

centre:MK



Enhancing the regional status of a shopping centre

CLIENT

Hermes

LPA

Milton Keynes Council

STATUS

Ongoing

SERVICES

Strategic Communications
& Planning

Our role

- Since its conception, Milton Keynes has retained its unique character as a fine example of a new town. The shopping centre in particular, with its imposing shopping building, branded centre:mk, has attracted much attention and, with the concern that it might be redeveloped, local pressure for it to be listed came to bare in July 2010.
- Turley was appointed to help maintain its Regional Shopping Centre status through a series of enhancements, whilst respecting the special architectural character of the building and given its Grade II status.
- We have taken on the role of engaging with the lobbying groups and other stakeholders through the formulation of a political and communications strategy.
- This is part of our wider role as planning strategists for the scheme.

Results

- As a result we have gained a series of permissions, including the reconfiguring and development of Queen's Court, extensions for the NEXT reconfiguration of space fronting Middleton Hall and a series of targeted internal enhancements to the halls and arcades.
- A 1,400 space multi-storey car park directly adjacent to the listed shopping building.
- Vertical extensions to accommodate the requirements of a major national anchor store.