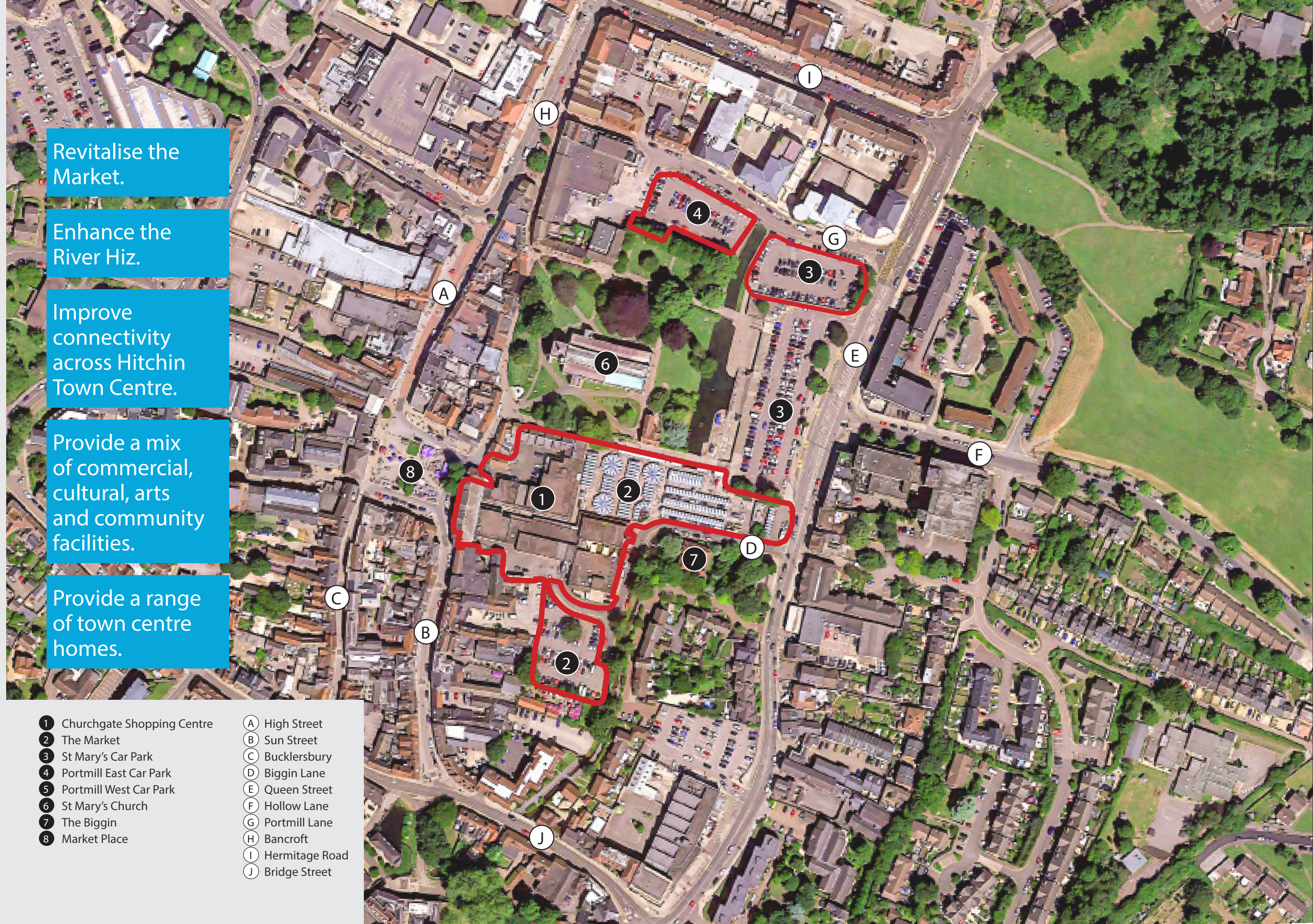


# The Site

This is a Council-owned site of over 4 acres in the heart of Hitchin town centre. Its is bounded by Portmill Lane, Queen Street and Biggin Lane. The site sits adjacent to the historic Market Place and the surrounding Grade I listed St. Mary's Church. The River Hiz runs through and beneath the site.

The site includes:

- The 1970's Churchgate Shopping Centre (5,481 sqm)
- The 800 year old open-air charter market
- 3 surface car parks
- Service yards, accessed via Biggin Lane and Market Place.
- The site offers strong opportunity the eastern edge of the town centre with significant potential to:
  - Create a more welcoming gateway to Market Place and the Church.
  - Revitalise the market as a key destination for the town.
  - Enhance the River Hiz and create new riverside walkways.
  - Improve pedestrian connections across the town centre.
  - Deliver a mixed-use scheme: commercial, market space and town centre homes, including affordable housing.
- Regeneration supported by Local Plan policy.



Revitalise the Market.

Enhance the River Hiz.

Improve connectivity across Hitchin Town Centre.

Provide a mix of commercial, cultural, arts and community facilities.

Provide a range of town centre homes.

- |                              |                  |
|------------------------------|------------------|
| 1 Churchgate Shopping Centre | A High Street    |
| 2 The Market                 | B Sun Street     |
| 3 St Mary's Car Park         | C Bucklersbury   |
| 4 Portmill East Car Park     | D Biggin Lane    |
| 5 Portmill West Car Park     | E Queen Street   |
| 6 St Mary's Church           | F Hollow Lane    |
| 7 The Biggin                 | G Portmill Lane  |
| 8 Market Place               | H Bancroft       |
|                              | I Hermitage Road |
|                              | J Bridge Street  |



# Churchgate Regeneration Zone

## Hitchin Town Centre



Hitchin is an attractive historic market town with a strong and vibrant offer. It is one of the main shopping and commercial centres in North Hertfordshire, characterised by an eclectic mix of national, regional and independent shops, cafés, restaurants and bars, and a popular market.

£4.05bn GVA in 2021. 10% of Hertfordshire's total GVA.

A 19% increase in GVA since 2016, higher than the national average of 2%.



64,000 jobs in 2021. A 16% increase between 2000 and 2021.



The population growth rate was higher than the national average from 2000 to 2021.

All data is for North Herts as a whole and from the 'North Hertfordshire Economic Profile', December 2023

The future vision for the Churchgate Regeneration Zone (CRZ) will comprise a blend of options that create a resilient, vibrant, and sustainable Hitchin town centre, underpinned by the five themes below.

These have been informed by a baseline review and technical work by Lambert Smith Hampton, KMC Transport Planning, Markides Associates, Market Curators as well as the public consultation in late 2024:

### 01 Heritage-Led Regeneration

Preserving Hitchin's rich history whilst introducing complementary development.

### 02 Mixed-Use Intensification

Maximising land use efficiency by integrating residential, retail and leisure in to a cohesive development.

Key retailers in Hitchin Town Centre include:

**Waitrose** **FATFACE**  
**M&S** **WHITE STUFF**  
**- FOOD -** **next**  
**MINT VELVET**  
**OLIVER BONAS**  
**CREW CLOTHING COMPANY**

### 03 Market & Riverfront Revitalisation

transform Hitchin Market and the River Hiz corridor into a dynamic, community-centred hub.

### 04 Sustainable & Smart Growth Strategy

Integrating green infrastructure, low-carbon technologies and smart mobility solutions.

### 05 Strategic Development of Underutilised Sites

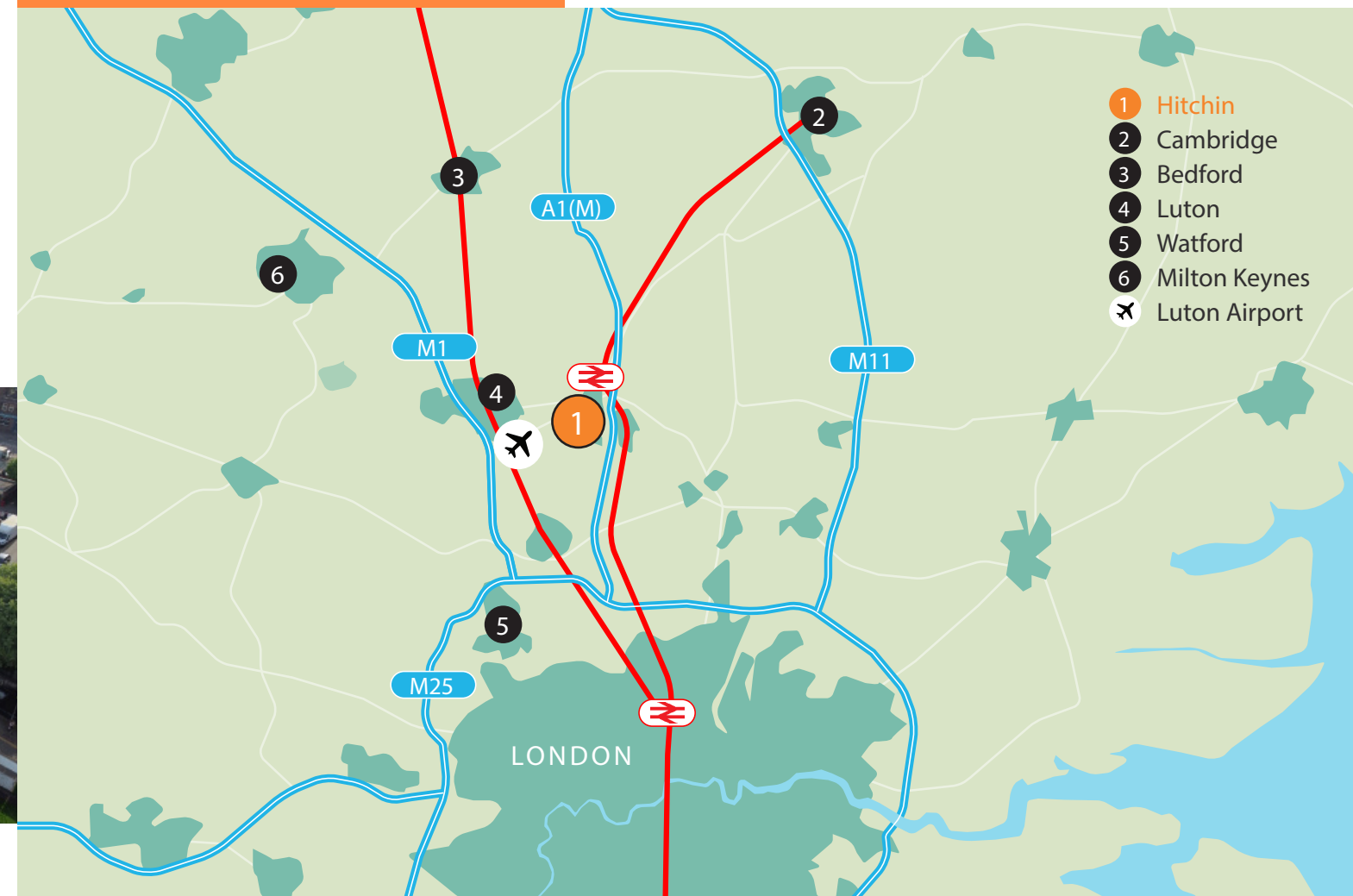
Unlock new development in potential key areas such as the car parks while balancing density and character.



# Hitchin Town Centre

**Location.** The town benefits from strong road and rail transport links, being only a few miles from junction 8 of the A1 motorway and the A6. There is a frequent rail service from Hitchin Station to London Kings Cross, and an easy drive to Luton Airport.

<b>32-46 minutes by train</b> To London Kings Cross St Pancras	<b>55 trains per day</b> To London Kings Cross St Pancras
<b>32 minutes by train</b> To Cambridge (64 services / day)	<b>Every 20 minutes</b> Direct train to Gatwick Airport
<b>17 minutes by car</b> To Luton Airport	<b>45 minutes by car</b> To Milton Keynes and Cambridge



## Next Steps

The Council is on an early part of its regeneration journey for the Churchgate Regeneration Zone (CRZ). The Council's overarching aim through the revitalisation of the CRZ is to raise the attraction and profile of Hitchin as a place to live, work, shop and visit for a wide range of uses and activities.

As we move forward, we are seeking to further explore opportunities with potential development partners who will share our passion and drive to transform Hitchin into a thriving town that everyone can be proud of.

Contact us in shaping the next chapter of Hitchin's story!

Key Contacts:

Steve Crowley  
 Service Director – Enterprise  
 North Hertfordshire Council  
 e. Steve.Crowley@north-herts.gov.uk  
 t. 01462 474211

Chloe Gray  
 Enterprise Manager  
 North Hertfordshire Council  
 e. Chloe.Gray@north-herts.gov.uk  
 t. 01462 474233

Rumi Bose  
 Churchgate Project Manager  
 North Hertfordshire  
 e. Rumi.Bose@north-herts.gov.uk  
 t. 07989 551363

Pre Market Engagement Website



UKREiiF Breakfast Presentation

