

CASE STUDY

Middlesbrough Borough Council

Revitalising Middlesbrough – housing market delivery

Design and production of a suite of publications to support the regeneration strategy for central Middlesbrough.



Brochure cover & spread



continued overleaf



"THIS LEAFLET OUTLINES OUR FIRST URBAN REGENERATION STRATEGY IT SETS OUT THE WORK ALREADY UNDERWAY AND THE CHALLENGES THAT LIE AHEAD"

Middlesbrough
TEES VALLEY

Middlesbrough Urban Regeneration Strategy

MIDDLESBROUGH COUNCIL HAS DRAWN UP ITS FIRST URBAN REGENERATION STRATEGY WHICH SETS OUT THE PRIORITY PROJECTS AND INVESTMENT PROGRAMME TO REGENERATE AND REVITALISE THE TOWN.

We may face challenges but there are also many opportunities in our Middlesbrough at the heart of a city region with a reputation for excellent employment and economic opportunities, high quality leisure, shopping and cultural facilities.

The focus of Middlesbrough is changing with a raft of projects which will rebuild the town's transformation into a thriving, competitive and attractive place to live, work and visit.

WHEN JOHN VAUGHAN AND WENDY BOLCKOW STRODE THROUGH MIDDLESBROUGH IN THE 80S IT MUST HAVE BEEN AN EXHILARATING EXPERIENCE.

The discovery of an eye in the Essex Hills transformed the town from a cluster of hives into the town of The Curve to a world powerhouse with 10,000 residents by 2010.

Construction sites everywhere, homes being built for the rapidly expanding economy, shops, offices and public buildings being set against the backdrop of the town's four Gables and a rich industrial heritage.

We are rightly proud of our heritage and the great roads that take you, as you walk through Middlesbrough, you can begin to get a sense of progress, of a town on the move.

Middlesbrough will soon be home to Britain's newest, modern shopping and dining public square.

The town will offer the best in modern housing and a public realm. The town centre will have an even wider choice of shops and dining, bars and restaurants.

I am confident that the regeneration of this town will not only be a success, it will equally demonstrate that the people of the town will benefit from its progress as well as the industry.

This leaflet outlines our first Urban Regeneration Strategy. It sets out the work already underway and the challenges that lie ahead.

Ray Mallon
Mayor of Middlesbrough

Regeneration projects in and around the town centre

THE PROJECTS SHOWN HERE AIM TO EMPHASISE THE IMPACT ECONOMICALLY, SOCIALLY AND CULTURALLY OF THE TOWN CENTRE AT THE HEART OF A PROSPEROUS TEES VALLEY CITY REGION.

- 1 Sub-regional Shopping Centre** - Middlesbrough is already one of the North East's strongest performing shopping destinations and has developed a niche as a regional centre for top-end retail. The Council will continue to provide the town centre by supporting investment in the first major shopping centre, high quality amenities, public arts and parking provision.
- 2 Cultural Quarter** - one of the main public spaces in the centre of Middlesbrough and a superb opportunity to create a vibrant and exciting heart for the town. It is the perfect platform to create a new cultural quarter with innovative architecture to complement the Middlesbrough Institute of Modern Art project. Planned use includes office accommodation, residential and a hotel.
- 3 Cultural Quarter** - over the next few years, Middlesbrough has the opportunity to establish itself as one of the most significant cultural centres. The Town Hall, Empire Theatre and more will create a vibrant cultural quarter comparable with many other. The vibrant proximity of these facilities will create a focus for cultural activity, with the potential to attract complementary investments for the evening economy.
- 4 University of Teesside** - the University has started the collaborative development on its main town centre campus and is now undertaking two major developments - the Institute of Digital Innovation and the Centre for Creative Technologies. These are part of Digital City an ambitious economic development initiative to create a cluster of digital media and digital technology businesses in the area.
- 5 Courtyard** - a targeted programme of housing redevelopment and refurbishment is planned in the area to the north of Parliament Road and east of Lambton Road. The Council is consulting residents on these proposals. The new development will comprise a mix of housing, mainly family homes, and including affordable provision.
- 6 Claretton Park** - Claretton Park is currently a mixed use employment and non-food retail centre with a number of vacant sites. The quality of the surrounding area is very good. The town centre will expand into Claretton Park to form a retail destination and major gateway into Middlesbrough.

Mailer cover & spread