



McArthurGlen Designer Outlet Cannock

DELIVERING A NEW DOMINANT DESIGNER OUTLET
VILLAGE FOR THE WEST MIDLANDS

Client: McArthurGlen and U+I

Location: Cannock, UK

The Vision

“Creating 30,000m² of outlet retail
space over 2 phases”

The vision is for McArthurGlen Designer Outlet Cannock to become one of the UK's top designer outlet centres and for it to act as a catalyst for further investment into the region. It would be located on a site adjacent to the Mill Green Nature Reserve in Cannock, Staffordshire and will be developed in 2 phases. It is expected to employ up to 1000 people in phase 1 and an extra 500 in phase 2, which the developers believe will be a positive benefit to the neighbourhood and wider community.

Location

Birmingham and its conurbation is the largest city region in Europe without a prime designer outlet village. After extensive site searches in the sub region and the testing of alternative sites, Mill Green, Cannock was selected as the preferred site for this specialist type of retailing. The site is an ideal location due to the scale of the site; its proximity to key arterial routes (M6 Toll, M6, A34, A38 and A5); good





public transport; the adjoining leisure and countryside facility at Mill Green Nature Reserve and its location relative to existing competing designer outlet centres.

The scheme will:

- Bring forward a major regeneration project
- Bring major private sector investment to the area
- Create much needed local jobs
- Bring considerable benefits locally, as well as to the wider area
- Create a new, complimentary tourist/leisure destination for the region
- Strengthen the connection from the railway station to Cannock town centre's existing retail offer
- Compliment and improve the nature reserve
- Encourage leisure and tourism to the area
- Be a sustainable development with a high quality of design
- Improve the local highway network

Key Features

Ultimately the development will have car parking for up to 2,000 vehicles, and benefit from an integrated bus service to the site and convenient access to the nearby Cannock Railway Station and good connections.

Key design features are to include:

- Attractive retail and leisure developments
- Local vernacular design of traditional architectural forms and quality materials
- A high quality landscaped development
- A variety of squares and spaces
- High quality shop fronts and feature buildings
- Extensive wooded play areas
- Mainly single storey units with easy accessibility
- Good provision of customer parking
- Separate customer and service vehicle access to create a safe, welcoming retail offer
- Excellent links to the wider area

The Brief

Retail: The retail units will be typically single storey structures with a front customer entrance and a rear service and fire escape route. They will range in size from small kiosks to large anchor units and will need to be designed with potential flexibility so that they can be adapted over time to create larger units by connecting adjacent units together.

The Retail Environment: A network of connected streets and spaces



is needed to provide the required amount of pedestrian circulation. High quality hard and soft landscaping materials will create a high-quality environment and a crucial ingredient in creating an attractive retail setting.

Restaurants: Units will be identified for a range of food and beverage offers and will typically be clustered around squares and spaces to take advantage of opportunities for outside tables and access to views. A key external facing view is the view looking West over the existing Nature Reserve.

Children's Play: The provision of safe, yet compelling opportunities for children's play is a key consideration. The play area is configured to cater for all ages with activity zones for different age groups.

Car Parking: Where travel times to visit the outlet will typically be greater than those for more traditional retailing models, the design of the car park in particular takes on greater significance.

Coach Parking: Day coach trips, often linked to other local attractions such as Cannock Chase, and customers arriving on buses, are an important factor to consider. Dedicated coach/bus drop-off locations will be provided.

Ancillary and Management Provision: There will be a strong presence from the centre management, maintenance and security staff at the outlet. A large centrally located centre management facility will be provided which will include conference and meeting room provision as well as staff facilities. The first floor position of the facility overlooks both main squares providing a good overview of the scheme for staff, visitors, tenants and a good vantage point for security. A separate information centre will be provided at the main entrance for the benefit of visitors.

Toilets and baby changing facilities will be distributed across the development in convenient yet discreet locations together with other customer facilities such as ATMs and cycle parking.

Phasing

The development has been designed to deliver a final scheme of approximately 125 units, built in two phases. The first phase is the larger and includes the management suite block, information centre, most of the permanent surface parking, the highway improvements, the play area, Heritage Trail and approximately 80 units. The main ground works required to complete the full design will be delivered in phase 1. On the site of the phase 2 retail buildings, there will be a coach drop off and temporary parking area. There will also be an overflow car park that will only be used during busy periods.

A future phase of approximately 45 units and a multi storey car park



is intended to complete the outlet village. There would also be some associated alterations to kerbs, fences and landscaping when the second phase is built. The phase 2 multi storey car park design will be developed with specialists but will be designed to be in sympathy with the adjacent woodland setting in terms of its materials, planting, and screening of lighting to minimise visual impact.

The area of the development as given in this section, meets the developers brief to create a commercially viable outlet that will have the critical size needed to attract key brand tenants.

The proposals use the site efficiently while still retaining significant landscaped areas to perimeter. A large area to the north has been excluded from the development to respect ecological constraints. The amount of development proposed is an appropriate and good fit for the site.

