

# EUSTON TOWER

Frameworks Travel Plan Addendum

December 2024



# EUSTON TOWER, REGENT'S PLACE

## OUTLINE TRAVEL PLAN ADDENDUM

PROJECT NO. 22/181 DOC NO. D008

DATE: DECEMBER 2024

VERSION: 1.0

CLIENT: BRITISH LAND PROPERTY MANAGEMENT LIMITED

Velocity Transport Planning Ltd

[www.velocity-tp.com](http://www.velocity-tp.com)



**VELOCITY**  
Transport Planning

# DOCUMENT CONTROL SHEET

## Document Reference

Project Title	Euston Tower, Regent's Place
Document Title	Outline Travel Plan Addendum
Project Number	22/181
Document Number	D008
Revision No.	1.0
Document Date	DECEMBER 2024

## Document Review

	Name	Date completed
Prepared By	MP	December 2024
Reviewed By		
Authorised By	TM	

## Notes

The document reference number, revision number and date are given on the footer of each page
© Velocity Transport Planning Ltd
Extracts may be reproduced provided that the source is acknowledged



## TABLE OF CONTENTS

1	INTRODUCTION .....	1
2	PLANNING POLICY .....	6
3	BASELINE CONDITIONS .....	7
4	FORECAST MODE SHARE .....	8
5	OBJECTIVES AND TARGETS .....	9
6	PACKAGE OF MEASURES .....	10
7	TRAVEL PLAN MANAGEMENT .....	16
8	MONITORING AND REVIEW .....	17
9	ACTION PLAN .....	18

## FIGURES

FIGURE 1-1: SITE LOCATION AND LOCAL CONTEXT .....	2
FIGURE 1-2: PROPOSED DEVELOPMENT - GROUND FLOOR PLAN .....	4
FIGURE 6-1: CYCLING OBJECTIVES .....	10
FIGURE 6-2: CGI IMAGE OF THE PROPOSED GROUND LEVEL CYCLE ACCESS .....	11
FIGURE 6-3: GROUND LEVEL CYCLE ACCESS .....	12
FIGURE 6-4: PROPOSED CYCLE PARKING LAYOUT – BASEMENT .....	13
FIGURE 6-5: PROPOSED SHORT-STAY CYCLE PARKING .....	15

## TABLES

TABLE 1-1: PROPOSED DEVELOPMENT ACCOMMODATION SCHEDULE .....	3
TABLE 6-1: PROPOSED LONG STAY CYCLE PARKING PROVISION .....	12
TABLE 6-2: PROPOSED SHORT-STAY CYCLE PARKING PROVISION .....	14



# 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 this Outline Travel Plan (TP) Addendum in relation to the proposed redevelopment at Euston Tower, which forms part of Regent’s Place, situated within the London Borough of Camden (LBC).
- 1.1.2 This Outline Travel Plan Addendum summarises the revisions made to the pending strategic application for Full Planning Permission (ref. 23/5240/P), submitted in December 2023 for the Proposed Development at Euston Tower (286 Euston Road, London).
- 1.1.3 The Applicant has undertaken extensive consultation during both the pre-application and determination stages of the Proposed Development and has sought to respond positively to the responses received. The scheme has been revised in response to feedback from Officers, local stakeholders and residents, the Regents Park Conservation Area Advisory Committee and statutory consultees, including Historic England and The Greater London Authority.
- 1.1.4 This Addendum has been prepared detailing the revisions to the pending scheme (the “Proposed Development”). For the avoidance of doubt, the Outline Travel Plan which accompanied the December 2023 Submission is considered as read and this Addendum deals only with the 2024 Revisions and any updates to assessments as a result of these revisions. This Addendum also clarifies and provides further details responding to consultation responses received since the original submission in December 2023. Save where varied or supplemented in this Addendum, the content of the Outline Travel Plan remains valid and up to date.
- 1.1.5 This Travel Plan should be read in conjunction with the Transport Assessment (TA) Addendum, also submitted as part of the planning application.
- 1.1.6 This Travel Plan is required as part of the planning application and the full Travel Plan will be secured as a planning condition or obligation via a section 106 agreement.

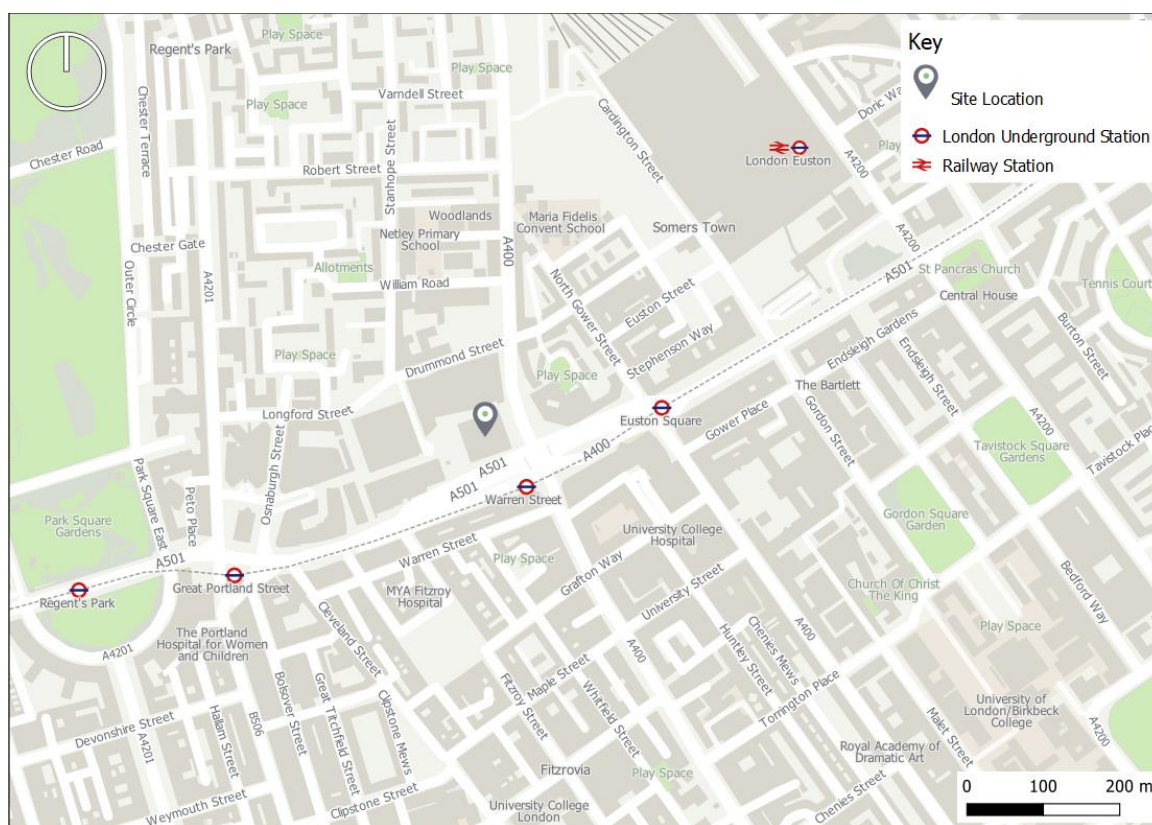
## 1.2 SITE LOCATION

- 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. 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, Regents 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 Regents 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 The description for the Proposed Development, considering the 2024 Revisions, has been updated to the following:

*“Redevelopment of Euston Tower comprising retention of parts of the existing building (including central core, basement and foundations) and erection of a new building incorporating these retained elements, to provide a 32-storey mixed-use building providing offices and research and development floorspace (Class E(g)) and office, retail, café and restaurant space (Class E) and enterprise space (Class E/F) at ground and first floors, and associated external terraces; public realm enhancements, including new landscaping and provision of new publicly accessible steps and ramp; short and long stay cycle storage; servicing; refuse storage; plant and other ancillary and associated work.”*

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**.

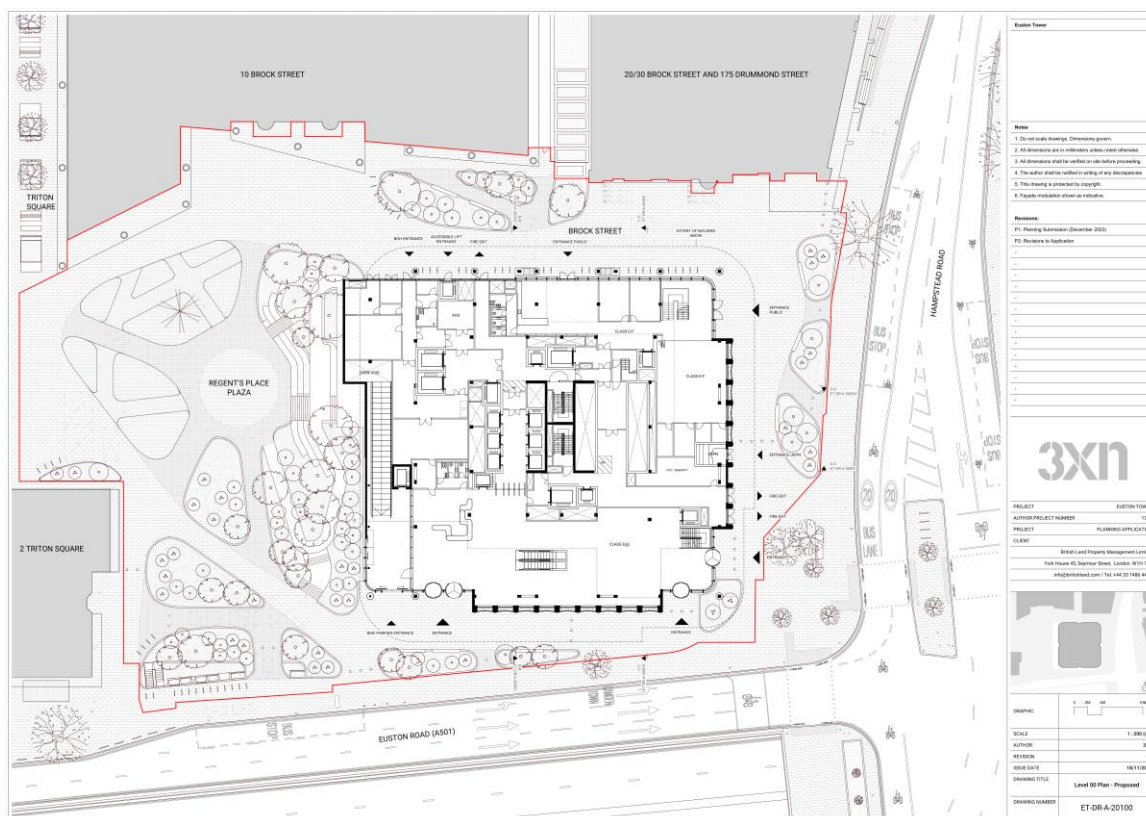
**Table 1-1: Proposed Development Accommodation Schedule**

LAND USE	NIA (SQM)	GIA (SQM)	GEA (SQM)
Office (Class E(g))	34,457	52,713	57,769
Life Science (Class E(g))	16,476	24,510	26,765
Retail (Class E)	514	997	1,058
Enterprise Space (Class F1)	746	1,605	1,691
<b>Total</b>	<b>52,193</b>	<b>79,825</b>	<b>87,283</b>

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 enterprise spaces 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 Travel Plans assist with managing the travel demands and impacts of new developments. Transport for London (TfL) defines a Travel Plan as *"a long-term management strategy which encourages sustainable travel for new and existing developments. It sets out transport impacts, establishes targets and identifies a package of measures to encourage sustainable travel."*
- 1.4.2 A Travel Plan should establish a structured strategy with clear objectives and targets, supported by suitable policies and quality measures for implementation. Whilst the location of a development, its physical design, and proximity to facilities create the conditions to make sustainable travel a preferred choice, communicating these opportunities to occupiers is critical to the success of the Travel Plan.
- 1.4.3 This Travel Plan sets out a series of objectives, targets and measures, and is intended to establish the overarching mechanisms to manage the Travel Plan and monitor its effectiveness for influencing travel choices in accordance with the agreed targets.
- 1.4.4 The implementation of pre-occupation measures included within the Travel Plan will be the responsibility of the developer and/or the specific end occupiers.
- 1.4.5 A Travel Plan Co-ordinator (TPC) will be appointed prior to occupation to implement the Travel Plan. The TPC will be responsible for co-ordinating the operation and management the Travel Plan and will be responsible for the Travel Plan on a day-to-day basis. The TPC will report periodically to the LBC Travel Plan officers.





1.4.6 This Travel Plan has been prepared in accordance with the Camden Planning Guidance (2021) and Transport for London's (TfL's) latest Travel Plan guidance, and it will form the basis of the pre-occupation Travel Plan to be prepared by the future tenants prior to taking up occupation of the Proposed Development. This Travel Plan will focus on the initial travel planning targets and measures for the future staff working on site.

1.4.7 It is proposed that within a year of first occupation, a baseline travel survey will be undertaken to confirm the baseline mode shares and update the mode share targets if required. A full Travel Plan will be developed to include the updated baseline mode shares and targets. Subsequent travel surveys will take place at Year Three and Year Five of occupation, to monitor the travel activity associated with the site.

## 1.5 DOCUMENT STRUCTURE

1.5.1 The remainder of this TP is structured as follows:

- ⦿ **Section 2** – reviews relevant transport planning policy;
- ⦿ **Section 3** – provides details of the baseline conditions and site accessibility;
- ⦿ **Section 4** – summarises the Travel Plan Strategy;
- ⦿ **Section 5** – provides the objectives and targets of the Travel Plan;
- ⦿ **Section 6** – summarises the measures that are proposed to be introduced as part of the Travel Plan;
- ⦿ **Section 7** – summaries how the Travel Plan will be managed;
- ⦿ **Section 8** – sets out the monitoring and review strategy for the Travel Plan; and
- ⦿ **Section 9** – provides the Action Plan.



## 2 PLANNING POLICY

2.1.1 There have been no significant changes to policy, legislation or guidance since the 2023 TP and TA was prepared which have a material effect on the approach to or findings of the assessment.

2.1.2 This relevant transport policy to this application includes the following:

- ⦿ National Planning Policy Framework (2023) (NPPF);
- ⦿ Travel Plan Good Practice Guidance (2009);
- ⦿ The London Plan (2021);
- ⦿ The Mayor's Transport Strategy (2018)
- ⦿ Camden Local Plan (2017);
- ⦿ Camden Transport Strategy (2019); and
- ⦿ Camden Planning Guidance (2021).



## 3 BASELINE CONDITIONS

- 3.1.1 There have been no significant changes to the baseline conditions and those set out in the 2023 Travel Plan remain valid.



## 4 FORECAST MODE SHARE

- 4.1.1 The forecast mode share set out in the 2023 TA and TP has not changed within this revised application and remains valid.



## 5 OBJECTIVES AND TARGETS

- 5.1.1 There have been no changes to the Objectives and Targets set out in the 2023 Travel Plan and these remain valid.





## 6 PACKAGE OF MEASURES

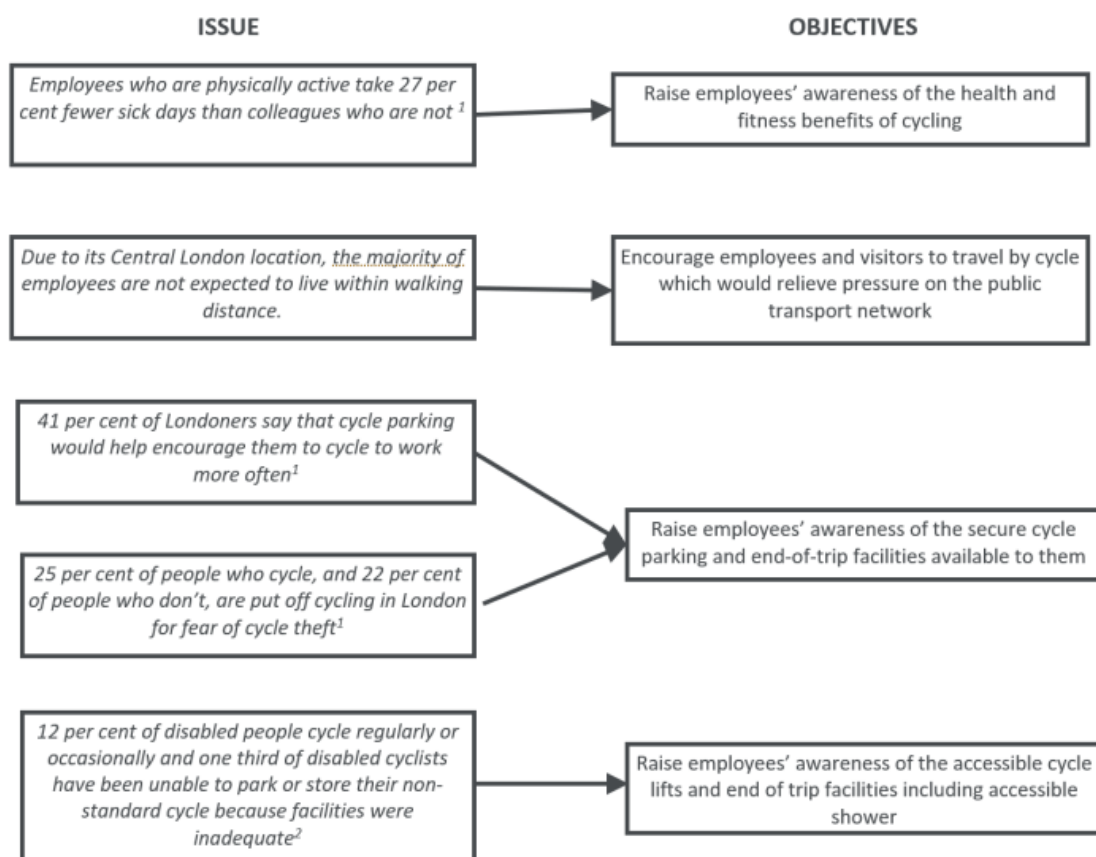
### 6.1 INTRODUCTION

6.1.1 This section outlines the measures which will be implemented on-site to achieve the objectives. These measures form the core of the Travel Plan. The measures have been grouped into three types as follows and consider in turn in the following sections.

- ⦿ 'Hard' engineering measures incorporated into the design;
- ⦿ 'Key' services and facilities provided; and
- ⦿ 'Soft' marketing and management measures will be in place, ensuring that sustainable travel behaviour is promoted and encouraged.

6.1.2 A key focus of the Travel Plan is increasing cycling. Various publications have been reviewed which identify common barriers to cycling and have been used to inform proposed objectives and measures, as set out in **Figure 6-1**.

Figure 6-1: Cycling Objectives



[1] Autumn 2017 'Attitudes to Cycling' study

[2] A Guide to Inclusive Cycling (2019) 2nd edition



## 6.2 HARD MEASURES

- 6.2.1 Physical aspects of the design of the proposed development will influence travel patterns from the outset. The developer will fund the hard engineering measures that will be incorporated into the design of the site before occupation.

### CYCLE ACCESS

- 6.2.2 As shown in **Figure 6-2**, cyclists will access the development using a dedicated entrance on Euston Road to the southwest of the Proposed Development.

**Figure 6-2: CGI Image of the Proposed Ground Level Cycle Access**



- 6.2.3 A wide stair with wheel channels and an LCDS-compliant lift will allow cyclists to enter the basement parking area from ground level.
- 6.2.4 Access to the cycle parking via the basement car park access on Drummond Street is retained.
- 6.2.5 The proposed basement access strategy for cyclist is shown in **Figure 6-3**.

Figure 6-3: Ground Level Cycle Access



**LONG STAY CYCLE PARKING**

6.2.6 Long-stay cycle parking will be provided in line with the London Plan minimum cycle parking standards. Based on the Proposed Development quantum, the required cycle parking provision is set out in **Table 6-1**.

Table 6-1: Proposed Long Stay Cycle Parking Provision

LAND USE	LONDON PLAN (MINIMUM CYCLE PARKING STANDARDS)	LONDON PLAN LONG-STAY REQUIREMENTS	PROPOSED LONG-STAY CYCLE PARKING SPACES
Class E - Office	1 space per 75 sqm	770	<b>890</b>
Class E – Life Science	1 space per 250 sqm	107	
Class E– Retail	1 space per 175 sqm	6	
Class F1 – Public use	1 space per 8 Full Time Employees	7	

6.2.7 As set out in Chapter 8 of the London Cycle Design Standards (LCDS), cycle parking must be fit-for-purpose and able to accommodate all types of cycle.



6.2.8 **Figure 6-4** shows the cycle parking basement level, which provides the following breakdown of the proposed 890 long-stay cycle parking provisions:

- ⦿ 668 two-tier parking (75%)
- ⦿ 89 foldable bicycle parking (10%)
- ⦿ 89 Sheffield stands (10%)
- ⦿ 44 Enlarged Sheffield stands (5%)

6.2.9 The split of cycle parking types is in line with policy, guidance and was agreed with LBC and TfL at the pre-application stage.

#### ARRIVAL SPACE

6.2.10 A staffed reception desk will welcome cyclists arriving at the cycle parking level. The staff will be on hand to answer queries and help cyclists should they encounter any difficulties.

#### SECURITY

6.2.11 Unmanned security 'speed gates' will be installed at the base of the stair to restrict access to the cycle parking area. The system will use RFID tags (or similar) to detect authorised users and verify only one cycle is present to avoid tailgating.

**Figure 6-4: Proposed Cycle Parking Layout – Basement**



#### END OF JOURNEY FACILITIES

6.2.12 Male and female changing rooms will be located adjacent to the long-stay cycle parking and will provide 593 lockers (two lockers per three parking spaces), 74 showers including two accessible showers (one shower per 12 cycle parking spaces) and six toilets including two accessible WCs.



- 6.2.13 As well as showering and changing facilities, it is proposed to include cycle maintenance facilities, drying room and water dispensers.
- 6.2.14 Considering that the scheme is a redevelopment of an existing building, and that the majority of the basement structure is being retained, the layout has been designed to comply with LCDS as far as practicable, given the need to accord with London Plan requirements and the restrictions presented by the existing basement layout. Whilst LCDS states an aisle width of 2.5m should be achieved where accessing two-tier cycle racks, given the spatial and structural constraints of the existing basement, aisle widths in the range of 2.3m – 2.5m have been achieved. Testing was undertaken of cycle racks which identified that 2.3m is generous and allows for easy use of the upper tier.
- 6.2.15 As the proposals retain an existing basement and further excavation is not feasible, this approach to the cycle parking was agreed with LBC and TfL officers during pre-application discussions.
- 6.2.16 The proposed cyclist facilities will enable a higher cycle mode share and is a considerable increase and improvement compared to the existing layout.

### SHORT STAY CYCLE PARKING

- 6.2.17 Short-stay cycle parking will be provided in line with the London Plan minimum cycle parking standards. The required short-stay cycle parking provision is set out in **Table 6-2**.

**Table 6-2: Proposed Short-stay Cycle Parking Provision**

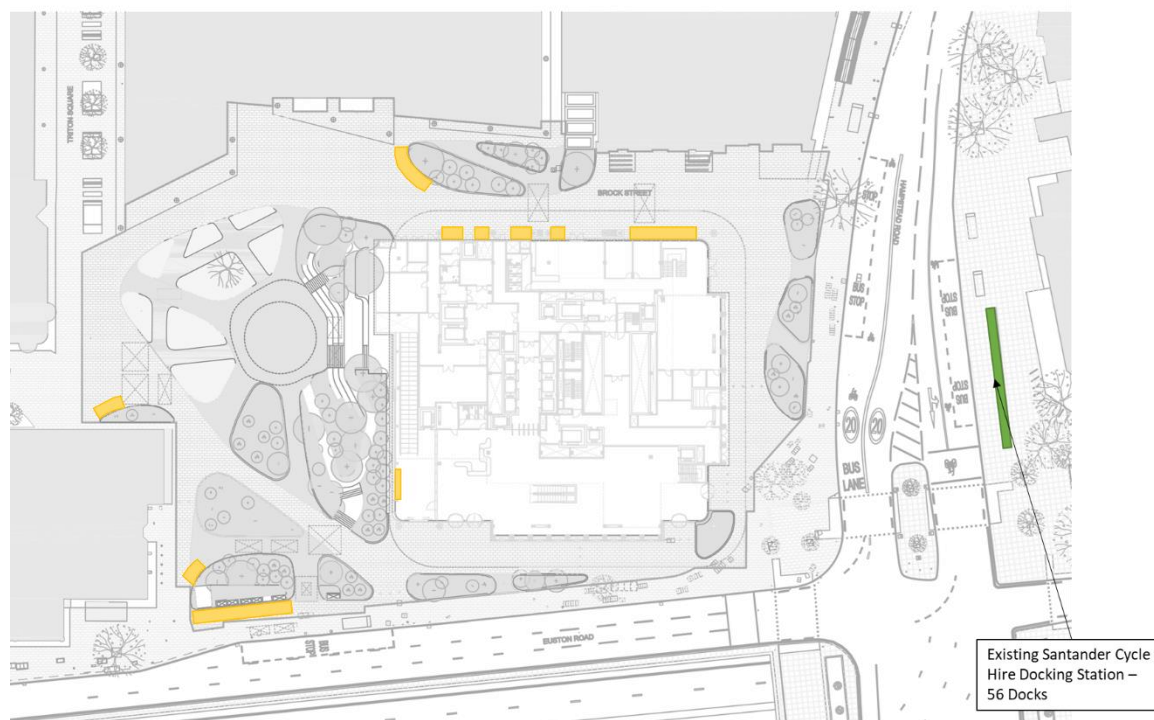
LAND USE	LONDON PLAN (MINIMUM CYCLE PARKING STANDARDS)	LONDON PLAN SHORT-STAY REQUIREMENTS	PROPOSED SHORT-STAY CYCLE PARKING SPACES
Class E - Office	first 5,000 sqm: 1 space per 500 sqm thereafter: 1 space per 5,000 sqm (GEA)	21	<b>100</b>
Class E – Life Science	1 space per 1,000 sqm	9	
Class E– Retail	1 space per 20 sqm (GEA)	53	
Class F1 – Public use	1 space per 100 sqm (GEA)	17	

- 6.2.18 The 100 short-stay cycle parking spaces will be provided within the surrounding public realm.
- 6.2.19 Two enlarged spaces to accommodate all types of cycle, including cargo bikes are proposed to be located close to the top of the dedicated cycle access stair.
- 6.2.20 The short-stay cycle parking spaces will be located within the public realm close to the building, as shown in **Figure 6-5**.





Figure 6-5: Proposed Short-Stay Cycle Parking



6.2.21 There is also an existing 56 dock TfL cycle hire station to the east of the Proposed Development.

#### SUMMARY

6.2.22 The Proposed Development will provide 890 long-stay cycle parking spaces made up of a mixture of cycle types to be compliant with policy and guidance. The short-stay cycle will be compliant with the with the policy set out in the London Plan and provide 100 spaces within the public realm at ground level.

6.2.23 There is also a 56 dock TfL cycle hire station to the east of the Proposed Development.

#### CAR-FREE DEVELOPMENT

6.2.24 The development is car-free with the exception of two accessible spaces; therefore, the development will discourage travel to the site using private cars. This will be secured via the s106.

### 6.3 KEY SERVICES AND FACILITIES

6.3.1 The key services and facilities set out in the 2023 Travel Plan have not changed and remain valid.

## 7 TRAVEL PLAN MANAGEMENT

- 7.1.1 The management of the Travel Plan along with the appointment of the Travel Plan Coordinator and any marketing strategies set out in the 2023 Travel Plan have not changed and remain valid.



## 8 MONITORING AND REVIEW

8.1.1 The monitoring and review of the Travel Plan as set out in the 2023 TP has not changed and remains valid.



## 9 ACTION PLAN

- 9.1.1 The Action Plan set out within the 2023 Travel Plan has not changed and remains valid.

