

# The story so far



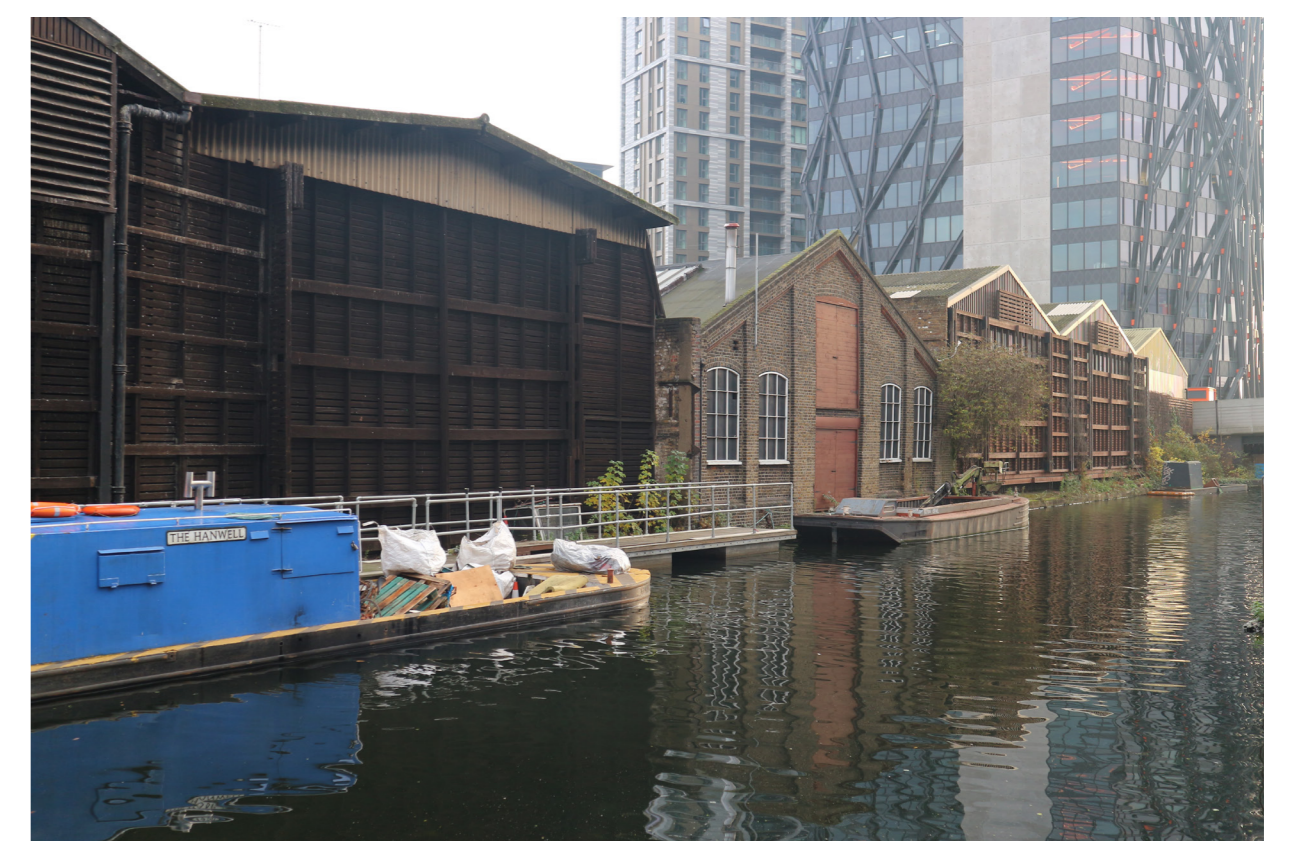
**In September 2023, we began a new phase of public engagement around the redevelopment of Baltic Wharf – the site currently owned and occupied by Travis Perkins.**

This public engagement followed earlier engagement, in 2020 and 2021, around initial proposals, that were ultimately refused by Westminster City Council in 2022.

The latest phase of consultation has been focused on listening to stakeholders' views and considering how a new proposal can respond to the reasons for refusal identified in 2022.

We launched this phase of engagement with an engagement forum in September 2023. This was followed by a number of targeted meetings with close neighbours and a series of design workshops.

Taking all views and factors into account, we now want to show you our emerging proposals for the site and to hear your views on these.



## Our brief for the site

Travis Perkins has owned and operated a builders merchants on the Baltic Wharf site for over 50 years. This builders merchants is very successful, but the facilities that it is operating from are no longer fit for purpose and Travis Perkins has spent a number of years considering redevelopment options – which maximise the potential represented by this prominent site, located within the Paddington Opportunity Area, and ensure a continued and improved builders merchants at Baltic Wharf.

In 2019, Travis Perkins actively marketed the site as a joint venture development opportunity. Over 25 potential development partners submitted proposals, including residential and commercial developers, hotel developers and others.

Following an extensive review, Travis Perkins identified that the only viable option for mixed use development on the site, retaining and improving the builders merchants at ground level, was to partner with Unite Students to provide student accommodation and associated facilities on the upper floors.

The initial proposals promoted by Travis Perkins and Unite Students proposed 854 student bedrooms above the builders merchants.

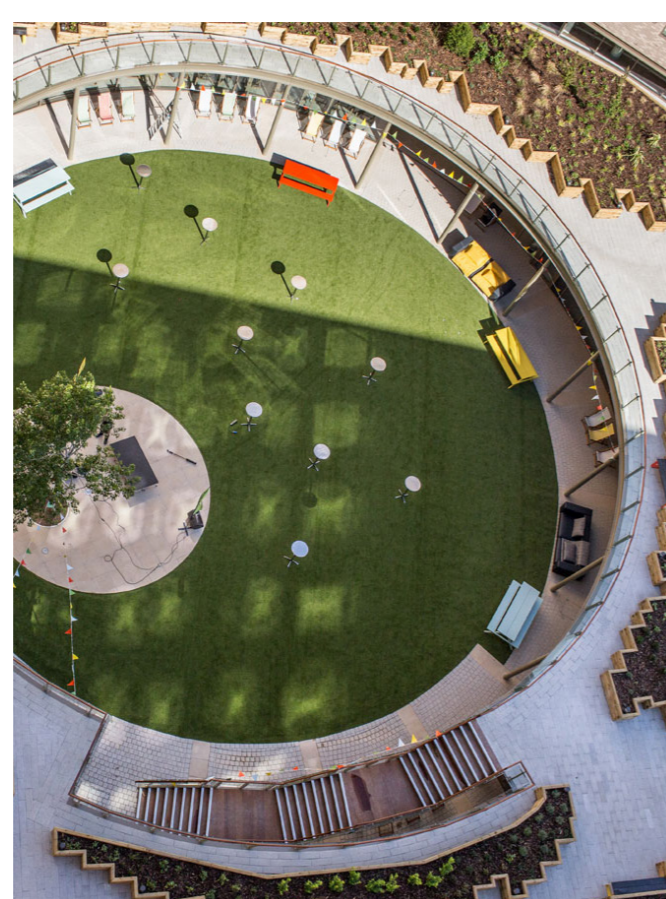
The current emerging proposals are based on around 600 student bedrooms – a c.30% reduction. This is the minimum number of bedrooms that can be viably delivered, while still allowing the scheme to provide a new builders merchants and extensive on and off-site public benefits.

The majority of the student bedrooms would be occupied under an agreement with Westminster-based King's College London.

## Vision



Modernised facility that meets Travis Perkins future operational needs



World class student accommodation



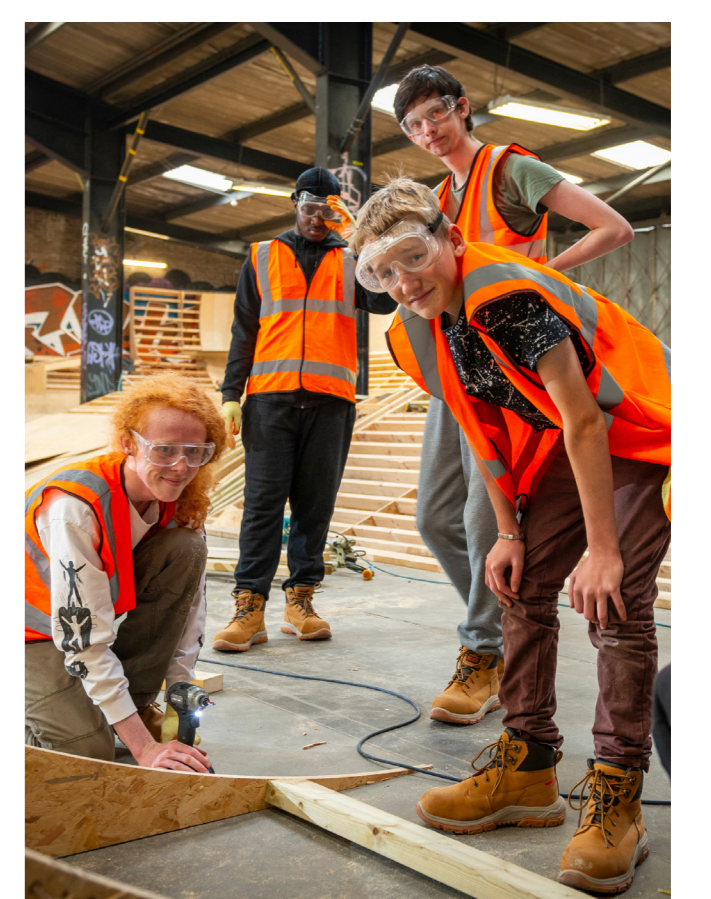
Celebrate the sites industrial canal side heritage



Enhanced public realm, including new canal side path



Highly sustainable development



Community benefits including a new community space run by local organisation

# What you've told us



Over the past few months, we have listened carefully to local stakeholders, to try to understand what you didn't like about our initial proposals – and more importantly, what we might be able to do to bring forward new proposals that, where possible, address your concerns.

Over the past few months, we have listened carefully to local stakeholders. Your key message to us has been that, while there is general acknowledgement that the Baltic Wharf site should be redeveloped, this redevelopment must not be undertaken at the expense of the local community.

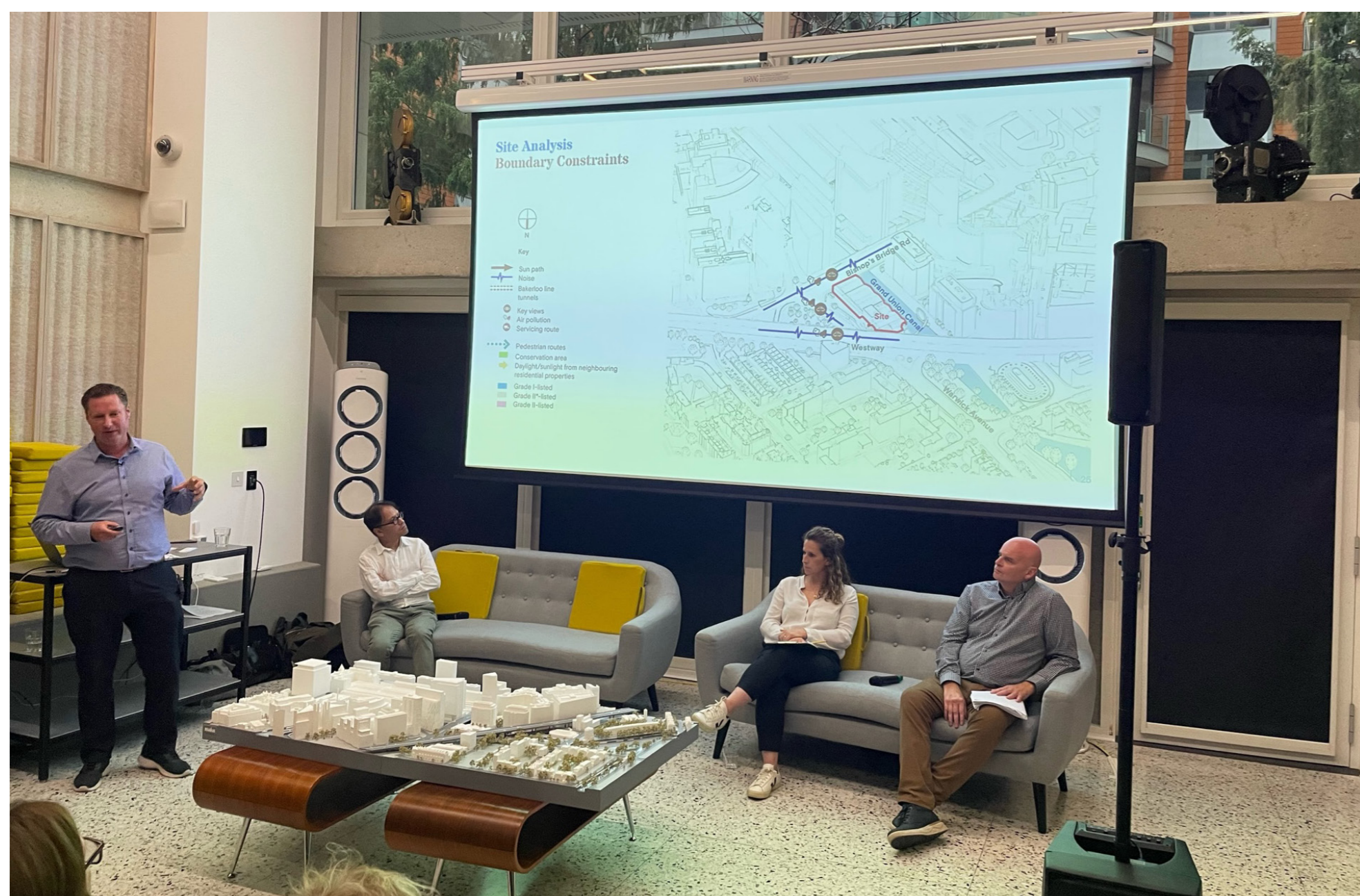
This means that, in addition to addressing the specific reasons for refusal of the initial proposals, any scheme must demonstrate that the views of the community have been considered.

**In summary, the initial reasons for refusal were:**

- The daylight and sunlight impacts on Sheldon Square and Dudley House were unacceptable and the proposals created a significant sense of enclosure
- The height and mass would cause harm to the setting of nearby listed buildings and conservation area
- The proposed servicing arrangements were unacceptable



Our consultation hub



The Engagement Forum

Our invitation for the community to visit existing Unite Students halls, remains open! Please ask to arrange a visit.

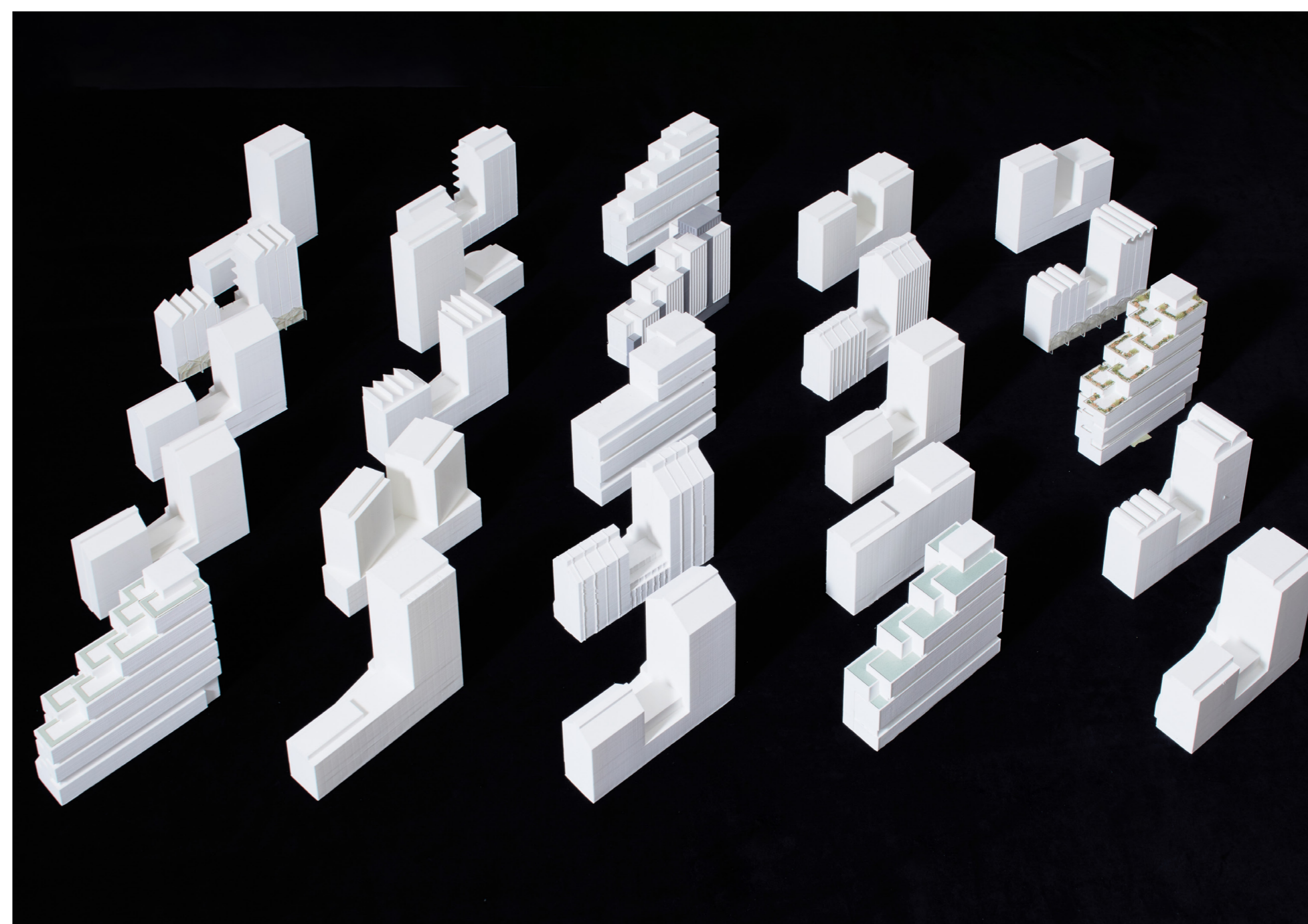
Through our engagement process, and specifically through a series of detailed design workshops held in late 2023, we have identified a design approach.

More information on this design approach – and how our emerging proposals address the initial reasons for refusal – is provided on the following boards.

Above all, any new proposals need to demonstrate that they deliver significant public benefit, to the immediate community and the wider community in Westminster.

Student accommodation was not identified as a reason for refusal for the initial proposals. However, given what you have said to us, we acknowledge that we need to work hard to reassure the community that student use is appropriate for the site.

We have undertaken detailed research into what students look for in new purpose built accommodation, why they choose a specific area in which to live and what the experience has been of communities living next door to student halls, and this research is detailed in this exhibition.



We have looked at many different design options for the site