



**DELFONT MACKINTOSH THEATRES  
SONDHEIM (AMBASSADORS) THEATRE  
WEST STREET, LONDON**

**DELIVERY AND SERVICING PLAN**

**JULY 2017**



**the journey is the reward**

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SONDHEIM (AMBASSADORS) THEATRE  
WEST STREET, LONDON**

**DELIVERY AND SERVICING PLAN**

**JULY 2017**

<b>Project Code:</b>	<b>DMTAmbassadors.1</b>
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<b>Issue Date:</b>	<b>July 2017</b>
<b>Status:</b>	<b>FINAL</b>

**Delfont Mackintosh Theatres  
Sondheim (Ambassadors) Theatre  
West Street, London  
Delivery and Servicing Plan**

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# 1 Introduction

- 1.1 This Delivery and Servicing Plan has been prepared to support the proposed redevelopment of the Ambassadors Theatre on West Street, London and responds to questions regarding servicing raised by the London Borough of Camden.
- 1.2 This delivery and servicing plan considers the normal weekly servicing requirement for the theatre in relation to food/drink and refuse collection together with the requirements when a production change takes place.
- 1.3 At present food/drink retail servicing for the bar and refuse collection for the Ambassadors theatre is provided on West Street and it is intended that this continue at the same location after the redevelopment. It is noted that in the Highway Authority comments dated 3<sup>rd</sup> March 2017, they stated;

*No information has been provided as to the current servicing arrangements*

*However it is clear to see that the current level of servicing for the site would be very low as the site only consists of a small bar and limited office space to run the theatre. This would generate at most 1-2 deliveries a day and would not have any impact of the public high or make any noticeable impact on the street. The bar and office is currently supplied via West Street using existing on street facilities.*

- 1.4 In relation to Production change on average this would take place 3 to 4 times per year as acknowledged in the Highway Authority response dated 3<sup>rd</sup> March 2017. This may require, dependent upon the production, the use of a 12.685m articulated vehicle. Consequently an investigation has taken place into suitable locations where parking could temporality be suspended in accordance with established practice within the London Borough of Camden. This is considered in detail in this report.

## 2 Servicing Requirements

2.1 In this section we look at the servicing requirements for each of the uses of the proposed redevelopment, which include:

- i) Food/Drink Retail and Refuse collection
- ii) Production changeover

### Food/Drink Retail

2.2 There is a small bar inside the theatre which serves food/drink, and would consist of only 1-2 deliveries per day and a beer keg delivery every Tuesday, which takes place at present on West Street. There would not be any change in terms of the servicing of the bar as delivery and servicing will remain the same as at present. The bar is supplied via West Street using existing on street facilities by a Transit van or a box van that will allow other vehicles to pass it whilst loading takes place on West Street.

2.3 Refuse collection will continue in accordance with current arrangements. As stated in paragraph 1.3, the Highways Officers of the Council have advised that this servicing *'would not have any impact of the public high or make any noticeable impact on the street.'*

### Production Changeover

2.4 Production changeover would take place on average 3 to 4 times per year dependent upon the show. This will require unloading of production units and requires normally a 12m articulated vehicle. The production changeover would commence immediately after the last Saturday performance and be completed on Sunday.

2.5 To accommodate this, investigations have been undertaken in relation to suitable locations and 2 Options have been considered in detail which are explained in Section 3. These are:

- i) Option 1a - Through Tower Court with loading and unloading being undertaken from Tower Street
- ii) Option 1b - Through Tower Court with loading and unloading being undertaken from a loading lay-by constructed on Tower Street

2.6 Usually 2 vehicles will be required for production changeover deliveries, however these will not park at the same time.

Summary of Servicing Requirements

2.7 **Table 2.1** sets out the likely delivery requirements for each use.

Use	Location	Delivery Requirements	Type Of Vehicle	Duration of Stay	Total per week
Food/Drink retail	West Street	1-2 Deliveries Daily	Box van/Transit Van	5-10 Mins	7-14
Carlsberg Beer Delivery	West Street	1 every Tuesday	Dray (Small Truck)	5-10 mins	1
Refuse Collection	West Street	1 -2 collections per week	-	-	1-2
Production Changeover	Tower Street/Monmouth Street	Delivery every 6-14 weeks	12m Articulated HGV	1-2 Days	N/A

**Table 2.1: Delivery and Servicing Requirements for Ambassadors Theatre**

### 3 Potential Servicing Locations for Production Changeover

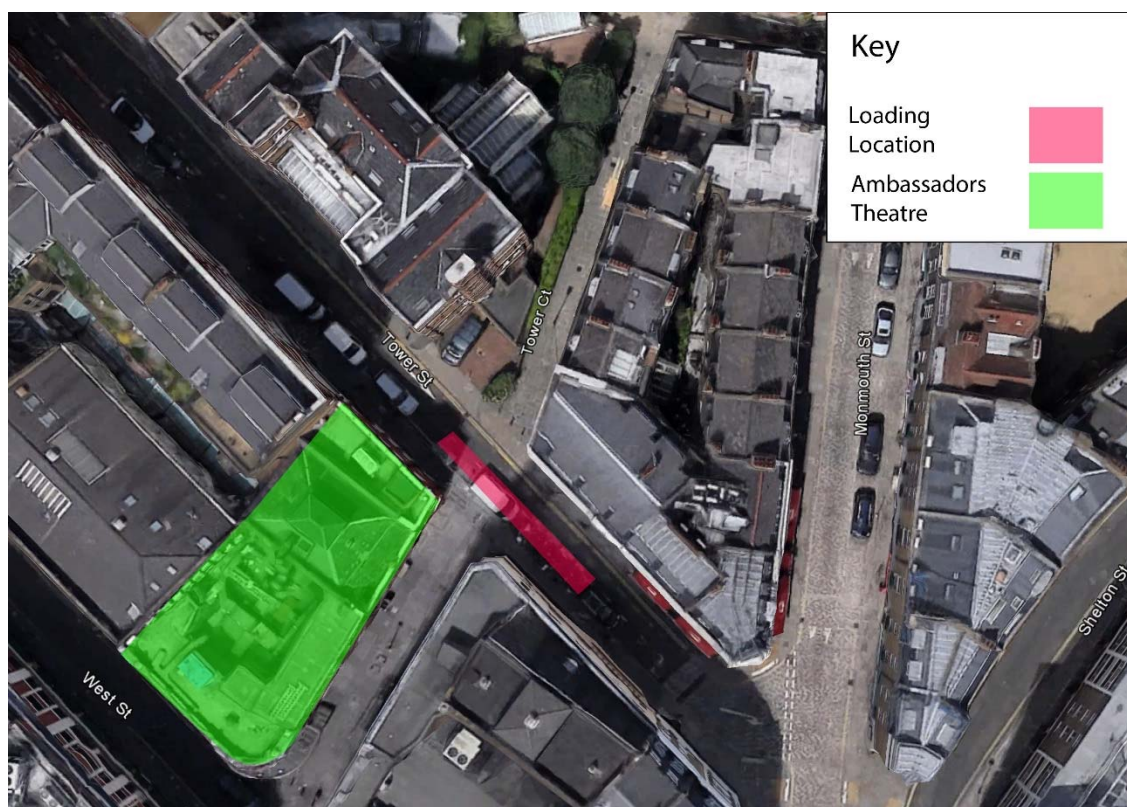
#### Potential Servicing Locations

3.1 As explained in Section 2, the production change is likely 3 to 4 times per year and at maximum 9 times per year and would require a 12m articulated vehicle. The production changeover would commence immediately after the last Saturday performance and be completed on Sunday.

3.2 The proposed loading location is on Tower Street adjacent to Tower Court

#### Tower Street – Option 1a and Option 1b

3.3 The location suggested for loading in on Tower Street adjacent to Tower Court as shown in **Figure 3.1**. The vehicle will be parked so that pedestrians can cross behind the vehicle where they will be able to see oncoming traffic.

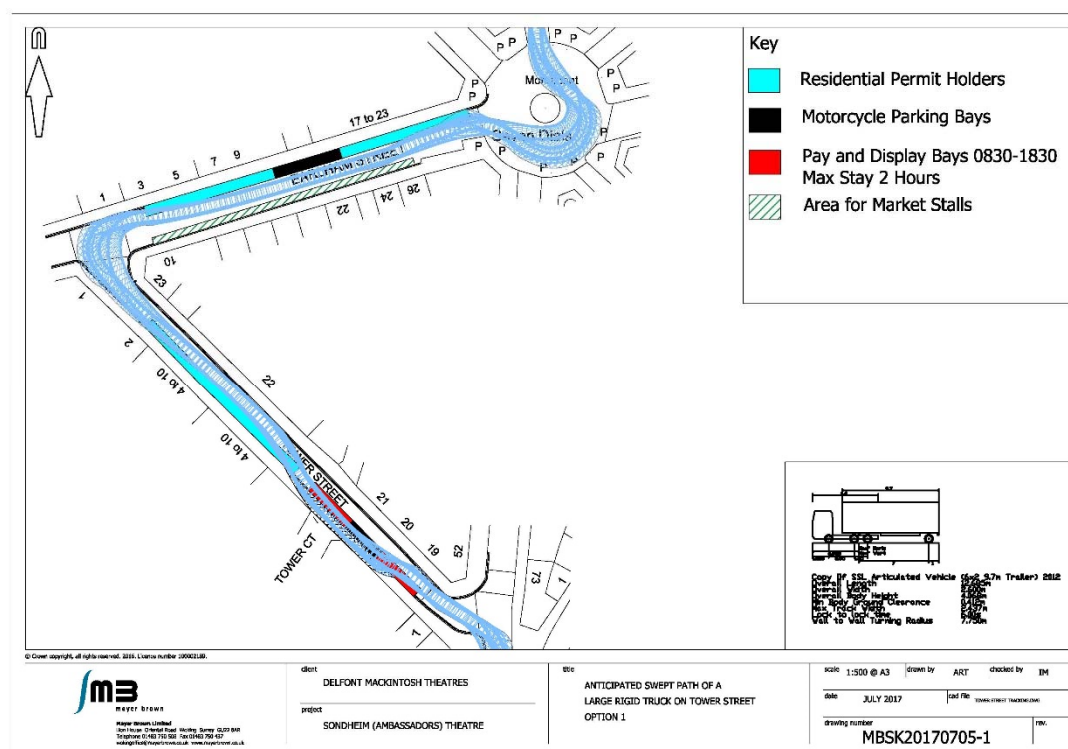


**Figure 3.1: Loading Location on Tower Street**

3.4 Access to this location would be taken through the Seven Dials Roundabout through Earlham Street connecting to Tower Street.

### Option 1a

- 3.5 **Figure 3.2** shows the swept path analysis of a 12.685m articulated vehicle accessing the loading location. This demonstrates that with a suspension of parking on Earlham Street and Tower Street for the period of the production change, that the vehicle can satisfactorily make the manoeuvre. The 12.685m artic vehicle has been used for the purpose of a rigorous assessment. We would note from the tracking diagram that not all parking bays are required to be suspended but it would be proposed to discuss on an on-going basis with the Council, whether it was easier to suspend all bays as opposed to selected bays.
- 3.6 The parking restrictions would be required from midnight Saturday to midnight Sunday.



**Figure 3.2: Option 1a Swept Path of a 12.685m (With 9.7m Trailer) Artic vehicle to Loading Location on Tower Street**

- 3.7 In terms of vehicle impact a survey has been undertaken on the 21<sup>st</sup> May 2017 on Tower Street to understand the existing traffic movements, which is shown in **Table 3.1**.



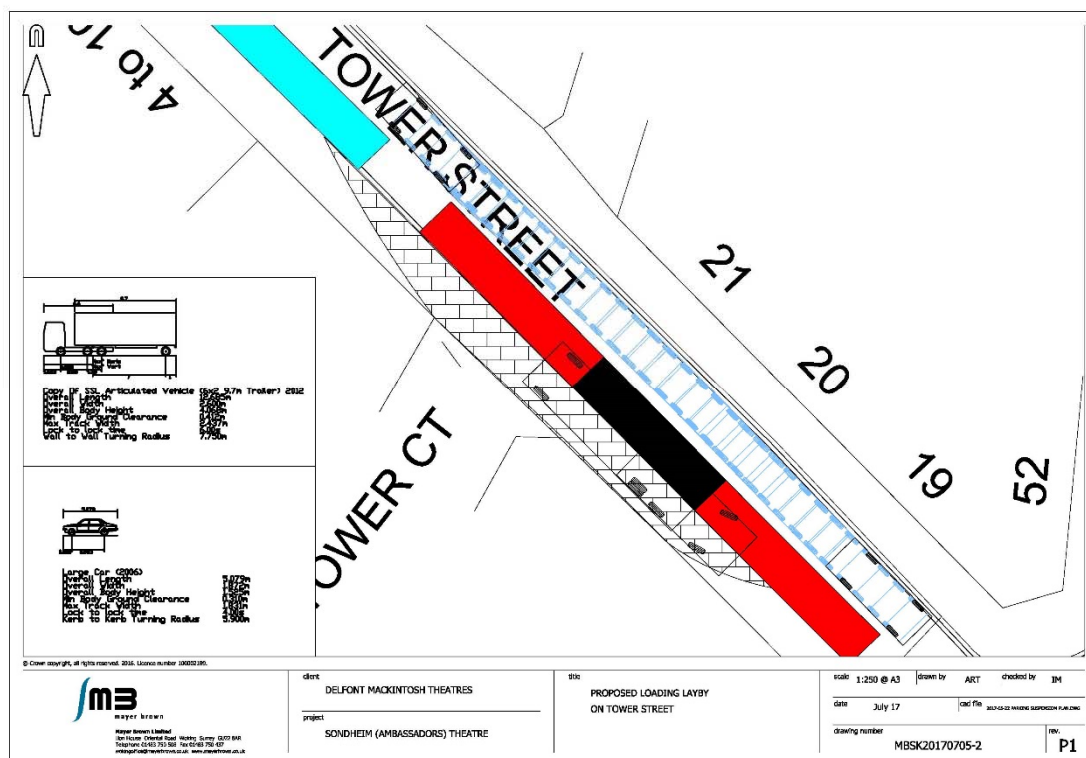
Hour	Total Vehicles	Vans and HGVs
0000-0100	28	1
0100-0200	17	0
0200-0300	12	0
0300-0400	8	0
0400-0500	4	0
0500-0600	6	0
0600-0700	5	1
0700-0800	5	1
0800-0900	6	0
0900-1000	15	4
1000-1100	21	1
1100-1200	25	1
1200-1300	36	0
1300-1400	29	0
1400-1500	40	0
1500-1600	27	1
1600-1700	21	0
1700-1800	33	0
1800-1900	21	1
1900-2000	20	0
2000-2100	18	0
2100-2200	18	1
<b>Total</b>	<b>415</b>	<b>12</b>

**Table 3.1: Vehicle movements for Tower Street from 0000-2200 on Sunday 21<sup>st</sup> May 2017**

- 3.8 It can be seen that a minimal number of HGV's movements take place during the proposed Production Changeover period. On average this is 18 vehs per hour during the Productive Changeover Period and the highest flow is 40 vehs or a vehicle every 1.5 minutes.

*Option 1b*

- 3.9 Whilst the tracking plans do show that a car could pass a stationary articulated vehicle on Tower Street, a drawing has been prepared to show how a raised service bay could be provided on Tower Street. This would ensure that all larger vehicle movements could pass an articulated vehicle whilst loading/unloading is taking place.
- 3.10 If this is considered a requirement by the Local Highway Authority then this could be implemented pursuant to a S278 Agreement, in accordance with the details shown illustratively in **Figure 3.3**.



**Figure 3.3: Option 1b Swept Path of a 12.685m (With 9.7m Trailer) Artic vehicle to Loading Location on Tower Street**

- 3.11 Full scale plans of **Figures 3.2 and 3.3** are contained in **Appendix A** to this Delivery and Servicing plan.

### Road Closure and Parking Bay Suspensions

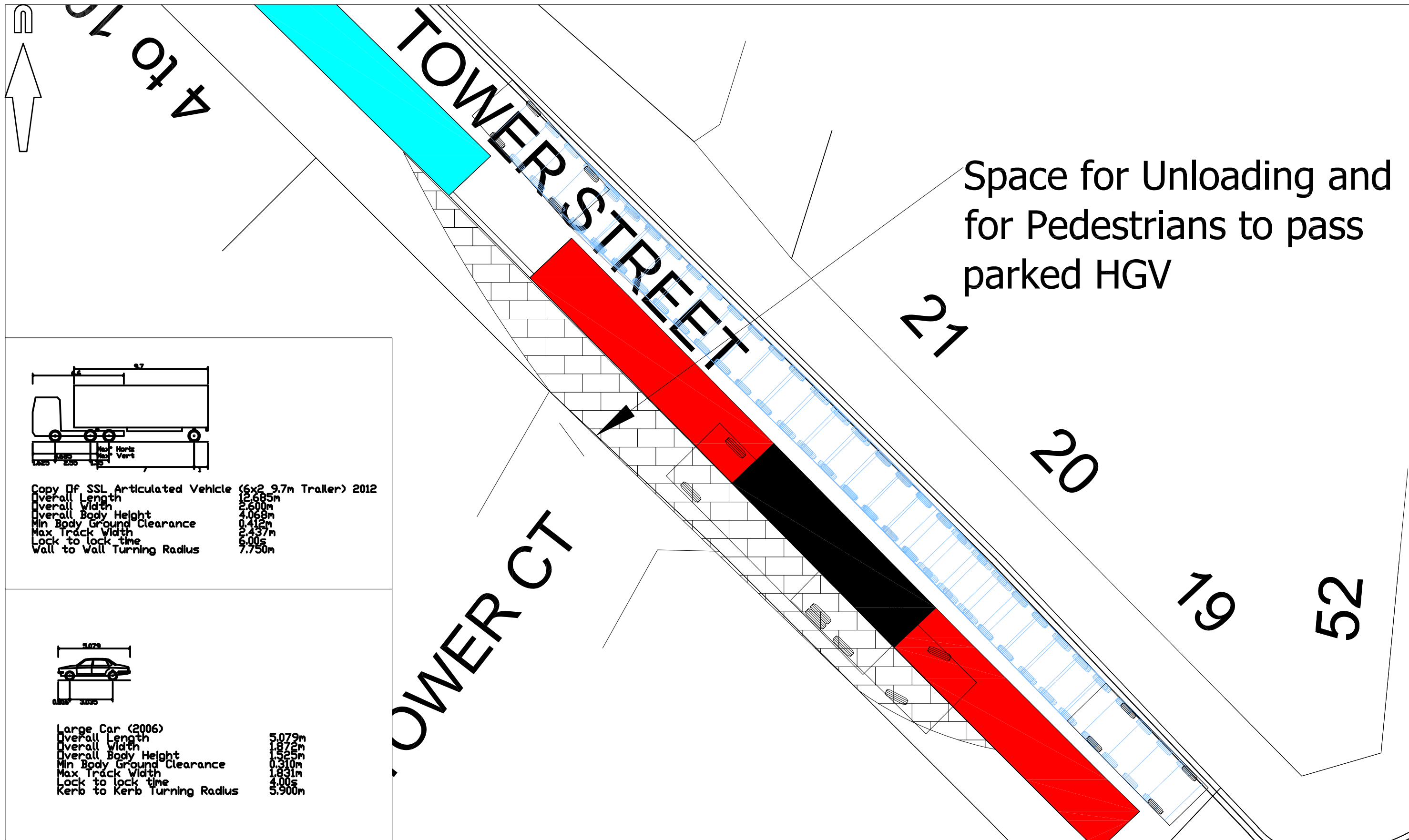
- 3.12 In accordance with the established practice of the London Borough of Camden, notification of the suspension of parking bays is required a minimum of 17 days' notice. Applications are made to the London Borough of Camden parking suspension team. This will take place prior to every production changeover in accordance with the agreed Delivery and Servicing Plan.
- 3.13 The calendar for the use of the Theatre would be understood one year in advance and therefore advance notice would be provided to existing residents and businesses.

## 4 Conclusions and Management Plan for Servicing

- 4.1 This servicing and Delivery Plan has been prepared to support the proposed redevelopment of the Ambassadors Theatre on West Street, London. We have considered the requirements for servicing the proposed development for:
- i) Food/Drink Retail and refuse collection.
  - ii) Production changeover
- 4.2 It is noted that Highways Officers of the London Borough of Camden in their application response dated 3<sup>rd</sup> March 2017, did not consider there were any issues in relation to servicing for the food and drink retail and refuse collection. The concerns related to the Production Changeover, generally expected to take place 3 to 4 times per year and at most 9 times per year.
- 4.3 Option 1a and Option 1b described in this report, provide practical solutions to the production changeover servicing.
- 4.4 It is noted that the Council have no objections regarding the day to day servicing requirements. Their request for clarification relates to Production Changeover, for which clearly has an established use. This would take place at most 9 times per year and would take place from a Saturday evening and during Sunday when traffic flows are at a minimum.
- 4.5 It is considered therefore that pragmatic proposals can be implemented to manage Production Changeover, which would lead to minimal disruption and are consistent with practices at other theatres within London.

## **APPENDIX A: Full Size Plans**





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client  
**DELFONT MACKINTOSH THEATRES**

project  
**SONDHEIM (AMBASSADORS) THEATRE**

title  
**PROPOSED LOADING LAYBY  
ON TOWER STREET**

scale	1:250 @ A3	drawn by	ART	checked by	IM
date	July 17	cad file	2017-05-22 PARKING SUSPENSION PLAN.DWG		
drawing number	MBSK20170705-2				rev. <b>P1</b>