

# Bluewater

## Kent, United Kingdom



**Project**  
Retail and Leisure centre

**Location**  
Greenhithe, Kent

**Completion**  
Opened March 1999

**Client**  
Bluewater is jointly owned by four major UK institutions, Prudential, Lend Lease Europe Ltd, Hermes and the Lend Lease Retail Partnership. The Lend Lease Retail Partnership, which was launched in 1999, is operated by Lend Lease Real Estate Investments Limited.

**Value**  
£1.47 billion

**Lend Lease Involvement**  
Developer, Main Contractor, Fund, Asset and Property Management

**Architects**  
**Bluewater**  
Eric Kuhne  
Benoy Architects & Design Consultants,  
BDG McColl / Brooker Flynn  
**Bluewater Event Venue**  
Denton Corker Marshall

**Size**  
1.6million sq ft<sup>2</sup> retail centre  
330 units  
50 acres parkland

**Highlights**  
Bluewater, Europe's leading - retail and leisure destination opened on March 16, 1999. Covering 1.6 million square feet, with 330 of the best UK and international brands, 50 cafés, bars and restaurants, 13,000 free parking spaces, 50 acres of parkland and seven lakes, Bluewater is an international frame of reference

Every week, over half a million people shop at Bluewater, spending on average £125 each visit. The available shopper expenditure within Bluewater's catchment area is almost £2 billion with sales densities second only to Heathrow Airport.

**Overview**  
Bluewater was constructed in a 100 hectare former chalk quarry and sits on a Class 1



Aquafer, which supplies drinking water to south east London.

It is an imaginatively designed, triangular mall, with an anchor department store at each corner. Its distinctive modern style is heavily influenced by English culture, local folklore and the Kentish environment.

The malls are styled like balconied streets with ornamental balustrades on two floors and topped with glass-sided dome roofs, which let natural light flood in. The amount of natural light varies in each mall to create different moods. Fresh air is brought into the malls through rotating aluminium vents on the roofs; a unique design based on traditional Kent Oast House roofs.

Each of the three malls has a different design, and many of the retailers have created new store concepts and flagship stores to reflect Bluewater's innovative architecture.

**Bluewater Events Venue**  
The next phase of Bluewater's evolution is the Bluewater Events Venue, due to open in late 2011. The 55,000 sq ft purpose-built space will become the UK's focal point for retail and leisure led events and extends Bluewater's unique 'day-out' experience. The Bluewater Events Venue is complemented by a 32,000 sq ft (3,000m<sup>2</sup>) central plaza, 12 restaurants totalling 43,000 sq ft (4,000m<sup>2</sup>), including five new units, and the existing 13-screen cinema.

Construction of the £60 million project commenced in Spring 2010 with the first events taking place in late 2011.

### Leadership in Sustainability

- Founding Member of UK Emissions Trading Scheme
- Over 1 million trees and shrubs have been planted in the grounds
- The Learning Shop at Bluewater has helped nearly 22,000 people find employment
- Divert 100% waste from landfill

### Awards

Within its first 12 months of trading Bluewater changed the face of retailing in the UK and became the benchmark for quality British retailing, winning a multitude of international awards including a Millennium Product mark.

