

# EUSTON TOWER

Delivery Servicing Management Plan  
Addendum  
December 2024



# EUSTON TOWER, REGENT'S PLACE

## DRAFT DELIVERY AND SERVICING PLAN ADDENDUM

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Velocity Transport Planning Ltd

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# DOCUMENT CONTROL SHEET

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# 1 INTRODUCTION

## 1.1 INTRODUCTION

- 1.1.1 Velocity Transport Planning has been commissioned by British Land Property Management Limited (Thereafter British Land, or the 'Applicant') to prepare a Draft Delivery and Servicing Plan (DSP) 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 Draft Delivery and Servicing 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 DSP 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 DSP remains valid and up to date.
- 1.1.5 This DSP should be read in conjunction with the Transport Assessment (TA) Addendum and Operational Waste Management Strategy Addendum, also submitted as part of the planning application.
- 1.1.6 This Draft DSP is required as part of the planning application and the full DSP will be secured as a planning condition or obligation via a section 106 agreement.

## 1.2 SITE LOCATION AND USE

- 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.



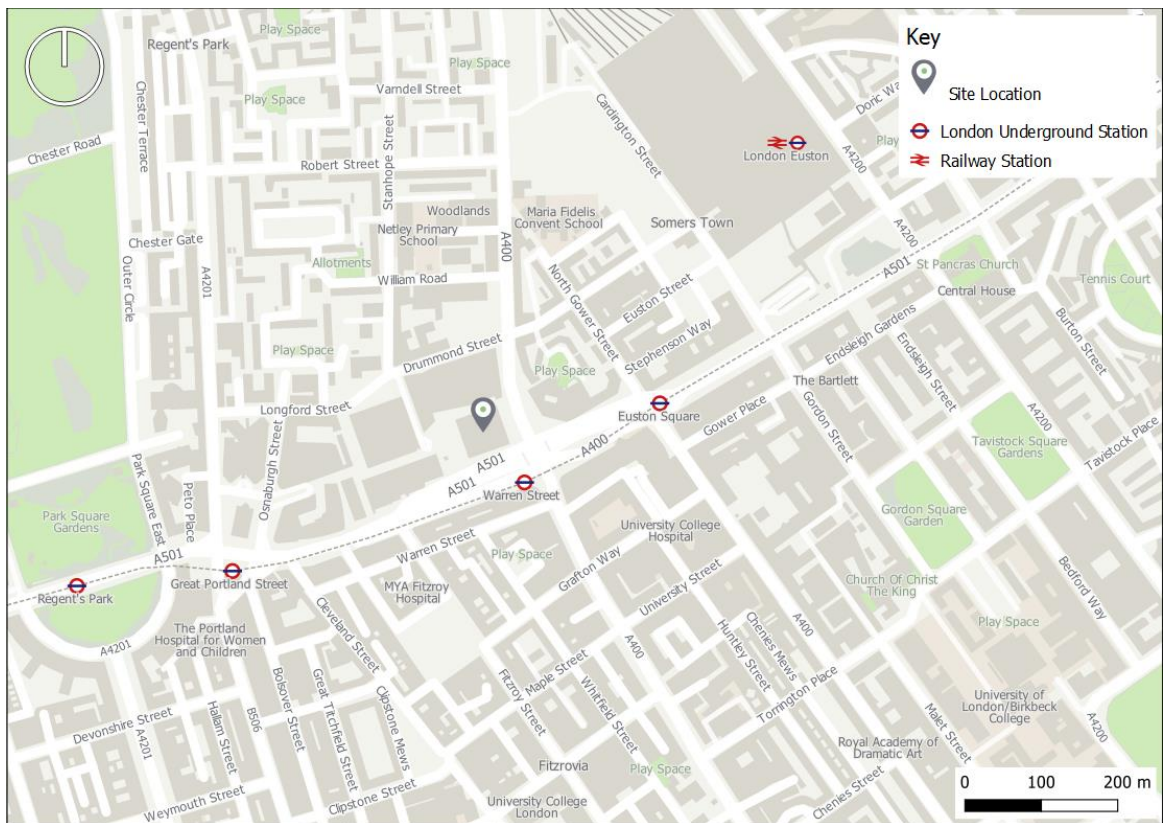
1.2.2 The Site has a PTAL rating of 6b indicating ‘excellent’ transport connectivity. The Site is mainly served by Warren Street Underground Station (south), Euston Square Underground Station (east) and Great Portland Street Underground Station (west). There are also several bus routes that serve the 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, 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 Regents Place estate and is bounded by Brock Street to the north and Regents 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 enter 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**.

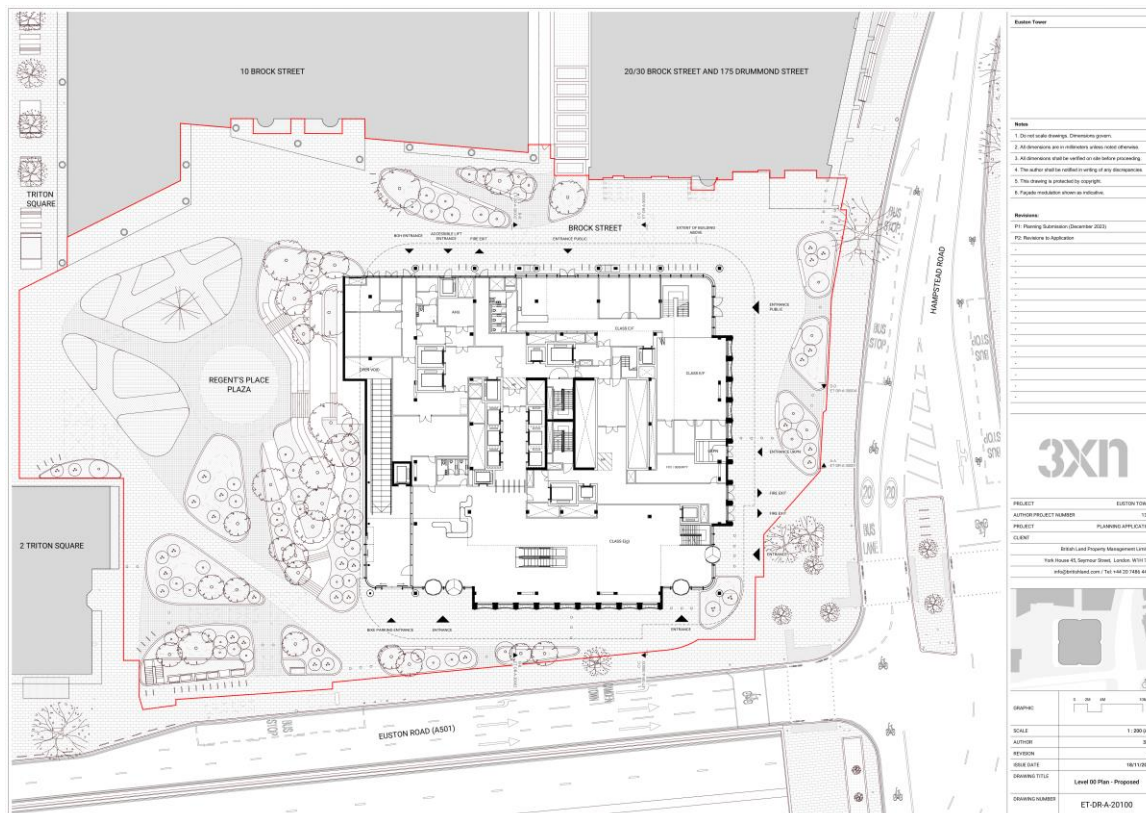
**Table 1-1: Proposed Development Accommodation Schedule**

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 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 PURPOSE OF THE DSP

1.4.1 The purpose of this DSP is to inform the Local Authority of the intent of the applicant in managing service vehicle trips to and from the development in order to minimise their impact on the surrounding public highway.

## 1.5 DOCUMENT STRUCTURE

1.5.1 The remainder of this DSP is structured as follows:

- ⦿ **Section 2** – Reviews relevant transport planning policy;
- ⦿ **Section 3** – Provides the aims and objectives of the DSP;
- ⦿ **Section 4** – Provides details of the servicing demand;
- ⦿ **Section 5** – Summarises the servicing arrangements;
- ⦿ **Section 6** – Describes the servicing management and measures;
- ⦿ **Section 7** – Provides a summary of the waste management strategy; and
- ⦿ **Section 7** – Monitoring and Review





## 2 PLANNING POLICY

2.1.1 There have been no significant changes to policy, legislation or guidance listed below 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:

- ⦿ The London Plan (2021);
- ⦿ TfL Delivery and Servicing Plans Guidance (2020);
- ⦿ Camden Transport Strategy (2019); and
- ⦿ Camden Planning Guidance (2021).

### FREIGHT AND SERVICING ACTION PLAN (JULY 2024)

2.1.3 The Freight and Servicing Action Plan (FSAP) support safe, clean and efficient deliveries, freight and servicing operations within Camden. The FSAP will help Camden meet the objectives set out in the Camden Transport Strategy.



# 3 AIMS AND OBJECTIVES

3.1.1 The aims, objectives and benefits set out in the 2023 DSP have not changed and remain valid for this revised application.



# 4 SERVICING DEMAND

## 4.1 INTRODUCTION

4.1.1 Following changes to the massing and design of the building, the floor areas have been revised and the servicing demand has been recalculated since the 2023 TA and DSP.

## 4.2 SERVICING DEMAND

4.2.1 Servicing trips have been calculated from delivery log data provided by the Regent’s Place Management Team. The delivery log provides 24-hour servicing and deliveries to all buildings within Regents Place, and data has been extracted for the occupied office buildings.

4.2.2 The data shows Regent’s Place campus generates a total of 0.194 servicing vehicle arrivals per 100 sqm per day.

4.2.3 The Regent’s Place data used is comparable with the Trip Rate Information Computer System (TRICS) Sites identified in **Section 7.2** of the Transport Assessment which generate a total of 0.190 servicing vehicle arrivals per 100sqm per day.

4.2.4 To inform the assessment for the expected life science deliveries, data from the Francis Crick Institute located approximately 1.0km to the east was used. The data provided shows the Crick Institute generate a total of 0.124 servicing vehicle arrivals per 100sqm per day. The Crick Institute is a purpose-built research building with more than 100 separate research groups and over 2,000 staff and would therefore generate comparable servicing and delivery trips.

4.2.5 The following servicing rates have been applied:

- ⦿ Office and Learning Space – 0.194 per 100sqm per day;
- ⦿ Life Sciences – 0.124 per 100sqm per day; and
- ⦿ Retails uses – 1.35 per 100sqm per day.

4.2.6 **Table 4-1** forecasts the daily servicing trips to the Proposed Development.

**Table 4-1: Daily Servicing Vehicles**

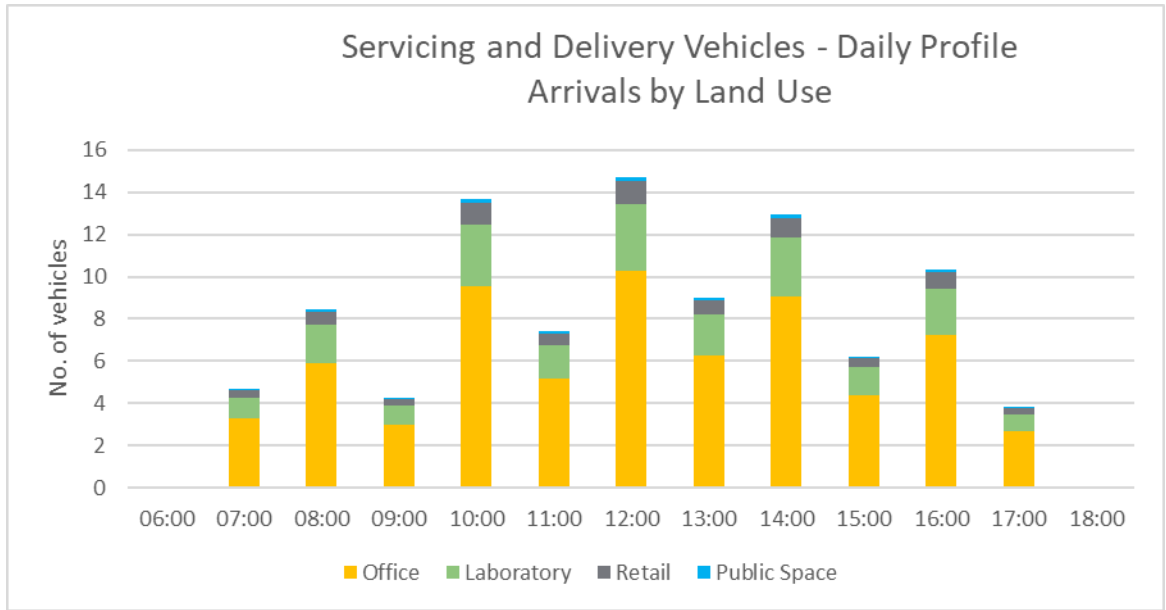
Land Use	Daily Servicing Trips
Office (Class E(g))	67
Life Science (Class E(g))	20
Retail (Class E (flexible retail))	7
Learning Use (Class F1)	1
<b>TOTAL</b>	<b>96</b>



4.2.7

**Figure 4-1** shows a daily profile for the expected servicing demands.

Figure 4-1: Delivery and Servicing Trips – Daily Profile



# 5 SERVICING ARRANGEMENTS

## 5.1 GENERAL

5.1.1 This section provides details of the access strategy for servicing and delivery activity associated with the Proposed Development.

## 5.2 DELIVERY AND SERVICING ACCESS

5.2.1 The delivery and servicing access described in the 2023 TA and DSP have not changed and remain valid.

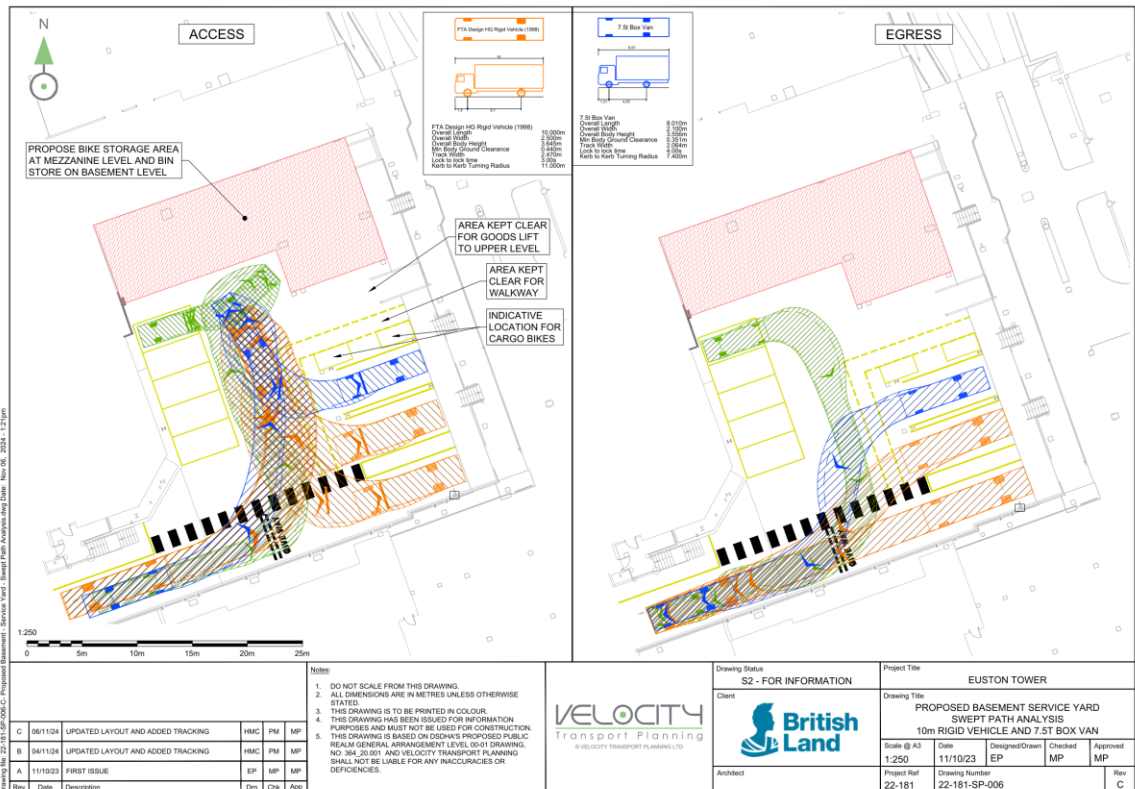
## 5.3 DELIVERY AND SERVICING LOCATIONS

### OFFICE AND RETAIL DELIVERIES

5.3.1 The existing access and vehicle route to the servicing area will be retained for Euston Tower and Brock Street and Regent's Place Management will continue to manage the entire basement area. One 8m loading bay has been replaced with a 6m loading bay to accommodate refuse storage at service yard level with cycle storage above. The proposed basement servicing arrangements are shown in **Figure 5-1**.

5.3.2 The swept paths are shown in **APPENDIX A**. All vehicles will enter and exit the servicing area in a forward gear.

Figure 5-1: Proposed Basement Servicing Arrangements



### LIFE SCIENCE DELIVERIES

- 5.3.3 The life science access and deliveries described in the 2023 TA and DSP have not changed and the proposed strategy remains valid.

### CARGO BIKE DELIVERIES

- 5.3.4 The cargo bike access and deliveries described in the 2023 TA and DSP have not changed and the proposed strategy remains valid.





# 6 MANAGEMENT AND MEASURES

6.1.1 The management measures set out and described in the 2023 DSP have not changed and the proposals remain valid.



# 7 WASTE MANAGEMENT STRATEGY

- 7.1.1 The waste management strategy set out and described in the 2023 DSP and Operational Waste Management Strategy have not changed and the proposals remain valid.
- 7.1.2 An Operational Waste Management Strategy Addendum has been submitted with this application.



# 8 MONITORING AND REVIEW

- 8.1.1 The management, monitoring and review strategy set out and described in the 2023 DSP have not changed and the proposals remain valid.



# APPENDIX A

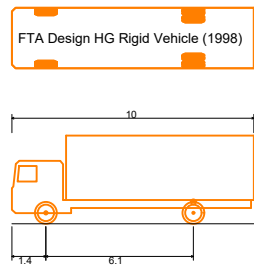
SWEPT PATH ANALYSIS



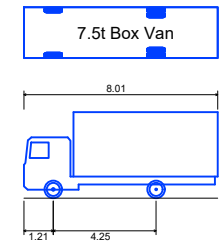
**ACCESS**

**EGRESS**

PROPOSE BIKE STORAGE AREA AT MEZZANINE LEVEL AND BIN STORE ON BASEMENT LEVEL



FTA Design HG Rigid Vehicle (1998)  
 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 3.00s  
 Kerb to Kerb Turning Radius 11.000m



7.5t Box Van  
 Overall Length 8.010m  
 Overall Width 2.100m  
 Overall Body Height 3.556m  
 Min Body Ground Clearance 0.351m  
 Track Width 2.064m  
 Lock to lock time 4.00s  
 Kerb to Kerb Turning Radius 7.400m

AREA KEPT CLEAR FOR GOODS LIFT TO UPPER LEVEL

AREA KEPT CLEAR FOR WALKWAY

INDICATIVE LOCATION FOR CARGO BIKES



- Notes:
- DO NOT SCALE FROM THIS DRAWING.
  - ALL DIMENSIONS ARE IN METRES UNLESS OTHERWISE STATED.
  - THIS DRAWING IS TO BE PRINTED IN COLOUR.
  - THIS DRAWING HAS BEEN ISSUED FOR INFORMATION PURPOSES AND MUST NOT BE USED FOR CONSTRUCTION.
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Drawing Status  
**S2 - FOR INFORMATION**



Client

Project Title  
**EUSTON TOWER**

Drawing Title  
**PROPOSED BASEMENT SERVICE YARD  
 SWEEP PATH ANALYSIS  
 10m RIGID VEHICLE AND 7.5T BOX VAN**

Scale @ A3 1:250	Date 11/10/23	Designed/Drawn EP	Checked MP	Approved MP
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Project Ref 22-181	Drawing Number 22-181-SP-006	Rev C
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Rev	Date	Description	Drn	Chk	App
C	06/11/24	UPDATED LAYOUT AND ADDED TRACKING	HMC	PM	MP
B	04/11/24	UPDATED LAYOUT AND ADDED TRACKING	HMC	PM	MP
A	11/10/23	FIRST ISSUE	EP	MP	MP

Drawing file: 22-181-SP-006-C-Proposed Basement - Service Yard - Sweep Path Analysis.dwg Date: Nov 06, 2024 - 1:21pm