



PROJECT PROFILE

Client: Stoke Wharf Developments LLP

Location: Slough, Berkshire

Sectors: Residential, Sports and Leisure, Retail

Services: Transport Planning, Travel Planning

Project overview: Transforming a neglected area of Slough into a vibrant community, with active travel at the heart of the design

Added value:

- Revitalised canal basin offering residential, retail and leisure opportunities
- Sense of community with reduced noise and emissions
- New cycling and walking routes

Stoke Wharf, Slough, Berkshire

Planning permission was granted to Stoke Wharf Developments LLP, a partnership between Waterside Places and Slough Urban Renewal for a waterside development of homes, restaurants and open spaces for retail and leisure opportunities. The scheme will make full use of a revitalised basin on the Grand Union Canal and will deliver 312 new homes and 329 sqm of commercial floor space.

Motion was appointed to provide transport and travel planning support and gave critical advice on active travel strategies for the site's future occupants and visitors. Car parking at Stoke Wharf will be provided at just under 0.5 spaces per household, whilst cycle parking is prioritised at one space per household. Residents will also benefit from a cycle hire hub, and new routes for cycling and walking will be implemented across the development.

The site design provides for active and sustainable travel modes, including electric car club vehicles. The aim is to foster interaction among users of these modes to build a sense of community, the absence of vehicular noise and emissions further encouraging these interactions.

The development layout will help to encourage low vehicle speeds through the use of raised tables, with surface treatment around the public space prioritising the needs of pedestrians and cyclists. Inappropriate parking will be discouraged through careful positioning of on-street car parking, loading bays and landscaping.



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