



EUSTON TOWER

Car Parking Design Management Plan

December 2023



EUSTON TOWER, REGENT'S PLACE

CAR PARKING DESIGN AND MANAGEMENT PLAN

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Velocity Transport Planning Ltd

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1 INTRODUCTION

1.1 APPOINTMENT

1.1.1 Velocity Transport Planning has been commissioned by British Land Property Management Limited (Thereafter British Land, or the 'Applicant') to prepare a Car Parking Design and Management Plan (CPDMP) in relation to the proposed development at Euston Tower, which forms part of Regent's Place, situated within the London Borough of Camden (LBC).

1.2 SITE LOCATION

1.2.1 Euston Tower is situated within the London Borough of Camden ('LBC'), and the ward of Regent's Park. The Site is bounded by Euston Road (south), Hampstead Road (east), Brock Street (north) and Regent's Place (west). The Site covers an area of 8,079sqm, comprised of a single, ground plus an existing 36-storey tower. The tower has been largely vacant for several years, predominantly comprising office uses on the upper floors, however there are still retail uses currently in operation at ground floor level. The Site does not fall within a conservation area; however, Fitzroy Square CA and Bloomsbury CA are both located in close proximity (south). There are no elements of the Site that are statutory or locally listed. A Certificate of Immunity from listing has been submitted and at the time of submission is still pending in respect of the existing tower. There are several buildings located within a close radius of the Site that are Grade I, Grade II and Grade II* listed.

1.2.2 The Site has a PTAL rating of 6b indicating 'excellent' transport connectivity. The Site is mainly served by Warren Street Underground Station (south), Euston Square Underground Station (east) and Great Portland Street Underground Station (west). There are also several bus routes that serve the site along Euston Road (south) and Hampstead Road (east).

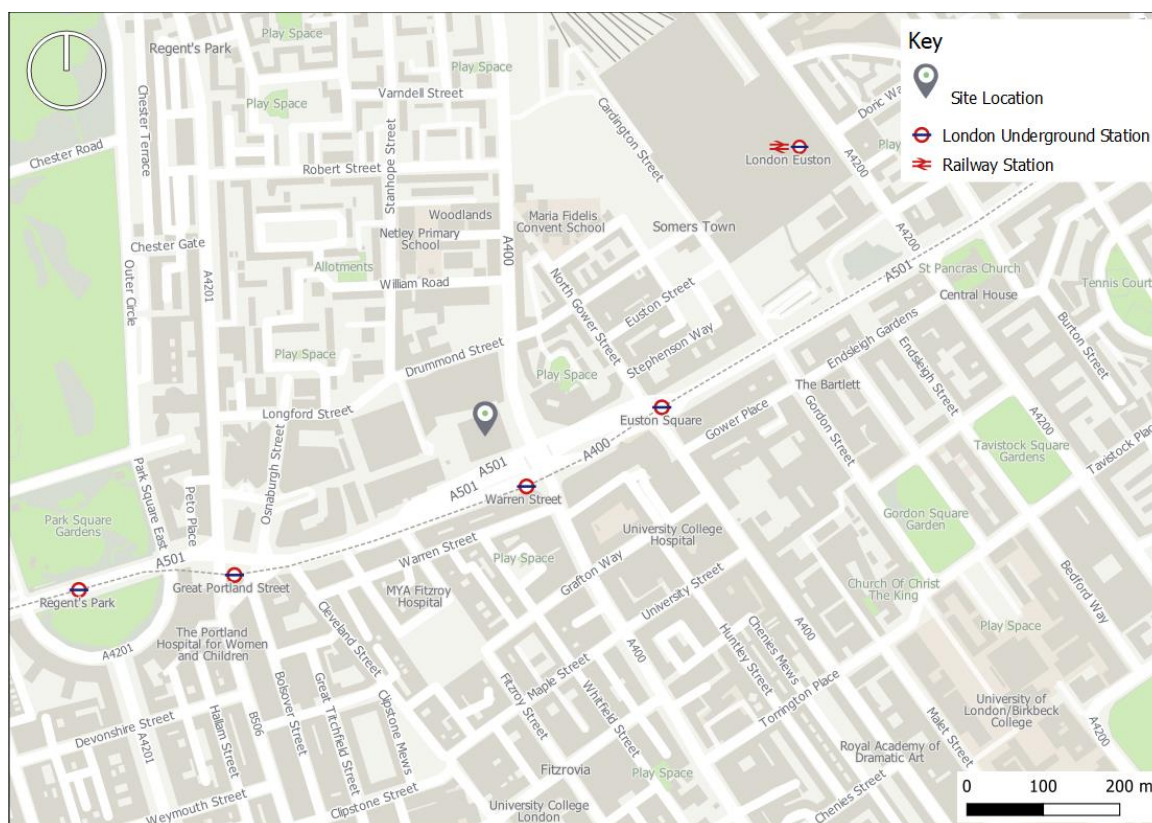
1.2.3 The land surrounding the Site consists of a range of uses. The Site is designated within the Knowledge Quarter Innovation District ('KQID'), home to world-class clusters of scientific and knowledge-based institutions and companies specialising in life-sciences, data and technology and creative industries. The neighbouring Regent's Place comprises commercial, office and cultural land uses, as well as pedestrianised streets and public realm incorporated into the space. The closest residential properties are located along Drummond Street (north) and Hampstead Road (east).

1.2.4 On a London-wide scale, Regent's Place sits within Central London located in the Borough of Camden approximately 1.5km to the west of Kings Cross and 0.5km to the east of Regent's Park.



1.2.5 **Figure 1-1** shows the location of the site and its surrounding network within circa 800m.

Figure 1-1: Site location and local context



1.2.6 Euston Tower is situated at the southwestern corner of the Regent's Place estate and is bounded by Brock Street to the north and Regent's Place Plaza to the west which are both pedestrianised. To the east is Hampstead Road and to the south the A501 Euston Road.

1.3 PROPOSED DEVELOPMENT

1.3.1 Full Planning Permission is sought for the following:

Redevelopment of Euston Tower, including the partial retention (retention of existing core, foundations and basement), disassembly, reuse and extension of the existing building, to provide a 32-storey building for use as offices and research and development floorspace (Class E(g)) and office, retail, café and restaurant space (Class E) and learning and community space (Class F) at ground, first and second floors, and associated external terraces. Provision of public realm enhancements, including new landscaping, and provision of new publicly accessible steps and ramp. Provision of short and long stay cycle storage, servicing, refuse storage, plant and other ancillary and associated works.

1.3.2 This is referred to throughout as the "Proposed Development".

1.3.3 The Proposed Development's new land uses and areas are summarised in **Table 1-1**.

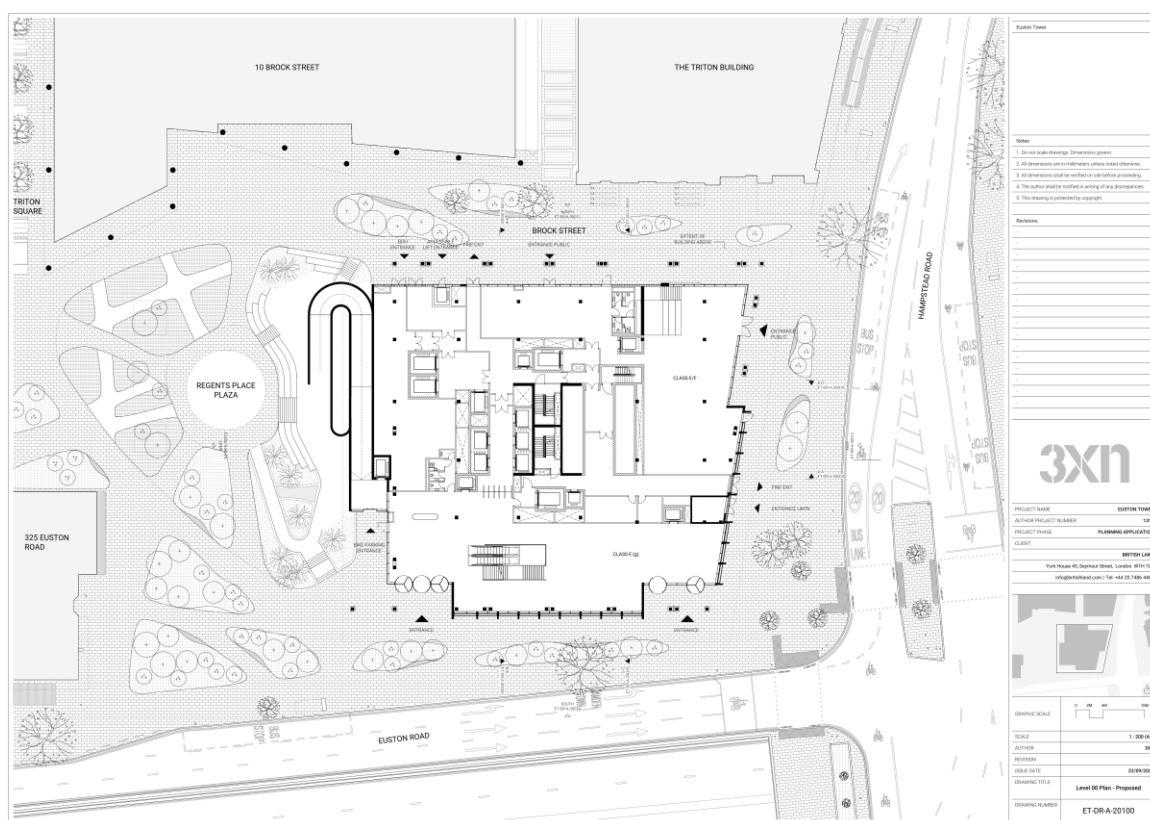


Table 1-1: Proposed Development Accommodation Schedule

LAND USE	FLOOR LEVEL	NIA (SQM)	GIA (SQM)	GEA (SQM)
Office (Class E(g))	Level 12 – Level 31	31,575	52,160	56,250
Life Science (Class E(g))	Level 03 - Level 11	16,487	22,631	24,380
Commercial, Business & Service Use (Class E (flexible retail))	Ground – Level 01	717	748	775
Learning (Class F1)	Ground – Level 02	1,960	2,003	2,137
Total		50,739	77,542	83,541

1.3.4 The ground floor plan is illustrated in **Figure 1-2**. The Proposed Development maximises active frontage with public access on Hampstead Road and office and lab space access from Euston Road. Significant improvements to the public realm are proposed to provide a high-quality environment for the Proposed Development.

Figure 1-2: Proposed Development - Ground Floor Plan



1.4 OVERVIEW

1.4.1 This CPDMP has been prepared in accordance with London Plan 2021 Policy T6(J) which states:

“A Parking Design and Management Plan should be submitted alongside all applications which include car parking provision, indicating how the car parking will be designed and managed, with reference to Transport for London guidance on parking management and parking design.”

1.4.2 This CPDMP has been prepared with regards to Camden Local Plan (2017) Policy T2 and Camden Planning Guidance (2021) Sections 5 to 7 and should be read in conjunction with the Transport Assessment (TA), also submitted as part of the planning application.

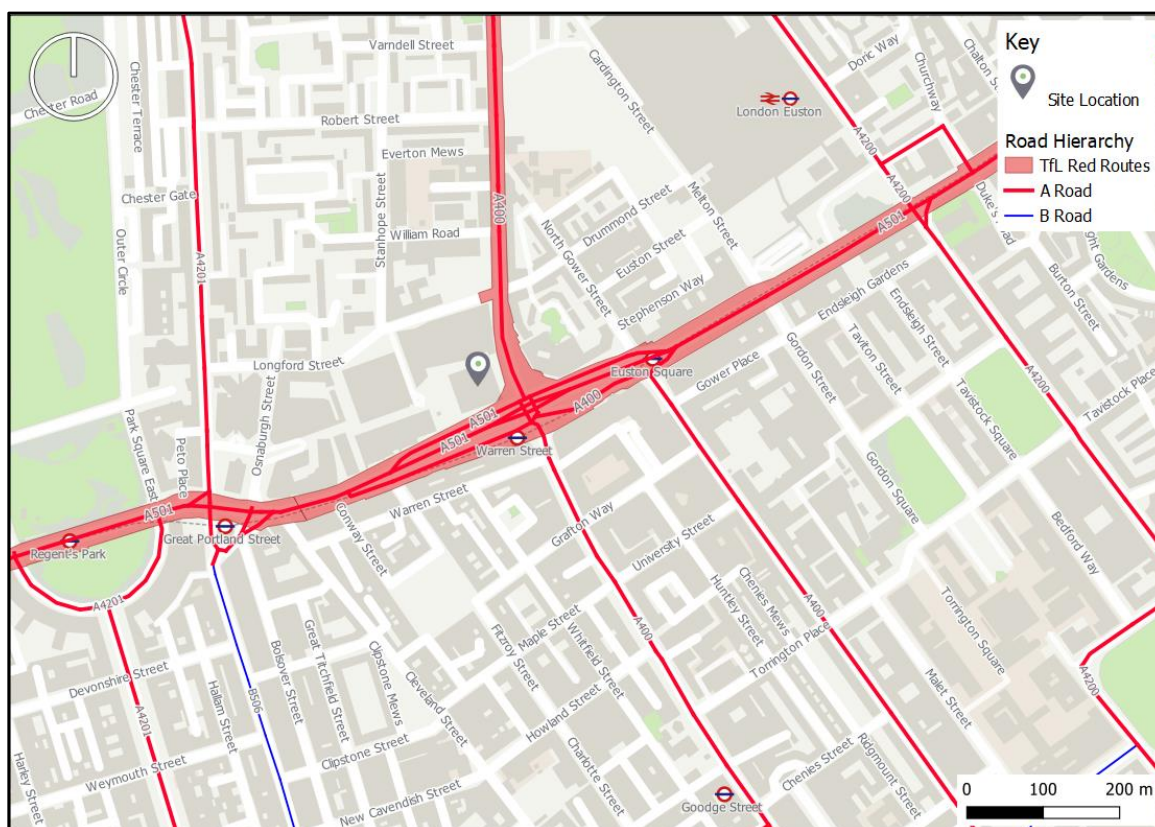


2 CAR PARKING PROVISION AND ACCESS

2.1 STRATEGIC HIGHWAY NETWORK

- 2.1.1 The site is located to the northwest of the junction between Euston Road (A501) and Hampstead Road, as shown in **Figure 2-1**.

Figure 2-1: Local Road Network



2.2 LOCAL HIGHWAY NETWORK

- 2.2.1 Euston Tower is bounded by the pedestrianised Brock Street to the north and Regent's Place Plaza to the west. To the east, the building is bounded by Hampstead Road and to the south is A501 Euston Road, both of which form part of the Transport for London Road Network (TLRN).
- 2.2.2 Longford Street and Drummond Street provide access to the separate service vehicle ramp and the separate car and cycle ramp. The existing car and cycle ramp provides access the Regent's Place basement car parking.
- 2.2.3 Longford Street converges with Drummond Street to the east and intersects with Hampstead Road north-east of the site. Hampstead Road is a section of the A400 that runs from Charring Cross to Archway in north London.
- 2.2.4 A501 Euston Road and Hampstead Road form a signalised junction at the eastern boundary of the site. Both are distributor roads that carry relatively high volumes of traffic.



EUSTON ROAD (A501)

- 2.2.5 Euston Road is a 20mph dual carriageway road located south of the site that forms part of the London Red Route and the London Inner Ring Road. It runs in a generally east-west direction, from Marylebone in the west to King's Cross in the east.
- 2.2.6 In the vicinity of the site, it also forms the northern boundary of the London Congestion Charge (LCC) zone, but the road itself is not part of it.
- 2.2.7 Footpaths provided on either side of Euston Road are wide, and signalised pedestrian crossings are provided at its junction with Hampstead Road, allowing for easy and safe pedestrian movement. Adjacent to the southern boundary of the site, Euston Road also features a bus stop.

HAMPSTEAD ROAD (A501)

- 2.2.8 Hampstead Road is a 20-mph two-way single-carriageway located east of the site that forms part of the London Red Route. It runs in a north-south direction, connecting Tottenham Court Road south of the site to Camden High Street in the north.
- 2.2.9 Hampstead Road features a dedicated cycle route and advanced stop lines, allowing cyclists to be segregated from general traffic at junctions. In addition, wide footways are provided on either side of the carriageway, as well as numerous signalised pedestrian crossings provided at regular intervals along the road.
- 2.2.10 The road features numerous mixed-use residential and commercial buildings fronting onto the carriageway.

DRUMMOND STREET

- 2.2.11 Drummond Street is a 20mph two-way single-carriageway road located north of the site that runs in an east-west direction connecting to Hampstead Road at its eastern end and Longford Street at its Western End.
- 2.2.12 The road features no parking restrictions aside from single white lines along the northern side of the carriageway. The southern side of the carriageway features inset parking bays, allowing vehicles to park on either side of the road without obstructing traffic.
- 2.2.13 Well-maintained footpaths are provided on either side of the carriageway; however, pedestrian crossing locations are few and far between.

LONGFORD STREET

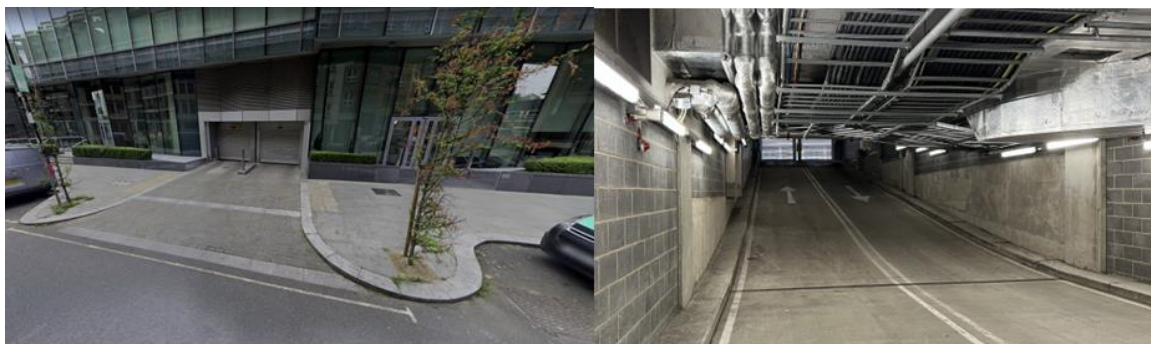
- 2.2.14 Longford Street is located northwest of the site and is a 20mph two-way single-carriageway road running in an east-west direction. It connects to Albany Street at its western end and Drummond Street at its eastern end.
- 2.2.15 The northern side of the carriageway features single yellow line parking restrictions, whilst the southern side of the carriageway features on-street parking bays. The road is fronted by a mixture of residential and commercial properties and provides a zebra crossing at its junction with Laxton Place and an uncontrolled crossing at its junction with Albany Street to assist pedestrian movement in the area.



2.3 VEHICLE ACCESS

- 2.3.1 There are two existing vehicle access points to the Regent's Place basement area located on Longford Street and Drummond Street to the north of the site.
- 2.3.2 The Longford Street access is for delivery and servicing vehicles to the basement, and the Drummond Street entrance provides ramped access to the basement car and cycle parking, as shown in **Figure 2-2**.

Figure 2-2: Drummond Street Car and Cycle Access and Ramp



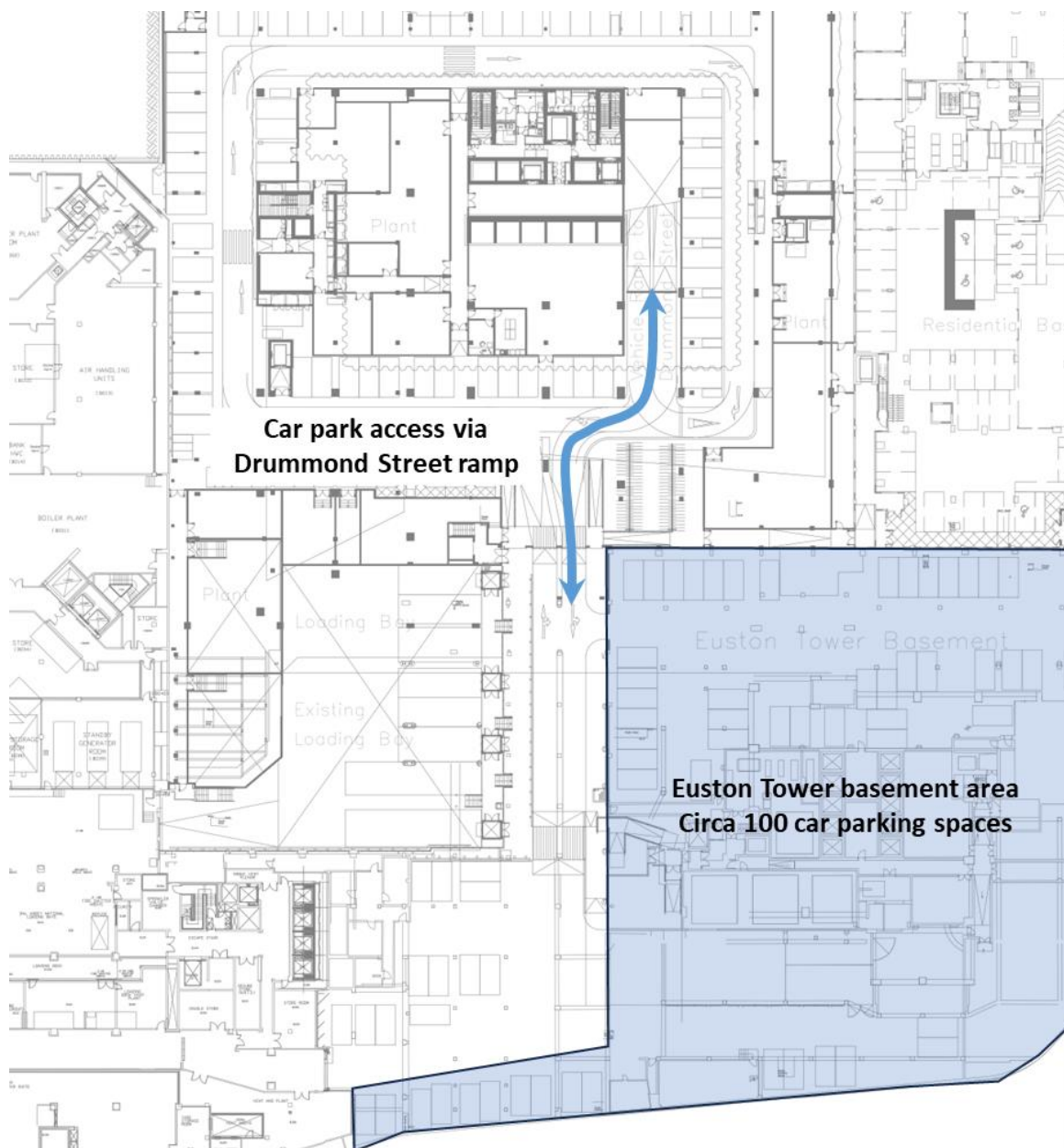
2.4 CAR PARKING

EXISTING

ON-SITE

- 2.4.1 A total of c.102 car parking spaces are provided within the Euston Tower basement, accessed from the Drummond Street car park ramp as shown in **Figure 2-3**. The car parking spaces were previously allocated to the Euston Tower office occupant and two are currently provided for Amazon Fresh on a temporary basis.
- 2.4.2 The basement route also provides access to twelve car parking spaces which are leased by Santander and outside of the planning redline and Euston Tower basement demise.

Figure 2-3: Existing Euston Tower Car Parking and Access



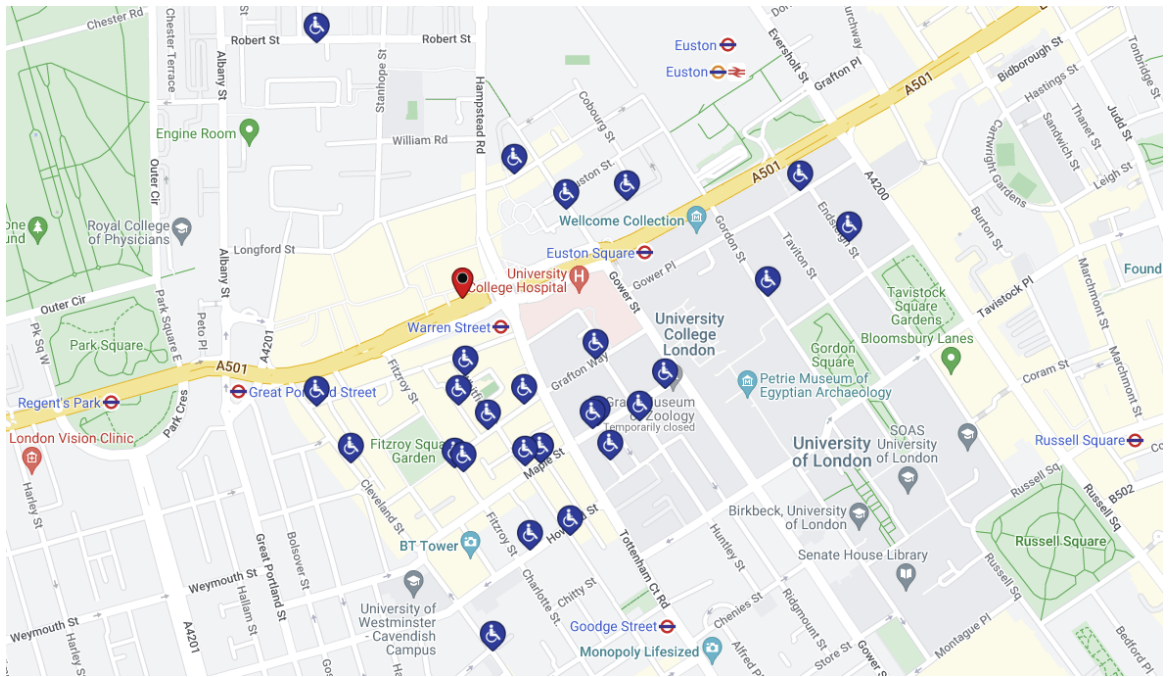
PARKING RESTRICTIONS

- 2.4.3 The Proposed Development is located within the Controlled Parking Zone (CPZ) CA-G, where parking is controlled Monday to Friday between 08:30 and 18:30. Within the CPZ, on-street car and motorcycle parking are permitted in a number of local streets, including Drummond Street, Stanhope Street, Laxton Place, Longford Street and Osnaurgh Street.

BLUE BADGE PARKING

- 2.4.4 Blue badge parking spaces are provided within the basement car park, which serve Regents Place, but there are no dedicated blue badge spaces allocated to Euston Tower.
- 2.4.5 The nearest on-street blue badge bay parking bays are shown in **Figure 2-4**.

Figure 2-4: Existing On-Street Blue Badge Parking Bays



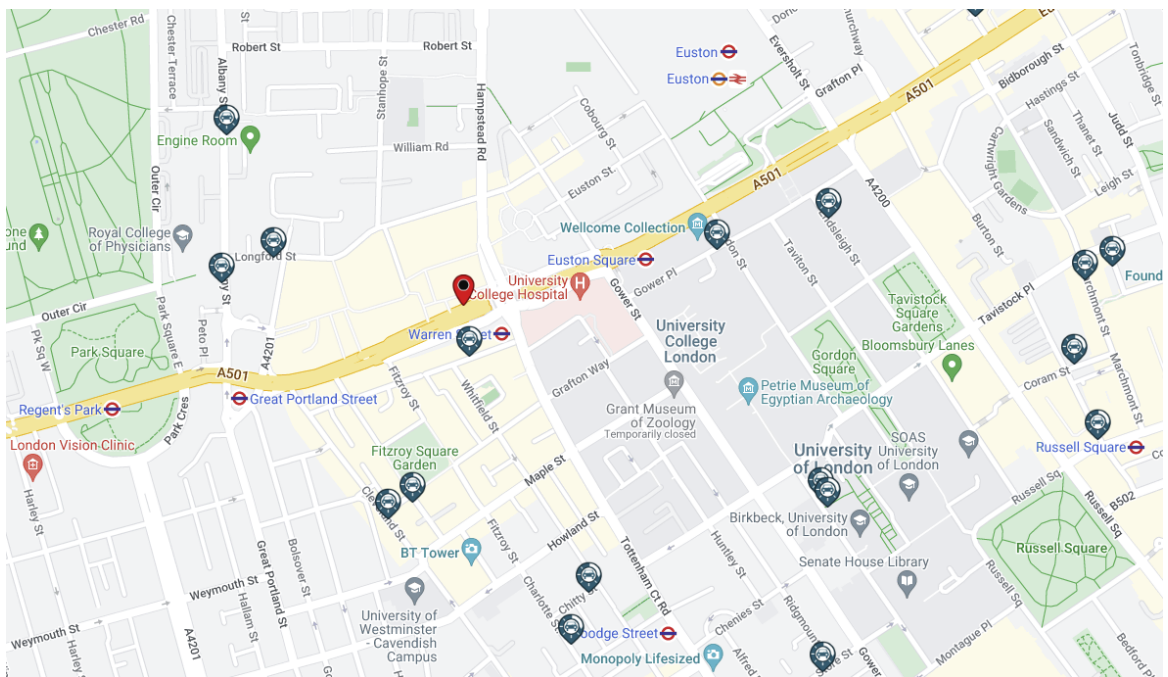
<https://maps.camden.gov.uk/parking.aspx?area=NW1%203DP&type=All>

CAR CLUB

2.4.6

The closest car club bays are provided on Longford Street to the east of its junction with Osnaurgh Street and a car club space is provided on Warren Street to the south of the Site. The nearest car club bays are shown in **Figure 2-5**.

Figure 2-5: Existing Car Club Parking Bays



<https://maps.camden.gov.uk/parking.aspx?area=NW1%203DP&type=All>

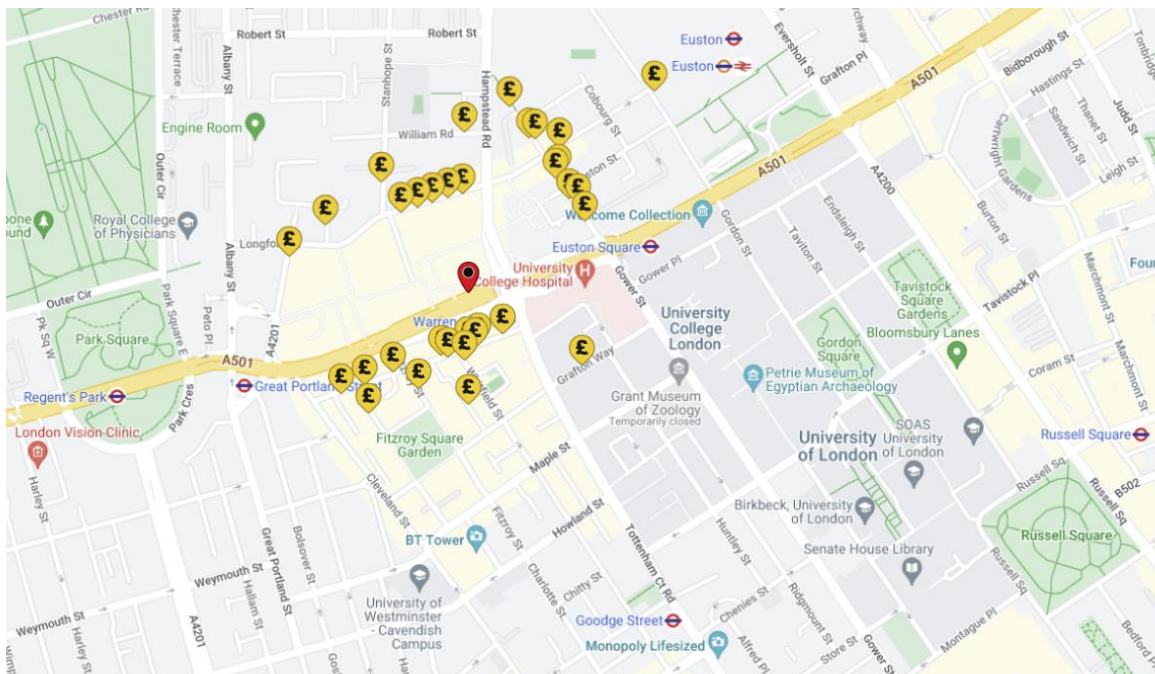


PAID PARKING

2.4.7

As shown in **Figure 2-6** the nearest pay-by phone/pay and display bays are located on Warren Street to the south and Drummond Street to the north. Pay-by-phone parking spaces operate Monday to Friday 08:30-18:30.

Figure 2-6: Existing Paid Parking Bays



<https://maps.camden.gov.uk/parking.aspx?area=NW1%203DP&type=All>

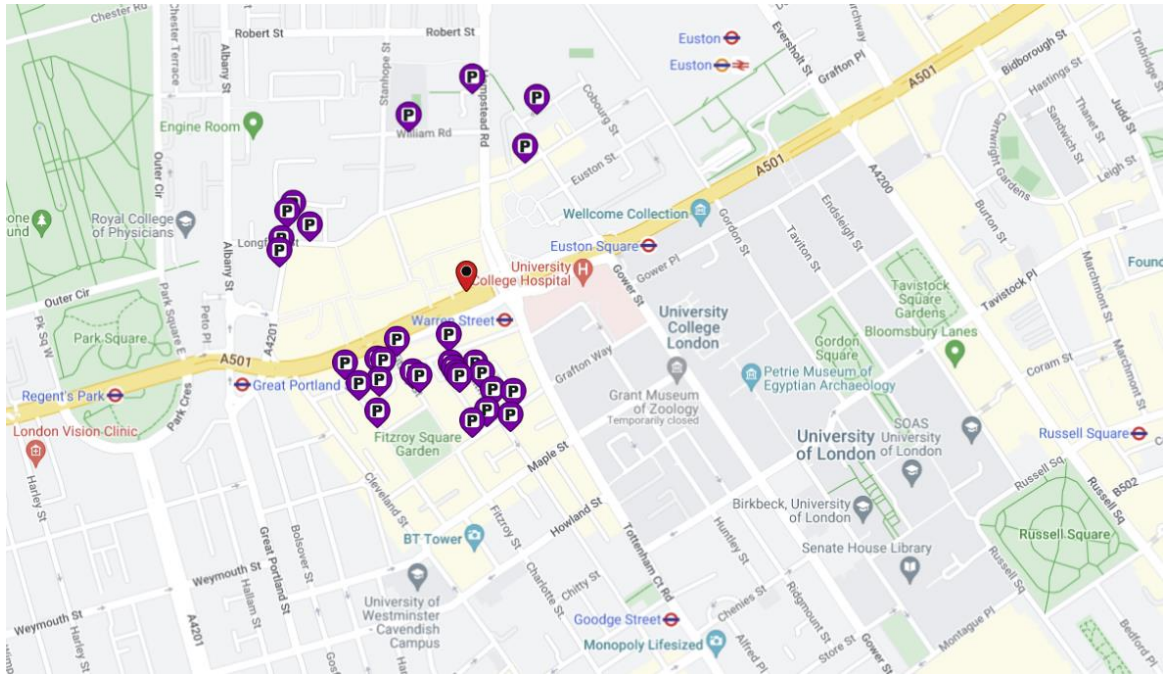
PERMIT HOLDER PARKING

2.4.8

As shown in **Figure 2-7**, The majority of permit holder parking is located to the northwest on Longford Street or to the south of Euston Road on Grafton Mews and Whitfield Street.



Figure 2-7: Permit Holder Parking



<https://maps.camden.gov.uk/parking.aspx?area=NW1%203DP&type=All>

OFF STREET PUBLIC CAR PARKS

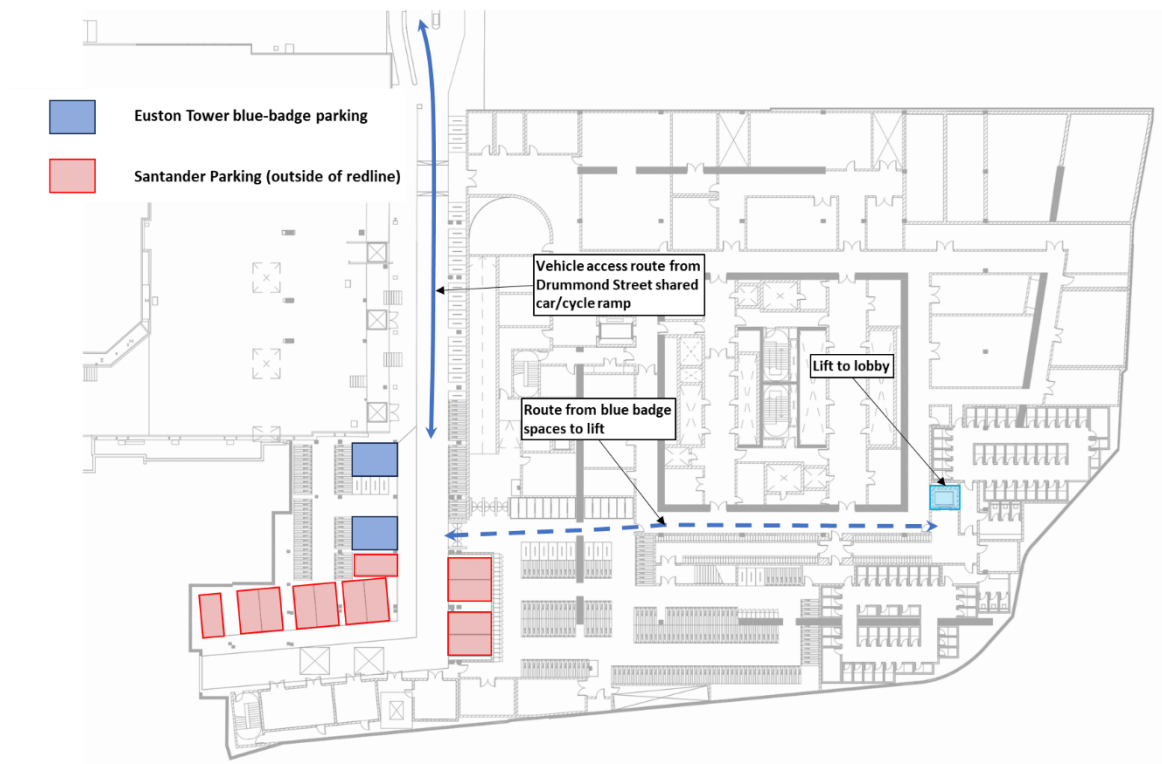
2.4.9 The nearest off-street publicly available car parking is located to the north of the site accessed from Laxton Place. The car park is open Monday to Friday 07:00-20:00 and closed at weekends.



PROPOSED CAR PARKING

- 2.4.10 The proposed scheme is to be car-free, in accordance with London Plan and Camden Local Plan policy requirements.
- 2.4.11 As set out in Policy T6.5 in the London Plan, accessible parking spaces are proposed within the Euston Tower basement demise and located as close as possible to the accessible access to lobby level, as shown in **Figure 2-8**.
- 2.4.12 The basement route also provides access to twelve car parking spaces which are leased by Santander. These car parking spaces and access to them are to be retained but are outside of the planning redline and Euston Tower basement demise
- 2.4.13 In accordance with the Camden Planning Guidance: Transport (2021), all accessible car parking spaces will be sized at 2.4m x 4.8m, with a 1.2m clear zone.
- 2.4.14 The spaces will be permanently designated for blue badge users within the Proposed Development.

Figure 2-8: Proposed Blue Badge Parking



3 CAR PARK MANAGEMENT AND CONTROL

3.1 ACCESS CONTROL

- 3.1.1 The existing car park access from Drummond Street is used to access the Euston Tower blue badge spaces within the basement. The existing access control will be retained, and it is expected that authorised users will be pre-booked and validated on arrival at the intercom.

3.2 BLUE BADGE PARKING

- 3.2.1 All the wheelchair-accessible car parking will be available from the outset following the completion and opening of the Proposed Development. It is anticipated that the provision will be sufficient to meet demand and are compliant with Policy T6.5 of the London Plan as shown below:

- ⦿ The accessible parking bays will be located as close as possible to the building entrance;
- ⦿ They will be designated and marked as accessible persons parking bays from the outset;
- ⦿ They will be designed in accordance with guidance.

3.3 ENFORCEMENT AND MANAGEMENT

- 3.3.1 The Regent's Place Management team will ensure that the parking facilities provided on site are being appropriately used and are in accordance with the CPDMP. The team will also be responsible for monitoring the parking on a regular basis.

3.4 MONITORING AND REVIEW

- 3.4.1 This document has provided details of the proposed car parking strategy and management. This will remain a 'live' document which will evolve in time, and certain elements will be subject to ongoing monitoring and review by the Developer and Camden Council.

