



The Buttermarket Shopping Centre, Ipswich

A new shopping and leisure destination opening summer/autumn of 2016

A detailed value enhancement and feasibility study was produced by LK2 which determined the options available for the redevelopment of the Centre which highlighted innovative solutions for refurbishment and realignment

The Buttermarket Shopping Centre is an existing four storey building in the heart of the main retail area of Ipswich, constructed in 1991 and originally with 32 retail units extending to 21,875 sm. of accommodation with basement servicing and car parking. The scheme was anchored by a three storey Department Store which occupied approximately 45% of the total floor space. The Department Store became vacant when the last occupier, TJ Hughes went into receivership in 2011. With this key anchor space becoming vacant and with no other retailer offering to take up the space, the Centre began to decline with the shops becoming difficult to market and more space becoming unoccupied.

In 2014, the building owners released the Centre for sale and it was acquired by Capital and Regional, a company specialising in the regeneration of failing town centres and mixed use developments. A detailed value enhancement and feasibility study was produced by LK2 which determined the options available for the redevelopment of the Centre which highlighted innovative solutions for refurbishment and realignment of the Centre by bringing all of the existing building space back into use and creating a new city centre mixed use retail and leisure destination. These ideas are now being realised under a major £17 million phased redevelopment which started on site in June 2015 and is due for completion in July 2016.



Food & Beverage 32,800sqf

PREZZO BYRON COSY CLUB
wagamama

Retail 52,200sqf

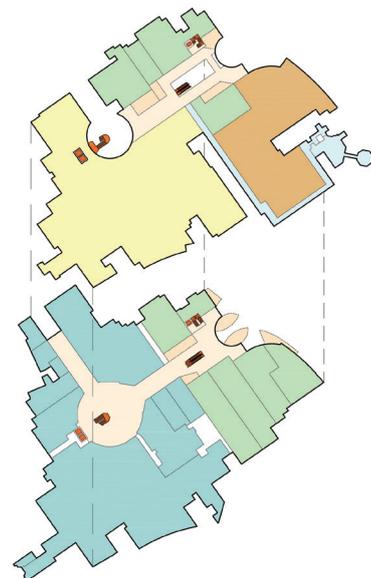
TKMAXX NEW LOOK
Boots HOLLAND & BARRETT
select! Debenhams Group One

Leisure 109,200sqf

EMPIRE CINEMAS

Fitness 18,140sqf

Pure Gym



Under the redevelopment proposal, the existing Centre layout, which is predominantly retail use, has been divided into two distinct areas and uses. Half of the ground floor has been retained for retail use together with the main shopper's entrance off Buttermarket. The retail layout has been reconfigured to incorporate new major anchor stores for TK Maxx and New Look with existing key retailers retained and new shop units created to meet the demands of new retailers. This phase of the work is now complete.

The other half of the ground floor and the unused upper levels of the Centre have been changed from retail to leisure use and is a major realignment of the Centre in terms of its offer and contribution to the town centre. The second

entrance to the Centre is being totally reconfigured and now becomes the main entrance to the new restaurants at ground floor level and a new 12 screen multiplex cinema, a bowling alley, a new 1,675 sm. Pure Gym and additional restaurants which will occupy the first floor and all of the former vacant unoccupied upper levels of the building. The entrance area provides restaurants arranged at two levels around a reconfigured mall and a new area of external public realm. The introduction of the leisure element to the Centre has created a real night time destination for Ipswich which can act independently from the retail area supported by the existing two level basement car park.

Overleaf: New St. Stephens Lane entrance
Top: Remodelled St. Stephens Lane Mall
Above: New Central Rotunda



The existing shopping malls are being completely refurbished with new lifts, escalators and stairs, lighting, finishes and signage and new public toilets are being integrated into the heart of the scheme. Small elements of residential use are being refurbished at the upper levels of the Centre, all with independent access.

In conclusion, this Retail Centre is being transformed into an innovative, mixed use town centre destination where retail and leisure uses complement each other and the hours of use have been extended into late evening.