

**PLANNING APPLICATION FORM**  
Town & Country Planning Act 1990

Development Control Team

Please read accompanying notes before answering any questions.  
Please complete all sections in BLOCK CAPITALS. Please answer every question.  
Four copies of the completed form and five sets of drawings specified in Note 5 are required.

PS9904132  
10/2

I am applying for planning permission and declare that to the best of my knowledge all the information in this application form and on submitted plans is correct.

Signed Berwin Leighton  
Applicant/Agent (please delete)

Date 9 February 1999

FEE (Please delete/insert as appropriate)

- I enclose the application fee of £ 9,500.00

by cheque/P.O No: \_\_\_\_\_

- No fee is payable for the following reason: \_\_\_\_\_

FOR FINANCE SECTION USE:

Receipt No. \_\_\_\_\_

Date \_\_\_\_\_

Payee \_\_\_\_\_

Area: S NW NE

Cheque/PO £ \_\_\_\_\_

FOR OFFICE USE:

Case file \_\_\_\_\_

Reg. No. PL/ \_\_\_\_\_

Date Record \_\_\_\_\_

**1 Applicant**

Name SEALHURST PROPERTIES LIMITED

Address 10 CORNWALL TERRACE

REGENT'S PARK

LONDON

Post Code NW1 4QP

Tel. No. 0171 486 4460

Agent (if any) to whom correspondence will be sent.

Name BERWIN LEIGHTON

Address ADELAIDE HOUSE

LONDON BRIDGE

LONDON

Post Code EC4R 9HA

Tel. No. \_\_\_\_\_

Contact Name/Ref: GOOD OR IRT B86/1246

**2 Address of Application Site.**

2&3 TRITON SQUARE, REGENT'S PLACE, LONDON

Post Code NW1

Does this site include any listed buildings/structures?

Yes  No

**3a Description of Development for which application is made.**

SEE ATTACHED SHEET

**3b Present use(s) of land or property.**

VACANT/TEMPORARY LANDSCAPING

**4 Type of Application (tick as appropriate).**

- A  A full application for new building works and/or change of use.
- B  An outline application - Please tick those matters (if any is appropriate) for which approval is sought at this stage.  
Siting  Access  Design  External Appearance  Landscaping
- C  An application for removal/alteration of a condition of a previous planning permission.
- D  An application for renewal of permission.
- E  An application for buildings or works already carried out or use of land already started.

- If you have ticked C or D please give date of previous permission ( / / ) and the reference (PL/ )

**5 Plans and Drawings Submitted with this Application.**

Please list all drawings, plans and documents forming part of this application. (These should have distinctive reference numbers):

SEE ATTACHED DOCUMENTS

Please specify type and colour of external materials here (or in a covering letter) and on your plans.  
SEE ATTACHED DOCUMENTS

**6 Additional Information.**

If any of the answers below is yes, the details should be clearly identified on the application drawings.

- Does the proposal involve the felling or lopping of trees?  
if yes specify works proposed

Yes  No

- Does the proposal involve a new or altered access from a public highway?

Vehicular - Yes  No

Pedestrian - Yes  No

Does the proposal affect a public right of way?

Yes  No

- Have arrangements been made for refuse storage?

Yes  No

- Does the proposal take account of the needs of people with disabilities?

Yes  No

Not applicable

- Does the proposal provide for a means of escape in case of fire?

Yes  No

- Does the proposal include parking spaces?  
If yes, please state the number of parking spaces.

SEE ATTACHED DOCUMENTS

Yes  No

Existing  Proposed

**7 All Types of Development: Floorspace.**

- What is the amount of floorspace in the following categories to which the application relates?  
(If vacant please state last known uses and give amounts.)

	Existing gross (state if vacant)	Proposed gross
Retail (A1)	m <sup>2</sup>	m <sup>2</sup>
Financial/Professional Services (A2)	m <sup>2</sup>	m <sup>2</sup>
Restaurant/Cafe/Public House etc (A3)	m <sup>2</sup>	m <sup>2</sup>
Offices	m <sup>2</sup>	m <sup>2</sup>
Industrial SEE ATTACHED DOCUMENTS	m <sup>2</sup>	m <sup>2</sup>
Warehousing	m <sup>2</sup>	m <sup>2</sup>
Residential	m <sup>2</sup>	m <sup>2</sup>
Hotel/Hostel (see below)	m <sup>2</sup>	m <sup>2</sup>
Other (state use and whether now vacant and complete floorspace columns)	m <sup>2</sup>	m <sup>2</sup>
	m <sup>2</sup>	m <sup>2</sup>
	m <sup>2</sup>	m <sup>2</sup>
<b>Total</b>	<b>m<sup>2</sup></b>	<b>m<sup>2</sup></b>
Hotel/Hostel: Number of (a) bedroom (b) bedspaces	a)      b)	a)      b)

What is total net area of the site? 5812 m<sup>2</sup>/hectares

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### Development Involving Residential Use (including conversion)

Please give the number of existing residential units on the site:-

Single family dwelling houses

Self contained flats and maisonettes

Number Vacant

Number Vacant  N/A

Other

Number Vacant

Please describe the nature of any units listed as 'other' above (e.g. Non-self contained accommodation):-

Please give the number and size (by number of bedrooms) of proposed residential units on the site. Do not include any non-self contained units.

	Single family dwelling houses	Self contained flats and maisonettes
1 bedroom		
2 bedrooms		
3+ bedrooms		
TOTAL		

Are you proposing any non-self contained units? Yes  No   
If yes, how many?

9

### Information relating to Non-Residential Developments

Does the proposal include the installation of plant, ventilation ducting or air conditioning equipment? Yes  No

If yes, please give full details of the type of equipment proposed either on the drawings or in the form of a covering letter.  
SEE ATTACHED DOCUMENTS

Does the proposal provide for loading and unloading within the site? (if yes, identify on plan) Yes  No

SEE ATTACHED DOCUMENTS

Please give the number of vehicles that enter the site on a normal working day.

	HGV	Other Vehicles
Existing		
Proposed		

Does the proposal involve the use of hazardous materials?

If yes, please state what materials and approximate quantities in a covering letter. Yes  No

10

### Section 66 Certificate

N.B. You must complete the appropriate Section 66 certificate as part of your application - Please see note 10 for

- If you are the sole owner of the land to which the application relates complete Certificate A below (Owner means a person Having a freehold or leasehold interest with at least 7 years unexpired).

This Certificate is not appropriate unless you are the sole owner. (See Note 10)

- If you are not the sole owner of the land or if any part of the development goes outside land in your ownership. (even if only foundations) you must complete Certificate B below and serve notice on each of the owners. using the wording in Notice 1 below. (see Note 10)

- If you do not know the names of all or any of the owners you will need to complete Certificate C or D which will be sent to you on request. (See Note 10)

- Any person who knowingly or recklessly issues a certificate which contains any statement which is false or misleading in a material particular is liable on conviction to a fine not exceeding £400

**CERTIFICATE A** Under Section 66 of the Town and Country Planning Act 1990 (Owner's Certificate)

I certify that:

N/A

1. at the beginning of the period of 21 days ending with the date of this application nobody, except the applicant, was the owner of any part of the land to which this application relates.

2. none of the land to which this application relates is, or is part of an agricultural holding.

Signed \_\_\_\_\_

on behalf of: \_\_\_\_\_

Date \_\_\_\_\_

**CERTIFICATE B Under Section 66 of the Town and Country Planning Act 1990**

I certify that:

1. I have/the applicant has given the required notice to everyone else who, at the beginning of the period of 21 days ending with the date of this application, was the owner of any part of the land to which this application relates, as listed below: (continue on separate sheet if necessary.)

Owner(s) name:

Address at which notice was served

Dates on which notice was served

SEE ATTACHED SCHEDULE OF OWNERS

2. none of the land to which this application relates is, or is part of, an agricultural holding.

Signed Bernie Houghton

Date 9 February 1999

on behalf of: Seahurst Properties Limited

**NOTICE No. 1 Under Section 66 of the Town and Country Planning Act 1990**

Proposed development at (a) \_\_\_\_\_

I give notice that (b) \_\_\_\_\_

is applying to Camden Council for planning permission to:

(c) \_\_\_\_\_

Any owner of the land who wishes to make representations about this application should write to Development Control, Environment Department, Camden Town Hall, Argyle Street Entrance, Euston Road, London WC1H 8EQ within 21 days of the date of service of this notice.

Insert:

(a) address or location of the proposal development

(b) applicant's name

(c) description of the proposed development

Signed \_\_\_\_\_

Date \_\_\_\_\_

on behalf of: \_\_\_\_\_

**11 Duplicate Applications/Re-submissions**

Have you submitted a duplicate (ie identical) application?

Yes

No

If yes, and you have already received an acknowledgment, please give our Registered number: PL: \_\_\_\_\_

Do you want your application to be considered as a re-submission of an earlier application that was either refused or withdrawn?

Yes

No

If yes, please give our registered number and the date that your earlier application was either refused/withdrawn (please delete as appropriate): \_\_\_\_\_

PL: \_\_\_\_\_

Date: \_\_\_\_\_

Have you submitted any other application in connection with this application? (eg for : Listed Building, Conservation Area, or Control of Advertisement Consent)

Yes

No

If yes, please specify: \_\_\_\_\_

**12 Is the applicant/agent related to either a member of the Council or any Council employee?**

Yes

No

**APPLICATION FOR DETAILED PLANNING PERMISSION  
BY SEALHURST PROPERTIES LIMITED  
2 & 3 TRITON SQUARE, REGENTS PLACE, LONDON NW1**

**3a Description of Development for which this application is made.**

The erection of a seven storey office building comprising 25,866 square metres (278,318 square feet) of B1 office space, including 44.1 square metres (474 square feet) at ground floor level, for use within Class A2, landscaping and servicing at basement level.

**APPLICATION FOR DETAILED PLANNING PERMISSION  
BY SEALHURST PROPERTIES LIMITED  
2 & 3 TRITON SQUARE, REGENTS PLACE, LONDON NW1**

**SCHEDULE OF OWNERS SERVED WITH CERTIFICATE B UNDER SECTION 66  
TOWN AND COUNTRY AND PLANNING ACT 1990**

<b>“Owner”</b>	<b>Address at which notice served</b>	<b>Date on Which Notice was served</b>
B.L.C.T (16699) Ltd	10 Cornwall Terrace, Regents Park, London NW1	
B.L.C.T (16700) Ltd	10 Cornwall Terrace, Regents Park, London NW1	
Secretary of State for the Environment	Eland House, Bressenden Place, London, SW1E 5DU	
British Telecommunications plc	81 Newgate Street, London, EC1A 7AJ	
London Electricity Board	Templar House, 18-87 High Holborn, London, WC1V 6NU	
Hodder Headline plc	338 Euston Road, London, NW1 3BH	
J Leon & Company	338 Euston Road, London, NW1 3AB	
Fox Kids Europe Limited	338 Euston Road, London, NW1 3AZ	
YKK (Europe) Limited	61 Central Street, London, EC1V 8AN	
Regus (UK) Limited	1 Northumberland Avenue, London, WC2N 5PW	
First National Bank of Chicago	1 First National Plaza, Chicago, Illinois 60670	
	who were served at	
	1 Triton Square, London, NW1 3FN	
Serna Group UK Limited	233 High Holborn, London, WC1V 7DJ	

NOTICE No.1 Under Section 66 of the Town and Country Planning Act 1990

Proposed development at 2 & 3 Triton Square, Regents Place, London NW1

I give notice that Sealhurst Properties Limited is applying to Camden Council for planning permission for:

The erection of a seven storey office building comprising 25,866 square metres (278,318 square feet) of B1 office space, including 44.1 square metres (474 square feet) at ground floor level, for use within Class A2, landscaping and servicing at basement level.

Any owner of the land who wishes to make representations about this application should write to Development Control, Environment Department, Camden Town Hall, Argyle Street Entrance, Euston Road, London WC1H 8EQ within 21 days of the date of service of this notice.

Signed: *Bernie Highton.*

Date: *9 February 1999*

on behalf of Sealhurst Properties Limited

9904132.

# BERWIN LEIGHTON

Our ref **GOOD/B86/1246**  
Your ref

Adelaide House London Bridge London EC4R 9HA  
Telephone +44 171 760 1000  
Facsimile +44 171 760 1111  
DX92 London  
www.berwinleighton.com

The Director of Planning & Environment  
London Borough of Camden  
Town Hall Extension  
Argyll Street  
London  
EC1H 8NL

9 February 1999

~~L475~~

(S)

AGWT.

**For the attention of Simon Hoets**

Dear Sirs

## **Applications for Planning Permission in respect of The South East Sector of Regent's Place London NW1**

We act on behalf of Sealhurst Properties Limited, a wholly owned subsidiary of The British Land Company PLC, which has owned and developed the Regent's Place site (formerly the Euston Centre) for many years and is an active stakeholder in the regeneration of the West Euston area.

### **1 Overview**

1.1 You will be aware from our recent discussions that Abbey National proposes to occupy 25,866 square metres (278,318 square feet) (excluding basement) office building (including a small branch) at 2 & 3 Regent's Place. The new building will meet Abbey National's Corporate Head Office requirements for the year 2000 and beyond. The commitment of Abbey National to relocate to Regent's Place means that another major employer wishes to establish a major presence in the London Borough of Camden and builds upon the success of the development of 338 Euston Road and 1 & 4 Triton Square ("Number 1 & 4") which were granted planning permission in June 1988 and November 1990 respectively and are now both fully let to major commercial organisations. The occupation of these two buildings introduced a number of major employers to the Borough and it is anticipated that the development of the office building at 5 & 6 Triton Square will also be let to a large commercial organisation in the future.

1.2 The addition of Abbey National to Regent's Place will improve the employment opportunities and further reinforce the regeneration which is being achieved in the West Euston area. Following meetings with Abbey National, the Council is aware of the investigations Abbey National are making of how they can most effectively

Group 4 Facsimile +44 171 283 5319

A full list of partners and their professional qualifications is open to inspection at the above address. The partners are either solicitors or registered foreign lawyers.

13 b Avenue de Tervuren 1040 Brussels

Telephone +32 2 732 3144 Facsimile +32 2 732 3979



To The Director of Planning & Environment  
Date 9 February 1999  
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integrate with the local community in terms of providing innovative training and local employment opportunities.

- 1.3 In addition, Government Departments are to occupy additional areas in the Podium to those which they currently have in the Euston Tower ("the Tower").

## 2 Development Strategy

- 2.1 Abbey National's decision to relocate its Corporate Headquarters to Regent's Place has allowed British Land to review its development strategy for the south east sector of the Estate in the light of past experience and the continued aspirations for the development of Regent's Place. To understand that strategy it is necessary to briefly review the lengthy and complicated planning history of the Podium and 1 & 4 Triton Square, as well as the present day circumstances.
- 2.2 Planning permission for the erection of the Tower was granted on 9 November 1962. The development approved for the podium of the Tower (the ground and first floors - "the Podium") included shops (ground floor) and showrooms (first floor). During the 1980s a series of temporary and personal planning consents permitted use of the Podium as a radio station and offices by Capital Radio. Capital Radio vacated the Podium in the mid 1990s; the areas they occupied have remained vacant ever since. It is acknowledged that the space in the first floor of the Podium is very unlikely to be let or is incapable of being let for use as showrooms because it is unsuitable for those purposes. The external appearance and condition of the Podium means it has a negative impact on the visual amenity of the surrounding area. If there is no change to the uses to which the Podium can be put, it is likely they will remain vacant and the visual amenity of the area surrounding the Podium can be expected to decline further in the future.
- 2.3 The outline planning permission for 1 & 4 Triton Square (which was then known as Number 50 Triton Square) was subject to conditions limiting the uses permitted in the units on either side of the Mall on the ground floor of 1 & 4 Triton Square. Conditions were also imposed specifying that certain minimum amounts of floor space must be available in these units for use as a crèche, as a sports unit and for the retail sale of convenience goods. Subsequently, as an alternative, the Council granted planning permission for the provision of a crèche in Block E which lies immediately to the east of 1 & 4 Triton Square.
- 2.4 With the exception of the sports unit, the space on the ground floor of 1 & 4 Triton Square remains unoccupied despite continual marketing since October 1997. Attached to these applications is a report by Space Syntax which analyses the location of mixed uses at Regent's Place and concludes that there is unlikely to be sufficient footfall in the Mall to support the provision of mixed uses that rely on consistent and sustained footfall (i.e. Class A uses) in that location. This is supported by a letter from G L Hearn, British Land's agents, which explains that despite continuous marketing none of the units on the ground floor has been leased and that this is because they are

To The Director of Planning & Environment  
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in the wrong location for uses falling within Class A. The Space Syntax Report also makes it clear that this situation is likely to remain unaltered by the occupation of 2 & 3 Triton Square by Abbey National. The report concludes that mixed uses should predominantly be concentrated on the south east corner of Regent's Place. This analysis has informed the opportunity for an enhanced urban design approach to the south east sector of the estate and in particular the creation of a new landscaped Square as a lively and active space. This means relocating the Class A elements of the mixed uses to the south east corner of Regent's Place, in and around a new Square, in order to provide a critical mass of these types of activities in a focused location.

2.5 It is proposed that:

- a new 25,866 square metre (278,318 square feet) (excluding basement) office building be constructed at 2 & 3 Triton Square;
- a new restaurant unit and landscaped public Square be provided between the Tower and 1 & 4 and 2 & 3 Triton Square;
- the ground floor of the Podium be refurbished to provide new attractive units, which will be marketed for a range of mixed uses, facing the new public Square, Euston Road and Hampstead Road;
- the ground floor of the Podium be used for mixed uses (including uses within Classes A1, A2, A3 and D1) and office entrance and foyer to upper floors;
- the first floor of the Podium be used for offices; and
- units on the north east of the Mall on the ground floor of 1 & 4 Triton Square be used as a day nursery, estate management office for Regent's Place and, in the area at the southern end, for uses in Class A.

### 3 Applications

3.1 To give effect to these proposals British Land have prepared planning applications in respect of the south eastern sector of the Regent's Place estate. The applications, which are enclosed with this letter, are:

3.1.1 An application for detailed planning permission for the erection of a seven storey office building with basement, comprising 25,866 square metres (278,318 square feet) (excluding basement) of B1 office space, including 44.1 square metres (475 square feet) at ground floor level for use within Class A2, landscaping and servicing at basement level.

The landscaping to be provided as part of this application will form the southern part of the landscaped public Square referred to at paragraph 2.5 above.

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This application is made in respect of 2 & 3 Triton Square. It improves and rationalises a scheme for the redevelopment of the Site, which was then known as Block F and G, granted both outline and detailed planning permission on 21 July 1995. The outline permission granted in July 1995 has recently been extended to allow submission of reserved matters prior to 1 February 2000. The detailed permission from 1995 is still extant.

3.1.2 An application for:

- alterations to and the refurbishment of the elevations of the Podium of the Tower and the provision of new shop frontages at ground floor level together with landscaping;
- use of the ground floor of the Podium for mixed uses (including uses within Classes A1, A2, A3 and D1) and office entrance and foyer to upper floors;
- change of use of the first floor of the Podium to use as B1 offices.

3.1.3 An application for:

- the provision of a new landscaped Square between 1 & 4 Triton Square, the Tower and 2 & 3 Triton Square comprising both hard and soft landscaping; and
- the erection of a new free-standing restaurant unit in the new landscaped square.

The landscaping to be provided as part of this application will form the northern part of the landscaped public Square referred to at paragraph 2.5 above. The landscaping proposals are submitted in detail. The proposals for the restaurant unit are submitted in illustrative form. This application is therefore a hybrid application, combining a detailed application in respect of the landscaped Square and an outline application with design reserved for future approval in respect of the restaurant unit. It will therefore be appropriate to impose a "reserved matters" condition dealing with external appearance and materials in respect of the restaurant unit.

3.2 Associated with the applications for the new shop frontages on the Podium and the new restaurant unit in the Square will be unilateral undertakings to actively market the space in the ground floor of the Podium and the new restaurant unit in the Square, with the aim of bringing them into suitable and commercial use as soon as possible.

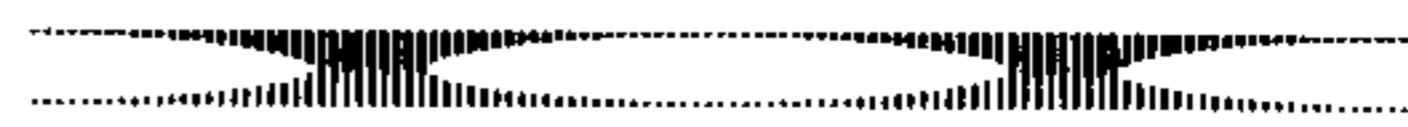
3.3 A separate application in connection with the provision of a day nursery in units on the north east side of the Mall on the ground floor of 1 & 4 Triton Square will be submitted to the Council in the very near future.

To The Director of Planning & Environment  
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#### 4 Policy

- 4.1 The Council's emerging Unitary Development Plan contains policies relevant to these applications. Policy REx of the Council's emerging Unitary Development Plan will be of particular relevance.
- 4.2 The proposed occupation of 2 & 3 Triton Square by the Abbey National and the proposed occupation of additional space in the Podium by Government Departments gives British Land the opportunity to bring forward a firmly based and innovative strategy for the development of the south east sector of Regent's Place. The proposals that are being put forward have been developed with the specific aim of regenerating Regent's Place and its surrounding area by providing, in addition to the office development, a well balanced range of mixed uses in the appropriate locations which rather than operating in isolation from each other, operate to the benefit and sustainability of Regent's Place and the surrounding area in the future, in accordance with Policy REx. Specific benefits of these proposals in respect of Policy REx are highlighted below.
- 4.3 The increased occupation of Regent's Place which will result from the development of 2&3 Triton Square, the reconfiguration of the Tower and Podium and the provision of the day nursery will serve to enhance activity in Regent's Place and create a real sense of place. In addition, the new internal glazed street on the northern elevation of 2 & 3 Triton Square will generate a sense of activity, particularly as it will include a branch office and ancillary gymnasium and staff catering facilities. The internal glazed street will form the link between the dynamic office environment of 2 & 3 Triton Square and the remainder of the estate. The increased occupation of Regent's Place resulting from the occupation of 2 & 3 Triton Square will make the new retail units which are to be provided in the Podium and the new landscaped Square attractive to potential occupiers.
- 4.4 The provision of a day nursery in a unit to the north east of the Mall on the ground floor of 1 & 4 Triton Square will increase the activity on the northern boundary of Regent's Place and will provide a valuable social use which is in high demand. British Land are currently in negotiation with suitable operators for the day nursery and do not anticipate that there will be any difficulty in reaching agreement with one of these operators for the occupation and use of the day nursery. It is appropriate to provide the day nursery in this location as it is away from the noisy and busy Euston Road where it will also be close to the existing covered children's play area to the north of 1 & 4 Triton Square.
- 4.5 The wider range of uses which will be included in Regent's Place as a result of these applications will promote improved linkage to the surrounding area. In parallel with these applications, British Land is making arrangements whereby a unit on the Hampstead Road frontage of Regent's Place will be converted into a one stop shop to promote training opportunities and employment in the West Euston area linked to a wider initiative involving contractors, Business in the Community, the Employment

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Services and other partners. This is being achieved through the active involvement of British Land in the West Euston Partnership working with the local community and a wide range of regeneration partners.

**5 Unilateral Undertaking and Conditions**

5.1 As stated above, the application in respect of changes to the elevation of the Podium and the new restaurant unit in the new Square will be supported by Unilateral Undertakings from British Land to the Council. The undertakings demonstrate British Land's commitment to providing a balanced mixed use development on Regent's Place which is tailored to the needs of the area but which is also sustainable, deliverable and appropriate to its character.

5.2 We would of course be happy to discuss the appropriate conditions which the Council will wish to attach to the planning permission.

**6 Conclusion**

6.1 British Land have provided fully documented applications and it is hoped that this will enable this matter to proceed to a rapid decision. The Council is aware, further to our earlier discussions, of the time frame in which the Abbey National are seeking to occupy 2 & 3 Triton Square.

We will telephone you in the next week or so to discuss the position.

Yours faithfully

**Berwin Leighton**  
lws/662250.14

9904132.

**GL Hearn**

Chartered Surveyors  
Facilities Management  
Planning and Development

35 Sackville Street  
London W1X 1DB

Tel: +44 (0)171 287 7800  
Fax: +44 (0)171 287 4867  
Email: westend@glhearn.com

22 January 1999  
TRM/SF

The British Land Company PLC  
10 Cornwall Terrace  
London NW1 4QP

**GL HEARN** 

Dear Sirs

**REGENTS PLACE : RETAIL**

As requested I would set out my comments with regard to the location of the retail units in Triton Square Mall and our marketing campaign in respect thereof.

The units were placed on the open market in October 1997 by way of a co-ordinated and wide-ranging marketing campaign through the joint letting agents which I would summarise as follows.

"To Let" boards were erected on each of the subject units, 3,000 brochures were distributed as part of the strategic and targeted campaign to all sectors of the retail and catering trades, both local and national, and retail agents.

An agents lunch was organised on site to "launch" the scheme with publicity hand-outs and both retailers and agents were invited to individual presentations including site inspections.

A rolling programme of mail-outs to both retailers and agents was sustained up until summer 1998.

Despite the focus and intensity of the marketing effort and flexibility of the terms offered including modest rents, offers received were few and far between.

Eventually terms were agreed with Whistletop Food and Wine (Convenience Store), Seattle Coffee Company (Gourmet Coffee Shop), Benjy's (Sandwich Bar) and Pitcher & Piano (Bar/Cafe).

Ultimately all negotiations proved abortive. In each case once the proposed tenants had carried out their own pedestrian flow counts based on both current and future projections, they withdrew.

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A full list of Partners is available upon request from the address shown above.

Initially the parties mentioned above were attracted by the prospect of trading within a significant and major Central London office development housing an affluent and captive workforce which would increase significantly in numbers as the office development grew over the next few years. However despite the presence of First National Bank of Chicago and others, and a very real prospect of substantial further office lettings the pedestrian flow count surveys indicated that any potential increase in the existing extremely low levels of pedestrian activity would be negligible.

As graphically illustrated in the Space Syntax report the fundamental problem lies in the location of the retail mall on the ground floor under the First National Bank of Chicago. With the mall located within the heart of the development with no frontage to any of the surrounding public thoroughfare the location is virtually invisible to members of the public and there is nothing to draw the potential customer either into or through the mall. With no customer car park the retail offer would have to rely almost exclusively on the office tenants within the Regents Place complex and as the Space Syntax report shows, pedestrian movement rates are greatest at the South Eastern corner of the scheme, i.e around Euston Tower.

This area would provide the most natural and viable location for retail units. Combined with the highest pedestrian movement rates, the fact that the location is visible from, and has frontage to, the junctions of Euston Road, Hampstead Road and Tottenham Court Road would encourage external pedestrian traffic into the units.

It is our belief that units around the base of the Tower would readily let and we would support your proposal to transfer the retail use from what has proved to be an unviable location in retailing terms to one with a significantly improved chance of success.

Yours sincerely



**TONY MORPETH**  
Associate Partner

9904 132.

# REGENT'S PLACE

REPORT ON THE SPACE SYNTAX STUDY

Prepared for the British Land Company PLC

20 January 1999



Space Syntax  
LABORATORY





# Space Syntax

L A B O R A T O R Y

The Bartlett School of Graduate Studies  
(1-19 Torrington Place)  
University College London  
Gower Street London WC1E 6BT

tel +44 (0) 171 813 4364

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e.mail [spacesyntax@ucl.ac.uk](mailto:spacesyntax@ucl.ac.uk)

[www.spacesyntax.com](http://www.spacesyntax.com)

REGENT'S PLACE

20 January 1999

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SPACE SYNTAX REPORT ON PEDESTRIAN MOVEMENT POTENTIALS

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- 1 THIS REPORT
- 2 BACKGROUND
- 3 THE SPACE SYNTAX STUDY OF REGENT'S PLACE
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- 5 COMMENTS ON THE APPLICATION PROPOSALS
- 6 SUMMARY

REGENT'S PLACE

20 January 1999

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SPACE SYNTAX REPORT ON PEDESTRIAN MOVEMENT POTENTIALS

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1 THIS REPORT

This report summarises the findings of a recent Space Syntax study of pedestrian movement potentials at Regent's Place, and comments on the current Application Proposals for Regent's Place: ~~for a change of use at 1 Triton Square, and for the provision of retail at the ground floor of the Euston Tower.~~ The report presents objective, quantified evidence in support of the Application Proposals on the grounds that they will:

- a improve pedestrian flows through Regent's Place, and
  - b create public space and provide public facilities which are accessible to the users of Regent's Place and to people walking through Regent's Place on journeys within the surrounding urban area.
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2 BACKGROUND

The Space Syntax Laboratory at University College London was commissioned by the British Land Company PLC in August 1998 to study pedestrian movement and space use potentials at Regent's Place.

The Space Syntax Laboratory specialises in the analysis of pedestrian movement and space use patterns. It makes direct observations of pedestrian activity in order to study current patterns, and uses purpose-designed computer programs to forecast the effects of new development on such patterns.

Space Syntax techniques were used in designing the later stages of the Broadgate development, and throughout the design of the Ludgate development, both in the City of London. They were instrumental in the evolution of designs for Brindley Place in Birmingham, and are currently in use throughout the world on a range of developments including public space design, transport interchanges, building interiors and regional masterplanning. Current projects in London include the redesign of Trafalgar Square, the new Bankside Bridge link, the Paddington Basin masterplan, the White City retail development, London Bridge City (phase 2), the South Bank Centre

and the King's Cross Project.

Space Syntax analysis works by studying pedestrian activity patterns and showing how movement will be generated or affected by a new building or urban area. The key to the computer modelling technique from which movement potentials can be estimated is the 'spatial integration map'. This is constructed by first drawing the longest and fewest straight lines which pass through all the public space in an urban area. The spatial integration value of a line is calculated by analysing shortest journeys between each line and all others. A value is given to each line according to how accessible it is, and the computer represents this value by automatically colouring the line on a scale from red = most integrated to blue = least. The computer program is given no other information on the site such as land use data, building height, population distribution or other economic indicators.

Comparison between the computer output and actual pedestrian activity in urban areas shows that the most integrated lines derived in this way usually coincide with the main commercial and market streets of an area. The reason for this is that the integration value of a line is usually a good, even excellent, forecaster of movement. Movement is the key to making new places successful, since without movement space tends to be empty for much of the time and this can create negative impacts in the form of blight in urban areas, as well as poor levels of interaction in buildings.

Having created the connections to generate movement, space can be shaped to encourage people to stop. Research again shows that the spaces which people stop most in are those which allow strong views out of them into the surrounding urban area. The strength of these views - and therefore the likelihood for people to stop in new developments - can be measured through 'visual field' analysis of the designs.

In this way, Space Syntax analysis allows for an objective understanding of social and economic issues to be achieved by identifying how these issues are affected - and can be improved - by spatial design.

More information about the work of the Space Syntax Laboratory can be found in the Space Syntax Web Site: [www.spacesyntax.com](http://www.spacesyntax.com).

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### 3 THE SPACE SYNTAX STUDY OF REGENT'S PLACE

Three types of analysis were conducted in making our study of pedestrian movement potentials at Regent's Place. We first carried out a survey of current pedestrian movement patterns, making counts at different times of the day and at different times of the week. We then followed this up with a more detailed 'movement tracking' exercise, in which people's routes were precisely recorded as they walked through and around Regent's Place. We finally compared the results of our movement surveys against the output of a Space Syntax computer analysis of the spatial integration patterns.

a pedestrian movement observation study

Pedestrian activity was observed at 67 different locations around Regent's Place within a Study Area defined by Robert Street in the north, Albany and Great Portland Street in the west, Clipstone and Maple Street in the south and Hampstead Road and Tottenham Court Road in the east. The observations were carried out over two different weekdays, during five time periods each day: 08.15-09.15; 10.15-11.15; 12.30-13.30; 15.00-16.00; and 17.00-18.00.

The counts from individual locations were put together to form a picture of the overall movement pattern in the area. Figure 1 presents the hourly movement rates for the lunchtime period (12.30-13.30) while Figure 2 presents the daily average movement rates, with street segments coloured in red for the highest movement rates through orange, yellow, green and blue to purple for those segments with the least movement. Comments on the pattern of movement are noted on each drawing.

b movement 'tracking' study

The pedestrian movement observation study was supplemented by a second exercise, which provided a detailed account on the routes taken by individuals navigating their way in and around the site. Pedestrian movements were tracked from two starting points ('point A' at the south-west corner of the site at the intersection of Euston Road and Osnaburgh Street, and point B at the south-east corner of the site at the intersection of Euston Road and Hampstead Road) on two separate days and during four time periods. The movement tracks were then relativised against the results of the pedestrian movement observation study. The overlay of all recorded traces from point A (Figure 3) and point B (Figure 4) provides a map of the most commonly used routes from these two key locations.

c Space Syntax computer modelling

A detailed Space Syntax computer model of the wider urban area was constructed to investigate existing patterns of 'spatial integration' as defined in Section 2. The model comprises the set of fewest and longer lines of sight and potential movement through all the public spaces in the area (Figure 5). The relationship between the pattern of pedestrian movement and the pattern of spatial integration was examined through statistical 'regression' analysis of the two datasets. The strength of this relationship indicated that the computer model was functioning and could be relied upon to model future design proposals for the site.

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#### 4 KEY FINDINGS OF THE SPACE SYNTAX STUDY

Our detailed observations of current pedestrian flows around Regent's Place, and Space Syntax computer modelling of pedestrian movement potentials, highlight a number of key findings with regards to the future development of Regent's Place:

- a Pedestrian movement rates vary throughout the area as shown in Figures 1 and 2. Observations show that, for Regent's Place, the highest levels of movement (around 1000 people per hour across the day) are found in front of the Euston Tower, with some of the lowest flows through the retail mall at No.1 Triton Square (22 people per hour across the day).
- b The pattern of pedestrian movement appears to be consistent, as confirmed by observations taken on different midweek days.
- c Pedestrian movement is significantly influenced by the pattern of 'spatial integration' in the area, as illustrated in Figure 5. The pattern of spatial integration is generated by the network of streets and spaces and can be calculated using Space Syntax computer modelling techniques.
- d Space Syntax computer modelling techniques can also be used to analyse the potentials of Regent's Place for future development. Three significant findings can be drawn from this analysis:
  - i first, the retail mall at 1 Triton Square is situated in a spatially segregated location (as indicated by the blue line in Figure 5). Its location makes it difficult for the mall to attract pedestrians, with many finding it much simpler to walk either side of the mall, as illustrated in Figures 3 and 4
  - ii second, computer modelling shows that, even when the 2+3 Triton Square and 5+6 Triton Square developments are built, the retail mall at 1 Triton Square will remain segregated, with pedestrians continuing to bypass it in favour of simpler routes
  - iii third, the greatest potentials for developing A1, A2 and A3 activity at Regent's Place are to be found towards the south-east corner of the development, in front of and adjacent to the Euston Tower, where a good line of movement runs diagonally across the proposed New Landscape Area from south-east to north-west
  - iv fourth, the Regent's Place development, and the wider area in general, would benefit from the development of a 'focal' space which concentrated activity and brought retail facilities into a direct relationship with office entrances, unlike the present arrangement where the retail entrances are separated from the office entrances. The

proposed New Landscape Area offers the best potential for achieving this mix, providing a focal point for the development, and an open space for the wider urban area. This space is in fact large enough to support a small retail facility located towards the centre, adjacent to - but not interrupting - the important line of diagonal movement across the space.

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## 5 COMMENTS ON THE APPLICATION PROPOSALS

The Application Proposals relate to a change of use in the mall at 1 Triton Square, and to the provision of new retail facilities in the ground floor of the Euston Tower. In terms of pedestrian movement potentials through Regent's Place and in the surrounding area, the key features of the application proposals are:

- a the provision of uses within the mall at 1 Triton Square which are less movement-sensitive than retail. The proposed uses include the management centre for Regent's Place and a nursery, both of which will attract visitors but not rely on footfall
- b the provision of movement-sensitive retail in the south-east part of Regent's Place, where movement potentials are strongest
- c the arrangement of the Euston Tower retail in four parts (Retail A, B, C and D) with Parts A, B and C facing directly onto the proposed New Landscape Area, thereby complementing the existing office entrance to 1 Triton Square and the proposed office entrance to 2+3 Triton Square
- d the location of a small unit of retail in the centre of the proposed New Landscape Area which will provide a focus for activity within this space, and pick up on the key diagonal line of movement from south-east to north-west

The effects of the Application Proposals on pedestrian movement to and through Regent's place will be further enhanced by the construction of 2+3 Triton Square. This building will further define the proposed New Landscape Area, and - as with the future construction of 5+6 Triton Square - will create additional pedestrian movement to Regent's Place for staff and visitors, and greater levels of activity in this space.

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## 6 SUMMARY

In conclusion, the evidence which we have generated as part of the Space Syntax study shows that the Application Proposals will enhance pedestrian movement flows through Regent's Place, and will provide accessible, public-oriented facilities for pedestrians moving to and through the development.

TS/TK 20 January 1999

REGENT'S PLACE

20 January 1999

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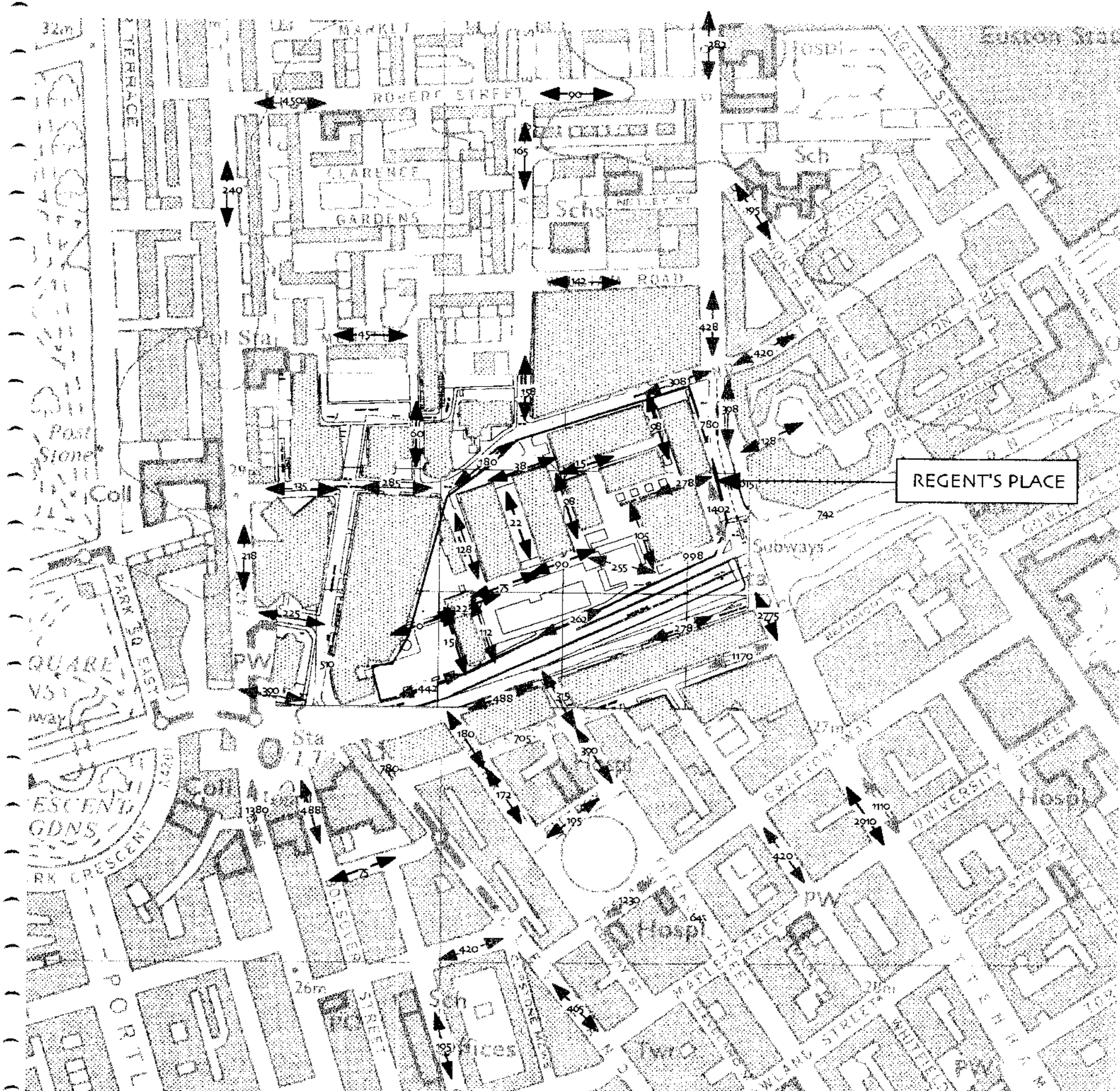
SPACE SYNTAX REPORT ON PEDESTRIAN MOVEMENT POTENTIALS

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LIST OF FIGURES

- FIGURE 1 Pedestrian Movement Rates (ph), 12:30-13:30
- FIGURE 2 Pedestrian Movement Rates (ph), Daily Average
- FIGURE 3 Movement Tracking (from Point A)
- FIGURE 4 Movement Tracking (from Point B)
- FIGURE 5 Pattern of Spatial Integration
- FIGURE 6 Comments on the Application Proposals



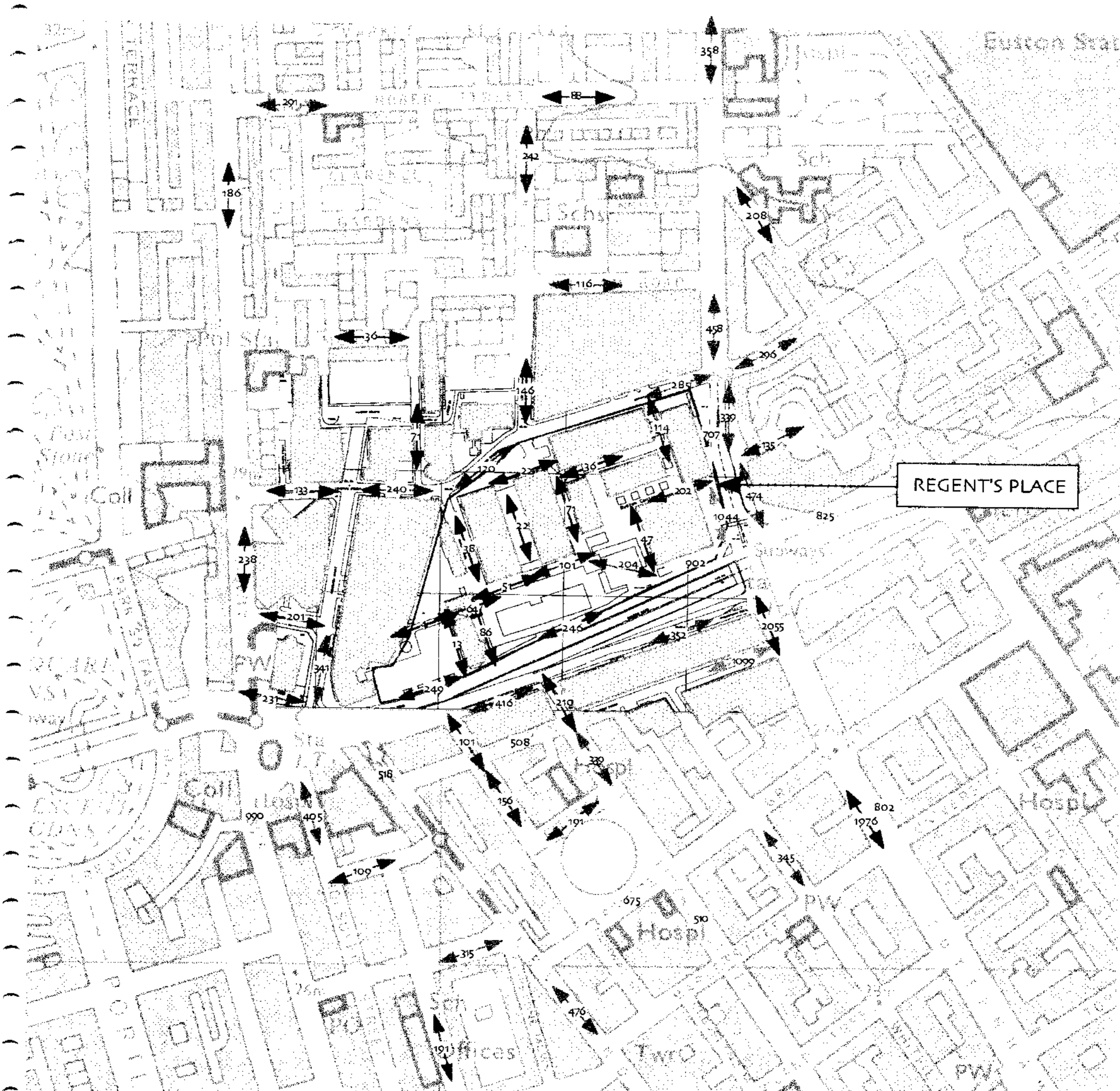


REGENT'S PLACE

KEY	
colour code	pedestrians per hour
	1501 or more
	1001-1500
	501-1000
	251-500
	101-250
	0-100

**NOTES**

- 1 Pedestrian movement rates were found to vary across the day with higher movement rates observed during the lunch period and rush hours, and lower rates during the mid morning and mid-afternoon periods.
- 2 The pattern of movement was consistent over the two days of observations.
- 3 The volume of movement to the south of Euston Road is generally higher than that to the north, reflecting the difference in land uses and levels of spatial integration (see Figure 5). The differences between north and south are exacerbated by the Euston Road which acts as a major barrier to pedestrian movement.
- 4 Pedestrian movement rates within Regent's Place itself are low with respect to those in the immediate vicinity of the site, and much lower than the study area as a whole, with the exception of routes around the south east corner of the development.



KEY	
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**NOTE**

Movement from the south-west corner of the site (Point A) is roughly evenly distributed along Euston Road to the east and Osnaburgh Street to the north. Half of the movement which goes down Euston Road turns in to Regent's Place while the other half continues to - and beyond - the south-east corner of the site. Very few pedestrians moving from this corner use Regent's Place as a 'short-cut'. No pedestrians in the sample followed (151 in total) were observed moving through the retail mall at 1 Triton Square. By contrast, although much of the movement along Osnaburgh Street goes in to the buildings there, a significant proportion continues beyond the junction with Longford Street and heads north into either Munster Square or Laxton Place.

**KEY**

- Observed Area
- Origin Point
- Movement Track



Figure 3

Movement Tracking from Point A

REGENT'S PLACE

JANUARY 1999

**NOTE**

Movement from the south-east corner of the site (Point B) is distributed: a) along Hampstead Road to the north, b) along Euston Road to the west, and c) in to Regent's Place. Almost a third of those entering Regent's Place continue through the site to Longford Street and Drummond Street and set up a key diagonal line of movement across the open space to the west of the Euston Tower. Only a tenth of those observed (205 observed in total) moving through Regent's Place walked through the retail mall at 1 Triton Square.

**KEY**

- Observed Area
- Origin Point
- Movement Track

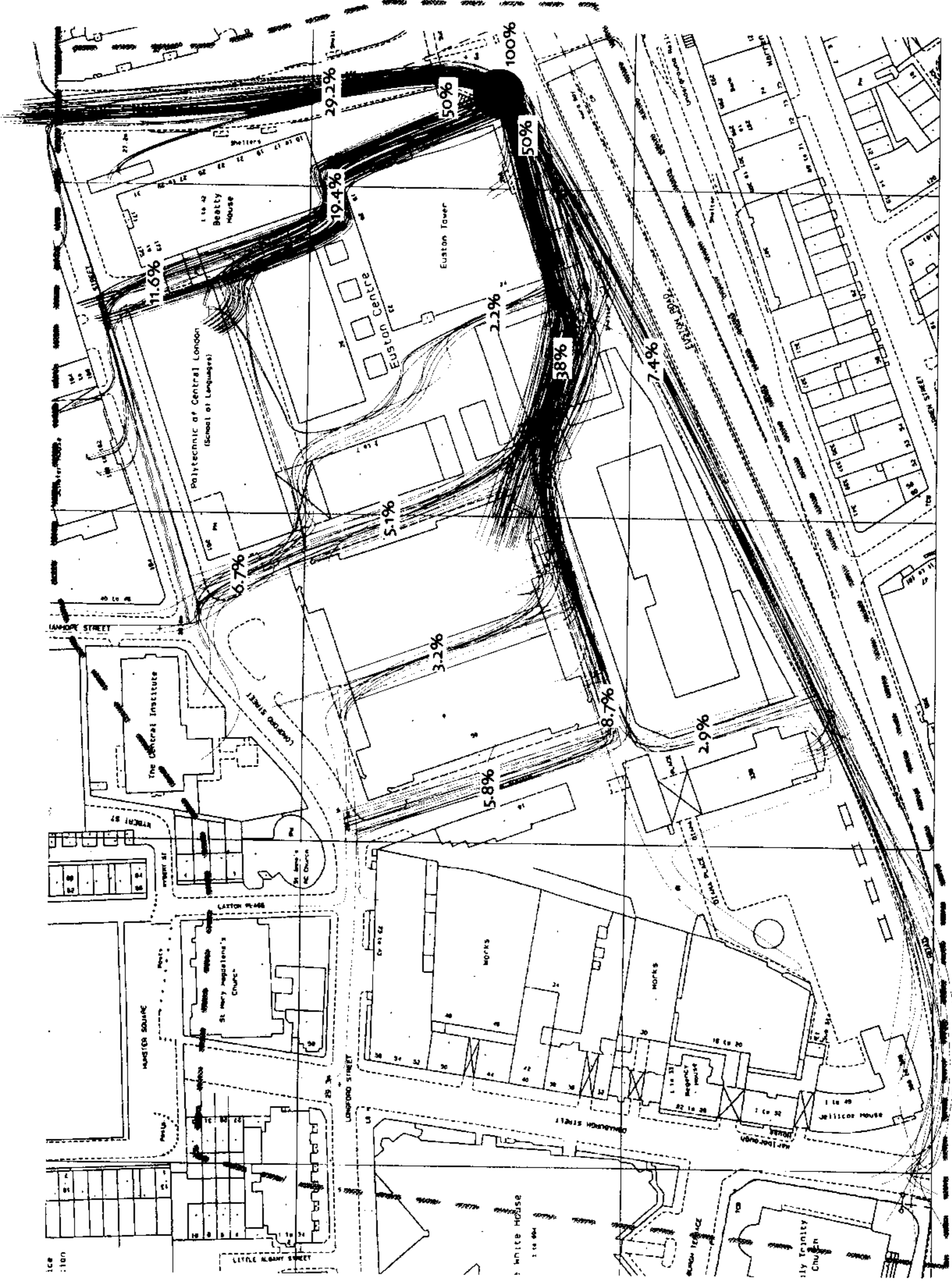


Figure 4

REGENT'S PLACE

**Space Syntax**  
LABORATORY

Movement Tracking from Point B

JANUARY 1999

## SPATIAL MODELLING

1 The space syntax computer model calculates levels of spatial integration in the pedestrian movement network.

2 Spatial integration values are based on a calculation of mean 'depth' from each line to all other lines of the system.

3 Depth in this analysis means the number of steps or the number of changes of direction from one line to another line along the shortest routes (fewest change of direction).

4 Integration is a comparative measure and has no unit.

5 The resulting 'integration values' for each line are automatically converted by the computer into a coloured graphical representation as:

red = high spatial integration  
through orange, yellow and green to:  
blue = low spatial integration

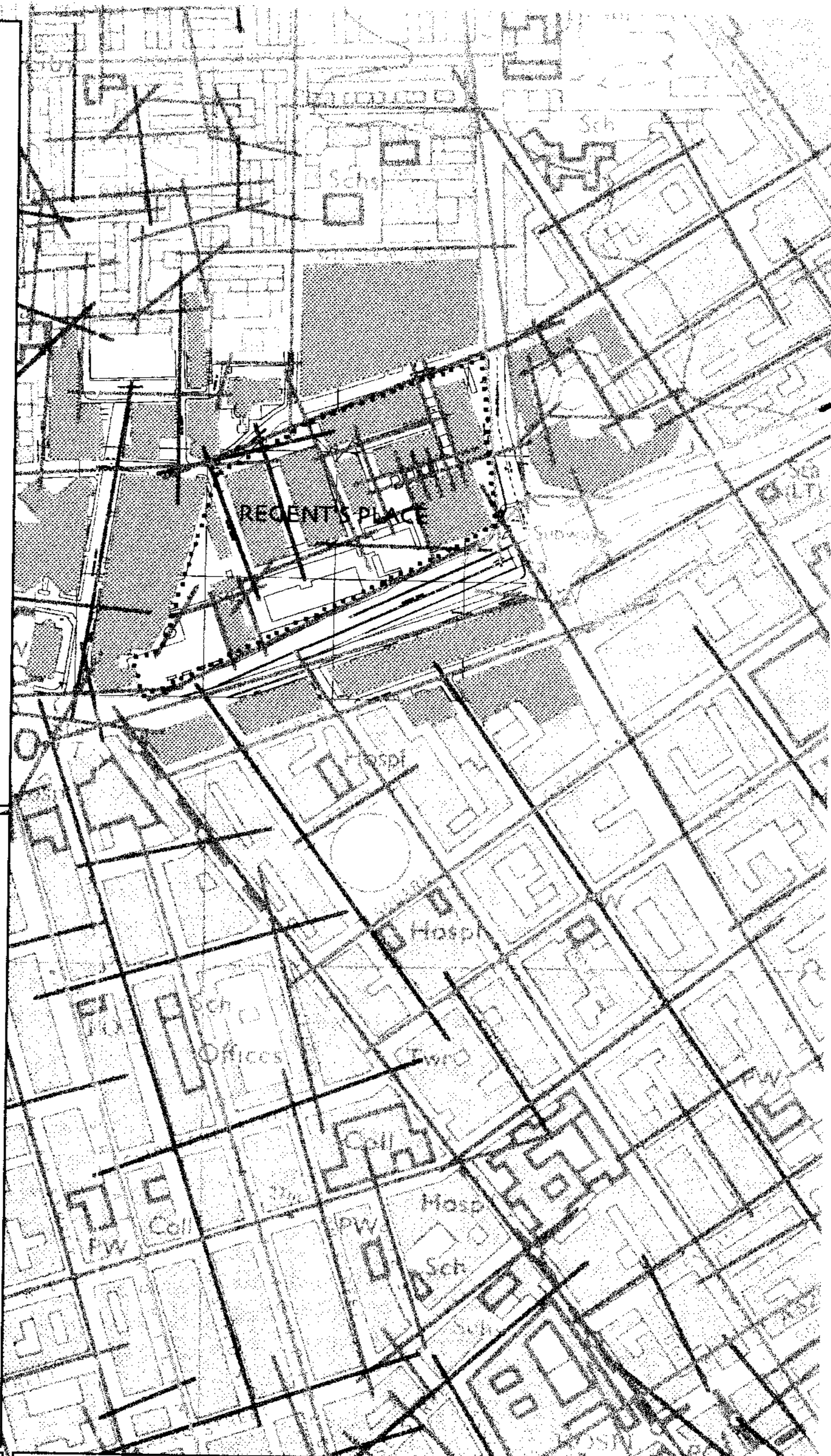
6 Integration analysis is solely based on spatial characteristics and is independent from other factors.

## AREA ANALYSIS

1 Regent's Place, although close to key lines of spatial integration, such as Tottenham Court Road, Great Portland Street and Hampstead Road, is relatively segregated, dominated by green and blue lines of poor spatial integration.

2 The Euston Road itself is relatively weakly integrated since movement potentials along it are complicated by the design of the traffic management system which leads to complex crossing points and hostile walking conditions.

3 Analysis shows that there is a strong and statistically significant relationship between the pattern of movement (Figures 1 and 2) and the pattern of spatial integration. In other words, the pattern of pedestrian movement is directly influenced by the network of streets and spaces, and the simplicity or complexity which each offers to pedestrians moving through the area. The computer model in fact forecasts over 70% of the actual pedestrian movement pattern, an important finding given the diversity of the spatial and functional structure of the area.



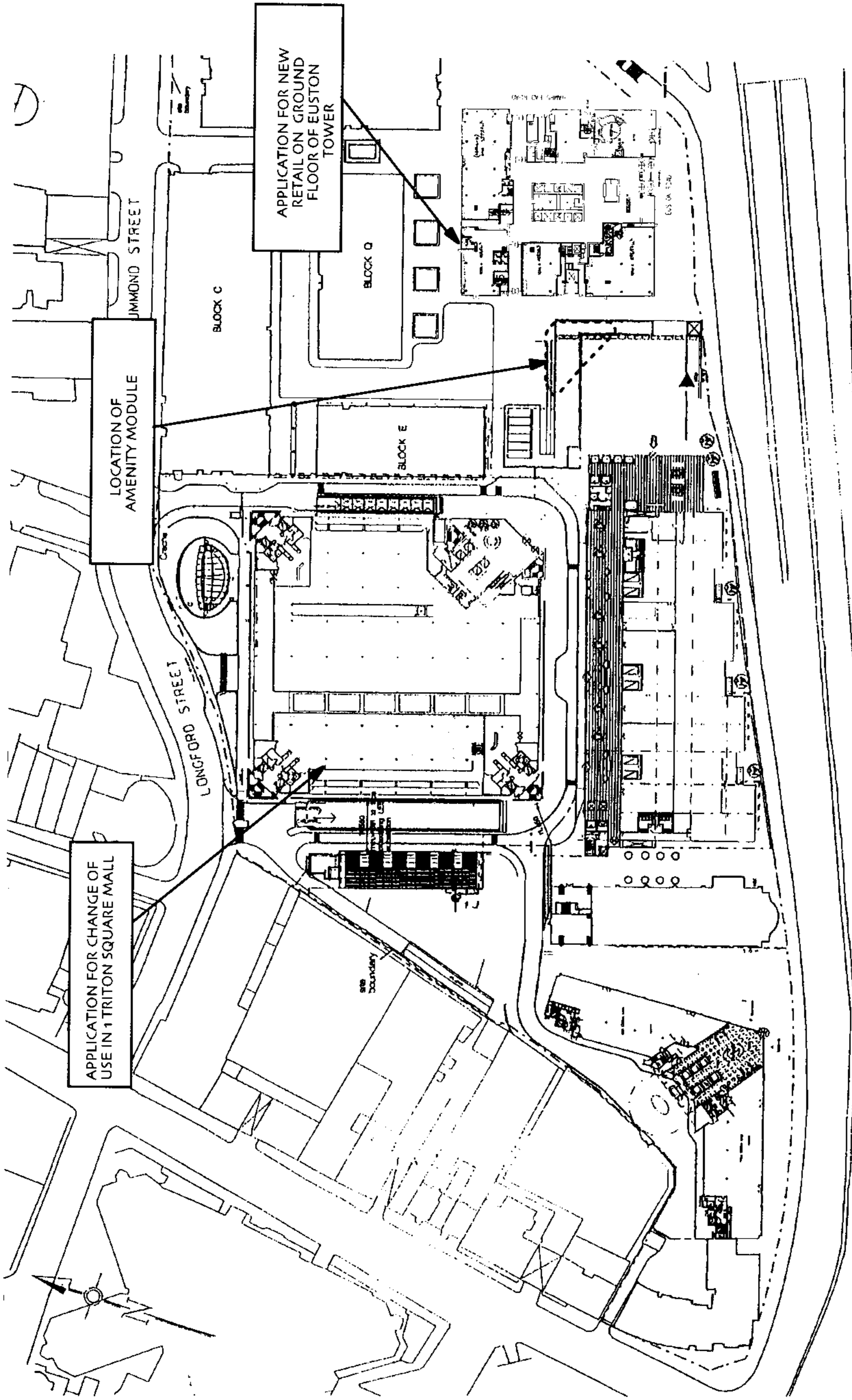


Figure 6  
 REGENT'S PLACE