

TRANSPORT CONSIDERATIONS STATEMENT

Basement and ground floors,
369 Euston Road, LONDON NW1 3AR

Change of use from A1 (retail) to A3 (restaurant)

1.0 Preamble

- 1.1 This statement accompanies a planning application proposing the change of use of the basement and ground floor of 369 Euston Road (also known as 38 Warren Street) from retail (Use Class A1) to restaurant (Use Class A3)
- 1.2 This statement is not intended to be a full Transport Assessment but provides a précis of the considerations.
- 1.3 It is hoped in this way to avoid a full scale Transport Assessment

2.0 The proposal

- 2.1 The proposal is change of use of the basement and ground floors to restaurant.
- 2.2 The premises have an internal area of approximately 435m². Allowing for back of house facilities (store rooms, kitchen etc) the effective trading area is slightly under 200m².
- 2.3 The number of customers that can be seated in a unit of this size would depend on the type of operation, some restaurant operators preferring larger tables or greater separation between the tables. As a rough guide, each diner requires about 1.4m² in a general layout. That would give a capacity of perhaps 140 patrons. This would not be achieved every day but might be achieved at peak periods.
- 2.4 The layout puts the back of house facilities – kitchen, stores etc - at the rear of the basement. A new delivery hatch will be provided on the Warren Street frontage. This will be positioned clear of the footway on land that is part of the curtilage of the unit and will be protected to either side by railings.

3.0 Location

- 3.1 The premises are on the south side of Euston Road about 100m east of Great Portland St and 300m west of Tottenham Court Road.

- 3.2 The building has a frontage to both Euston Road and a secondary frontage to Warren Street and as a result 2 postcodes, NW1 3AR and W1T 6AE.
- 3.3 The building comprises basement, ground and 4 upper floors. The basement and ground floor were last used as a retail unit, the upper floors of the building are in office use. There is no residential in the building.
- 3.4 The neighbouring buildings in the street block are similar and again in office use on the upper parts.
- 3.5 The Euston Road frontage fronts one of London's busiest arterial roads, a continuation of the M40/A40. There is a continuous kerbside barrier along the road which prevents vehicles from picking up and setting down as well as stopping pedestrians. Aside from the application premises there are no retail units along this stretch.
- 3.6 The Warren Street frontage is used as the main entrance to the upper parts of the building.
- 3.7 There is, most probably an infilled former lightwell, between the building and the back of pavement. This is clearly demarked by a change in level and change in material and is protected by a low rail. It is also crossed by two low walls either side of the entrance.
- 3.8 The adjoining buildings have similar areas most of which are obstructed in some way. The front area is therefore clearly not deemed highway.
- 3.9 The Warren Street frontage is subject to a single yellow line with designated parking spaces opposite. The carriageway width is about 6m. That gives a free road width (excluding the parking bays) of about 4.2m.
- 3.10 The parking bays are not continuous along the frontage.
- 3.11 There is a street tree outside the premises.

4.0 Assumed travel pattern.

- 4.1 There is no named restaurant occupier identified as yet and the objective is to achieve a permission that can then be used as part of the marketing campaign.
- 4.2 The restaurant is expected to be of interest to the branded chain operators and is unlikely to be a destination restaurant. Destination restaurants are by and large either those offering fine dining or some other attraction such as dancing etc.
- 4.3 This location is not thought likely to attract a fine dining restaurant and the premises are not large enough to offer entertainment.
- 4.4 There are a large number of restaurant in Central London and diners visiting chain restaurants generally have a wide choice, both of other outlets of the chain and of competing chains. For example, there are 4 Strada restaurants within 2.4 km (1.5 miles) of this location, 4 Bella Pasta within a similar distance and 10 Pizza Express within 1.5 km (1 mile). There are of course also several other chains.
- 4.5 It is assumed that most customers will go to the restaurant most convenient to their location and given the number of competing restaurants are unlikely to travel any significant distance. It is therefore assumed that most of the customers will be drawn from the offices along Euston Road, including the new development opposite the site, with a few customers drawn from people who are staying in one of the hotels in the area.
- 4.6 It is therefore assumed that most customers will only be making a short detour, probably on foot, from a travel pattern they would otherwise have followed in any event. Only a few, perhaps meeting someone for whom the restaurant is convenient, will make a specific journey.

5.0 Accessibility by public transport.

- 5.1 Public transport accessibility in London is generally assessed on the methodology adopted by the Mayor of London and known as Public transport Accessibility Level' or PTAL.

- 5.2 The PTAL methodology takes the distance from the site to the nearest public transport services and the frequency of the service. These are then weighted and totalled to give an 'accessibility index' which in turn determines the PTAL level.
- 5.3 The PTAL methodology includes all bus services within 640 metres – which is 8 minutes walk at the assume walking speed of 80m/sec – or 960 metres, 12 minutes walk time, for train and tube services.
- 5.4 The formal PTAL analysis has been done for this proposal but there little doubt that the results of such an exercise would give a very high accessibility.
- 5.5 The site is only 100m from Gt Portland Street underground station (Metropolitan, Hammersmith and City and Circle lines) and about 320m from Warren St underground station (Northern and Victoria lines). It is about 330m from Regents Park underground station (Bakerloo line). That gives 6 tube lines within the reckonable distance.
- 5.6 The site is also just over 900m of Euston main line station – which is therefore within the PTAL distance – which adds several over ground routes and a further tube route, the Northern Line City Branch.
- 5.7 Several bus routes serve the area. Routes 18, 27, 30, 73 and 205 pass along Euston Road itself. The nearest stop is beside Great Portland Street tube station about 100m from the site and therefore well within the reckonable distance. Most of these routes are also high frequency
- 5.8 Routes 10, 14, 24, 29, 134 and 390 pass along Tottenham Court Road. The bus stops are about 390m from the site and therefore within the PTAL distance.
- 5.9 Routes 88, 453 and C2 go via Gt Portland Street with a stop within 200m of the site, again well within the reckonable distance. Route 88 is a high frequency route.
- 5.10 It is clear therefore that any formal PTAL calculation would give a result shoign that the site is highly accessible by public transport.

6.0 Parking.

- 6.1 As explained above, it is not thought likely that many customers will arrive by car. There are numerous restaurants within a short walk and no reason to assume why a customer would choose this restaurant over a competing and more conveniently sited competitor.
- 6.2 The location is within a controlled parking zone with restrictions applying from 0830 to 1830 Monday to Friday.
- 6.3 The Camden Council website indicates that there are 27 pay and display spaces in Warren Street, 4 in Fitzroy Street, 3 in Conway Street and 3 in Cleveland Street.
- 6.4 There are therefore parking spaces in the area. If the search area is widened only slightly – say within 300m of the site, or less than half the distance assumed people will walk for bus services – the number of spaces increases considerably. For example, there are pay and display spaces in Park Crescent and on Great Portland Street.
- 6.5 Outside of the controlled hours it would also be lawful to park on the single yellow lines in the area.

7.0 Deliveries.

- 7.1 It is assumed that deliveries will be made from the Warren Street. Most deliveries will be made by van or a commercial vehicle below 7.5 tonnes.
- 7.2 From other restaurant applications it is apparent that deliveries are not that frequent, particularly for chain restaurants who are likely to deliver from a central point. Only 1 or 2 deliveries a day are likely, probably in the morning.
- 7.3 It should be noted that the alternative lawful use of the premises for retail could also give rise to deliveries and, depending on the nature of the unit, these could be as or more frequent than for a restaurant use .

- 7.4 There is a single yellow line with no additional loading restriction along the north side of the street outside of the premises. Loading and unloading is therefore permitted for short periods.
- 7.5 From observation the street is not very busy, being used mainly as a service route to serve the various premises along it. The one way operation of Warren Street from Tottenham Court Road and the restrictions around Fitzroy Square discourages wider use.
- 7.6 The roadway here is just wide enough, over 4m between the parking bays opposite and the kerb, to allow a delivery vehicle such as a van to stop without entirely blocking the free flow of traffic. In addition the parking bays opposite are not continuous.
- 7.7 Obviously, delivery vehicles should not stop where they are likely to cause an obstruction. Delivery vehicles can park on the south side of the street and are assumed to be able to use a sack trolley or similar to complete the delivery.
- 7.8 A vehicle travelling west along Warren Street seeing a vehicle stopped at the premises would in any event have the option of turning right into Conway Street.

8.0 Conclusion

- 8.1 The premises are expected to be taken by an outlet of a major branded chain or by a similar standard of restaurant.
- 8.2 The customers for such a restaurant have a wide choice of competing restaurants in the area and are unlikely to drive to this particular location. The customer base is assumed to be people working in or visiting the area for other purposes.
- 8.3 The site is readily accessible by public transport.
- 8.4 Deliveries are assumed to be relatively few and no worse than the retail use.