

Stafford Station Gateway aims to transform the western approach to Stafford Town Centre, creating a vibrant and active new neighbourhood, within a 15-minute walking time of Stafford Railway Station.

The Gateway will form a vital part of the county's future, building on the opportunity of HS2 as a key driver for economic growth. The area has the potential to be a new live-work community, becoming an integral part of the town centre, and providing high quality housing, office and leisure space.

Our vision aligns with the emerging Local Plan and Government's drive to:

- Create new communities close to sustainable public transport nodes;
- Regenerate brownfield land;
- Elevate Stafford's offer as a key regional town that links the Midlands with the North; and
- Support the levelling-up agenda in driving forward economic growth for the benefit of existing communities.

The Stafford Station Gateway Strategic Regeneration Framework ("SRF") has been prepared collaboratively by Stafford Borough Council, Staffordshire County Council and LCR, the UK Government's placemaking expert.

Status

The Draft SRF is available for you to view and comment on until 29th September 2022 . Following the consultation period, the Council will consider any representations received and these will be used to shape and inform the final Strategic Regeneration Framework.

Once adopted, the SRF will guide how the Council determine future planning applications across the framework area. It will also support and encourage future investment into Stafford Station Gateway.

You can submit your views between 18th August and 29th September 2022.

Submit your views online
www.staffordbc.gov.uk/stafford-regeneration-stafford-station-gateway

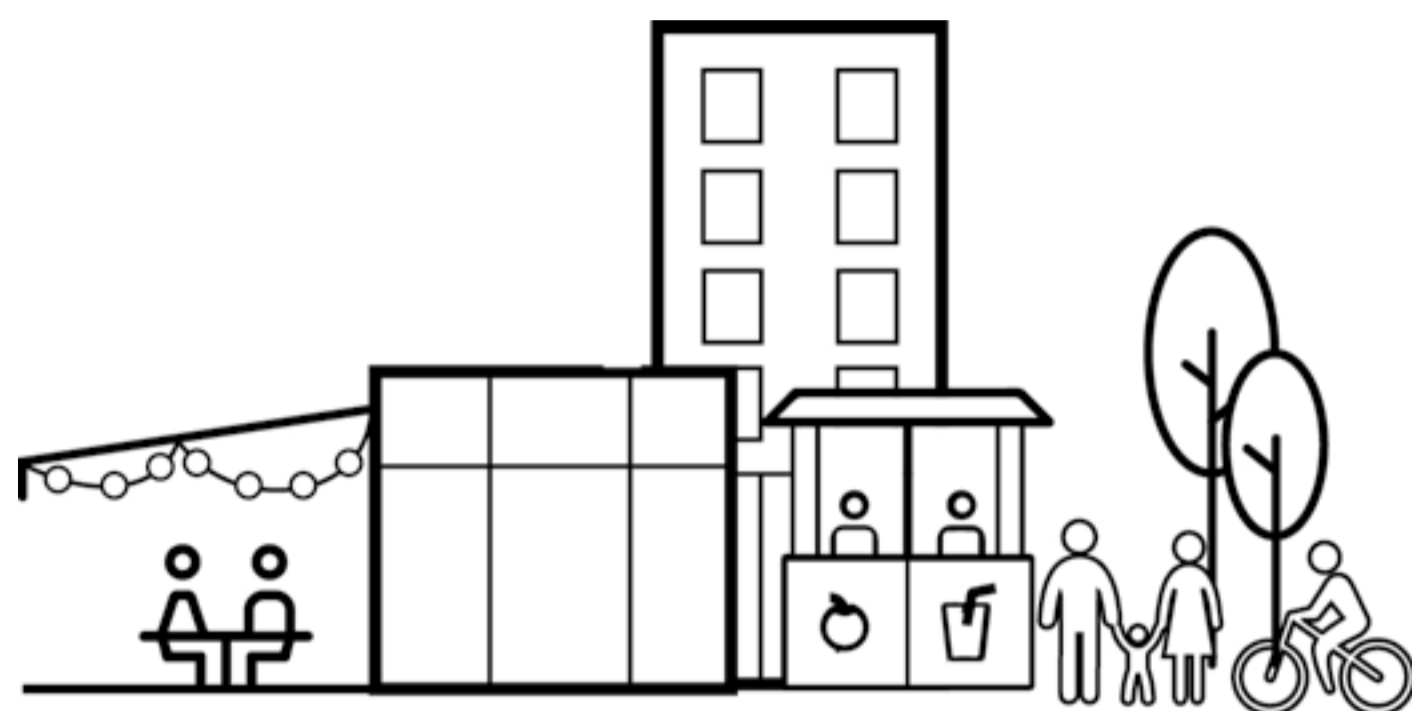
Email
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Write to us
Stafford Borough Council
Civic Centre
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Stafford
ST16 3AQ



Drivers for change

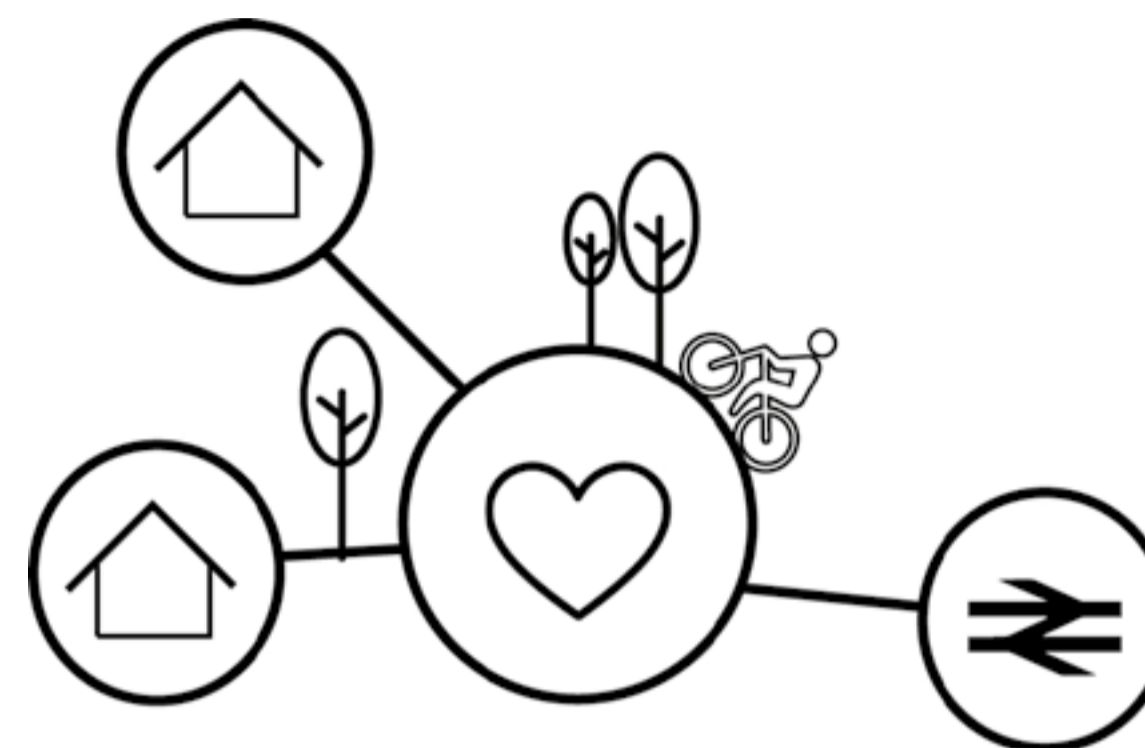
The opportunity to deliver an ambitious and innovative regeneration project at Stafford Station Gateway has been identified and shaped given these key drivers for change:



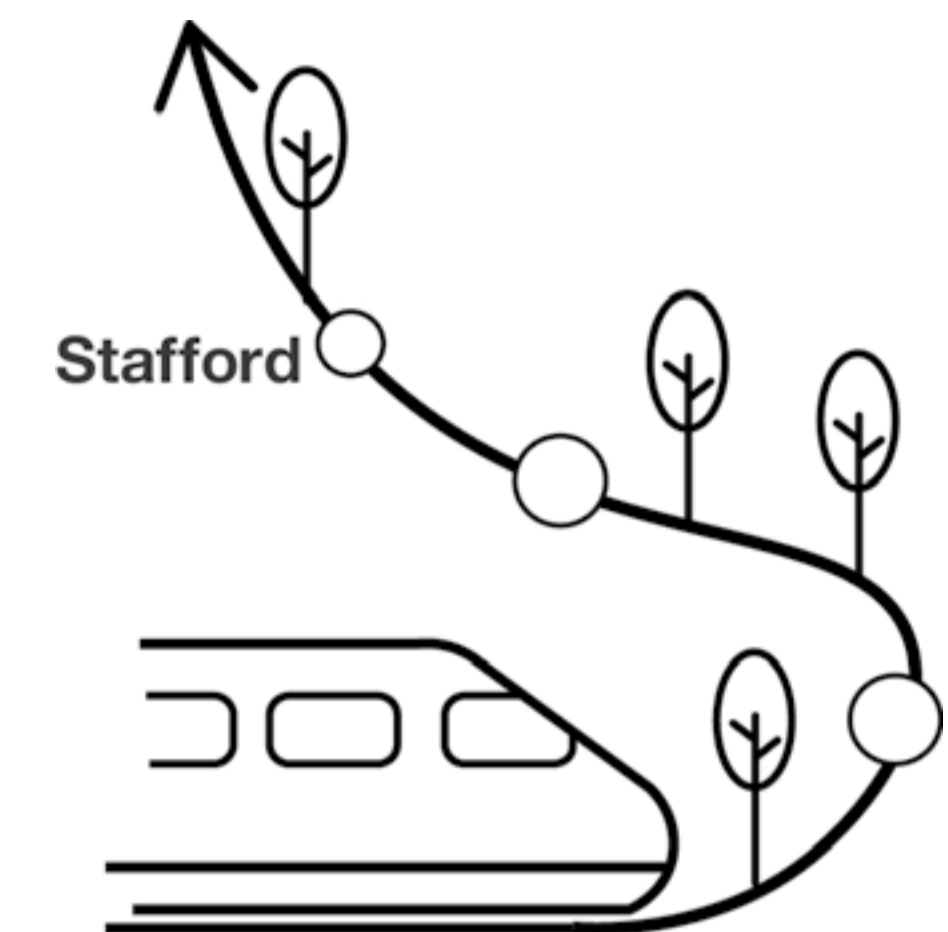
Enhancing Stafford's role as a town that the residents of the Borough are proud of, and a place that residents are attracted to and want to spend their leisure time in



Providing new high-quality housing to meet local needs and support the Borough's population growth



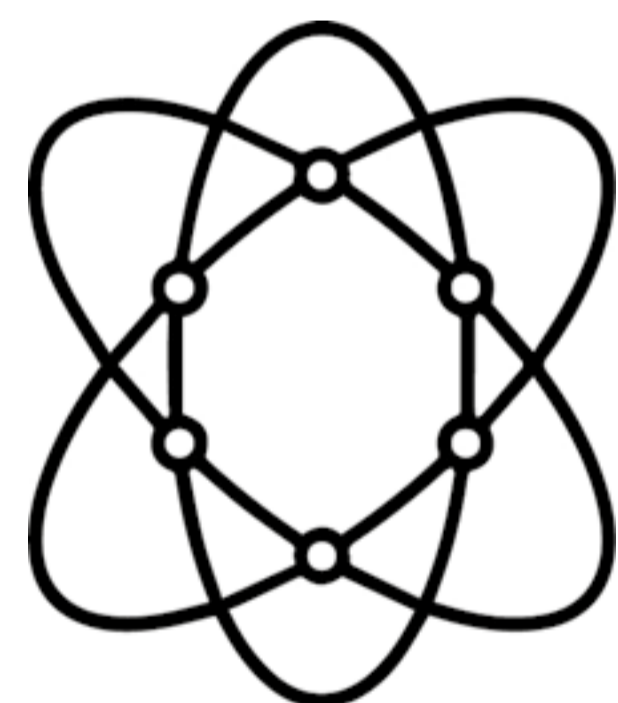
Improving connections between the existing and proposed communities in the west of Stafford to the railway station and town centre



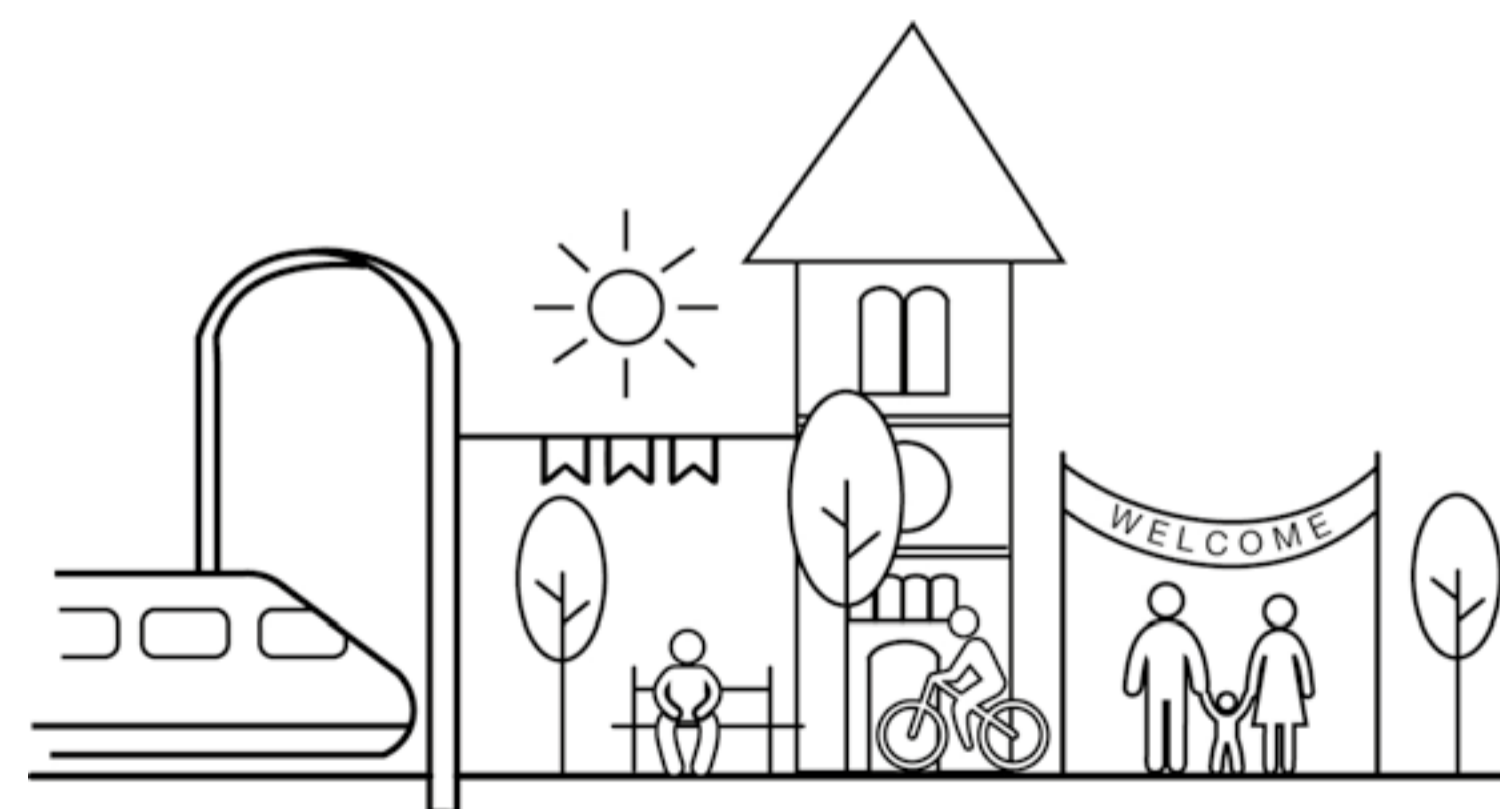
Capitalising on the arrival of HS2 in Stafford and improved connectivity to Birmingham, London and the North



Addressing the challenges of climate change



Supporting a transition to a digital-led, high-value economy



Creating a new gateway into Stafford, shifting the focus from a 'commuter town' into a town which is attractive, vibrant, and unique



To create an alternative and viable live/work balance

“By 2040 Stafford Station Gateway will be a thriving, vibrant new community within Stafford Town Centre where people want to live, work and visit, conveniently connected to Stafford Railway Station, and providing access to Staffordshire, the Midlands and beyond.

Stafford Station Gateway will sustainably connect existing and emerging communities to the west, with the town centre and railway station, and provide high-quality amenities, workspaces and active green and blue spaces and public realm to deliver an exemplar low-carbon development for Stafford. This will provide a very different, yet complementary offer, to the housing sites that have been developed in and around the town over recent years and provide a link to and from them.

By providing this variation, the Gateway will draw new people into Stafford, appealing to families and young professionals, businesses and occupiers, seeking to benefit from the connectivity of the place, but also from the vibrancy and amenity on offer, which in turn will encourage innovation and creativity”

The SRF aims to deliver:

- A new mixed use community including high quality housing, new Grade A office space and retail/leisure space.
- The opportunity to create smaller workspaces
- A new hotel
- A new multi-storey car park
- The potential for an Innovation Hub
- High quality public realm and open spaces, including an upgraded water corridor and maximising the unique lakeside setting



The Vision

A series of overarching development principles have been proposed:



Development Principle 1 A Diverse and Growing Town Centre

Stafford Station Gateway in time will become part of Stafford Town Centre, and as such needs to complement and support the amenities and uses already on offer within the Primary Shopping Area, but also provide sufficient scale and mix of uses which equally will attract future residents and workers in the Gateway area and meet the needs of the existing and growing nearby communities.



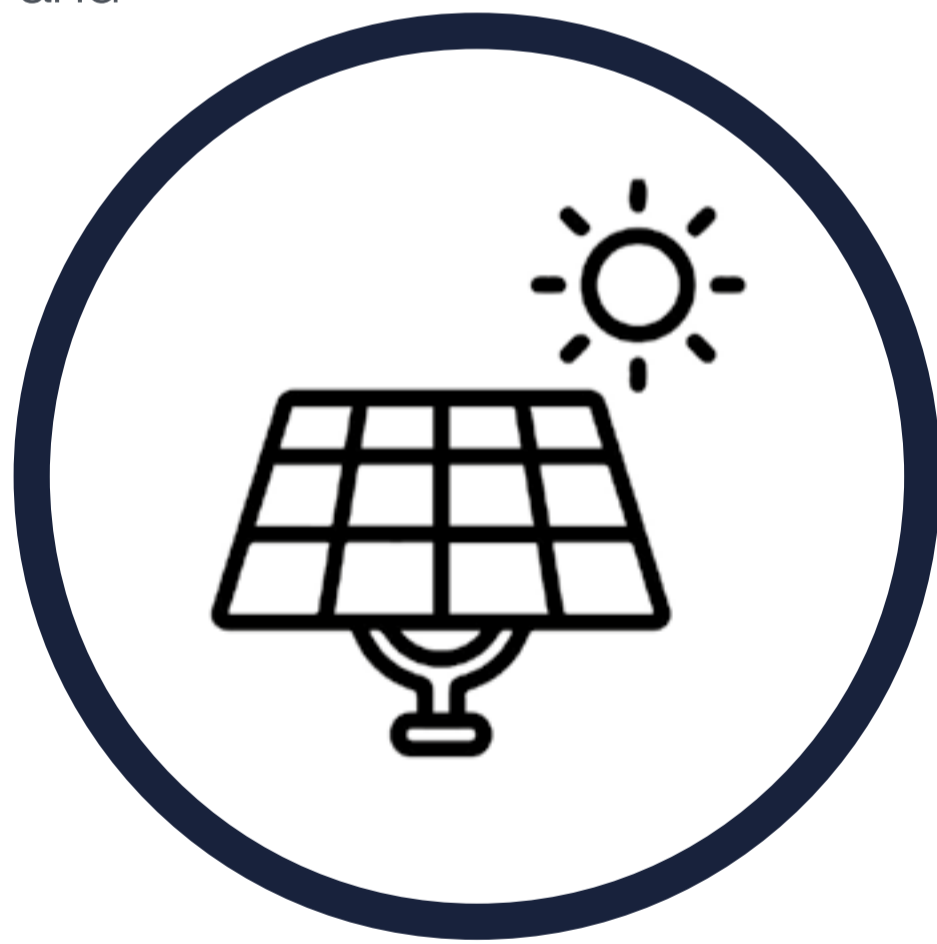
Development Principle 2 A Connected Stafford

Stafford Station Gateway should capitalise on, and further enhance, the excellent transport connectivity that the town of Stafford currently enjoys by enhancing local connectivity, focusing on active travel and enhanced bus services, along with a new western station entrance.



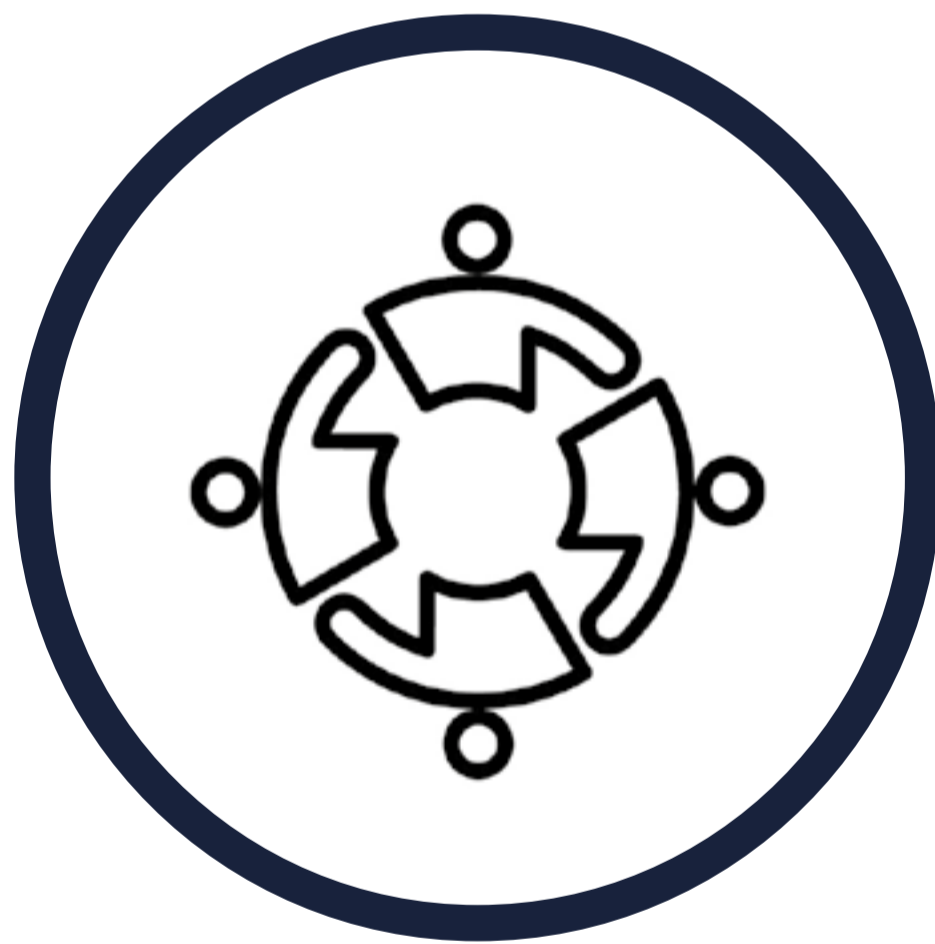
Development Principle 3 Delivering a High-Quality Place for Live and Work

There is the opportunity to create a holistic approach to home and work life in this area of Stafford, with a new model for providing spaces for an innovative community to thrive, and for businesses and families to grow. The SRF promotes a walkable neighbourhood that includes a wide range of housing types and innovative workspaces.



Development Principle 4 Promoting a Sustainable New Neighbourhood

Stafford Borough Council declared a climate change emergency in July 2019, and the Gateway will form an integral part of the response through sustainable design features. The SRF brings existing and proposed greenspaces and natural assets together.



Development Principle 5 People, Community and Driving Social Value

Stafford Station Gateway presents an exceptional opportunity to establish a new hub for communities in and around Stafford, drawing on the existing strengths of the town and its people. The site's location is conveniently accessible for residents, workers and visitors, and will serve as a natural growth of the town centre to the west.



The SRF divides Stafford Station Gateway into seven Character Zones, reflecting on the different scale, character, and uses proposed within each zone. The SRF aims to create distinct neighbourhoods that people can feel proud of :



The Station Gateway

The Station Gateway champions a commercial-led, mixed-use approach, retaining the Royal Mail Depot Building as an existing historic asset. The area will support a mix of uses including retail, food and beverage, offices, residential, and a hotel. The Station Gateway Character Zone enables Stafford to create a medium to higher density development in the most accessible location to support a diverse and growing population.



The Hollies

The Hollies will be a low to medium density residential-led neighbourhood providing a variety of house types, with family housing being the main component. The Hollies has the potential to become a high-quality residential environment, with a mix of townhouses and apartments that support a range of lifestyles, including family-living, in close proximity to the Station Gateway.



Lakeside

Lakeside Character Zone will be home to a mix of residential apartments and townhouses. A new park provides open space at the heart of the character area, with townhouses to the west and east, and overlooked by apartments to the south overlooking an enhanced lake. The apartments will have the potential for commercial uses (leisure/food & beverage) on the ground floor.

Castle Engine Works

Castle Engine Works retains the Stafford College Technology Centre and provides smaller maker terraces to promote small business start-ups, create new space for growing commercial and business opportunities, and complement the existing commercial offer in Stafford town centre.



Marling Terrace

Marling Terrace comprises apartment blocks and townhouses with front doors opening out on to streets designed for people to walk and cycle safely. The Doxey Brook weaves the centre of the site, opening out into green open spaces. Landscaping will be designed so that residents are protected from any noise and visual impacts of the surrounding roads.

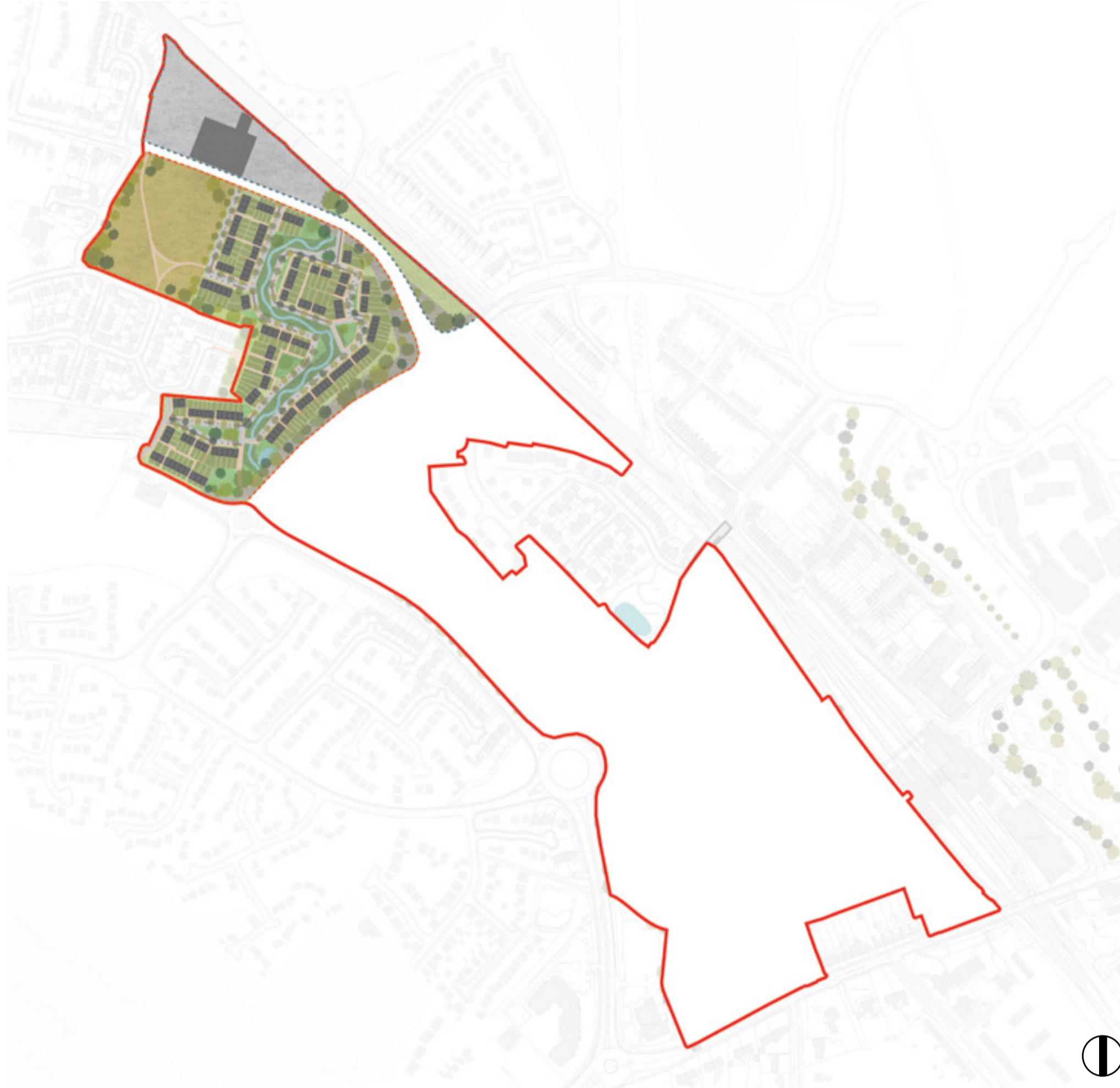


Wicketgate

Wicketgate is envisaged as a more intimate community, focused around the Doxey Brook but also around key green spaces, such as the former cricket pitch, which will be retained as public open space. New shared green squares will also be created. New pedestrian routes will link into the surrounding developments, including Doxey Village.

Doxey Road

Doxey Road could provide a new light industrial / commercial-led development. Doxey Road will become a strong boulevard, directly connecting the residential developments in Wicketgate with Marling Terrace and Station Gateway to the south, and into the wider town centre of Stafford.



Phase 1A

Phase 1a is likely to be the former Saint Gobain site. An application for Levelling Up Funding has been submitted to remediate the site and prepare the land for development.

Phase 1b

Phase 1b is likely to centre around the Station Gateway. It will involve creating development parcels, high quality public realm and infrastructure, and amenity provision to set the benchmark for the remaining development phases.

Phase 2

Phase 2 and later phases of the development will take in the central portion of the site leading up to Unicorn Way, including implementation of a flood risk strategy to unlock and enable these sites to come forward.