



ttp consulting  
transport planning specialists

Derwent Central Cross Limited

Central Cross (Retail Element)

Servicing Management Plan

June 2014

TTP Consulting Ltd  
111-113 Great Portland Street  
London W1W 6QQ  
Tel: 020 7100 0753

[www.ttp-consulting.co.uk](http://www.ttp-consulting.co.uk)

Registered in England: 7441800

## Introduction

1. This Servicing Management Plan has been produced to address the requirements of the S106 Agreement in relation to the consented scheme for alterations to the existing retail units along the Tottenham Court Road frontage of the Central Cross site, in the London Borough of Camden.
2. The Plan has been produced to effectively manage deliveries and servicing at the site to minimise the potential for conflicts between service vehicles and cars / pedestrians and to protect the amenity of the site's neighbours.
3. The proposals include infilling the existing arcade which will result in a small increase (approximately 600sqm) in retail and cinema floor space and a change of use to basement 1 from existing office car parking to retail (961sqm).
4. There are no proposals to materially alter the existing retail servicing, delivery and refuse regime which is accommodated by existing service yards located to the rear of the retail units. Therefore servicing and deliveries will continue to take place off the public highway.
5. The Freight Transport Association / Local Government Partnership Initiative entitled "Delivering the Goods – Best Practice in Urban Distribution" stands as general good practice in relation to deliveries to the site.

## Management of Deliveries and Servicing

6. The Servicing Management Plan (SMP) will manage deliveries and servicing to the site in order to ensure the continued successful operation of the servicing (including refuse storage and collection) for both the retail and employment elements of the development. Effective management will ensure that the potential for vehicle conflicts is avoided and that servicing activity will continue to have a minimal impact on both the surrounding highway and pedestrian network.

## The Site

7. The site's retail frontage is located on Tottenham Court Road with an office use reception area located on Stephen Street.
8. Vehicular access to the site's existing service yard and basement car park is taken from Gresse Street located to the rear of the building.

9. The site is located in LB Camden's Controlled Parking Zone (CPZ) CA-C. On-street parking is comprised of a mixture of resident permit holder bays, pay and display bays, disabled bays and a doctors' only parking space. The rest of Stephen Street is subject to single or double yellow line restrictions.
10. The site is bound by Tottenham Court Road to the east, Stephen Street to the north and Gresse Street to the west.

### **Surrounding Area**

11. The site falls within the London Borough of Camden close to the border with the City of Westminster. It lies approximately 250 metres north of Tottenham Court Road Underground station.
12. The surrounding area encompasses a variety of existing land uses comprising of retail units along the shop frontages of Tottenham Court Road with office / commercial development above.
13. The A400 Tottenham Court Road forms a strategic route between Oxford Street / New Oxford Street and Euston Road. In the vicinity of the site Tottenham Court Road benefits from wide footways on both sides, street lighting and a 30 MPH speed limit. The road has 2 lanes and a bus lane and is one-way northbound. The road is an urban clearway and is subject to a mixture of single and double yellow line parking restrictions.
14. Stephen Street provides vehicular access to the site's office reception area, service yards and basement car parking. It forms a straightforward priority junction with Tottenham Court Road and caters for two-way traffic between Tottenham Court Road and Gresse Street.
15. The street has a speed limit of 30 MPH but its effective design speed is much less. The road is part of Controlled Parking Zone (CPZ) CA-C and benefits from pay and display bays, resident parking bays and footways on either side.
16. Gresse Street forms a priority junction with Stephen Street leading to the Central Cross service yard to the south and Rathbone Place to the north. The road is relatively narrow and has footways on either side. Parking restrictions are subject to camera enforcement and operate between 08:30-18:30 Monday to Saturday.

## Post-Development Service Trips

17. The development proposes a small increase in retail / cinema floor space. Currently there are 9 separate retail units and the cinema, post-development there will be 6 retail units and the cinema.
18. The increase in servicing demand will be minimal as although the retail floor space will be slightly increasing, fewer larger retail units will be provided and so on this basis servicing visits are likely to be consolidated which represents an improvement over the existing situation.

## Servicing Arrangements

19. Servicing for the retail units to the south of Stephen Street is currently accomplished from the rear existing service yard that is accessed from Gresse Street. Post-development the site will retain both the service area located north of Stephen Street and the service yard to the south of Stephen Street.
20. The retail units to the north of Stephen Street are serviced via a private access road and service area located to the rear of the units. The private access road is some 40m back from the junction of Stephen Street with Tottenham Court Road. There are also no proposals to change this arrangement with this proposal.
21. Vehicles will continue to access the service yard post-development as they currently do from Tottenham Court Road, Stephen Street, Gresse Street and the private service yard access road. In a similar fashion, deliveries to the retail units to the north of Stephen Street will be made to the existing loading area.
22. **Figure 1** shows the likely routes that servicing vehicles will take from the site, in each direction, onto the Transport for London Road Network (TLRN).

## Service Area Design

23. In order for all goods to be safely off loaded and transported to the retail units the following will be provided:
  - The off-loading area to the rear/back of the 8m and 10m loading bays will be a minimum of 3m in depth and the 6m bay will be a minimum of 2.5m in depth.
  - There will be a 1.5m wide safe access path from the side of the 6m bay to the entrance of the service corridor.

- A door will be provided from the back of the 8 and 10m bays to the servicing corridor.
24. Clear markings on the ground will be provided to assist with the manoeuvres of the delivery vehicles and improve operations.

### **Frequency and Duration of Service Trips**

25. As previously noted, the site benefits from existing service yards to the rear of the building which connect with retail service areas meaning that all servicing activity is and will continue to be accommodated off the public highway.
26. The number of deliveries will be dependent on both the nature of the occupier, however, the following provides an indication of the likely number / type of deliveries based on survey data and professional experience.
- The consented scheme will offer a total NIA of 3,668 sqm retail floor space which, based on a generation rate of 0.53 deliveries per 100sqm of floor space, would be expected to generate 19 – 20 deliveries per day.
    - The total NIA of the South Block is 2,971 sqm suggesting that the south block would generate the majority of the deliveries, between 15 – 16.
    - The total NIA of the North Block is 697 sqm suggesting that the north block would generate between 3 – 4 deliveries per day.
27. It is anticipated that there will be a peak in the number of delivery vehicles experienced at the site between 09:00 – 10:00, outside of the commuter peak periods.
28. Depending on the type of tenants it is typical for the number of courier deliveries to be in the region of an additional 30%, therefore suggesting there would be an additional 5 – 6 motorcycles / courier vehicles at the site.
29. Once all of the site occupiers are identified, clarification of the number of deliveries that will be generated by the site can be established and provided within the SMP as required.

### Types of Vehicles

30. The vast majority of the existing deliveries to the service yard are carried out in light 'transit' style vans with only the occasional HGVs and this was demonstrated in surveys carried out for an earlier application (consented) for modifications to the office element of the site.

31. The type of vehicles used by retailers is highly dependent on the nature of individual occupiers.
32. Food retailers typically require large vehicles to deliver goods. A number of national retail chains (e.g. Boots, Superdrug etc.) will typically require large vehicles to deliver goods. Other retailers, (e.g. souvenir shops, book stores etc.) will typically undertake deliveries / collections in transit sized vehicles.
33. The nature of deliveries / service visits will be the same post-development as they are currently and will be comprised of mainly:
  - Retail supplies
  - Courier deliveries
  - IT deliveries
  - Refuse collection
34. A swept path analysis has been undertaken in order to determine the types of vehicle that are able to service the site off-street and this is included at **Appendix A**.
35. The swept paths demonstrate that vehicles up to and including a 7.5t box van and a 10 metre rigid vehicle are able to service the site satisfactorily.
36. All the waste generated by the site will be collected within the confines of the service yard and existing service area. Refuse collection points are located so that they can be efficiently accessed.

#### Expected Hours of Loading and Unloading

37. Once the occupier is established the expected hours of loading and unloading related to the development will be determined. It is likely that there will be a peak in servicing activity between 09:00 – 10:00, outside of the commuter peak periods.

#### **Key Initiatives of the SMP**

38. A management system will be put in place to oversee the operation of the service area and to ensure its smooth operation.
39. In order to meet the key objectives of the SMP (i.e. to minimise service vehicle / car conflict and to safeguard the amenity of pedestrians), the following initiatives will be adopted for the retail element:
  - Appointment of a Goods In Manager, details to be provided within SMP upon instruction of role.

- Instructions will be issued to all suppliers who book deliveries setting out the delivery procedures to be adopted by them.
- Suppliers will be required to pre-book 30 minute delivery slots for the use of larger vehicles. (Although the majority of deliveries would only take 5-10 minutes to undertake, the 30 minute slots would allow for the vagaries of London traffic and, thus, ensure that servicing activity does not overlap). This measure will ensure that a number of delivery vehicles do not arrive at the same time.
- Suppliers will be encouraged to, where possible, use small and fuel efficient vehicles.
- Measures will be introduced to ensure pedestrian management and public safety during servicing.
- The complaints service telephone number for local residents will be available 24 hours per day for a period of two years from the date of the S106 Agreement. The number will be:
  - BB site office: +44 (0)20 7637 1852

#### Goods In Manager

40. A "Goods In (Operations) Manager" for the employment / retail element of the site will be employed to oversee the operation of servicing and to ensure its smooth operation. The details of the individual will be provided to London Borough of Camden (LBC) when established.
41. The Goods In Manager will be responsible for all aspects of the SMP and his/her primary functions will include:
  - In order to avoid deliveries coinciding, the Goods In Manager will work with commercial occupiers to schedule deliveries.
  - The issue of written / email instructions to all suppliers who book deliveries setting out the delivery procedures to be adopted by them.
  - Responsibility for directing and receiving deliveries to the site.
  - Responsibility for ensuring the minimisation of impact on local residents including steps to ameliorate noise arising from the servicing of the development.
  - Active liaison with suppliers to encourage them, where possible, to use small and fuel efficient vehicles
  - Active liaison with suppliers to ensure that loading / unloading activity takes place from the most appropriate location.

- Assurance that delivery vehicles remain in the loading bays of the site for as little time as possible and that vehicle engines are switched off whilst goods are being loaded / unloaded (i.e. whilst vehicles are stationary).

## **Monitoring and Review**

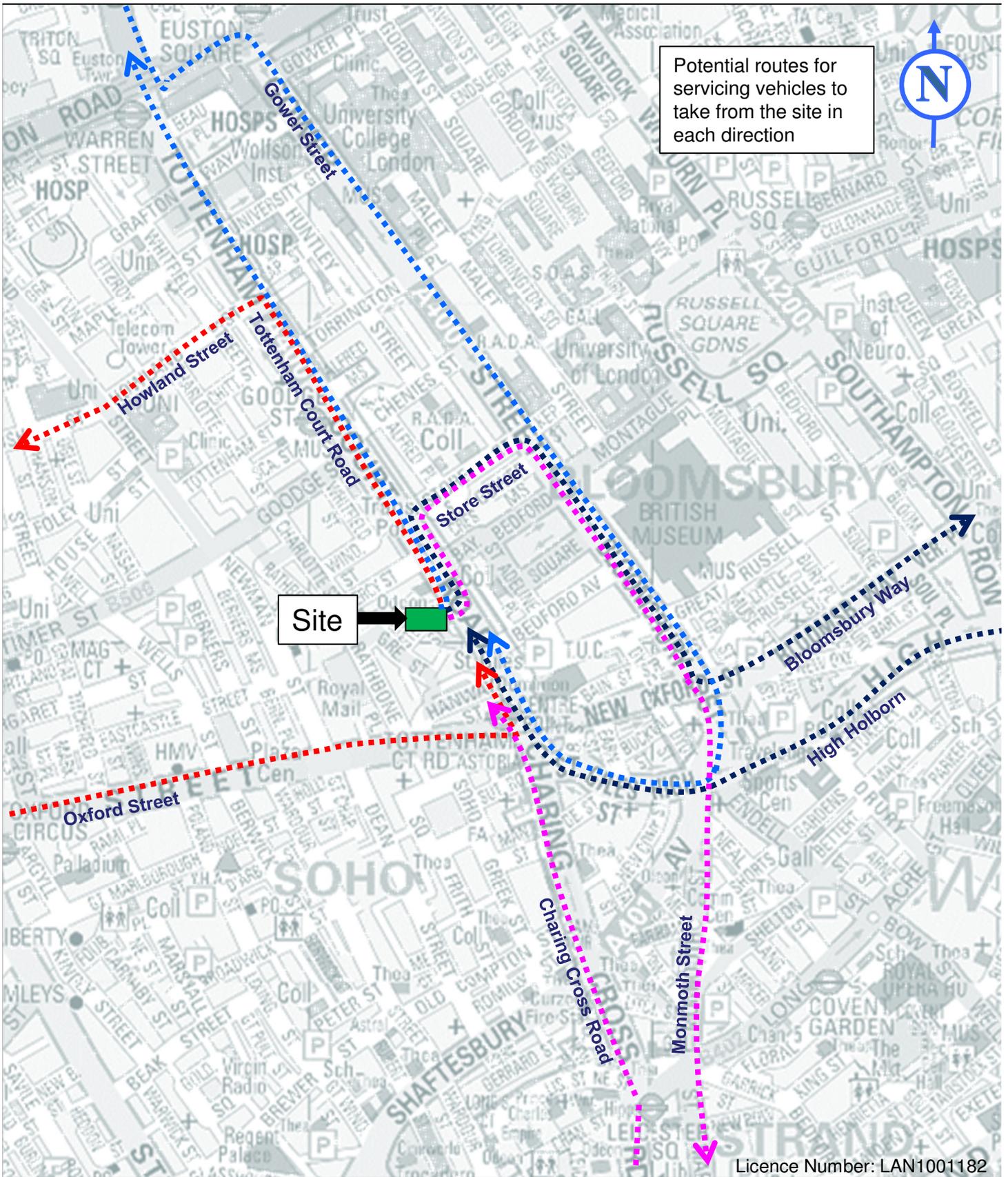
42. The Goods In Manager will maintain a record of servicing activity, which will include the following information:
- Day
  - Date
  - Delivery slot booked
  - Type of vehicle
  - Goods carried
  - Time of arrival
  - Time of departure
  - Any other comments
43. The record of the servicing movements will be analysed periodically by the Goods In Manager with a view to combining and / or reducing the number of vehicles accessing the site to minimise traffic and servicing activity at the Property.
44. The Goods In Manager will constantly monitor / review the success of the SMP and, if considered necessary / appropriate, will propose changes to the SMP which will only be formally implemented with the prior written agreement of LBC.
45. The SMP will be the subject of a regular review (six months after first occupation and annually thereafter) with the LBC.
46. The Applicant commits to ensuring six-monthly meetings are held with the Property Owner, local residents' associations and other adjoining occupiers and tenants if the relevant parties believe it is necessary and appropriate. These will be held for two years from the date of the S106 Agreement.

## **Summary and Conclusions**

47. The purpose of this SMP is to manage and control servicing and delivery activity, so as to minimise service vehicle and car conflict and to safeguard the amenity of pedestrians and neighbouring dwellings / businesses.

48. The SMP will ensure the successful and efficient operation of servicing / delivery activity on a day to day basis.
49. Overall, the Servicing Management Plan will ensure the continued successful operation of servicing activity on a day to day basis. The Plan will ensure that the likelihood of conflicts with pedestrians will be minimised and that the servicing of the site will not affect the free flow or environmental condition of the public highway.

**FIGURE**



TITLE:  
**Servicing Vehicle Route Plan**

PROJECT:  
**Central Cross**

CLIENT:  
**Derwent Central Cross Limited**



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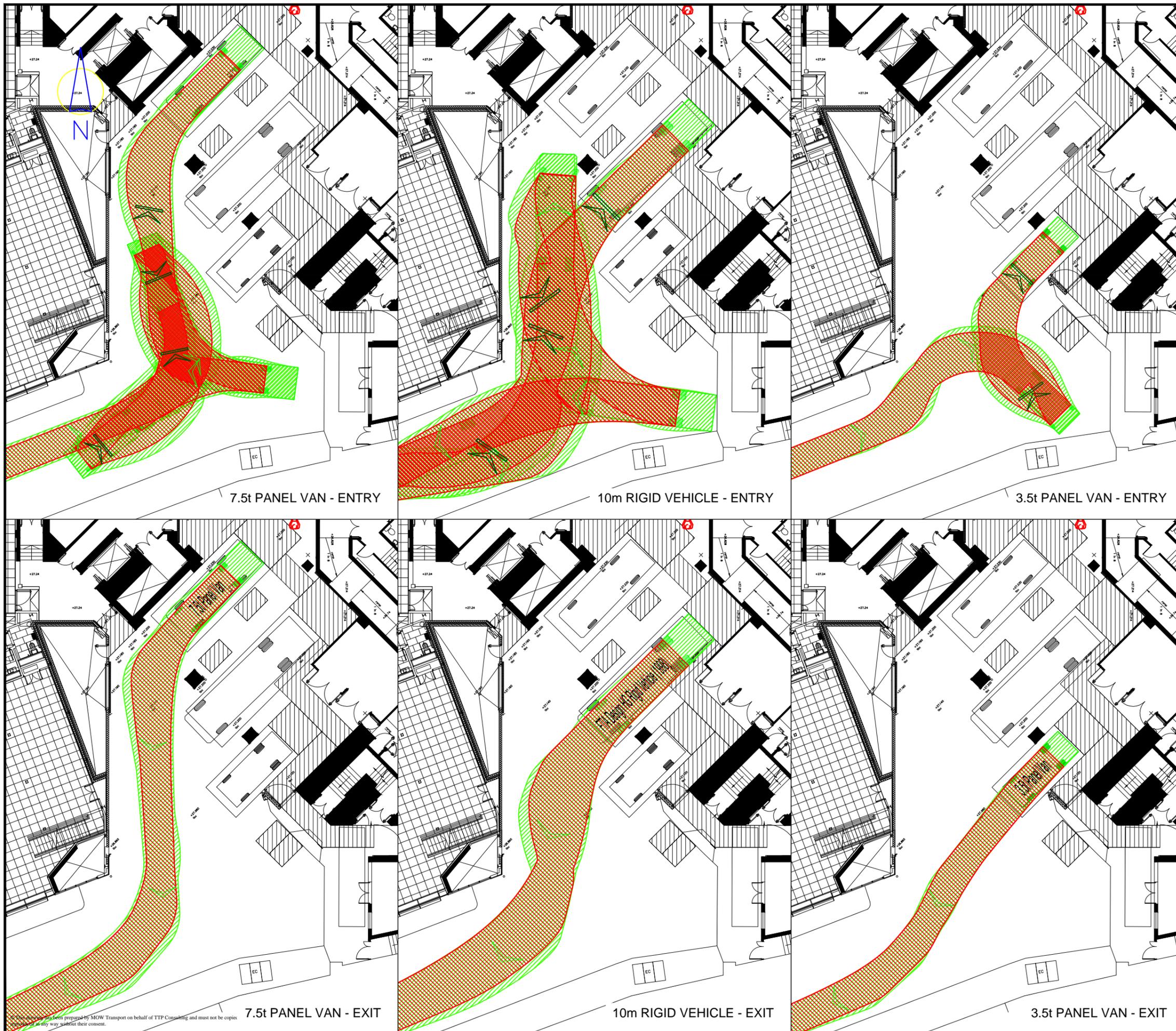
DRAWN: JP      CHECKED: SWD      DATE: 09/06/14      SCALE: NTS

DRAWING REFERENCE:  
 Figure 1

REVISION:  
 .

# **Appendix A**

## **Swept Path Drawings**



7.5t PANEL VAN - ENTRY

10m RIGID VEHICLE - ENTRY

3.5t PANEL VAN - ENTRY

7.5t PANEL VAN - EXIT

10m RIGID VEHICLE - EXIT

3.5t PANEL VAN - EXIT

Rev	Details	Drawn	Checked	Date
	<p>7.5t Panel Van</p> <p>Overall Length 7.210m Overall Width 2.192m Overall Body Height 2.544m Min Body Ground Clearance 0.316m Track Width 1.865m Lock to Lock Time 4.00s Kerb to Kerb Turning Radius 7.400m</p>			
	<p>FTA Design HG Rigid Vehicle (1998)</p> <p>Overall Length 10.000m Overall Width 2.500m Overall Body Height 3.645m Min Body Ground Clearance 0.440m Track Width 2.470m Lock to Lock Time 3.00 sec Kerb to Kerb Turning Radius 11.000m</p>			
	<p>3.5t Panel Van</p> <p>Overall Length 5.350m Overall Width 1.970m Overall Body Height 2.562m Min Body Ground Clearance 0.335m Track Width 1.970m Lock to Lock Time 4.00s Kerb to Kerb Turning Radius 5.850m</p>			

Notes:  
1. This is not a construction drawing and is intended for illustrative purposes only.

Client  
**Derwent Central Cross Limited**

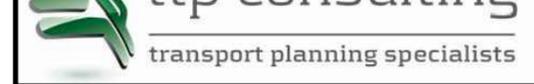
Project  
**Central Cross  
(Retail Development)**

Drawing Title  
**Swept Path Analysis**

Scale  
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Drawn MW 28.01.14

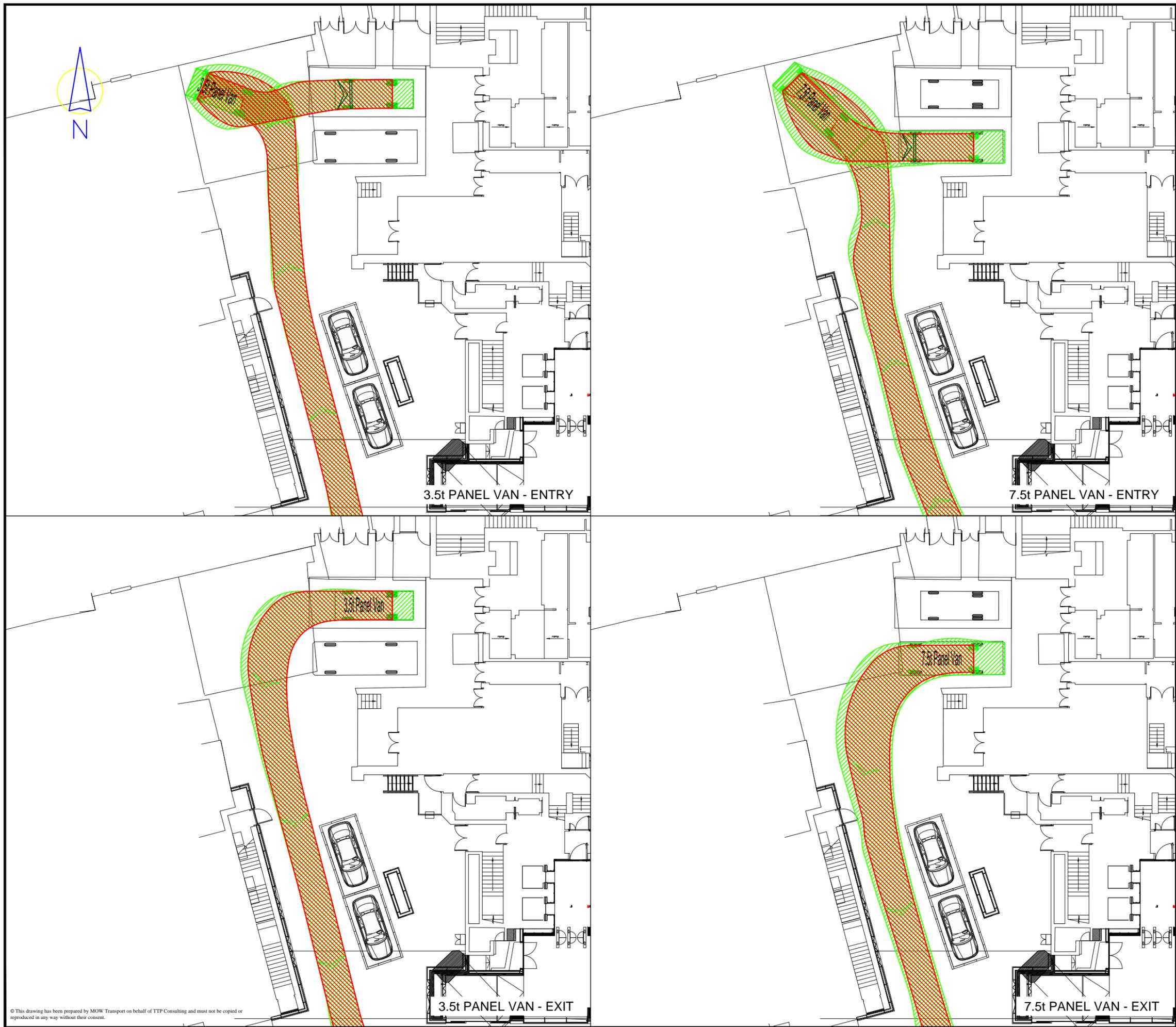
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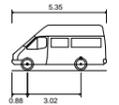
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Tel. No. 0207 1000 753

Drawing Number  
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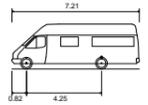
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Rev	Details	Drawn	Checked	Date
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3.5t Panel Van  
 Overall Length 5.350m  
 Overall Width 1.970m  
 Overall Body Height 2.562m  
 Min Body Ground Clearance 0.335m  
 Track Width 1.970m  
 Lock to Lock Time 4.00s  
 Kerb to Kerb Turning Radius 5.850m



7.5t Panel Van  
 Overall Length 7.210m  
 Overall Width 2.192m  
 Overall Body Height 2.544m  
 Min Body Ground Clearance 0.316m  
 Track Width 1.865m  
 Lock to Lock Time 4.00s  
 Kerb to Kerb Turning Radius 7.400m

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Client  
**Derwent Central Cross Limited**

Project  
**Central Cross  
 (Retail Development)**

Drawing Title  
**Swept Path Analysis**

Scale  
**1:250**

Drawn	MW	28.01.14
Checked	JP	28.01.14



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