

Welcome to the second public consultation 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.

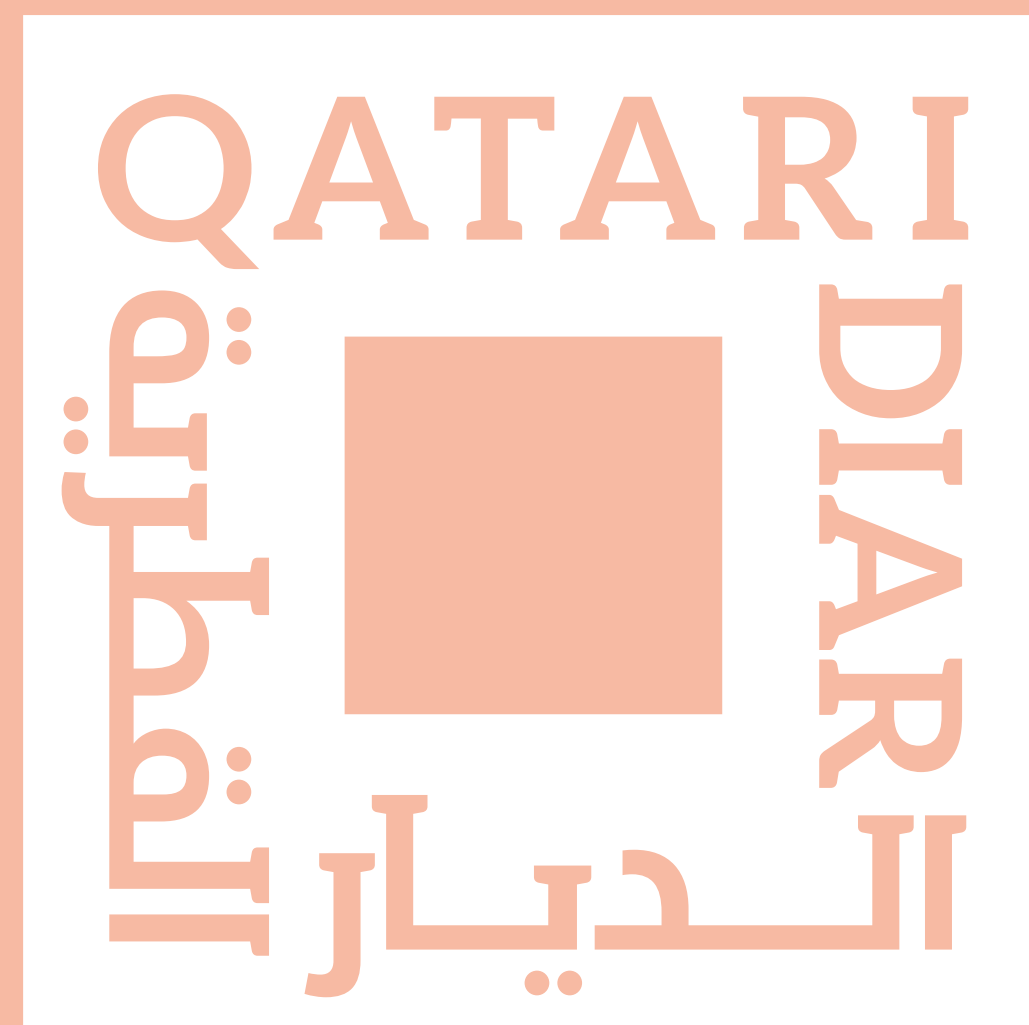
To respond to this changing context, we are currently reviewing our proposals for the next phase of the development. Our priority is to secure the viable delivery of the masterplan and optimise housing

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

Following feedback received during our first round of consultation in April 2025, we have developed our proposals and are now ready to share more detailed plans. Read on to learn more about the updated proposals.



INDICATIVE VIEW OF UPDATED ORCHARD SQUARE 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

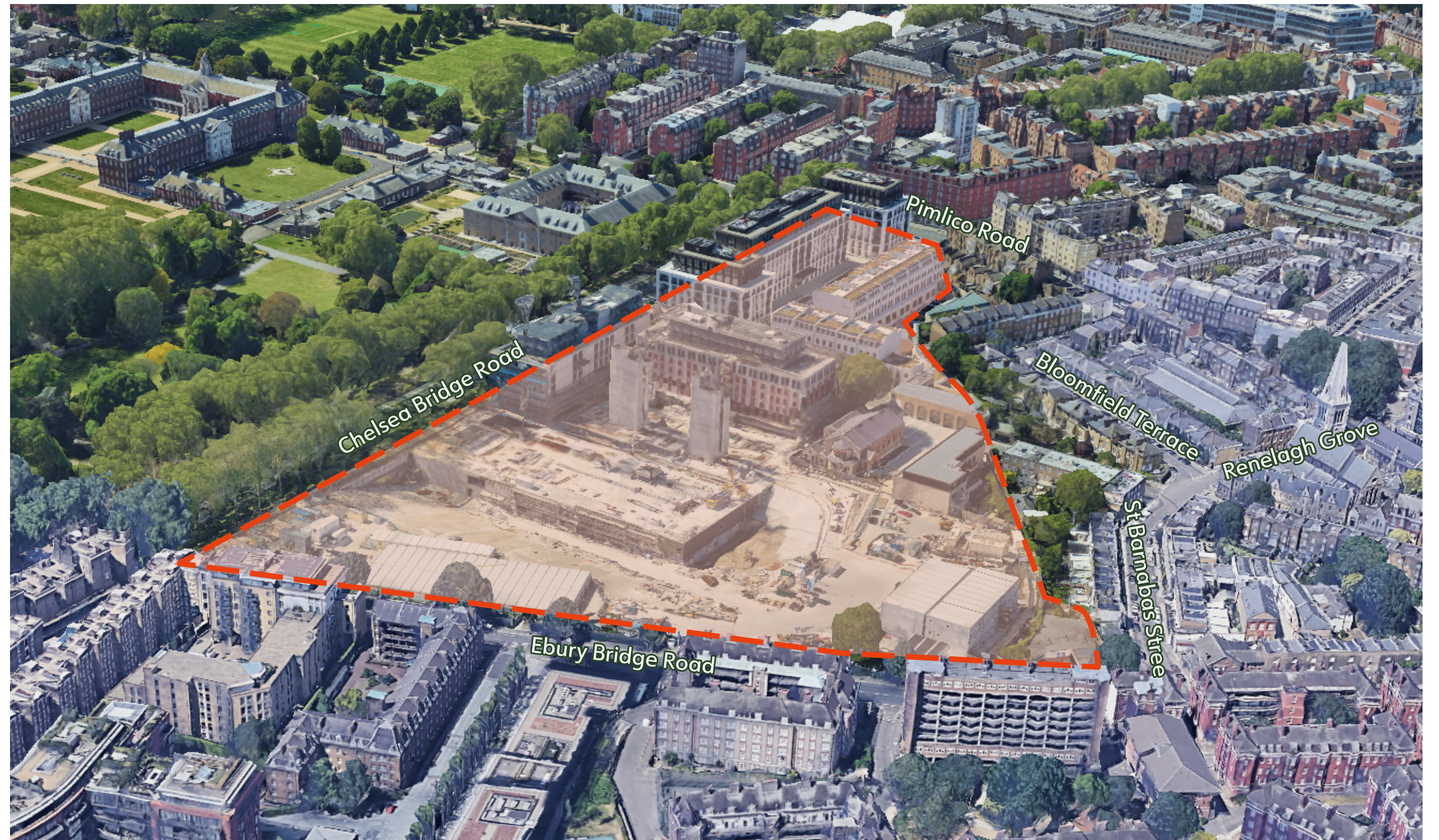
PLANNING
CONSULTANT

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.



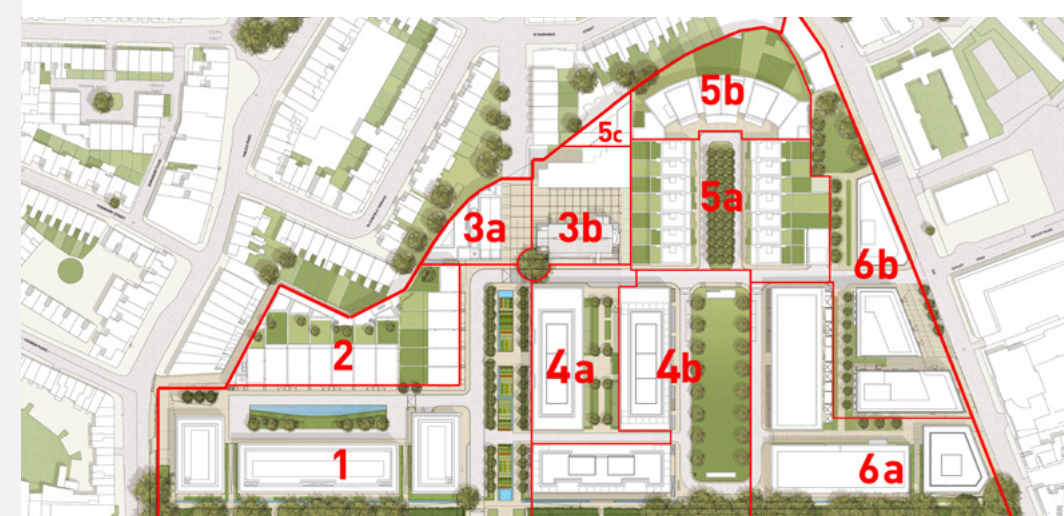
TIMELINE

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



First Round of Consultation

In March - April 2025, we held an initial public consultation to introduce the principle of our amendments.

Alongside 5,000 flyers and 1,700 letters to local addresses, we promoted the consultation via social media and our dedicated website, which received over 2,600 views.

Three in-person events were held at the Retail Unit in Garrison Square, Chelsea Barracks. This included a residents' presentation and two drop-in public exhibitions. Across these events, 72 people attended to view the proposals and share their feedback with project team.

We'd like to thank everyone who engaged with the consultation, whether in person or online. The feedback received during this first round has been carefully reviewed and has helped to shape the updated proposals now being presented.



IMAGES FROM PHASE 1 CONSULTATION EVENTS

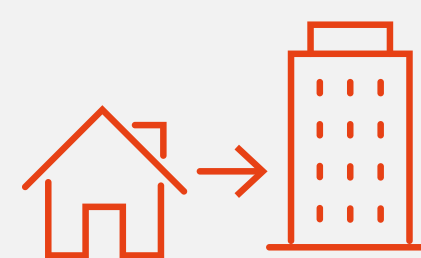
5,255 flyers distributed

2600+ website views

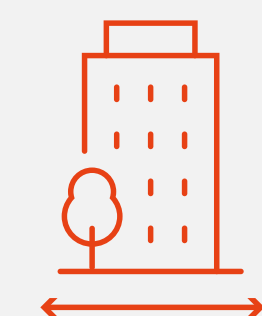
72 attendees across
consultation events

1,800+ social media
impressions

1,743 letters to immediate neighbours



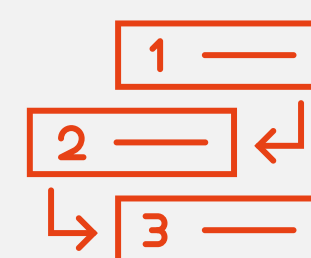
Support for
replacing
townhouses
with apartments



Support for the
sensitive approach
to height and
massing



Calls for continued
integration
with the local
community



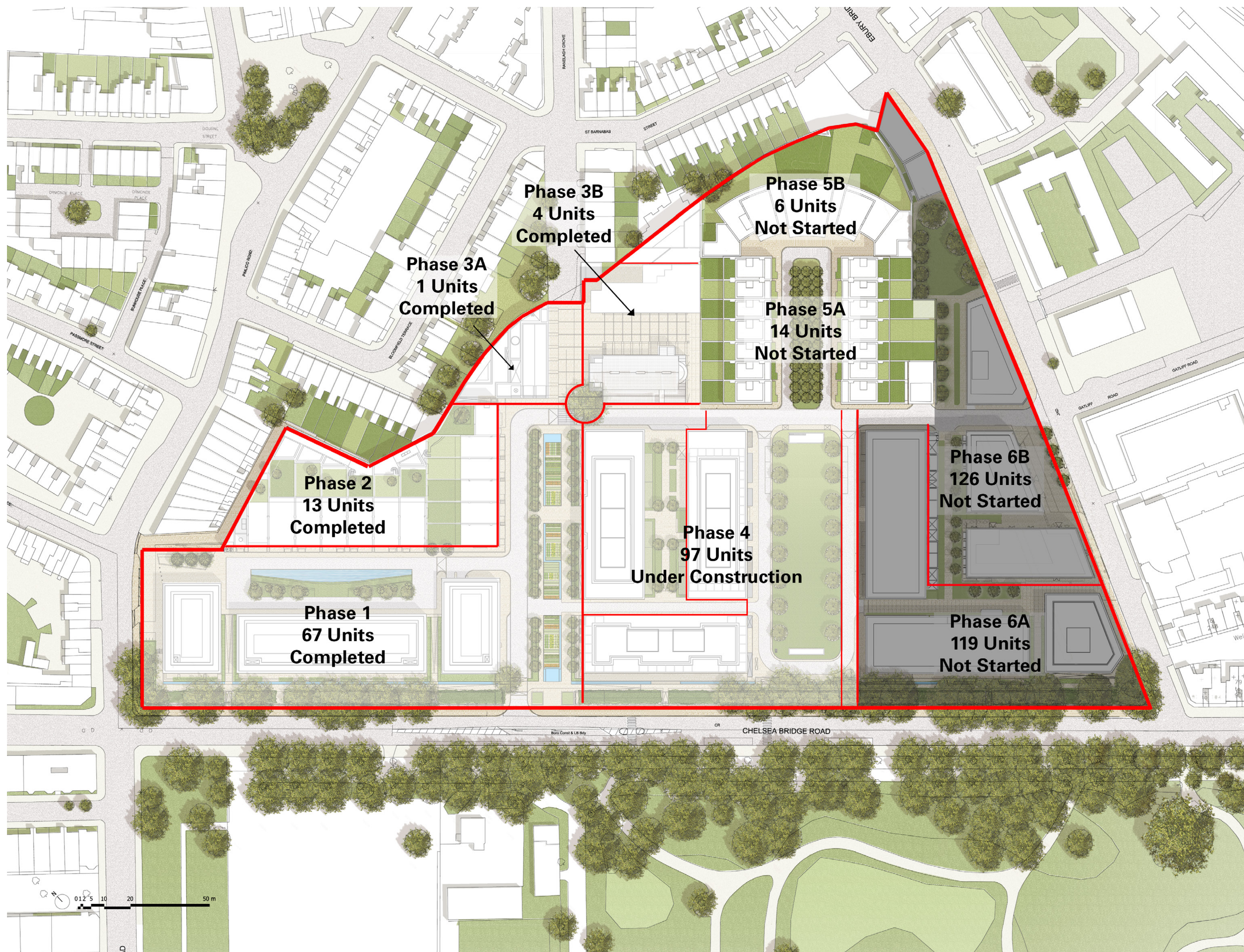
Questions around
the timeline for
future phases



Questions around
parking and traffic
strategy

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.





INDICATIVE VIEW FROM GARRISON SQUARE

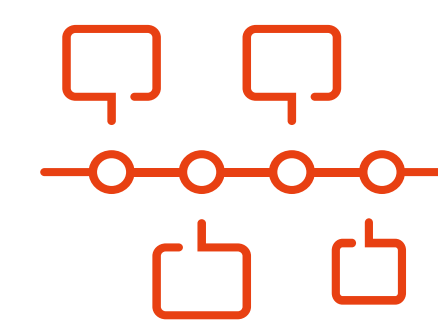
The Vision

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.

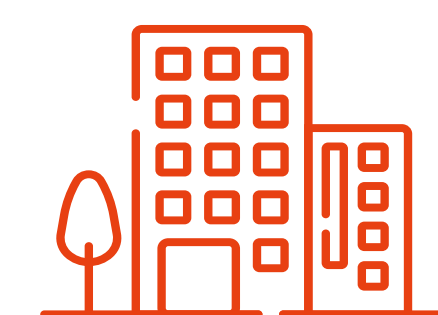
In reviewing our proposal and the feedback received in the first round of consultation, we are guided by several key principles:



Responding to changing market conditions to progress the masterplan



Optimising housing delivery and meeting growing need in Westminster



Preserving neighbouring amenity

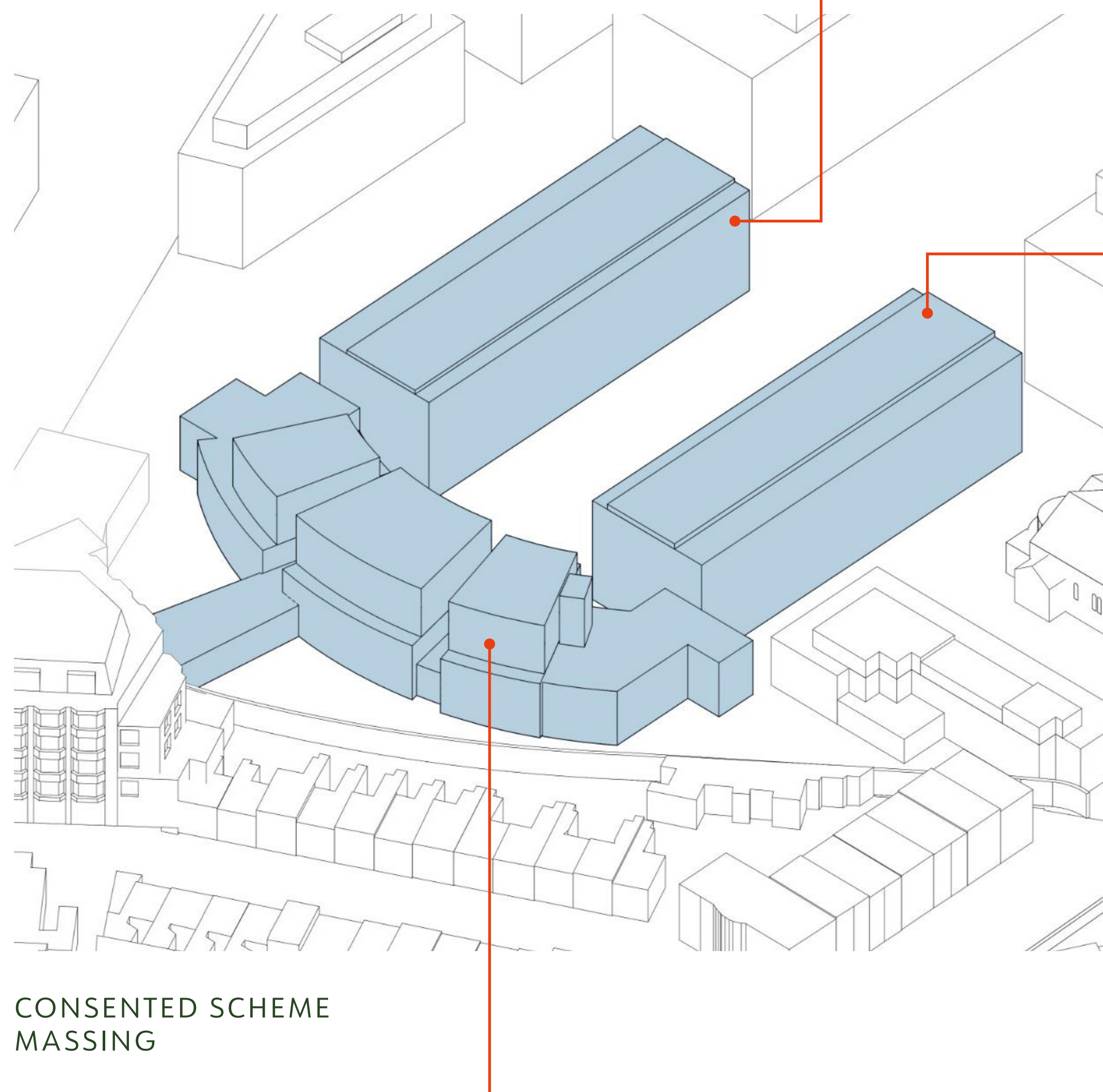
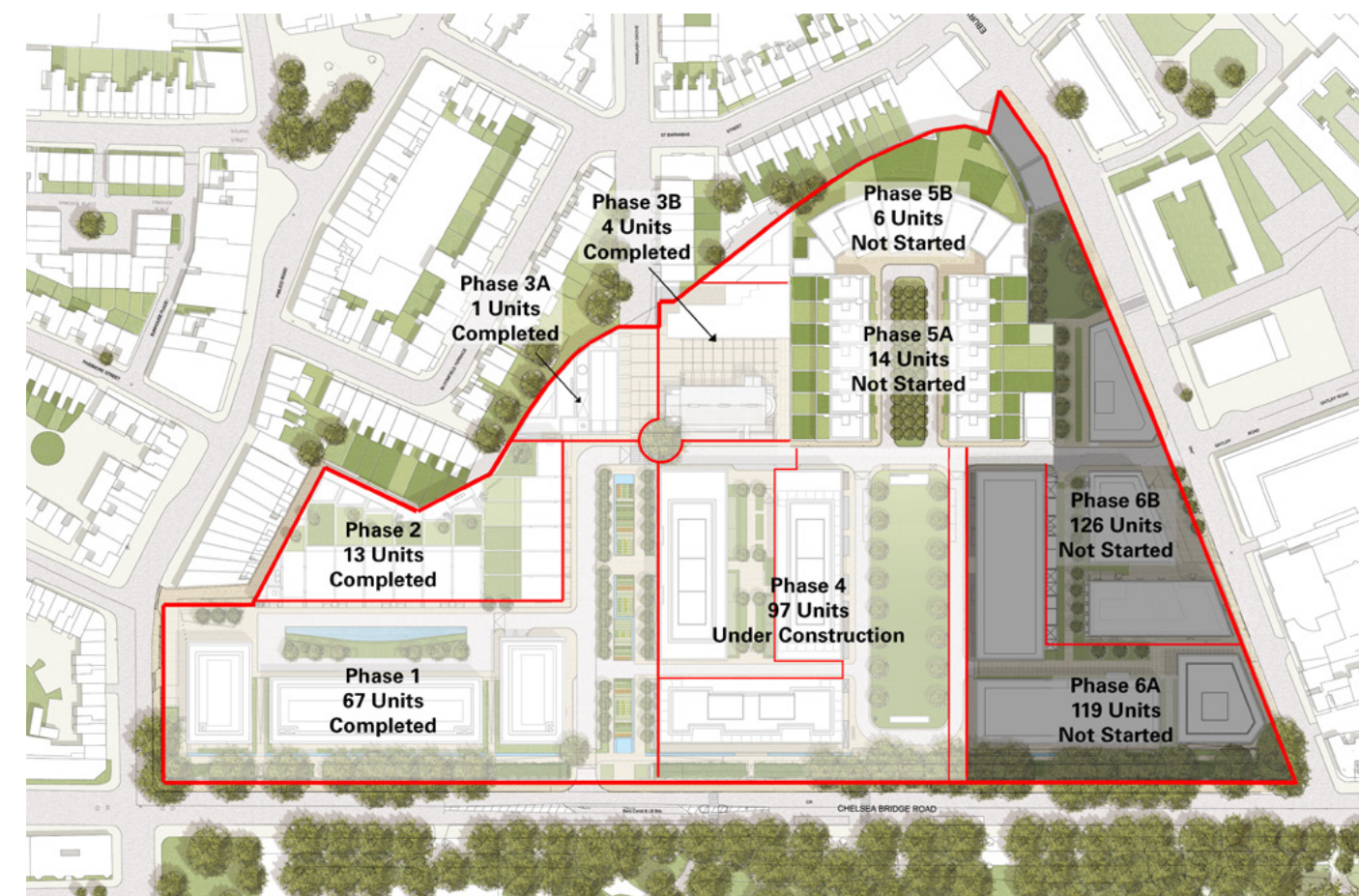


Upholding the design codes of the consented scheme

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
MASSING



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:

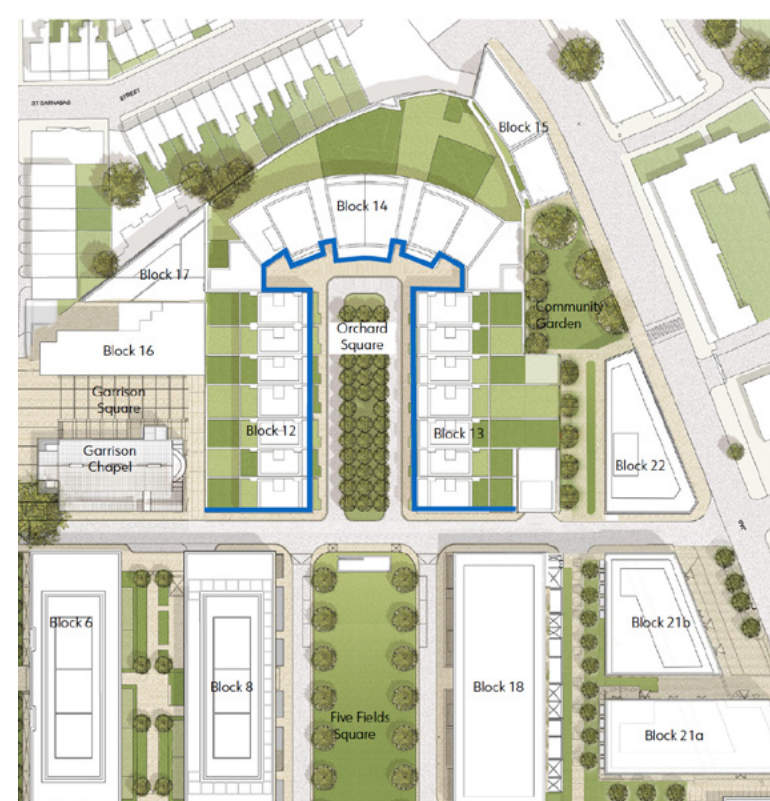
- To respond to market conditions and successfully progress the masterplan, we are proposing to replace the townhouses with c.90 high quality apartments.
- This will enable a broader range of housing options, including family homes, to meet the needs of future residents.
- It will also optimise housing delivery to meet critical local demand, addressing the significant shortfall in Westminster's housing stock.

Layout Approach

In repositioning the development as an apartment scheme, the proposals follow the philosophy of the original approved masterplan providing a contextual “garden square” layout with buildings addressing streets and squares.

Key

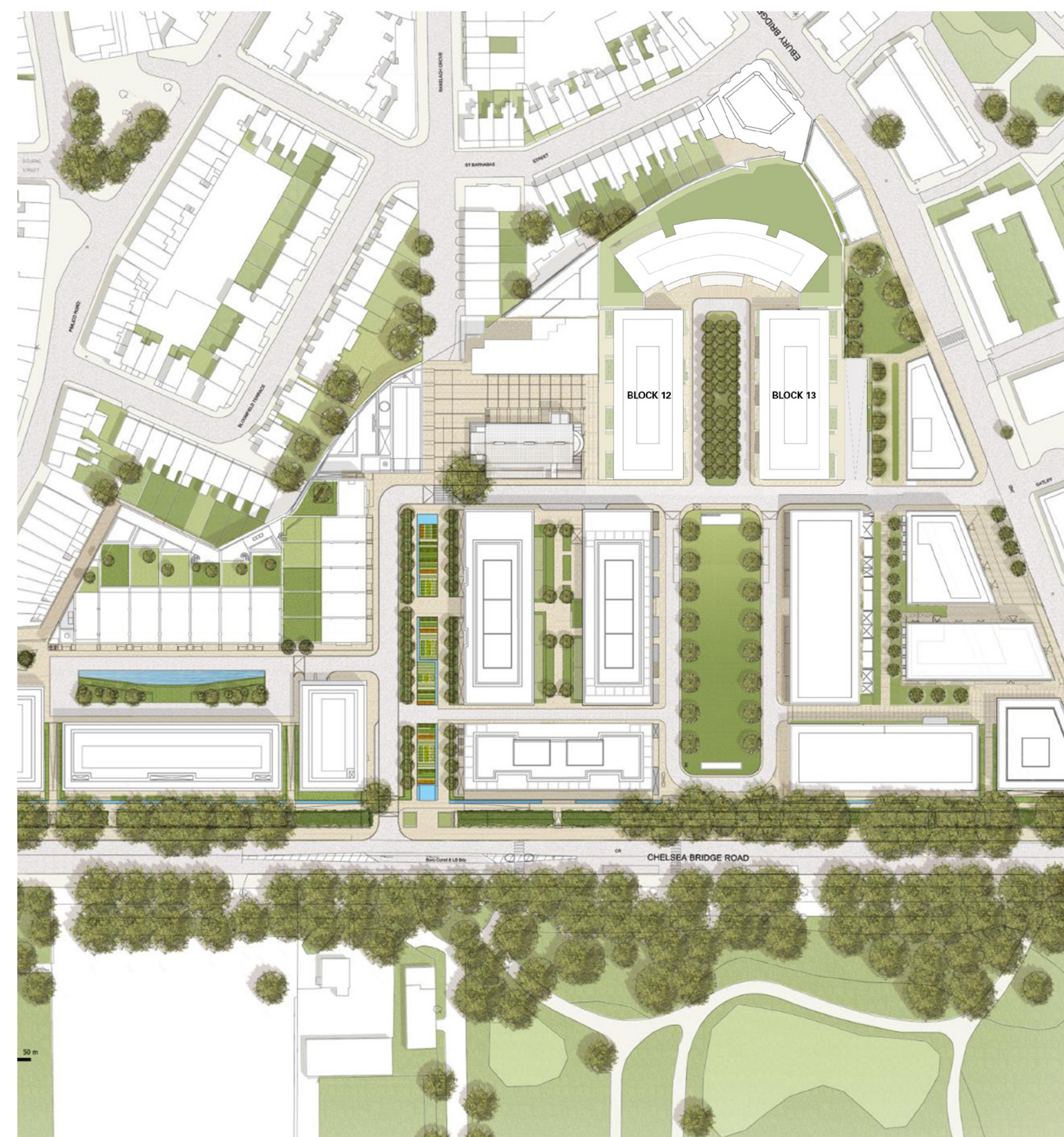
- Street Frontage
- ➔ Permeability



Consented Scheme

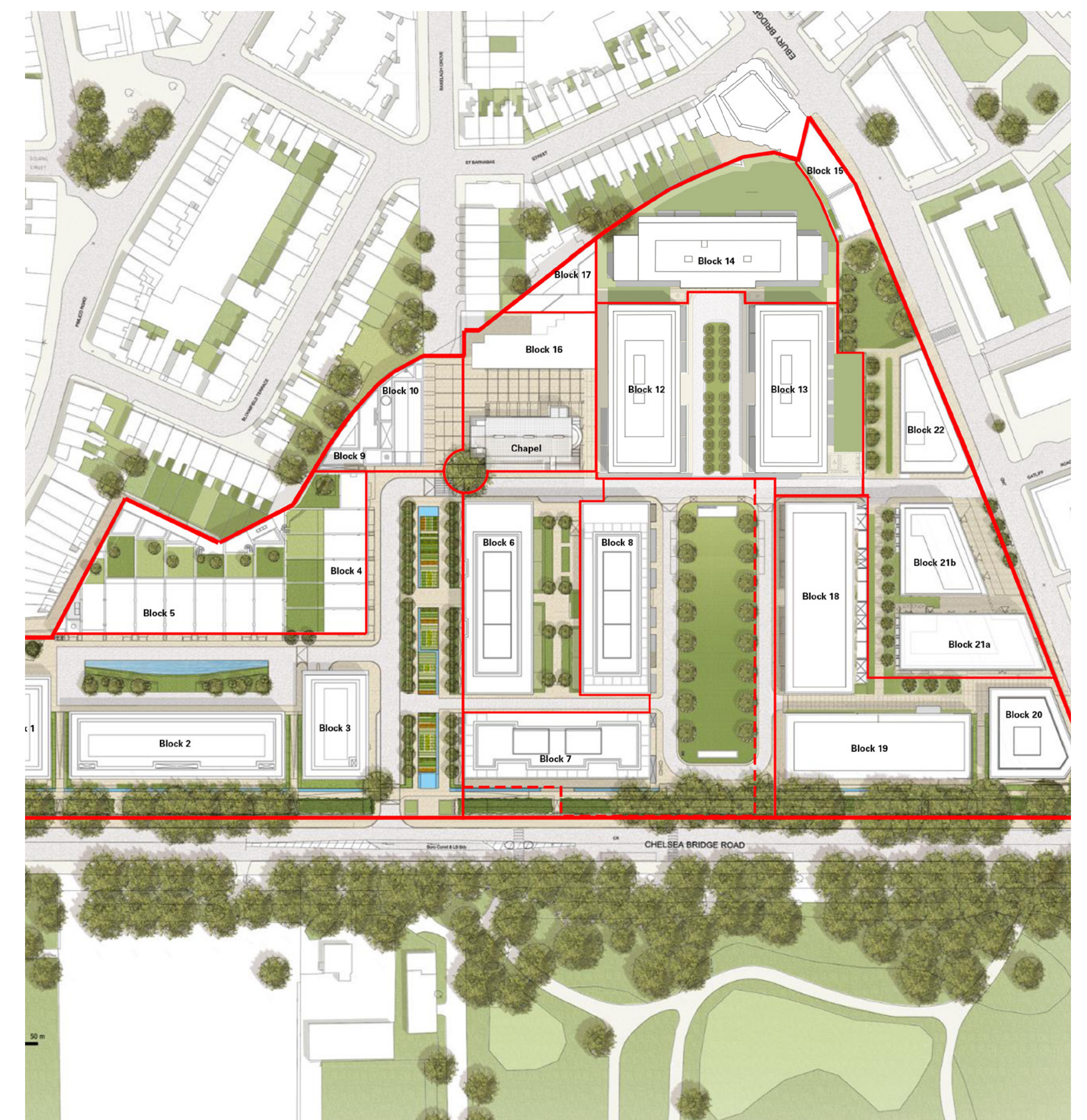
KEY CHANGES - LAYOUT

The scheme retains the central layout and access strategy of the consented scheme. The removal of private townhouse gardens improves site permeability, creating limited additional street frontage to Orchard Square from Garrison Square.



Proposal shared at previous consultation

Since our first round of consultation, Block 14 has reverted to a rectilinear form, consistent with the originally approved scheme. This change has been tested to ensure appropriate internal layouts and maintains a positive relationship with neighbouring buildings.



Revised proposal

Massing Approach

The proposals continue to respect their context, with a gradual step-down in height from neighbouring buildings, in line with the design codes of the consented masterplan.

KEY CHANGES - MASSING

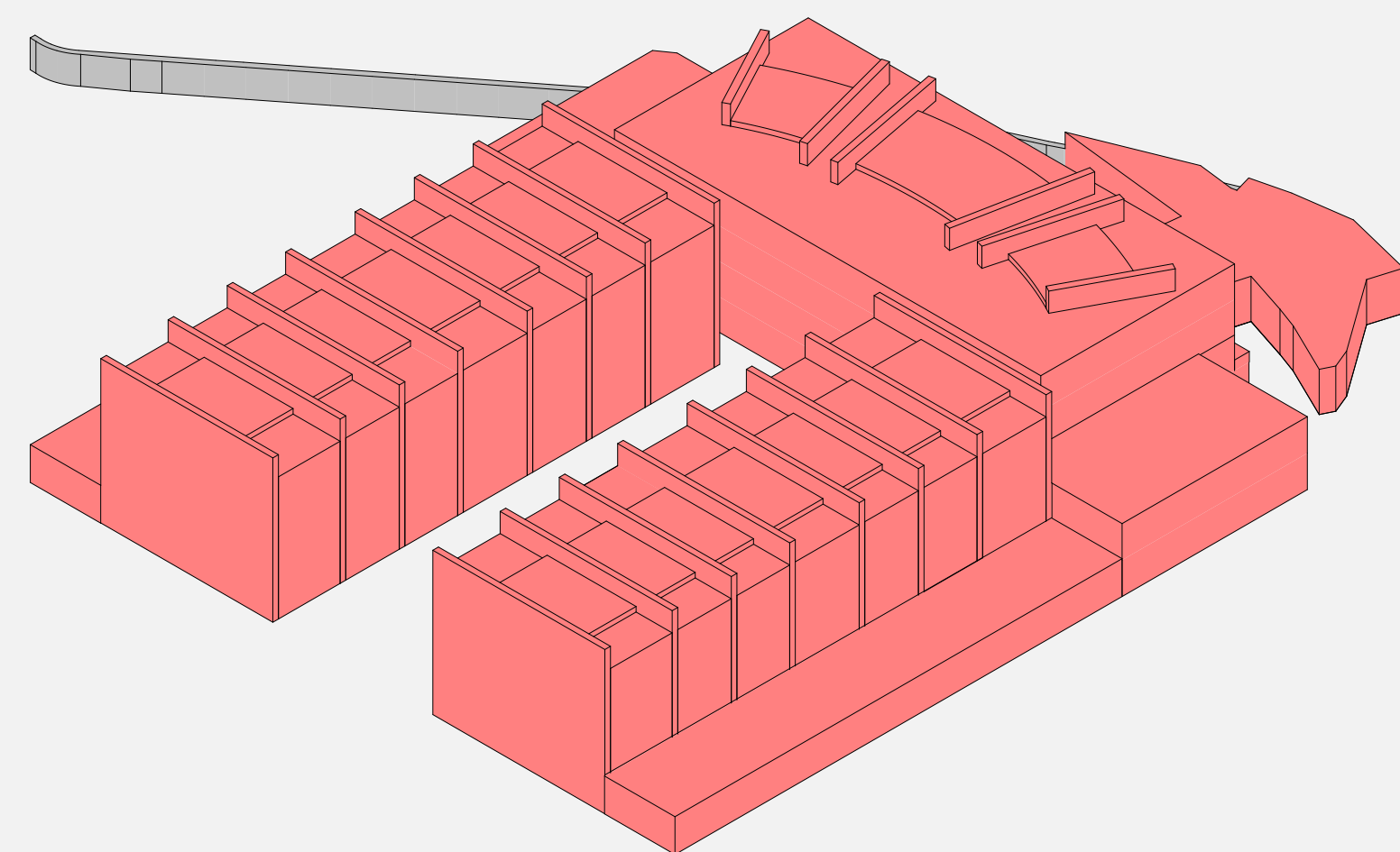
Blocks 12 and 13: The proposed massing includes a modest increase in floorplate width and height to accommodate updated design requirements such as additional cores and risers. However, the blocks will continue to step down in height from neighbouring buildings.

Block 14: Since our first consultation, the massing has changed from a crescent to a rectilinear form to enable more efficient layouts and better internal circulation, while remaining in line with the consented design principles.

Despite these adjustments, the building heights will continue to step down from neighbouring phases, and certain elements of the consented massing, including basement levels, have been removed. These changes are expected to deliver a reduction of approximately 1,500 sqm in overall GEA.

Consented Scheme

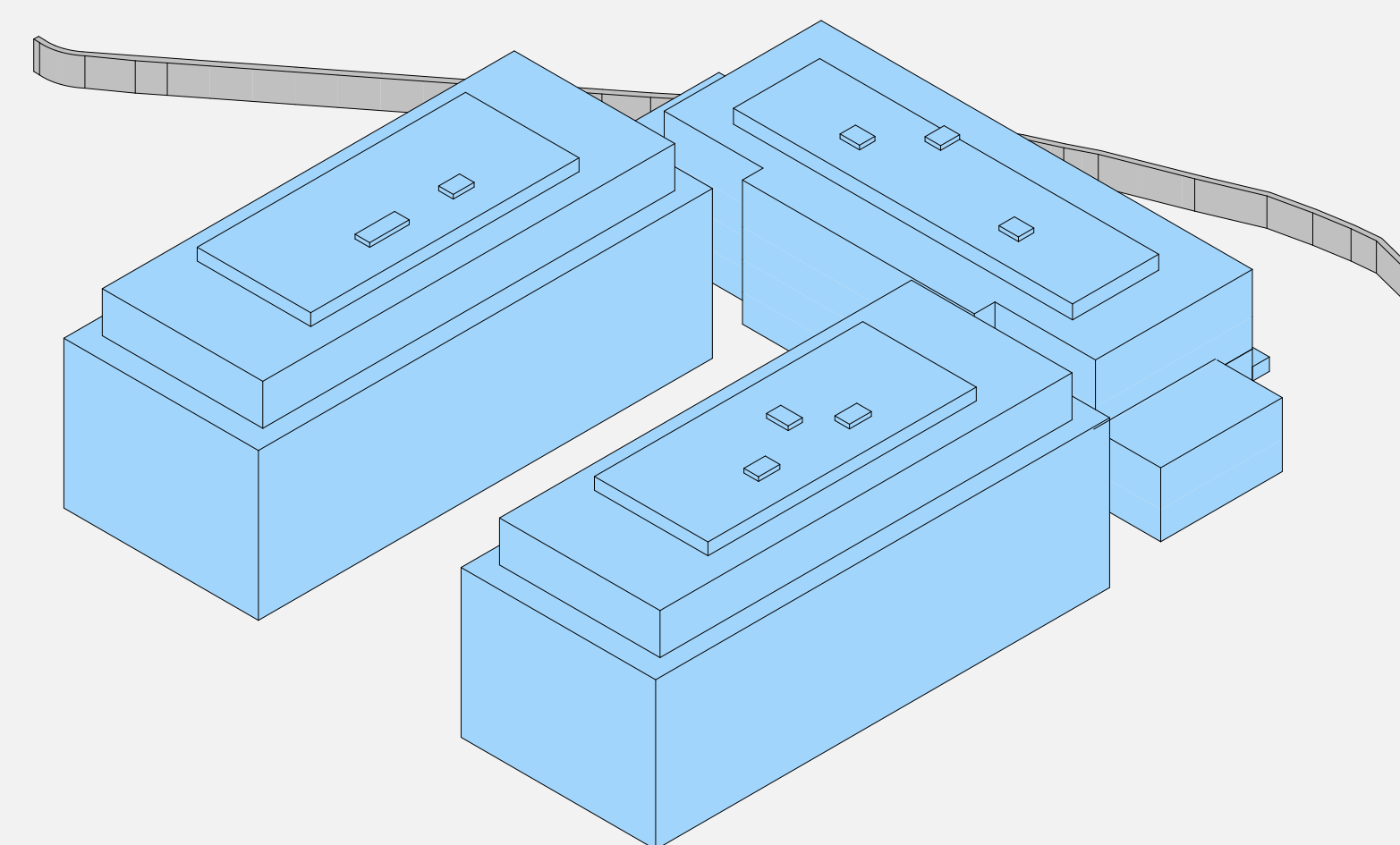
Unit type:	Townhouses
Total units in scheme:	20
GEA per unit (approx.):	1,293 sqm
Total GEA (approx.):	30,472 sqm



Parameter Massing

Proposal compared to Parameter Plan

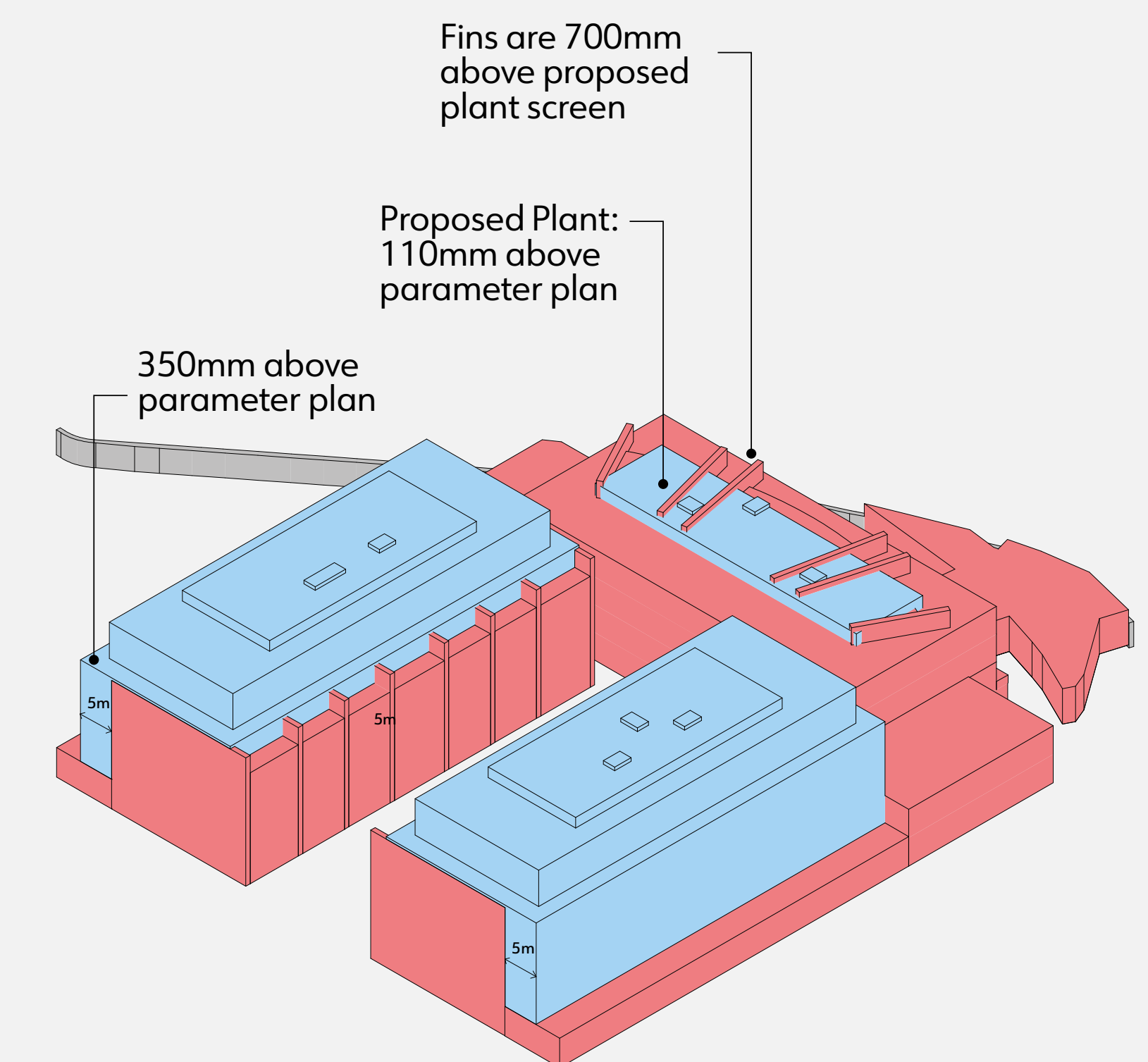
Unit type:	Apartments
Total units in scheme:	approx. 90
GEA per unit (approx.):	under 200 sqm
Total GEA (approx.):	28,778 sqm



Proposed Massing

KEY

- Proposed
- Parameter Plan

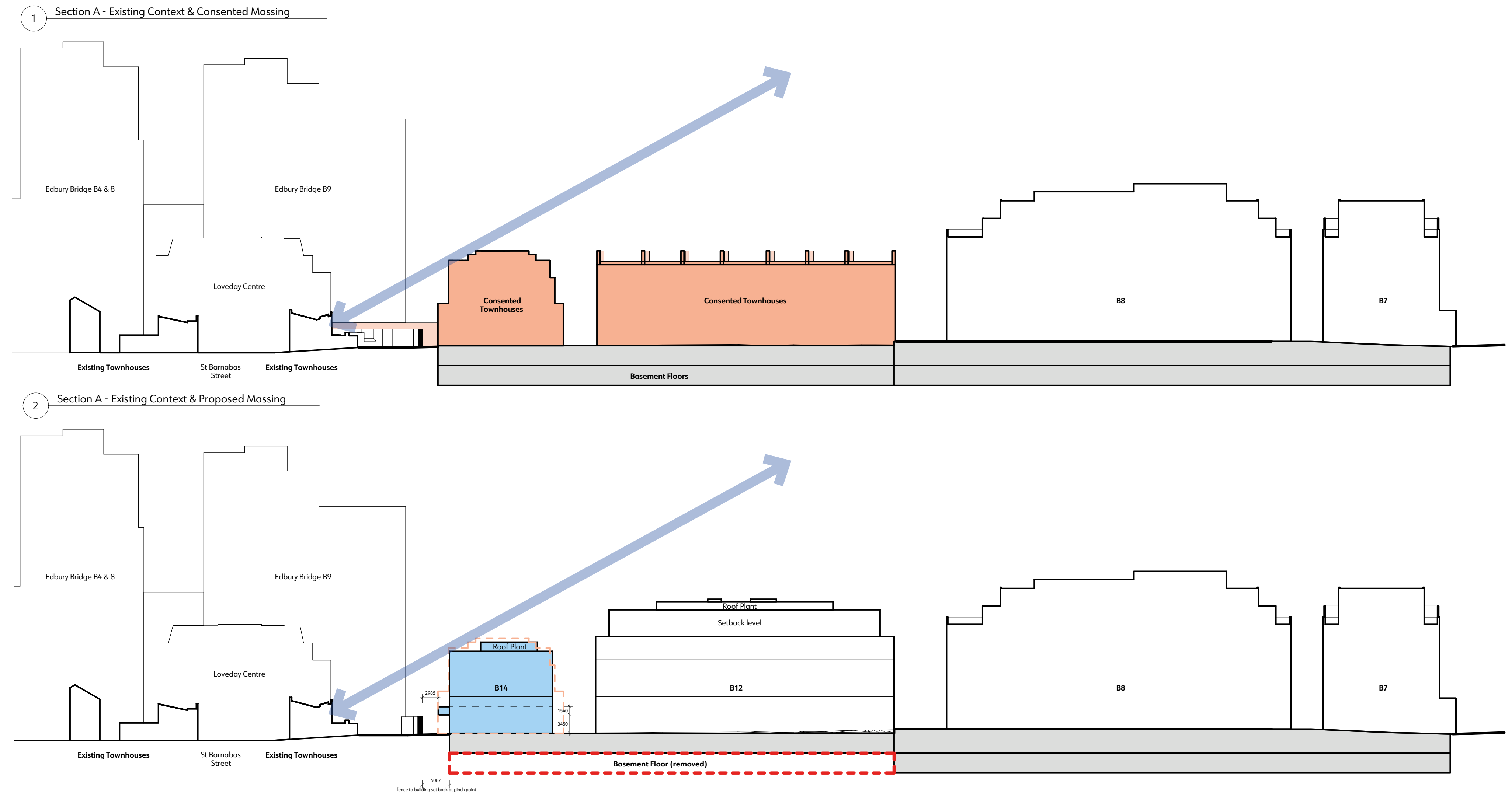


Relationship between proposed massing and parameter massing

Massing in Context

All massing adaptations have been informed by extensive analysis of the site's relationship to neighbouring residential properties along St Barnabas Street and Ebury Bridge Road, to ensure that daylight and sunlight levels are maintained and the sightlines established in the consented scheme are respected.

Block 14 will not include any additional storeys or noticeable height increases, ensuring that sightlines from the St Barnabas Street townhouses—set out in the original consent—are preserved.



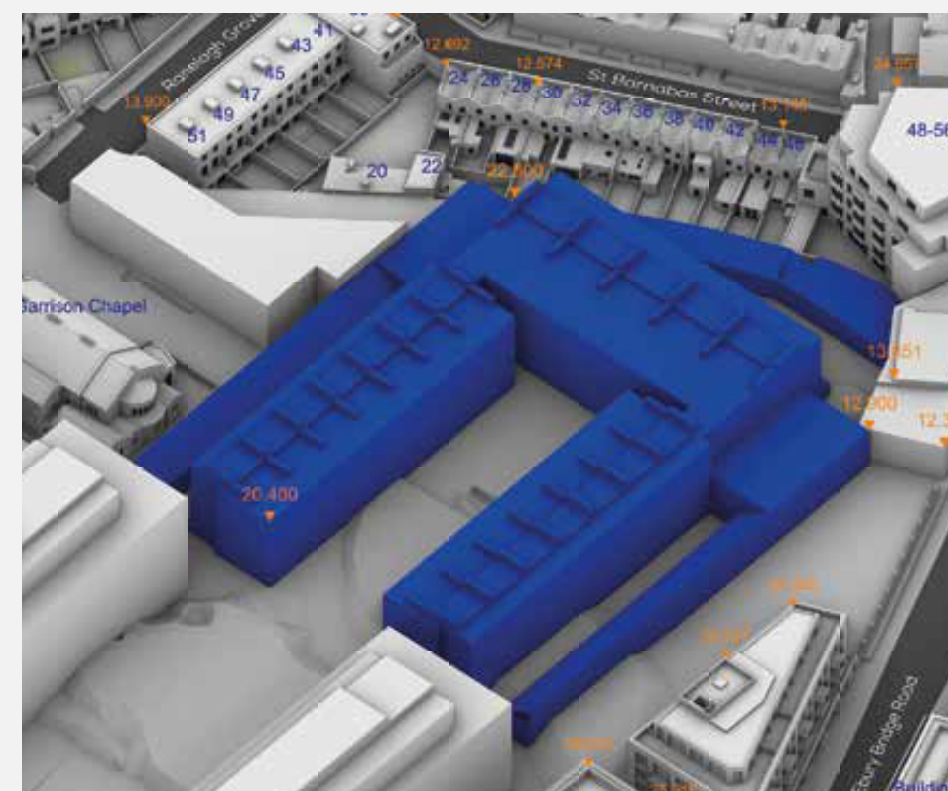
EVOLUTION OF THE SCHEME & ASSESSMENT SUMMARY

Parameters Consent, Crescent Consent, and the Proposed Development.

DAYLIGHT/SUNLIGHT ASSESSMENT

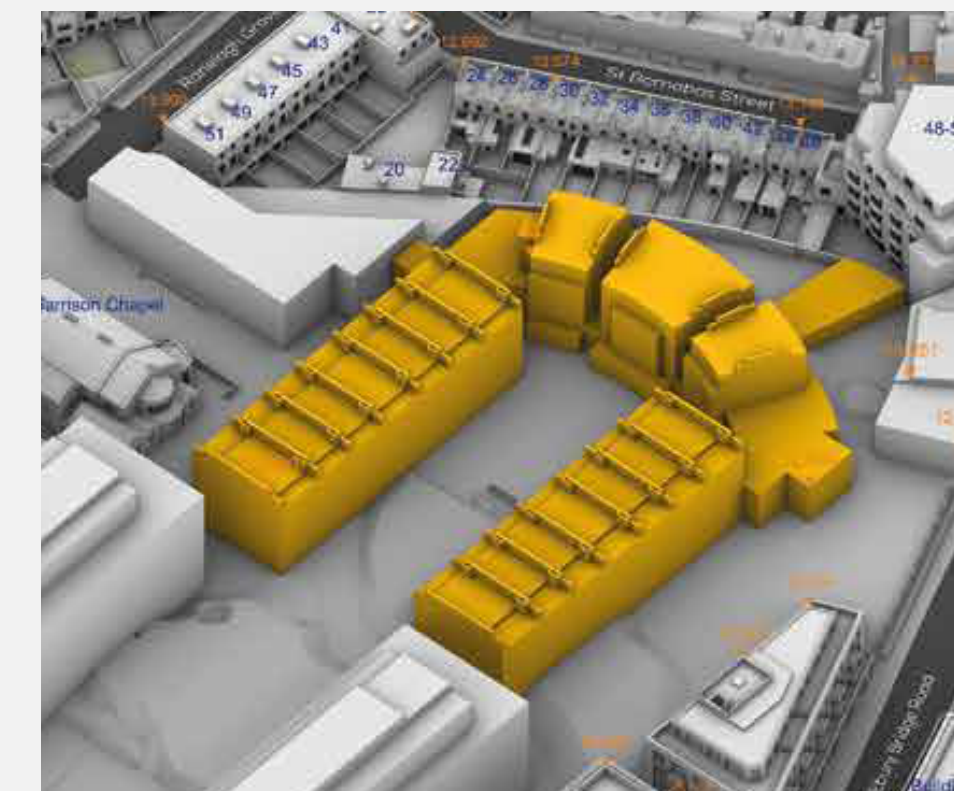
Extensive analysis by daylight/sunlight consultants GIA confirms that the proposed scheme will have either no impact or only negligible effects on all 43 neighbouring residential properties, fully complying with BRE guidelines.

PARAMETER CONSENT



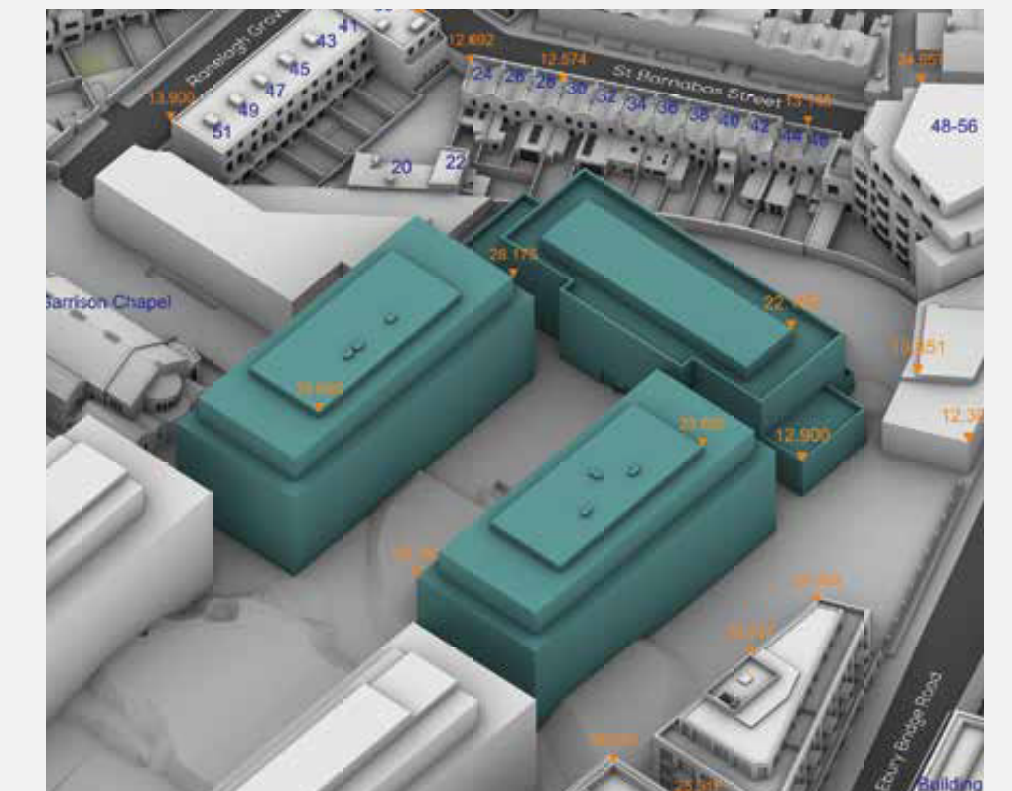
- VSC (window) - 1038/1070 (97%)
- VSC (rooms) - 712/728 (97.8%)
- NSL (rooms) - 721/728 (99%)
- APSH (rooms) - 263/268 (98.1%)

CRESCENT CONSENT



- VSC (window) - 1048/1070 (97.9%)
- VSC (rooms) - 721/728 (99%)
- NSL (rooms) - 722/728 (99.2%)
- APSH (rooms) - 265/268 (98.9%)

PROPOSED



- VSC (window) - 1038/1070 (97%)
- VSC (rooms) - 712/728 (97.8%)
- NSL (rooms) - 719/728 (98.8%)
- APSH (rooms) - 265/268 (98.9%)

Design Development

The façades of Blocks 12, 13 and 14 have been designed in accordance with the approved Design Code, ensuring a cohesive streetscape that blends traditional architecture with contemporary detailing.

THE APPROVED DESIGN CODES:

- A symmetrical relationship between Blocks 12, 13 and 14 around Orchard Square
- Clearly defined base, middle and top to each building
- Use of masonry materials – primarily stone and brick – with lighter metal structures at upper setback levels
- A setback roofscape to accommodate terraces
- Lightwells for lower-ground rooms and railings that reflect the surrounding context
- A continued focus on the ‘village’ character of Garrison Square

MATERIAL PALETTE

The façades have been developed using a consistent palette of brick and stone, in accordance with the Chelsea Barracks Design Code and the Belgravia Neighbourhood Design Code.

A darker brick has been introduced, reflecting the changing character of development from west to east across the Chelsea Barracks masterplan site. At the upper levels, the plantroom will be light grey and the top setback level will be bronze, providing a contemporary contrast and helping to reduce visual weight.



INDICATIVE MATERIALITY

BLOCKS 12 & 13

The winged façades of Blocks 12 and 13 feature a defined base, middle, and top, with varied materials—stone at the base, brick in the middle, and metal detailing on the recessed top floor—to break down the scale.



BLOCK 13 INDICATIVE VIEW FROM EBURY BRIDGE ROAD

BLOCK 14

Block 14 returns to a rectilinear form, marking the formal end to Orchard Square and aligning with the masterplan's axis to the Royal Hospital Gardens. Its stone winged facade features colonnades for contextual articulation.



BLOCK 14 INDICATIVE VIEW FROM ORCHARD SQUARE
BLOCKS 12 AND 13 ARE NOT SHOWN IN THIS IMAGE

Key Views - Blocks 12 & 13



INDICATIVE VIEW A, FROM GARRISON SQUARE

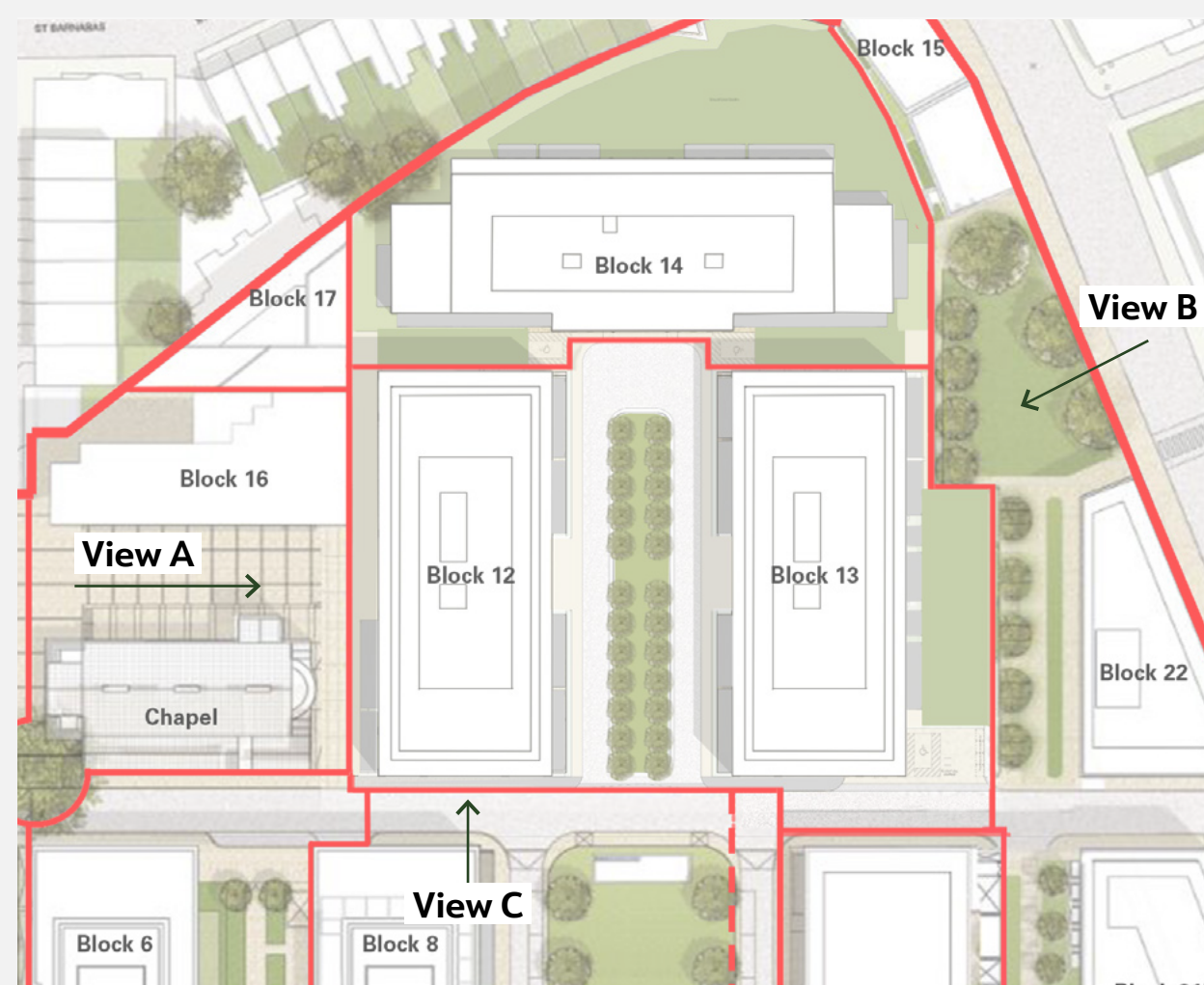


INDICATIVE VIEW B, FROM EBURY BRIDGE ROAD



INDICATIVE VIEW C, BLOCK 12 SOUTH FACADE

KEY



FOLLOWING FEEDBACK RECEIVED IN THE FIRST ROUND OF CONSULTATION, THE DESIGN OF THE FAÇADE HAS BEEN DEVELOPED TO REFLECT THE CHARACTER OF THE WIDER MASTERPLAN WHILE ADDING ARCHITECTURAL VARIETY AND INTEREST.

Key Views - Block 14



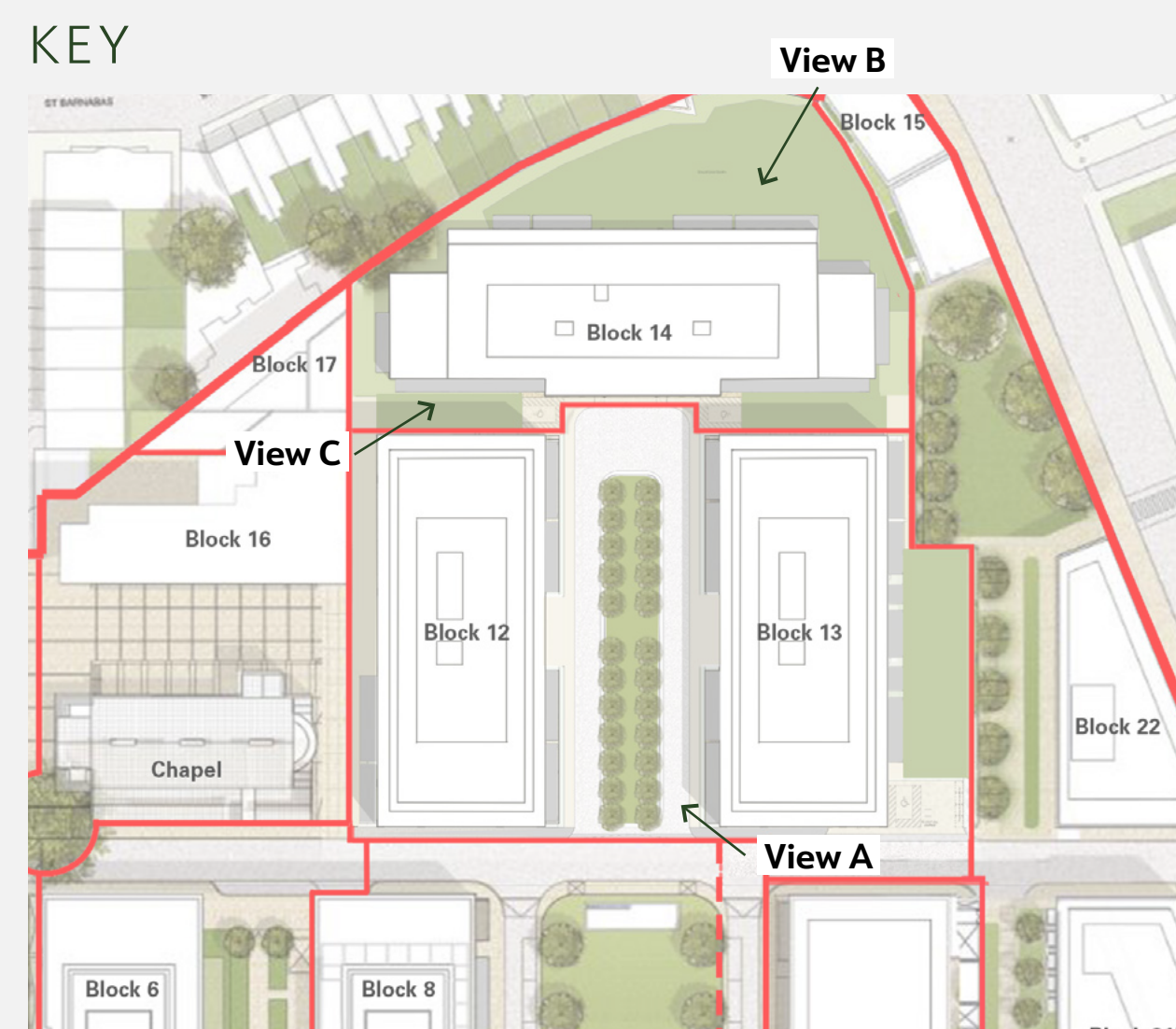
INDICATIVE VIEW A, FROM ORCHARD SQUARE



INDICATIVE VIEW B, FROM REAR FACADE



INDICATIVE VIEW C, ORCHARD SQUARE FACADE



FOLLOWING FEEDBACK RECEIVED IN THE FIRST ROUND OF CONSULTATION, THE DESIGN OF THE FAÇADE HAS BEEN DEVELOPED TO REFLECT THE CHARACTER OF THE WIDER MASTERPLAN WHILE ADDING ARCHITECTURAL VARIETY AND INTEREST.

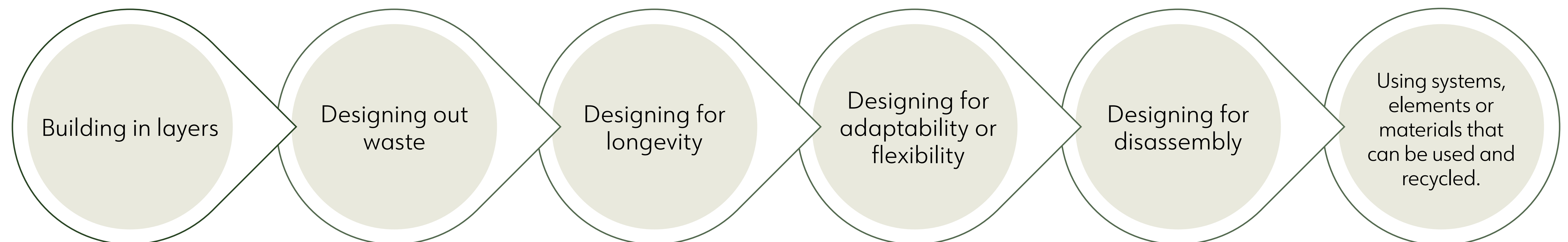
Sustainability

The proposals for Phase 5 aim to meet high environmental standards and support Westminster's climate goals.

The scheme takes a 'fabric first' approach—designing the buildings to use less energy from the outset—and includes a number of sustainability features:

- **No gas** will be used on site. Instead, homes will be heated using low-carbon air source heat pumps.
- **High-performance façades** will help to reduce heat loss and improve energy efficiency.
- **Solar panels** will be included where possible, depending on roof space available.
- The scheme has been designed to connect into the wider **Chelsea Barracks heat network**, supporting long-term decarbonisation.
- Measures are being explored to reduce **whole-life carbon**, use recycled materials, and minimise construction waste.
- **Green infrastructure** and biodiversity are important priorities, and water use will be carefully managed to reduce consumption.
- The development also aims to meet key targets in the London Plan and Westminster's City Plan, including **net zero carbon over time**.

CIRCULAR ECONOMY PRINCIPLES



Transport Strategy

The revised proposals for Phase 5 adopt a car-free approach, removing the need for basement car parking. This is a significant change from the previous consented scheme, which included over 40 car spaces.

The new approach aligns with the London Plan and Westminster's City Plan, which promote reduced reliance on private cars in well-connected urban areas.

Instead, three accessible (Blue Badge) parking bays will be provided at street level to ensure inclusive access. The removal of basement parking also means no vehicle ramps are required, reducing both the visual and physical impact at street level and simplifying construction.

Secure cycle parking will be included within the development to encourage walking, cycling, and public transport – supporting a healthier, more sustainable way of life for residents and the wider community.

INDICATIVE VIEW FROM GARRISON SQUARE



Key Benefits



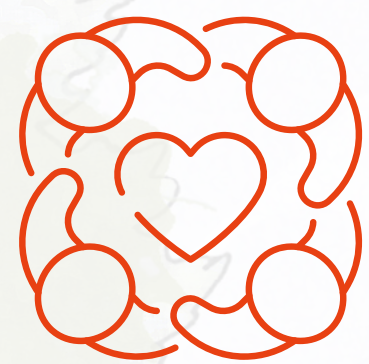
Optimising housing delivery under Phase 5



Supporting Westminster's growing housing targets



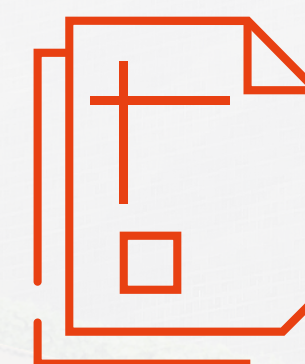
Offering a wider range of housing options, including family homes



Preserving neighbouring amenity in line with masterplan design principles



Improving site permeability for future residents



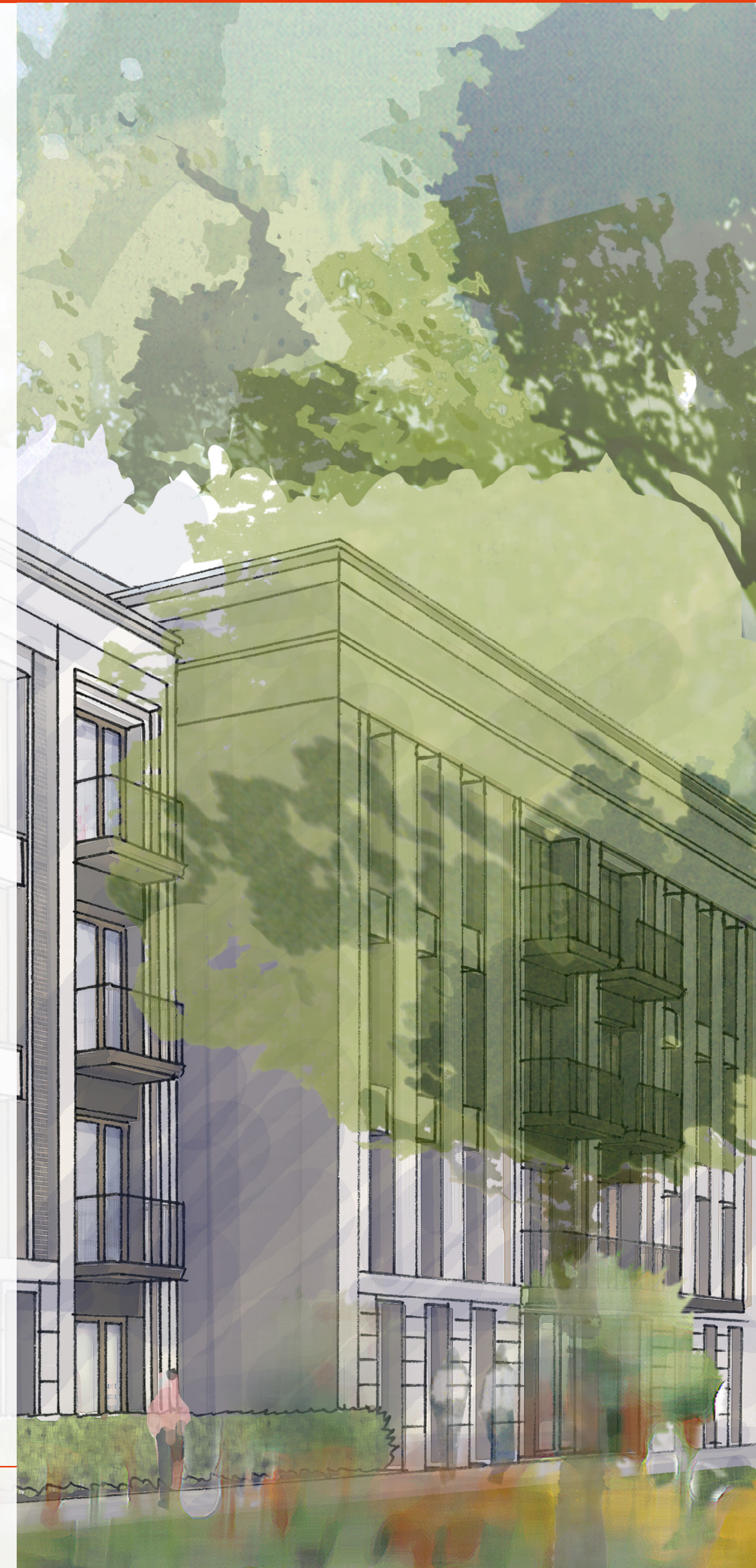
Safeguarding the progress of the wider masterplan



Continuing our commitment to leading sustainable development



Delivering economic benefits including additional employment opportunities and increased local spend



Timeline and next steps

We want to hear your feedback on our updated proposals to shape our final plans, ahead of submitting a planning application later this year.

Our proposed programme is as follows:



MARCH/APRIL 2025

JUNE/JULY 2025

SEPTEMBER 2025

MARCH 2026

Q4 2027

Q4 2030

Public
consultation 01

Public
consultation 02

Target planning
submission

Target
determination

Commence
on site

Phase 5
completion



INDICATIVE VIEW OF BLOCK 14 FACADE FROM ORCHARD SQUARE

We want to hear from you

Qatari Diar are committed to working closely with our neighbours at every stage of the process. We want to gather local feedback to shape our final plans for Phase 5 ahead of submitting a planning Application to Westminster City Council.

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

