



What is the project?

Welcome to our online exhibition for the redevelopment of the Baltic Wharf site currently occupied by Travis Perkins. The plans we're sharing with you propose a new building with a reprovided Travis Perkins branch on the ground floor and between 830-900 student bedrooms and associated amenity space on the floors above.

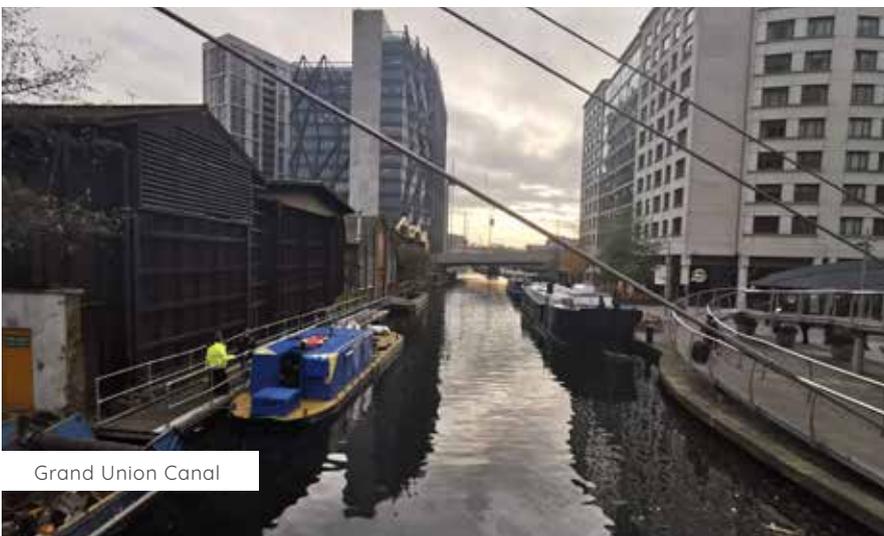


Unite Students will be Travis Perkins' development partner on this scheme, and, like Travis Perkins, Unite Students will have a long-term presence on the site as the operator of the student accommodation.

The site today

The site is currently occupied by Travis Perkins who have operated a builders' merchants here for many years. It is one of the last uses which reflects the area's industrial history and, as the only remaining builders' merchants in Westminster, Travis Perkins still offers an essential local and sub-regional service. The branch has grown piecemeal over the years through acquisition of neighbouring plots of land. This ad hoc evolution will be improved through redevelopment.

The site is currently mainly occupied by a single-storey industrial shed. It is the only remaining site still to be regenerated within the Paddington Opportunity Area, which has seen dramatic growth over the last 10-15 years.



This is an exciting opportunity to redevelop the site to provide uses that make the most of its excellent transport links and canal side location.

The immediate area

The site lies within a cluster of tall buildings in the Paddington Opportunity Area. It is immediately adjacent to the Grand Union Canal and the Westway flyover.

It's excellent public transport links - Paddington Station is just minutes away - make it convenient for almost every London university. In recent years, as the area has developed, a growing community has begun to take shape.

Although the site itself does not sit within a conservation area, it does neighbour the Paddington Green and Maida Vale conservation areas which include a number of listed buildings. The views from these conservation areas, along with the impact on immediate neighbours and making a positive contribution to the canalside setting, have been the guiding principles as the plans for redeveloping the site have evolved.

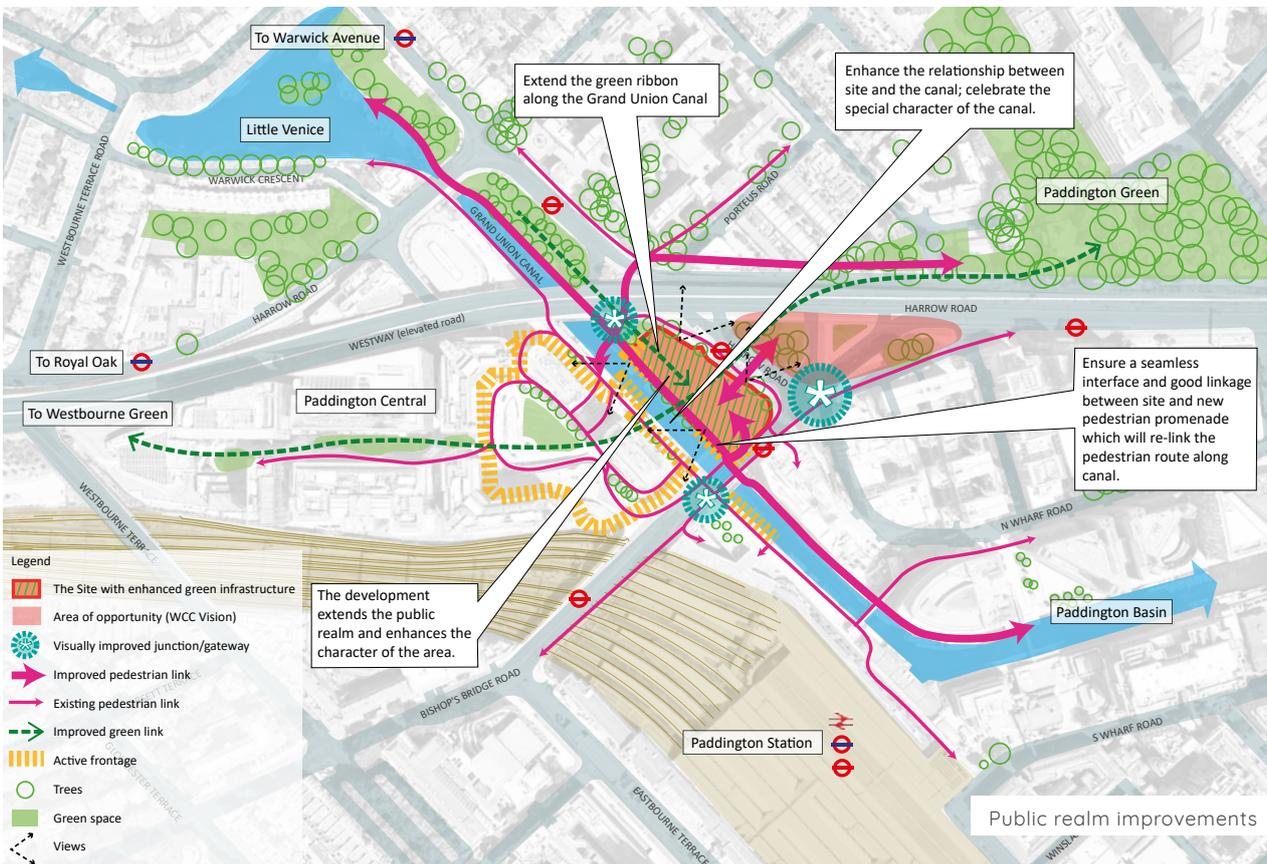
The proposals have also been influenced by a number of physical considerations including the proximity to the canal and the Westway and the fact that a number of underground lines run beneath the site.



Our vision

Our vision for the site is guided by a number of key principles:

- Retain the Travis Perkins by providing a new, state-of-the-art builders merchant's depot on the ground floor of the scheme, respecting and celebrating the site's industrial heritage.
- Provide a vibrant use on the upper floors which contributes to the growing community feel in the area.
- Improve the public realm around the canal and the Harrow Road, including opening up a new canalside path.
- Respect local views, especially from the Maida Vale and Paddington Green conservation areas.
- Deliver London's first net-zero-carbon student accommodation development both in terms of construction and operation.



Our partnership

The scheme is being delivered jointly by Unite Students and Travis Perkins, and both companies will also have a long-term stake in the site as the owners and occupiers once construction is complete.

Travis Perkins is one of the largest suppliers of building materials in the UK, with 173 branches in London alone. We currently employ 26 people on site at Baltic Wharf.

Unite Students is the UK's largest provider and operator of student housing, with some 30 years' experience. We look after 13,000 students across London and have strong partnerships with the capital's leading universities.



Unite look after 76,000 students across the UK



Travis Perkins and Unite joint scheme in Camden

Unite Students and Travis Perkins currently partner on a building in Camden which has a fully operational Travis Perkins branch on the ground floor and 562 students living on the floors above. We jointly took the scheme through planning and construction and have collaboratively operated the building with great success for more than 5 years. The GLA have noted the scheme as a 'best practice' case study in co-locating industrial and residential uses.



Our design approach



Award-winning architects, Make, have developed a scheme which is guided by the site's proximity to the Maida Vale and Paddington Green Conservation Areas and consideration to the site's neighbours in terms of height and massing.

The canalside setting has also been taken completely into account and has informed the evolution of the design.

Various design approaches have been considered and what we're sharing with you now is, we feel, the most appropriate and attractive option. It has developed through detailed engagement with Westminster planning officers and will continue to evolve moving forward.

The proposed building is sculpted to step down towards the Westway, with green landscaped gardens at each level. This creates an attractive green façade facing Little Venice and continues the existing green ribbon along the Grand Union Canal.



The Brunel Building is 72m tall whereas our scheme will be only 65.5m at its tallest point. However, due to perspective, our proposals will significantly block the Brunel Building from sight when viewed from Warwick Avenue, creating a more attractive outlook from the conservation area.



The new building

The ground floor of the development will be a redeveloped and improved Travis Perkins depot serving our existing and future customer base. Travis Perkins' operational needs will be fully accommodated on site.

Above will be between 830 and 900 student bedrooms - 35% of which will be provided at affordable rent levels - with associated kitchens, bathrooms, and amenity and study space. Student amenity space will overlook the canal, creating an attractive and conducive setting for relaxation and study.

All students will also benefit from access to the green landscaped roof gardens at each level, providing outside amenity space with views across the canal and towards Little Venice. Consideration is being given to providing a

community space as part of the development which would be available for local groups to use and which would act as a space where the lives of the students can cross over with the existing community in the area.



Local views of the scheme from Warwick Avenue station



CGI of existing view with consented schemes in orange



CGI of proposed view with our scheme in green



Existing view

Local views of the scheme from Warwick Avenue



CGI of existing view with consented schemes in orange

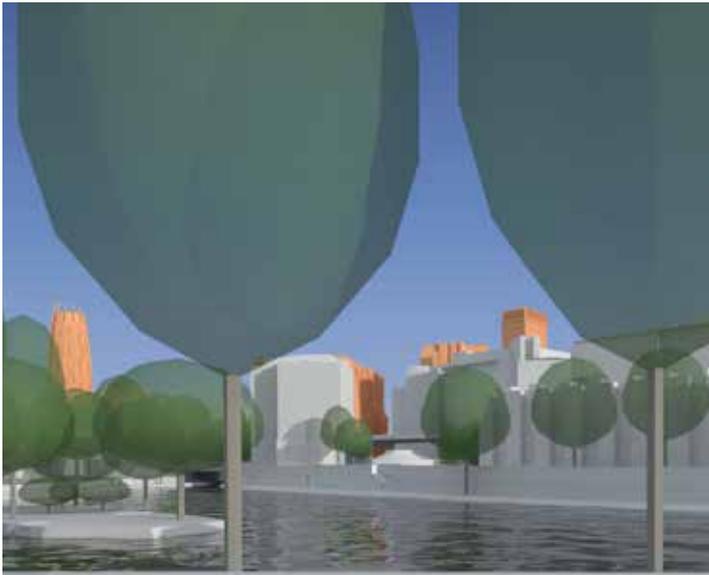


CGI of proposed view with our scheme in green

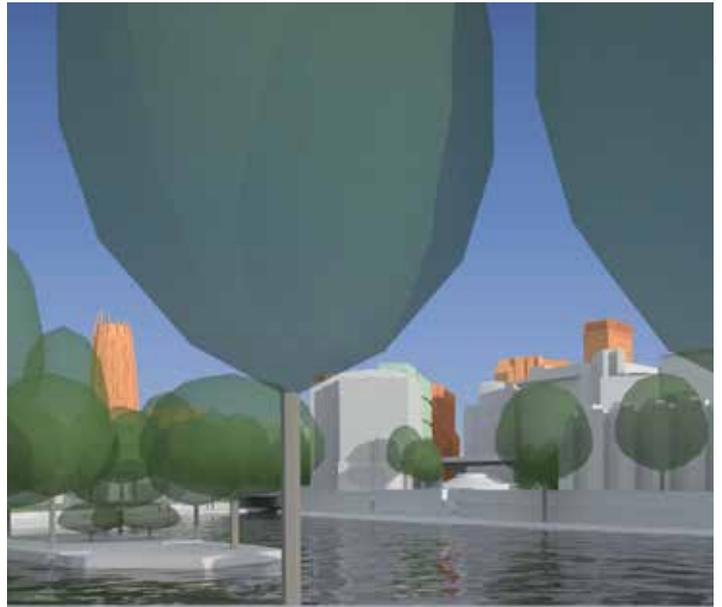


Existing view

Local views of the scheme from Little Venice



CGI of existing view with consented schemes in orange



CGI of proposed view with our scheme in green



Existing view

Local views of the scheme from Paddington Green



CGI of existing view with consented schemes in orange

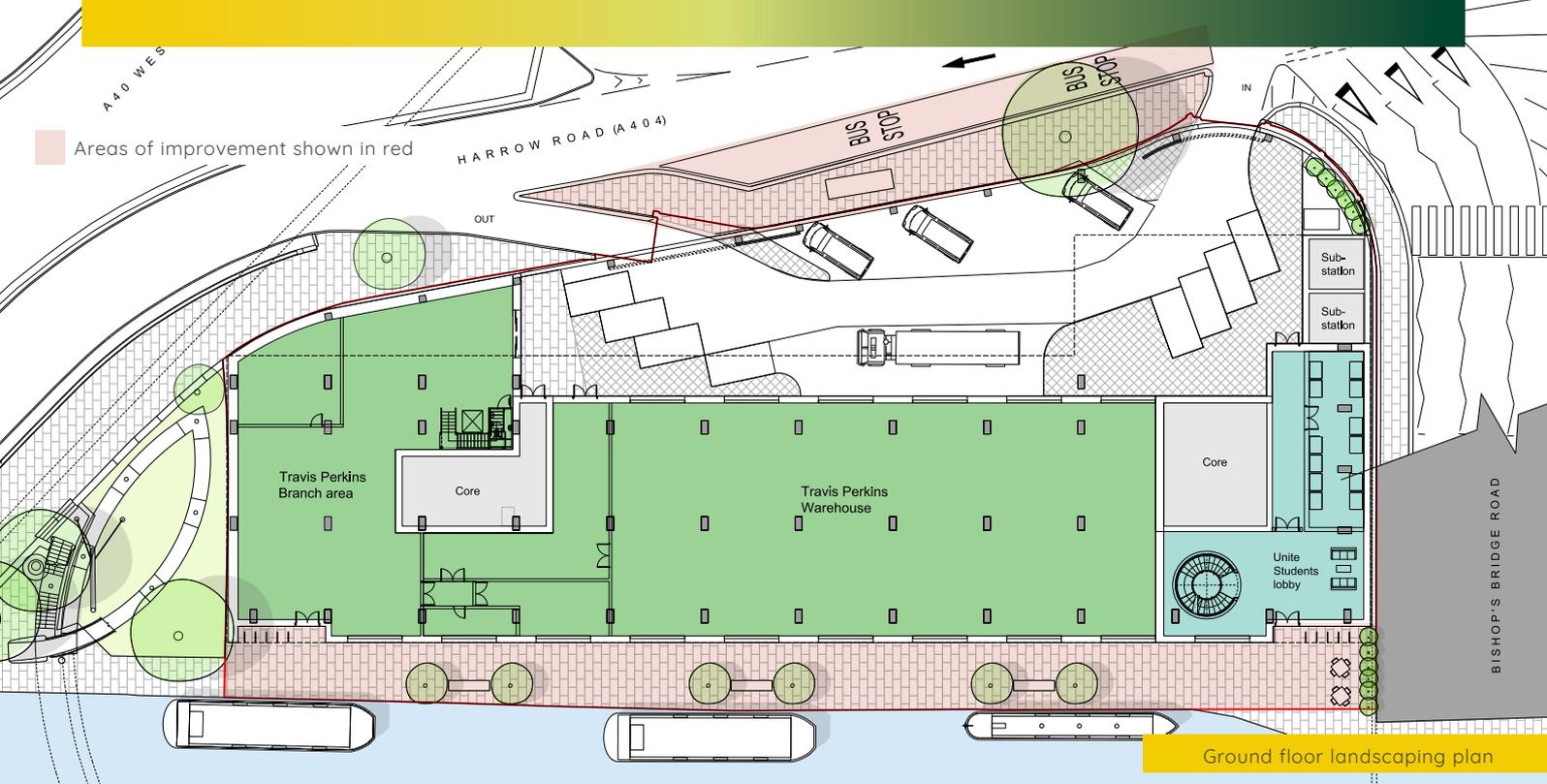


CGI of proposed view with our scheme in green



Existing view

Public realm and landscaping improvements



The existing building sits immediately adjacent to the canal preventing access, our proposals will open up a new canalside path, allowing a public route through and enhancing the relationship between the site and the canal.

The extensive green landscaping on the stepped roof gardens will not only create great amenity space for the students to enjoy but will also create a soft, green façade which will be the main view from Warwick Avenue, continuing the green ribbon along the Grand Union Canal.

There will also be improvements to the Harrow Road, including new landscaping. We have already begun discussions with TfL and London Buses to review the site's servicing strategy from the Harrow Road.



A focus on sustainability

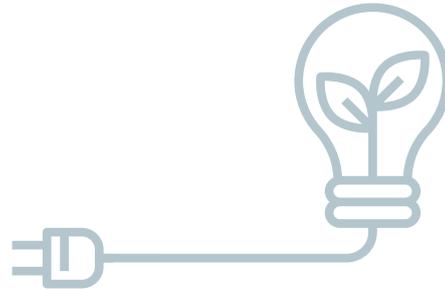
Unite Students and Travis Perkins have an ambition to make this a net-zero-carbon scheme – both in construction and operation, with a BREEAM excellent rating. This will be our first net carbon zero development in the UK.

The development will re-use rainwater, maximise natural light, will be fully insulated and will use 100% renewable sources of heat and electricity.

The student element of the scheme will be car-free, with students using the excellent public transport links, while also being encouraged to make use of the extensive and secure bike storage facilities.

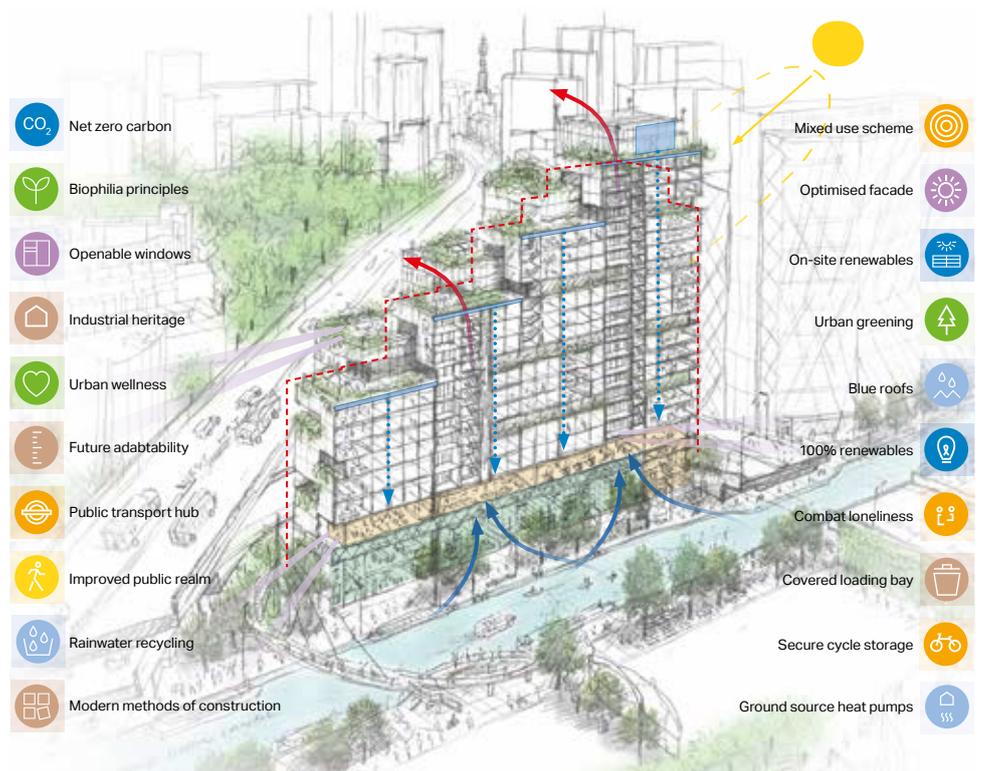
The greening of the building and immediate area will enhance wellbeing and offer some improvement in air quality.

All of Unite Students and Travis Perkins' sites have measures in place to maximise recycling and minimise waste and both companies are always looking at ways to make further improvements.



Precedent image of building with urban greening

- **BREEAM 'Excellent' and low energy use.**
- **Ambition to be Unite's first net zero carbon building in both construction and operation.**
- **On-site renewables provided through roof-mounted solar PV panels.**
- **100% electric building utilising air source heat pumps and the purchase of 100% renewable energy.**
- **Enhanced urban greening through the use of vertically stacked gardens.**
- **Harvesting of rainwater, with an aim of not using potable water for irrigation and facade cleaning.**
- **Extensive cycle parking and central location with good access to public transport.**



Why students?

Studies show that students contribute hugely to the local community, both in terms of spending locally and volunteering in local charities and community groups. They also bring activity and vibrancy to an area and would significantly contribute to the growing community feel in this part of Paddington.

Our research has found:

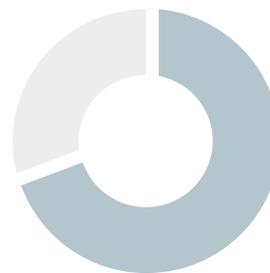
- A student community of this size will contribute roughly £7.5 million to the local economy in consumer spending
- The roots students put down mean many will become valuable members of the local community for years to come. 70% of students who study in London stay in the city after graduating
- 59% of Unite Students take an interest in volunteering in their local communities. This often takes the form of conservation work, working with children and the elderly and supporting people with disabilities

As the operator of the student accommodation, Unite Students have structures in place to create and maintain a comfortable, safe and secure environment for students and to actively support those with welfare needs. We also foster an approach which makes our students a genuine part of their local community.



contribute roughly £7.5 million each year

59% of Unite students volunteer



70% of students who study in London stay to work



Unite student bedroom



Students in Unite amenity space

For a balanced community



Community outreach

Unite Students value making links with local schools and colleges, with a focus on encouraging paths to higher education for pupils from disadvantaged backgrounds.

Collaborating with university partners, this takes the form of mentoring, open days and outreach events to make higher education seem not only possible but accessible in the lives of local school children.

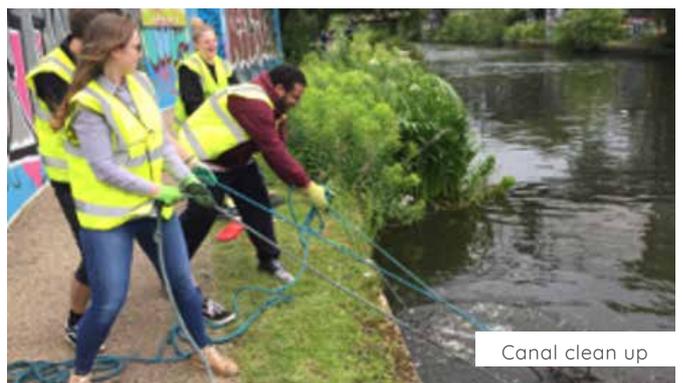
Travis Perkins will seek similar community and school links, but with a focus on vocational opportunities and apprenticeships.

Travis Perkins' former CEO started as a teenage apprentice at the company and we value nurturing careers for the future.

The scheme could also include a community space, which would serve as an ideal venue for outreach/mentoring events while also being available to local groups, individuals, charities and creative arts groups.



Charity fun run



Canal clean up

Next Steps



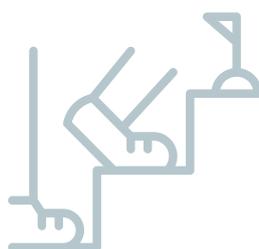
Continuing the green spine coming from Little Venice

Our plans are still evolving, and we want to take your comments on board at this stage before coming back to you in mid March with final proposals.

Please get your feedback to us before the end of February by going to our website balticwharfpaddington.co.uk.

You can also get in touch by emailing info@balticwharfpaddington.co.uk or calling us on 0800 319 6185.

There will be another opportunity for you to give further comments on the amended scheme in March before we submit a planning application later in the year.



Unfortunately, due to COVID-19 we are unable to hold a conventional exhibition event at this stage. However, we will be holding an **online Q&A session between 6pm and 7pm on Wednesday 10 February 2021** to give you the opportunity to ask questions of the team who have put the plans together. If you would like to take part, please visit the website above for details. We will have another one of these sessions in March to review the final scheme.



Model of the scheme