



# BARGATE QUARTER

SOUTHAMPTON

UNITING SOUTHAMPTON  
CITY CENTRE



## HISTORY UNCOVERED

BARGATE QUARTER WILL UNCOVER SOUTHAMPTON'S  
PROUD HISTORY, 900 YEARS AFTER THE LEGENDARY  
MONUMENT WAS BUILT.

THE SCHEME PRESENTS A UNIQUE OPPORTUNITY TO  
BECOME PART OF A NEW AND EXCLUSIVE DESTINATION,  
REDEFINING RETAIL IN THE HEART  
OF THE CITY.

A REFINED URBAN OASIS FOR ASPIRATIONAL SHOPPING,  
BOUTIQUE BRANDS, DINING AND MODERN LIVING IS AT  
LAST BEING CREATED, CONNECTING THE BARGATE WITH  
ABOVE BAR STREET, WESTQUAY, JOHN LEWIS  
AND DEBENHAMS.



# THE STORY SO FAR



THE WALL, THE HISTORY,  
THE REBIRTH

Since the 12th Century, the Bargate and town walls have been the iconic symbols of Southampton. This medieval monument has evolved over time, yet its rich heritage remains, steeped in mystery and poised for rebirth.



# A NEW CHAPTER

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RESTORED, REDISCOVERED,  
REBORN

The iconic Bargate and historic city walls are now being restored to become part of the exclusive retail and residential development the city of Southampton has been missing. It's a sophisticated hub drawing a discerning crowd, locals and visitors searching for something special. A place to eat, drink, relax, explore and shop for premium wares from boutique brands.





# THE VISION

RECONNECTING THE CITY





CUMBERLAND PLACE

MERIDIAN WATERSIDE DEVELOPMENT

WATTS PARK

EAST PARK

COMMERCIAL ROAD

SOUTHAMPTON CENTRAL

THE MAYFLOWER THEATRE



THE MAYFLOWER CAMPUS  
BBC SOUTH

SEACITY MUSEUM  
CITY ART GALLERY & CENTRAL LIBRARY  
SOUTHAMPTON CULTURAL QUARTER  
GUILDHALL  
CIVIC CENTRE

THE ART HOUSE CAFE  
STUDIO 144 ARTS COMPLEX

SOUTHAMPTON SOLENT UNIVERSITY

WESTERN ESPLANADE

CIVIC CENTRE RD.

NEW ROAD

PALMERSTON PARK

ST MARY'S STADIUM

ABOVE BAR

PALMERSTON PARK

POUND TREE ROAD

HOUNDWELL PARK

HOGLANDS PARK

IKEA

WESTQUAY SHOPPING CENTRE

HANOVER BUILDINGS

ST MARY'S

HARBOUR PARADE

BARGATE ST.



THE BARGATE

BARGATE QUARTER

DEBENHAMS

EAST STREET PRECINCT DEVELOPMENT

WEST QUAY ROAD

WESTQUAY SOUTH (WATERMARK)

HIGH STREET

OLD TOWN

HAMPSHIRE & REGIONAL RESIDENTIAL DEVELOPMENT

ITCHEN RIVERSIDE DEVELOPMENT

WESTERN ESPLANADE

CASTLE WAY

EAST STREET

HOUNDWELL PLACE

ITCHEN BRIDGE

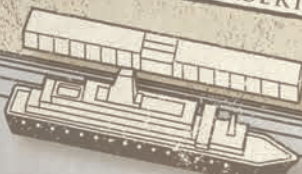
HERBERT WALKER AVENUE

QUEZ MILE

BRITON STREET

PLATFORM ROAD

CANUTE ROAD



CRUISE TERMINAL

MAYFLOWER PARK

ROYAL PIER WATERFRONT DEVELOPMENT

THE WATERGATE

FRIARY GATE  
GOD'S HOUSE TOWER

DOCKS



ROYAL SOUTHAMPTON YACHT CLUB  
OCEAN VILLAGE MARINA

RIVER TEST



RED FUNNEL ISLE OF WIGHT FERRIES

NATIONAL OCEANOGRAPHY CENTRE

EUROPEAN WAY

CUNARD ROAD

OCEAN ROAD

RIVER ITCHEN

# REDEFINING RETAIL

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## AFFLUENCE AND CONNECTIVITY

This exclusive development will transform Southampton city centre, uniting its retail offer and introducing a blend of premium shops and restaurants, which until now have been under-represented. It will engage an affluent demographic from new residential developments in the immediate vicinity as well as the surrounding catchment area, making it the premier place to meet, shop, explore and revisit.

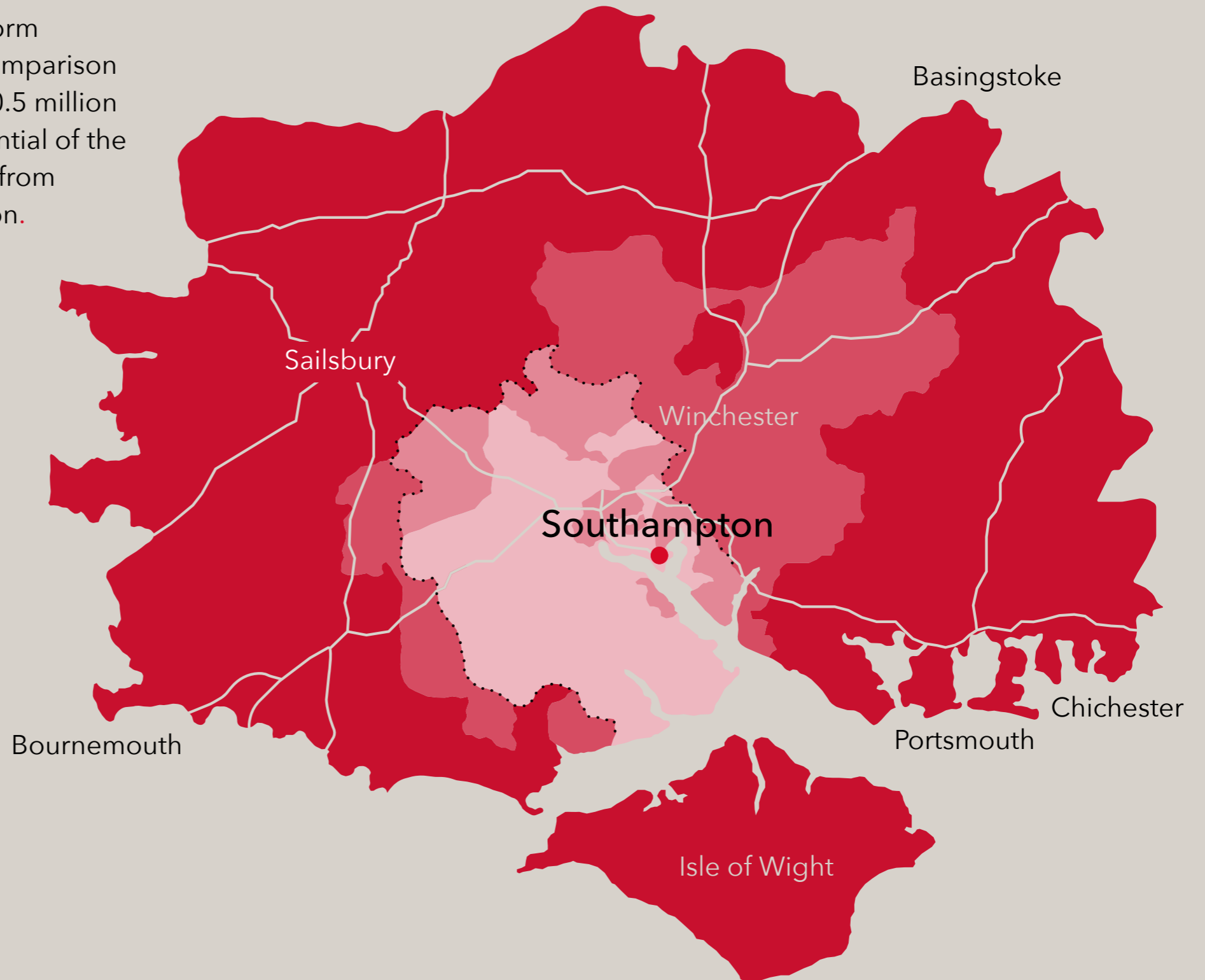
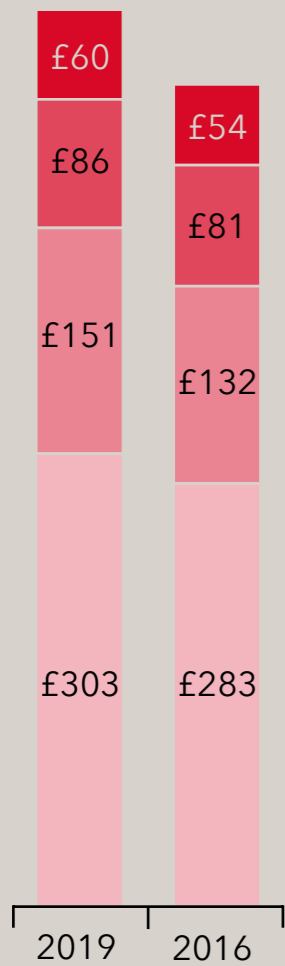


# REGIONAL DOMINANCE

Catchment Area

- Primary ■
- Secondary ■
- Tertiary ■
- Quaternary ■

Bargate Quarter will transform Southampton's total residential comparison goods market potential from £550.5 million to £599.6 million. The market potential of the core catchment will increase from £283 million to £303 million.



Residential Comparison  
Goods Market Potential (£m)



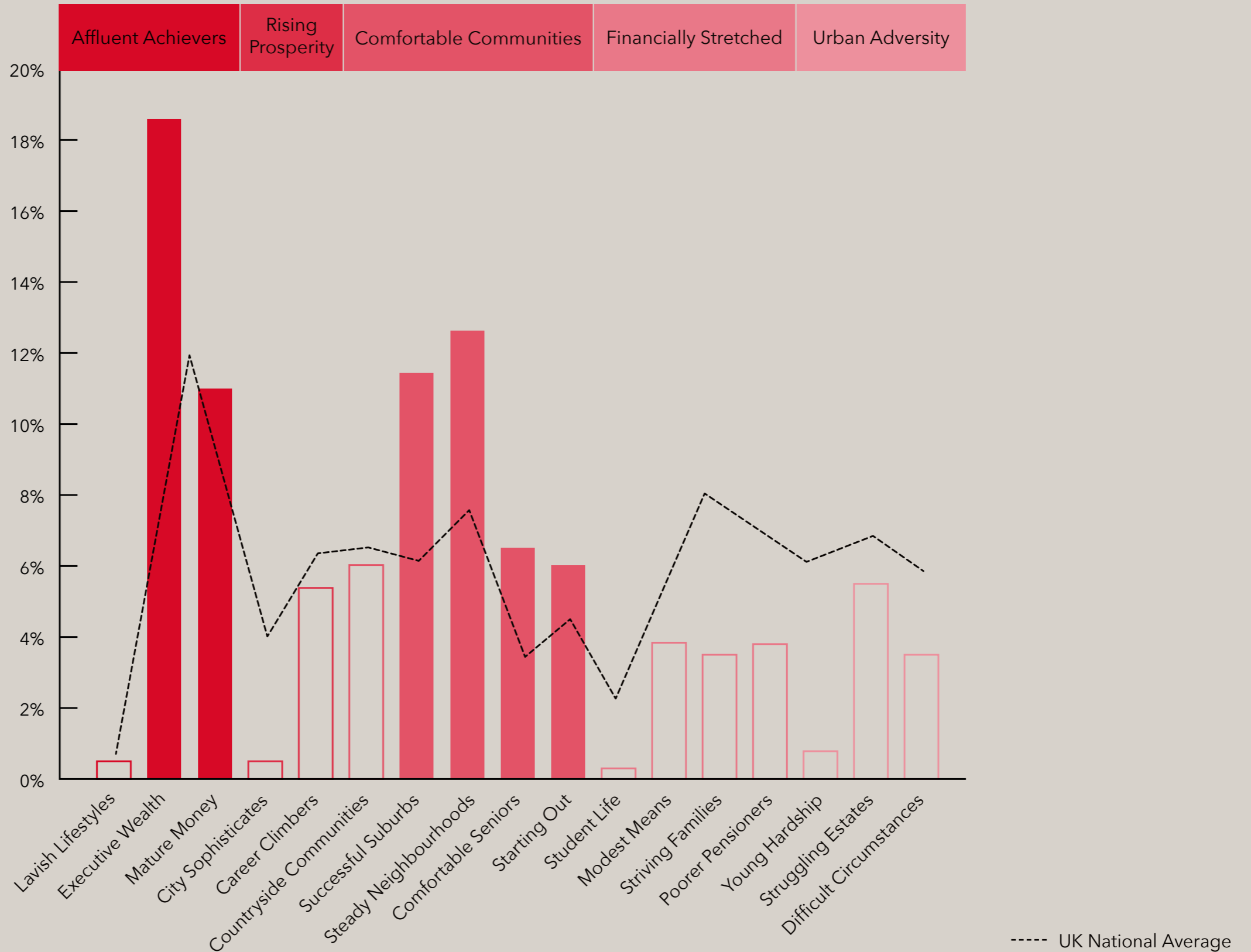
# TOURISM BOOSTING AFFLUENCE

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Southampton is the capital of the country's expanding cruise liner industry, with approximately one million passengers passing through the port and 1.8 million people through the airport each year. Cruise tourism is boosting affluence, with 'Affluent Achievers' and 'Comfortable Communities' some way above the UK Average. With its premium offering, Bargate Quarter is in prime position to benefit.



# TOURISM BOOSTING AFFLUENCE



# AFFLUENT

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Bargate Quarter will give Southampton a higher market potential (£599.6 million) than Cambridge (£518.5 million), Bath (£553.6 million) and Guildford (£576.1 million).



# AFFLUENT



- Competitor Comparison Goods Market Potential (£m)
- Southampton's Comparison Goods Market Potential (£m)
- ACORN correlation

CACI typically select benchmark retail centres by looking for those with a similar Residential Comparison Goods market potential, class and demographic profile. Any correlation over 0.7 indicates a meaningful similarity in profile.

# UNDER PROVISION OF QUALITY RETAIL

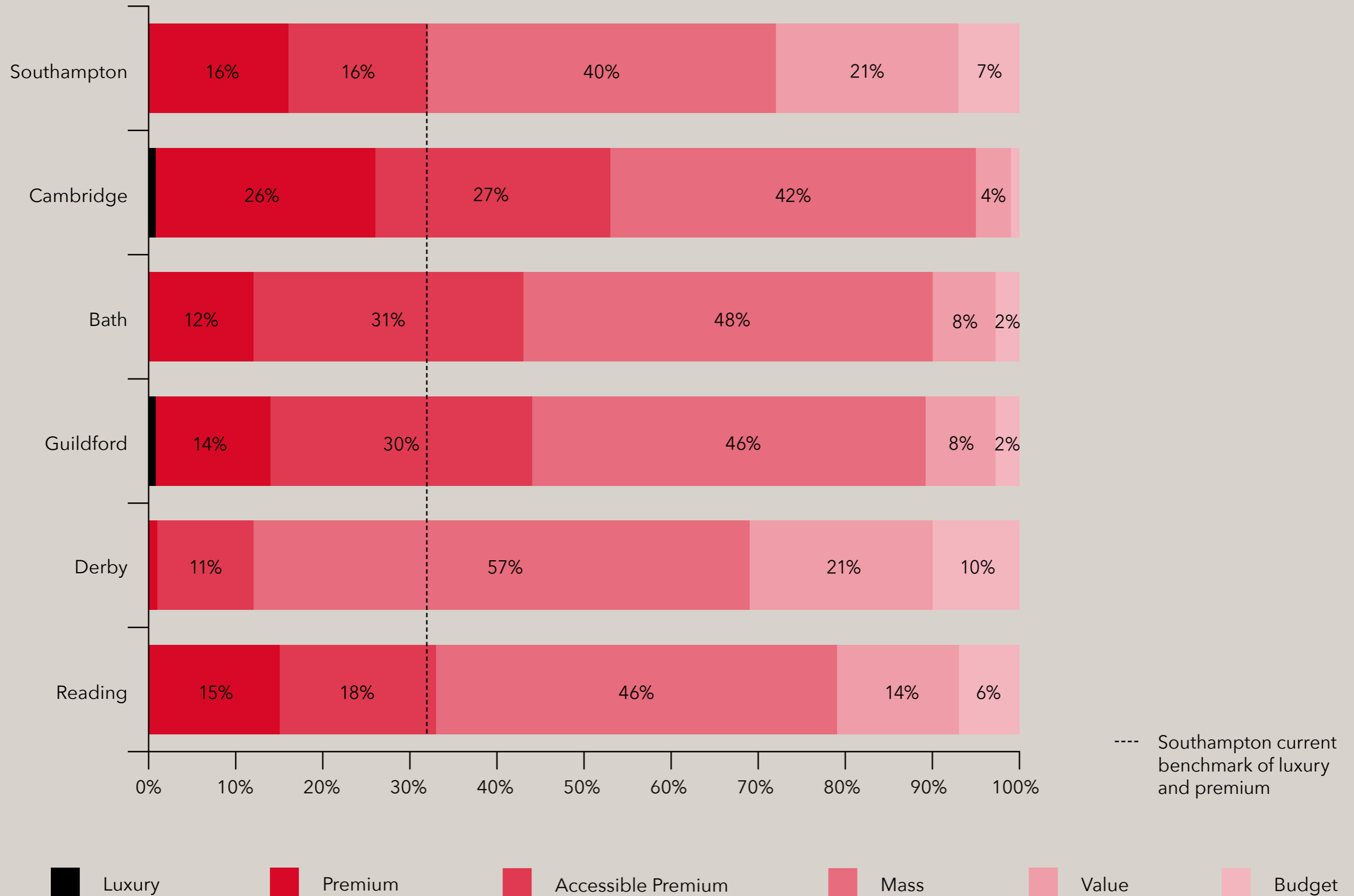
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Southampton has great potential to expand its mix of aspirational retail.

Bargate Quarter will increase the aspirational offer within Southampton and put the city on a par with other similar centres such as Cambridge, Bath and Guildford, which have a greater premium mix.



# UNDER PROVISION OF QUALITY RETAIL



# THE GAPS

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Bargate Quarter is creating the optimal environment for the aspirational shopper. Providing a platform for premium brands to reach the affluent consumer and creating the opportunity for Southampton to expand into the premium marketplace.

ANTHROPOLOGIE

TED BAKER  
LONDON

CAMPER

TOMMY HILFINGER

BOSS  
HUGO BOSS

JIGSAW  
LONDON

DIESEL



UNI  
QLO

SEASALT  
CORNWALL

COS

L'OCCITANE  
EN PROVENCE

ZARA HOME

joules

MINT VELVET

SKECHERS

Cath Kidston®

MOLTON BROWN  
LONDON

SWAROVSKI

Russell&Bromley

THE  
NORTH  
FACE

feather&black  
Perfect Bedtimes

WHISTLES

GANT

KURT GEIGER

HOBBS  
LONDON

A|X  
ARMANI EXCHANGE

B&B

COMPTOIR DES  
COTONNIERS

KUONI

MAC

PAUL

CÔTE  
BRASSERIE

THE IVY  
CAFÉ

THE  
COSY CLUB

COMPTOIR  
LIBANAIS



# THE SCHEME

OPENING AUTUMN 2019





# 400,000 SQ.FT OF NEW DEVELOPMENT

## - RETAIL AND LEISURE -

Opening autumn 2019

24 premium retail and restaurant units

5 retail pavilions

## - PROXIMITY AND CONNECTIVITY -

Uniting the retail elements of the city centre

Less than one minute walk from Westquay

One minute walk from Westquay South extension

Two minute walk from John Lewis

30 second walk from Primark

40 second walk from Boots

Two minute walk from Debenhams

Basement parking for 147 vehicles,  
100 exclusively for retail

## - SURROUNDING RESIDENTIAL -

152 one/two bedroom apartments within Bargate Quarter

185 student units providing 451 beds within  
Bargate Quarter

Within close proximity of two large Hampshire &  
Regional schemes

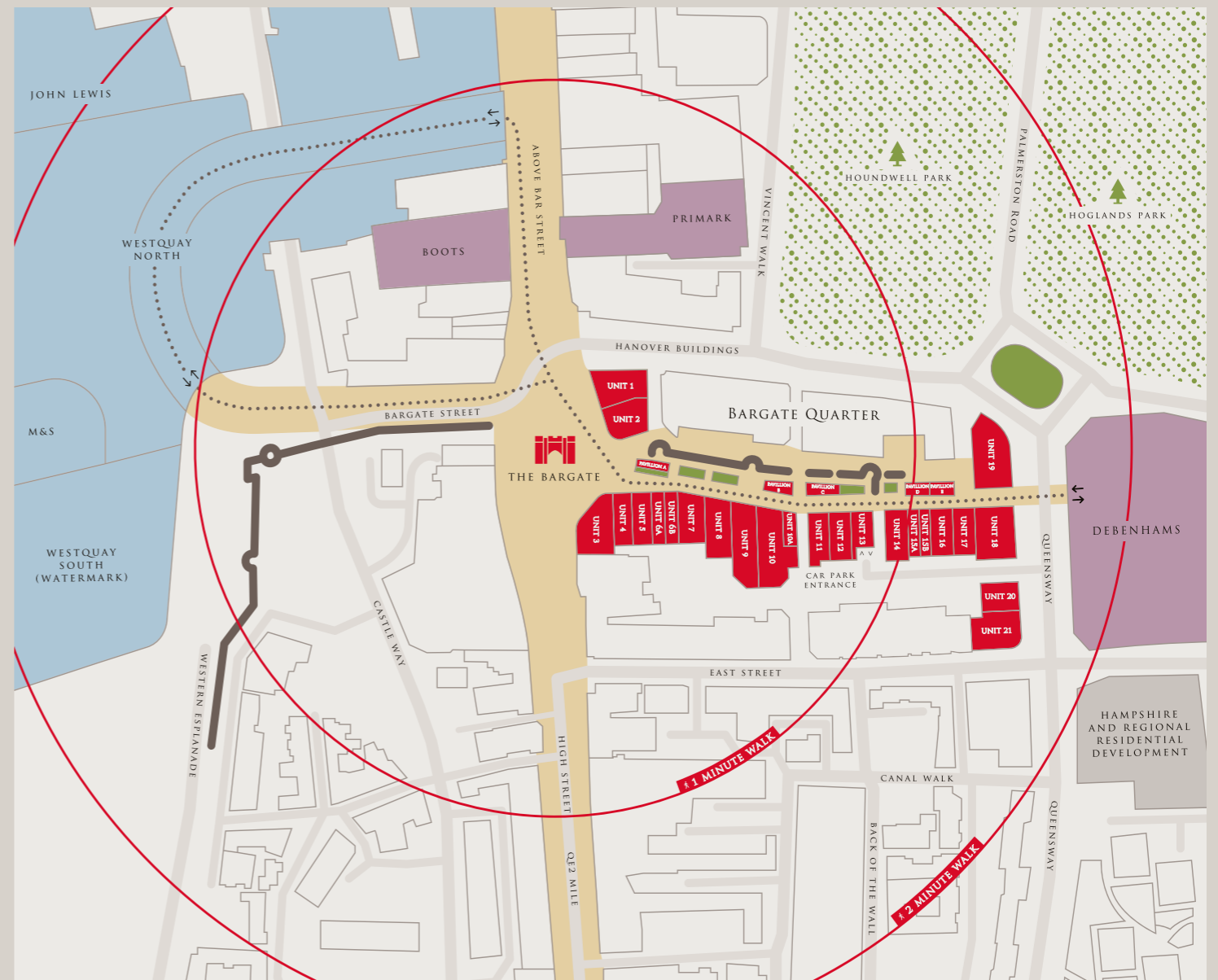
## - ENHANCED PUBLIC REALM -

Designed by award winning landscape architects

Exceptional multifunctional public space

Seating and green spaces to relax and enjoy  
the environment

Set beside the historic wall, towers and  
the iconic Bargate



<b>KEY</b>	<span style="color: red;">■</span> Bargate Quarter	<span style="color: gold;">■</span> Connections
	<span style="color: blue;">■</span> Westquay	<span style="color: green;">●●●</span> Green Space
	<span style="color: purple;">■</span> Anchor Stores	<span style="color: grey;">●●●</span> Prime Circuit
	<span style="color: grey;">■</span> Residential Developments	



JOHN LEWIS

WESTQUAY NORTH

M&S

WESTQUAY SOUTH (WATERMARK)

WESTERN ESPLA

**KEY**

- Bargate Quarter
- Westquay
- Anchor Stores
- Residential Developments
- Connections
- Green Space
- Prime Circuit

THE BARGATE

BARGATE QUARTER

1 MINUTE WALK

2 MINUTE WALK

ABOVE BAR STREET

BARGATE STREET

CASTLE WAY

HIGH STREET

QE2 MILE

HANOVER BUILDINGS

VINCENT WALK

EAST STREET

CANAL WALK

BACK OF THE WALL

PALMERSTON ROAD

QUEENSWAY

QUEENSWAY

BOOTS

PRIMARK

HOUNDWELL PARK

HOGLANDS PARK

UNIT 1

UNIT 2

UNIT 19

UNIT 3

UNIT 4

UNIT 5

UNIT 6A

UNIT 6B

UNIT 7

UNIT 8

UNIT 9

UNIT 10

UNIT 10A

UNIT 11

UNIT 12

UNIT 13

UNIT 14

UNIT 15A

UNIT 15B

UNIT 16

UNIT 17

UNIT 18

UNIT 20

UNIT 21

DEBENHAMS

HAMPSHIRE AND REGIONAL RESIDENTIAL DEVELOPMENT

# RETAIL

## IN PRIME POSITION

Bargate Quarter is redefining retail in the heart of Southampton. The scheme will offer a variety of carefully selected retail, food and beverage choices and its stunning centrepiece is one of the finest sections of the city's historic wall. Creating a vibrant, aspirational hub that celebrates an iconic heritage, while drawing a discerning crowd.



# A PLACE TO EXPLORE AND ENJOY

## STAY A WHILE

Bargate Quarter will bring people together. Connecting tourists and locals with a unique 900 year-old heritage, providing a tranquil yet thriving place to meet. Creating new links to transform the city into the premier destination to shop, dine, unwind, explore and enjoy.



# RETAIL PAVILIONS

## ENHANCING THE EXPERIENCE

Character and comfort are at the core of Bargate Quarter. Five pavilions will be positioned alongside the restored town wall, in the heart of one of Southampton's most charming settings. This will create a delightful two-sided retail street, effortlessly merging with green spaces and showcasing an ancient relic, in a contemporary landscape.

One glazed pavilion is positioned at the west entrance, enjoying views over the Bargate. Two sit in the centre of York Gate Square with the benefit of adjacent seating and a further two are placed beside the eastern entrance.

Thus creating a stylish and atmospheric setting.



# HISTORIC REALM

## A PLACE TO EXPLORE

A vibrant public realm sits at the heart of Bargate Quarter, making up almost one third of the scheme. The boulevard opens up access to the historic town walls, while green spaces enhance biodiversity and create a lively, colourful place to socialise, relax and enjoy. A contemporary retail and dining experience immersed in history.



# STUDYING THE PAST AND PRESENT

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## A PLACE TO LIVE AND LEARN

Dating back to 1862 with the foundation of the Hartley Institution, Southampton has a long tradition of educational excellence. The two main campuses are Southampton Solent University and the esteemed Southampton University, which is a Russell Group university, consistently ranking in the UK top 20 and global top 100.

Between them there are in excess of 36,000 undergraduates and post graduates, driving a high demand for modern, quality student housing. Bargate will bring a healthy 138,933 square feet of additional student accommodation to the city, providing 451 new beds.



# MODERN LIVING

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## A PLACE TO CALL HOME

At the Bargate Quarter, premium retail is right at home with modern living. The new residential development draws a diverse crowd of discernible shoppers, craving modern amenities and unique wares, in a place they're proud to call home. Here, it's all on their doorstep.

There are 152 high specification apartments overlooking the city's parks and the pristine public realm. All easily accessed from the High Street and York Walk. Placing residents in prime position to shop the latest looks, enjoy a coffee or food at their leisure.





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