

Project Profile: Retail



Traffic and Transport

The Meadway Precinct, Reading, Redevelopment

The Meadway Precinct involved perseverance, but resulted in successful support with junction modelling, transport assessments and layout design development.

Client
Project Management: ID Planning

Architect
Accord Architecture

SWH have had a long-term association with development proposals for this site, which we began working on in 2015. The site comprises a run-down retail precinct with flats above, which Reading Borough Council has long aspired to regenerate.

A planning Brief was originally drafted in 2012 for provision of a new mixed-use District Centre for the western suburb of Tilehurst.

SWH prepared a comprehensive Transport Assessment in 2016, which included junction modelling for the Precinct access roundabout and for two other nearby junctions on the wider highway network. Since 2017, SWH have been working with the project team to bring forward more ambitious plans for an enhanced scheme with retail and residential units.

This scheme achieved Planning approval in October 2021, a testament and tribute to the perseverance of the client and the whole project team. For the more recent scheme, SWH prepared an updated Transport Assessment and junction models, as well as a Deliveries and Servicing management Plan.

We also contributed to the layout design development, working on car parking layouts, service vehicle manoeuvring and access arrangements for pedestrians and vehicles.

