



DECEMBER
2017

DRAFT Delivery and Service Management Plan

135 – 149 Shaftesbury Avenue, London

Iceni Projects Limited on behalf of
Capital Start Ltd

December 2017

ICENI PROJECTS LIMITED
ON BEHALF OF CAPITAL
START LTD

Iceni Projects

London: Flitcroft House, 114-116 Charing Cross Road, London, WC2H 0JR
Glasgow: 2/1 Mercantile Chambers, 53 Bothwell Street, Glasgow, G2 6TS

t: 020 3640 8508 | w: iceniprojects.com | e: mail@iceniprojects.com
linkedin: [linkedin.com/company/iceni-projects](https://www.linkedin.com/company/iceni-projects) | twitter: [iceniprojects](https://twitter.com/iceniprojects)

**DRAFT Delivery and Service
Management Plan**

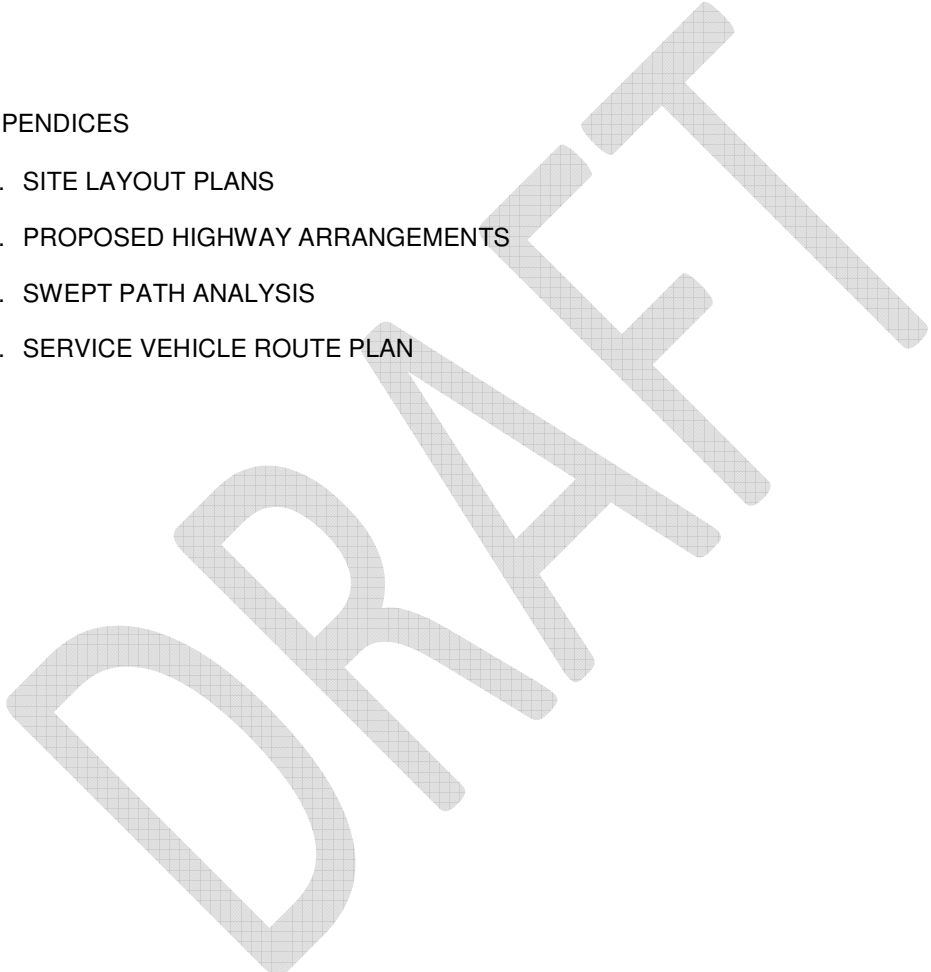
135 – 149 SHAFTESBURY AVENUE, LONDON

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1. INTRODUCTION

1.1 Iceni Transportation has been instructed by Capital Start Ltd to provide a Delivery and Service Management Plan (DSMP) for the delivery and servicing associated with the redevelopment of 135-149 Shaftesbury Avenue (the site).

1.2 The description for the proposed development is as follows;

The proposed development would result in the comprehensive refurbishment of the existing Grade II listed building and the provision of a new 2 storey roof extension and new basement level to provide a 94-bed hotel (Class C1), four-screen cinema (Class D2), spa (sui generis), ancillary restaurant/bar (Class A3/A4) and roof top bar (Class A4). The proposals would be car-free.

1.3 The site is located on the northwest side of Shaftesbury Avenue and is currently used as a cinema (Class D1). The area surrounding the site comprises of a mix of uses such as small businesses including local shops, bars and restaurants, professional business services, and residential dwellings.

1.4 Service and refuse access will be facilitated by two locations; Shaftesbury Avenue to the south and New Compton Street to the north of the building. It is proposed to provide an on-footway layby facility for servicing and pick-up & drop-offs along the frontage of the site on Shaftesbury Avenue. To the rear of the site, the relocation of the existing resident permit parking bays onto the adjacent side of New Compton Street is proposed. This in turn enables a dedicated loading bay to be provided.

1.5 This Delivery and Service Management Plan (DSMP) considers the proposals for servicing the site by the delivery of goods to demonstrate that this can be achieved safely and with minimal disturbance to the highway network and seeks to address the planning requirements within the planning permission in this regard.

1.6 The DSMP is to evolve upon planning consent being granted and following discussions with the London Borough of Camden (LBC) with the final document to be agreed by condition prior to opening.

Scope and Purpose

1.7 The purpose of this document is to provide further information about the proposed servicing of the building, the timing of deliveries, and their frequency, as well as the type of delivery vehicle and delivery arrangements on site.

- 1.8 Given the different nature of deliveries required by each use at the site, this service management plan outlines the frequency, timing and point of delivery for deliveries associated with the site.
- 1.9 Should the use or nature of the occupier change, or should a change to the nature to deliveries be necessary, then an updated DSMP will be submitted to the Council for approval.
- 1.10 This DSMP relates to the site as a whole and is arranged as follows:
- Section 2 outlines the servicing strategy including the servicing location and the number and frequency of movements; and
 - Section 3 outlines the servicing management and review processes.

DRAFT

2. SERVICING STRATEGY

Site Location

- 2.1 The application site is located on the northwest side of Shaftesbury Avenue and is currently used as a cinema (Class D1). The area surrounding the site comprises of a mix of uses such as small businesses including local shops, bars and restaurants, professional business services, and residential dwellings.
- 2.2 The site is bounded by New Compton Street, St Giles Passage, Shaftesbury Avenue and to the Stacy Street. A site location plan is shown at **Figure 1** below.
- 2.3 Service access will be facilitated by loading bays to both the front and rear of the site.

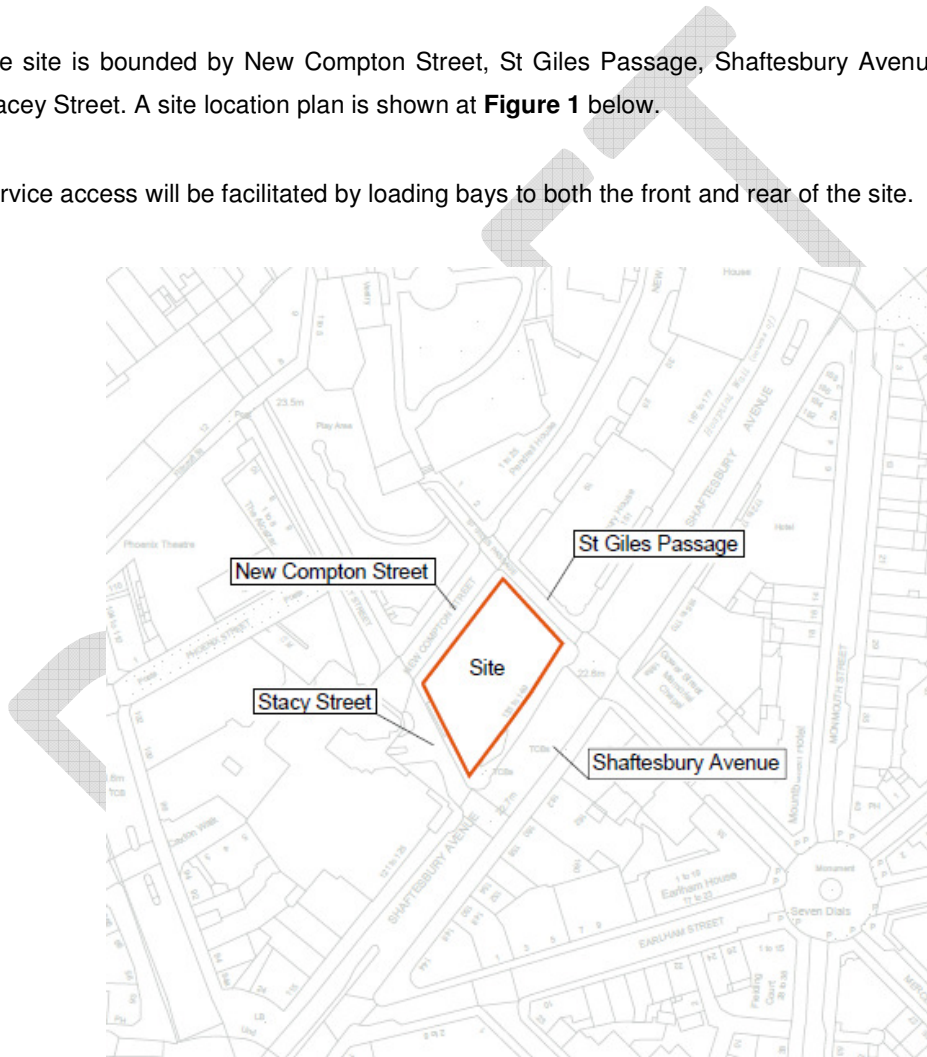


Figure 1: Site Location

- 2.4 Site Layout plans are included at **Appendix A1**.

Servicing Location

Shaftesbury Avenue

- 2.5 The development proposals include the provision of an on-footway layby facility for servicing and pick-up & drop-offs along the frontage of the site on Shaftesbury Avenue.
- 2.6 Following on site observations and measurements that were taken, the width of footway along the frontage of the site is 4m, which can be used to provide the layby. A build out at the priority junction of Stacey Street / Shaftesbury Avenue provides an additional 1m strip that can be used to provide the on-footway layby. **Figure 2** below shows the build-out.



Figure 2: Existing Build Out at Stacey Street / Shaftesbury Avenue Priority Junction

- 2.7 It is proposed to provide an on-footway layby facility which will prevent service vehicles and taxis parking on the Shaftesbury Avenue carriageway and obstructing traffic. **Figure 3** below shows an example of this type of layby facility, which is taken from the Tooley Street Case Study within TfL Kerbside loading guidance.



Figure 3: Tooley Street On-Footway Layby (example)

2.8 It can be seen from the above that the layby facility would be built at the same level as the footway, allowing it to be used as part of the footway when servicing is not being undertaken. In order to accord with the TfL Kerbside loading guidance document, 3m of footway is required. A total of 5m (footway and 1m strip available from build-out) can be used, and therefore a minimum 2m footway would be available behind the layby when servicing is not in operation, which is considered an acceptable width.

2.9 The proposed highway arrangement is shown below in **Figure 4**, with a copy of the full layout drawing attached at **Appendix A2**.

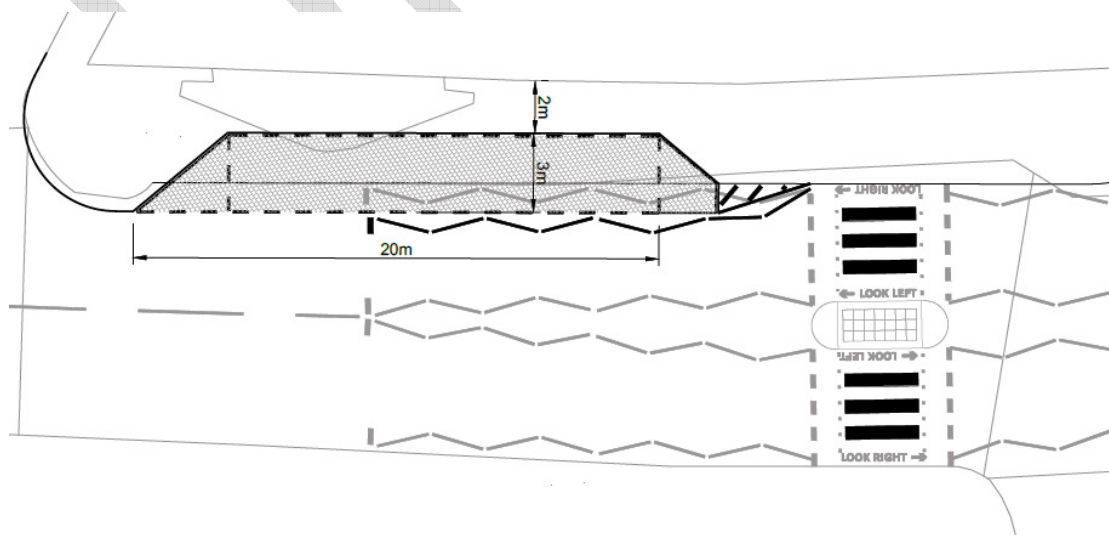


Figure 4: Proposed Highway Arrangement – Shaftesbury Avenue

- 2.10 In addition to the layby providing a safe and convenient area for service vehicle to arrive and depart from the site, it also provides a suitable area for pick-up and drop-offs, allowing vehicles such as taxis to wait off of Shaftesbury Avenue without affecting the through flow of traffic.

New Compton Street

- 2.11 To the rear of the site, the relocation of the existing resident permit parking bays onto the adjacent side of New Compton Street is proposed. This in turn enables a dedicated loading bay to be provided. **Figure 5** below shows the existing arrangement, whilst **Figure 6** shows the proposed layout.



Figure 5: Existing Resident Permit Parking on New Compton Street

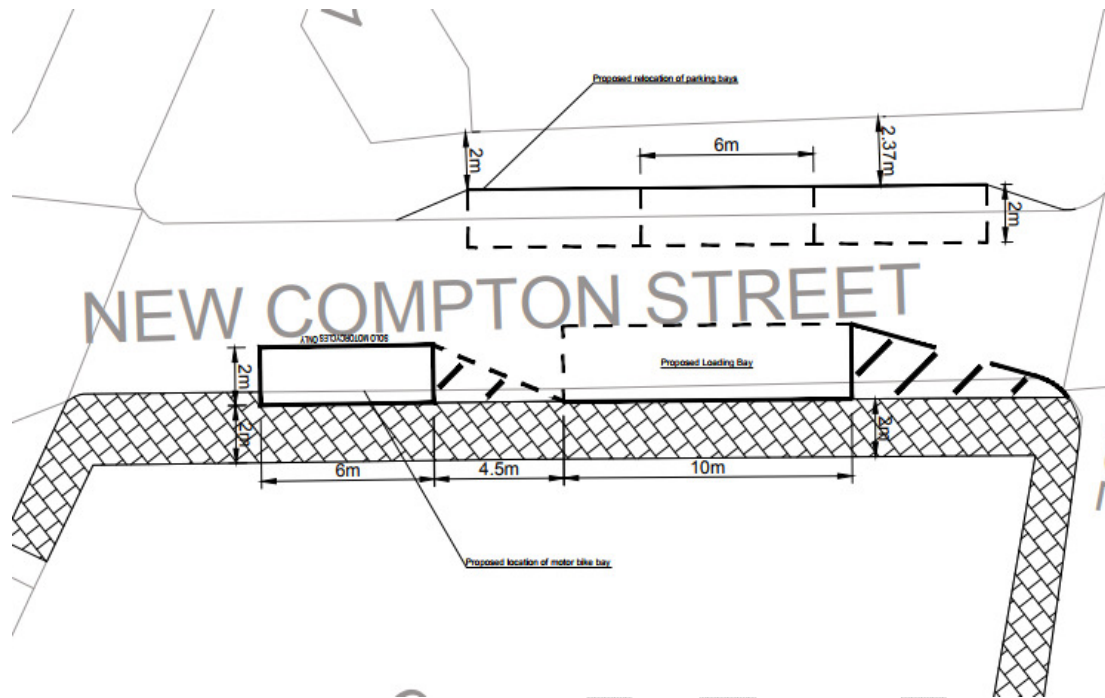


Figure 6: Proposed Highway Arrangement – New Compton Street

2.12 In order to ensure appropriate sized vehicles can arrive and depart the site safely, a swept path analysis (SPA) has been undertaken. Plans showing the proposed facilities and associated SPA is included at **Appendix A3**. It has been demonstrated that a service vehicle is able to arrive and depart from the site in a forward gear.

3. SERVICE MANAGEMENT

- 3.1 Any regular delivery companies will be made aware of the best route to take to the site and the location of the loading drop off areas. Drivers will be made aware of what facility they need to arrive at (Shaftesbury Avenue or New Compton Street) depending on the size and time of the delivery / service vehicle. Additionally, all drivers and delivery companies will be made aware of the need to avoid the residential areas, where possible, whilst delivering at the site.

Types/Times of Delivery

- 3.2 There will be ad hoc deliveries to the site made by Royal Mail and courier companies etc. All drivers will be made aware that the loading area to the north of the site, along New Compton Street, is restricted to a 10m rigid vehicle and the loading area to the south, along Shaftesbury Avenue is restricted to a 12m rigid vehicle, as such, this will be the largest vehicle that can be accommodated at the site.
- 3.3 Where possible, any items being delivered to the site will be requested outside of peak hours.
- 3.4 Additionally, where possible the delivery company will need to ensure that the management team at the site are informed of the delivery beforehand to give them sufficient time to prepare the site for arrival of the delivery vehicle. The staff will receive any deliveries quickly and efficiently and ensure that any items for collection are ready at the agreed time to minimise the time that the vehicle is waiting.
- 3.5 Any deliveries made by foot or cycle will enter via the pedestrian access on Shaftesbury Avenue.

Service Location

- 3.6 Service and refuse access will be facilitated by two locations; Shaftesbury Avenue to the south and New Compton Street to the north of the building. It is proposed to provide an on-footway layby facility for servicing and pick-up & drop-offs along the frontage of the site on Shaftesbury Avenue. To the rear of the site, the relocation of the existing resident permit parking bays onto the adjacent side of New Compton Street is proposed. This in turn enables a dedicated loading bay to be provided.

Frequency and Timing of Deliveries

- 3.7 The provision of two dedicated loading bays for the site enables the development to set up and manage a booking system by which all occupiers and suppliers must adhere to. This in turn would mitigate the overall impact of service vehicles on the surrounding area.
- 3.8 **Table 3.1** shows the types of delivery being made to the site, along with the frequency, typical time and typical vehicle type.

Table 3.1 Types of Delivery

Delivery Type	Typical Frequency	Typical Vehicle Type	Vehicle Length	Typical Delivery Time	Typical Dwell Time
<i>Postal Delivery</i>	Daily pass-by	Transit van	5.7m	09:00-16:00	5 minutes
<i>Waste Collection</i>	Daily	9.86m Refuse Vehicle	9.86m	From 07:00	10-20 minutes
<i>Hotel deliveries (Laundry, Maintenance, Supplies, etc.)</i>	3 per day	Varies from Transit Van / Box Van / Rigid vehicle	5.7m to 10m	09:00-16:00	10-60 minutes
<i>Bar deliveries</i>	1 per day (drinks)	Varies from Transit Van / Box Van / Rigid vehicle	5.7m to 10m	09:00-16:00	10-60 minutes
<i>Cinema deliveries</i>	3 per day (drinks / food / other)	Varies from Transit Van / Box Van / Rigid vehicle	5.7m to 10m	09:00-16:00	10-60 minutes

- 3.9 **Figure 7** below shows the profiles of each vehicle type that will be servicing the site.

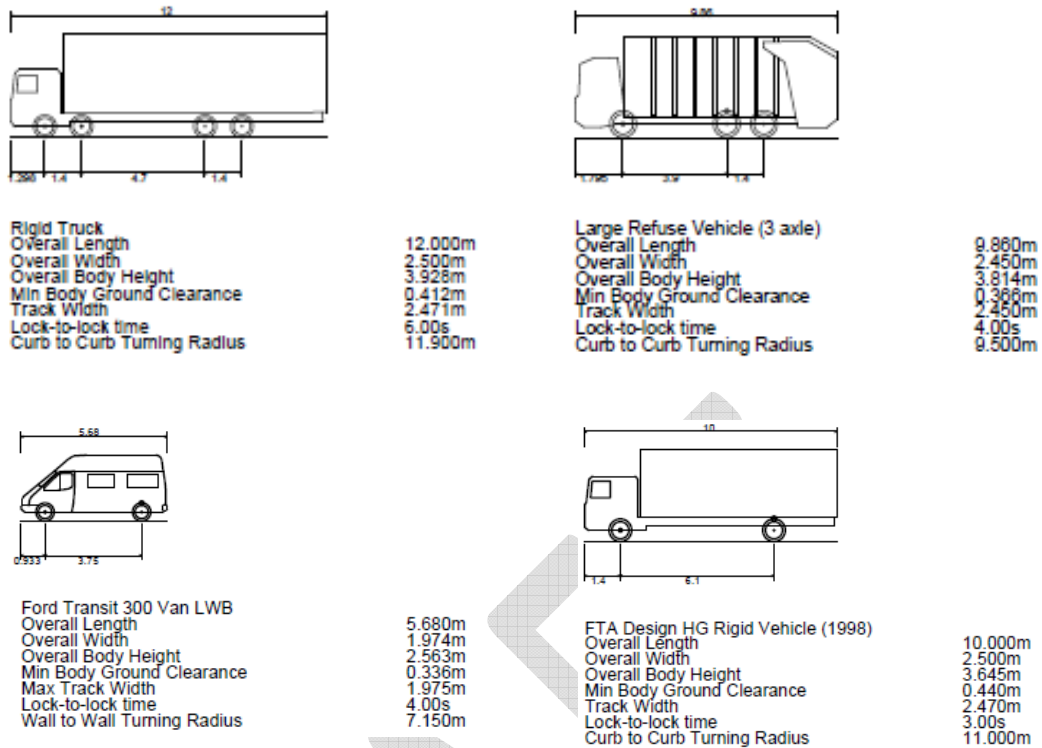


Figure 7: Service and refuse vehicle profiles

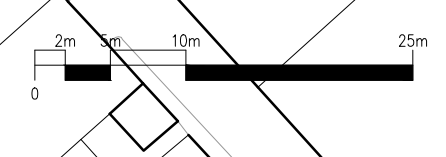
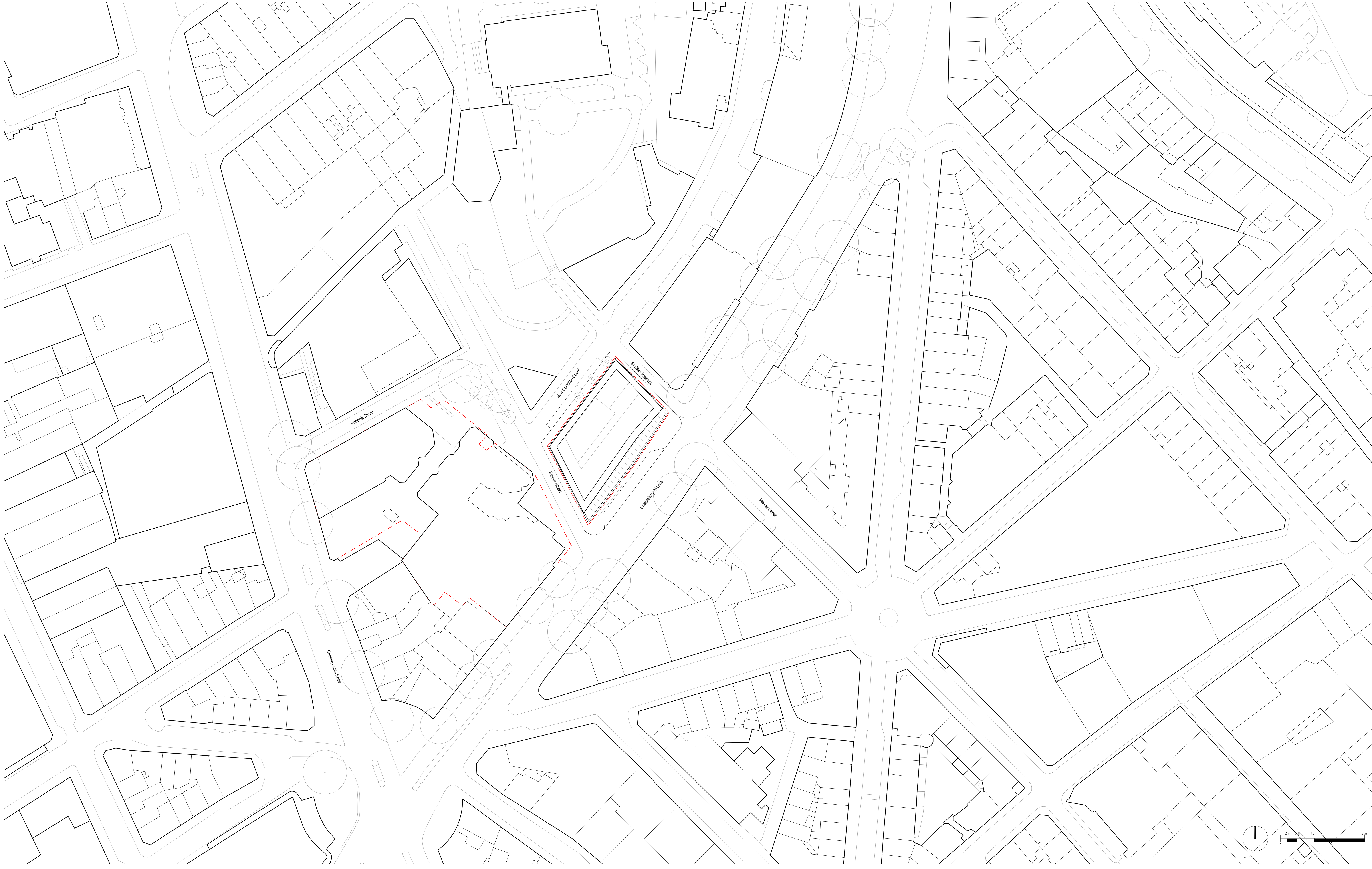
- 3.10 Therefore, based on the type and scale of uses proposed, a total of 9 deliveries per day are estimated as part of the proposed development, which with an appropriate booking schedule for deliveries could be effectively managed. This would include ensuring deliveries occur at suitable times of the day so as to minimise impact to the local area.
- 3.11 With the provision of two loading bays as part of the development, a total of 14 x 60minute slots would be available across a typical day between the hours of 09:00 to 16:00, providing sufficient capacity and flexibility for the management of service vehicles associated with the uses of the proposed development. A detailed Service Management Plan will be implemented prior to occupation of the development however, an initial outline strategy is provided below;

Servicing Management Plan - Summary

3.12 A summary of the servicing arrangements for the proposed development scheme is as follows:

- A member of the management staff for the building will be appointed to oversee the implementation and monitoring of the SMP (Servicing Management Plan).
- Regular deliveries for the proposed development are to be undertaken within either of the loading bays proposed on Shaftesbury Avenue or New Compton Street, with specified time slots, to enable controlled and managed servicing.
- A member of the management staff for the building will set up and manage a booking system by which all occupiers and suppliers must adhere to.
- The proposed loading bays will operate with timed delivery slots. Occupiers will book deliveries with a member of management staff for the building for the available time slots.
- If a servicing vehicle is expected to arrive earlier or later than planned, they will be expected to phone ahead in advance to alert members of staff, and follow subsequent instructions.
- If a situation arises when a supplier is running early or late, they will be advised on the phone if a revised booking slot is available at their anticipated arrival time. If a revised booking slot is not available for when the supplier expects to arrive, they will be advised of the next available booking slot in advance of arriving at the site.
- Smaller ad-hoc deliveries (post, courier deliveries, etc.) are to be undertaken within the pick-up/drop-off area on Shaftesbury Avenue.
- A monitoring process will be put in place to generate information by which the success of the SMP can be evaluated. The monitoring process will enable the SMP to be modified as appropriate to respond to any issues as they arise.
- The approved Camden Council refuse collection company (Veolia) will be contracted to collect waste from the rear of the site on New Compton Street no later than 10:00 from Monday to Sunday. No refuse will be moved, removed or placed outside of the designated areas prior to collection.
- Bin stores will be provided to the rear of the site for the storage of commercial waste. On the day(s) of waste collection access to the bin stores will be made available.
- If any problems are identified, the occupiers will work with the Camden Council to provide an appropriate solution.

A1. SITE LAYOUT PLAN



DO NOT SCALE THIS DRAWING ALL DIMENSIONS MUST BE CHECKED ON SITE
INFORM THE ARCHITECT OF ANY DISCREPANCIES PRIOR TO CONSTRUCTION

KEY PLAN

NOTES

REV	DATE	DESCRIPTION
P01	15.12.17	PLANNING APPLICATION

DRN: CHK
GSS: JWH

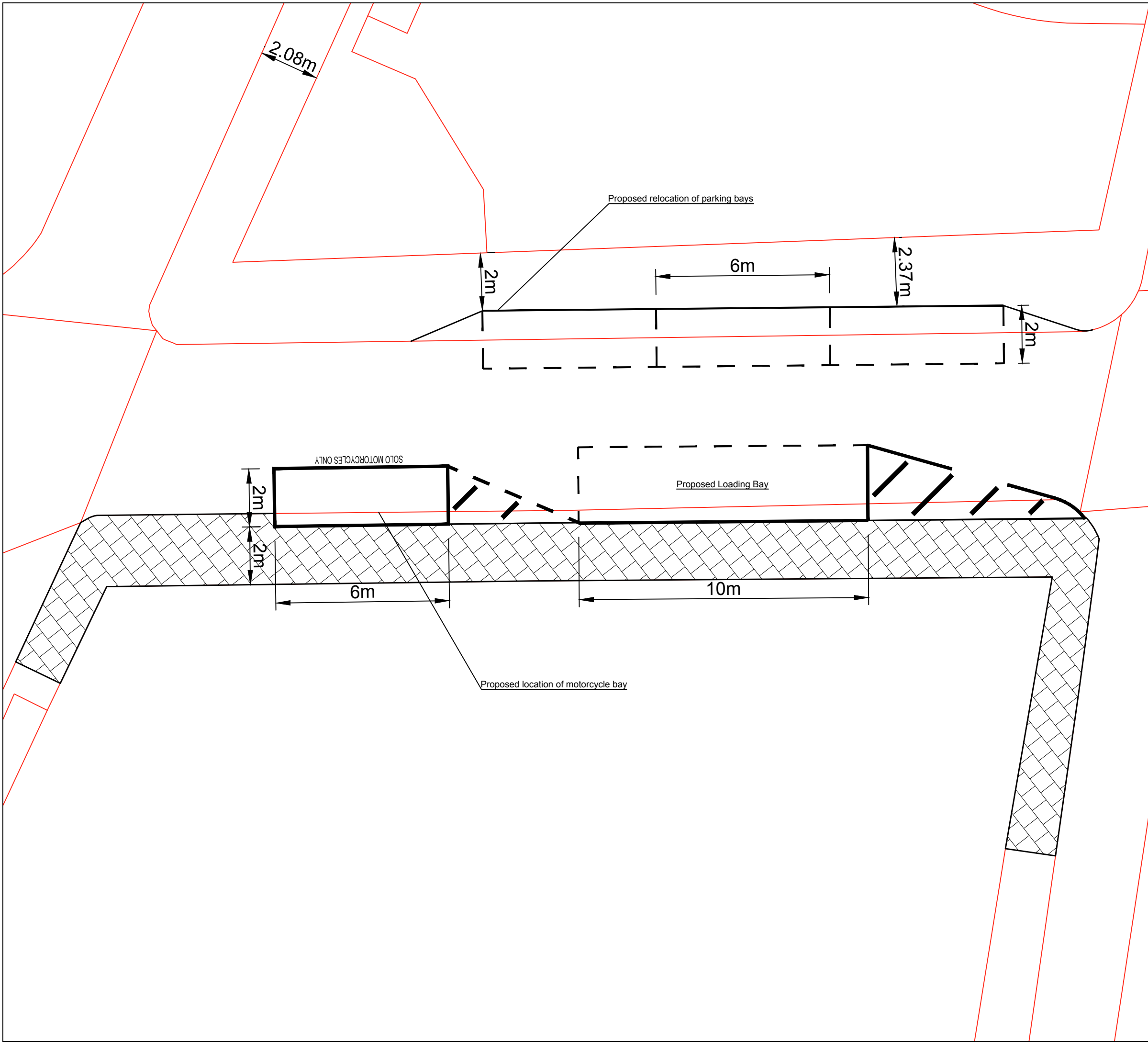
DRAWING TITLE
PROPOSED PLANS
ROOF SITE PLAN

SCALE 1:500@A1 / 1:1000@A3
STATUS
PLANNING
DRAWING NO
2818-JW-102

A1 SHEET
CLIENT
CAPITAL START LTD
PROJECT
135-149 SHAFTESBURY AVENUE,
LONDON
REV
P01


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t +44 (0) 20 7380 0392 w jesticowhites.com
architecture + interior design london + prague

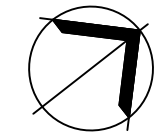
A2. HIGHWAY ARRANGEMENTS



Notes;
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2. Street furniture to be considered

Notes;
 Existing footway to be considered



iceni Projects
 Flitcroft House
 114-116 Charing Cross Road
 London, WC2H 0JR

T 020 3640 8508
 F 020 3435 4228
 mail@iceniprojects.com



Client _____
 Capital Start Ltd

Project _____
 Odeon Cinema, Shaftesbury Avenue, London

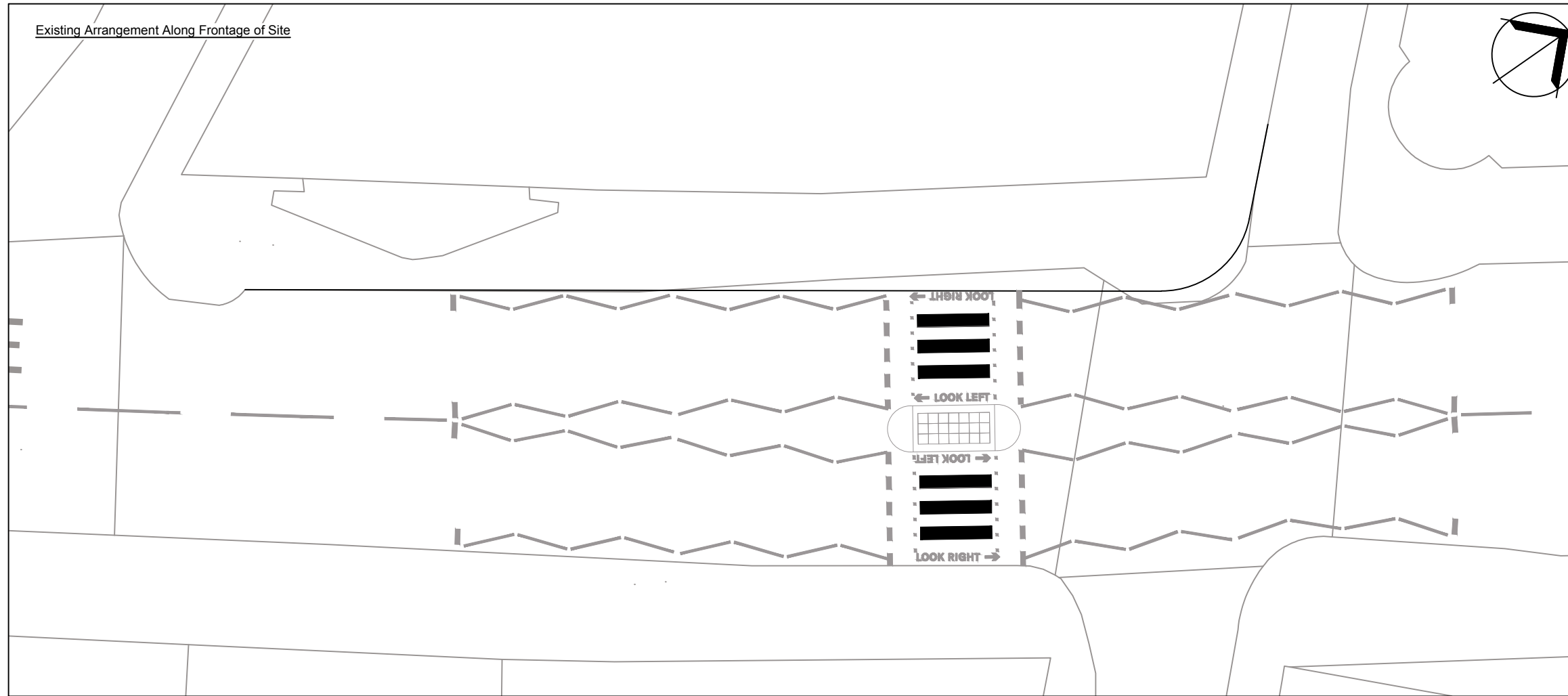
Title _____

Proposed Car Parking and loading Arrangement On
 New Crompton Street

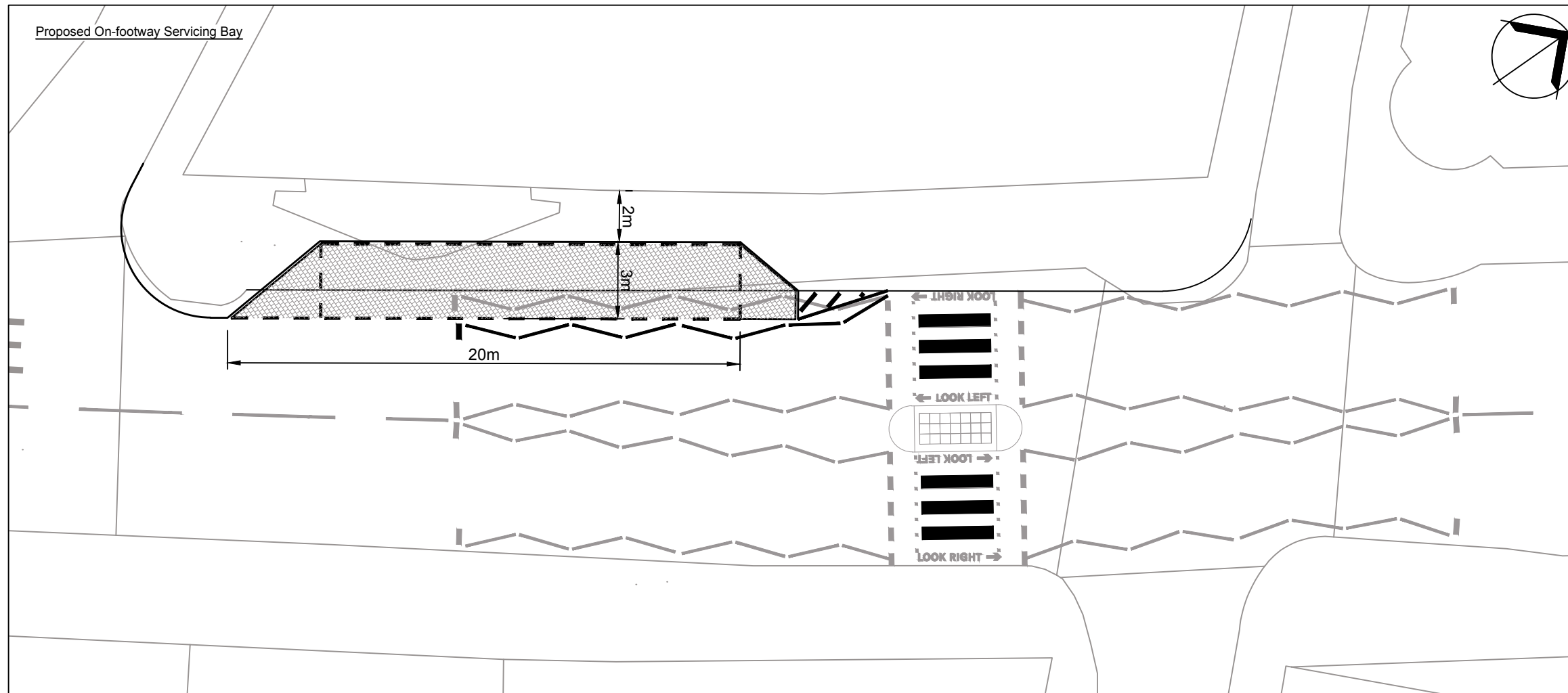
Drawn By FA	Checked By RB 24/11/2017	Approved By ME 24/11/2017	
Scale @ A3 1:125	Date 24/11/2017		
Project No. 17-T012	Drawing No. 06	Rev. -	

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Existing Arrangement Along Frontage of Site



Proposed On-footway Servicing Bay



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2. Street Furniture to be considered



iceni Projects
 Flitcroft House
 114-116 Charing Cross Road
 London, WC2H 0JR

 T 020 3640 8508
 F 020 3435 4228
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Client _____

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Project _____

Odeon Cinema, Shaftesbury Avenue, London

Title _____

Proposed Lay-by Arrangement Plan
 (Shaftesbury Avenue)

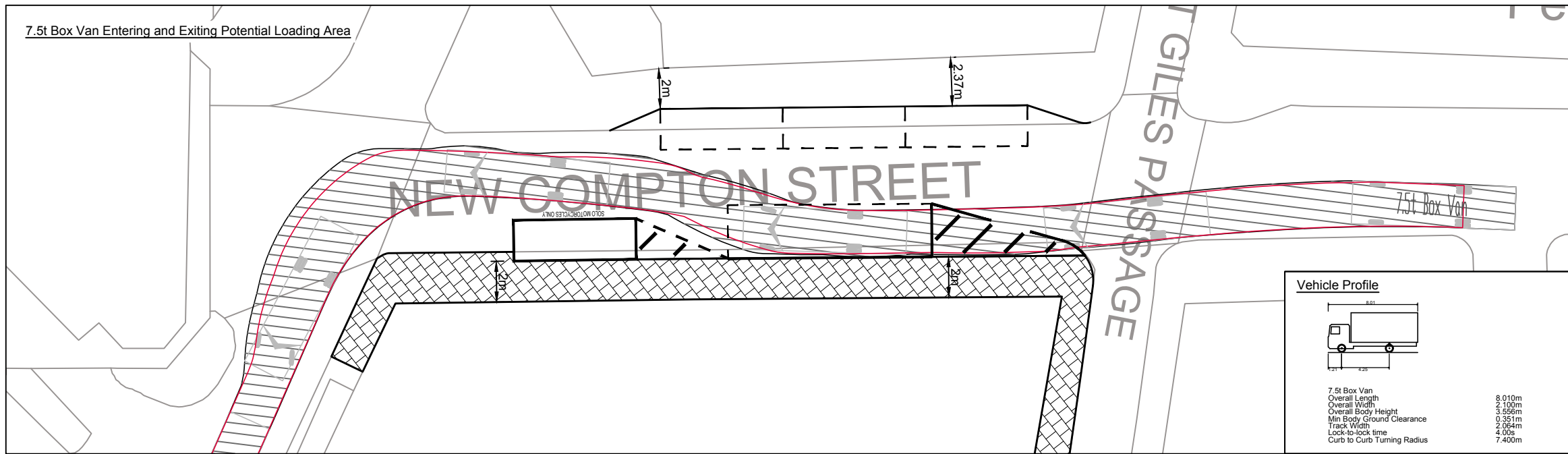
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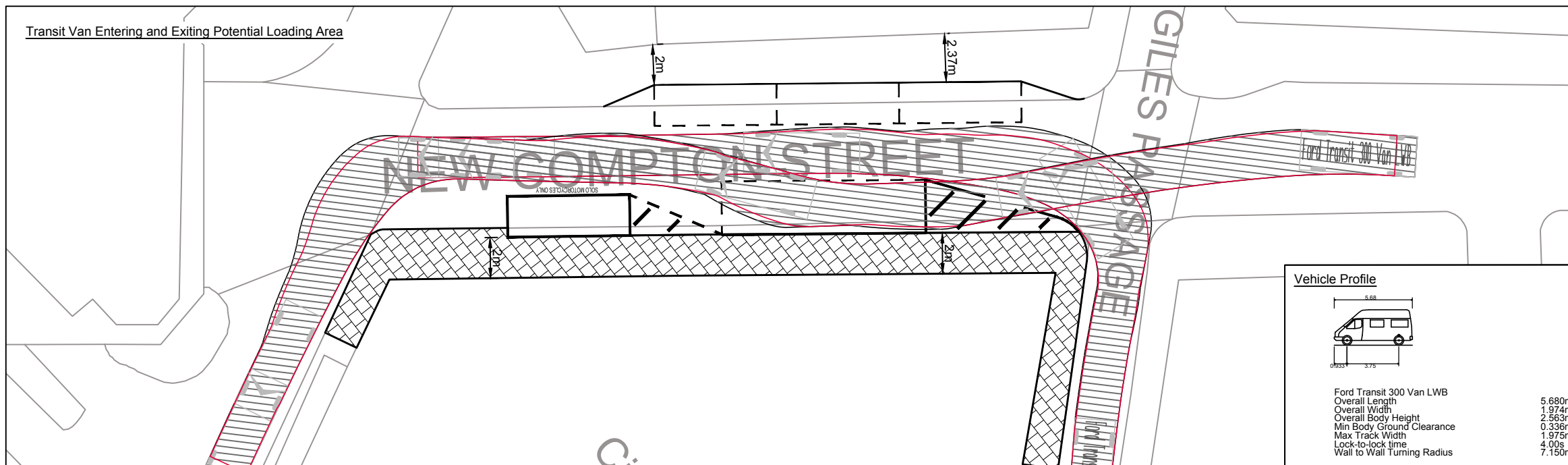
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A3. SWEEP PATH ANALYSIS

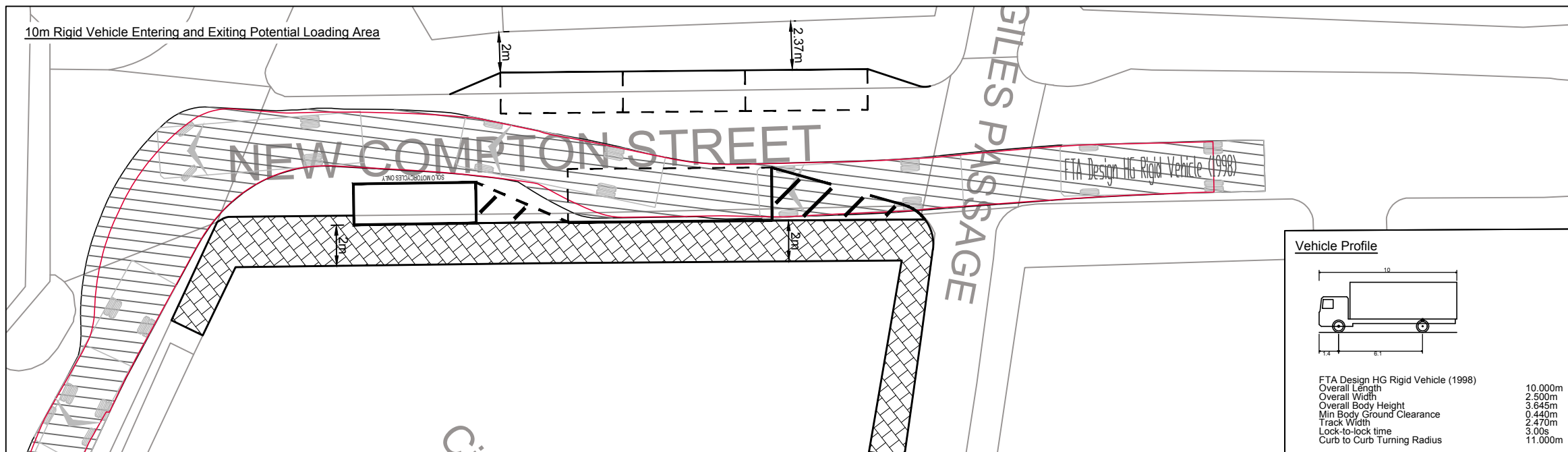
7.5t Box Van Entering and Exiting Potential Loading Area



Transit Van Entering and Exiting Potential Loading Area

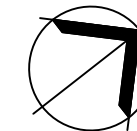


10m Rigid Vehicle Entering and Exiting Potential Loading Area



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2. Street furniture to be considered



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Flitcroft House
114-116 Charing Cross Road
London, WC2H 0JR



T 020 3640 8508
F 020 3435 4228
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Project _____

Odeon Cinema, Shaftesbury Avenue, London

Title _____

Swept Path Analysis

(7.5t Box Van, Transit Van & 10m Rigid Vehicle)

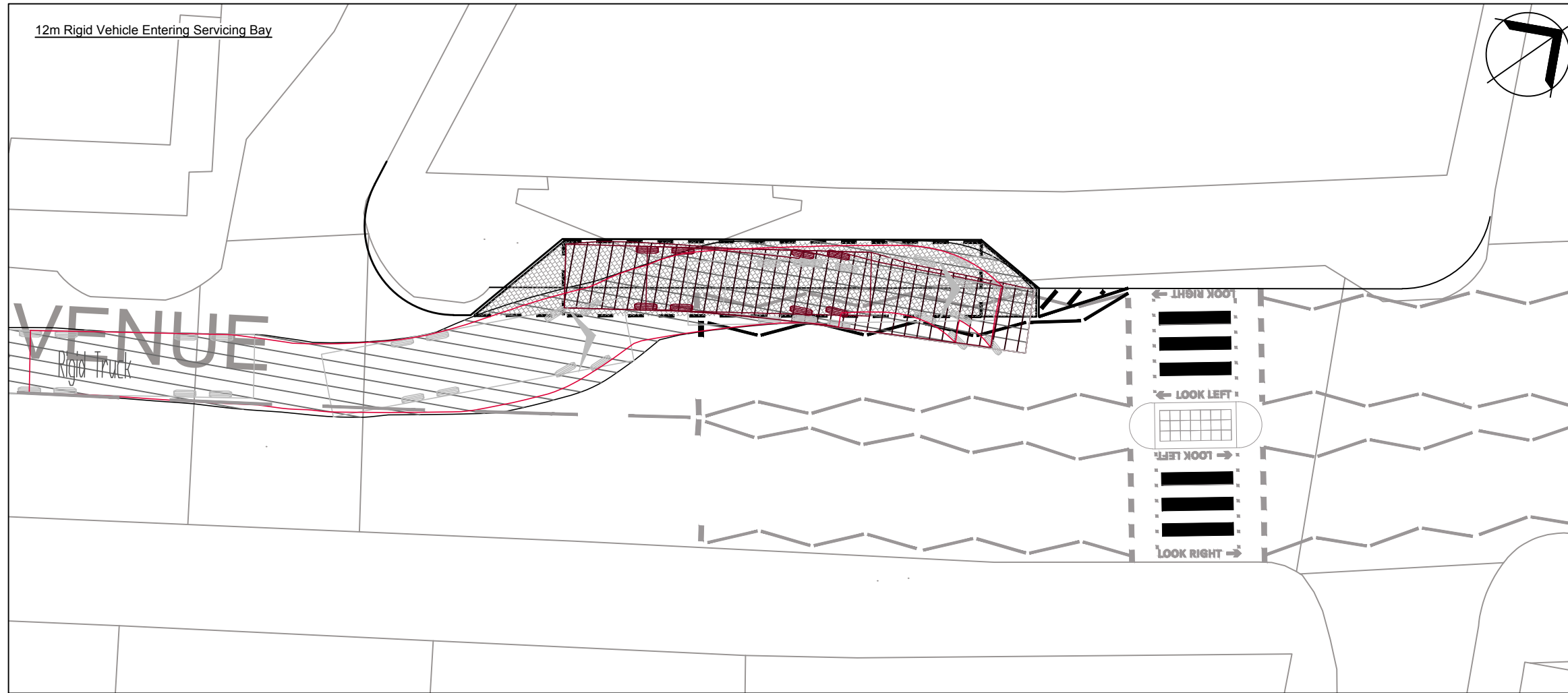
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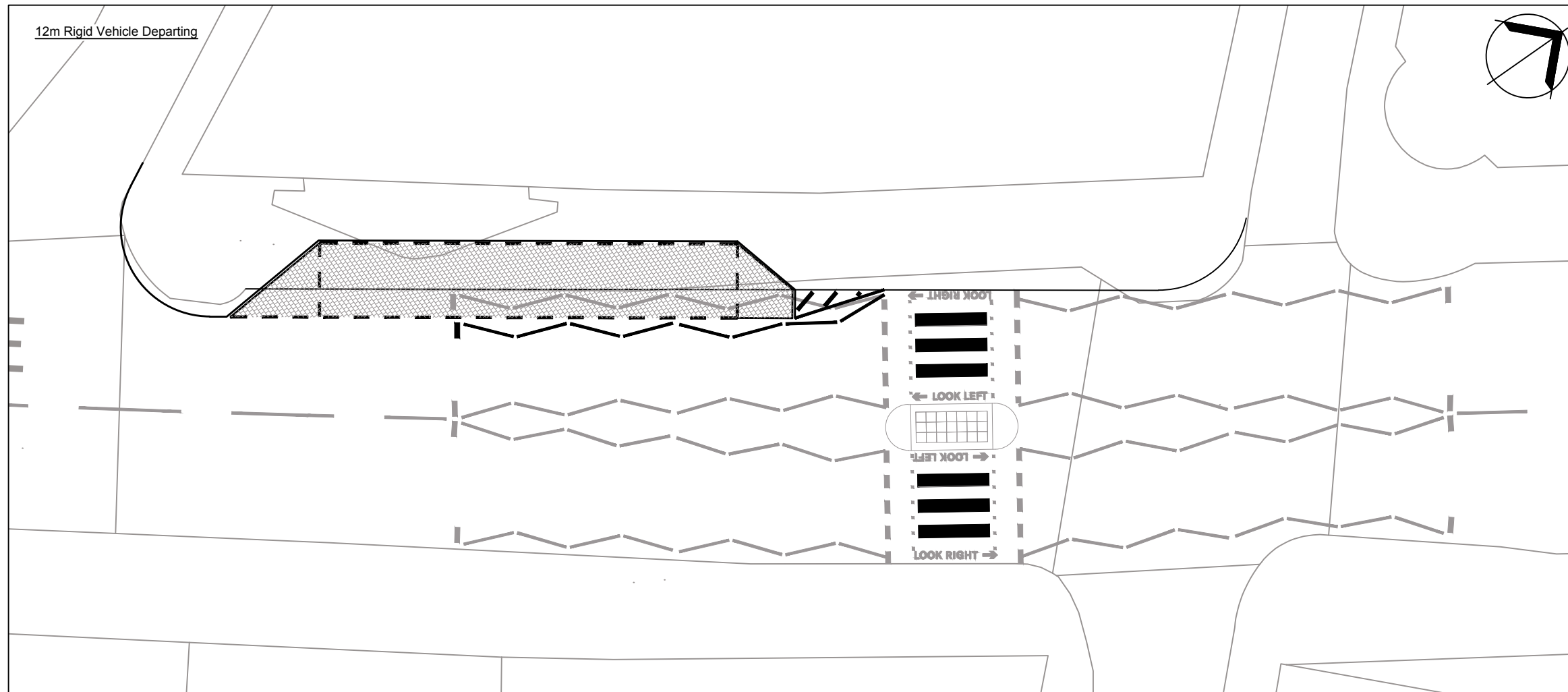
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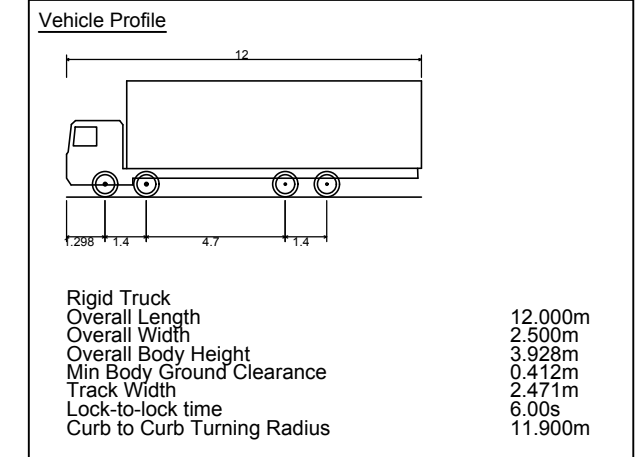
12m Rigid Vehicle Entering Servicing Bay



12m Rigid Vehicle Departing



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F 020 3435 4228
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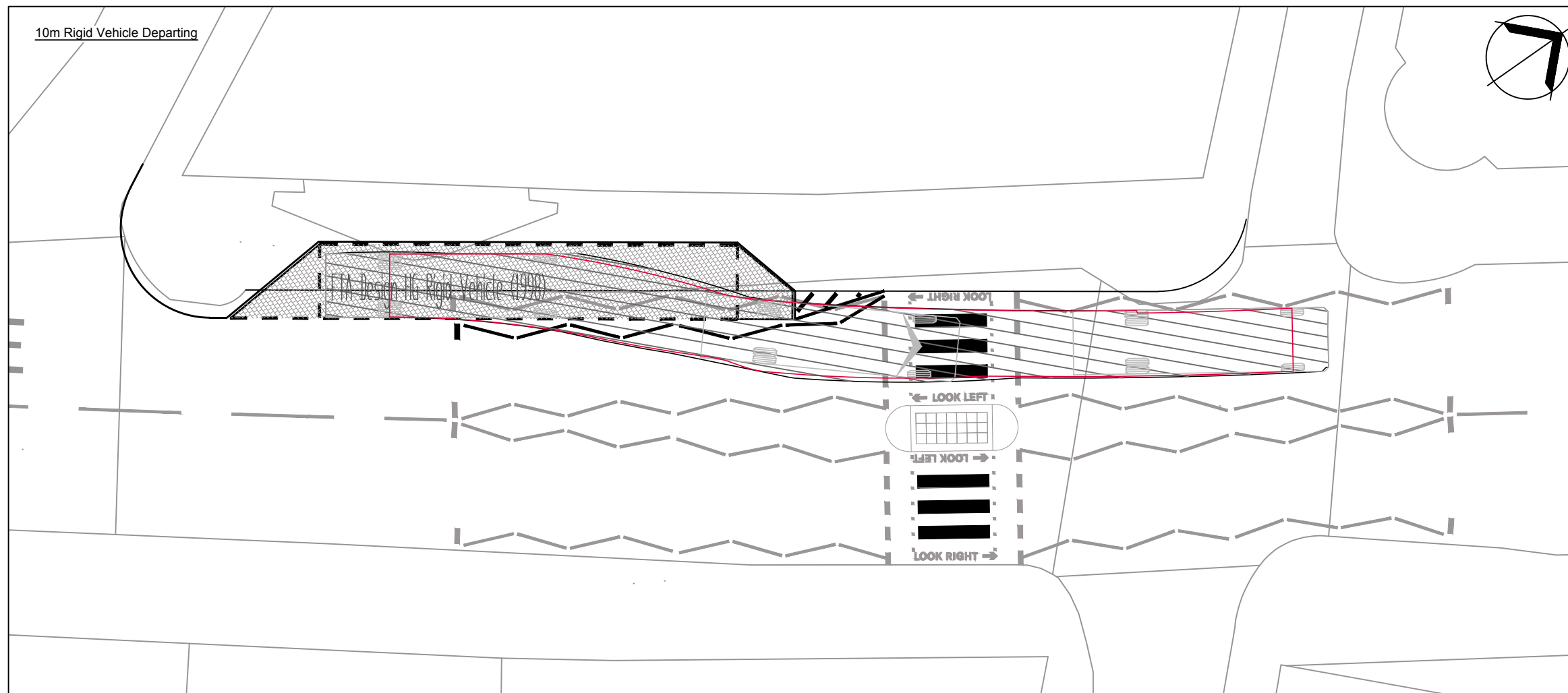
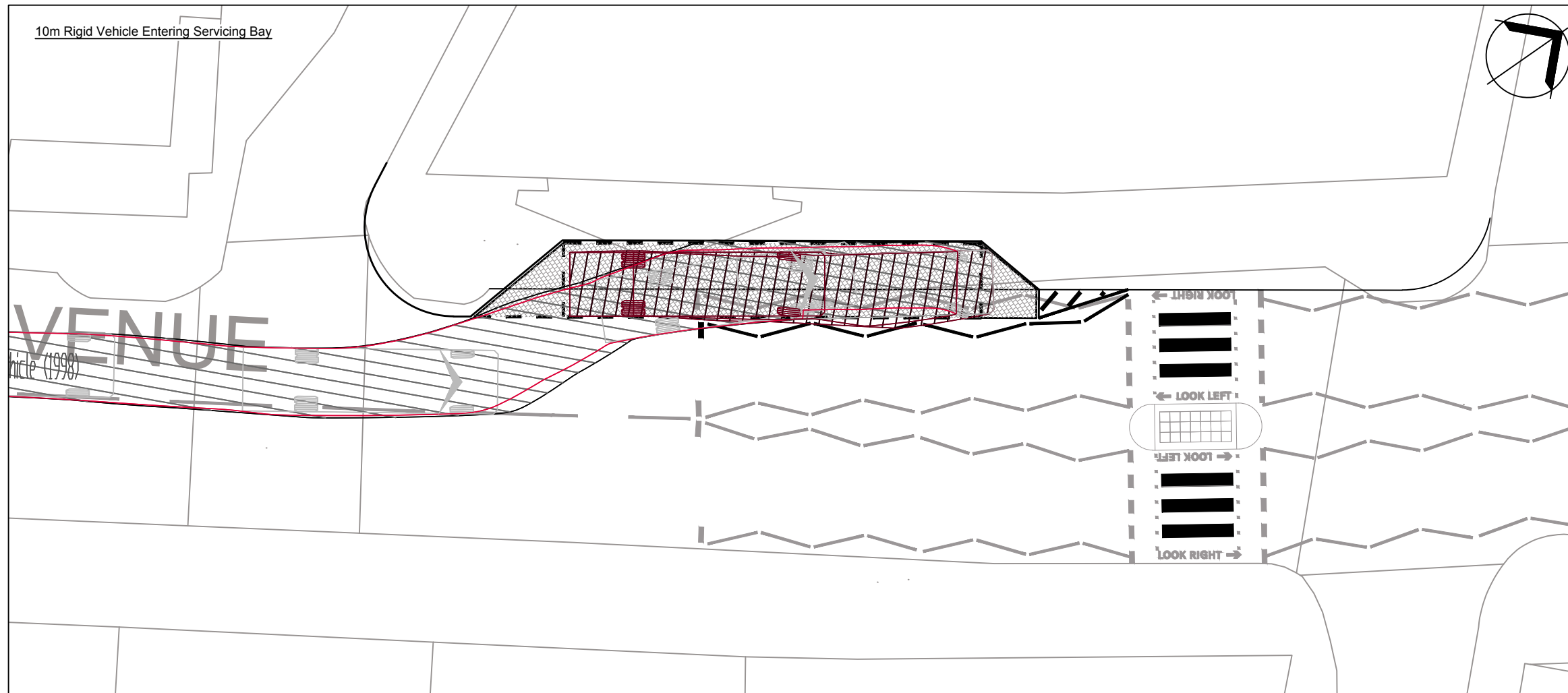
Client _____
Capital Start Ltd

Project _____
Odeon Cinema, Shaftesbury Avenue, London

Title _____
Swept Path Analysis
(12m Rigid Vehicle)

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Vehicle Profile

FTA Design HG Rigid Vehicle (1998)	10.000m
Overall Length	2.500m
Overall Width	3.645m
Overall Body Height	0.440m
Min Body Ground Clearance	2.470m
Track Width	3.00s
Lock-to-lock time	11.000m
Curb to Curb Turning Radius	

iceni Projects
 Flitcroft House
 114-116 Charing Cross Road
 London, WC2H 0JR

T 020 3640 8508
 F 020 3435 4228
 mail@iceniprojects.com



Client

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Project

Odeon Cinema, Shaftesbury Avenue, London

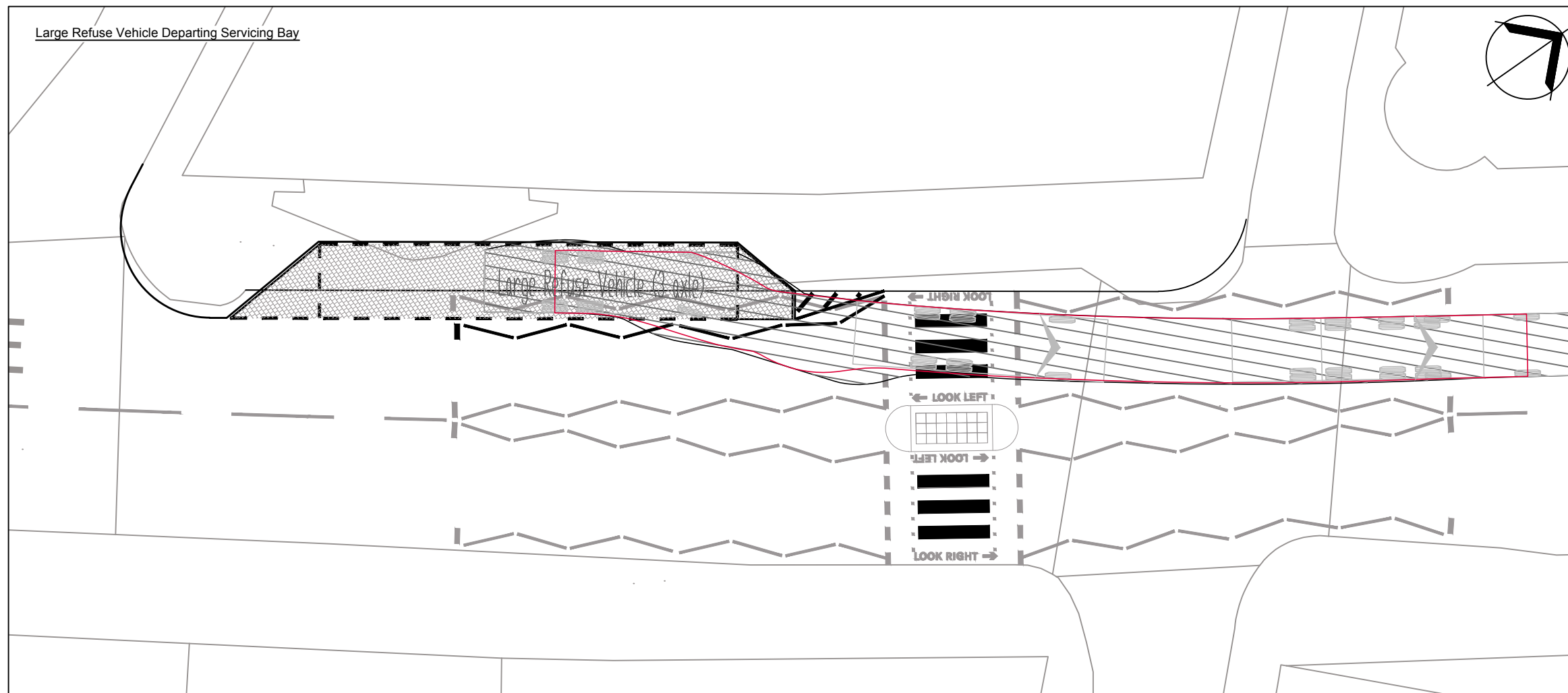
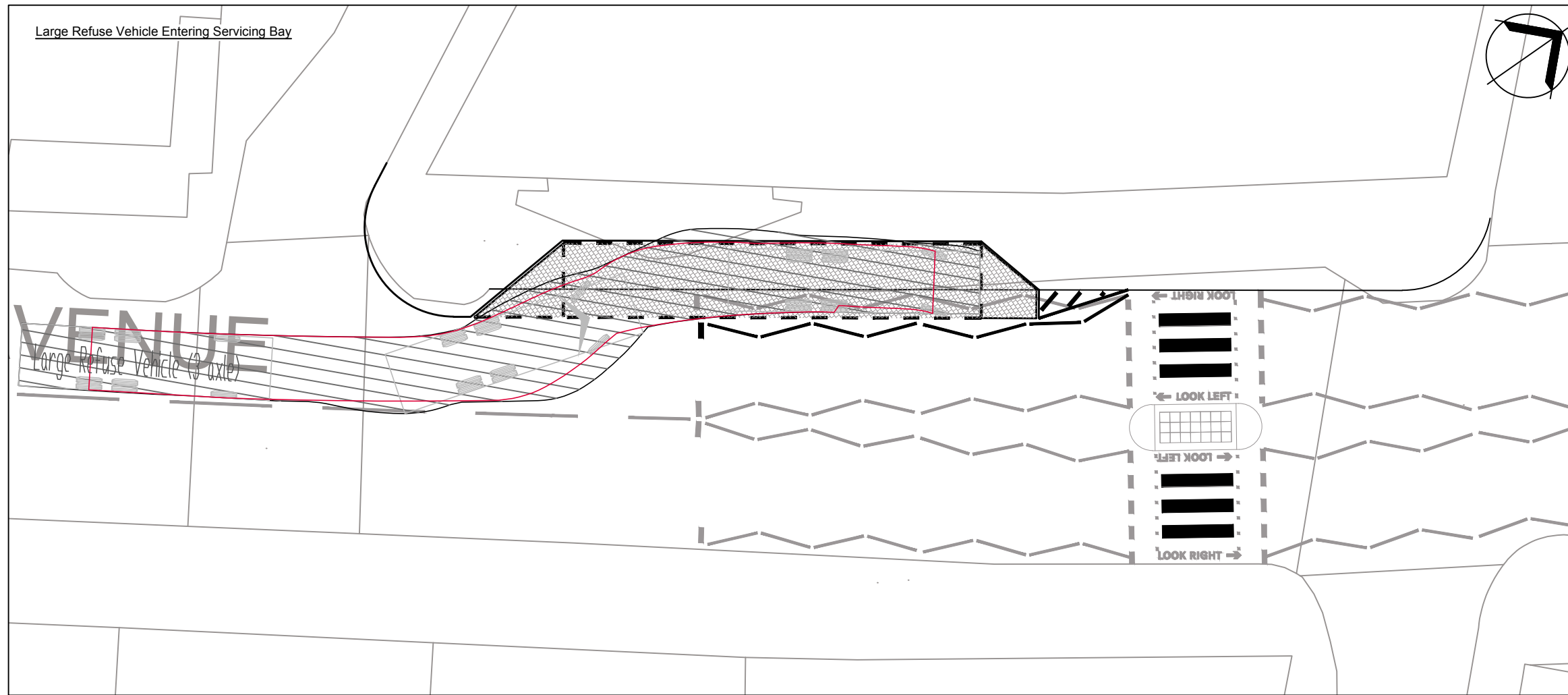
Title

Swept Path Analysis
 (10m Rigid Vehicle)

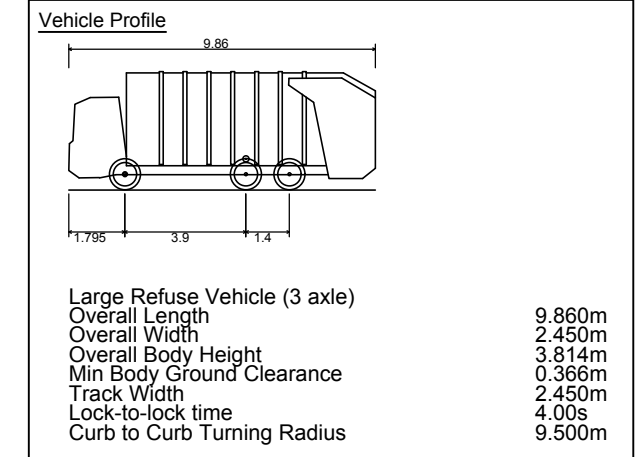
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Flitcroft House
114-116 Charing Cross Road
London, WC2H 0JR

T 020 3640 8508
F 020 3435 4228
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Odeon Cinema, Shaftesbury Avenue, London

Title

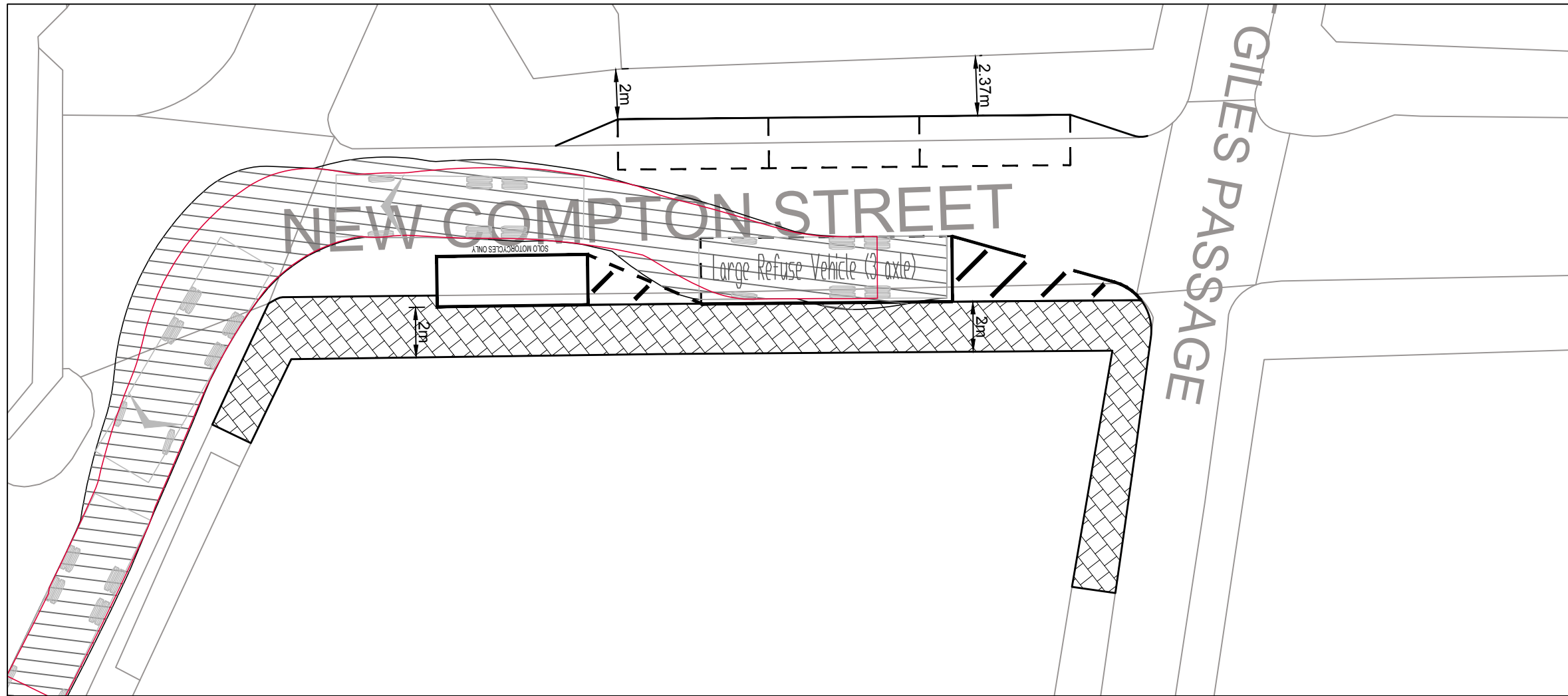
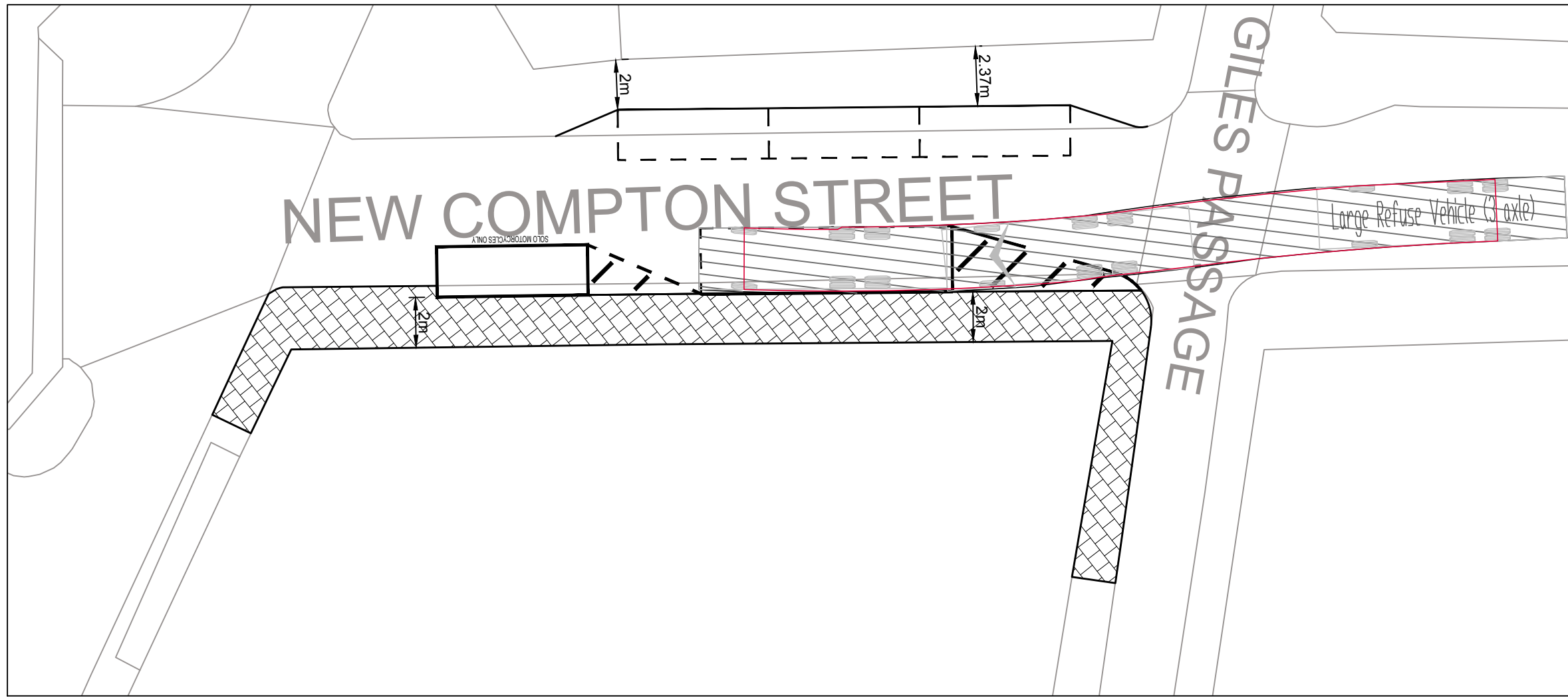
Swept Path Analysis
(Large Refuse Vehicle)

Drawn By NM	Checked By ME 29/11/2017	Approved By ME 29/11/2017
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Scale @ A3 1:200	Date 22/02/2017
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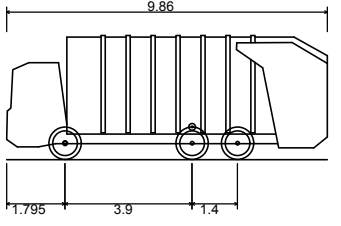
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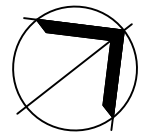


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2. Street furniture to be considered

Notes;
 Existing footway to be considered

Vehicle Profile	
	
Large Refuse Vehicle (3 axle)	
Overall Length	9.860m
Overall Width	2.450m
Overall Body Height	3.814m
Min Body Ground Clearance	0.366m
Track Width	2.450m
Lock-to-lock time	4.00s
Curb to Curb Turning Radius	9.500m



iceni Projects
 Flitcroft House
 114-116 Charing Cross Road
 London, WC2H 0JR
 T 020 3640 8508
 F 020 3435 4228
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Client
 Capital Start Ltd

Project
 Odeon Cinema, Shaftesbury Avenue, London

Title
 Proposed Car Parking and loading Arrangement On
 New Crompton Street

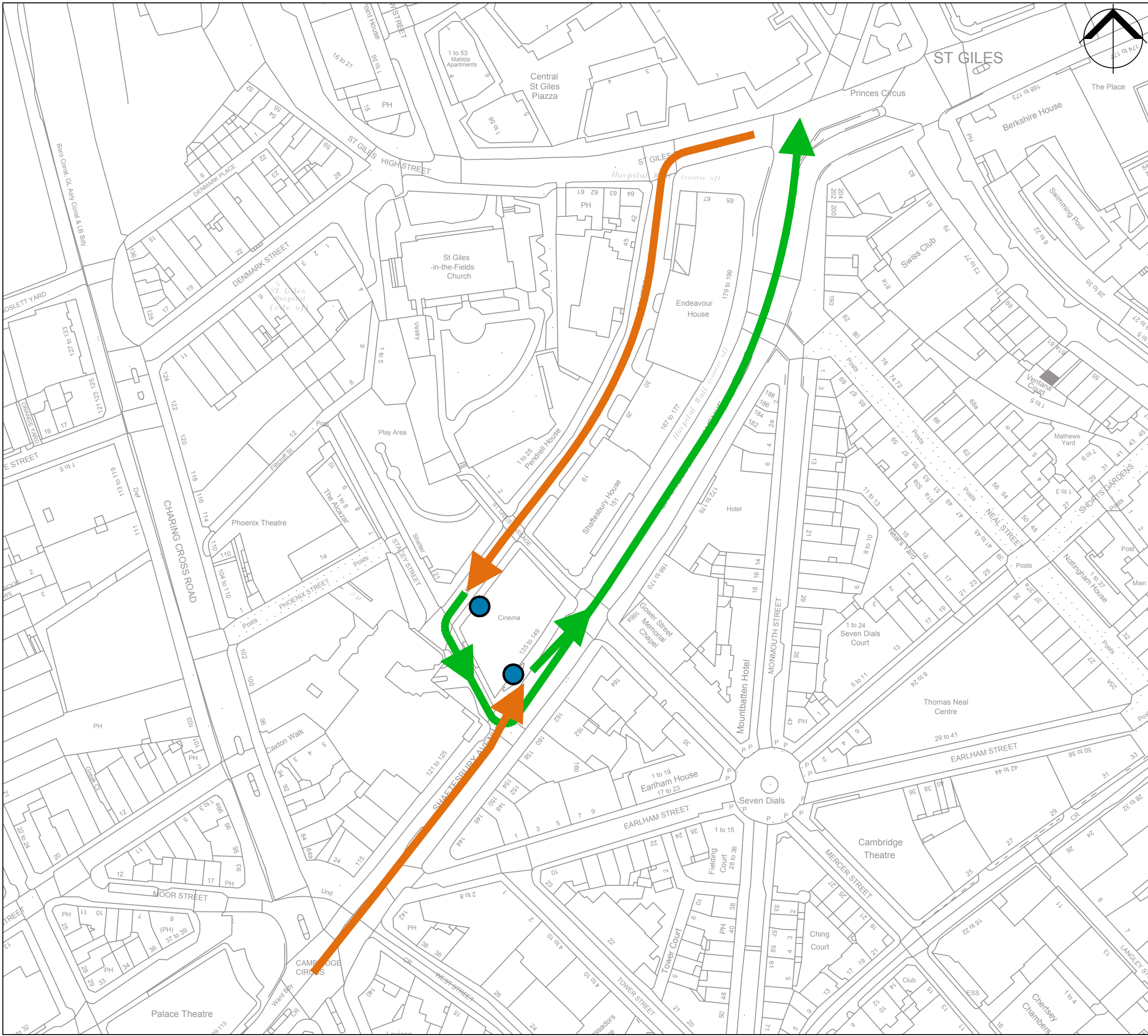
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A4. SERVICE VEHICLE ROUTING PLAN



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Notes;

- Arriving
- Departing
- Drop Off Areas

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 114-116 Charing Cross Road
 London, WC2H 0JR
 T 020 3640 8508
 F 020 3435 4228
 mail@iceniprojects.com



Client _____
 Capital Start Ltd

Project _____
 Odeon Cinema, Shaftesbury Avenue, London

Title _____
 Service Route Plan

Drawn By TG	Checked By RB 15/12/2017	Approved By ME 15/12/2017
Scale @ A3 NTS	Date 15/12/2017	
Project No. 17-T012	Drawing No. 09	Rev. -

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