

# WATERMARK WESTQUAY

**A major catalyst for the regeneration of Southampton, WestQuay Shopping Centre was a key driver in attracting additional investment in the city and put Southampton firmly on the retail map.**

The investment spearheaded by WestQuay, means the shopping centre has leading international brands as neighbours, including Cruise operator Carnival who have opened a new global headquarters in the area, and Ikea opening its first store on the south coast less than 500 metres away.

The latest initiative is the renewal of a four hectare brownfield site immediately adjacent to WestQuay. The site offers a unique opportunity for urban regeneration and Hammerson has been awarded outline planning approval for the scheme.

Watermark WestQuay, designed by Foreign Office Architects, has been created to complement the medieval walls in Southampton's old town, which will form an impressive backdrop to the development.

The mixed-used scheme will include a public plaza and continental-style café and restaurant quarter, a pocket park, up to 24,000m<sup>2</sup> of retail space, a luxury cinema and hotel and a landmark residential tower comprising up to 240 apartments.

In addition to delivering exceptional architecture, and new retailers to complement WestQuay's offer, Watermark WestQuay will also enhance the local economy with the creation of a further 1,000 retail and leisure jobs.

David Atkins Hammerson managing director UK commented: "We have a proven track record in Southampton with WestQuay Shopping Centre delivering a strong retail focus for the city. Watermark WestQuay will create a renewed setting for the currently underutilised historic walls with the public plaza providing a revitalised public realm for the city."

**"Our continued involvement and investment in Southampton will help ensure the city remains the destination of choice for the south coast."**

Developed in 2000 by Hammerson, WestQuay's impact is still a significant barometer of Southampton's success. With over 90 retail operators creating over 2,500 jobs, the shopping centre provided a welcome boost for the local economy and remains an essential part of the employment market today.

When it launched, WestQuay brought new brands to the city including H&M, Karen Millen, French Connection and GAP. Nearly a decade on, it continues to attract both the best of British high street and emerging international brands. Latest additions include Apple, Fat Face and most recently, Hollister, an Abercrombie & Fitch Company brand.

Hammerson has a strong record of carrying out successful major regeneration projects in partnership with local authorities. Its project management skills enable it to carry out complex developments, revitalising city centres and the gateways to towns, such as Bullring in Birmingham and more recently, Cabot Circus in Bristol and Highcross Leicester. Its leadership is reinforced by a long-term view: adopting business practices across the group that are economically, socially and environmentally sustainable. Hammerson's aim is to be the developer and property owner of choice for both partners and our occupiers.

[www.west-quay.co.uk](http://www.west-quay.co.uk)

Hammerson 

WestQuay  
Southampton

