

# The Regeneration of Stevenage Town Centre



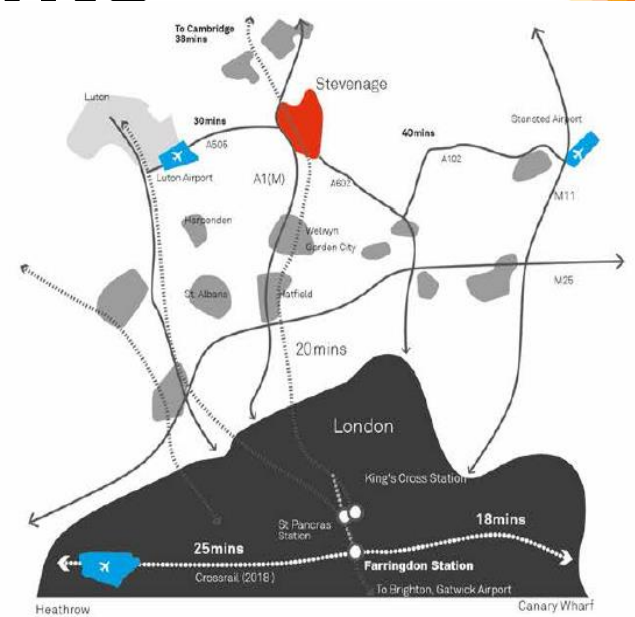
# Context



- High growth forecast (+20% over next 10 years)
  - Unmet housing need
  - Business demands improved offer
  - Changing perception
  - Raising residents aspirations
  - Town performance a key priority for Hertfordshire
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# The Ingredients

- Location & connectivity
- Engine room of Hertfordshire's economy
- 13 of top 100 Hertfordshire businesses
- (Almost) full political support
- High levels of developer interest
- Market distortion
- Current low density land use
- Public Sector Ownership



Area	London	Av House Price
Stevenage	19 min	£243,196
Reading	31 mins	£306,075
Hatfield	26 mins	£323,353
Watford	38 mins	£350,419
Hertford	50 mins	£380,098

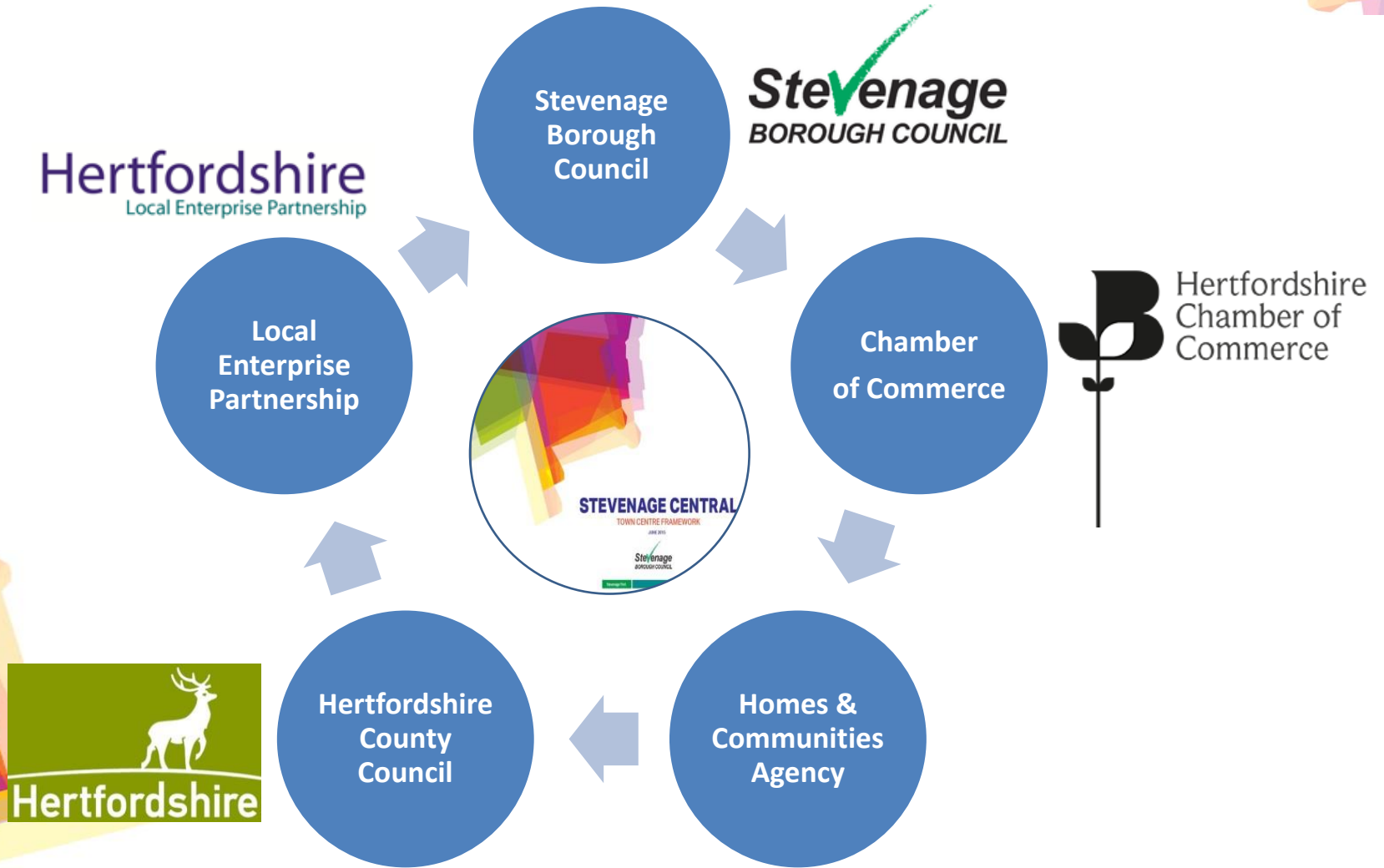
# A shared priority

Future town future council

**Residents' top priority (2017) is town centre regeneration**



# 'Stevenage First'

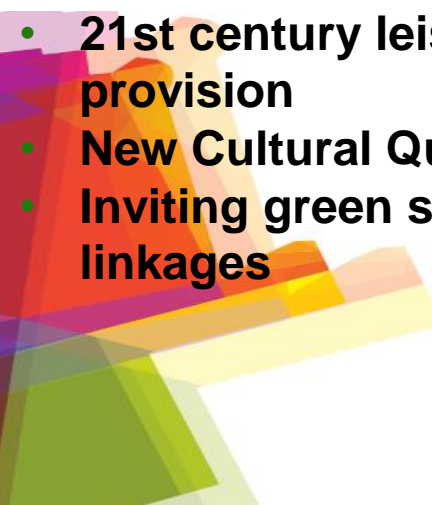
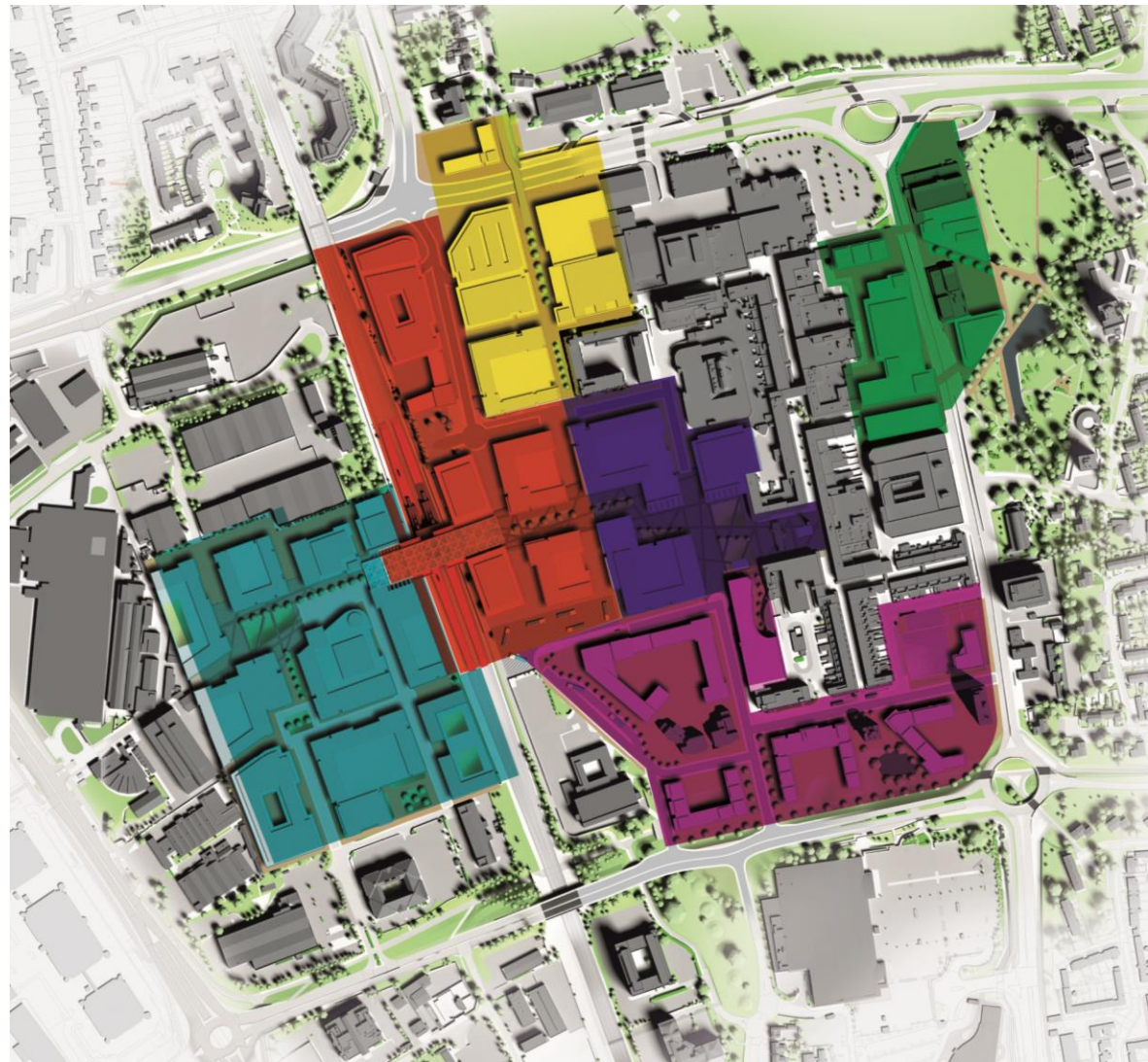


# Stevenage Central Framework

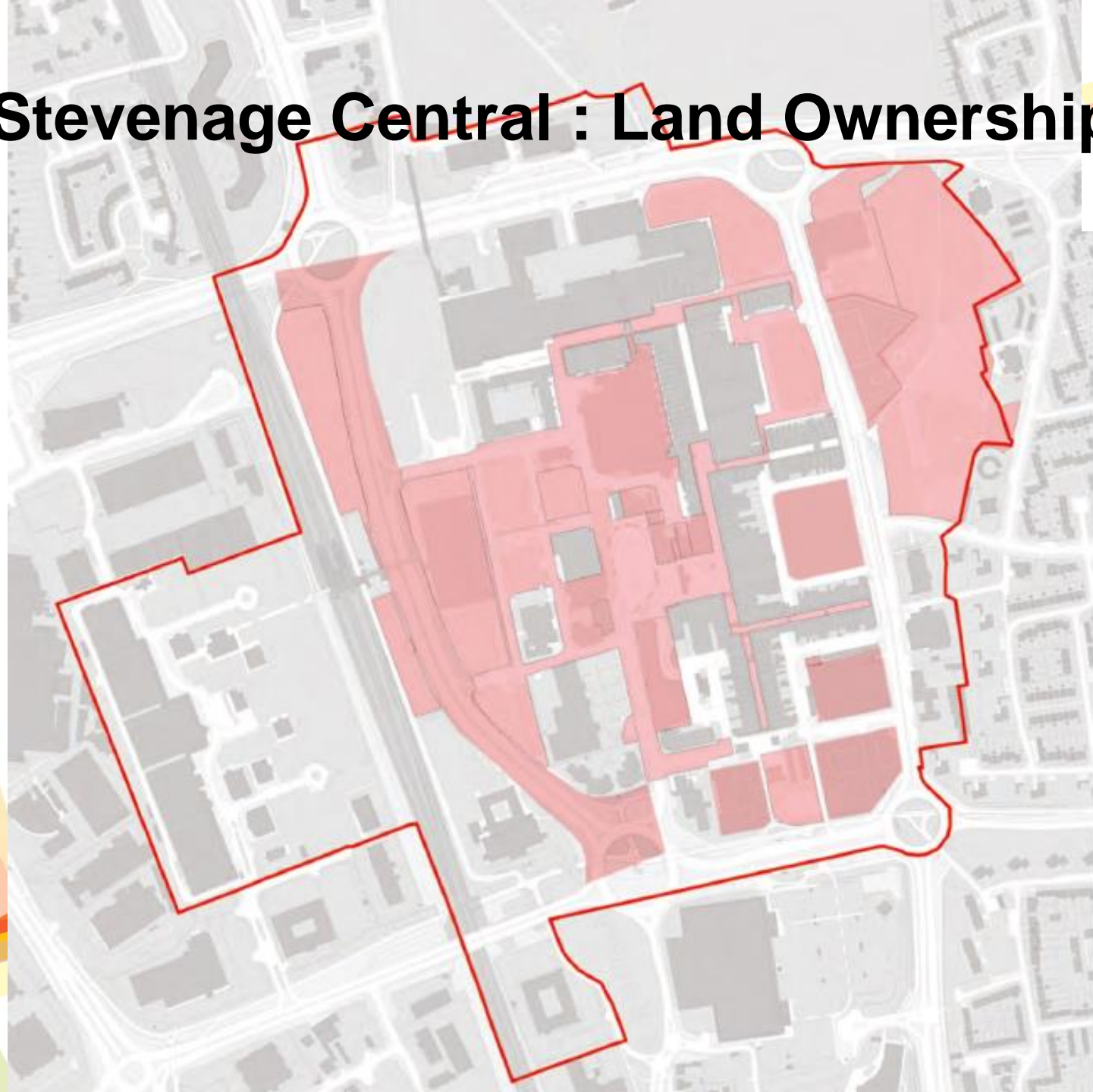


## £1b development in 6 Major Opportunity Areas

- 3,600 new homes
- 650,000sq metres of Grade A Office
- 24,000sq metres of modern retail
- 3 new Hotels
- New Public Sector Hub
- 21st century leisure provision
- New Cultural Quarter
- Inviting green space linkages



# Stevenage Central : Land Ownership





**SG1**

**STEVENAGE TOWN CENTRE  
REDEVELOPMENT**

 **mace**



# International presence



Total Group headcount at end of 2017

5,726



# Landmark projects



## THE SHARD

- 310m – the UK's tallest building
- Pioneered numerous innovation solutions to deliver 4 months ahead of programme
- Redefined the London skyline

# Landmark projects

## LONDON 2012 OLYMPIC & PARALYMPIC GAMES

- One of the most successful Games in history
- Legacy transformation of a 500acre brownfield site
- Delivered over £5bn venues and infrastructure, while achieving challenging sustainability, design, safety and training targets



# Landmark projects




## BIRMINGHAM NEW STREET


- Station redevelopment as a catalyst for inner city regeneration
- Delivered in a 'live' station environment – 3,000+ workers on site at peak
- 115 apprentices taken on, including Mace's 1,000th apprentice


# Key projects




## GREENWICH SQUARE

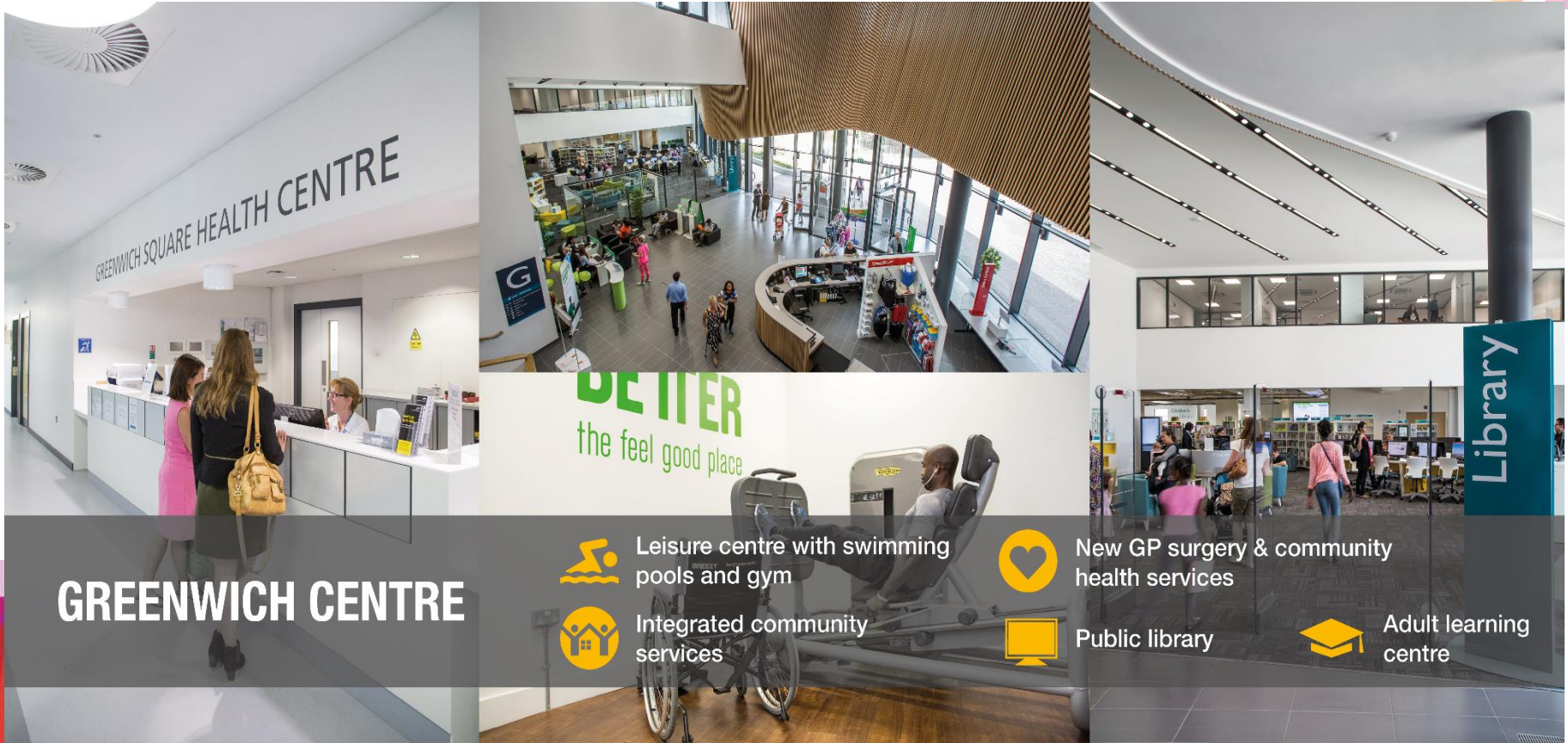
 Greenwich,  
London

 Phase 1: 361 new homes;  
Phase 2: 325 new homes

 15  
apprentices

 New public realm  
and community hub

# Key projects



**GREENWICH CENTRE**



Leisure centre with swimming pools and gym



Integrated community services



New GP surgery & community health services

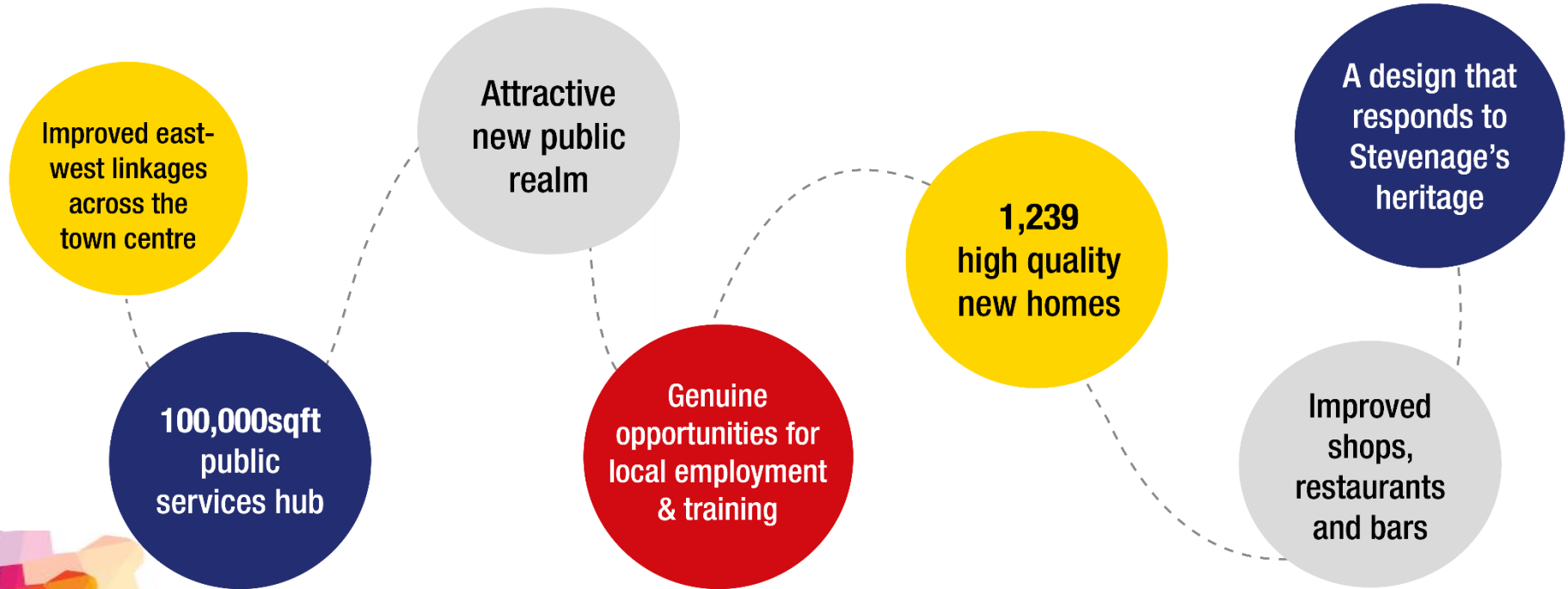


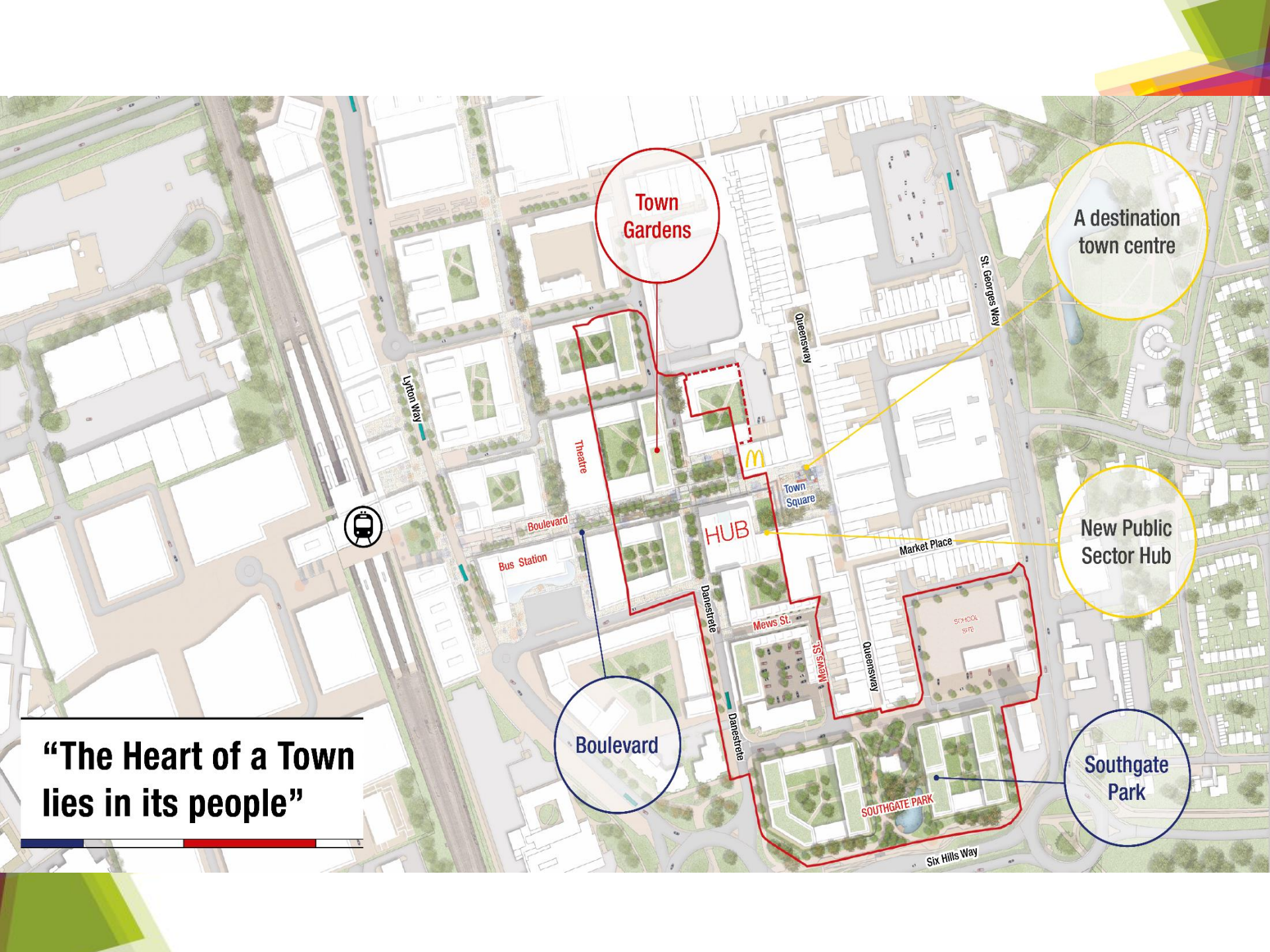
Public library



Adult learning centre

# What will SG1 deliver





Town Gardens

A destination town centre

New Public Sector Hub

Boulevard

Southgate Park

**“The Heart of a Town lies in its people”**

Theatre

Bus Station

HUB

Town Square

Market Place

SCHOOL SITE

SOUTHGATE PARK

Lynton Way

Boulevard

Daresstrate

Mews St.

Mews St.

Queensway

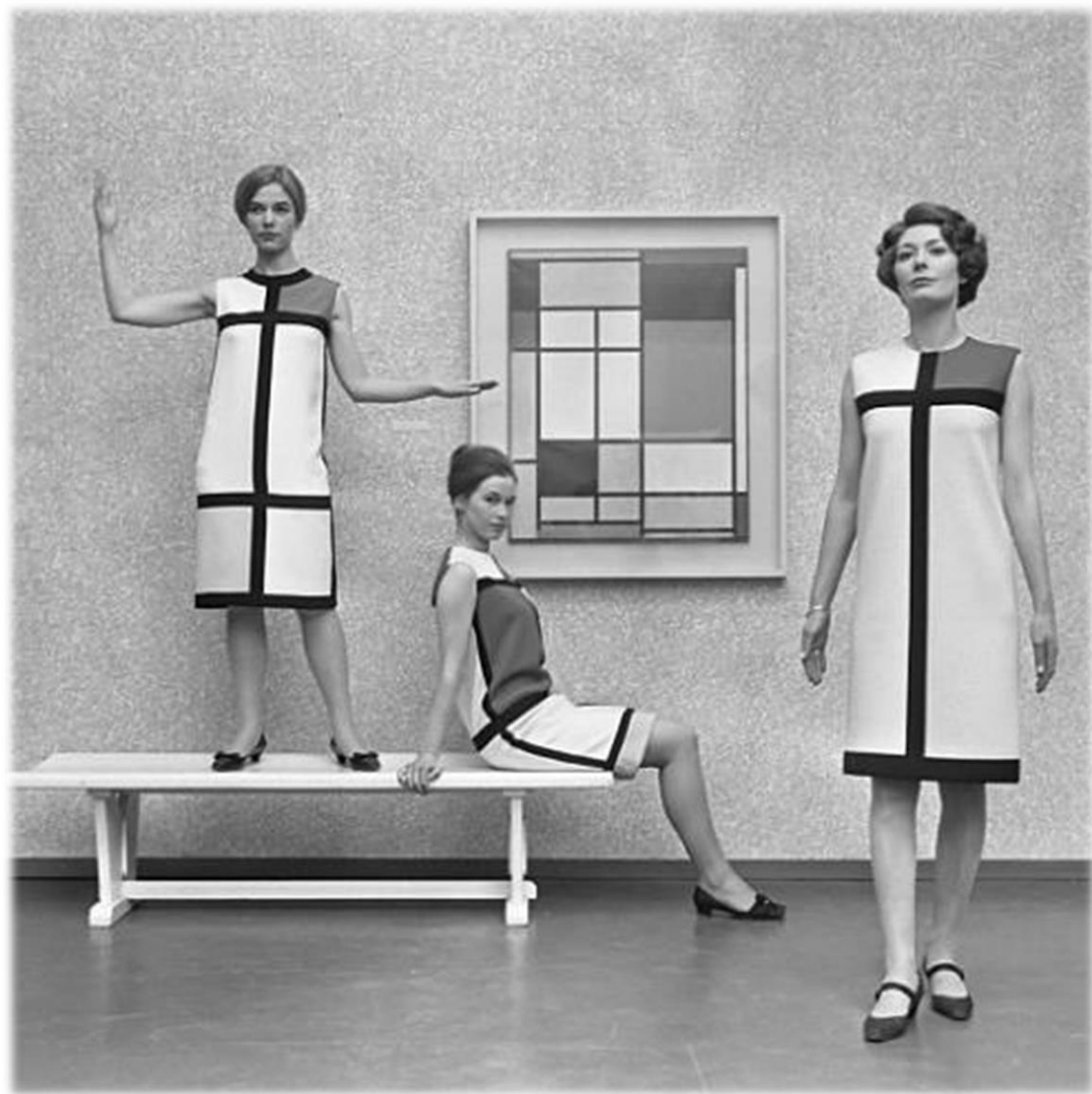
Six Hills Way

Queensway

St. Georges Way











LIBRARY

THE HUB

CAFE







# Bus Interchange



# Mainline Station – The Opportunity





# Queensway North



# Queensway North



# Park Place



# Market Place



# Visitor Centre



# Culture & Leisure



# Stevenage Works

Partnership between Stevenage BC, North Herts College and Job Centre Plus

To ensure local people benefit from the SG1 and future regeneration programmes through training and employment.



**Stevenage**  
BOROUGH COUNCIL



NORTH  
**HERTFORDSHIRE**  
COLLEGE



jobcentreplus



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**Any questions**

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**Thank you**