

Welcome to the public exhibition on proposals for amendments to **Phase 5 of the Chelsea Barracks Masterplan**

Since planning consent was granted for the Chelsea Barracks Masterplan in 2012, both market conditions and housing need in Westminster have undergone significant change.

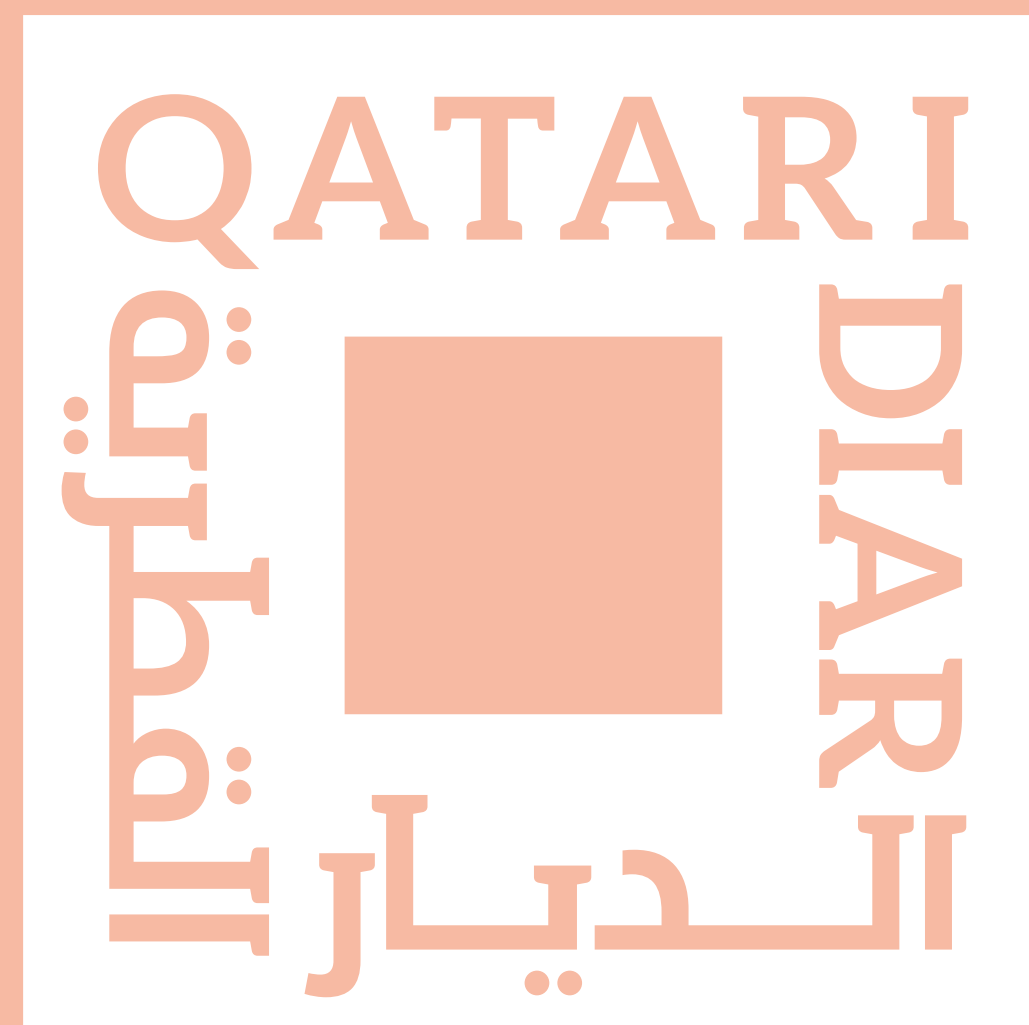
To respond to this changing context, we are currently reviewing our proposals for the next phase of the development. Our priority is to secure the viable delivery of the masterplan and optimise housing

delivery whilst preserving the amenity of our neighbours and upholding the design codes of the consented masterplan.

We are at an early stage in the process, and want to gather your feedback on our initial vision ahead of developing more detailed proposals. Read on to find out more, and speak to a member of the project team to provide your feedback.



SKETCH IS FOR ILLUSTRATIVE PURPOSES ONLY AND DOES NOT REPRESENT THE PROPOSED DESIGN



The team

QATARI DIAR IS THE LONG-TERM DEVELOPER AND OWNER OF THE CHELSEA BARRACKS DEVELOPMENT.

A global leader in real estate, Qatari Diar builds landmark projects of unrivalled scope and vision that create vibrant communities. Established in 2005, their vision has realised entirely new cities and revitalised historic locations, always creating places with a sense of identity and purpose where people aspire to live, work and visit. Today, Qatari Diar has established itself as one of the

world's most trusted and respected real estate companies due to its commitment to quality, local community, partnership and hallmark sustainability.

We have assembled a first-class team to work across all aspects of the proposals:

ARCHITECT

SQUIRE &
PARTNERS

COMMUNITY
ENGAGEMENT
CONSULTANT

● CONCILIO

PROJECT
MANAGER

Turner & Townsend

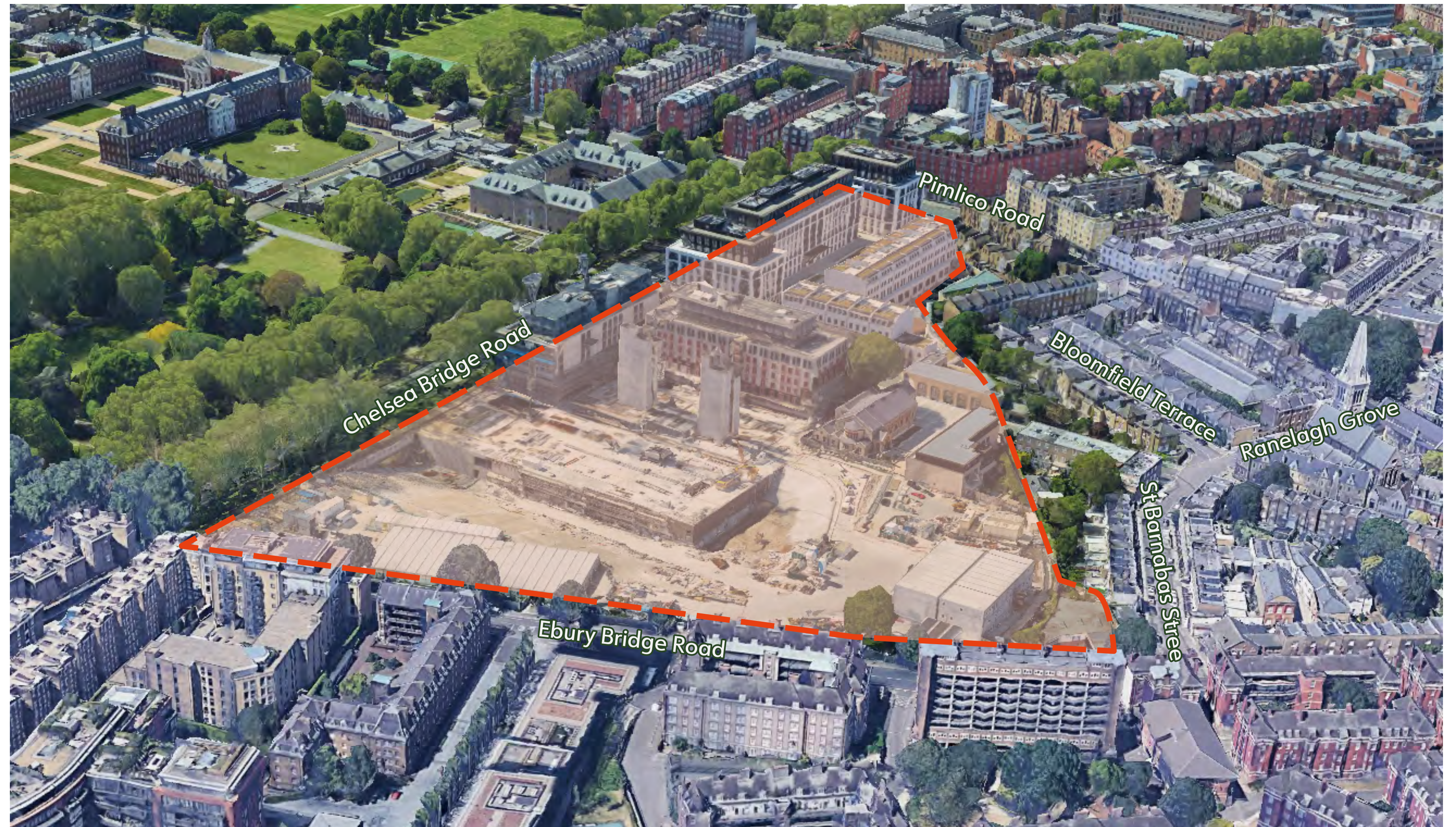
PLANNING
CONSULTANT

dp9

The story so far

Chelsea Barracks is a major residential development located in the heart of Belgravia at the site of the former army barracks, Chelsea Bridge Road. The site sits just a short walk from Sloane Square tube station, and is bounded by Chelsea Bridge Road, Pimlico Road, Ebury Bridge Road and residential gardens to Bloomfield Terrace and St Barnabas Terrace.

In 2007 Qatari Diar acquired the site, with ambitions to transform it to deliver a new residential-led neighbourhood. In 2012, we secured planning consent for the Chelsea Barracks Masterplan to create a new high-quality residential community centred around five attractive garden squares. Inspired by nearby precedents like Wellington Square, the masterplan reflects the urban pattern of London's historic great estates, with a network of streets and spaces centred around a central garden square.



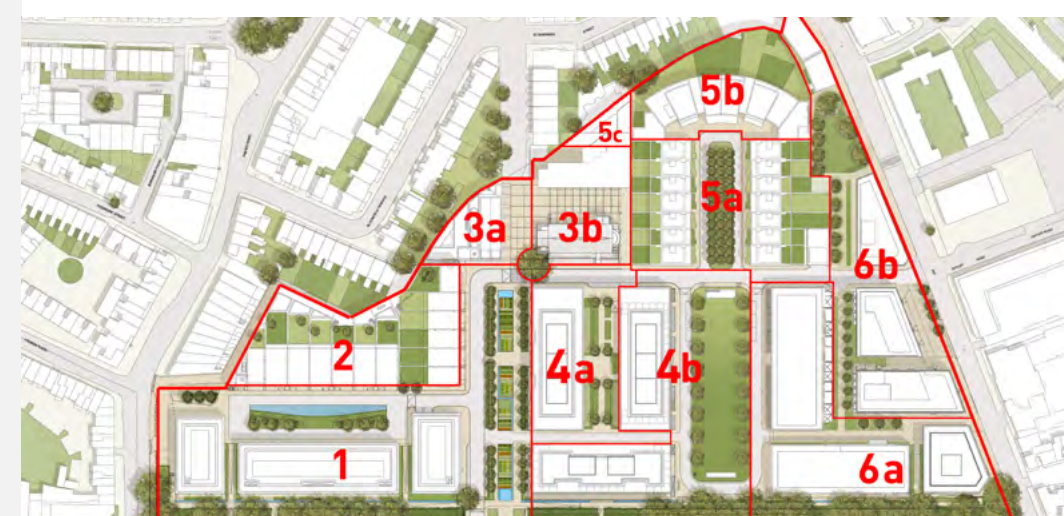
TIMELINE

2007 2012 2014 2019 2025

Qatari Diar acquires the site



Planning permission secured for the Chelsea Barracks Masterplan



Detailed planning consent granted



Chelsea Barracks welcomes its first residents

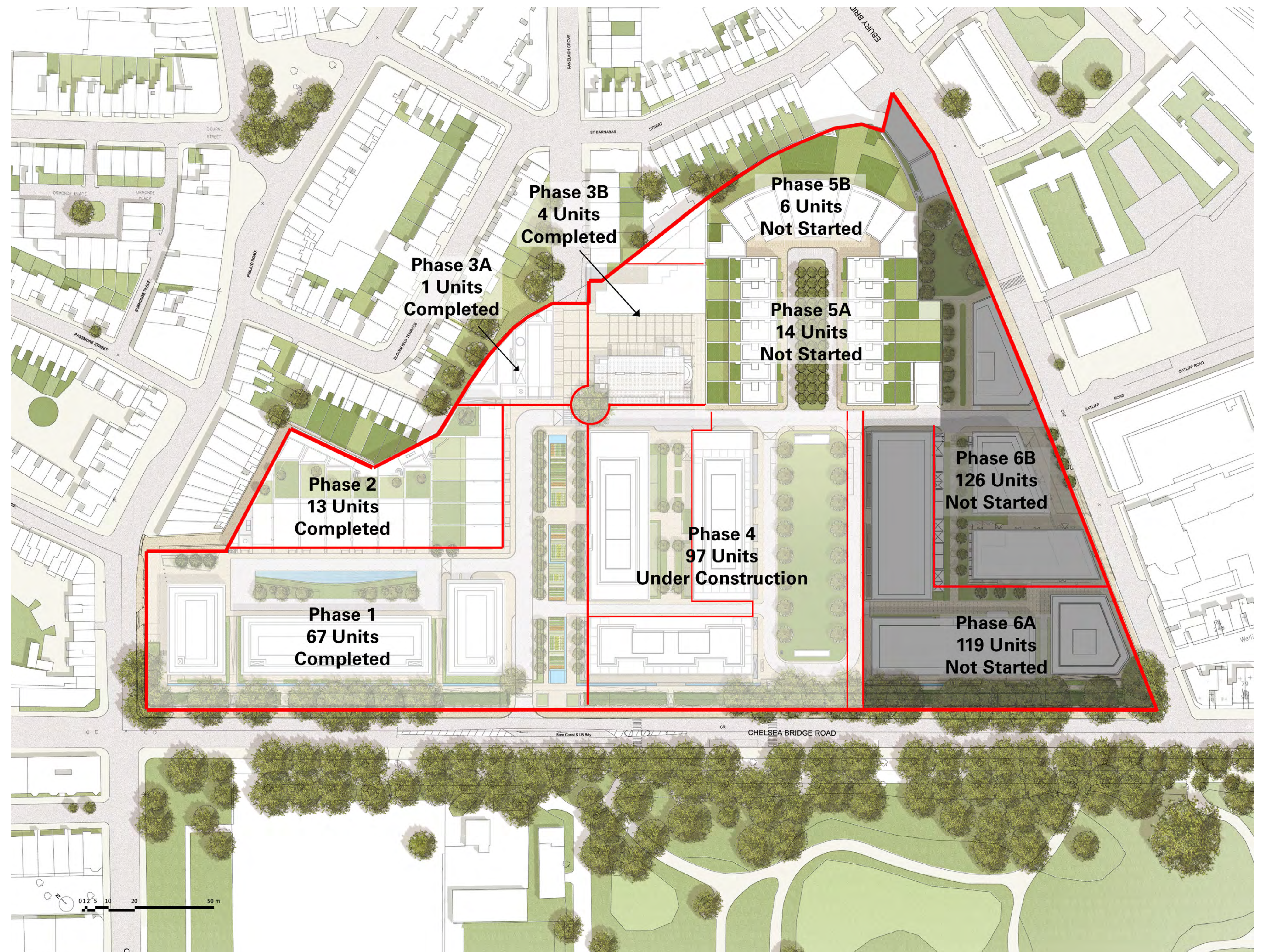


Phases 1-3 complete, phase 4 under construction



The Chelsea Barracks Masterplan

The Chelsea Barracks Masterplan is divided into six distinct phases. To date, Phases 1-3 have been completed, and Chelsea Barracks welcomed its first residents in 2019. Phase 4 is currently being delivered, and our priority is now to review Phase 5 to secure the viable and timely delivery of the masterplan.

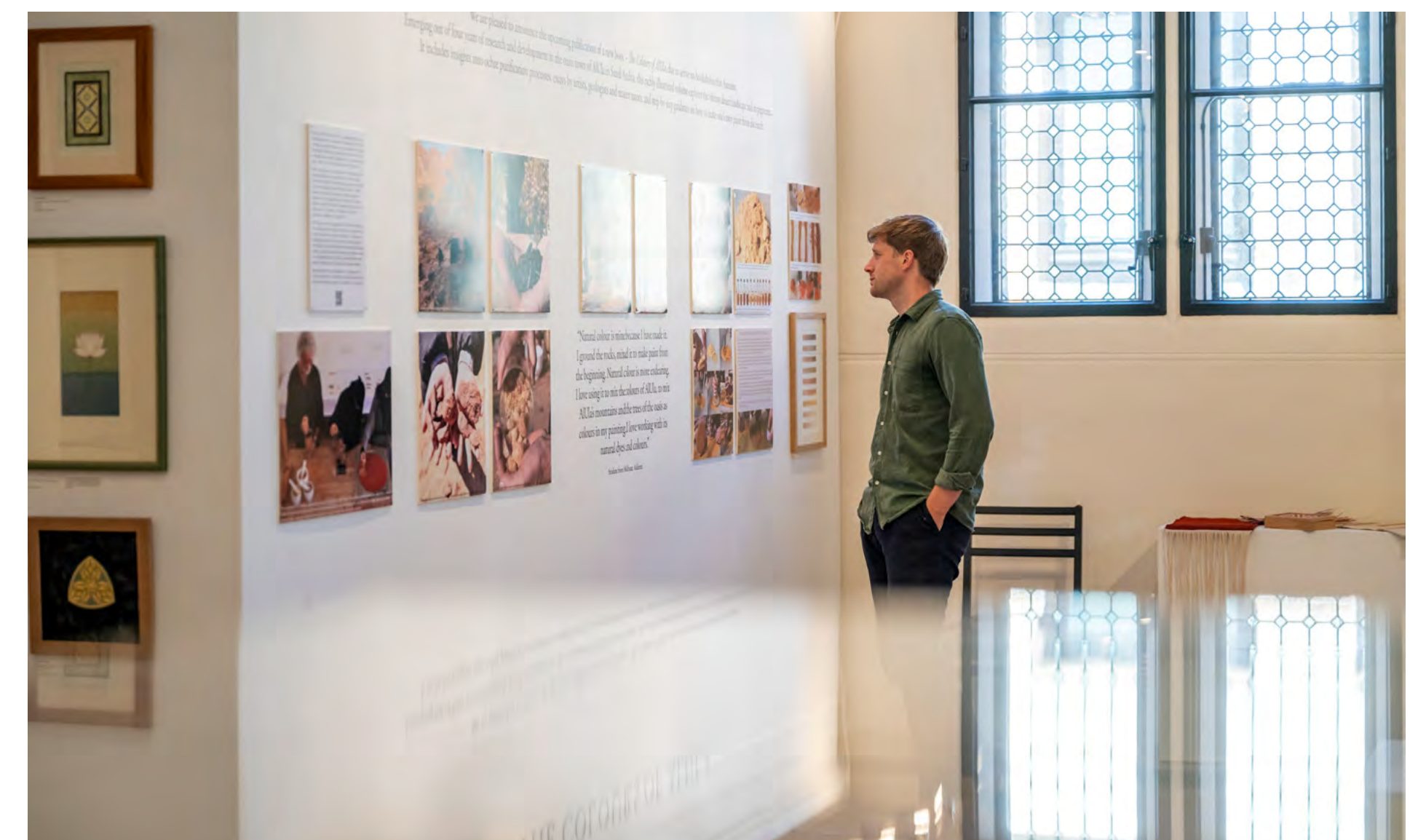


A long-term local partnership

To date, the **Chelsea Barracks development** has made a landmark contribution to social value in the City of Westminster.

In the last decade, Qatari Diar have contributed £78 million to Westminster City Council's affordable housing fund, making the Chelsea Barracks development the largest contributor to the financing of affordable housing in the borough.

Our commitment to genuine social value was recognised at the 2021 Civic Trust Awards, which acknowledged Chelsea Barracks' positive impact on the wider community. We are proud of the partnership we have built, and are committed to continuing our work with the local community. Updating our proposals to progress the masterplan is essential to deliver the new community facilities that will accompany its final phases.



A hub for the local community

Since the completion of the first phase of the development in 2019, our priority has been to ensure that Chelsea Barracks provides a new hub for the local community, as well as a home for our residents.

As well as hosting a lively programme of community events from the Artisan Fairs to seasonal celebrations, the Chelsea Barracks development has delivered a new home for The King's Foundation at the Garrison Chapel, creating a public exhibition space for the charity to showcase the work of its students and graduates, with particular emphasis on

traditional arts and heritage craft skills. The King's Foundation also host a range of widely accessible events and workshops to encourage connectivity in the community – ensuring that the Chapel continues to play a pivotal role in the neighbourhood and beyond.

Following four successful sculpture trails, Chelsea Barracks will continue to develop its free outdoor programme of contemporary art. Qatari Diar remains focused on generating a space for the community, residents and wider neighbourhood to connect and engage in the world of contemporary art amongst the site's architecture, public grounds and gardens. We are committed to encouraging the community to enjoy and spend time at Chelsea Barracks through this public art programme, as well as various seasonal events.





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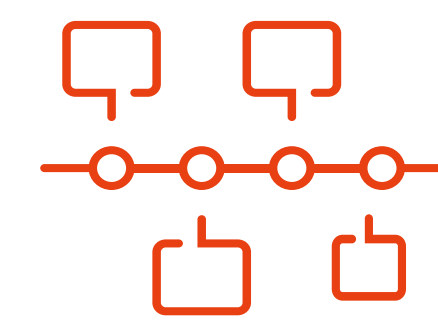
The Vision

Our Key Principles

Since outline planning permission was granted for the Chelsea Barracks Masterplan in 2012, residential market conditions have changed significantly.

For the masterplan to progress, it is critical that we adapt our plans for the next phase of the development (Phase 5) to respond to this changing context.

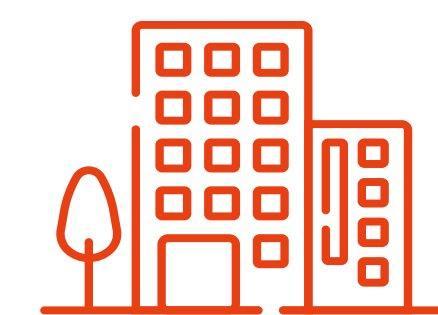
In reviewing our proposal, we are guided by several key principles:



Responding to
changing market
conditions to progress
the masterplan



Optimising housing
delivery and meeting
growing need in
Westminster



Preserving
neighbouring
amenity

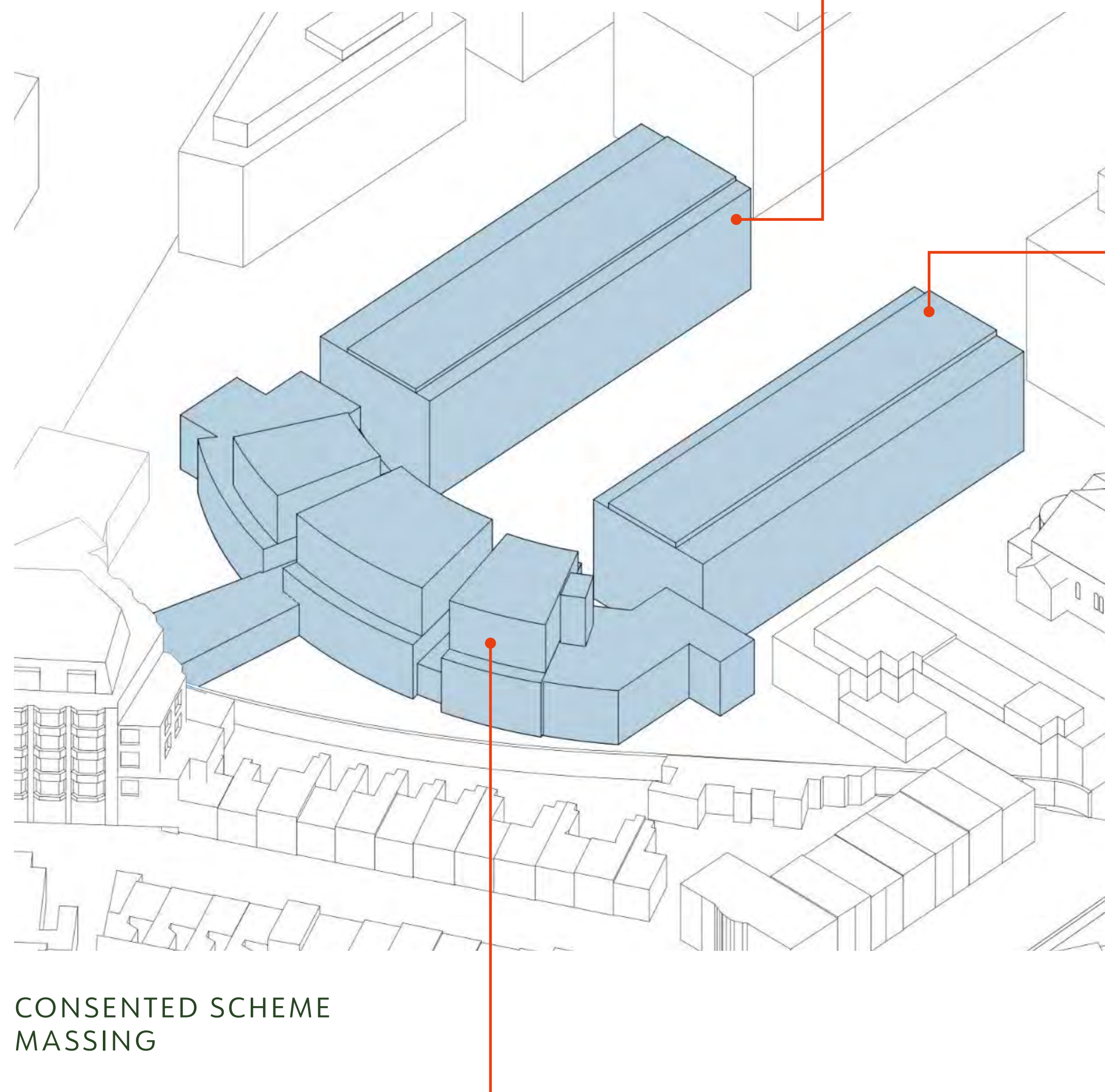
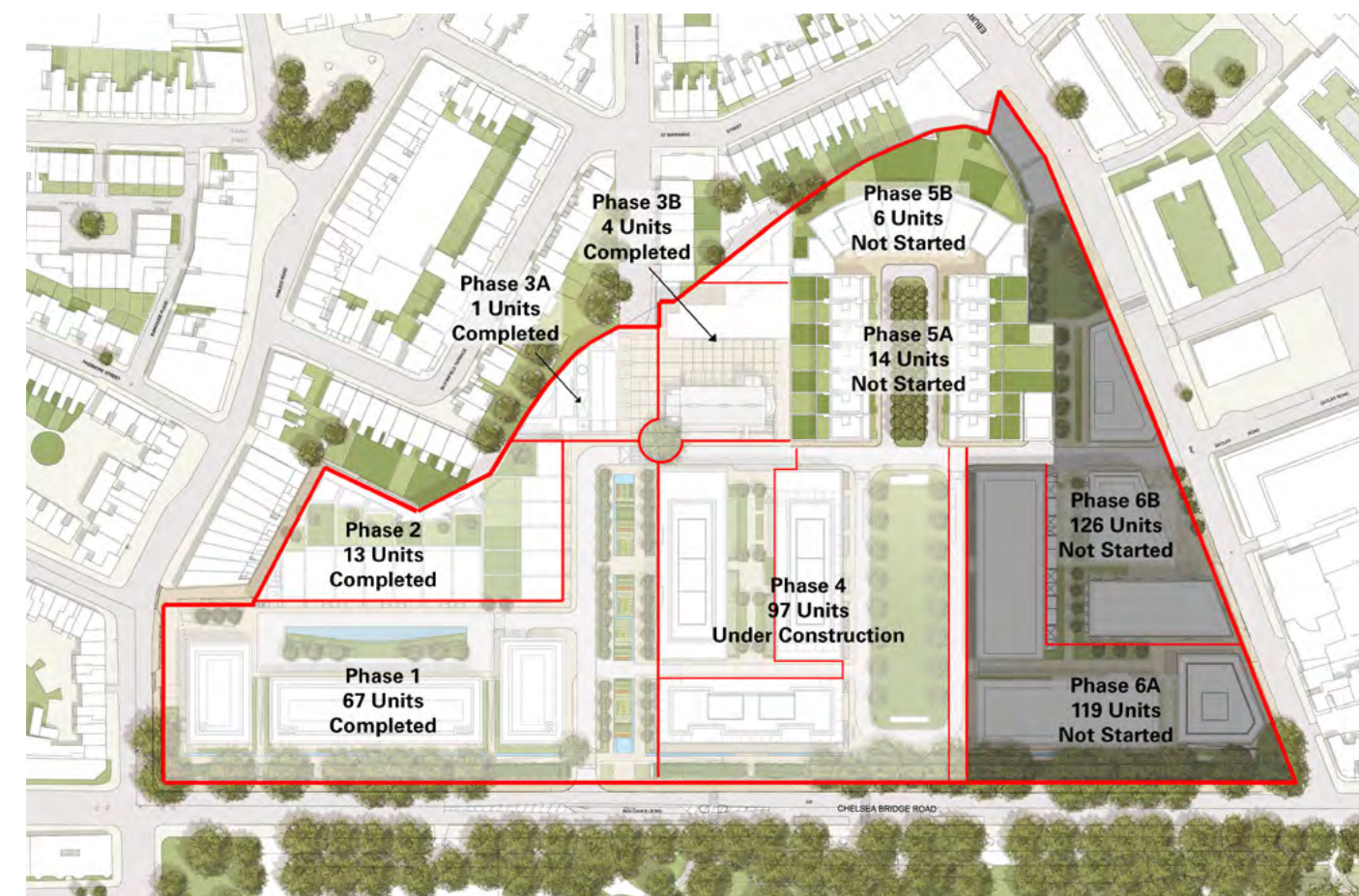


Upholding the
design codes of the
consented scheme

The Existing Consent for **Phase 5**

Phase 5, the next phase of the masterplan, is located at the northern end of the **Chelsea Barracks** site. It is flanked by Phases 3 and 6, with the Garrison Chapel to the west and St Barnabas Street townhouses to the north. It consists of three proposed blocks, 12, 13 and 14.

The consented proposal for Phase 5 would deliver 20 luxury townhouses across three blocks of up to four storeys.



CONSENTED SCHEME - BLOCK 12 & 13



CONSENTED SCHEME - BLOCK 12 & 13



CONSENTED SCHEME - BLOCK 14

Adapting to market conditions and boosting housing delivery

Since outline planning permission was granted in 2012, both residential market conditions and housing need in Westminster have changed significantly.

A CHANGING CONTEXT:

- The past decade has seen a dramatic increase in Westminster's housing need.
- Under the new Labour government, the borough's annual housing target has been adjusted from 1,862 to 3,792, a 104% increase.
- However, delivery remains significantly behind demand. Only 930 new homes were completed between March 2023 and March 2024, leaving a shortfall of around 1,936 homes per year.

OUR RESPONSE:

- To respond to market conditions and successfully progress the masterplan, we are proposing to replace the townhouses with c.95 high quality apartments.
- This will enable a broader range of housing options, including family homes, to meet the needs of future residents.
- It will also optimise housing delivery to meet critical local demand, addressing the significant shortfall in Westminster's housing stock.

Protecting Neighbouring Amenity and Upholding the Design Codes of the Consented Masterplan

In reviewing our proposals for Phase 5, we are committed to safeguarding the amenity of our neighbours.

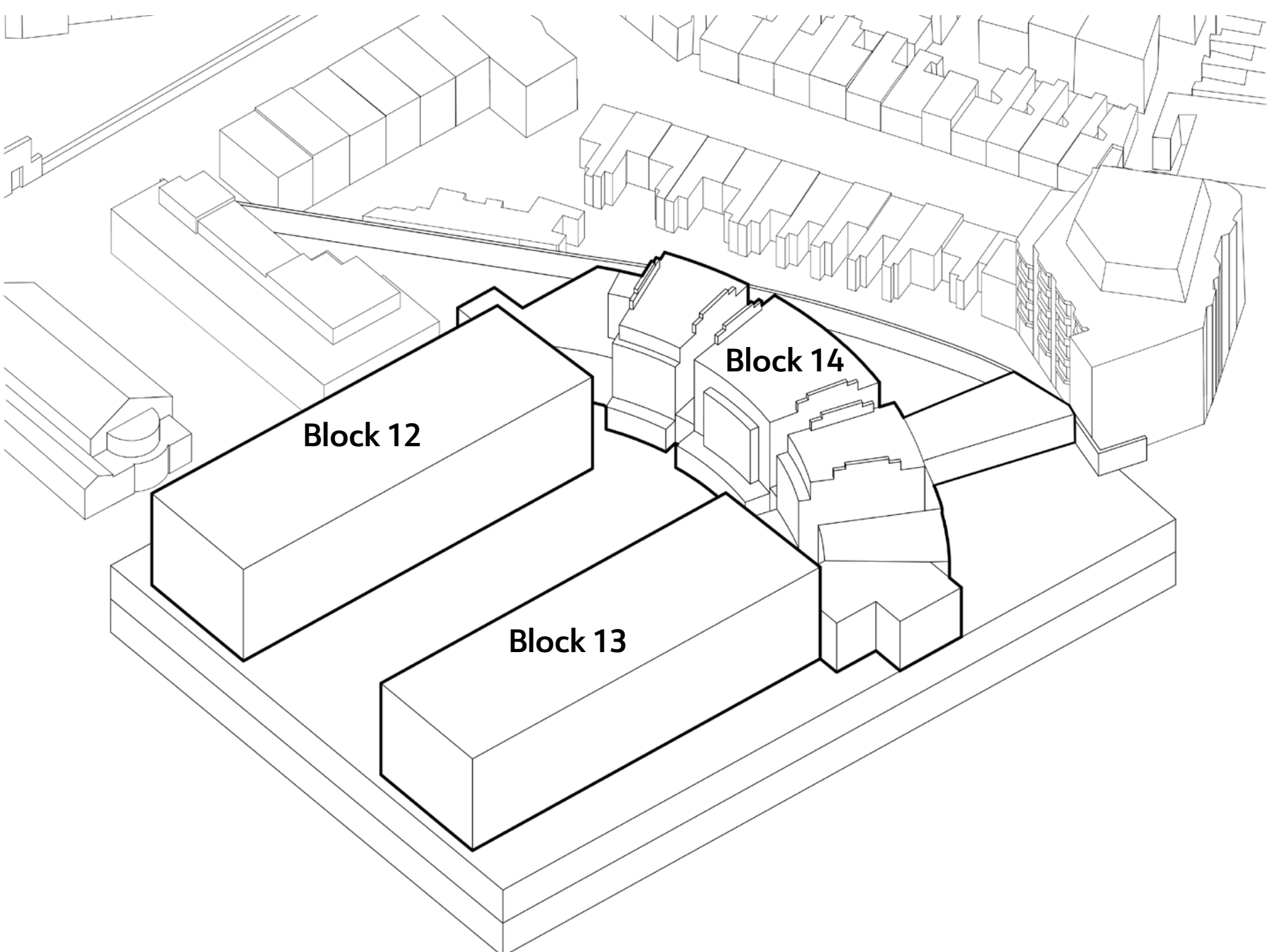
In the consented plans, the massing of Phase 5 steps down from neighbouring buildings. We are committed to maintaining this step-down in line with the design codes of the consented masterplan.

The proposed amendments would be delivered through minor modifications to the consented massing. Block 14 will see no increase in height and Blocks 12 and 13 would see only a modest increase.

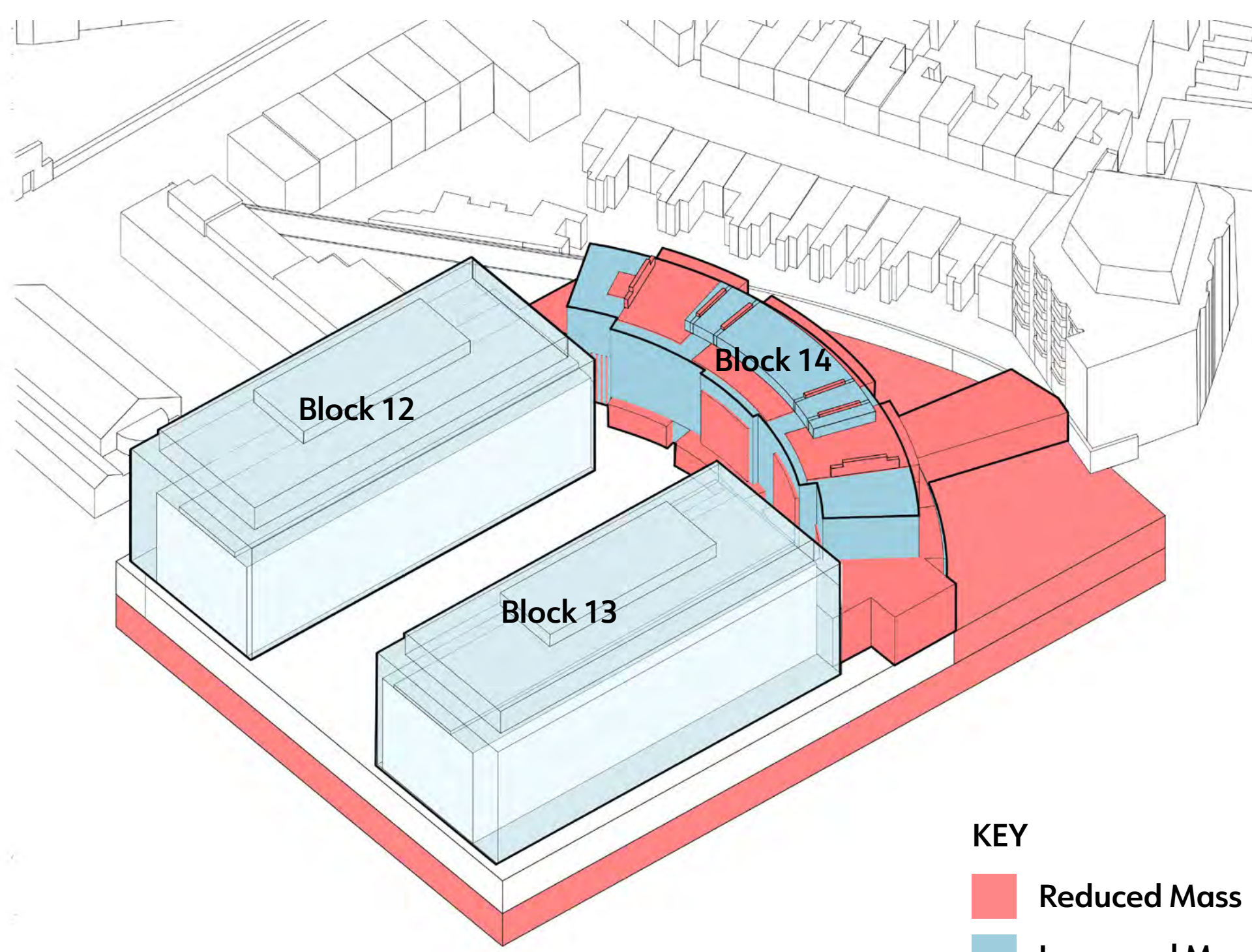
The buildings heights will continue to transition down from neighbouring blocks already delivered, and certain elements of the consented massing would be removed. We estimate that these amendments will deliver a c.2,500 sqm reduction in overall GEA.

OUR MASSING APPROACH

Consented Scheme	
Unit type:	Townhouses
Total units in scheme:	20
GEA per unit (approx.):	1,293 sqm
Total GEA (approx.):	30,472 sqm



Proposal	
Unit type:	Apartments
Total units in scheme:	approx. 95
GEA per unit (approx.):	under 200 sqm
Total GEA (approx.):	27,925 sqm



KEY
Reduced Mass
Increased Mass

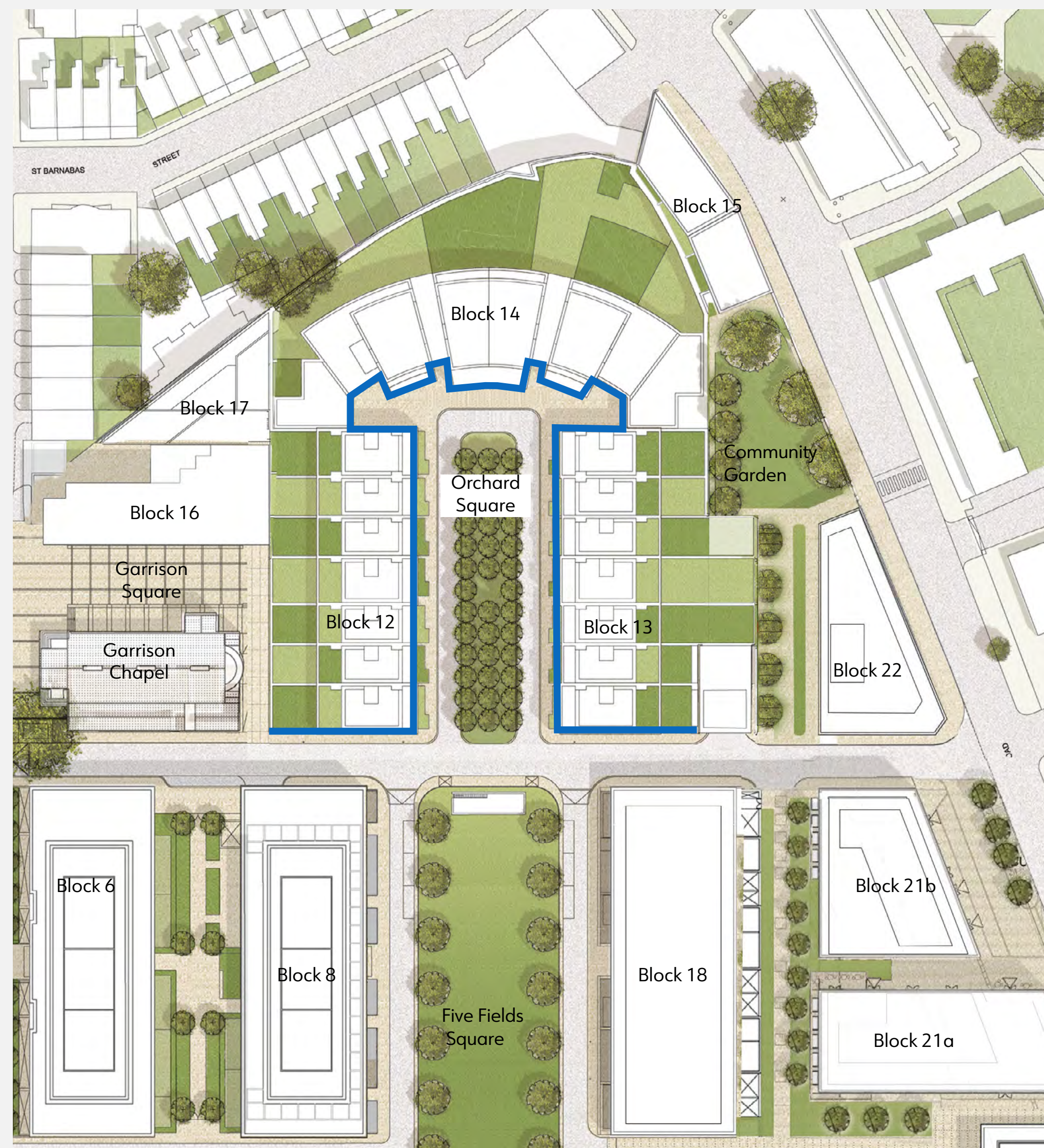
Protecting Neighbouring Amenity and Upholding the Design Codes of the Consented Masterplan

The central layout and access strategy of the consented scheme will be retained in line with the consented masterplan.

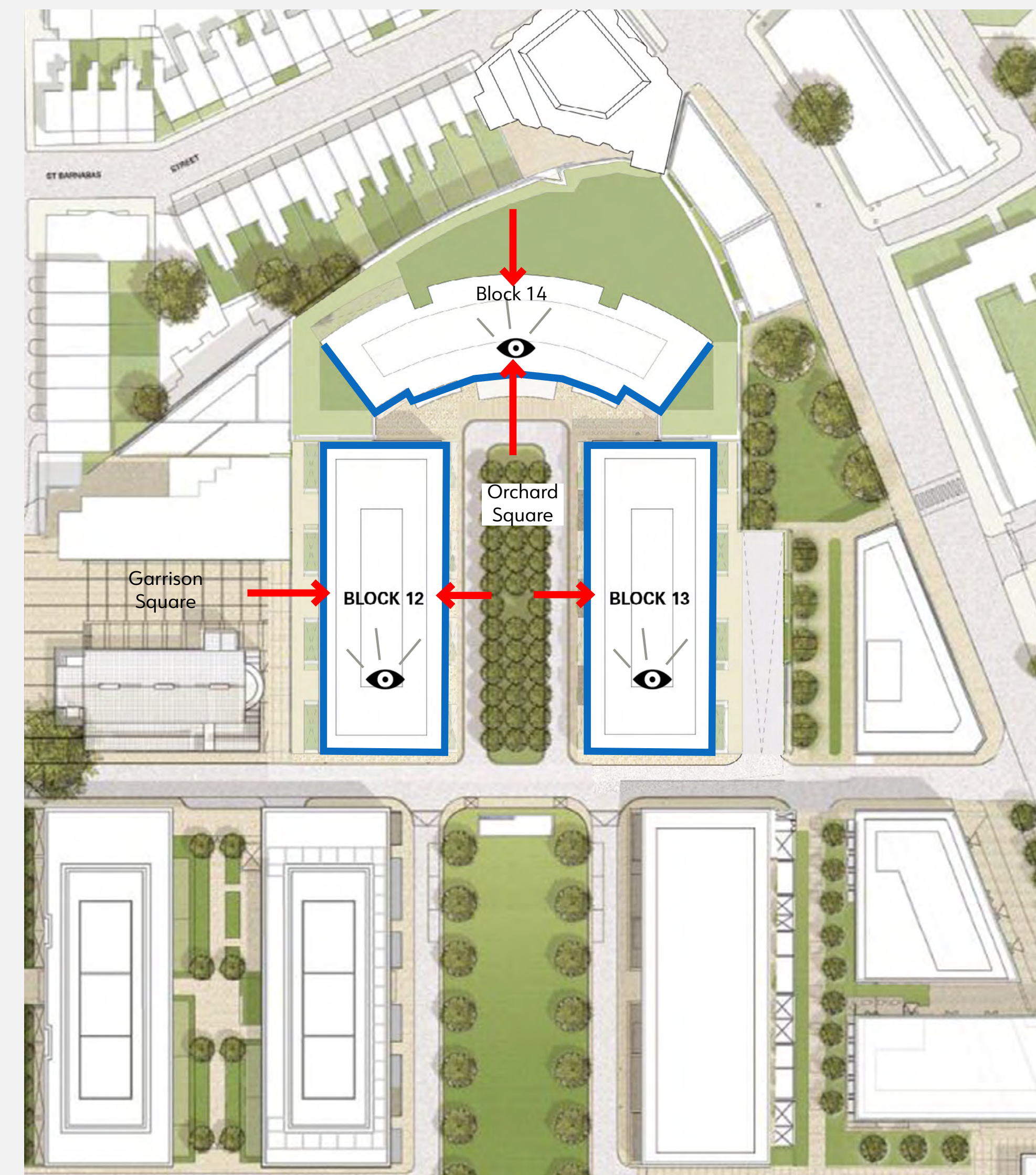
The removal of private gardens associated with the townhouses will also improve site permeability for future residents, providing additional street frontage to Orchard Square from Garrison Square.

Key

- Street Frontage
- Permeability



Consented Scheme



Proposed Scheme

Visuals



INDICATIVE VIEW A, FROM GARRISON SQUARE

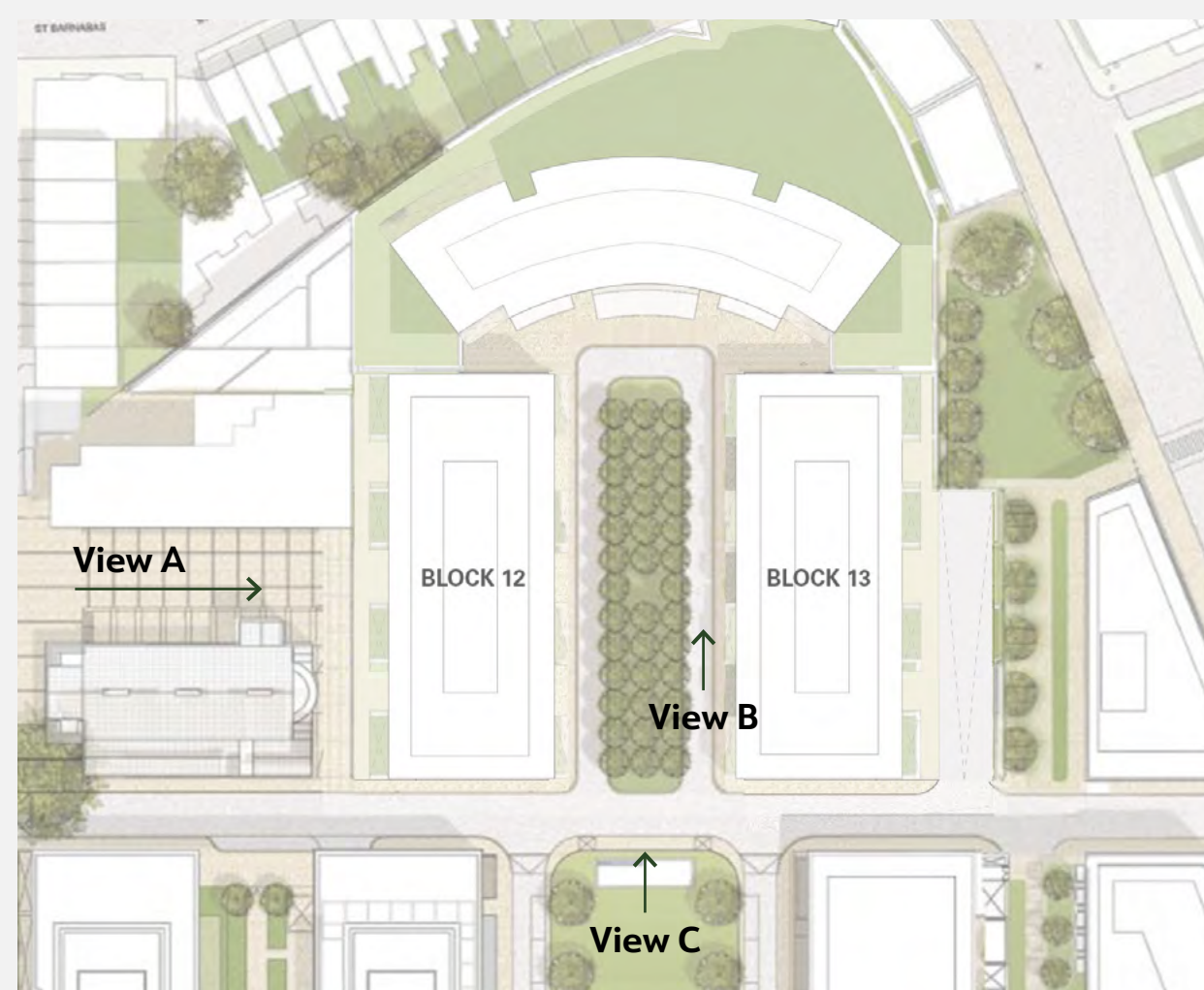


INDICATIVE VIEW B, BETWEEN BLOCK 12 AND 13



INDICATIVE VIEW C, FROM ORCHARD SQUARE

KEY



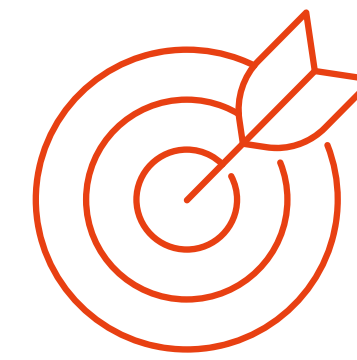
INITIAL ILLUSTRATIONS HAVE BEEN DEVELOPED TO INDICATE THE PROPOSED SCHEME MASSING.

NB: these do not represent the proposed facade design, which is currently under development. The proposed amendments will maintain the contextual facades and materiality of the wider Chelsea Barracks Masterplan.

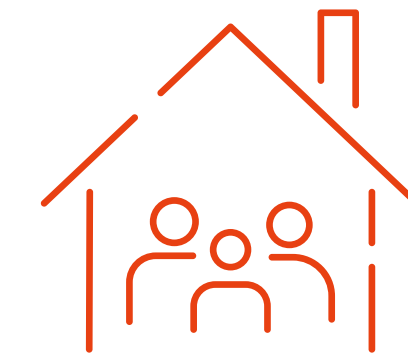
Key Benefits



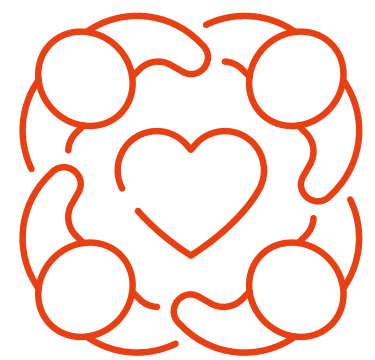
Optimising housing delivery under Phase 5



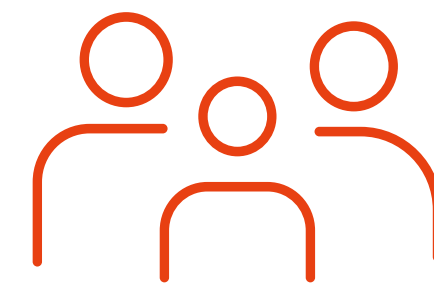
Supporting Westminster's growing housing targets



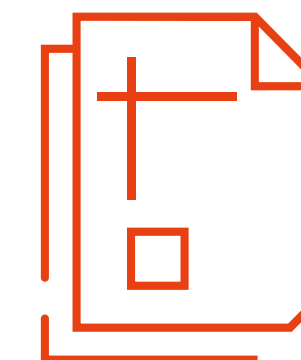
Offering a wider range of housing options, including family homes



Preserving neighbouring amenity in line with masterplan design principles



Improving site permeability for future residents



Safeguarding the progress of the wider masterplan



Continuing our commitment to leading sustainable development



Delivering economic benefits including additional employment opportunities and increased local spend

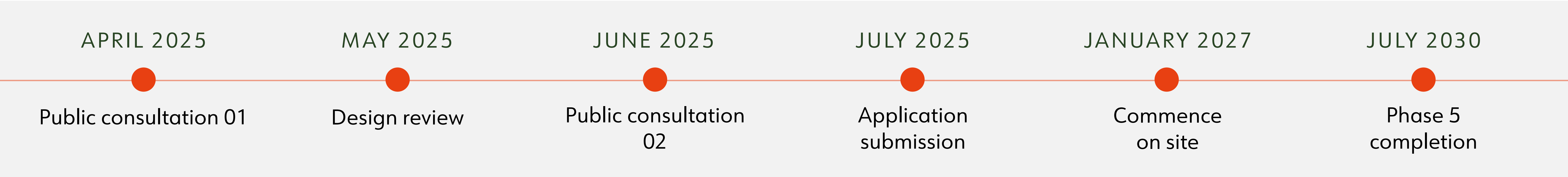


Timeline and next steps

We are at an early stage in the process, and want to hear your feedback on our initial vision to shape the development of our plans ahead of launching a public consultation on more detailed proposals later this year.



Our proposed programme is as follows:



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We want to hear from you

The proposed amendments will secure the delivery of the masterplan while optimising housing delivery and protecting the amenity of our neighbours. **Qatari Diar** are committed to working closely with our neighbours at every stage of the process. We want to gather local feedback to inform the development of our plans.

Please **speak to a member of the project team**, fill in one of the feedback forms provided, or **scan the QR code** below to **have your say**.

- Email: cb5consultation@conciliocomms.com
- Phone: 0800 193 0884



PLEASE SCAN THE
QR CODE TO SHARE
YOUR FEEDBACK

