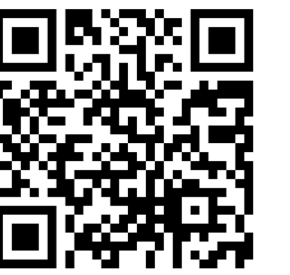


Baltic Wharf: Our proposals



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Welcome to this exhibition of our final proposals for the redevelopment of the Baltic Wharf site.

Over the past two years, we have focused on progressing a scheme at Baltic Wharf that address Travis Perkins and Unite Students' objectives, while respecting the amenity of our neighbours and responding to the site's location within the Paddington Opportunity Area.



Birdseye view of the proposed Baltic Wharf redevelopment

We first began our journey on this site in 2019 and in 2020 we consulted on proposals for a c. 850 student bed room scheme (submitting with a bed count of 768), based on a building stepping down in height from the Brunel Building towards the Westway. Due to Covid restrictions, our consultation was mainly 'virtual', however during it we made some significant amendments to our scheme and ultimately submitted a planning application in late 2021.

In spring 2022, this application was refused by Westminster City Council. The council did not object to the principle of redevelopment, nor to the proposed reversion of Travis Perkins with student accommodation above. Three reasons were given for the refusal:

- 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

We then spent the next 18 months reviewing the scheme and thinking very carefully about how we might bring forward a new proposal that would address these reasons for refusal.

In September 2023 we began a new phase of detailed consultation and engagement with the local community and other stakeholders about the Baltic Wharf site. Responding to this, we have now firmed up our designs for the site and worked to develop a comprehensive package of public benefits that will be delivered as part of these proposals. After today, we will finalise all our technical reports and we expect to submit a planning application to Westminster City Council in the coming weeks.



The Engagement Forum



The site today



The site today, canal side

Summary of our final proposals



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The Baltic Wharf redevelopment viewed from across the canal

Our proposals are based on redeveloping the entire Baltic Wharf site to reprovide the Travis Perkins builders' merchant in a new and more efficient yard, store and offices at ground level, with around 600 student bedrooms, with associated amenity space, on the upper floors.

A community space will also be provided at ground floor that is accessed directly from the new canal side path. This new canal side path will, for the first time, provide a direct pedestrian link along the north side of the canal, between Stone Wharf and the Brunel building.

In an acknowledgement of the site's canal heritage, the last remaining brick gable end of the canal side warehouse buildings will be retained and celebrated. This is a new addition to the proposals. The proposals also retain the important service boat moorings.

The new Travis Perkins yard and store will be accessed, as now from the Harrow Road. 'Shop windows' will face onto the new canal side path, creating interest and vibrancy and a direct canal side access will be created, to enable canal boats to be directly serviced.

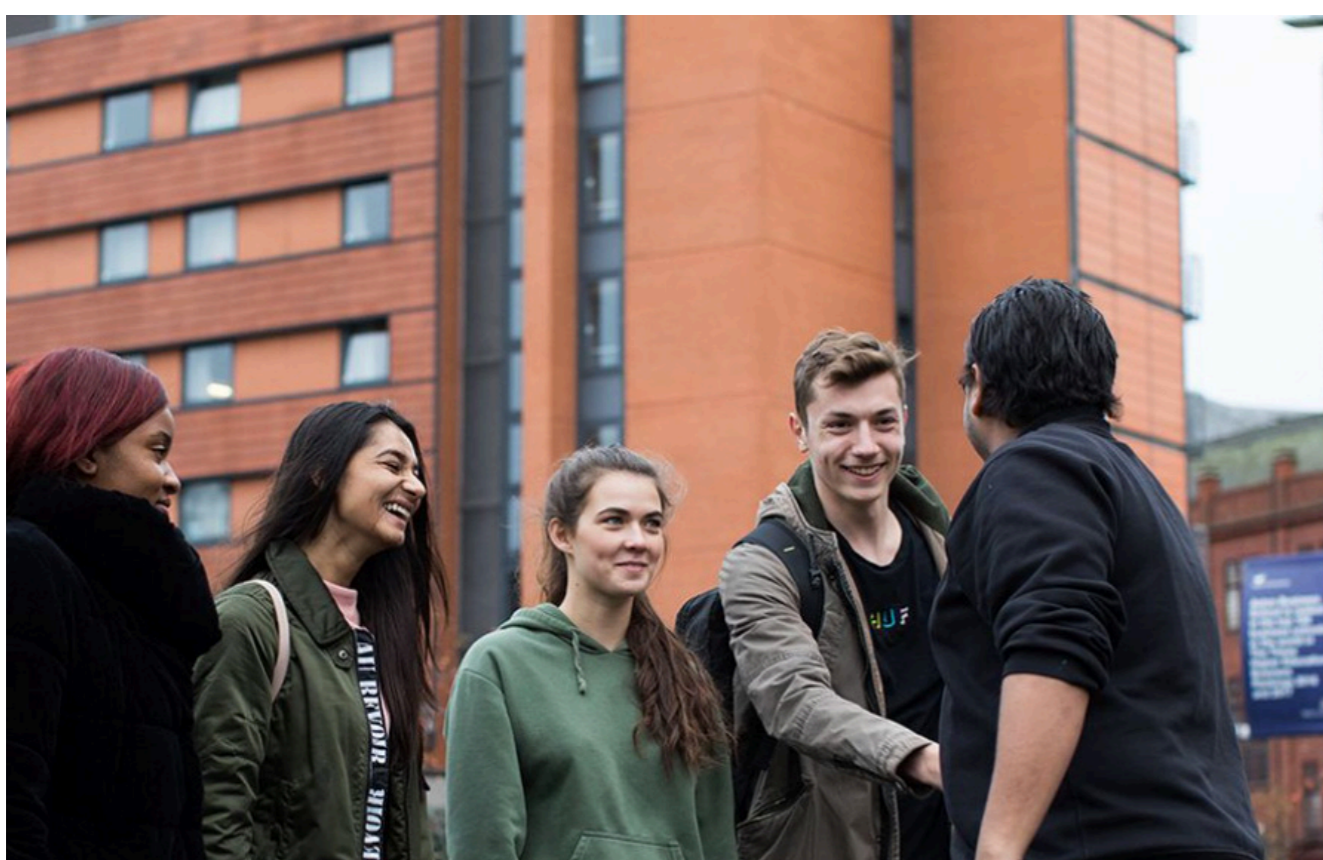
The student accommodation will be provided in two separate structures: a taller building at the South of the site, adjacent to the Brunel Building; with a lower building closer to the Westway.

The proposed building will be 4 to 20 storeys high, plus basement.

In addition to student bedrooms, there will be extensive internal and external amenity space for the students to use. As well as carefully managed roof terraces, this amenity space will include: study and breakout areas; a gym; laundry; common rooms; a cinema room; and karaoke room.

The primary entrance to the student accommodation will be from Harrow Road, with a secondary entrance on the canal side. Visitor cycle parking will be provided adjacent to both entrances and there will be extensive resident cycle parking throughout the building.

Travis Perkins and Unite Students are committed to bringing forward an optimised scheme and the final design comprising two volumes sitting over the Travis Perkins podium with a gap in-between breaks down the mass, which addresses the neighbour's amenity concerns raised as part of the refused planning application.



Images of the scheme



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Canal side elevation



Harrow Road elevation



View of new canal side path, showing retained warehouse façade



View of the main entrance to the student accommodation and the Travis Perkins yard on Harrow Road

Further images and floorplans



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View of exit from Travis Perkins yard onto Harrow Road



View along the canal, looking towards the Westway



Ground floor layout plan

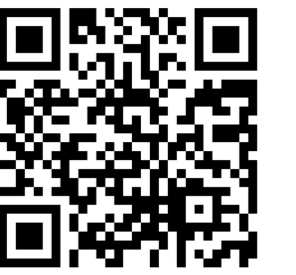
ROOM KEY

- TP warehouse
- TP branch area
- TP yard
- Community space
- Student amenity and support functions
- Bike store
- Bin store
- Plant
- Green roof
- Student kitchen
- Student bedroom
- Accessible bedroom
- Studio
- Student Lobby



Indicative upper floor layout plan (Level 4)

Landscaping, sustainability, and materiality



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Roofscape showing landscaped amenity areas, green roof and solar panels

Landscaping

The plans include extensive landscaping treatment both to the public areas around the site and the roofs of the building. On Harrow Road we will widen the pavement and introduce green planting to make the area around our new entrance attractive and inviting. The roofs of the new building will have bushes and shrubs to make these areas pleasant to be in and look at as well as increasing biodiversity.

Sustainability

In keeping with this scheme's position at the centre of Paddington and as one of Unite Students' flagship London developments, the plans are focused on delivering a highly sustainable building which exceeds targets set by local authorities and takes every opportunity to lead the way. The building will be BREEAM excellent in both its construction and operation and will target being carbon neutral. This reflects Unite Students' sustainability goal of being carbon neutral by 2030. Our proposals are introducing pollinator plants and new habitats across multiple terrace levels. We will plant a variety of new tree species and seek to achieve a 10% biodiversity net gain. We will also undertake landscaping/public realm works to the canal side path, which have been carefully designed to provide privacy barriers, as well as screening from neighbours.

Materiality

The materials we are proposing to use for the building are on display at the exhibition today. We have taken inspiration from materials and patterns used in Paddington Station as well as the site's industrial heritage.

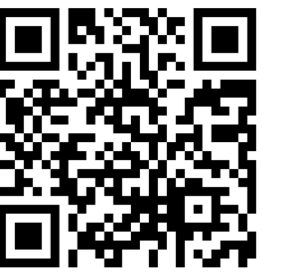


View highlighting proposed palette of materials



The proposals include tree planting and sustainable drainage features within the canal side path to mitigate risk of pollution running into the canal water

Respecting our neighbours



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Birdseye view highlighting how the Baltic Wharf redevelopment relates to neighbouring properties

Our site is located within the Paddington Opportunity Area, which is identified as an area that remains as one of the city's most significant opportunities for large-scale regeneration, due to the presence of under-utilised brownfield sites and the expansion of the Paddington Station, since the arrival of the Elizabeth Line. The site is specifically identified as presenting a significant opportunity for change to deliver the strategic policy priorities of the area. Given this context, a low-level redevelopment is not appropriate for this site.

The challenge therefore is to bring forward appropriate development, while minimising the impact on our neighbours.

The proposed new scheme, with two distinct buildings separated by a significant gap, has been carefully modelled to reduce any sense of enclosure and to improve light and outlook levels to neighbouring properties. The reduction in height of the southern element of the building also makes a positive contribution.

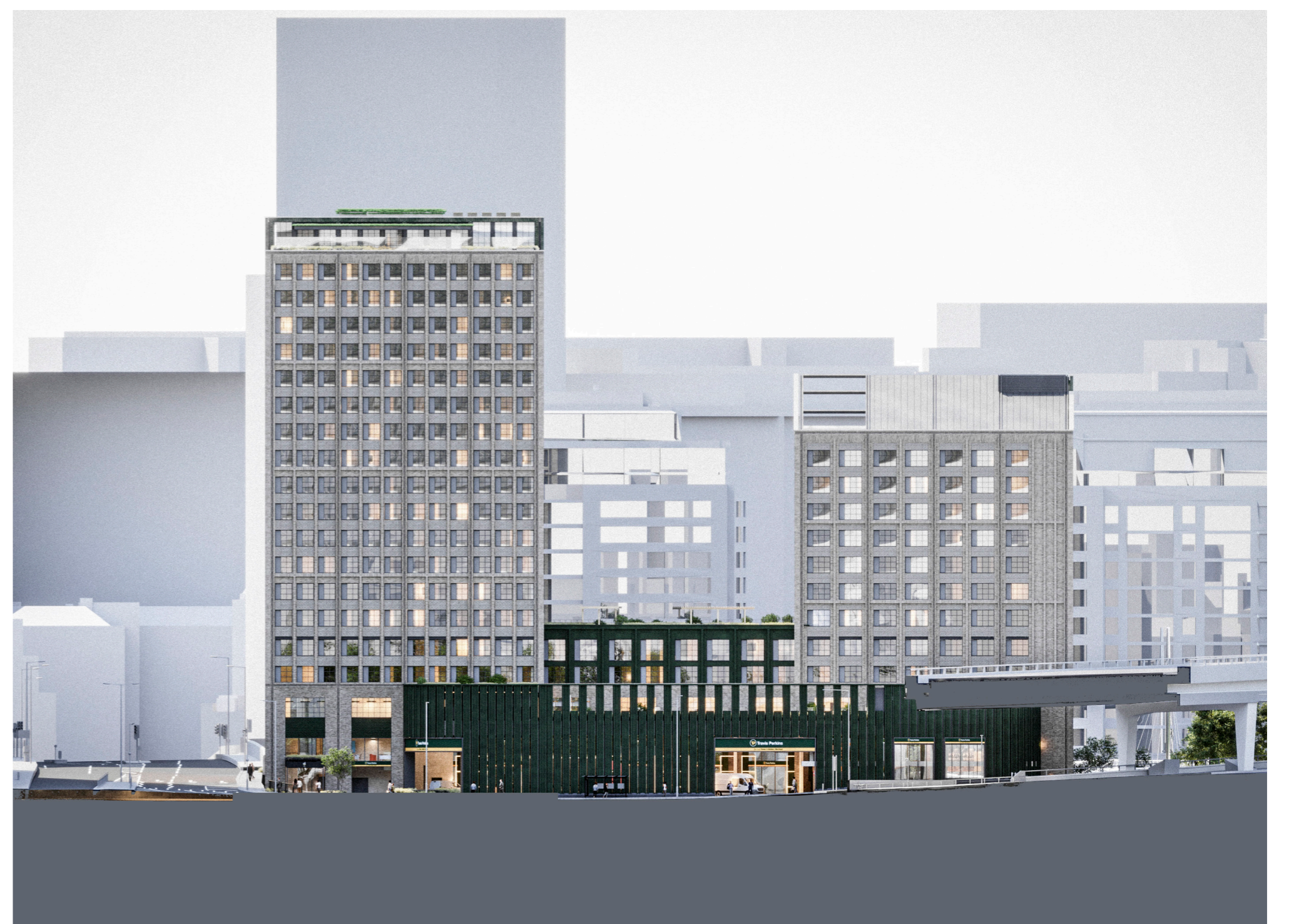
Additionally, concerns were raised in connection with our earlier proposals about possible overlooking. Under the new design, there are around 40% fewer student windows on the Sheldon Square facing façade.

We have undertaken detailed studies on the emerging design, using a range of different assessment criteria. These studies have identified that, against all criteria, the new design building performs better than the initial proposals and minimises local impacts.

These studies will be set out in detail in reports to accompany our planning application, including a specific daylight/sunlight report.



The building has been split into two elements, seen from the canal side elevation



The building from the Harrow Road elevation

Our servicing and access solutions



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As one of the stated reasons for the previous application being refused, we have given a lot of focus to developing a servicing solution which allows all deliveries to be dealt with on site.

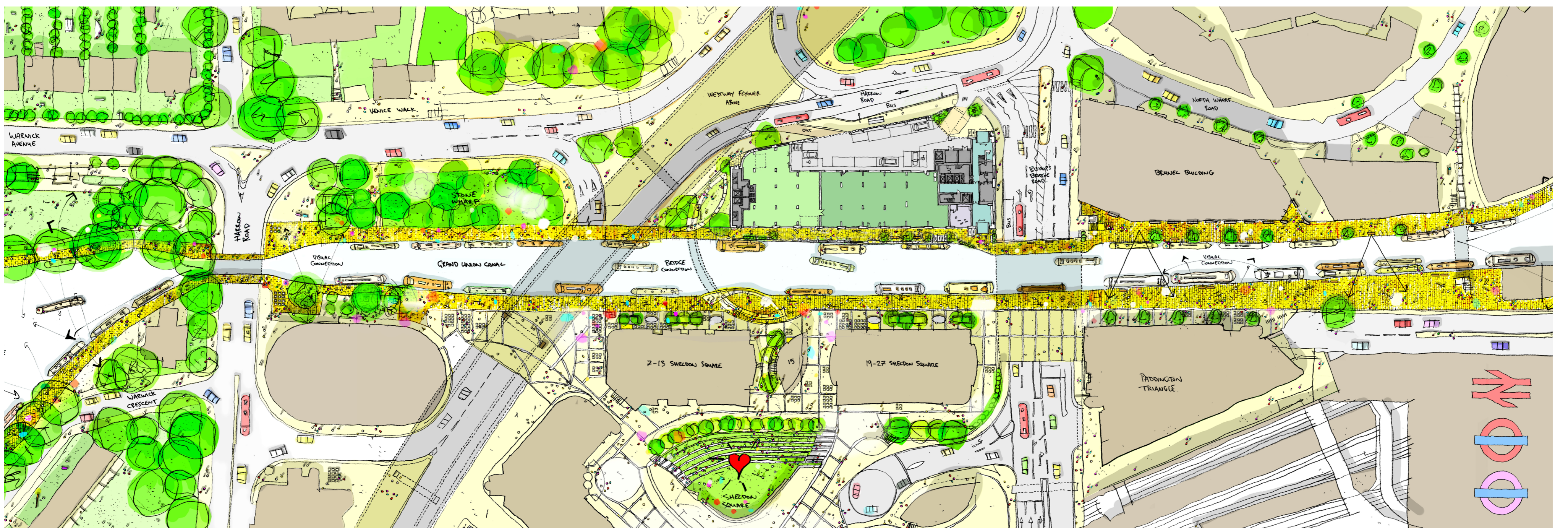
- The new landscaped canal side path will significantly improve pedestrian permeability in the area
- The student entrance lobby will be located on Harrow Road. A secondary building entrance would be located on the canal side path to increase accessibility choice on foot/cycle
- Student, staff and visitors will be served with London Plan compliant levels of secure cycle parking provision
- London buses immediately service the site with services 18, N18 and 46 located on Harrow Road and Bishop's Bridge Road. The existing bus stop on Harrow Road will be retained and furthermore the bus shelter will be relocated to the back of the footway to widen the usable pavement for pedestrians
- Taxis will access the lay-by at the yards access point and then travel through the yard to exit. The arrangements would be managed by Unite Students' on-site management team
- Student taxi occupants will board/alight using the lay-by close to the Harrow Road student entrance, without entering the Travis Perkins yard
- The revised servicing strategy enables all deliveries to be contained on site with all Travis Perkins deliveries contained within the yard
- Couriers (food takeaways) will access/egress the new delivery space adjacent to the building's delivery entrance and would not enter the Travis Perkins yard beyond the gate line
- Non-perishable deliveries for the students will be consolidated off site with three van deliveries made per day within the Travis Perkins yard
- The new layout allows for taxi pick up and drop offs and food takeaways on site
- The Travis Perkins yard will be used on a pre-booked and managed basis to facilitate students moving in and out



Image shows exit from Travis Perkins yard onto Harrow Road

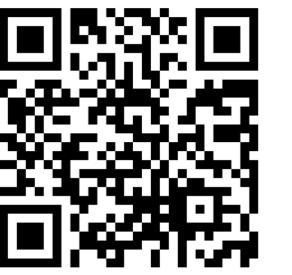


Image shows the primary entrance to the student accommodation and the entrance to the Travis Perkins yard on Harrow Road



The new canal side path will provide new pedestrian linkages

Long distance views and heritage



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Impact on conservation areas

We have worked carefully to design a building that is not only attractive to look at from close by but also from further afield.

In particular we have carefully assessed the impact of the proposed new Baltic Wharf scheme when viewed from important local conservation areas, specifically the area around St Mary's Church, to the north of the Westway and from Warwick Avenue.

When viewed from Warwick Ave, the development sits in front of and below the existing, bulkier, Brunel Building.

We are confident that, due to its design scale and mass, the new Baltic Wharf development does not have an impact on any of these important local views.

Celebrating our canal heritage

Baltic Wharf has been an important part of the canal side infrastructure in Paddington for around 200 years. While the primary function of the activities on the site today and into the future is not focused on canal related activity, respecting and celebrating the heritage of the site is very important.

Most of the current canal side development at Baltic Wharf is relatively recent, however there is still one original brick warehouse façade fronting onto the canal. This will be retained, and we will erect information boards to explain the structure's significance.

At the same time, the moorings immediately adjacent to Baltic Wharf have been used, for many years, by boat operators who work to keep the canal of London clean. These important moorings are retained, and we are also looking at introducing electric charging points for these moorings.

While the majority of customers for the Travis Perkins will continue to be builders and tradesmen working around central London, we are also keen to encourage canal users. To facilitate this, there will be a door from the Travis Perkins on the canal side that will enable goods to easily be loaded onto barges.



View of the proposed development from Warwick Avenue



View showing retained warehouse façade with Travis Perkins behind

Giving back: Social value/public benefits



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Unite Students and Travis Perkins are committed to delivering significant public and environmental benefits at Baltic Wharf, which will have a positive impact on the local area.

We have spent time listening to the community around Baltic Wharf to work out how our scheme can benefit everyone in a meaningful way. Our key themes can be summarised as:

A positive contribution to the local housing mix



600 student beds are considered equivalent to 240 new homes by the London Plan. 35% of the student rooms will be at affordable rent targeted at those young people who need it.

Improving the public realm



We will deliver a new canal side path, retain the historic gable wall, make improvements to the pavement on Harrow Road and adopt an holistic cultural strategy embracing public art that celebrates the area's heritage.

A safe community for everyone



The building is designed to increase the safety of the area with new CCTV, passive surveillance and appropriate lighting.

Unlocking opportunities for the next generation



Both Unite Students and Travis Perkins are focused on providing opportunities for young people with programmes focused on pathways into university and apprenticeships.

A major contribution to the local economy



Our scheme will create significant economic value for local business of all sizes with students spending significant sums in local shops and cafes.

A highly sustainable development



The plans are focused on delivering a highly sustainable building which exceeds targets set by local authorities and takes every opportunity to lead the way.

A place that benefits all



A new community space will give multiple opportunities for the building to be in constant use by the community whilst the student areas and rooms will be periodically opened up for community use during the summer months.



View showing new canal side path



There will be a new community space, adjacent to the secondary student entrance



Unite Students are committed to supporting the local community



Travis Perkins are focused on providing pathways into apprenticeships

Baltic Wharf: Our proposals



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We will now finalise our planning application and aim to submit it to Westminster City Council before the end of May 2024.

What happens next

The design team is finalising the technical reports and we will submit the planning application to Westminster in May 2024. The application will then go through a period of public consultation, where statutory consultees and local businesses and residents will have an opportunity to comment on the proposals. The Planning Officers will then consider all the responses received and present a recommendation to WCC's Planning Committee. Subject to approval by WCC, Unite Students hope to start on site Q2 2025, with a completion target date for 2028/2029 academic year.



Thank you



Canal side view of the proposed Baltic Wharf redevelopment



Harrow Road side view of the proposed Baltic Wharf redevelopment

For more information, please visit our website balticwharfpaddington.com.

You can also contact us by:

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Phone: 0800 319 6185.



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BalticWharf