

# 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

Complete

## Services

Design, Planning, Strategic Communications

## Our role

- Station Quarter is an 8 ha brownfield development opportunity located to the immediate north of Telford's shopping core. It is 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.
- We provided multi-disciplinary services to Telford and Wrekin Council to help them deliver a compelling design vision and supporting investment plan for a number of sites across the borough. This formed the foundation for the council's successful Towns Fund Bid to the Government. Station Quarter represented the main focus of the bid.
- Following the successful funding award, we were appointed as lead design and planning consultants for the Station Quarter development. In this role, we led the preparation of a hybrid application for the site, which was submitted and subsequently approved in 2022, helping to facilitate delivery of this strategically important development over the coming years.

## Results

- We supported the local authority in securing £23.5m of Government funding, providing the catalyst for transformational change in the town centre.
- The proposed masterplan sets out 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.
- Designed as a walkable neighbourhood in close proximity to the town centre, the scheme prioritises pedestrian movement and sustainable connectivity, setting a new benchmark for urban regeneration across Telford and the wider borough.
- Work on site began in 2023, with initial phases – the Cube business hub – opening in 2025.