



Category 1 Standard

S1365 Commercial opportunities within London Underground stations

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1 Purpose

1.1 The purpose of this Standard is to set out the requirements for the provision of commercial opportunities within the LU station environment, namely:

- Retail;
- Retail Services;
- Retail Shell & Core;
- Retail presentation;
- Automated teller machines (ATMs);
- Sponsorship, co-branding and third party advertising.

1.2 The provisions for commercial opportunities include the space, the infrastructure and the utilities required for its operation. This standard outlines how the opportunity can be used by London Underground for commercial advantage whilst maintaining the integrity of brand values, safety and customer service.

1.3 The requirements set out in this Standard are the minimum necessary to enable the commercial opportunity to be realised, in order to ensure that amenity, ambience and revenue benefits are maximised.

1.4 This standard mitigates the risk that substandard and unmarketable retail premises will be delivered for LU use. By doing so it also mitigates the risk of LU losing revenues and / or having to fund the necessary work to bring substandard premises to a marketable standard.

2 Scope

2.1 Specific commercial opportunities have their own section which addresses construction, installation and service delivery, including customer facing requirements. Whilst specifics are detailed for retail premises, retail presentation, sponsorship & co-branding, ATMs and third party advertising, all proposals for secondary revenue shall be subject to the prevailing approval processes.

3 Retail

3.1 General requirements

3.1.1 This standard covers all projects that have requirements pertaining to:

- The delivery of new retail premises within an existing station;
- The delivery of new retail premises as part of a new station or redevelopment scheme;
- The refurbishment and/or enlargement of existing retail premises.

3.1.2 Projects that have requirements to deliver retail premises shall consult TfL Commercial Development on the location and number of retail premises.



3.1.3 Where projects have a requirement to deliver new retail premises in either an existing station or as part of a new station redevelopment scheme, the amount of space made available shall be maximised.

3.1.4 New retail premises shall have a floor area of at least 50m² to enable TfL to attract future tenants that are of a high standard and enable the highest income to be achieved.

Note: Larger premises are preferable; however, retail premises that are smaller than 50m² may still be commercially viable.

3.1.5 Large retail frontages on to a passenger circulation area or street shall have a minimum depth of 5m.

3.1.6 New retail premises that are located within the unpaid areas of the station are preferable, however retail premises on the paid side may still be commercially viable.

3.1.7 Retail premises that are of a regular shape (i.e. rectangular) and without supporting columns or pillars within their demise are preferable.

3.1.8 For new retail premises a suitable delivery route for stock and / or refuse removal shall be defined. If the route requires the use of a lift, the lift shall be investigated to establish whether and when it may be possible to carry goods and / or refuse to support retail activities.

Note: At no time will it be acceptable to use a fire fighting lift for the delivery of goods and / or refuse removal.

3.1.9 If a suitable delivery route can be identified, the definition will need to be agreed by the Area Manager including time of delivery and refuse removal.

3.1.10 LU's Asset Performance (AP) shall be consulted to ascertain if the station's current bin store facilities are sufficient to cope with the increase in refuse or if additional facilities are needed.

3.1.11 The position of a new retail premises shall comply with station planning queuing zones and requirements to ensure passenger flow/circulation is not adversely impacted in any way.

3.2 Retail shell and core

3.2.1 Both the TfL Shell and Core Guide and TfL Retail Design Guide shall be followed for the delivering of new and refurbishing existing retail premises. The type of retail frontage and signage is addressed in both guides.

3.2.2 In general, the construction of the retail premises internal walls, floor and ceiling (i.e. its shell) and any landlord services (e.g. PA/VA) shall be undertaken to ensure constraints on future occupiers of retail premises are minimised.

3.2.3 There is no requirement to render or paint the internal walls or ceiling of a retail premises as part of its construction or refurbishment.

3.2.4 Opportunities for new or refurbished retail premises shall be investigated so that they do not form part of the station fire plan.