

# Station Quarter, Telford



Creating a new and sustainable urban community at the heart of Telford Town Centre

## CLIENT

Gleeds / Telford and Wrekin Council

## LPA

Telford and Wrekin Council

## STATUS

Ongoing

## SERVICES

Design, Planning,  
Strategic Communications

## Our role

- We provided multi-disciplinary services to Telford and Wrekin Council to help them deliver an investment plan for a number of sites across the borough. This visioning, design, commercial testing and investment planning advice was designed to feed in to the council's Towns Fund Bid for submission to the Government.
- Station Quarter, an 8 ha brownfield development opportunity located to the immediate north of the town's shopping core, represented the main focus of their bid. A key gateway site located on the primary route connecting the town centre with Telford Central Train Station, the redevelopment of the site had long been a priority for the council.
- In addition to the production of an illustrative masterplan and vision for the site, we are also the lead consultants in the production of a hybrid planning application, due for submission in late 2021, to help facilitate delivery of this strategically important development over the next five years.

## Results

- The proposed masterplan envisaged the creation of a new urban neighbourhood, including a new education and business hub, hotel, ground floor leisure uses and approximately 450 dwellings providing a new "city living" residential offer not currently available within Telford.
- The creation of a new walkable neighbourhood in close proximity to a range of town centre uses gives priority to pedestrians, setting a new benchmark for the town and encouraging sustainable travel habits.