

To: [safetravel@camden.gov.uk](mailto:safetravel@camden.gov.uk):

## Transforming Gordon Street and Gordon Square West consultation

This response to the consultation on the above proposal from Camden Council is from Camden Cycling Campaign, the local borough group of the London Cycling Campaign. We represent the interests of cyclists living or working in or travelling through Camden and aim to expand the opportunities for all to cycle safely in the borough. We discussed this proposal in depth at our August members meeting.

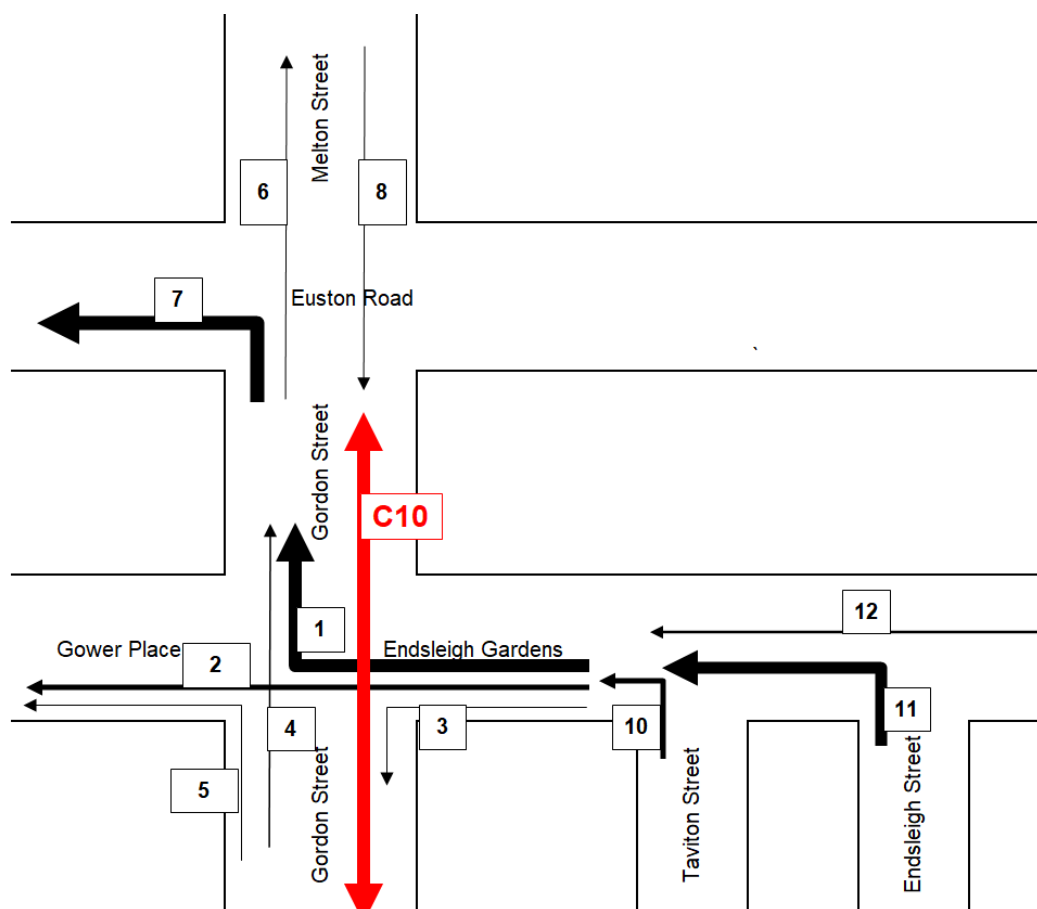
The consultation refers to Tavistock–Torrington cycle route in the south (i.e. C27) but it fails to mention that the C10 cycle route runs along Gordon Square west and Gordon Street providing a link from the C27 to Euston Station. See [TfL's map of Camden Cycle routes](#).

### Context for C10

In order to reach Euston Station, the route has to pass through two dangerous junctions:

- Gordon Street @ Endsleigh Gardens where there is a very heavy flow of right-turning motor traffic along Endsleigh Gardens coming mostly from Endsleigh Street.
- Gordon Street @ Euston Road

We carried out some informal mid-morning traffic counts at these two junctions - see the Appendix. In the diagram below the widths of the arrows indicate traffic flows based on our traffic counts. The flows on Gordon Street north of Endsleigh Gardens are ~250 per hour off-peak – far too high for cycles to mix with motor vehicles. So this section will either need segregated cycle lanes or a drastic reduction in motor vehicles.



The creation of an LTN<sup>1</sup> in the area between Euston Road, Woburn Place, Tavistock Place and Gower Street could eliminate the flows of motor traffic along Endsleigh Gardens marked as 1 and 2 (see below).

<sup>1</sup> an area in which motor traffic is unable to travel between one boundary road and another

## The main proposal in the consultation

Camden Council and UCL propose to close Gordon Square west and Gordon Street to through motor traffic with some exceptions northbound to allow for loading and blue badge parking.

We are pleased that Camden intends to improve the junction of Tavistock Place at Gordon Square East on the grounds that motor traffic between Tavistock Place and the northern end of Gordon Street is likely to be diverted through this junction.

Even if the proposed road closure is on the C10 cycle route, we are unable to see much benefit as the motor traffic levels are already low (~1200 per day). It also benefits a single road in the area at the expense of the other roads (e.g. Birkbeck uses for teaching 43-44 Gordon Square (east) and 32 Tavistock Place (west) which also houses Connaught Hall).

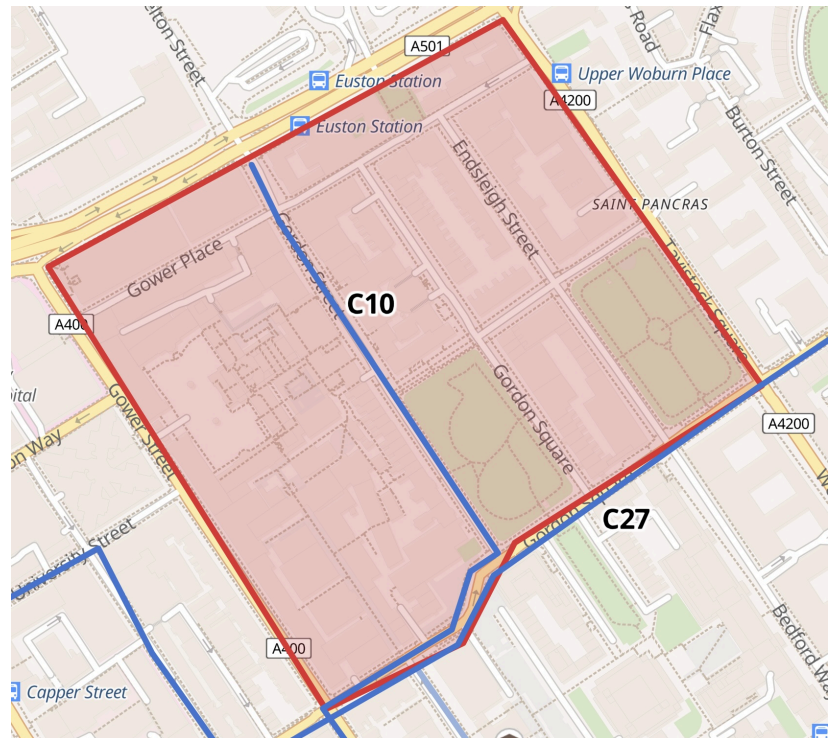
## The benefits of an LTN

Consider an LTN bounded by Euston Road, Woburn Place, Tavistock Place and Gower Street shown in pink in the map on the right.

This would immediately reduce motor traffic flows through all of the roads in the area including on the C10 cycle route.

In particular, the junction Gordon Street @ Endsleigh Gardens would become safe for cycling.

For example, motor traffic originating from Bedford Way would not be able to reach Euston Road through the pink area (it would be sent back to Tavistock Place e.g. through Gordon Square east); it will need to use Woburn Place instead.



## Conclusion

We are unable to support the proposal for the following reasons:

- it does nothing to improve other roads in the area, in particular the Gordon Street @ Endsleigh Gardens junction and merely displaces motor traffic from one road to another;
- a better solution is available – an LTN would benefit all of the roads and be simple to implement;
- we believe that the proposed closure of Gordon Square (west) and Gordon Street could complicate the design of an LTN.

## Gordon Street @ Euston Road junction

We ask Camden to continue to work with TfL on providing a safe crossing for cycles and pedestrians over Euston Road between Gordon Street and Melton Street. This should be of the same standard as the crossing between Midland Road and Judd Street. The design would be simplified if Gordon Street is closed at Euston Road as part of the LTN design.

It is already important that people should be able to reach Euston Station via the C10 but once the HS2 works are complete, we would expect the C10 route to continue north via Cardington Street and Hampstead Road to Arlington Road.

## **Our Answers to the Questions from the Online Survey**

9. Overall, to what extent do you agree or disagree with the proposal in general to transform Gordon Street and Gordon Square (western side) by restricting through traffic, as a trial?

We would prefer an LTN as described above and think that implementing the proposal could make it harder to create an LTN.

10. To what extent do you agree or disagree to add seating, greening, additional Blue Badge Holder parking bay and new loading bays to the area?

We always support seating and greening but would prefer it to be distributed through the area rather than all of it being put in one road.

11. If the Gordon Street Transformation project was to go ahead, how would you like to see the space to be used? (For example, events, public art/installations, food markets etc)

No reply.

12. If the Gordon Street Transformation project was to go ahead, what else would you want us to add to the space?

Mobility hubs for use at sites throughout the area - not just in Gordon Street.

13. If implemented, what do you think you might like about the changes proposed? (you can choose more than one)

No reply.

14. If implemented, what do you think you might not like about the changes proposed? (you can choose more than one)

The difficulty of adding an LTN in the future.

Please acknowledge receipt of this response. We would be very happy to discuss any aspect of our comments; contact details are below.

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## Appendix. Traffic Counts

Traffic counts were taken on Wednesday 13/8/25 between 1040 and 1055 am and on Thursday 21/8/25 between 1042 and 1057 am. They were summed and scaled up to hourly rates.

Movements are numbered as in the diagram above.

Movement	From	To	Per Hour	Comment
<b>Gordon Street/Gower Place/Endsleigh Gardens</b>				
1	Endsleigh Gdns	Gordon Street (NB)	220	To Euston Road
2	Endsleigh Gdns	Gower Place	114	To Gower Street/UCLH
3	Endsleigh Gdns	Gordon Street (SB)	20	Local traffic?
4	Gordon Street (NB)	Gordon St (NB)	34	To Euston Road
5	Gordon Street (NB)	Gower Place	12	To Gower Street/UCLH
<b>Gordon Street/Melton Street/Euston Road</b>				
6	Gordon Street (NB)	Melton Street	20	To disabled drop-off/pick-up?
7	Gordon Street (NB)	Euston Road (WB)	234	Majority
8	Melton Street	Gordon Street (SB)	32	All went south to Gordon Square
<b>Route into Endsleigh Gardens (5 minute count)</b>				
10	Taviton Street		120	
11	Endsleigh Street		288	Majority (from Bedford Way?)
12	Upper Woburn Place		54	

Note that the majority flow is from Endsleigh Street via Endsleigh Gardens and Gordon Street to the Euston Road.

The discrepancy between counts for traffic entering Endsleigh Gardens (movements 10-12) and those leaving (movements 1-3) is because they were not simultaneous but immediately after one another.

Far fewer taxis cross to Melton Street now the main rank has moved but traffic on Endsleigh Gardens still backs up and the junction is always saturated.