

# WELCOME

Welcome to this exhibition about proposed investment and improvements for The Marlowes. The purpose of this exhibition is to explain our exciting proposals for changes to The Marlowes, including the introduction of a multiscreen cinema and family-friendly restaurants. Members of the project team will be happy to talk through the plans with you in more detail and we encourage you to leave your feedback.

## WHO IS DELIVERING THESE PROPOSALS?

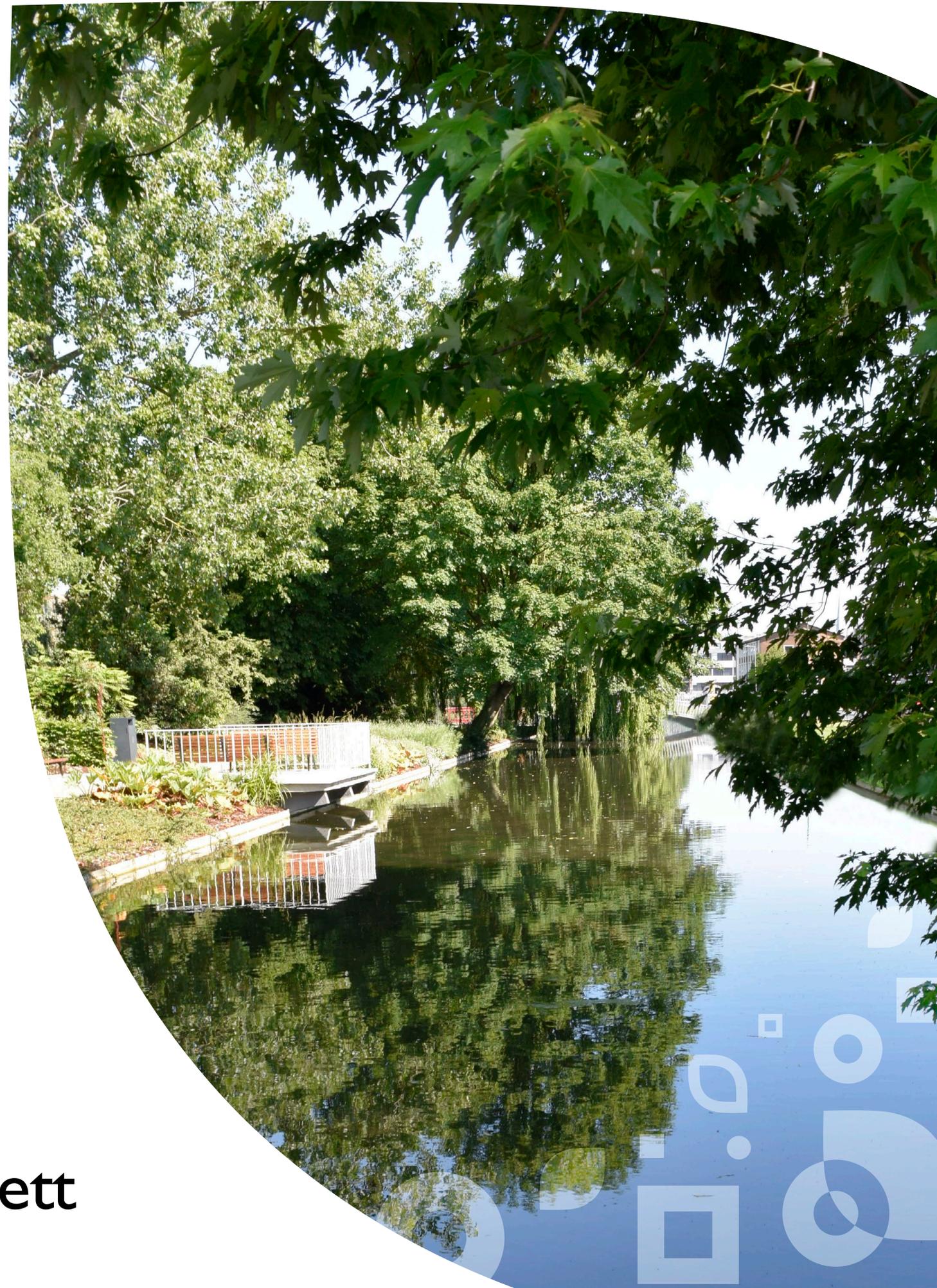
The Marlowes is part of a wider portfolio owned by Capital & Regional, a leading specialist owner and manager of shopping centres in the UK. Capital & Regional has owned The Marlowes since February 2016.

Capital & Regional are working with a team of passionate and highly-skilled professionals to deliver these proposals. This includes architects tp bennett, a leading architectural, interiors and town planning practice with over 90 years' experience across a broad range of building types.

THE  
**MARLOWES**  
HEMEL

**Capital &  
Regional**

**tp bennett**



# THE SITE

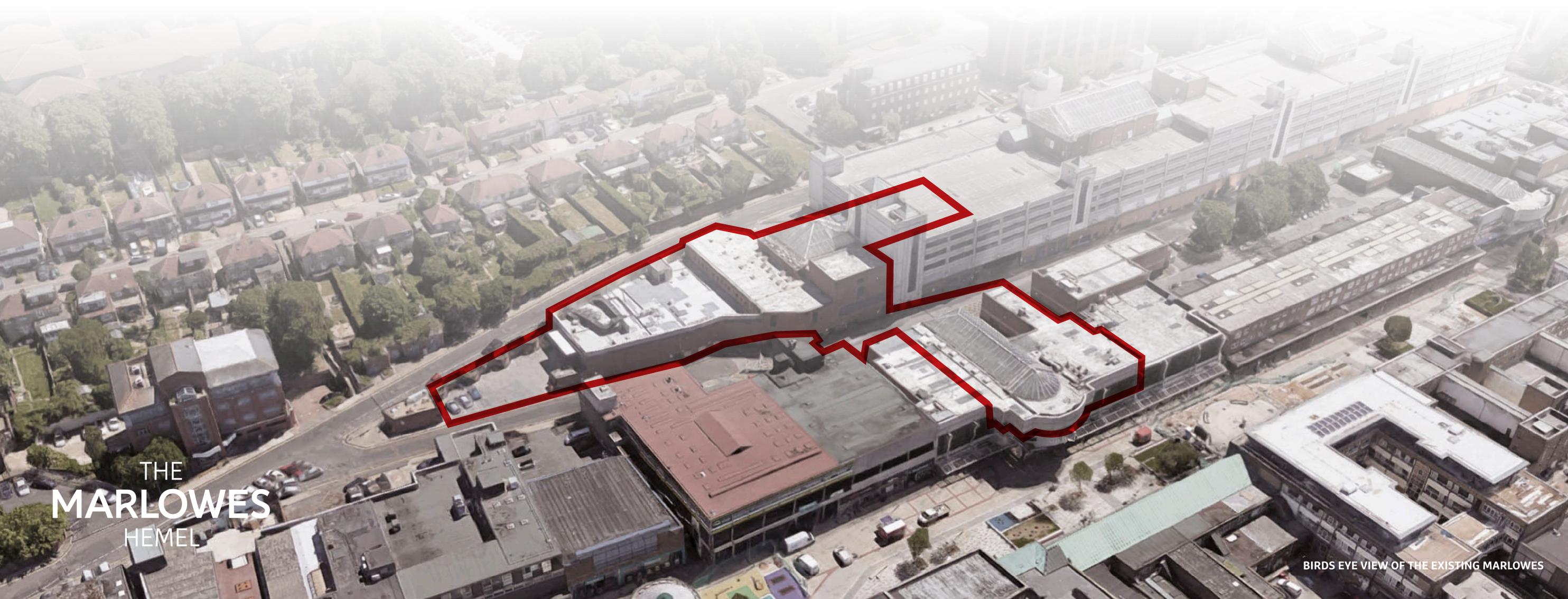
The Marlowes includes 100 stores within over 360,000 square feet of retail accommodation, attracting 6.5 million visitors annually.

Capital & Regional want to do our part to ensure The Marlowes and the town centre remain thriving places for local people and visitors.

Dacorum Borough Council – the local planning authority – is investing in multiple renovation projects across the town, creating the ideal time for Capital & Regional to build on the success of The Marlowes.

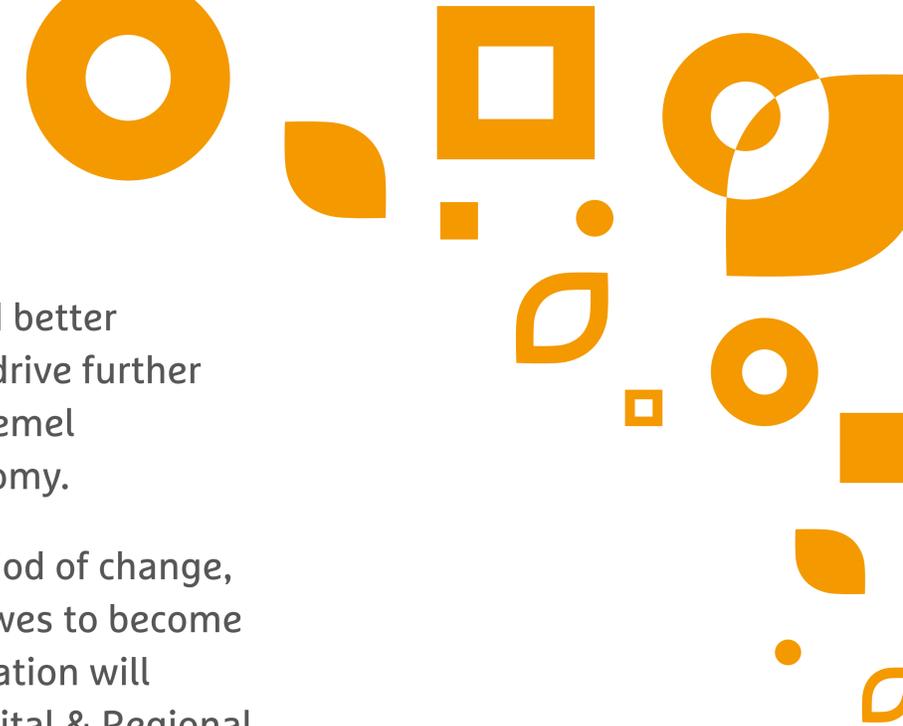
These proposals will provide more choice and better facilities for the local community, helping to drive further investment into the town while expanding Hemel Hempstead's budding day and evening economy.

These proposals mark the beginning of a period of change, with a long-term vision to expand The Marlowes to become the primary retail and leisure area. This aspiration will require a further period of planning, with Capital & Regional working in conjunction with Dacorum Borough Council.



THE  
MARLOWES  
HEMEL

BIRDS EYE VIEW OF THE EXISTING MARLOWES



# THE PROPOSALS

Capital & Regional propose to change a number of current retail spaces within The Marlowes. These proposals represent a great opportunity to enhance the leisure offering in this important location.

The proposals, for the northern end of the centre, focus on:

- The introduction of a multiscreen cinema, which will be located above the current New Look store
- New restaurants in the centre, with a wide variety of offerings
- The renovation of the interior, adding colour and comfortable seating to create a community focal point
- Refurbishment of the North Court entrance, creating a rejuvenated entryway to the new leisure offer

The introduction of the cinema will see a small increase in height of approximately 4.5 metres, in the form of two extensions to be stepped on the roof.



COMPUTER GENERATED IMAGE OF THE NORTH COURT ENTRANCE



EXISTING VIEW OF WOLSEY ROAD



COMPUTER GENERATED IMAGE OF PROPOSED CINEMA ON WOLSEY ROAD



COMPUTER GENERATED IMAGE OF NORTH MALL INTERIOR

# THE BENEFITS

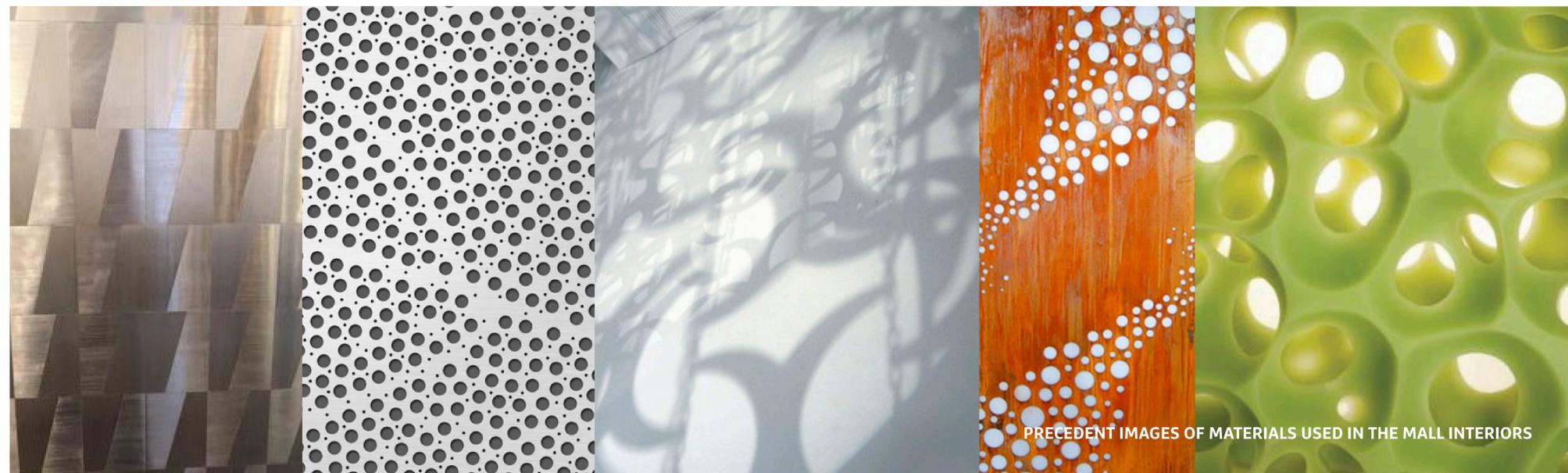
These proposals will bring a number of benefits to the community and surrounding area:

- **Additional investment** from Capital & Regional, acting as a catalyst for further investment into the town, while expanding Hemel's day and evening economy
- **An increased number of restaurants** within The Marlowes, offering a wider variety of choice to residents and visitors
- **A multiscreen cinema** showing the latest films, complemented by an extended restaurant offer
- **Exciting new retailers** to increase the retail offer
- **A refurbished North Court** where the restaurants will be located, creating a lively yet relaxed community space with vibrant colours, and relaxed seating areas
- **A revitalised northern entrance**, creating a warm and welcoming entrance to the new leisure offer



COMPUTER GENERATED IMAGE OF THE NORTH COURT ATRIUM

THE  
**MARLOWES**  
HEMEL



PRECEDENT IMAGES OF MATERIALS USED IN THE MALL INTERIORS

# FEEDBACK & NEXT STEPS

Your opinions matter to us and we want to know what you think.

We would be very grateful if you could complete a feedback form and hand it to a member of the team or place it in the box provided. All feedback will be considered as we progress towards a planning submission.

If you have any questions or would like to discuss the proposals in more detail, please speak with a member of the team or get in touch using the contact details below.

We hope to submit a planning application to Dacorum Borough Council in the coming weeks. Following this submission there will remain plenty of opportunity to comment when the council carry out their own statutory consultation on the proposals.

Thank you for visiting this exhibition today. We hope that you found our proposals exciting and we look forward to hearing from you should you have any further queries.



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## CONTACT US

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