

# GARDEN SQUARE

## LETCHWORTH

PUBLIC CONSULTATION EVENT



*Image for illustrative purposes only*

Proposals for the development of the strategic masterplan for Garden Square, Letchworth. The proposals will provide a mixed-use development including retail and residential uses, and much-improved public realm and landscaping across the site.

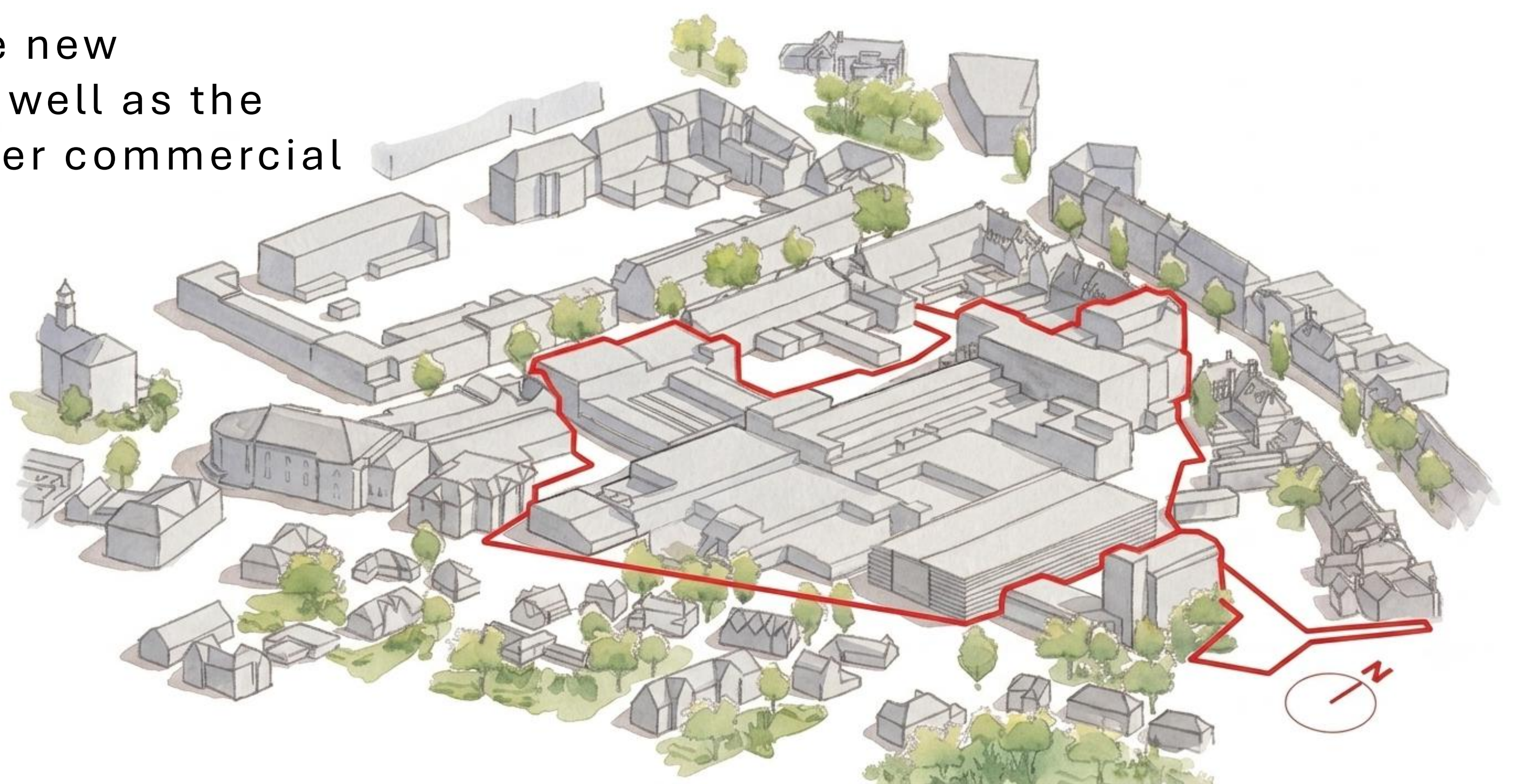
# HELLO & WELCOME!

## PURPOSE OF CONSULTATION AND NEXT STEPS

Thank you for coming along and sharing your feedback, we are currently undertaking a Community Consultation in respect of our proposals for development of Garden Square. We value your input to help us shape this strategic site.

Following the public consultation on the Strategic Masterplan for the wider site in December 2025, we are currently undertaking a further public consultation event to provide an advanced proposal following feedback which has progressed based on your views and ideas.

The proposals will include new apartments on the site as well as the provision of retail and other commercial uses, in addition to the creation of new residential amenity and open spaces including improved public realm and landscaped routes through the site.



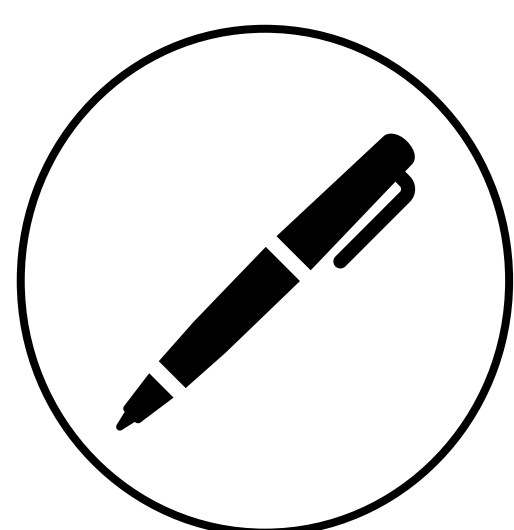
## HOW TO PROVIDE FEEDBACK AND FIND OUT MORE

Please provide your feedback either by completing one of the questionnaires or online using the details below.



### Website

There is a dedicated and bespoke website; **[www.gardensquareconsultation.com](http://www.gardensquareconsultation.com)** where you can browse our plans and view information documents relating to our proposals. An online feedback form can also be completed on the website.



### Write to Us

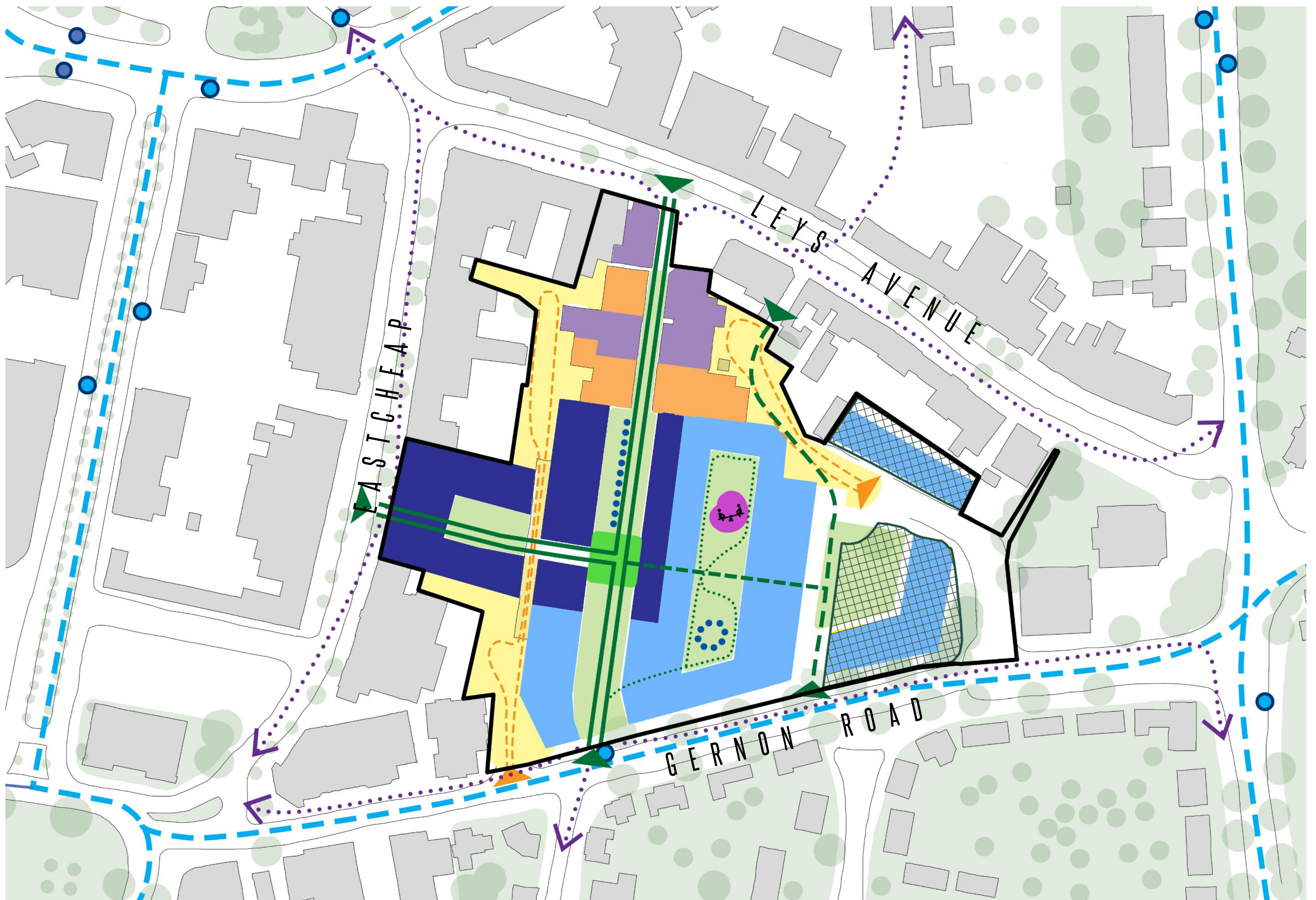
Our project team is available to answers any queries you may have or to further discuss the proposals.

Write to us at: Consultation team, Garden Square Shopping Centre, Management Suite, Eastcheap House, Central Approach, Letchworth, Herts, SG6 3DL.

The feedback period will be open from Friday 3<sup>rd</sup> July 2026 until Thursday 30<sup>th</sup> July 2026.

# STRATEGIC MASTERPLAN

Following our consultation event in December 2025, we collated the feedback received and used it to develop a strategic masterplan for the wider site. The proposed masterplan intends to build upon the site's unique location and close-proximity to public transport connections and amenities to bring renewed vitality and vibrancy to Letchworth.



## ILLUSTRATIVE MASTERPLAN (SUBJECT TO APPROVAL)

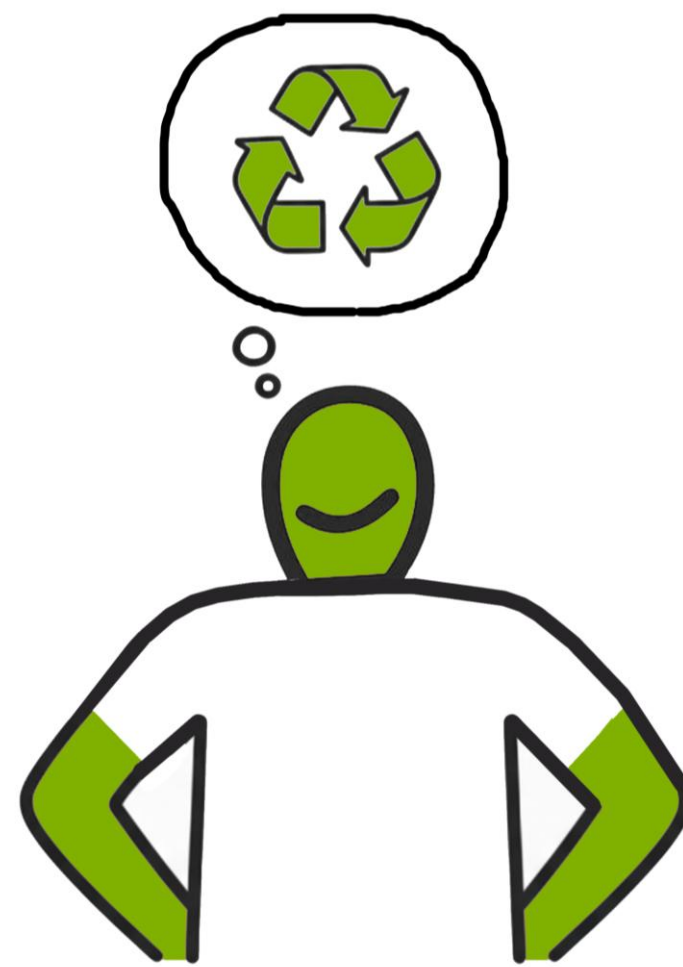
|                     |                                           |                                                |                                             |
|---------------------|-------------------------------------------|------------------------------------------------|---------------------------------------------|
| Masterplan Boundary | Central Public Square                     | Area Outside Applicant Control                 | Existing Bus Route / Stop                   |
| Existing Buildings  | Upgrades to Service Yards                 | Key Offsite Pedestrian and Cycling Connections | Vehicular Servicing Route                   |
| Residential         | Existing Commercial (Potential Mixed Use) | Proposed Primary Pedestrian Route              | Vehicular Service Entrance                  |
| Mixed Use           | Existing Mixed Use                        | Proposed Secondary Pedestrian Route            | Pedestrian Entrance                         |
| Green Space         | Play Area                                 |                                                | Sustainable Drainage Systems (SuDS) Feature |



# SITE LOCATION & PRINCIPLES



**Vibrancy**



**Sustainability**



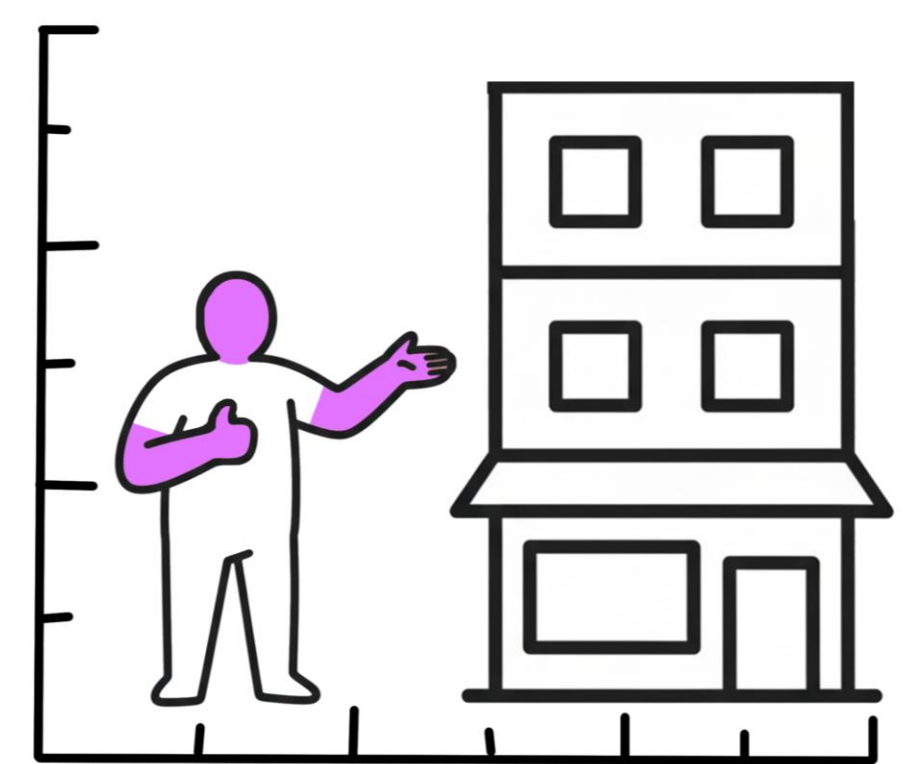
**Public Realm & Amenity**



**Garden City Principles**



**Accessibility & Connection**



**Appropriate Density**

The proposals presented today inspired by the Garden City Principles focus on the centre of this development. This proposal delivers key connections and routes through the site along with a range of retail, commercial and residential uses.



**SITE LOCATION (OUTLINED IN RED)**

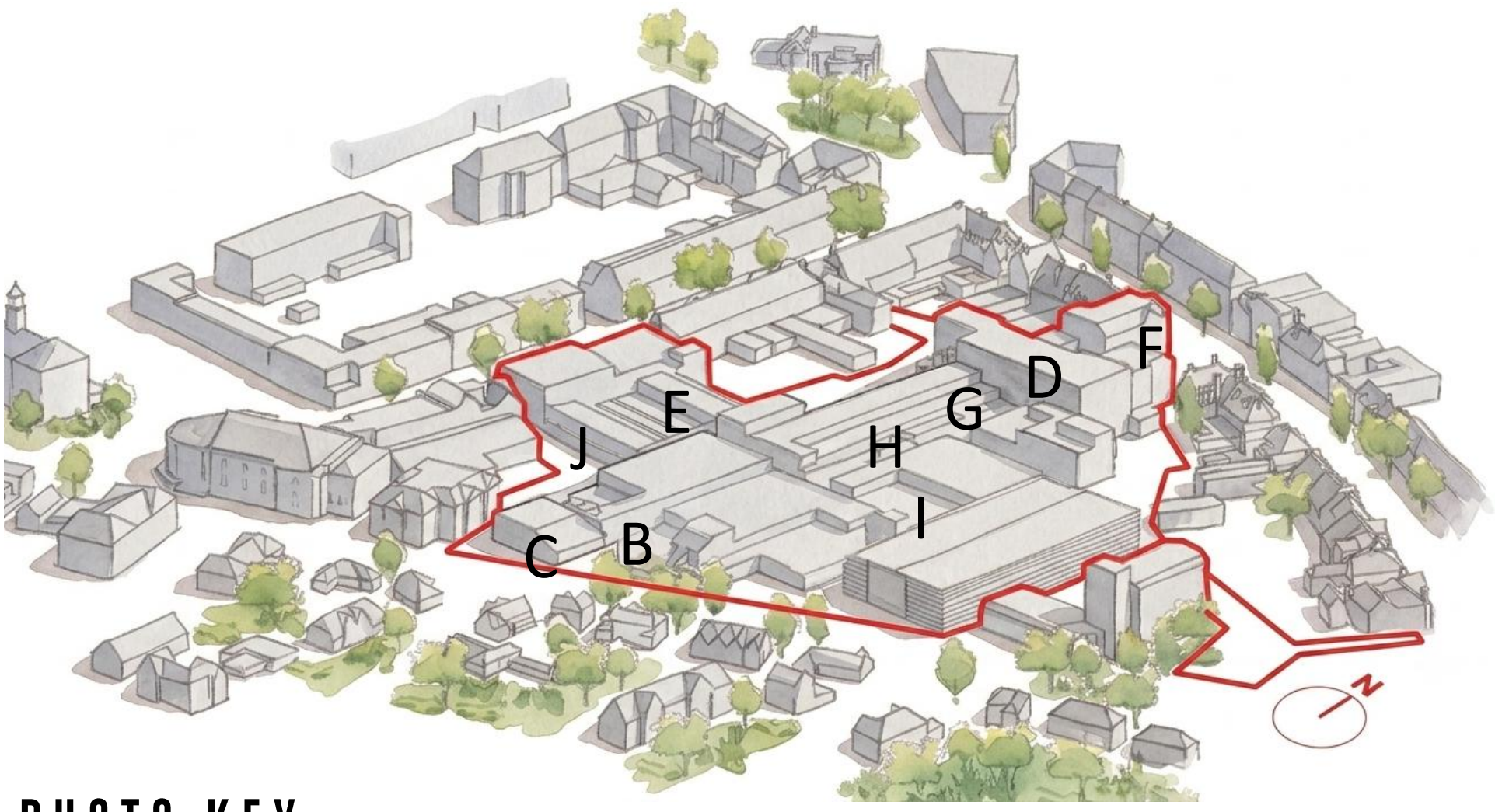


PHOTO KEY

# SITE PHOTOS



EXISTING PHOTOS OF THE SITE

# DESIGN STRATEGY



ACCESS ROUTES & RETAIL SERVICING



CHARACTER & AMENITY



PEDESTRIAN & CYCLING



BLOCK LAYOUT



ARTIST'S IMPRESSION OF THE GREEN SPINE

*Image for illustrative purposes only*

# PROPOSED SITE LAYOUT



PROPOSED GROUND FLOOR SITE PLAN (Indicative Layout)



PROPOSED TYPICAL UPPER FLOOR PLAN (Indicative Layout)

# SITE VISION



*Image for illustrative purposes only*

PROPOSED AERIAL VIEW FROM GERNON ROAD



VIEW ALONG GREEN SPINE (TOWARDS CAR PARK)

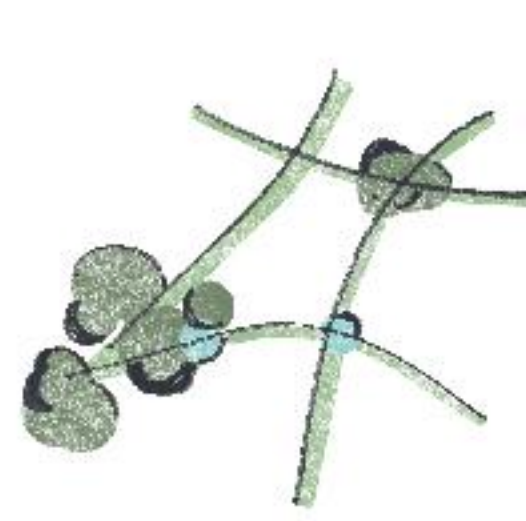


VIEW ALONG GREEN SPINE (TOWARDS EASTCHEAP)

# LANDSCAPING VISION

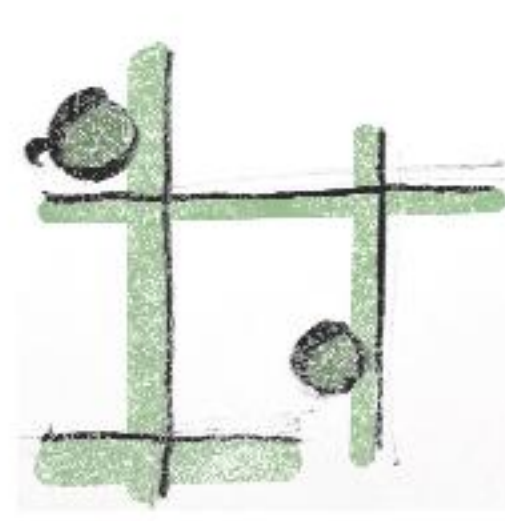
Design Narrative:

## Marrying Town and Country



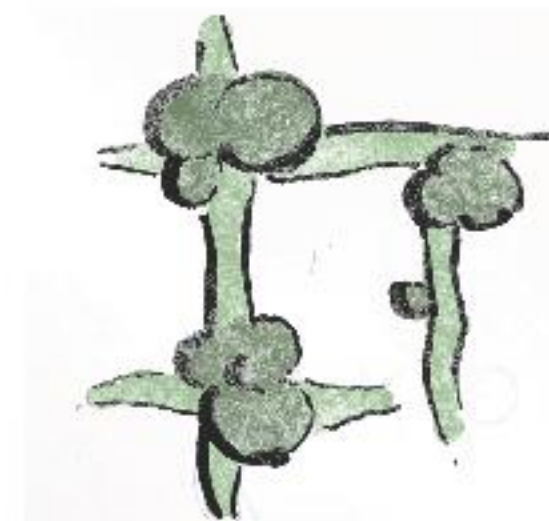
### 1. Taking the East Anglian Chalk landscape

- Regular hedgerow pattern
- Rolling hills
- Open vistas
- Tree copse



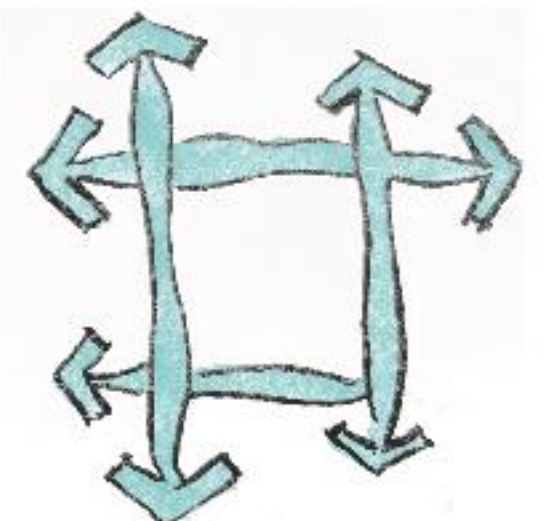
### 2. Formalising to Letchworth's urban grain

- Axial layout
- Tree lined streets
- Legible centre



### 3. Enhancing for biodiversity

- Extending ecotones
- Connecting corridors
- Habitat boxes
- Expansive canopies
- Nature based SuDS



### 4. Establishing Greenways for people

- Active travel modes
- Natural play
- Growing gardens
- Bumping spaces



East Anglian Chalk Local Landscape Character Area



## Emerging Sketch Landscape Plan

Proposals hold true to Ebenezer Howard's original garden city vision whilst addressing 21st century challenges of biodiversity loss and a fluctuating climate. The proposed development will invite in the pleasantries of the countryside into the heart of Letchworth Town Centre to the benefit of both people and nature and foster a 'Joyous union of Town and Country'

The proposed development is rationalised into the following Landscape Character Areas:

1. Letchworth Lane (Retail)
2. Garden Square
3. Letchworth Lane (Predominantly Residential)
4. Eastcheap Link
5. Courtyard Gardens
6. Gateway
7. Shared Surfaces



# BENEFITTING THE COMMUNITY



## **Revitalising the Town Centre**

Bringing new life into Garden Square and creating a vibrant, attractive destination at the heart of Letchworth. This will create a welcoming pedestrian thoroughfare that encourages movement, connection and social activity.



## **Celebrating Letchworth's Heritage**

A design inspired by the Garden City principles; balancing nature, architecture, and community, to create a development that complements the town's unique character.



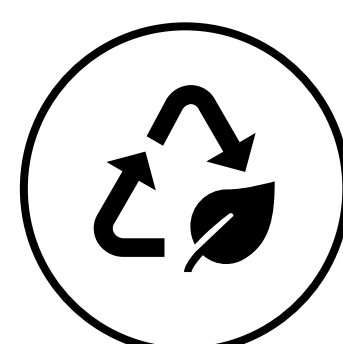
## **High-Quality New Homes**

Providing well-designed, modern homes in a central, sustainable location, helping meet local housing demand and bringing more people into the town centre.



## **Improved Retail and Commercial Offer**

Introducing new retail and commercial spaces that better reflect current shopping and leisure trends that will support local businesses.



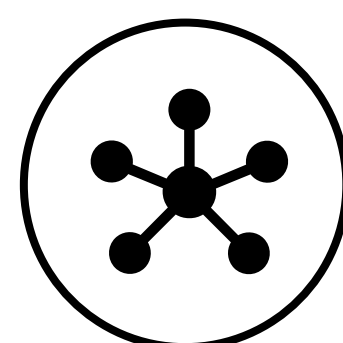
## **A More Sustainable Future**

Incorporating energy-efficient design, green spaces, and modern building standards to create a development that's environmentally responsible.



## **Economic Growth and Local Jobs**

Supporting the local economy through construction and long-term employment opportunities within the new shops, cafés, and businesses.



## **Better Connectivity**

Opening the site to improve pedestrian routes through the town centre, making it easier and more pleasant to move around.



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