

# 250 City Road

London, United Kingdom

**250 CITY ROAD** is a high-end mixed-use project in London located along designated cycling routes. The project will provide accommodations intended for the area's growing bicycle ownership and use.

## QUICK FACTS

**Location**  
250 City Road,  
London, United Kingdom

**Status**  
Under construction; opening in  
phases from 2018 to 2023

**Type of Project**  
Mixed-use

**Site Size**  
5.5 acres (2.2 ha)

**Building Size**  
1.4 million square feet (130,000  
sq m), 930 residential units,  
190-room hotel, 75,000 square feet  
(7,000 sq m) of office space,  
40,000 square feet (3,700 sq m)  
of retail, 23,000-square-foot  
(2,100 sq m) data center

**Residential Unit Listing Prices**  
From around £700,000  
(US\$1,005,000) to over £3,600,000  
(US\$5,168,000)

**Project Cost**  
Undisclosed

**Developer**  
Berkeley Group Holdings

**Architect**  
Foster + Partners

**Lender**  
Undisclosed

**Equity Partner**  
Undisclosed

**Bike Amenities**  
Bike storage and elevators, bicycle  
workrooms, investments in bike  
share and road safety

**Nearby Bicycle Infrastructure**  
Bike routes on Macclesfield Road,  
Lever Street, Central Street, Mora  
Street; public bike share

**Health Features**  
Fitness center, swimming pool,  
outdoor patio



“The demand for secure cycle parking will only increase in the coming years, so ‘overprovision’ seems sensible and will futureproof the development.”

>> Christopher Abel, development director, Berkeley Group

## Context for Development

A large mixed-use project with 930 high-end, luxury residential units and other uses, 250 City Road is under construction in the London Borough of Islington.

Berkeley Group, the project developer, worked with local government officials and architecture firm Foster + Partners to create a suite of bicycle-oriented amenities that will support two-wheeled commutes. Agreements between Berkeley and the Borough of Islington have led to increased investments in the area's cycling infrastructure.

Christopher Abel, Berkeley's development director, explains the motivations behind accommodating bicycle transportation, saying, "We see the additional measures . . . as not only assisting cyclists who will live and work [at 250 City Road], but as raising the standard for future development across London."

The 250 City Road project is being constructed adjacent to an existing public "Santander Cycles" bike-share station and is located near designated on-road cycle routes. These routes will help connect the project to the 18-mile (29 km) "East-West Cycle Superhighway" being built as part of a £160 million (US\$240 million) system of London segregated bike lanes.

## Active Transportation-Friendly Features

A number of features will be included at 250 City Road that facilitate walking, bike ownership, and commuting, including the following:

- >> **Bike storage.** There will be 1,486 bike parking spaces located in a secure basement facility accessible by residents and office workers. Additional bike parking will be provided in an on-site park for use by the public.
- >> **Bicycle elevators.** Three dedicated bicycle elevators will connect the underground bicycle storage space with the street level.
- >> **Bike workrooms.** Space will be provided for residents to clean and maintain bikes on site.
- >> **Public bike-share station.** There is an adjacent existing public bike-share station, but project developers are contributing £185,000 (US\$264,559) to Transport for London, the local governmental body responsible for transportation throughout the region, for an additional 24-bike Santander Cycles station on site.
- >> **Investments in on-road safety.** Berkeley is making a £20,000 (US\$28,721) financial contribution to Transport for London for off-site pedestrian and bicyclist-focused safety improvements to nearby intersections.

*Facing page: The 250 City Road project will feature on-site bike-share stations and promote active transportation access. (Berkeley Homes, North East London)*



Residents and visitors to 250 City Road will be able to relax in central courtyards. (Berkeley Homes, North East London)

## Development Lessons

The 250 City Road project's bike-friendly features and the improvements to London's cycling routes support the high rate of bike commuting in the area. The 2011 U.K. Census found that more people ride a bike to work in the London Borough of Islington—where 250 City Road is located—than drive (5.9 percent of locals cycle to work versus 5.5 percent who rely on automobiles).

To accommodate local cyclists, 250 City Road will have dedicated storage space for 1,486 bicycles—a ratio of almost 1.6 spaces per residential unit. In contrast, the project has only 200 car parking spaces.

The number of bike parking spaces exceeds the 1,223 required by London's bike-friendly zoning laws, while the number of car parking spaces is significantly less than the maximum number of spaces allowed—roughly one per unit.

Abel explains that Berkeley decided to provide ample bike parking because ". . . the demand for secure cycle parking will only increase in the coming years, so 'overprovision' seems sensible and will futureproof the development."

The project's focus on improving the safety and convenience of bicycling, and the partnership with local government to invest in improvements, show how development objectives can go hand-in-hand with municipal efforts to enhance active transportation options.

The project is emblematic of the shift toward bicycling as an everyday mode of transportation and demonstrates that bike-friendly design features can be a component of a package of luxury amenities for mixed-use developments.