

# News

4.11.13

## John Lewis signs at Basing View

Muse has announced that contracts have been signed with The John Lewis Partnership to deliver a 78,000 sq ft combined *Waitrose* and *John Lewis at home* store.

In addition a detailed planning submission - for this first phase of development at the £200m Basing View scheme - has now been submitted to Basingstoke and Deane Borough Council's planning unit.

The combined *John Lewis at home* and *Waitrose* store will add a retail element to the Basing View regeneration scheme which aims to create around 650,000 sq ft of new commercial led development over 15 acres. Ultimately it will include a mix of new office space, a business class hotel and other supporting facilities, delivering a 21st Century regional business destination.

Mike Auger, regional director for Muse, said: "This is fantastic news for Basing View. The combined John Lewis and Waitrose store will be only the second of its kind in the UK and a great anchor for the scheme."

Continued Mike: "We now await the decision by the planning committee very early next year and following a successful outcome we would hope to be on site in the spring."

Nigel Keen, property director for the John Lewis Partnership, added: "Although there is still a long way to go this is an important step forward and brings us closer to realising a long-standing ambition to bring both our brands to Basingstoke."

Deputy Leader of Basingstoke and Deane Borough Council Cllr Ranil Jayawardena, who is leading on the Basing View project, said: "As the landowner, we welcome this further step forward in bringing such high profile retailers to Basingstoke, as part of the Basing View regeneration. This will be a significant additional draw to the town centre and shows the confidence of major companies in our area's future success."

The public were recently invited to attend a consultation event, where they were able to view the plans and see artist's impressions of the proposed scheme as well as submit feedback. The response to the consultation was overwhelming with 99% supporting the plans for a first phase and wider regeneration aspirations for Basing View.