



Transforming Stevenage

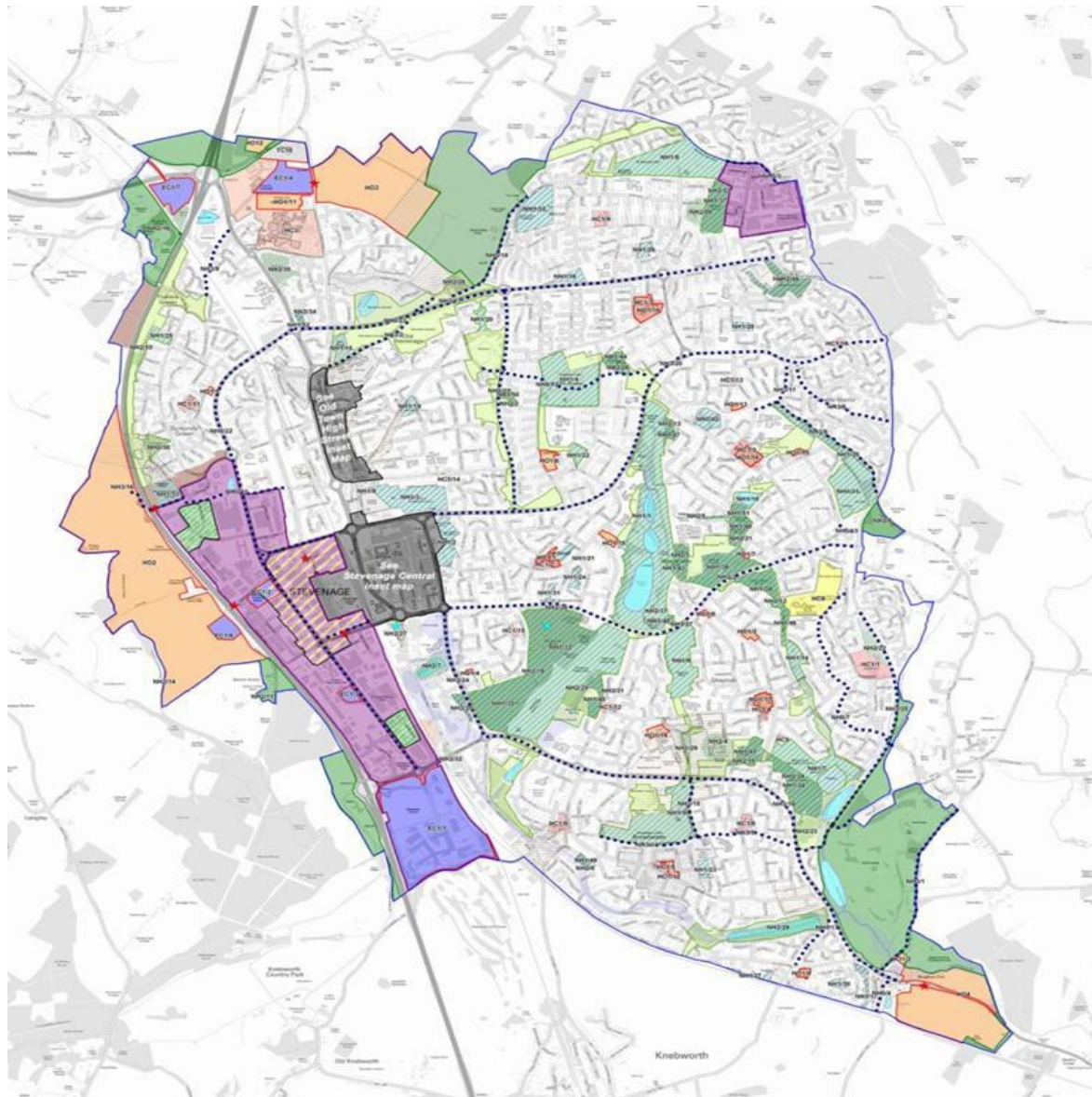
Dave Wells – Assistant Director (Regeneration)

Stevenage – a unique part of British history



- A town of 87,000
- Unique history
- Hub for major businesses – STEM and life sciences
- Blueprint for post-war Britain; with an urgent need to transform in some areas

Local Plan & Growth Aspirations



- ✓ 7,600 new homes
- ✓ Focus on sustainable developments
- ✓ New employment space
- ✓ Town Centre regeneration
- ✓ Affordable housing

Town Centre Strengths



Town Centre Challenges



Key challenges

- Limited activity after 6pm
- Large amount of surface-level parking
- Segregation of Leisure Park & Town Centre
- Outdated station offer
- Underused public spaces
- Infrastructure tired and ageing
- Reliance on declining sectors
- Low-density buildings that don't stimulate activity
- Public services isolated and in ageing facilities
- Doesn't provide the amenities that residents and businesses want and need

Lack of footfall – Low dwell time – Vulnerable to retail challenges

High streets have twice as many shops as they need, says head of Government review

Sir John Timpson wants community approach to saving local shops

Six reasons behind the High Street crisis

By Daniel Thomas
Business reporter, BBC News

1 March 2018

[f](#) [t](#) [t](#) [e](#) [s](#) Share

Toys R Us UK administration



Bill Grimsey
@BillGrimsey

Follow

Stevenage picks up on examples to reinvent their town using The Grimsey Reviews as a reference



£350m town centre revamp plans signed off

The "ambitious" project will see new shops, homes, restaurants and a park built in the middle of Stevenage.
[bbc.co.uk](#)

1:27 am - 19 Mar 2019

4 Retweets 21 Likes



2 4 21

Key attractors & opportunities

- Proximity to London/Cambridge and outstanding transport links
- Vision, leadership and partnership deeply committed to supporting renewal, Town Deal and via Herts Growth Board
- Development partnership in place to bring forward 14.5 ha development, with expertise in infrastructure and urban sites
- Strong business community – leading life sciences centre, strong jobs market, diverse range of successful businesses
- Unique history and ethos as the first, pioneering New Town
- Demand for residential living and town centre enterprise
- Regeneration underway with funding secured

A vision for a 21st Century New Town

Town Centre Regeneration

Create a vibrant town centre where people want to live, work and play.

Develop a new vibrant town centre with quality shopping, office and leisure facilities.

Build new homes in the town centre.

Create a hub for public services in the town centre.

Make Stevenage a destination of choice.



How do we do it?

- Direct delivery of physical schemes – bus interchange, public realm improvements
- Delivering in partnership with private sector – SG1 (Mace), Queensway North (Reef)
- Supporting schemes from other stakeholders – Guinness (former Matalan site)
- Securing external funding (Growth Deal 1&3, Towns Fund)
- Building stakeholder support
- Marketing & Communications – making Stevenage Even Better

SG1



SG1 Objectives



The submitted planning application proposals include:

- More than 1 million sq. ft of new residential-led mixed-use development to be delivered in phases;
- 1,867 new homes for sale and to rent with 760 of these being provided in the first phase (plots A & K);
- Circa 39,000 sq. ft of new ground floor retail and commercial space to attract an improved café and restaurant offer to the town;
- Over 130,000 sq. ft of new public open space including a garden square, pedestrianised boulevard and landscaped park;
- A new 100,000 sq. ft Public Services Hub including community assets such as health services, library, voluntary sector, café and council offices; and
- A new primary school.

SG1:

14.5 ACRES

OF TOWN
CENTRE LAND

10 YEAR

REGENERATION
PROJECT

11 NEW

BUILDINGS
FOR STEVENAGE



SG1 CREATES
36 NEW
CONSTRUCTION
APPRENTICESHIPS

SG1 DIRECTLY
CREATES
579
CONSTRUCTION
JOBS



SG1 CREATES
121
NON-
CONSTRUCTION
JOBS



SG1 INDIRECTLY
CREATES
405
CONSTRUCTION
JOBS IN THE
SUPPLY CHAIN



SG1 DELIVERS
MORE THAN
1,700
NEW HOMES
IN THE TOWN
CENTRE



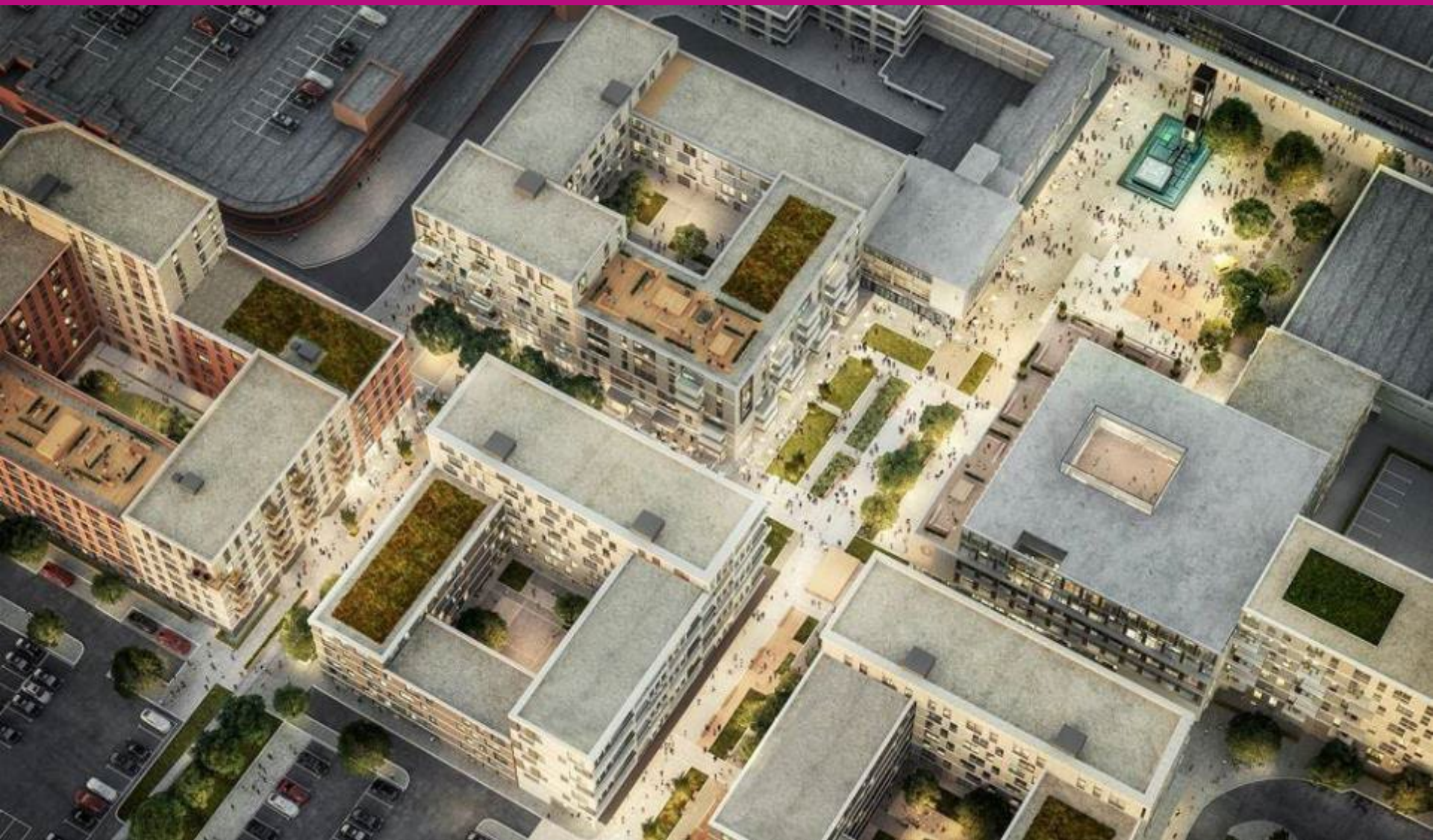
£38.6
MILLION IN NEW
CONSUMER
SPENDING POWER
PER ANNUM FROM
NEW RESIDENTS
IN SG1



12,700
SQ. M
OF NEWLY
LANDSCAPED
PUBLIC OPEN
SPACE



SG1 – The heart of the town centre



Preparation for SG1



Preparation for SG1



Stevenage Bus Interchange



Market Place



Market Place



Town Square and North Block



Cultural and Community



Former Bus Station Transformation



Former Bus Station Transformation

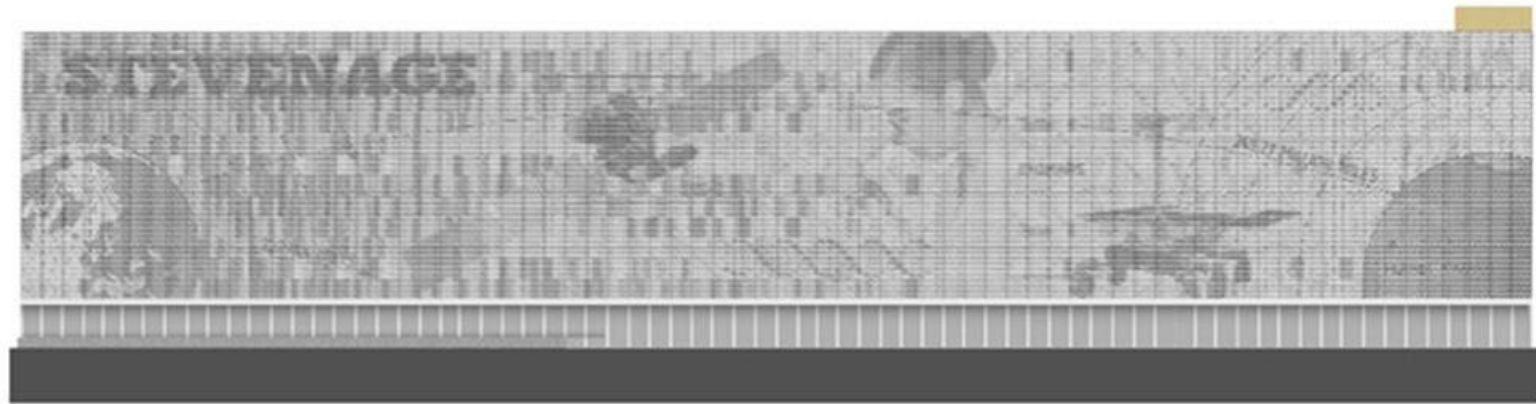


Event Island
Stevenage

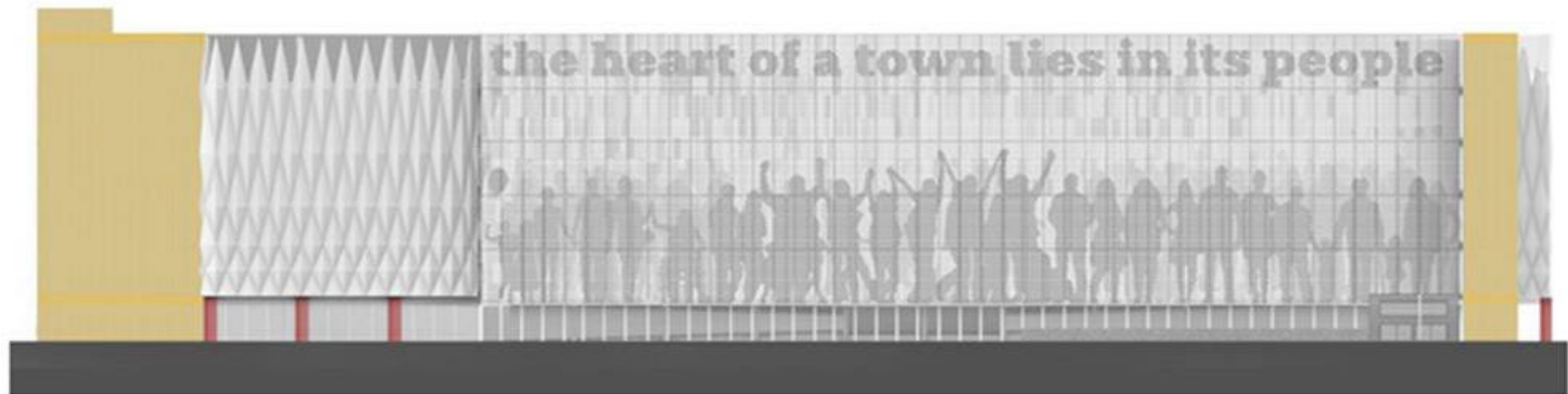


STEVENAGE
BETTER
a place for everyone

Station North Multi Storey Car Park



WEST ELEVATION



EAST ELEVATION

Station North Multi Storey Car Park



Queensway North



Autolus

Press Release: Merit to build UK's first CAR-T cell manufacturing facility in Stevenage for Autolus Therapeutics



Major Life Sciences Expansion

GSK Development site



Reef Group | GSK | NHS

Major Life Sciences Expansion



Major Life Sciences Expansion



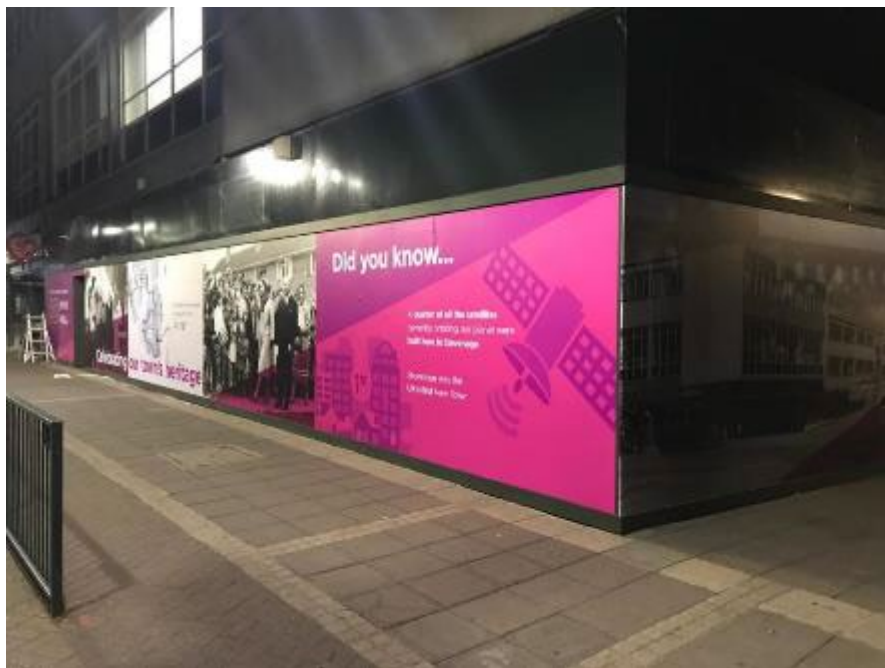
The Matalan Site - Guinness Partnership



**STEVENAGE
BETTER**
a place for everyone

Cultural interventions

- Attractive hoardings for vacant sites
- Meanwhile use and cultural interventions in the heart of the Town
- Growing events programme and range of cultural activities in the Town Centre



Stevenage Development Board

- Established at the start of 2020 to bid for Towns Fund
- Independent chair
- Diverse range of local leaders from business sector, community & voluntary sector, public bodies, government agencies



21st Century New Town



Stevenage Town Investment Plan – The Future Programme



Stevenage Town **Investment** Plan

October 2020

Awarded £37.5m in March 2021 across 9 projects

Gunnels Wood Road Infrastructure Improvements



Marshgate Biotech Centre



Stevenage Innovation & Technology Centre



Stevenage Enterprise Centre



Diversification of Retail and Garden Square



Station Gateway



New Town's Heritage Centre



Stevenage Sport & Leisure Hub



Cycling & Pedestrian Connectivity (incl. Arts & Heritage)



Current Town Centre Regeneration Programme

LEGEND



PROJECTS UNDER IMPLEMENTATION

- 1 Queensway North
- 2 SG1
- 3 Bus Station

PROJECTS PLANNED

- 4 Station North Multi-storey Car Park
- 5 Matalan Site

TIP PROJECTS

- 6 Station Gateway
- 7 Technology and Innovation Centre
- 8 National New Town Heritage Centre
- 9 Enterprise Centre
- 10 Marshgate
- 11 Sports and Leisure Hub
- 12 Garden Square Commercial and Leisure

PROJECT BARRIERS

- 13 East-West Barrier (Train Tracks)



The Stevenage Bus Interchange



Former Bus station transformation



Former Bus station transformation



Stevenage Town Square



Co-Space

Find out more about our **£1billion** Stevenage Regeneration Programme

STEVENAGE BETTER
a place for everyone

@StevenageBetter • www.Stevenage-Even-Better.com

Stevenage
BOROUGH COUNCIL



Market Place



Station North multi-storey car park



Autolus Headquarters