



**A high-quality, mixed-use development which will include new modern retail units, a new hotel and purpose-built student accommodation**

Plymouth Cross, Plymouth

Thames Bank Property Limited

## ICENI PROJECTS - CASE STUDY

# A major mixed use redevelopment consent secured in the heart of Plymouth's city centre

The Former Derry's Department Store fronts onto New George Street, which is Plymouth's main shopping street, and stands opposite the Theatre Royal. Plymouth University and the city's other higher education institutes are within close walking distance, as is the Drake Circus Shopping Centre.

The department store was unfit for purpose and was a very large underutilised building in need of significant investment following its closure in 2010. We engaged with planning officers and statutory consultees in a series of pre-application discussions, prior to submission of the application; and worked extensively with our Engagement colleagues who liaised with ward councillors, the public and local press.

The scheme went to Planning Committee and we secured full planning permission in August 2016, for the extensive conversion, extensions, and remodelling & refurbishment works to the building - creating circa c75,000 sq. ft. of retail / leisure space, a hotel with 110 beds and a 500-bed student accommodation block.

The client had secured Premier Inn, Britain's largest hotel chain, and Homes for Students as the operator, the student accommodation block is scheduled to open in time for the start of the 2019-2020 academic year.

## 5 interesting facts about the project

- 1: The former Derry's department store was originally founded in 1894 but was nearly entirely demolished on the first night of the Plymouth Blitz in 1941.
- 2: The redevelopment of the city was planned by Sir Patrick Abercrombie in his 1943 Plan for Plymouth.
- 3: The Derry's Building is part of the 1940s masterplan and was a thriving department store. It reopened in 1953 and was rebranded 'Derry's Department Store' in 1998 following a major refurbishment.
- 4: When our client acquired the site in 2015 it had stood largely empty since the main department store building closed to the public in 2010.
- 5: In recent years, and as a result of the growing popularity and reputation of the City's universities, Plymouth has suffered from a shortfall of purpose-built accommodation

**Glasgow:** 177 West George Street, Glasgow, G2 2LB

**London:** Da Vinci House, 44 Saffron Hill, London, EC1N 8FH

**Manchester:** This Is The Space, 68 Quay Street, Manchester, M3 3EJ

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