

Discovery Quay, Falmouth

Client

New Cornwall
Developments Ltd

Services Provided

Retail & Leisure
Agency

Timescale

2000 - Present

Alder King Contact



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The Project

In 2002 New Cornwall Developments Ltd in association with SWRDA planned the first phase of a waterside leisure and retail development adjacent to the Marina on the east side of Falmouth Town Centre and adjoining the national Maritime Museum.

The initial concept was to create an exclusive destination leisure and retail development which complemented and built upon the Falmouth Marina Project and the highly successful National Maritime Museum, Cornwall.

The development forms part of the so called "Golden Triangle" with the Eden Project and the Tate Gallery, St Ives: a sustainable development including residential apartments facing into the Museum Square creating an outdoor events area used in common with the National Maritime Museum.

Alder King was appointed in early 2003 to advise in the positioning marketing and letting of the retail element of the first phase of the scheme incorporating self contained residential apartments.

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The first phase extended to some 4,800 sq ft and was designed with flexibility in mind and capable of a single letting or a combination of lettings of smaller unit sizes.

The marketing campaign established Discovery Quay as a leisure brand and put in place a strategy for the marketing of the overall development in liaison with the Maritime Museum, SWRDA and the owners of Tidemill House an existing development on the south side of Museum Square.

The first phase marketing demonstrated a buoyant demand for representation in the scheme. Lettings were concluded for the retail element with the following occupiers:-

- * Chatham – Marine Fashion & Outdoor wear
- * Rebecca Biddle t/a “Dynamic Ceramics & Objects of Pleasure”
- * Zell Ltd – Surf fashion gear and clothing

These new tenants compliment the existing occupiers within Tidemill House which is let to a range of restaurant, delicatessen and art gallery uses.

In 2005 New Cornwall obtained a planning consent for the latest phase of 25,000 sq ft of ground and first floor retail and leisure space with apartments over. This phase has an aspect into Events Square and stunning views across the marina and Falmouth Bay. The phase was completed in July 2007 with all apartments pre-sold and the retail/leisure element pre-let to Tesco Stores, Pizza Express, Harvey’s Restaurant, Chatham Clothing and Weird Fish Boutiques. This is Pizza Expresses’ first restaurant in mainland Britain with a first floor/balcony arrangement and they report that they are trading extremely strongly.

New Cornwall are now planning the next and what will be largest phase of retail, leisure and residential development, working in consultation with SWRDA, North Cornwall District Council and Carrick District Council. A planning application is expected shortly and Alder King is appointed as sole letting agent.

For more information about Falmouth, please visit www.falmouth.co.uk.