



**FRONT OF HOUSE DEVELOPMENT  
SHAFTESBURY THEATRE  
210 SHAFTESBURY AVE, LONDON WC2**

**TRANSPORT STATEMENT**

JUNE 2018

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“ Integrating  
transport & planning  
seamlessly ”



# Document Verification

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## 1 INTRODUCTION

- 1.1 This Transport Statement has been prepared by Clewlow Consulting Ltd on behalf of The Theatre of Comedy Company Limited and is submitted in support of a detailed application for planning permission for redevelopment of parts of the front of house of the Shaftesbury Theatre, 210 Shaftesbury Avenue, London WC2H 8DP (“the Site”) in the London Borough of Camden (LBC). The application proposes, *inter alia*, various alterations to theatre building (*sui generis* use class) including basement extensions, creation of new entrance fronting Princes Circus, installation of pavement lights and delivery hatch as well as minor alterations to façade and doors (“the Proposed Development”).
- 1.2 The amount of development proposed (216m<sup>2</sup> net additional gross floor space) falls below the threshold prescribed by LBC as requiring a Transport Assessment. It also falls below the threshold prescribed by LBC or for the provision of minimum transport information. However, as the Site is located within an area which is subject to significant change, it was considered by LBC that certain information relating to the application set out in the form of a focussed Transport Statement would be helpful.

### Report Format

- 1.3 This Transport Statement is structured as follows:
- Section 2 considers the existing situation at the Site;
  - Section 3 considers the transport planning context of the Site and outlines how the area around the Site is subject to significant change;
  - Section 4 considers how the Proposed Development is to be integrated as part of the changes to the area around the Site;
  - Section 5 considers whether there will be any impact due to the Proposed Development;
  - Section 6 summarises the findings from the Transport Statement and provides a conclusion.

## 2 EXISTING SITUATION

### Site Location

- 2.1 The Site is bounded by the southbound arm of part of Shaftesbury Avenue to the west, High Holborn to the south, Grape Street to the east and the properties known as Sovereign House and King Edward's Mansions to the north. Figure 1 shows the location of the Site.
- 2.2 Shaftesbury Avenue and High Holborn are both one-way streets in the vicinity of the Site and form part of gyratory systems managing north-south and east-west movements respectively in this part of Central London. Southbound traffic enters Shaftesbury Avenue from Bloomsbury Street, which is paired with Tottenham Court Road and which carries northbound traffic flows. Due to the prevailing one-way system Shaftesbury Avenue in the vicinity of the Site is often perceived as a southern extension of Bloomsbury Street. Westbound traffic flows along High Holborn and is paired with New Oxford Street just to the north of the Site which carries eastbound traffic flows. Grape Street is also a one-way street running from north to south.

### Site Surroundings

- 2.3 The Site sits within a mixed use area and the surrounding streets are dominated by shops, restaurants, bars, and office buildings, interspersed with hotels and leisure facilities.
- 2.4 The area immediately to the north of the Site forms the service yard to Sovereign House. By arrangement with Sovereign House the theatre has access to the area and manages its waste disposal together with that from Sovereign House from the area.
- 2.5 The area to the west of the Site is bounded by the northbound arm of part of Shaftesbury Avenue, the southbound arm of part of Shaftesbury Avenue and High Holborn and is known as Princes Circus. The separated arms of Shaftesbury Avenue currently isolate Princes Circus and so limit its amenity value.

### Site Access

- 2.6 There are reasonably wide pedestrian footways which run alongside the Theatre's principal frontages to Shaftesbury Avenue and High Holborn.
- 2.7 The footways on Grape Street are narrow off which the Stage Door to the theatre is located.

- 2.8 There is no specific provision for car parking either for general use or specifically for those holding a disabled parking badge on the Site. There is some on-street parking available close to the Site and a multi-storey car park is available off nearby Museum Street.
- 2.9 The Site is located approximately 300 metres from High Holborn and approximately 200 metres from Tottenham Court Road underground stations, and is within 2km the King's Cross & St Pancras International railway transport station.
- 2.10 The Site has a Public Transport Accessibility Level (PTAL) rating of 6b representing an 'Excellent' level of public transport accessibility (with 1 being the lowest accessibility and 6b, being the highest accessibility), as calculated using the Transport for London (TfL) PTAL calculation methodology.

#### **Travel by Staff**

- 2.11 In a staff survey the responses received showed that 13% cycle, 3% walk, 54% use underground or bus as their main mode of transport and 31% use national rail to get to Central London.
- 2.12 To facilitate cycling by staff, there are 10 cycle parking spaces made available by the theatre which are accessed via the Sovereign House service yard. This provision adequately meets demand at present.

#### **Travel by Patrons**

- 2.13 Patrons travel predominantly by public transport, taxi and walking if staying nearby. Some patrons drive and use the nearby multi-storey car park. The theatre has an arrangement with the car park operator and provides discounted parking tickets if requested. There is, however, on average only marginal take up for this offer.
- 2.14 There is minimal evidence of patrons using cycling as a mode of transport to attend performances at the theatre.

### 3 TRANSPORT PLANNING CONTEXT

#### West End Project

- 3.1 The West End Project is Camden Council's £35 million scheme to deliver radical change to the heart of Camden's busy West End, as shown in part on Figure 2, and extending as far as Euston Road. By removing one-way gyratory systems, the West End Project aims to transform the areas around Tottenham Court Road, Gower Street, Bloomsbury Street, Princes Circus and St Giles, helping the area to continue to grow and flourish.
- 3.2 The project will provide safer, greener and more attractive streets for residents and visitors helping to attract, sustain and boost local businesses. This includes wider pavements with new high quality materials, the removal of street clutter and new pedestrian crossings
- 3.3 Work on parts of the West End Project is now underway. This work will in due course include re-routing the southbound section of Shaftesbury Avenue away from being adjacent to the theatre and repaving the redundant carriageway, widening of the current northbound section of Shaftesbury Avenue to accommodate two-way traffic and footway widening along High Holborn, as shown on the plan at Figure 3. As a result of these changes new public space adjacent to the Theatre's west elevation will be created so returning Princes Circus to a more pedestrian-friendly area of public realm compared to the present vehicle-dominated environment.
- 3.4 A loading bay will be provided on High Holborn as part of the West End Project. The loading bay will also function as a taxi bay for a defined period after performances at the theatre.
- 3.5 The proposed loading bay on High Holborn will be close to but not especially convenient for the stage access dock door on Grape Street. In this regard it may be noted that the Theatre will be making representations to the effect that the 12m length as currently proposed could be better located and more importantly will be insufficient to accommodate some of the theatre's delivery requirements (see Travel and Transport Plan at Appendix A for details of the theatre's production change arrangements).
- 3.6 Grape Street will be linked to West Central Street which, due to the tight geometry around one corner of West Central Street, will effectively limit Grape Street to accommodating only relatively short vehicles.

- 3.7 The West End Project proposals do not promote provision of car parking for either general use or for disabled parking badge holders in the vicinity of the theatre.
- 3.8 There are proposals for additional cycle parking stands on Shaftesbury Avenue (see plans at Figures 4 and 5). At present there are no proposals for additional cycle parking in the reconstituted Princes Circus however it is understood that detailed layouts for the area have yet to be finalised.

#### **Effects of Surrounding Land Uses**

- 3.9 It has been noted that the Oasis Sports Centre on High Holborn opposite the theatre attracts a significant demand for cycle parking.

#### **London Borough of Camden Planning Policy**

- 3.10 The Camden Local Plan provides for development management. Camden Planning Guidance – Transport (CPG7) sets out policies relating to the provision of car and cycle parking associated with development. LBC's policies seek to resist the provision of car parking in all circumstances unless deemed necessary.
- 3.11 With regard to cycle parking, this should be provided but only once a threshold for the size of development has been exceeded. In the case of cycle parking for D2 Assembly and Leisure use, the closest land use to the theatre's Sui Generis class, the threshold for provision is 500m<sup>2</sup> as set out below;
- Staff – from threshold of 500m<sup>2</sup>, 1 space per 250m<sup>2</sup> or part thereof.
  - Customer – from threshold of 500m<sup>2</sup>, 1 space per 250m<sup>2</sup> or part thereof.



#### 4 PROPOSED DEVELOPMENT

- 4.1 The proposed improvement of Princes Circus as part of the West End Project allows the principal entrance to the theatre to be moved. Accordingly the Proposed Development increases the prominence of the theatre's entrance onto the new pedestrianised section of Princes Circus.
- 4.2 The new entrance foyer, box office and feature stair will help the flow of people from ground level down to the new basement foyer and stalls. Accessibility in the building will be transformed through the addition of a new platform lift serving the basement.
- 4.3 An extension to the existing basement along the Princes Circus and High Holborn elevations will create a larger foyer and bar in a new basement box.
- 4.4 Loading and particularly unloading arrangements will be improved through the provision of a delivery hatch in the soffit of the new basement box and step-free access to the basement from the new High Holborn loading bay via the Front of House.
- 4.5 It is anticipated that, although the volume of supplies required for the enlarged facilities will increase, the number of deliveries may in practice decrease as a result of the Proposed Development. There will be better stock holding arrangements and use of more efficient goods vehicle sizes will be possible thereby requiring less frequent replenishment. In practice the frequency of deliveries and servicing visits is not significant as theatres typically receive around 2 or 3 deliveries per day and an average of around 12 per week.
- 4.6 The bespoke arrangements required for changes in production which are typically dealt with by the use of temporary traffic management orders and/or parking suspensions are not altered or affected by the Proposed Development.
- 4.7 The collection of waste will continue to be via the Sovereign House service yard. These arrangements will be unaffected by the Proposed Development and any marginal increases in the volumes of residual waste and recycling can be dealt with through increases in collection frequency if required.
- 4.8 There is no perceived need for car parking and none is to be provided as part of the Proposed Development.
- 4.9 The extent of the Proposed Development in terms of additional floor space (216m<sup>2</sup>) means that the threshold for the provision of additional cycle parking is not met. The Proposed Development does not therefore alter the present arrangements for cycle parking for staff.

4.10 No visitor cycle parking is proposed to be provided as part of the Proposed Development since its size falls below the threshold.

## 5 LIKELY EFFECTS OF PROPOSED DEVELOPMENT

### **Extended Basement**

- 5.1 The effects of the construction of the basement box have been extensively consulted upon with LBC and the structural implications of the basement box are not the subject of this report. In transport terms, the extension of the basement box will have no impact on the operation of the adjoining highways whether or not these are trafficked by vehicles.

### **Relocated Entrance**

- 5.2 The relocation of the theatre's main entrance to the western frontage provides more flexibility when patrons are entering and, more particularly, leaving the theatre. The opportunity afforded by the West End Project in increasing the space available for movements on foot in this area is a further enhancement.

### **Car Parking**

- 5.3 The absence of any provision for car parking for those possessing a disabled parking badge is not considered likely to lead to any adverse impact compared to the existing situation.

### **Cycle Parking**

- 5.4 The Proposed Development is expected to increase the number of full-time employees by 12. Due to the operational hours of the theatre not all these additional employees are expected to be at work at the same time.
- 5.5 Taking the above into account and on the basis that the existing provision of cycle parking for staff is unaffected by the Proposed Development, it is considered that one additional staff cycle parking spaces could be required notwithstanding that the threshold for such provision is not met by the size of the Proposed Development. It is nevertheless considered that the existing provision has sufficient capacity to accommodate this marginal increase in demand.
- 5.6 With the proposed provision of on-street cycle parking in the vicinity of the Site as shown on the plans for the West End Project, it is considered that there will be adequate provision for the few patrons who may cycle to the theatre even taking into account that there may be more activity during daylight hours.

### **Loading**

- 5.7 The provision of a loading bay on the High Holborn frontage has enabled the provision for accepting deliveries to be integrated with the Proposed Development. As a result, the dwell times for deliveries could reduce compared to the existing.

### **Mitigation**

- 5.8 Notwithstanding the very limited effects of the Proposed Development, the theatre acknowledges its continuing role in generating trips into and around Central London. The theatre accordingly acknowledges that it has a role in seeking to minimise the impact of the trip generation which results from its operation. In Appendix A the theatre sets out, in a Travel and Transport Plan, how it will seek to mitigate the impact of travel and transport associated with the theatre.

## 6 SUMMARY AND CONCLUSION

- 6.1 The proposal for the Site is the addition of 216m<sup>2</sup> gross floor area to the *sui generis* theatre land use on the Site. The amount of development proposed is below the threshold prescribed by LBC as requiring a Transport Assessment or for the provision of minimum transport information.
- 6.2 Notwithstanding the above a Transport Statement has been prepared in the context of the proposed changes that will result for the implementation of the West End Project, which is now underway.
- 6.3 The Proposed Development is designed to integrate with the aims of the West End Project and will enhance its outcomes.
- 6.4 The Proposed Development does not adversely affect the West End Project in transport terms.
- 6.5 The Proposed Development will not give rise to any significant change in demand for car parking or cycle parking.
- 6.6 For day-to-day servicing demands, the loading bay on High Holborn will integrate well with the arrangements included for deliveries in the Proposed Development.
- 6.7 This Transport Statement shows that there will be no material or significant impact in transport terms due to the Proposed Development. Accordingly it can be concluded that any harm in transport terms that might result from the granting of consent would not be severe.
- 6.8 Appended to this Transport Statement is a Travel and Transport Plan which, notwithstanding the conclusion above, sets out the theatre's objectives in seeking to mitigate the day-to-day travel and transport impacts of its operation.

## FIGURES



Figure 1

Location Plan

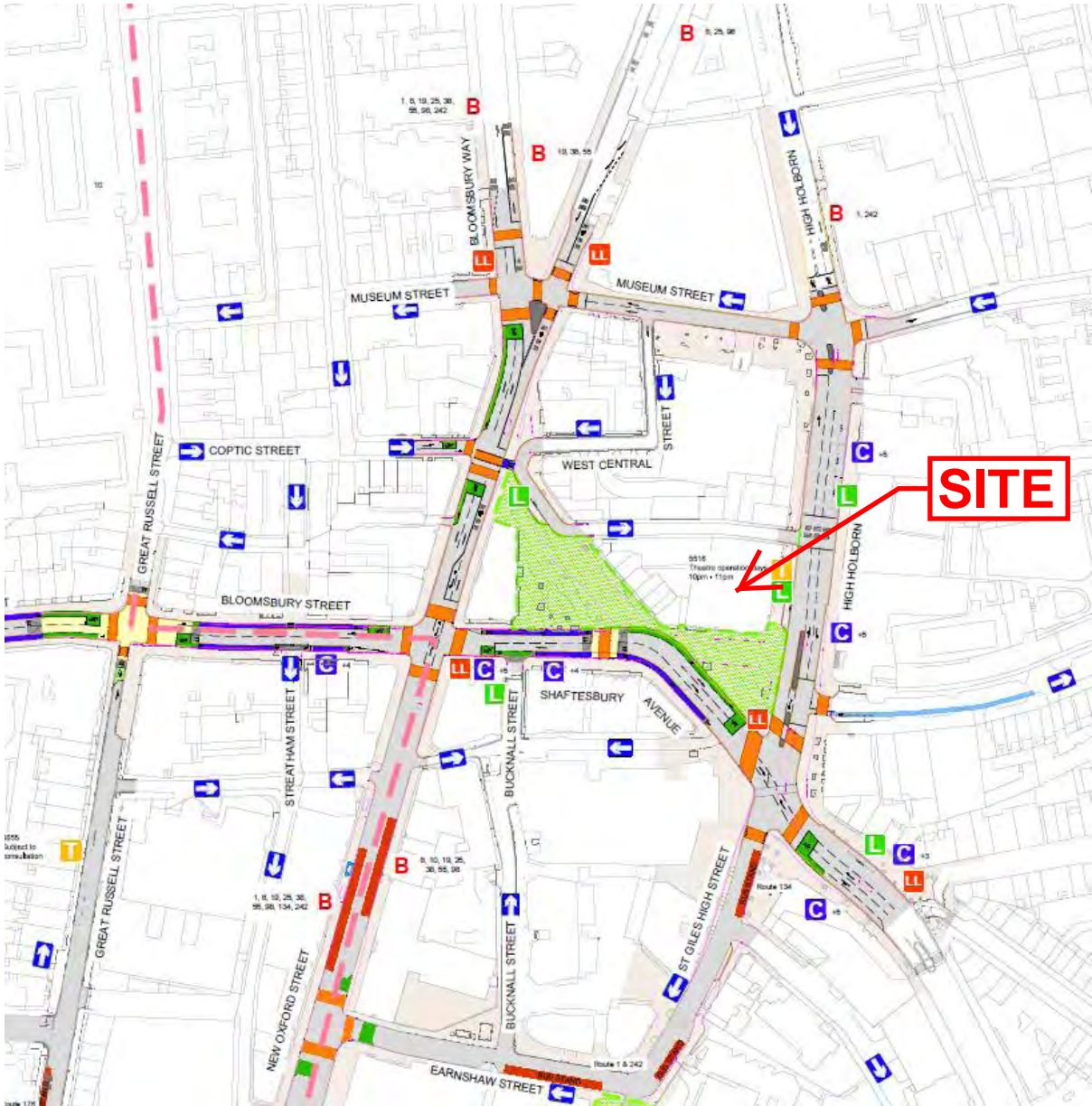


Figure 2

West End Project - Southern Section



**Figure 3**

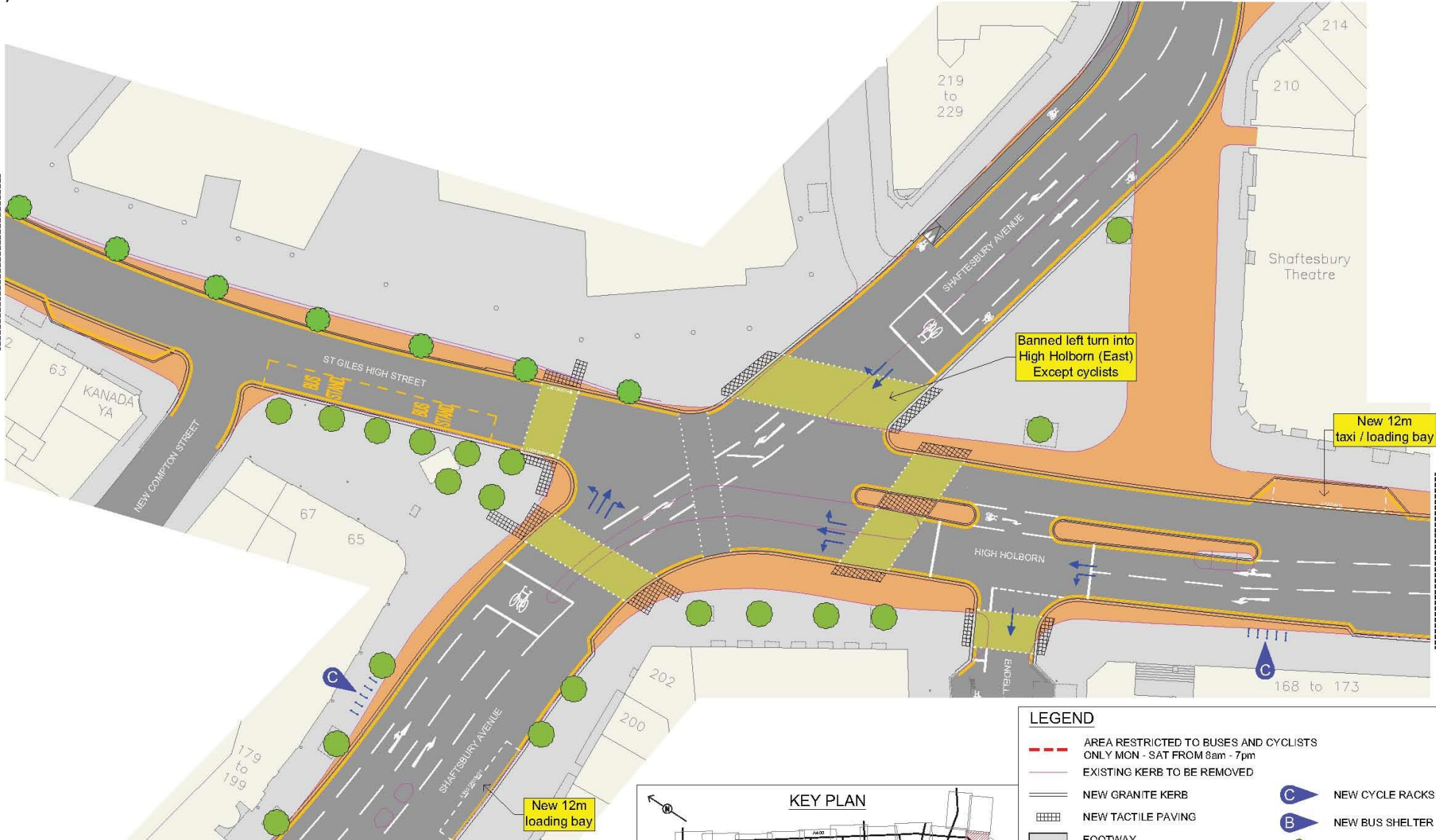
**West End Project (Proposals for Shaftesbury Avenue/High Holborn junction)**

# West End Project Section 13 - Shaftesbury Avenue

Continued on Section 25



Continued on Section 12

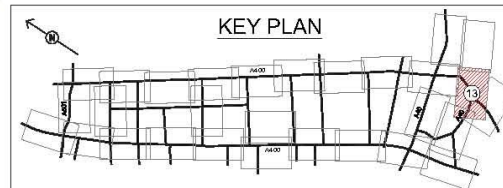


Continued on Section 14

Continued on Section 29

### LEGEND

- AREA RESTRICTED TO BUSES AND CYCLISTS ONLY MON - SAT FROM 8am - 7pm
- EXISTING KERB TO BE REMOVED
- NEW GRANITE KERB
- NEW TACTILE PAVING
- FOOTWAY
- EXISTING CARRIAGEWAY TO BE NEW FOOTWAY
- CARRIAGEWAY
- BUILDINGS
- C NEW CYCLE RACKS
- B NEW BUS SHELTER
- EXISTING TREE TO REMAIN
- NEW TREE
- TRAFFIC MOVEMENTS



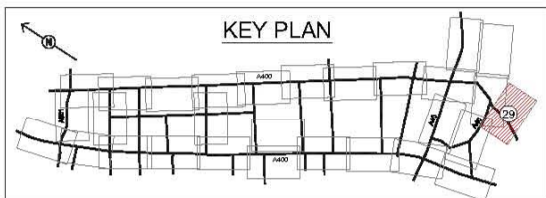
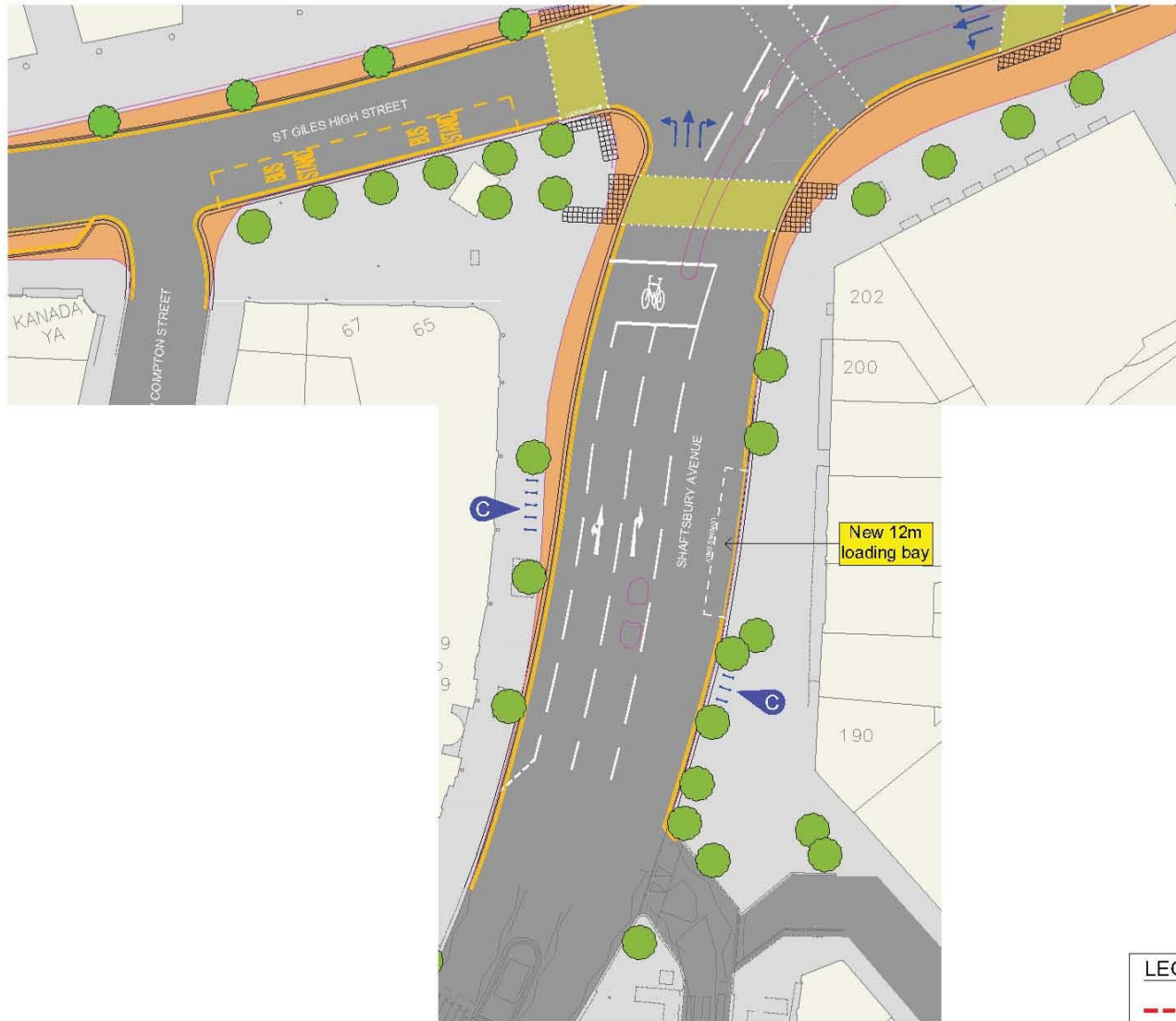
**Figure 4**

**West End Project (Proposals for Shaftesbury Avenue)**

# West End Project Section 29 - Shaftesbury Avenue



Continued on Section 13

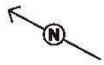


## LEGEND

- AREA RESTRICTED TO BUSES AND CYCLISTS ONLY MON - SAT FROM 8am - 7pm
- EXISTING KERB TO BE REMOVED
- = NEW GRANITE KERB
- NEW TACTILE PAVING
- FOOTWAY
- EXISTING CARRIAGEWAY TO BE NEW FOOTWAY
- CARRIAGEWAY
- BUILDINGS
- C NEW CYCLE RACKS
- B NEW BUS SHELTER
- EXISTING TREE TO REMAIN
- NEW TREE
- TRAFFIC MOVEMENTS

**Figure 5**

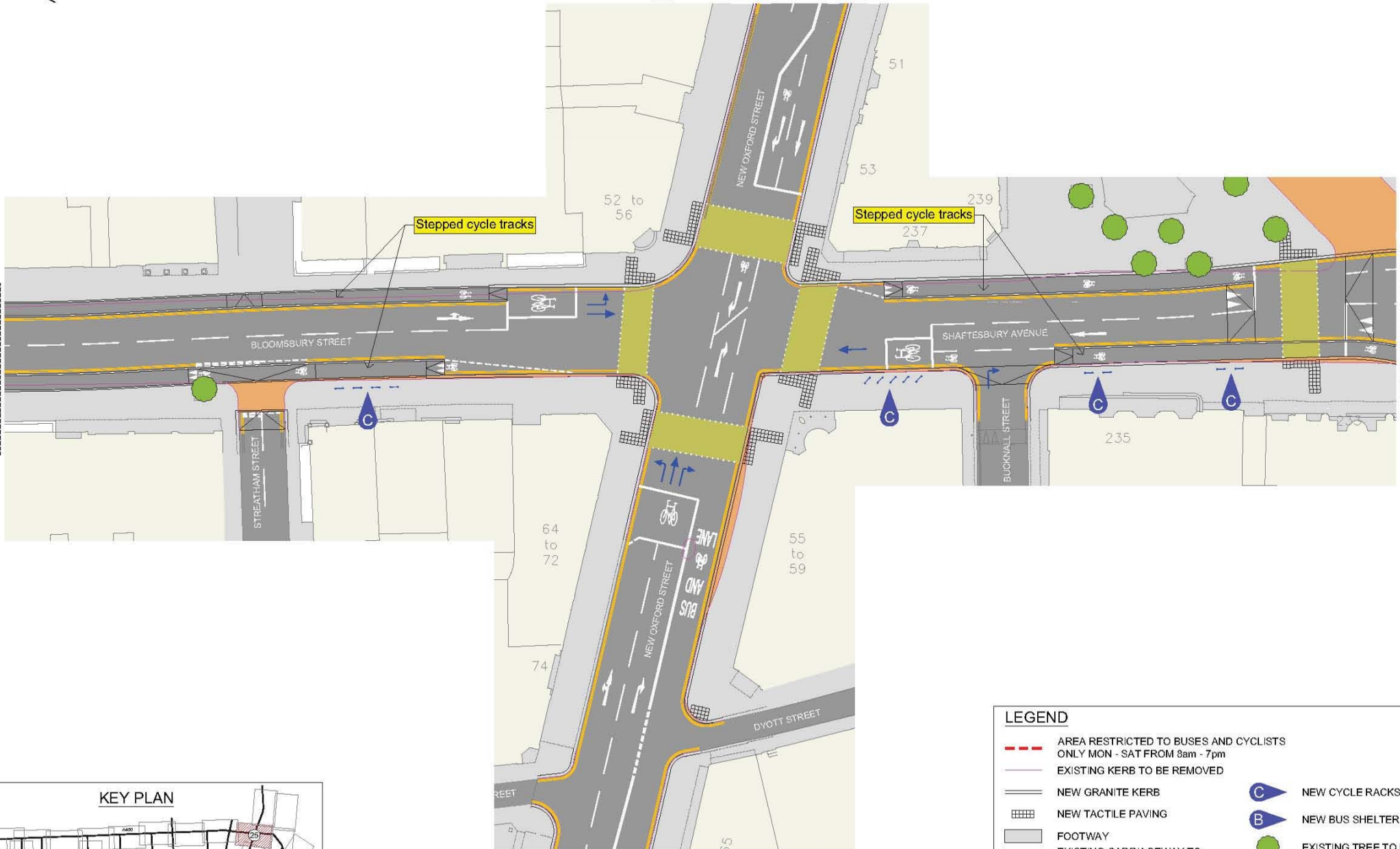
**West End Project (Proposals for New Oxford Street/Bloomsbury Street)**



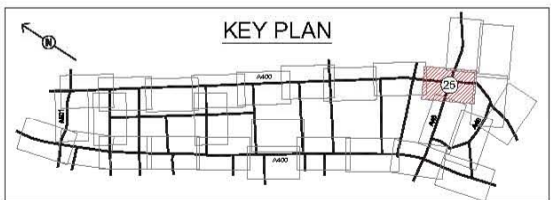
Continued on Section 15

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Continued on Section 13



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LEGEND	
	AREA RESTRICTED TO BUSES AND CYCLISTS ONLY MON - SAT FROM 8am - 7pm
	EXISTING KERB TO BE REMOVED
	NEW GRANITE KERB
	NEW TACTILE PAVING
	FOOTWAY
	EXISTING CARRIAGEWAY TO BE NEW FOOTWAY
	CARRIAGEWAY
	BUILDINGS
	NEW CYCLE RACKS
	NEW BUS SHELTER
	EXISTING TREE TO REMAIN
	NEW TREE
	TRAFFIC MOVEMENTS

CVPI West End Project - Draft WPH1101 WEP - 2019 - WEP - West End Project - 2019

## **APPENDICES**

## **APPENDIX A**

### **Shaftesbury Theatre Travel and Transport Plan**



In devising this Plan the Theatre has sought to engage with the wealth of public transport available in close proximity. Three underground stations and an abundance of bus routes means that most areas of London have ease of access. For those travelling from further afield, the major rail stations are all within easy reach by a short tube or bus journey. As the Elizabeth line comes into use in 2019, even better links to outer London and beyond will be presented; this to be enhanced by further Crossrail development.

**Staff travel**

- There is no parking provision for any member of staff at the Theatre. Staff using private transport will use public parking spaces, pay the Congestion Charge personally and ensure that their vehicle complies with the ULEZ regulation.
- An annual season ticket loan system is in place to encourage all staff to use public transport. The loan is deducted directly from the individual's salary over the course of the year.
- The Theatre actively participates in the "Bike2Work" scheme allowing staff tax efficient purchase of bicycles.
- Secure bike parking is provided for Theatre staff.
- Shower and changing facilities are available for all employees choosing to cycle, run or walk to work.

**Customer travel**

- The majority of the Theatre's audience arrive by public transport. The Theatre's Box Office advises customers on the appropriate methods of public transportation and the Theatre's website is directly linked to the appropriate TFL web pages.
- The Theatre will work closely with the Borough as it develops Princes Circus to make provision for cycle spaces for the general public around the building and in the Circus.
- With the potential of a new cycle highway with dedicated cycle lanes the Theatre will support the development of cycle storage that will bring benefit to businesses and residents in the area.
- Taxis are able to deliver customers to High Holborn, allowing ease of access to the Theatre. This is level access to the Theatre for patrons with disabilities.
- Whilst encouraging the use of public transport the Theatre also makes sure that information about car parking is provided. This is to ensure that any vehicle used to visit the Theatre is parked in an "off street" location.
- There are two coach bays adjacent to the Theatre in High Holborn. The Theatre works with Coach Operators to ensure effective use of coaches, their "drop off" and "pick-up" arrangements and in providing advance information regarding the customer's visit and other facilities available within the vicinity of the Theatre. All coaches will be expected to comply with ULEZ regulation

**Deliveries**

The Theatre has two distinct types of deliveries, its daily operational needs and the occasional production/presentation need.

The former will enter the building during normal daytime hours Monday to Saturday through either the Front of House or the Grape Street entrances.

The latter deliveries are for occasional hires and when a major production turnaround occurs, which is on average once a year. The production/presentation deliveries can be intense over short periods and will be through the Grape Street dock door. They occur between 8.00am and 11.00pm. There are no overnight deliveries except by special arrangement.

The Theatre will seek to:

- minimise deliveries by holding as much stock as possible.
- schedule ordering, wherever possible, to reduce frequency of deliveries.
- encourage all suppliers to use low carbon delivery vehicles and in some instances bicycle delivery services.
- ensure that all delivery vehicles comply with ULEZ regulation. Currently:
  - Euro 3 for motor cycles
  - Euro 4 for petrol cars, vans and minibuses
  - Euro 6 for diesel cars, vans and minibuses
  - Euro VI for lorries, buses and coaches
- schedule deliveries, wherever possible, to use the new adjacent delivery bay with only one delivery occurring at any one time.
- investigate single point delivery services, with Theatre staff collecting items from a local drop off point.

**Daily operation:**

- Waste vehicles attend the Theatre daily to remove different types of waste, bottles, paper, and general.
- Regular supplies of food, drink, merchandise and other sales items are received daily. The Theatre endeavours to minimise such deliveries by ensuring maximum stock holding, the potential of which will be increased through the proposed development.
- Supplies for the needs of the production are delivered to Grape Street. There are a mix of daily deliveries and the more occasional.
- No personal items are allowed to be delivered to the Stage Door for staff and actor's home use. This ruling will only be waived on "Press Nights" for the receipt of gifts.
- Events and presentations in the new Stalls bar will be serviced through the Front of House areas with any equipment being delivered through the main entrance on Bloomsbury Street and immediately taken to the bar area. The delivery vehicle will use the new High Holborn loading bay.

**Production/presentation deliveries:**

Scenery, properties, costumes and technical equipment can be bulky. The Theatre has limited equipment and so most has to be brought in for each production. Once a production has “opened,” the Theatre will, from time to time, present occasional “one off” events. The demands of these range from a small van delivery to 13m articulated vehicles.

The Theatre will manage such deliveries to:

- occupy the loading bay for the shortest period possible.
- minimise multiple deliveries.
- schedule and marshal intense delivery periods.
- take all items directly into the Theatre, minimising any periods of “laying off” pending access to the building.

The proposed changes to the Theatre will increase its use with it being open to the public throughout the day. Mindful of the impact of this increase in activity, the Theatre has addressed the scale of deliveries and its ability to handle them more efficiently. There will be a proportional reduction their number but an increase in volume. However, the handling and waiting time will be reduced due to better location of the storage facilities and an investment in mechanical handling.