

Whiteleys Shopping Centre, Queensway



Sensitive mixed-use regeneration of a landmark listed building

CLIENT

Meyer Bergman

LPA

Westminster City Council

STATUS

Planning permission granted

SERVICES

Planning, Heritage and
Townscape, Economics,
Landscape

Our role

- Whiteleys is a landmark grade II listed building, and was London's first department store.
- Our team of services led the mixed-use redevelopment of the landmark building, repurposing the historic building through a sensitive demolition and redevelopment behind the building's historic façade, introducing a mix of uses that will deliver resilience and diversity for a building that is the cornerstone of the part of Westminster within which it is located.
- We utilised our extensive track record of delivery in Westminster, our relationships with the city council and local and statutory stakeholders in developing and advocating the proposals.
- Our advice and strategic approach in delivering the renewal of the landmark building successfully advocated the substantial demolition of the listed building, and retention and enhancement of the most valued heritage assets. This was balanced against the significant public benefits that the proposal will deliver.

Results

- Whiteleys will deliver over 150 new homes, including on site affordable housing, significantly enhanced retail and restaurant uses, and a new public retail courtyard, a cinema, gym and new boutique hotel, alongside significant landscaping and public realm enhancements. The proposal also generates significant CIL and other planning obligations to the benefit of the local community.
- Turley has successfully advocated and secured three subsequent amendments to the original permission, adding value for our client and responding to changing market conditions. We have amended the building envelope, increased housing numbers by 50%, increased the number of hotel rooms, removed public car parking, and made a series of other changes to historic fabric, all of which have been successfully negotiated with Westminster, local stakeholders, the GLA, Historic England and others.
- The scheme is the most ambitious mixed-use development in Westminster, coupled with the complexity of the listed building and Conservation Area designation, making it an exemplar scheme.

Turley