

Eastgate Quarter, Stafford – ALL ENQUIRIES

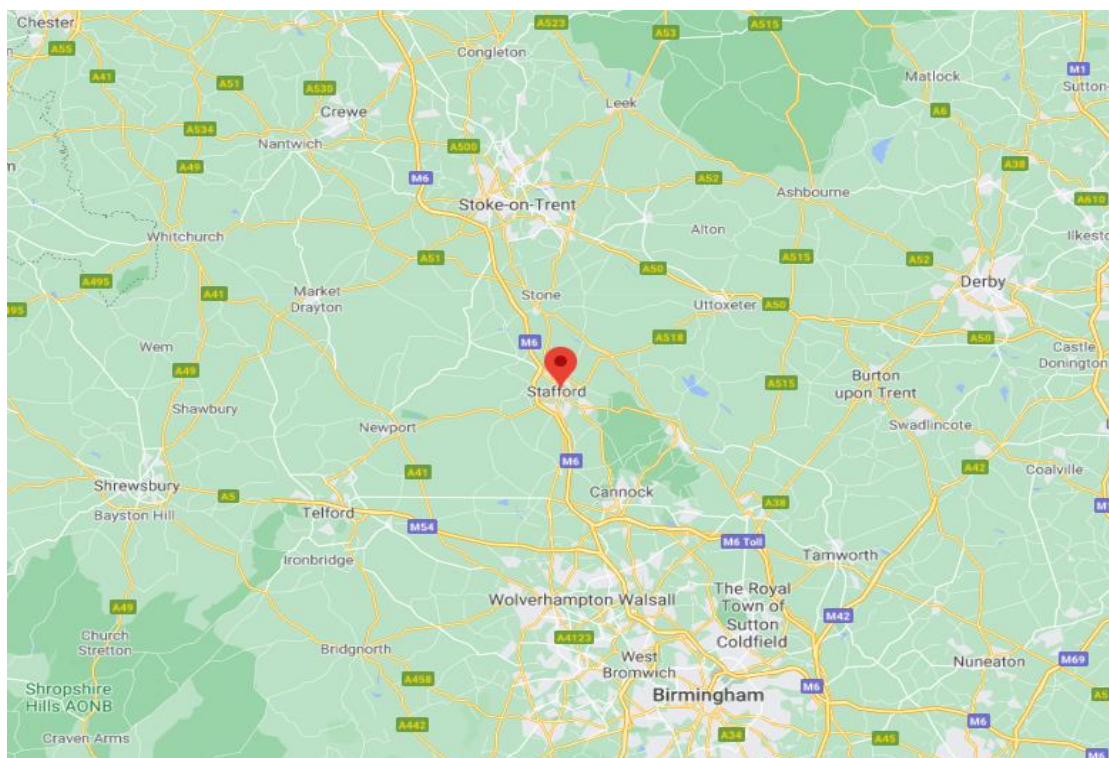
AspinallVerdi on behalf of Staffordshire County Council is exploring interest from potential occupiers, developers, and investors who wish to participate in the regeneration of the Eastgate Quarter, Stafford.

We are inviting expressions of interest to inform the early feasibility development and procurement of this significant town centre development opportunity.

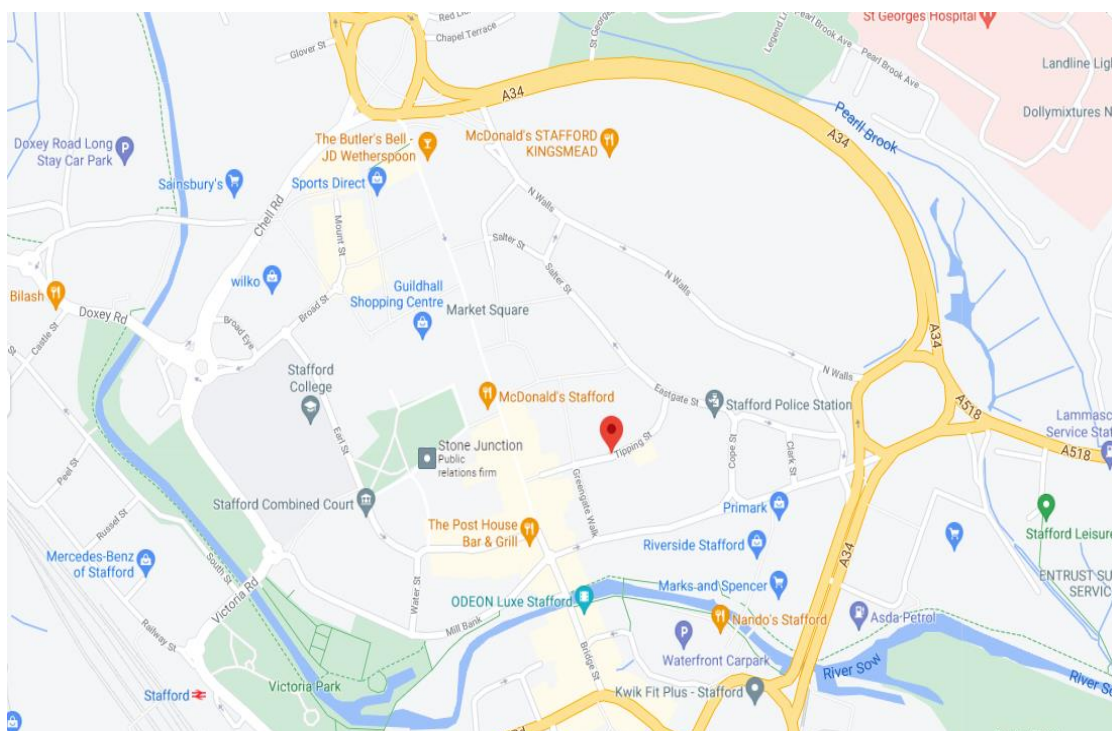


Source: Broadway Malyan

- Occupiers – we are seeking expressions of interest from: office tenants; managed workspace providers; cafes/restaurants/bars; cinema/leisure operators, hotel and serviced residential operators, etc.
- Developers – we are seeking expressions of interest from developers / development managers who could deliver part or all of the scheme, potentially as a joint venture.
- Investors – we are seeking expressions of interest from investors who could fund part or all of the scheme exclusively or in partnership with the public sector.



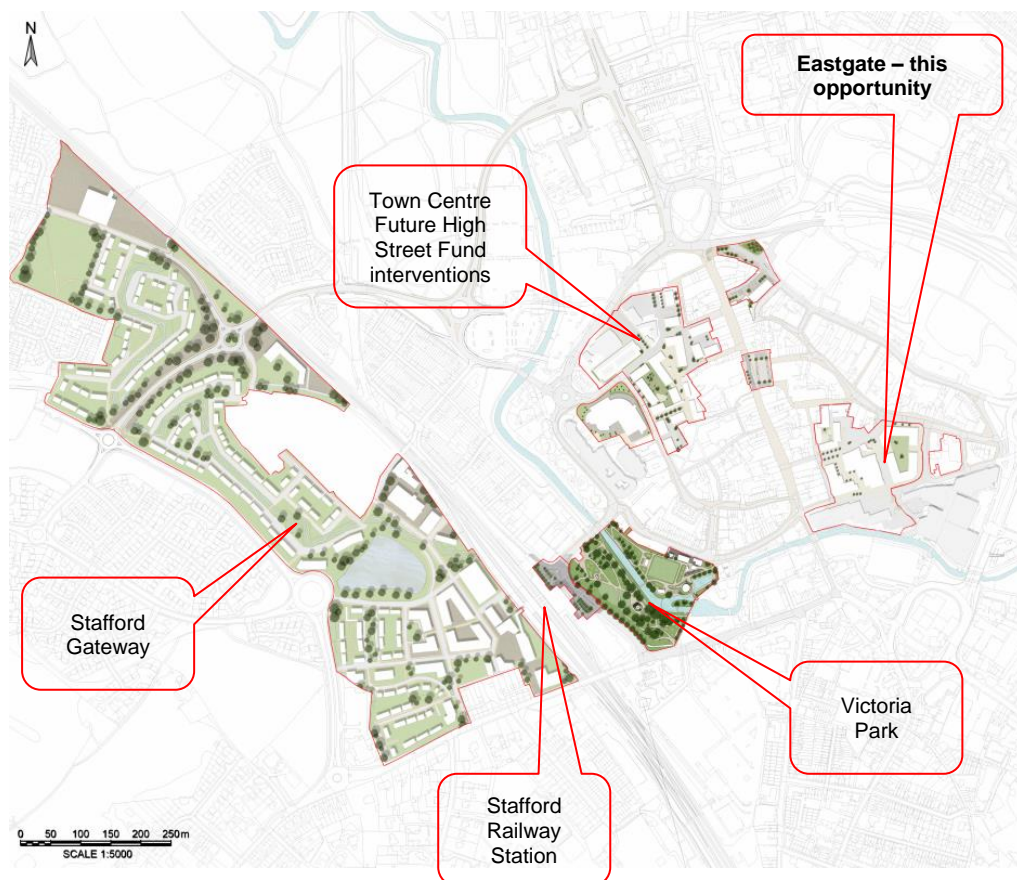
Stafford Location Plan (Google maps)



Eastgate Stafford Situation Plan (Google maps)

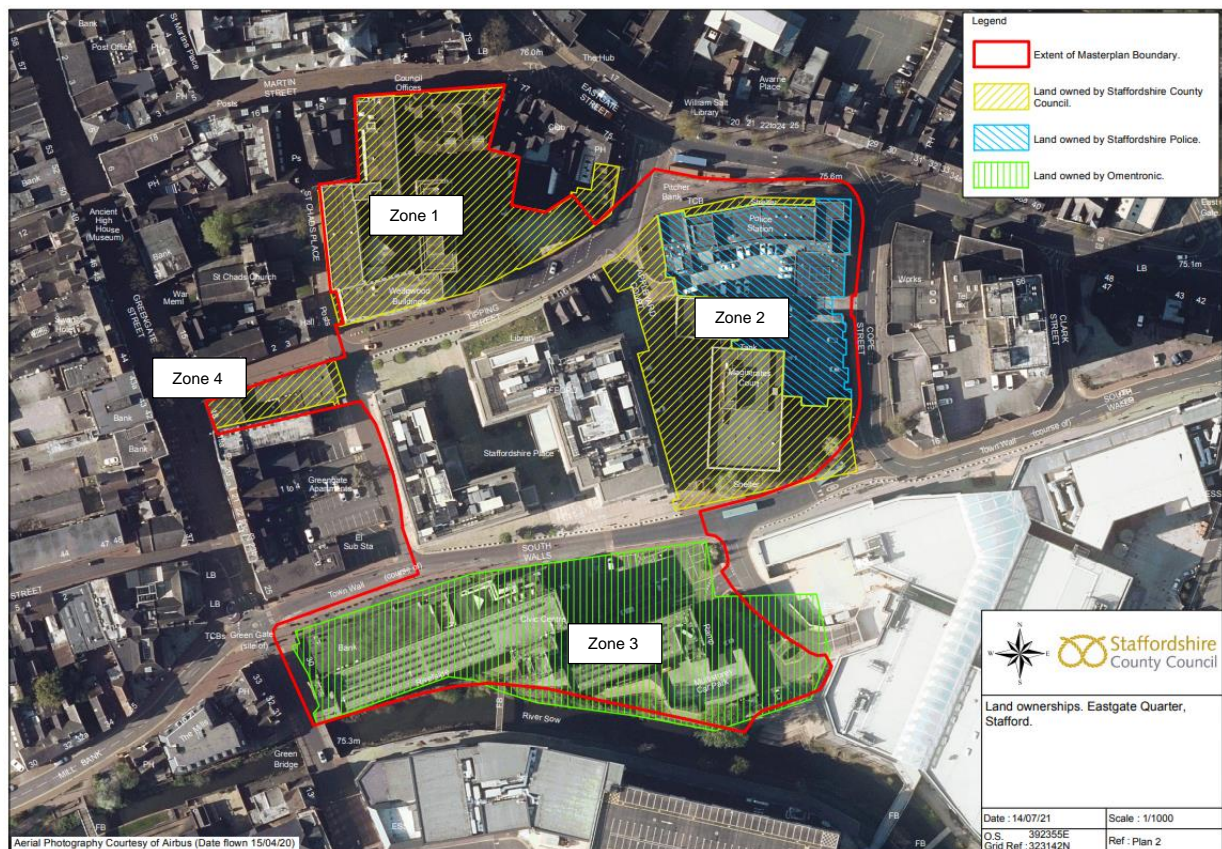
Overview

- 1.1 The Eastgate Quarter is located within Stafford town centre between the traditional retail core and the more recently developed Riverside shopping centre, adjacent to and including modern offices occupied by Staffordshire County Council. The regeneration area is north of the River Sow and in part is situated within a Conservation Area which includes numerous listed period buildings including the adjacent St Chad's Church.
- 1.2 Stafford is a historic market town and the county town of Staffordshire with a population of some 68,000 inhabitants and 122,000 within the wider borough. The town is located approximately 40 km (25 miles) north of Birmingham and 75 km (47 miles) south of Manchester. Stafford is well served by the adjacent M6 motorway with junctions 13 and 14 situated immediately to the south and northwest respectively. Rail services are available from Stafford station, a major node on the West Coast Mainline, on the western side of the town centre. The fastest journey time to Birmingham is some 32 minutes and Manchester 55 minutes. High Speed 2 (HS2) rail services will be available from Stafford in the future, with construction of Phase 2a anticipated to commence in 2024.



Stafford Strategic Masterplan (Stafford Borough Council)

- 1.3 Staffordshire County Council is working with Stafford Borough Council to regenerate an area within the town centre known as the Eastgate Quarter. It is envisaged this will see a combination of repurposing existing buildings and redevelopment across four identified Zones situated within a compact area surrounding the modern County Council office buildings, known as Staffordshire Place 1 and 2 (SP1 and SP2).
- 1.4 The Eastgate Quarter forms one of the key investment opportunities within Stafford, contributing to a larger overall masterplan. This includes the Station Gateway area and High Street with these other areas being focused around the planned HS2 and existing rail connectivity and improvements to the retail core and bus station. These schemes will complement each other with an overall vision for Stafford to be the premier county town in the Midlands.



Eastgate Stafford Landownership Plan and Development Zones (Staffordshire County Council)

- 1.5 The Eastgate opportunity comprises four inter-linked development opportunities:
- Zone 1 - The Wedgwood, Peel and Walton Buildings constructed circa 1960-1970s for office uses and ranging in height from 4 to 7 stories and 14 Market Street previously used as mixed work and laboratory accommodation. These properties are entirely

owned by Staffordshire County Council and there is an opportunity to redevelop/refurbish these buildings.

- Zone 2 - This zone comprises a former probation service building and magistrates court which are owned by Staffordshire County Council and due to be demolished in 2021. The area to the north of this zone is owned by Staffordshire Police and at this stage it is assumed to be retained, however it may be worthy of further discussion.
- Zone 3 - The Civic Centre is a part three/part four storey 1970s building in third party ownership with decked car parking and is predominantly let to Stafford Borough Council together with several leisure operators in ground floor units. The building includes car parking provision within the eastern site area and backs onto the River Sow. Any future development potential requires longer-term engagement with the freeholder.
- Zone 4 - An end of terrace two storey circa 1960-1970s retail unit currently let to Superdrug who are holding-over on their lease. This provides opportunities for lease renewal and/or redevelopment of the plot to enhance the public realm and connectivity to the wider Eastgate area.

1.6 The whole Eastgate site has considerable untapped potential due to:

- its highly accessible location, being well served by both the public transport network and highway infrastructure;
- being situated between the historic retail core and recently developed Riverside shopping centre;
- acting as a key gateway to the proposed nearby Staffordshire History Centre;
- opportunity to improve the public realm and open up the river frontage;
- is of significant scale for a town centre site (totalling 2.9 hectares) providing a critical mass and scale to serve a substantial hinterland.

Commercial in Confidence

1.7 The following images illustrate the current buildings on site.



Wedgwood Building Block A



Wedgwood Building Block B



Police Station
(in separate ownership / to be retained in the
short to medium term)



Probation building and Magistrates Court
(both to be demolished in 2021)



Civic Centre (in separate ownership)



18 Greengate Street

Aims and Objectives

- 1.8 The project involves the repurposing and/or re-development of buildings within the Eastgate Quarter for a range of uses designed to revitalise the economy and improve the key pedestrian linkages within and across the town centre. The wider outcomes for the Eastgate regeneration scheme are to be an integral part of the County Council response to transforming the local economy.
- 1.9 Due to the nature of the proposal being across four zones, it is anticipated that a variety of outcomes will result with the Eastgate Quarter being flexible to the demands and interest of the occupational market together with property developers and investors.
- 1.10 Regeneration proposals are to be ambitious with high aspirations for quality and considered development. It is acknowledged that a phased approach will be necessary across the four zones and is likely to result in both repurposing and redevelopment for mixed uses, potentially commercial and residential in nature – establishing the mix of relevant uses is the primary focus of this soft market testing exercise.
- 1.11 Opportunities within the Eastgate area are envisaged to provide quality homes, employment and leisure uses, active frontages, good quality public realm and improve pedestrian permeability whilst having sustainability credentials and being both viable and deliverable.
- 1.12 The project fits closely with Staffordshire County Council's vision to have big ambitions, great connections and greener living space giving everyone the opportunity to prosper, be healthy and happy. The vision is supported by three priority outcomes which are that the people of Staffordshire will:
- Be able to access more good jobs and feel the benefit of economic growth;
 - Be healthier and more independent; and
 - Feel safer, happier and more supported in and by their community.

Options for Development

- 1.13 A series of design options and areas are currently being considered for each of the four zones within the Eastgate Quarter. These block massing images and designs are purely indicative at this stage and could be tailored to specific occupier requirements, together with developer input (images courtesy of Broadway Malyan, architecture, urbanism and design practice).
- 1.14 We are seeking initial expressions of interest from potential occupiers, developers, and/or investors who might wish to participate in one or all of the four zones. *The following schemes are purely indicative only at this stage and discussions are welcomed to tailor these to fit bespoke property requirements.*
- 1.15 Zone 1 - The Wedgwood Buildings constructed circa 1960-1970s for offices uses and ranging in height from 4 to 7 stories and 14 Market Street previously used as mixed work and laboratory accommodation. Retention of various combinations may be possible (and ideally compatible with a low carbon economy), together with complete redevelopment of the 0.44 hectare / 1.08 acre site for potential residential, hotel, office or managed workspace uses.



Part refurbish/part new build option



Part refurbish/part new build option



Part refurbish/part new build option



Zone 1 - The Wedgwood Buildings

Commercial in Confidence

- 1.16 Zone 2 – This mixed-use zone comprises a 1970s police station and rear yard (in separate ownership), former probation service building and magistrates court with the latter buildings scheduled for demolition. It is understood the partial site clearance will occur in Q4 2021 and the cleared area extending to 0.29 hectare / 0.72 acre used for temporary surface car parking. A phased redevelopment for residential use, potentially including townhouses to compliment the nearby streetscape, or commercial uses is envisaged while Staffordshire Police remain in occupation.



Cleared site area (in part)



Zone 2 – The Courts and Police Station

- 1.17 Zone 3 – The Civic Centre is a part three/part four storey 1970s building in third party ownership with decked car parking and is predominantly let to Stafford Borough Council (5,561 sqm / 59,860 sqft, based on VOA floor areas) together with several leisure operators in ground floor units. The building includes car parking provision within the eastern site area and backs onto the River Sow. This 0.66 hectare / 1.63 acre site is considered to be a longer-term proposition and could be redeveloped or repurposed for alternative uses, either in whole or part, together with opening up the riverfront to compliment the remainder of the Eastgate Quarter.



Existing Civic Centre incorporating leisure units



Zone 3 - The Civic Centre

Zone 4 – A tenanted end of terrace two storey circa 1960-1970s retail unit on a 499 sqm / 5,370 sqft plot. There is potential to renew the lease to the current occupier while improving the facades or alternatively reconfigure the building into a terrace of potential food and beverage or smaller scale retail units using the current non-active return frontage. The unit could be redeveloped in its entirety. Alternatively, the retail unit could be demolished to enhance the streetscape and increase public amenity space, driving footfall through Staffordshire Place and towards the Riverside shopping centre.



Massing plan of existing retail unit



Zone 4 – 18 Greengate Street

- 1.18 Please note that all of the above suggestions are indicative only at this stage and open to further confidential discussions with occupiers, developers and investors.

The Proposal

- 1.19 At this stage we are looking to hear from potential occupiers, developers and investors and invite you to express interest only in this exciting regeneration project. This soft market testing exercise will inform the next stages of development of the project.
- 1.20 **Occupiers / Operators** - Please email / write to AspinallVerdi with the following information –
- i the name and nature of your business / brand
 - ii what is the intended use / requirement?
 - iii the approximate scale of your interest e.g. floorspace requirement (sqm / sqft / # units)
 - iv indicative rental proposition
 - v any other specific requirements
 - vi any time constraints
 - vii your contact details (and representative's details)

1.21 Developers - Please email / write to AspinallVerdi with the following information –

- i the name and nature of your business
- ii whether you are interested as a developer or development management role
- iii track record
- iv indicative profit ratios / fees
- v details of any procurement frameworks / innovative ideas to speed up procurement and continue the momentum
- vi thoughts and ideas as to building retention or clearance within Zone 1
- vii suggestions for potential uses within the Zones 1, 2 and 4
- viii views as to whether 18 Greengate Street (the Superdrug retail unit) should remain, is reconfigured or even cleared in the context of the delivery of the wider Eastgate Quarter regeneration
- ix any other specific requirements / conditions to your involvement
- x your contact details.

1.22 Investors - Please email / write to AspinallVerdi with the following information –

- i the name and size of your fund
- ii investment preference e.g. forward fund; forward sale etc
- iii target return
- iv any other specific requirements / conditions to your involvement
- v any time constraints or timescales
- vi your contact details.

Contact Us

1.23 For all enquiries please contact –

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