display the availability of parking spaces, thus providing early information to enable drivers to redirect to a convenient location (should the Kennet Centre MSCP be full). The information displayed is updated automatically. The variable message signs are an important part of the traffic management strategy in Newbury town centre and help people park easily and reduce journey times.

There are currently 66 spaces within the MSCP which are allocated to West Berkshire Council. These spaces are illustrated in **Figure 2**. As part of the development proposals these spaces would be removed. West Berkshire Council would no longer be allocated spaces within the MSCP.

The MSCP would include 25 disabled parking spaces which are to be marked to clearly identify these spaces. These spaces are enhanced for the purposes of assisting disabled drivers / passengers entering or leaving the vehicles. Given the nature of the proposals, it is not proposed to allocate these spaces in the first instance. Any resident fulfilling blue badge criteria, however, would be allocated one of these spaces. It is anticipated that the proportion fulfilling the criteria would not exceed the available provision or demand for disabled space.

3.3.3 Allocated Disabled Spaces

Allocated disabled spaces would be retained for use by appropriate individuals. In the event that none, or only some residents are eligible disabled badge holders, the remaining disabled spaces would remain unallocated and not issued for use by other car park users. The additional benefit of this approach is the ability to issue a space to new disabled resident who may move to the site and require a space immediately, and the availability of a disabled space for pickup and drop-off purposes. At this point in time the management of the parking areas has not yet been determined in terms of the parking enforcement responsibility.

3.4 Car Club

A 3 vehicle Car Club is proposed in addition to the 1 existing Car Club. The Travel Plan Coordinator would monitor use of the Car Club and if it was found to be busy/popular the number of cars would be increased. Details of the applicant's commitment to providing a Car Club can be found in the Transport Assessment report and Framework Travel Plan submitted with the application.

In the event a dedicated car club is set up for residents only (rather than an extension to the general public car club already operating in the MSCP) then the bespoke on-site service would be managed by the Concierge. The Concierge would be responsible for car club key control, vehicle check-in/check-out and so forth, working in conjunction with Enterprise Cars.

It is proposed that all car club bays, are located within the ground floor of the MSCP and would have electric vehicle charging points fitted.

3.5 Access to Parking Spaces & Ticketing

3.5.1 Undercroft Car Park

The undercroft parking area would be controlled to provide access only to registered users, the specific nature of the control has yet to be confirmed. It is likely to take the form of a barrier with ANPR or key fob access.

Residents would apply for a permit to park within the undercroft car park. This would be charged at the same rate as the MSCP (i.e. quarterly charges). Residents would be required to display their permit at all times (when parked within the car park).

3.5.2 Multi-Storey Car Park

Access to the MSCP car parking area would be controlled, although specific nature of the control has yet to be confirmed through detailed design. It is likely to take the form of a barrier (as existing) or ANPR.

Ticketing of the MSCP would be via a pay and display ticketing system with ticket machines located in convenient locations (exact locations to be confirmed).

Payment options for users of the MSCP would be via coins, credit/debit card or contactless or mobile phone payment. The payments would remain as per the existing West Berkshire Council system.

3.5.3 General

The undercroft and MSCP would be accessible 24 hours a day, 7 days a week.

3.6 Management

In order for the system to operate effectively, it must be monitored and enforced appropriately. The strategy for the management of the site would be developed in due course as part of a Detailed Car Park Management Plan. In addition, it is expected that the leases and tenancy agreements for the properties would include provisions requiring that the residents adhere to the sites car parking management rules and procedures as well as any S106 obligations.

How the private parking spaces would be managed and enforced has not been determined at this stage. However, it is likely that some activities within the parking area would require some enforcement. Where enforcement could be required might include:

- Vehicle not parked in a correct space (disabled space);
- Vehicle not parking within a demarcated space, but otherwise authorised; and
- Vehicle parking inappropriately and liable to cause obstruction.

The activities in terms of what would constitute enforcement activity would be outlined in more detail within a Detailed Car Park Management Plan which is expected to be a condition of any planning permission. Appropriate measures would be implemented to ensure safety and security of the car park and to ensure no anti-social behaviour or crime. Further detail would be provided in a Detailed Car Park Management Plan which would outline measures which could be adopted in terms of management and enforcement.

It is recommended that the condition is worded as follows:

No part of the development shall be taken into use until a Detailed Car Park Management Plan for the site has been submitted to and approved in writing by the Local Planning Authority. The Detailed Car Park Management Plan shall include the following:

a) Details of the number and location of car parking spaces within the undercroft car park and multi storey car park for all the users of the car park.

b) Details of the entry/exit arrangements for all users of the car park. Thereafter the development shall incorporate and be undertaken in accordance with the approved strategy.

Reason: To ensure the development is provided with adequate parking facilities for all users within the scheme, in order to reduce the likelihood of roadside parking that would adversely affect road safety and the flow of traffic. This condition is imposed in accordance with the National Planning Policy Framework (March 2012), Policies CS13 and CS14 of the West Berkshire Core Strategy (2006-2026) and Policy P1 of the West Berkshire Council Housing Site Allocations DPD.

3.7 Servicing

The Framework Servicing and Management Plan (submitted with the application) covers the servicing of the site and includes information on the following:

- Move-in/Move-out;
- Deliveries; and
- Refuse.

4. Ongoing update & Revision

4.1 Summary

The Car Parking Management Plan and the associated measures set out in this document have been developed to be appropriate for the development and the prevailing conditions in terms of car ownership and travel patterns.

Nonetheless the Plan itself remains a live document and it is anticipated that measures set out within it would evolve to best suit the needs of residents, the operators of the site and the wider users of the highway network.

It is not envisaged that a formal review process is needed for the Management Plan; rather key changes would arise through feedback from key stakeholders, including the residents, the Council and parking management or control subcontractors.

4.2 Integration with Travel Plan

This Plan would operate in parallel to a Travel Plan to be implemented at the development. This provides a valuable framework for monitoring the Car Park Management Plan, particularly those aspects which relate to stakeholder responses.

It is therefore envisaged that the Travel Plan monitoring process, which is likely to include periodic surveys of the travel behaviour of residents, would include categories to determine the suitability of the management of the car parking.

Travel Plan measures would enable and encourage residents to reduce car usage whilst maintaining access to a car at appropriate times when walking, cycling or public transport may not be appropriate.

4.3 Review of Allocation Process

It is not envisaged that the priority to disabled users would change.

In the longer term, if there is potential for demand for car parking to drop, the criteria and allocation process may require appropriate revision.

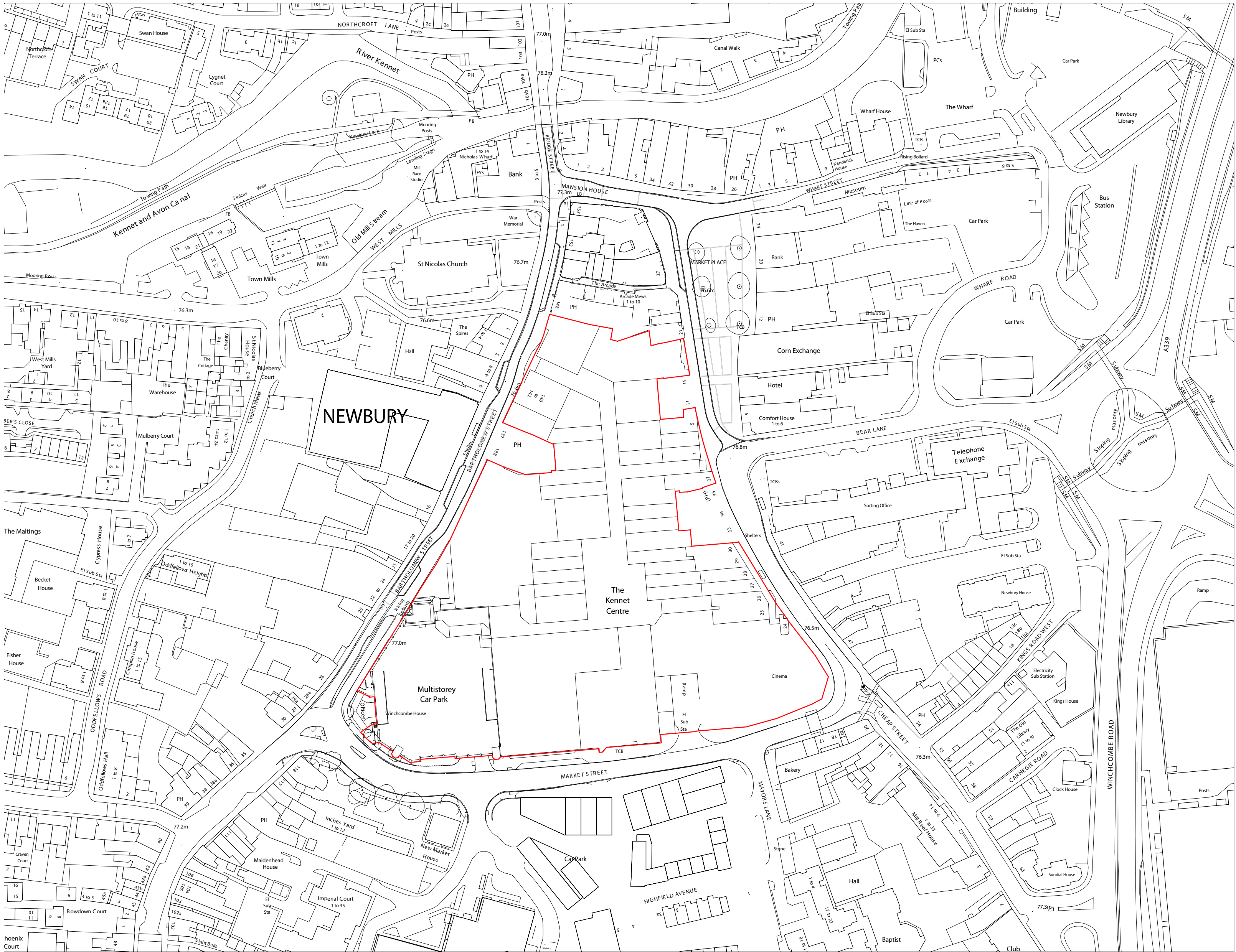
4.4 Monitoring of Enforcement

Throughout the life of the development, Lochailort Newbury Ltd or its appointed representative would continue to monitor the enforcement activities carried out by the management or subcontractor in order to ensure that it is conducted in accordance with the agreed approach.



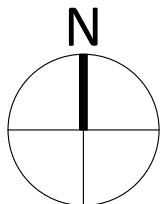
APPENDICES

A. Location Plan

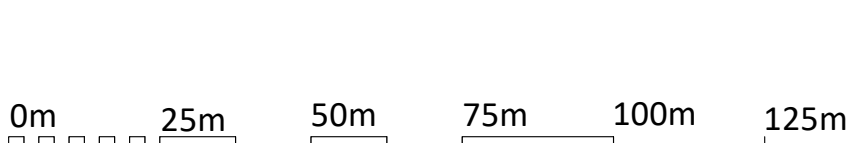


NOTES
CONSULTANTS
- Refer to highways consultant's drawings for details
- Refer to landscape consultant's drawings for details

AREAS
- Refer to area schedule



Rev	Notes	Date	By	Auth
PA	Issued for Planning Submission	06/09/2023		



VISUAL SCALE 1:1250 @ A2

KEY
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Scale @ A4: 1 : 2500
CAD File No:

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Eagle Quarter, Newbury
Site Location Plan

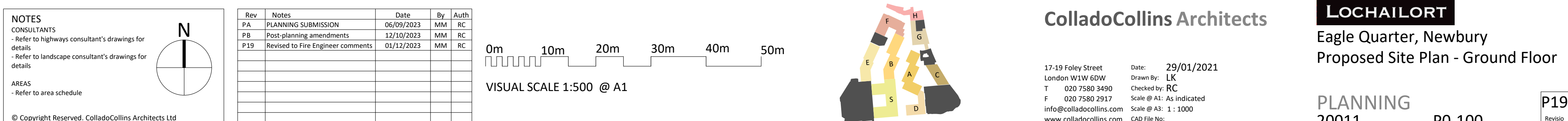
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B. Site Layout Plan





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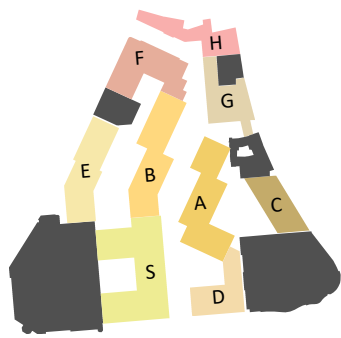
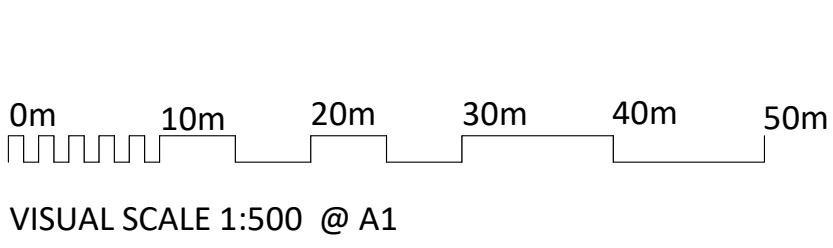
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PA	PLANNING SUBMISSION	06/09/2023	MM	RC
PB	Post-planning amendments	12/10/2023	MM	RC
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Eagle Quarter, Newbury

Proposed Site Plan - Second Floor

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P0-102

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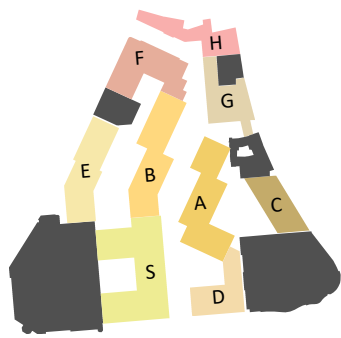
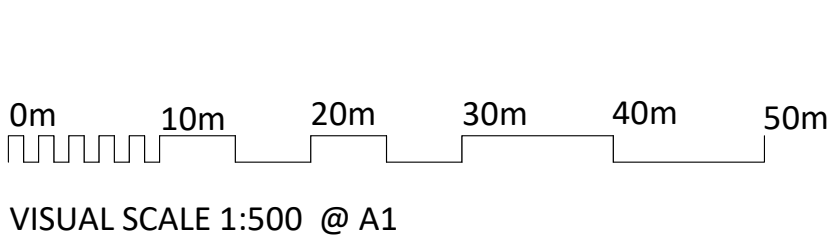
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Eagle Quarter, Newbury
Proposed Site Plan - Third Floor

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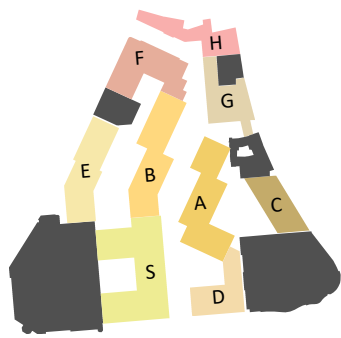
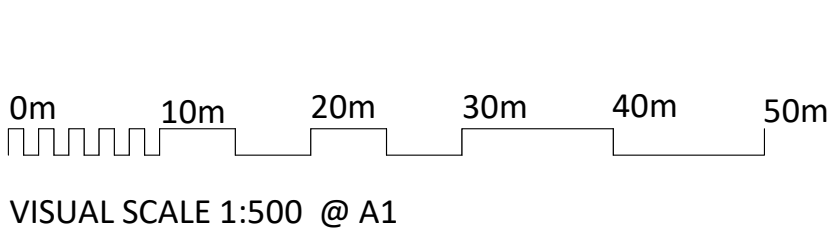
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Eagle Quarter, Newbury
Proposed Site Plan - Sixth Floor

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20011

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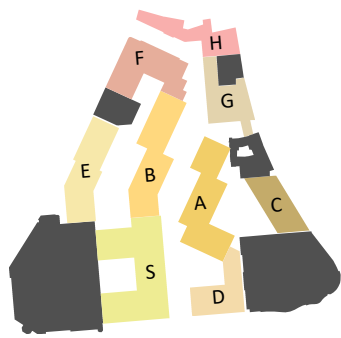
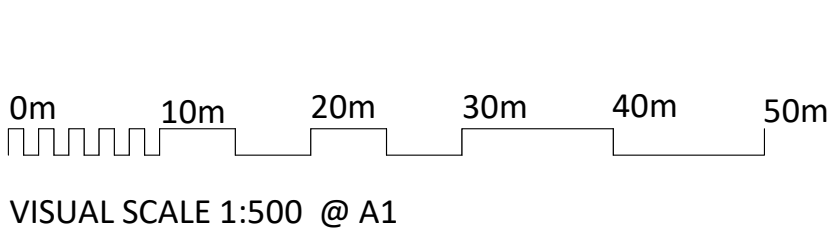
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Eagle Quarter, Newbury
Proposed Site Plan - Seventh Floor

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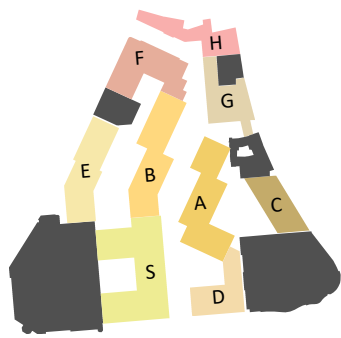
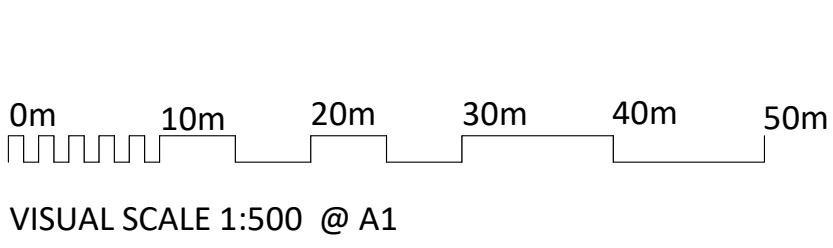
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Eagle Quarter, Newbury
Proposed Site Plan - Roof

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