

Whiteleys Shopping Centre, Queensway



Sensitive mixed-use regeneration of a landmark listed building

CLIENT

Meyer Bergman and
Warrior Capital

LPA

City of Westminster

STATUS

Planning permission granted.
Ongoing amendments to
baseline consent achieved.

SERVICES

Planning, Heritage,
Economics & LVIA

Our role

- Turley secured planning and listed building consent in April 2016 for this transformative proposal that seeks to re-position the iconic, but failing, Whiteleys shopping centre in Bayswater.
- The Foster + Partners-designed proposals include re-configured retail space that activates Queensway, set around a new central retail court which is accessed through a new retail arcade, while maintaining and enhancing the historic significance of the grade II listed building, focused on the retention and refurbishment of the Queensway facade. The development includes a range of complementary uses including a new boutique hotel, cinema, gym, and a large crèche, alongside over 100 new residential units.
- Turley successfully demonstrated that the proposal did not represent EIA development and co-ordinated the planning submission and multi-disciplinary project team.
- We provided the planning statement, heritage assessment, retail assessment, economic impact assessment, and townscape and visual impact assessment in support of the planning application.

Results

- Turley's multi-disciplinary team addressed the significant challenges associated with formulating proposals that retain the historic significance of the listed building, while meeting a range of Westminster's strategic planning priorities, and providing insight around the local political and stakeholder context in achieving a successful outcome.
- The team successfully negotiated and advocated the scheme through to the grant of planning permission prior to the mayoral elections and the introduction of Westminster's CIL.
- The planning consent has since been optimised and amended to respond to market changes and potential operator requirements, optimising value and the deliverability of the scheme, which is due to be implemented in early 2019.
- Whiteleys will become a place to live, and a destination for work and leisure, set around the retention and refurbishment of the iconic listed building.

Turley