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Princes Quay transformation gets the go-ahead

Residents and visitors to Hull can celebrate after another big regeneration scheme for the city centre has been given the green light. Quay West, the proposed £300 million retail redevelopment of land next to Princes Quay Shopping Centre and its surrounding area, was given the go ahead by Hull City Council this week when Hull's Planning Committee voted unanimously in favour of the scheme.

A joint venture between the owners of Princes Quay, Henderson Global Investors and Invista Real Estate Investment Management, Quay West is an important part in the wider regeneration of the City of Hull. It will bring a range of new shops, cafes and restaurants to Princes Quay and the surrounding area and will also include a major enhancement of the dockside.

This landmark scheme, in conjunction with the St Stephen's redevelopment, will see a transformation of the city centre's retail offer. It is expected that a number of high-profile retailers who are not currently represented in Hull will be attracted by the schemes, joining existing retailers in the city and helping to catapult Hull up the rankings of top UK shopping destinations so that it can finally compete with other retail centres in the region.

Public consultation carried out last year found that an overwhelming 91% of local people wanted to see the area redeveloped. Lawrence Hutchings, Director of Property at Henderson Global Investors said:

“We had tremendous feedback from the people of Hull last year when we consulted them on Quay West. We are delighted that the Council has now endorsed the scheme as well by giving it the go-ahead and we will be investing our £300m with great confidence in Hull, with the expectation that it will help the regeneration of the city by creating further jobs and prosperity in the city.

“We are also extremely grateful to Hull City Council and its senior officers for all their support over the past two to three years.”

Subjit Jassy, Director of Shopping Centres at Invista Real Estate Investment Management said:

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“The granting of planning consent for Quay West is great news. We have worked extremely hard over the past two years to produce a high-quality retail scheme we feel the City of Hull deserves, and now residents of Hull will be able to see the plans come to fruition. We look forward to building on our long standing investment in Princes Quay.”

Alan Johnson, MP for Kingston upon Hull West and Hessle said:

"It is fantastic news that the Quay West application has been granted planning permission. I have no doubts that this scheme will not only help to put Hull on the map as one of the UK's top shopping destinations, but will also bring a number of other economic and regenerative benefits to the city. On a personal note, I look forward to being able to shop there myself!"

Councillor Andy Sloan, portfolio holder for Economy, Regeneration and Planning at Hull City Council said:

"Quay West, together with other developments such as St Stephens, will help move Hull towards one of its primary objectives which is to become the natural provincial capital of East Yorkshire. There is already growing confidence in the city and we are beginning to see real momentum developing in Hull's city centre regeneration. Quay West is an integral part, and the next step, and so I am delighted that it has received its outline planning approval.

“We have to provide a vibrant, thriving city centre and, importantly, to mix a broad range of quality retail areas and an environment in which independent retailers as well as large, national companies, will thrive. Alongside this it's important for us to develop a greater cultural offering to inspire and attract people to our city so that we can once again rival Leeds, Sheffield and York as a destination.”

Adam Wasserman, Chief Executive of Hull Citybuild said:

“When built the £300 million development will not only put Hull on the map in terms of being a great retail and leisure destination in Yorkshire but will also transform a large area of Hull City Centre”.

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Following the granting of planning permission for the outline planning permission, the detailed design of the scheme will now be drawn up with an aim to start work onsite in 2008 for completion in 2011.