



## Ullswater Road, Penrith

- Details** Market research identified significant retail expenditure was being lost to Carlisle and Kendal. The site was considered as a key regeneration opportunity on a primary route into the town centre of Penrith.
- Instruction** Knight Frank was commissioned to submit an outline planning application for a mixed use development for five non food retail units and one restaurant. The Council approved the planning application in March 2008 and we are negotiating our way forward with the detailed application.
- Client** Terrace Hill (North East) Ltd.
- Comment** The proposed plans will see investment in the region of £14 million being brought into Penrith by the developer Terrace Hill. The development will attract national retailers that are not represented in the catchment area, which will add to the retail offer in the town to the benefit of local shoppers and visitors.