

including improvements to the A4 east of M4 Junction 12, are contained in the financial bid in Reading Borough's Local Transport Plan.

6.3.3 For the Newbury and Thatcham area, the Local Transport Plan builds on the policy framework established in the draft Newbury Access Package, which in turn drew on the statement known as "Head and Heart" published by the former Newbury District Council in 1996. The access package outlined key proposals which aimed to improve accessibility, quality of life and reduce accidents in Newbury and Thatcham. These proposals were based on the establishment of pedestrian priority areas and the identification of key safe and attractive pedestrian routes into the town centres of Newbury and Thatcham, and between residential areas and schools.

6.4 KEY AIMS OF TRANSPORTATION POLICY

6.4.1 In line with the overall strategy of this plan and in particular Policy OVS.1, the Council will direct development to the most sustainable locations and will reject poorly devised schemes which do not include adequate measures to reduce the need to travel and encourage alternative modes. In accordance with the objectives and strategies in the Local Transport Plan, the Council will work with other organisations to:

- (i) maintain and enhance the economic health of West Berkshire through improvements to accessibility, especially by public transport;
- (ii) have particular regard to the transport needs of people with mobility handicaps, and other disadvantaged vulnerable sectors of the population;
- (iii) reduce environmental damage from traffic arising from noise, pollution, vibration and visual intrusion and habitat loss;
- (iv) reduce energy consumption, especially by private transport;
- (v) ensure that future development contributes to and enhances the transportation network and facilities, including the safety of users of the network;
- (vi) support appropriate community transport initiatives and appropriate priority use of the public highway by public transport;
- (vii) encourage use of rail and waterways for freight haulage;
- (viii) improve accessibility, effectiveness and attractiveness of public transport;
- (ix) support initiatives for extension and enhancement of pedestrian and cycle routes, including recreational routes in both urban and countryside areas;
- (x) support initiatives to encourage by appropriate means walking to work;
- (xi) ensure that new development facilitates the opportunity, where practicable, to give priority to access by public transport, walking and cycling.

6.5 MEETING THE TRANSPORT NEEDS OF NEW DEVELOPMENT

6.5.1 Policy TRANS.1 sets out a parking supply and management approach that promotes sustainable transport choices and is consistent with PPG13 and the strategies in the Local Transport Plan. A broad framework of parking standards based on those contained within national and regional guidance will be applied as set out in Appendix 5. In addition, a more detailed set of standards which expand on the basic framework contained within Appendix 5 will be published by the Council as Supplementary Planning Guidance. These standards will be reviewed from time to time in the context of emerging national policy and the Council's Local Transport Plan. The standards are expressed as maximum standards in accordance with national guidance and will be applied with flexibility, to take account of the ability of the site to be accessed by alternative transport modes. A reduction in the standard will be required in some circumstances, for example, where the site is readily accessible by alternative means of travel to the private motor vehicle and/or has a good existing public

transport service. The standards reflect the range of accessibility and rural nature of much of West Berkshire. The Council will seek to locate local facilities in local and rural service centres. In some cases, where public transport improvements are being introduced but are not yet in place, the Council may negotiate a phased reduction in parking provision for new development through the adoption of an appropriate travel plan.

POLICY TRANS.1 The transportation needs of new development should be met through the provision of a range of facilities associated with different transport modes including public transport, walking, cycling and parking provision. The level of parking provision will depend on the availability of alternative modes, having regard to the maximum standards adopted by West Berkshire Council. Standards below the maximum level may be applied in more accessible locations.

6.5.2 The move to maximum standards has removed the ability to take contributions in lieu of reduced on-site parking provision. However, contributions from developers will continue to be sought to ensure that any infrastructure relevant to the development is provided. All applications for development with significant transport implications will be required to be submitted with a full transport assessment which must illustrate accessibility to the site by all modes and the likely modal split of journeys to and from the site, together with details of proposed measures to improve access by public transport, walking and cycling. Where appropriate, the Council will expect applications to be accompanied by a travel plan which should detail the proposed strategy to manage parking demand on the site and provide appropriate provision for alternative modes of travel. Such plans may include phased proposals for reduced parking provision, for example, where improvements to public transport are proposed, or through other strategies that encourage the use of alternative modes of travel.

6.6 CAR PARKING STRATEGY AND PRICING POLICY

6.6.1 Parking, both on and off-street, will be strictly controlled in town centres and other accessible locations to make the best use of land. The presumption in town centres should be that such parking is allocated to, or favours in its pricing policy, short stay visits rather than long stay. This will encourage more people to walk and cycle and the greater use of public transport and help to protect and enhance the visual qualities of these historic areas. In Newbury town centre, the Local Transport Plan's car parking strategy is to transfer long stay parking primarily for commuters to the fringes of the town centre, to revise car parking charges/permissible length of stay in public car parks to favour short-term rather than long term parking and to remove on-street parking in the town centre as part of the pedestrianisation scheme.

6.6.2 Within the Town Centre Commercial Area (TCCA), the Council will seek to ensure that all new parking provision for commercial or retail development is made available for public use as shared provision at appropriate times. The design and security of such parking areas should reflect this requirement.

6.7 ENHANCEMENT OF TRANSPORTATION FACILITIES AND NETWORK

POLICY TRANS.2 - Not Saved; Refer to Appendix 13.

6.8 THE A34/M4 JUNCTION 13 - CHIEVELEY

6.8.1 The strategic location of the A34/M4 interchange (Junction 13) has resulted in continuing pressure for further development. The Council has supported the provision of appropriate facilities at this location to meet the needs of highway users.