

**TORFAEN  
COUNTY  
BOROUGH**



**BWRDEISTREF  
SIROL  
TORFAEN**

# TORFAEN COUNTY BOROUGH COUNCIL

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## PONTYPOOL PLACEMAKING PLAN

October 2022

 **theurbanists**



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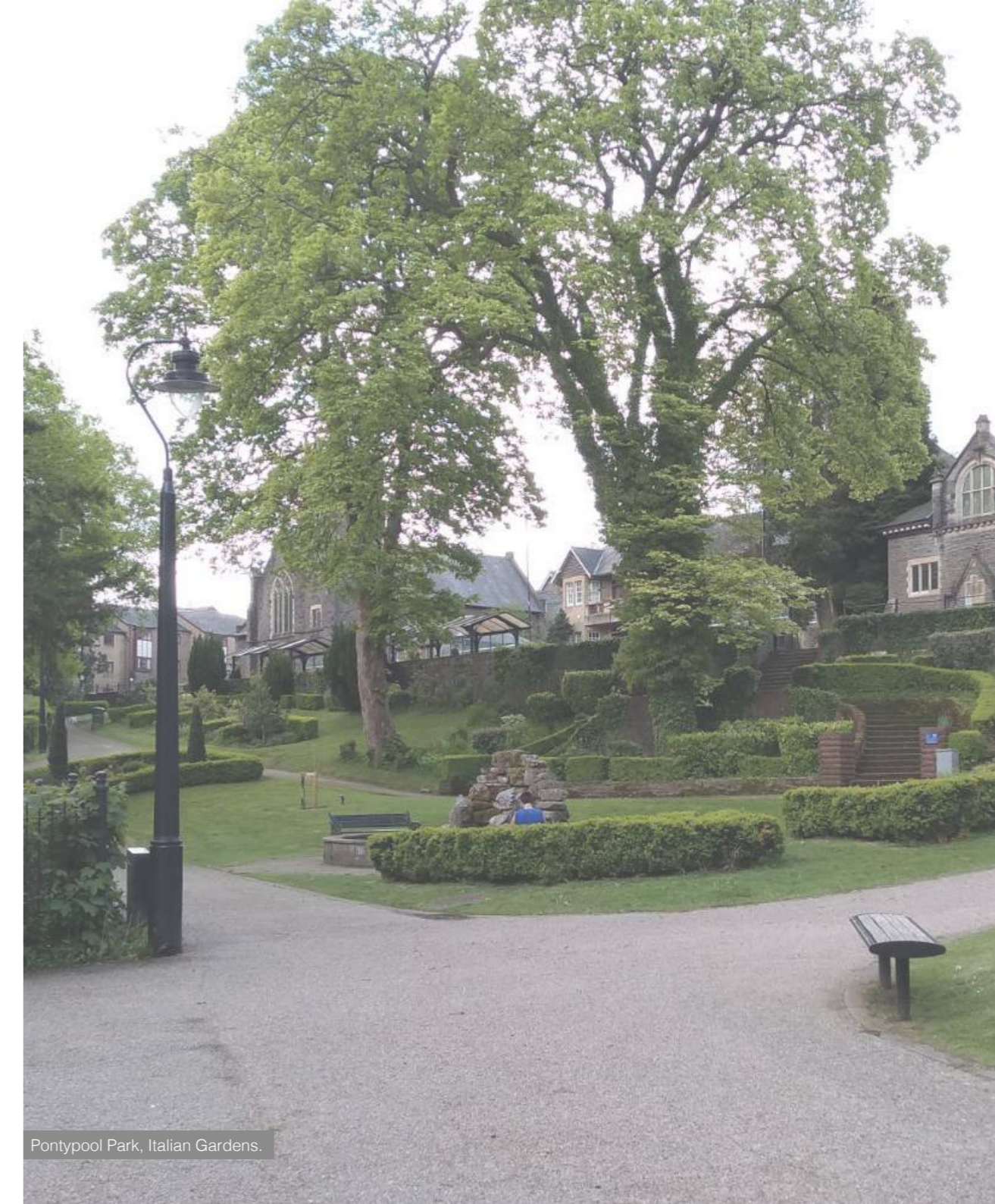
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# CONTENTS

<b>EXECUTIVE SUMMARY</b>	<b>04</b>
<b>INTRODUCTION</b>	<b>08</b>
<b>PLACE ANALYSIS</b>	<b>16</b>
<b>VISION AND OBJECTIVES</b>	<b>30</b>
<b>PLACEMAKING STRATEGY</b>	<b>32</b>
<b>KEY PROJECTS</b>	<b>46</b>
<b>DELIVERING THE PLAN</b>	<b>74</b>
<b>THE PLACEMAKING WALES CHARTER</b>	<b>84</b>
<b>CONCLUSION</b>	<b>85</b>
<b>GLOSSARY</b>	<b>86</b>



Pontypool Park, Italian Gardens.



Pwrpas y Cynllun Creu Lleoedd hwn yw darparu Cyngor Bwrdeistref Sirol Torfaen gyda fframwaith buddsoddi integredig sy'n llywio ailddatblygiad Canol Tref Pont-y-pŵl gan ei gwneud yn fwy llwyddiannus, cydnerth ac yn gallu diwallu anghenion presennol y gymuned a busnesau a'u hanghenion at y dyfodol.

Mae'r Cynllun Creu Lleoedd yn ddogfen strategol sy'n pennu dyheadau buddsoddi ar gyfer y 10 mlynedd nesaf o 2022-2032. Mae'n adnabod set glir o feysydd ymyrraeth a phrosiectau y gellir eu datblygu yn y tymor byr, canol a hir mewn partneriaeth gyda'r sector cyhoeddus, y sector preifat a'r trydydd sector er mwyn gwneud Canol Tref Pont-y-pŵl yn lle deniadol i fyw, gweithio a buddsoddi ynddi.

Mae'r Cynllun Datblygu Lleol presennol a'r gwaith hyd yma ar y Cynllun Datblygu Lleol Newydd wedi bwydo gwybodaeth i'r Cynllun Creu Lleoedd, ond mae'r Cynllun Creu Lleoedd hwn i ddibenion buddsoddi yn unig ac nid oes ganddo statws o ran cynllunio defnydd tir, hierarchaeth cynllun gan nad yw wedi ei ddatblygu i'r diben hwn.

Mae gan Bont-y-pŵl hanes nodedig fel un o'r trefi diwydiannol cynharaf yng Nghymru, gyda'i hadeiladau dinesig niferus, sy'n dangos ffyniant y

dref yn ei hanterth diwydiannol. Serch hynny, mae Canol Tref Pont-y-pŵl, fel cymaint o ganol trefi ledled y DU, yn wynebu cyfres o heriau economaidd i'w hyfywedd. Mae Canol Tref Pont-y-pŵl mewn sefyllfa dda i ymateb i'r heriau hyn ac mae'r prosiectau yn y Cynllun Creu Lleoedd hwn yn dangos graddfa'r cyfle sy'n bodoli yn y dref. I wireddu'r cyfle hwn, mae angen cynllun creu lle cryf er mwyn darparu dull cynhwysfawr a chyd-gysylltiedig o ddelio gydag adfywio, gydag ymdrech gyd-gysylltiedig rhwng y sectorau cyhoeddus, preifat a'r trydydd sector er mwyn cyflawni'r newid trawsnewidiol a gynigir.

Mae ymgysylltiad gyda rhanddeiliaid wedi bwydo gwybodaeth i'r Cynllun Creu Lleoedd hwn, ac mae wedi cael ei siapio ymhellach gan ymgynghoriad helaethach gyda'r cyhoedd ar y Cynllun Creu Lleoedd drafft ym mis Mehefin 2022. Yn ychwanegol at ymgysylltu â rhanddeiliaid, mae'r cynllun hwn yn defnyddio dylunio trefol a dadansoddiad o greu lleoedd, a ymglymerir er mwyn helpu i adnabod dyheadau, materion allweddol a chyfleoedd sy'n bodoli o fewn ffiniau creu lleoedd ar gyfer Pont-y-pŵl.

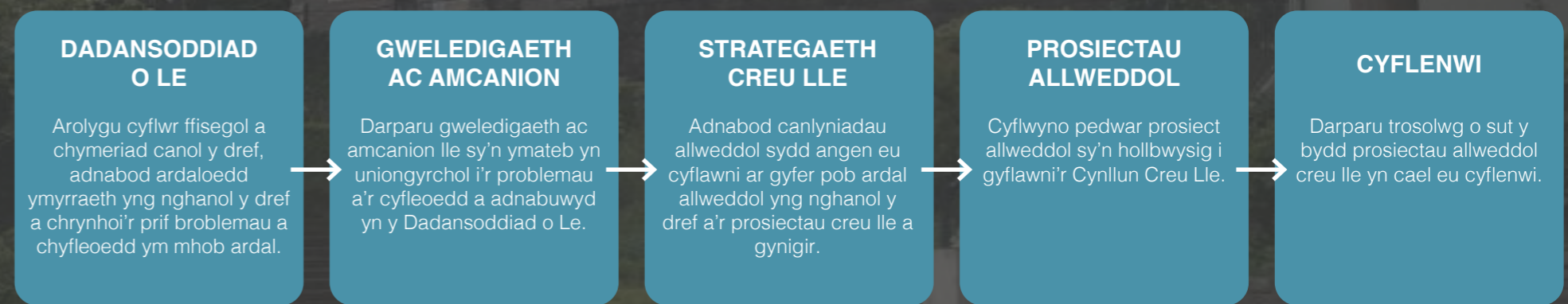
Mae'r Cynllun Creu Lleoedd yn adnabod dull amlweddol tuag at adfywio, gan adnabod pedwar

maes ymyrryd allweddol yng nghanol y dref, ynghyd ag ymyraethau sy'n cynnwys y cyfan o ganol y dref ac a fyddai'n fuddiol i'r ardal gyfan yng nghanol y dref. O fewn pob ardal ymyrryd, mae nifer o brosiectau/cyfleoedd buddsoddi wedi eu hadnabod, yn amrywio o weithgareddau cyn datblygu megis astudiaethau dichonolrwydd, trwodd i brosiectau 'parod i fynd' y gellir eu gwireddu yn y tymor byrrach.

Mae angen i'r Cynllun Creu Lleoedd fod yn weledigaethol o ran ei ddull ac adnabod cyfleoedd sy'n galluogi i ganol y dref addasu i anghenion a gofynion newidiol, gan ddod yn fwy cydnerth dros amser. Mae'r Cynllun Creu Lleoedd yn cydnabod os ydym yn gwneud mwy o'r un peth, byddwn yn cael mwy o'r un peth, ac felly mae angen adnabod cyfleoedd buddsoddi ac atebion a phrosiectau ymarferol sy'n cynyddu apêl a dengarwch canol y dref i'r gymuned yn ehangach ac i fusnesau.

## Dull a Strwythur Creu Lle

Mae'r Cynllun Creu Lle yn ymateb i gymeriad unigryw canol tref Pont-y-pŵl. Mae'r amcanion a'r prosiectau yn y Cynllun yn ymateb yn uniongyrchol i'r problemau a'r cyfleoedd, sydd wedi eu hadnabod ar ôl dadansoddiad o le mewn perthynas â'r dref. Mae trosolwg i'r Strwythur Cynllun Creu Lle i'w weld isod.



Mae'r ddogfen hon yn cyfeirio at derminoleg dechnegol nad yw efallai yn gyfarwydd, felly er hwylustod, darperir Geirfa ar dudalen 86.



The purpose of this Placemaking Plan is to provide Torfaen County Borough Council with an integrated investment framework that guides the redevelopment of Pontypool Town Centre making it more successful, resilient and able to meet the current and future needs of the community and businesses.

The Placemaking Plan is a strategy document that sets out investment aspirations over the next 10 years from 2022-2032. It identifies a clear set of intervention areas and projects that can be progressed over the short, medium and long term in partnership with the public, private and third sector in order to make Pontypool Town Centre an attractive place to live, work and invest.

The Placemaking Plan has been informed by the existing Local Development Plan and work to date on the Replacement Local Development Plan, however this Placemaking Plan is for investment purposes only and has no status in the land-use planning, plan hierarchy as it has not been developed for this purpose.

Pontypool has a notable history as one of the earliest industrial towns in Wales, with its many Civic buildings, illustrative of the prosperity of the town

in its industrial heyday. However, Pontypool Town Centre, like many town centres throughout the UK is facing a series of economic challenges to its economic viability. Pontypool Town Centre is well-placed to react to these challenges and projects contained within this Placemaking Plan illustrate the scale of opportunity that exists within the town.

To realise this opportunity a strong placemaking plan is necessary to provide a comprehensive and coordinated approach to regeneration, with a coordinated effort between the public, private and third sector in order to realise the transformative change proposed.

This Placemaking Plan is informed by stakeholder engagement and has been further shaped by wider public consultation on the draft Placemaking Plan in June 2022. In addition to stakeholder engagement, this plan is informed by an urban design and placemaking analysis, undertaken to help identify ambitions, key issues and opportunities that exist within the placemaking boundary for Pontypool.

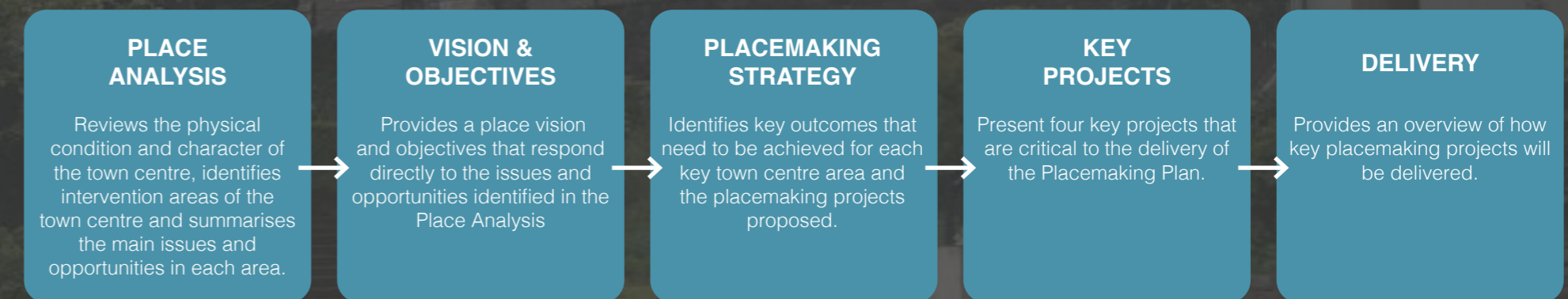
The Placemaking Plan identifies a multifaceted approach to regeneration, identifying four key intervention areas within the town centre as well as interventions that are town centre wide and

would benefit the whole town centre. Within each intervention area there are a number of projects / investment opportunities identified ranging from pre-development activities such as feasibility studies, through to 'oven ready' projects that are capable of being realised within the shorter term.

The Placemaking Plan needs to be visionary in its approach and identify opportunities that enable the town centre to adapt to changing needs and requirements, becoming more resilient over time. The Placemaking Plan recognises that if we do more of the same, we will get more of the same, therefore it needs to identify investment opportunities and practical solutions and projects that increase the appeal and attractiveness of the town centre to its wider community and businesses.

## Placemaking Approach & Structure

The Placemaking Plan responds to the unique character of Pontypool town centre. The objectives and projects presented in the Plan respond directly to its issues and opportunities, which have been identified following a place analysis of the town. An overview of the Placemaking Plan Structure is below.



This document refers to technical terminology that might not be familiar, therefore for ease of reference a Glossary is provided on page 86.



# 01 INTRODUCTION

Pontypool is a town steeped in rich history and serves as a key district centre, providing an important link not only between north and south Torfaen but also as an important cross valley link to the communities within Caerphilly and Monmouthshire along the A472 / A4042 Corridor. Pontypool is therefore an important town both within Torfaen and the wider Cardiff Capital Region. This Placemaking Plan sets out an ambitious and deliverable vision for the future of Pontypool Town Centre through a series of key interventions that will realise the transformational change that the town deserves, improving the town centre offer and the lives of the local communities and businesses that it serves.

Pontypool Town Centre provides a wide range of functions and services for the surrounding settlements that are not available elsewhere in the mid and north area of the County Borough. Like all towns, Pontypool has faced significant challenges in recent years that have impacted upon its vitality and viability. Changing retail patterns and behaviours, including significant increases in online buying has eroded the traditional high street offer forcing the closure of many national and local retailers and placing others at significant risk; while the Covid-19 pandemic has only exacerbated the pressures, causing large-scale economic and social disruption and further encouraging online buying. Towns require fresh-thinking if they are to survive and thrive; they must become destinations that people want to visit and spend time in and offer great experiences that cannot be bought online. To achieve this they must become greener and more attractive; be better connected; and, ultimately become more diverse in their offer.

In spite of challenges faced there are also significant opportunities for town centres. As a key district centre, Pontypool is suitably placed to benefit from Welsh Government's Transforming Towns Programme – funding for town centre regeneration in Wales, in recognition of the need to improve town centres to better connect with the people who live, work, learn and spend leisure time within them.

Also as part of the wider Cardiff Capital Region, Pontypool Town Centre is suitably placed to benefit from the investment and improved connectivity within the wider region. CCR Investment has been received towards the delivery of Pontypool and New Inn Railway Station Improvements in partnership with Welsh Government and Torfaen County Borough Council.

The pandemic has demonstrated that more people are spending time and money locally, when the right conditions prevail. Pontypool Town Centre has seen significant investment during this period with 4 buildings brought back into beneficial re-use. With the right action, Pontypool can harness these opportunities and negotiate the challenges posed. This Placemaking Plan sets out how Pontypool can achieve this.

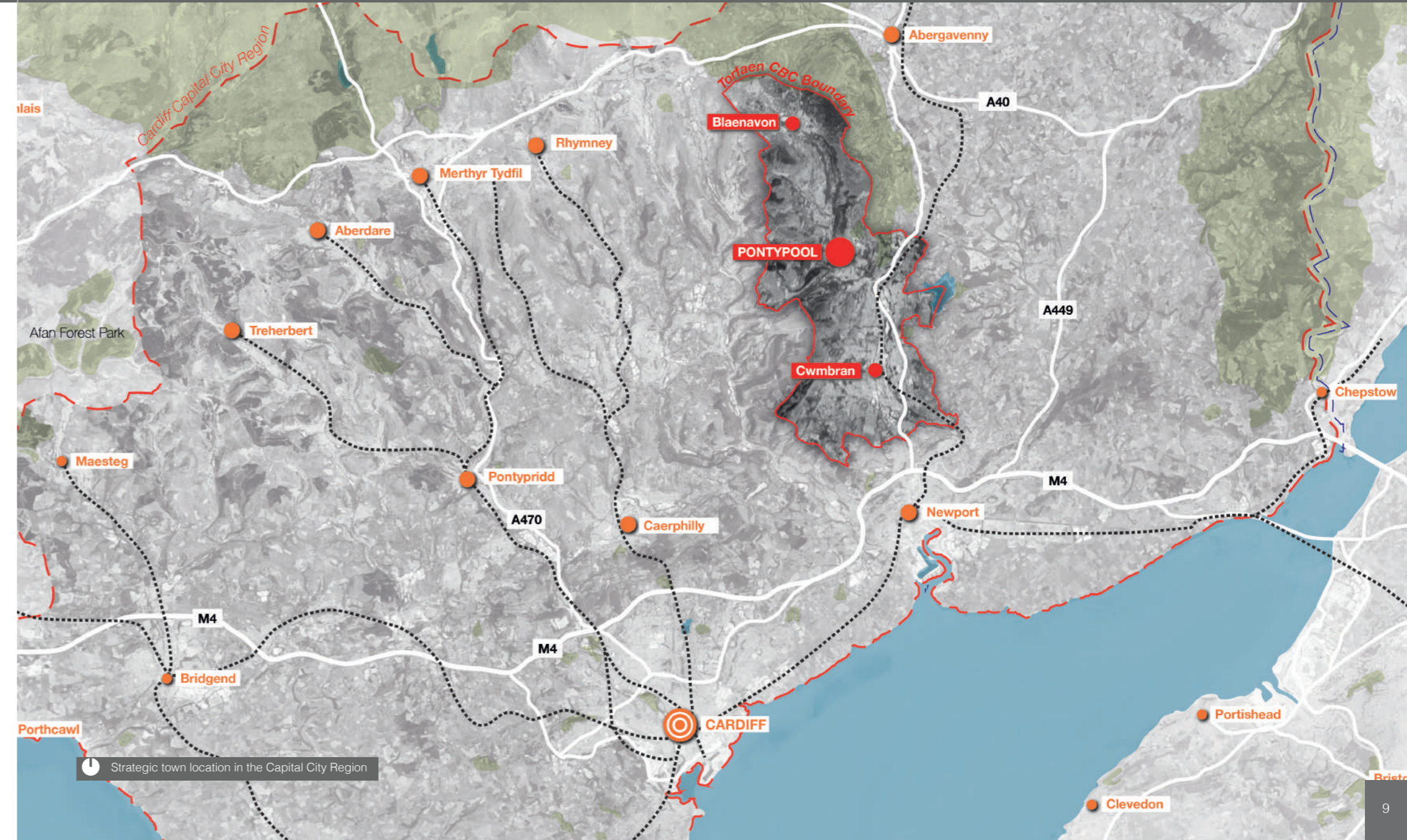


Halloween event in George Street. Source: Friends of Pontypool Town.



Mural at 'The Link'. Source: Pontypool ArtRegen.

# 01 INTRODUCTION





## 1.2 Strategic Context

### Pontypool Town Centre

Pontypool Town Centre provides a wide range of functions and services for the surrounding settlements, providing commercial, employment, leisure and community uses. Whilst there are also redevelopment opportunities, opportunities also exist for the enhancement of services already provided in Pontypool through improvements to the range and quality of uses, including retail and service provision, cafes, restaurants, offices and cultural & community facilities. An enhanced 'offer' at an appropriate scale will improve the role and function of the Town Centre, making it more resilient and accommodating both the needs of the current and future generations. The Place Making Investment Boundary for Pontypool acknowledges this role and encompasses opportunities slightly wider than the retail core to ensure that investment opportunities that support the Town Centre are realised.

### Pontypool Town Centre Conservation Area

The Pontypool Town Centre Conservation Area (PTCCA) was designated in 1984. The Conservation Area is linear in nature and covers the centre of the traditional town - predominantly on the west side of the Afon Lwyd – except for the area around the Museum and includes 25 Listed buildings and structures.

The Place Making Investment area boundary wholly encompasses the conservation area and as such any development proposals within the conservation area should seek to preserve and enhance the areas special architectural or historic interest. The Pontypool Conservation Area Appraisal and Management Plan and Pontypool Town Centre Conservation Area Design Guide sets out guidance to assist this process.

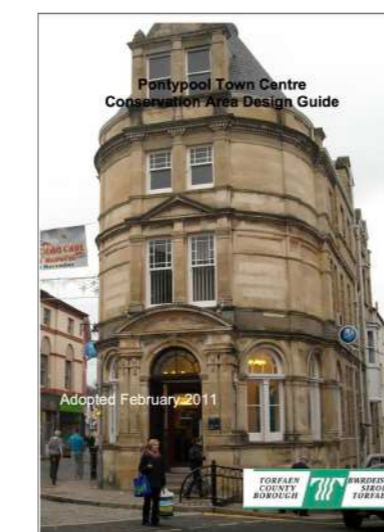
### The Pontypool Conservation Area Appraisal and Management Plan (2010)

The Pontypool Town Centre Conservation Area Appraisal & Management Plan provides a detailed assessment of the Conservation Areas special character and architectural and historic interest; an analysis of current policy and identifies opportunities and priorities for action which provides the basis for a more detailed management plan. Management needs are identified and ways in which the areas special character can be preserved and enhanced identified.

The Plan identifies key assets, issues and opportunities within the Conservation Area and outlines recommendations for the future management and enhancement of the areas architectural and historic character. Within this context, development proposals promoted and developed through the Place Making Plan should ensure that the special character of the Conservation Area is preserved and enhanced.

### Pontypool Town Centre Conservation Area Design Guide (2010)

The Conservation Area Design Guide set out policy and principles to ensure that the historic character of Pontypool Town Centre Conservation Area (PTCCA) is protected and to ensure that all new development whether alterations, repairs or new building respects the significance and values of the designated area. All placemaking proposals and projects within the conservation area should be in accordance with this guidance.



### Key Challenges

Pontypool Town Centre has benefited from significant capital investment in recent years with investments through the Townscape Heritage Initiative, Vibrant and Viable Places and most recently through Transforming Towns. Whilst this investment has delivered improvements to the Town Centre, there remains a number of key challenges for the future well-being and sustainability of the Pontypool Town Centre and it's wider community. These include:

- Global, national and local economic trends pose difficult challenges for local businesses and the confidence of private investors; further investment in the town is essential if it is to realise its full potential.
- A need to support the further development of the foundational economy within the town centre as a means of supporting the needs of the local community and as a key sector for employment and skills development.
- Declining town centre footfall, this needs to be addressed through an improved town centre offer with greater diversity of businesses and services
- Poor condition of key properties and some areas of the public realm that detract from the historic and architectural character of the townscape.
- Finding sustainable uses for vacant listed buildings that require restoration and refurbishment
- Ability of the town to accommodate an evening economy and more diverse offer in terms of food and beverage to increase both footfall and dwell time within the town centre.
- A perception within the local community that areas of the town centre are unsafe and subject to frequent anti-social behaviour.
- A need to continue the momentum of building intergenerational relationships within the local community as a means of improving community cohesion.
- A need to consider the opportunities available to the towns younger generations in terms of access to recreational and leisure activities as well as facilities that facilitate positive engagement in skills development and personal well-being.
- A need to continue to support the development of community facilities that foster a sense of place and community well-being.



## 1.3 The Vision for Pontypool Town Centre Moving Forward

*Pontypool will build upon its unique heritage and historic market town qualities to enhance its attractiveness and accessibility as a destination for new and old visitors. A town which supports independent traders, innovative start-up and niche businesses whilst providing an improved commercial, leisure and night-time economy which increases the reasons to visit and the length of time people stay within the town centre. Links to and from the adjacent Pontypool Park will be improved to support the town becoming a hub for active travel and will include improved bus and public transport connectivity.*

This vision will be supported by a number of key objectives that have been developed in stakeholder engagement to date, these include:

1. Improve resilience and support the development of the foundational economy within the town centre and develop resilient local supply chains;
2. Promote measures which contribute to carbon reduction and low environmental impact by supporting appropriate infrastructure and capital investment;
3. Develop skills and training opportunities in key FE Sectors;
4. Ensure local businesses and supply chains benefit from public sector investment;
5. Develop local identity, distinctiveness and branding based upon independent traders;
6. Increase dwell time and footfall within Pontypool Town Centre;
7. Develop the commercial leisure offer within Pontypool Town Centre;
8. Support the development of a quality night time economy;
9. Exploit opportunities and connectivity with Pontypool Park;
10. Develop opportunities for the integration of active travel;
11. Continue to promote urban living and make Pontypool an attractive and great place to live;
12. Gateway interventions to improve the approach and perception of the town centre;
13. Develop Pontypool as a smart town with excellent digital infrastructure;
14. Create a network of green infrastructure that optimise the use of the town centre;
15. Support retrofitting measures to introduce green infrastructure and encourage the use of renewable energy technology in order to contribute towards carbon reduction;
16. Promote and preserve the special character of the Pontypool Conservation Area and key listed buildings within it;
17. Supporting a stronger community;
18. Enhance visitor/user experience by improving wayfinding and legibility of the streetscene;
19. Meet the access and movement needs of the general public and local traders;
20. Adopt an integrated and robust partnership approach to design-led regeneration activities.



Pictures Source: Friends of Pontypool Town.



## 1.4 Policy and Legislation

The **Well-being of Future Generations (Wales) Act** is focussed on improving the social, economic, environmental and cultural well-being of Wales. It requires all public bodies to think more about the long-term, to work better with people and communities and one another, and to work collectively to improve the wellbeing of Wales. The Act identifies seven wellbeing goals to guide action and identifies how public bodies should work.

Sustainable development is central to the Act, and is based on giving equal priority to improving the economic, social, environmental and cultural wellbeing of Wales. Each aspect of well-being is as important as the other and it is critical that all four are improved. This approach will ensure that “the needs of the present are met without comprising those of the future”.

To respond to the requirements of sustainable development, **Future Wales: The National Plan 2040 and Planning Policy Wales (Edition.11)** require planning, investment and development to create sustainable places. Sustainable places have the right mix of homes in the right place; include local employment and services; have excellent public transport and active travel infrastructure; and, are green. National policy defines that they also require mixed-use town centres that satisfy local needs.

In recognition of the key role that town centres have in building sustainable places, the Welsh Government has introduced the ‘Town Centre First’ principle, which requires all new major commercial, retail, education, health and public service investment and proposals to be located in town centres. Further, the Welsh Government has established the Transforming Towns funding programme, to enable projects to redevelop and improve town centres and nearby areas.

The Pontypool Placemaking Plan has been developed in accordance with national policy and legislation and advances this agenda, setting out the pathway for investment and ensuring that Pontypool Town Centre is a sustainable place that serves the needs of its wider community.

Locally, the **Corporate Recovery Plan** was adopted in March 2021. Assisting recovery from the impacts of Covid-19 and coordinating this with key regional and national activity, will be a key feature of the Council's corporate and service planning. The Plan includes three priorities, including support for Torfaen's most vulnerable residents, where the regeneration of town centres, via new uses and diversification, is identified as a key action.

The revitalisation of town centres is also a key priority in the existing Local Development Plan. The vision guiding the existing Plan requires the sustainable regeneration of town centres, ensuring they are a focus for social, commercial and community life, and the protection and enhancement of Torfaen's unique natural heritage and cultural and historic identity. Strategic Policy One of the Plan also seeks to deliver thriving town centres. Blaenavon, Pontypool and Cwmbran are identified as the key towns in the County Borough to drive growth and deliver services.



## 1.5 The Placemaking Approach

Future Wales: The National Plan 2040 and Planning Policy Wales (Edition.11) identify placemaking as the means to maximise well-being and create sustainable places. Placemaking is a holistic approach to planning and designing development that considers development opportunities holistically in the context of the local place to ensure they are appropriate to the place and best support the community. In this way placemaking ensures the design and delivery of development that promote people's prosperity, health, happiness, and well being in the widest sense.

In recognition of the important role of placemaking, the Placemaking Wales Charter has been introduced in Wales and reflects a commitment by those that practice in development, design and regeneration to support the development of high quality places. To help shape practice, the Charter introduces six placemaking principles: People and Community; Movement; Public Realm; Location; Mix of Uses; and Identity. The Placemaking Plan has been prepared in accordance with these principles.

### People and Community

The local community are involved in the development of proposals. The needs, aspirations, health and well-being of all people are considered at the outset. Proposals are shaped to help to meet these needs as well as create, integrate, protect and/or enhance a sense of community and promote equality.

### Mix of Uses

Places have a range of purposes which provide opportunities for community development, local business growth and access to jobs, services and facilities via walking, cycling or public transport. Development density and a mix of uses and tenures helps to support a diverse community and vibrant public realm.

### Location

Places grow and develop in a way that uses land efficiently, supports and enhances existing places and is well connected. The location of housing, employment, leisure and other facilities are planned to help reduce the need to travel.

### Public Realm

Streets and public spaces are well defined, welcoming, safe and inclusive with a distinct identity. They are designed to be robust and adaptable with landscape, green infrastructure and sustainable drainage well integrated. They are well connected to existing places and promote opportunities for social interaction and a range of activities for all people.

### Movement

Walking, cycling and public transport are prioritised to provide a choice of transport modes and avoid dependence on private vehicles. Well designed and safe active travel routes connect to the wider active travel and public transport.

### Identity

The positive, distinctive qualities of existing places are valued and respected. The unique features and opportunities of a location, including heritage, culture, language, built and natural physical attributes, are identified and responded to.



# 02 PLACE ANALYSIS

To identify the key issues and opportunities that the Placemaking Plan can respond to, a place analysis has been undertaken of the town that considers its strategic and local context and also the physical character and conditions. This section details the findings of the review.

## 2.1 Location

Pontypool is strategically located in the centre of Torfaen County Borough Council and is part of the Cardiff Capital Region, which includes the south-east Wales local authority areas. Cwmbran and Blaenavon are located approximately 6 miles to the south and north respectively. Pontypool is well connected by strategic highway network, including the A4042 which passes to the town to the east and is a strategic connection between Newport and Abergavenny, the A472 which approaches from the west and A4043 which bisects Pontypool and provides access to the valley towns to the north.

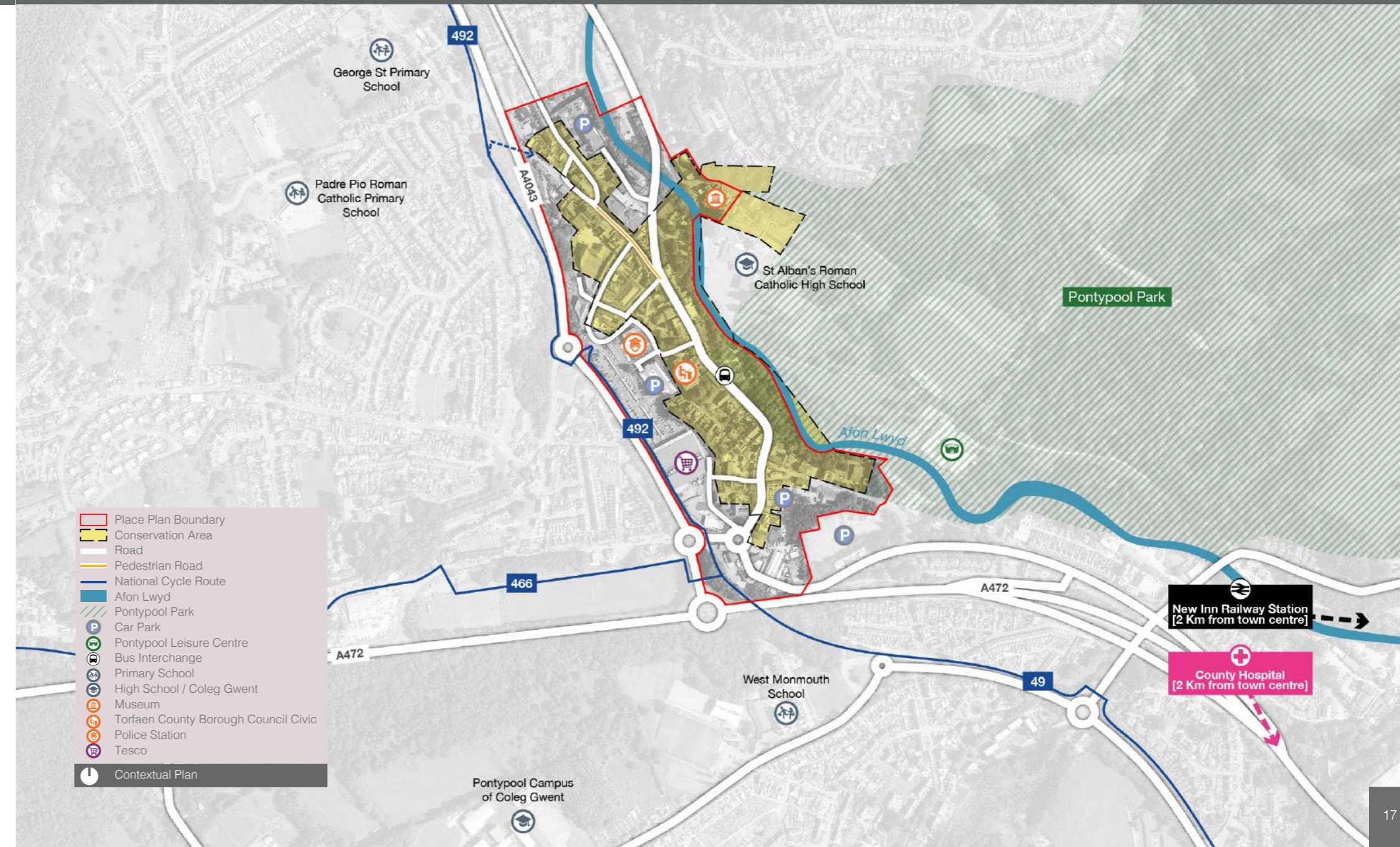
Pontypool and New Inn Railway Station provides access to rail services to Newport and Cardiff and Abergavenny through to the wider Marches and Midlands regions. The railway station is located on the edge of the Pontypool settlement, to the south-east of the town. A range of local bus providers provide a range of local and regional services. The town has good access to the Brecon Beacons National Park, with swift road access and the rail connection to Abergavenny.

The town centre's southern and western boundaries are defined by the A472 (south) and A4043 (west), while the eastern boundary is the characterful Pontypool Park, which includes the Pontypool RFC grounds. The river Afon Llwyd passes the town to the east through Pontypool Park. To the north the town centre bleeds into residential development of the wider settlement. Further residential development is located to the west (beyond the A4043) the east and south (beyond the A472).

In respect of local facilities there are a series of education places around the town centre. This includes West Monmouth School and Pontypool Campus of Coleg Gwent in the south, St Alban's Roman Catholic High School to the east and George St Primary School and Padre Pio Roman Catholic Primary School to the west. County Hospital, a community hospital is located south of the town centre and there are a series of local surgeries dispersed around the wider local area. Pontypool Active Living Centre and the associated Ski Slope is located in Pontypool Park and Torfaen Museum is located in the east. Torfaen County Borough Council Civic Centre and Pontypool Police Station are centrally located within the town centre, with a Tesco Superstore located along the western boundary of the town.

Pontypool's central location in the County Borough makes it a key settlement and town that supports the wider communities in the upper and central County Borough, but also communities in adjacent Local Authority areas. Its future vitality is important to all these communities.

# 02 PLACE ANALYSIS





# 02 PLACE ANALYSIS

## 2.2 Town Centre Overview

Pontypool Town Centre is linear in nature, spanning over 0.5 miles, stretching from Clarence Street in the south to Riverside Car Park in the north over 0.5 miles. Key streets include Clarence Street, Hanbury Road and Commercial Street and George Street and Osborne Road which provide north / south access. Glantorvaen Road, Market Street and Crane Street provide access to the west of the town (where a one-way system is in place for part of the area) and Park Road and Riverside provide eastern access routes. A series of car parks are located around the town, including Old Mill Car Park in the south, the Tesco Superstore parking in the west, Civic Centre multi-storey provision in the centre and Riverside multi-storey parking in the north. Local bus services operate from a series of stops on Hanbury Road and Glantorvaen Road.

Architecturally the town has a diverse character with a mix of heritage and modern buildings. The town centre is part of a designated Conservation Area, and there are a large number of listed buildings. These include St James's Hall, Vicarage and Church; the Town Hall; Pearl Assurance House; 35 Commercial Street; The George Public House; 2-6 Commercial Street; Old Market House; Pontypool Indoor Market; and, a series of original bank buildings, including Barclay's Bank, Midland Bank and Natwest Bank. This list is not exhaustive and the extent of listings reflects the town's heritage importance. A number of these buildings require restoration and enhancement.

Pontypool Park is a Historic Park & Garden, providing a unique setting along the town's eastern boundary. With the exception of Pontypool Park, the street scenes tend to be characterised by hard highway landscaping, with Clarence Street and Hanbury Road being characterised by consistent vehicle movement. The largely pedestrianised areas of the town centre where vehicle access is controlled and includes Commercial Street, Crane Street and George Street are also characterised with hard landscaping with very little green infrastructure.

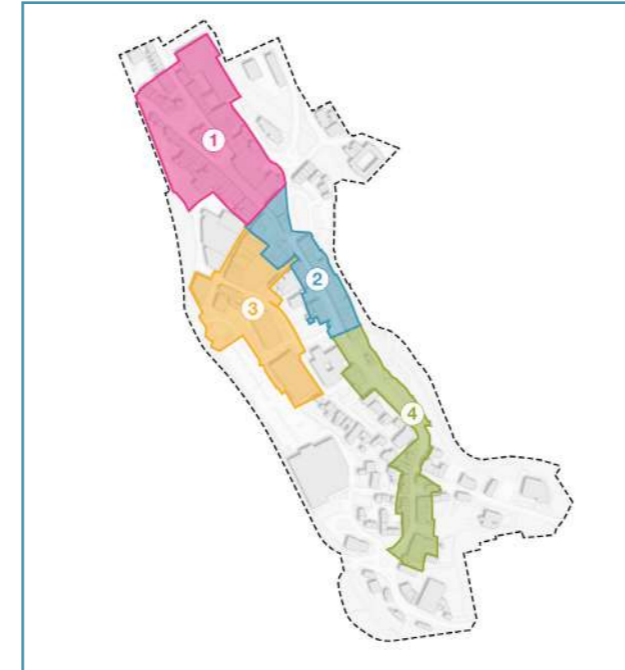
The retail offer is mixed with most local provision being provided along Clarence Street, Commercial Street, the Pontypool Indoor Market which has been characterfully restored, Upper George Street and Osborne Road. National brands tend to be located on George Street and Crane Street, although a number of these have closed, leaving vacancies.

A review of the town centre, identifies four distinct intervention areas for the purposes of placemaking, these are:

1. Osborne Road and George Street.
2. Commercial Street.
3. The Link.
4. Clarence Street and Hanbury Road.

There are also Town Wide and Digital Interventions that are delivered across the town centre and feature in each of the Key Intervention Areas, these will be discussed in greater detail in Section 4 of this document

Each key intervention area and the core ambitions for investment in each area will be outlined.



The placemaking review of the town has identified four intervention areas in the town centres. An overview of the issues and opportunities facing each of these is provided in the following analysis.

# 02 PLACE ANALYSIS



Riverside Car Park entrance.



Police station on Glantorvaen Road.



St James' Church on Hanbury Road.



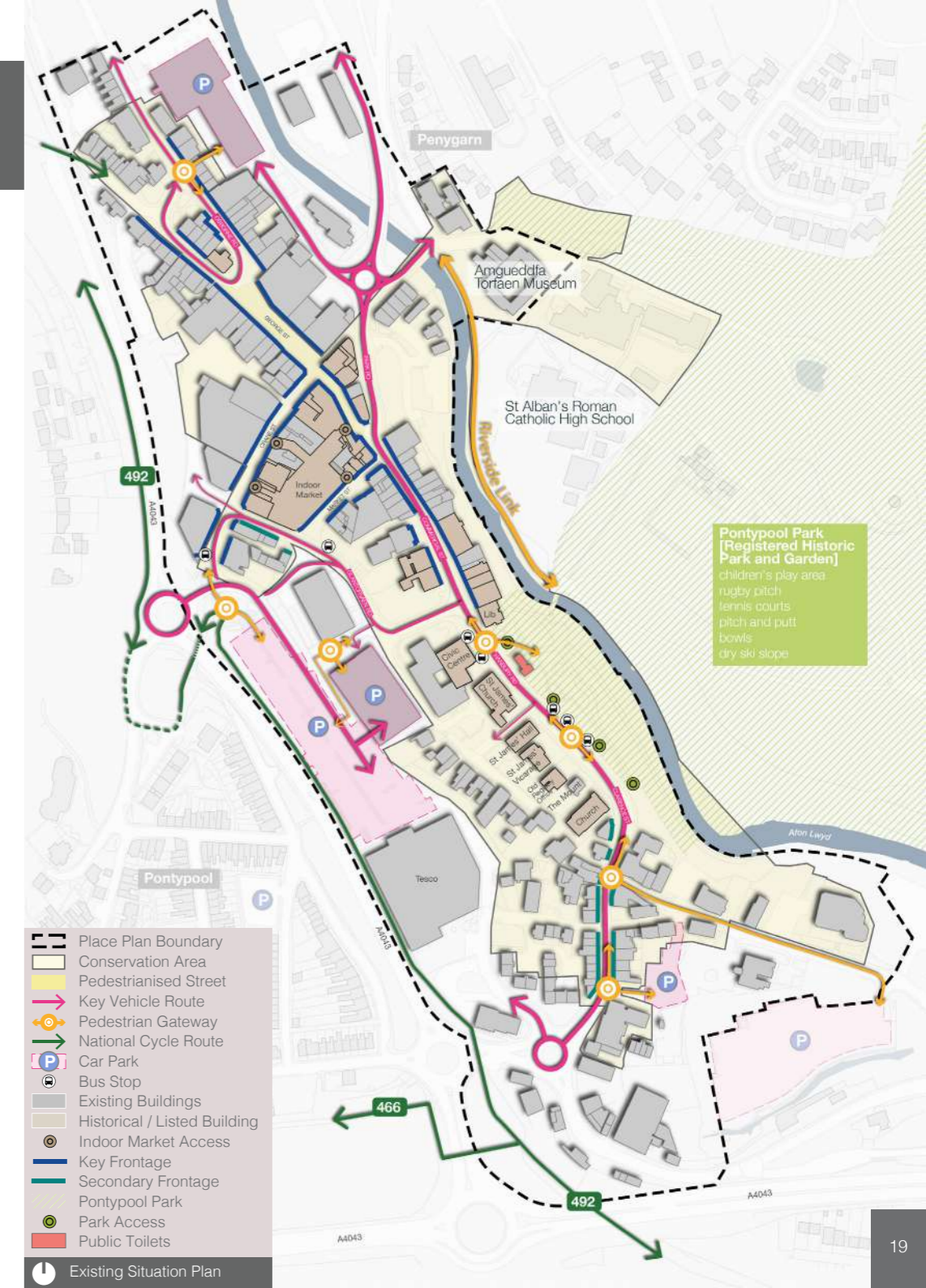
Clarence Street.



Public toilets building on Hanbury Road.



Former Argos building on Crane Street.



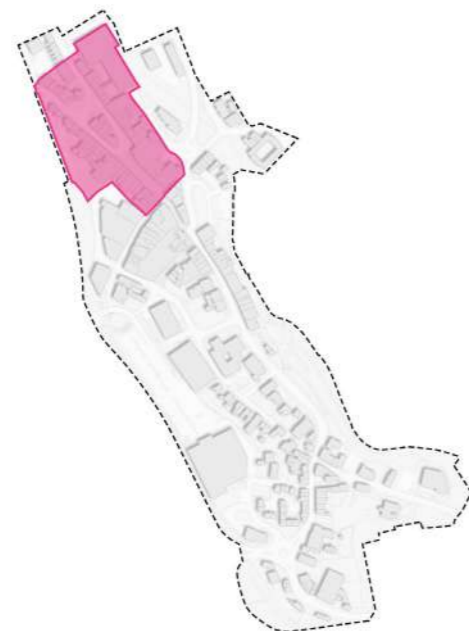
**Pontypool Park**  
[Registered Historic Park and Garden]  
children's play area  
rugby pitch  
tennis courts  
pitch and putt  
bowls  
dry ski slope

- Place Plan Boundary
  - Conservation Area
  - Pedestrianised Street
  - Key Vehicle Route
  - Pedestrian Gateway
  - National Cycle Route
  - Car Park
  - Bus Stop
  - Existing Buildings
  - Historical / Listed Building
  - Indoor Market Access
  - Key Frontage
  - Secondary Frontage
  - Pontypool Park
  - Park Access
  - Public Toilets
- Existing Situation Plan



## 2.3 Intervention Areas Overview

An overview of the four key intervention areas and their main issues is provided on the side. Each area is further described in the following pages.

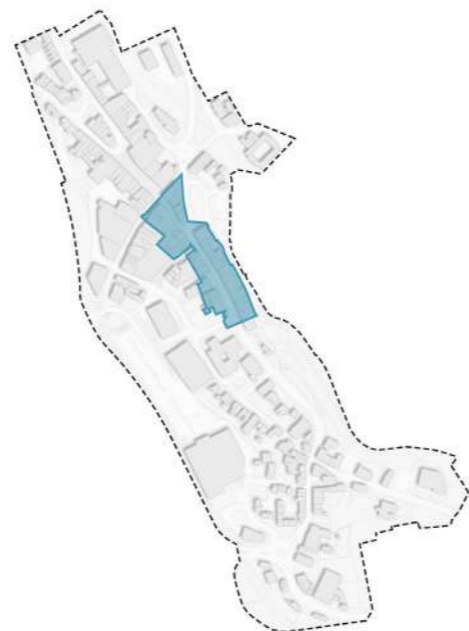


### Intervention Area 1 - Osborne Road and George Street

This area functions as the northern gateway of the town centre. The public space on George Street is an important public space for the town, used for public events and the weekly outdoor market.

Key issues:

- Lack of greenery;
- Poor northern entrance experience;
- Poor wayfinding;
- Worn out multi-storey car park;
- Vacant units.



### Intervention Area 2 - Commercial Street

Commercial Street is the core of the town. It accommodates a mix of commercial uses and provides one of the accesses to the Pontypool Indoor Market.

Key Issues:

- High vacancy rate;
- Poor visibility of the Pontypool Indoor Market;
- High speed of vehicles hindering pedestrian experience and use of public space.



### Intervention Area 3 - The Link

The Link provides the western entrance to the town. Pedestrian and cycle paths link the wider residential western community and the Tesco car park to the town centre.

Key Issues:

- Underused public space / outdoor amphitheatre;
- Poor wayfinding;
- Low footfall entering the town from Tesco
- Worn out multi-storey car park;
- Lack of green infrastructure.



### Intervention Area 4 - Clarence Street and Hanbury Road

This area functions as the southern gateway to the town centre. It accommodates smaller commercial units, several listed buildings and accesses to the Pontypool Park that link to several destinations and attractions outside the town centre.

Key Issues:

- High speed of vehicles hindering pedestrian experience and use of public space;
- Weak connection between Pontypool Park and the town centre;
- Underused / vacant listed buildings.



### Placemaking Area-Wide: Not Spatially Specific

A summary of general and no space-specific issues is listed below:

- Poor wayfinding system;
- Lack of green infrastructure;
- Lack of high-quality diverse public spaces;
- Lack of a strong town branding;
- Lack of active travel infrastructure.



## Intervention Area 1 - Osborne Road and George Street

### Osborne Road and George Street form the northern extent of Pontypool Town Centre.

- Osborne Road is partly a one-way system while George Street is partly pedestrianised (with controlled access for service vehicles) and the remainder of the one-way system with Osborne Road.
- Osborne Road largely comprises of local retailers, foundational economy services including a day nursery and opticians, public houses and takeaways. Buildings are typically three storeys in height and of the Victorian era. Shop front style and quality varies significantly and the quality of upper storeys varies.
- The multi-storey Riverside Car Park is located off Osborne Road and its upper decks have a pedestrian connection and vehicle access (not in use) onto Osborne Road. The pedestrian connection is quite poor in quality.
- The Listed former NatWest Bank is located in a visually prominent position, as whilst being located on Osborne Road, the property directly fronts George Street as is visible also from Commercial Street. Buildings are partly restored and repurposed for residential use.

- There are underutilised green spaces at the corner of George Street and Osborne Road. These are areas that could be enhanced.
- There is a courtyard space to the rear of 21 Osborne Road where a series of retail units are located. There is the potential to create a characterful space in this area.
- The main section of George Street is pedestrianised and vehicle controlled, and includes a greater concentration of national retailers. A local gym provider is also located on the Street.
- This section of George Street is wide with plenty of space for businesses to spill-out into. The space is characterised by a hard landscape which limits its visual appearance.
- There is a diverse mix of architectural styles on the Street; a mix of modern large buildings on the eastern side, and more traditional listed buildings on the southern and western extent.
- Vacant properties are located in prominent locations of this area. This includes the prominent corner plot with Crane Street.



Pocket Park on Osborne Road and George Street junction.

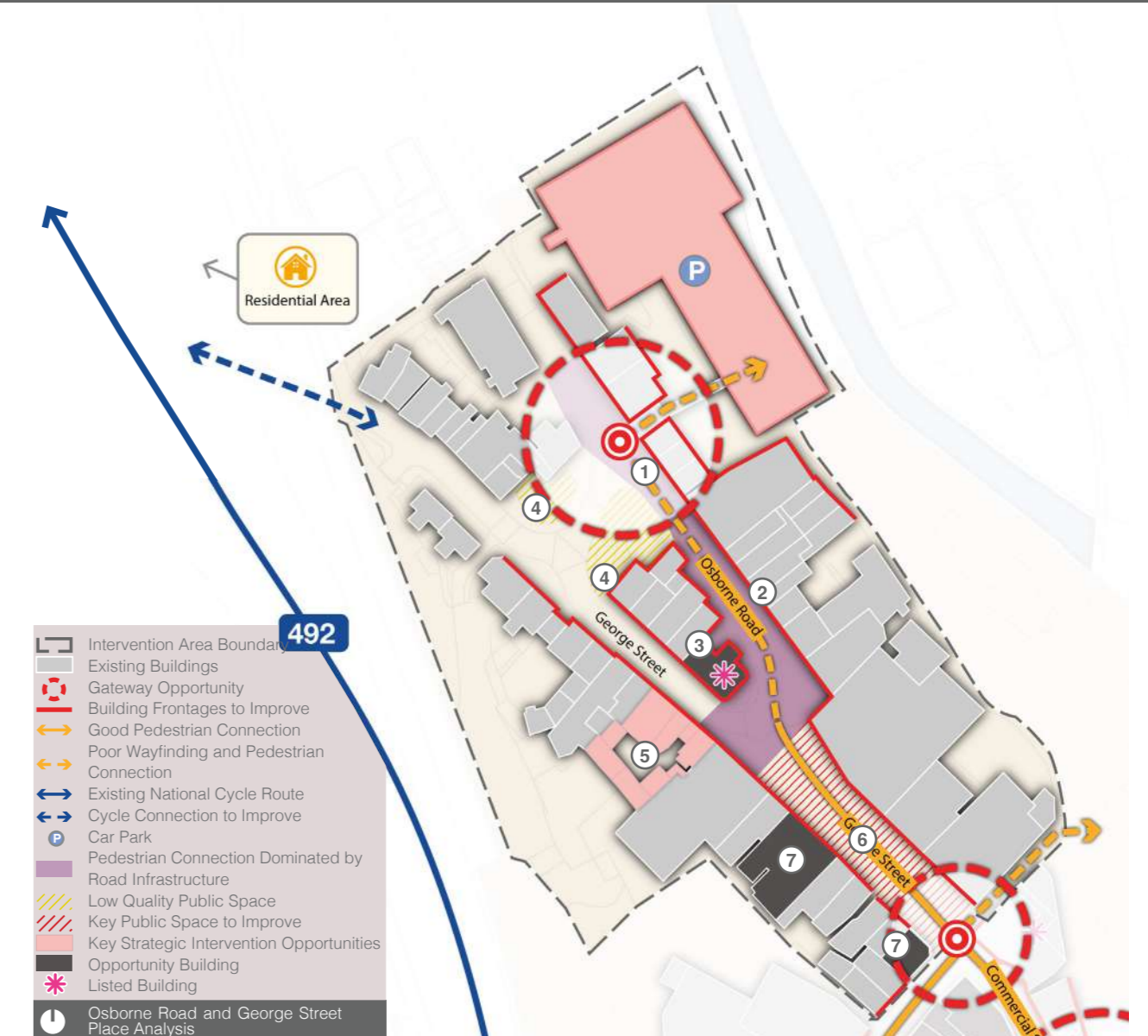


Pedestrian area on George Street.

## Intervention Area 1 - Osborne Road and George Street

### Key Findings

- Limited pedestrian connections and sense of arrival from the Riverside Car Park.
- Shop front design varies in quality and style.
- The setting of the National Westminster property could be further enhanced.
- The existing green spaces could be improved into characterful spaces.
- A distinctive courtyard destination could be established on George Street.
- The pedestrianised section of George Street is hard in character and a missed opportunity.
- Vacant properties in key areas detract from the street-scene





## Intervention Area 2 - Commercial Street

### Commercial Street is a critical 'connecting street' between the north and south of the town centre.

- Commercial Street signifies the start of a concentrated retail offer, with the majority of the retail offer provided by local independent businesses. The street is split into two parts; the largest section is a highway route that merges with Park Road with a smaller northern section that is pedestrianised. The Street performs a key role in connecting the town..
- The number of vacant units in large prominent properties has a significant impact on the vitality of the Street. Positively there are development proposals in place for some of these.
- The southern extent of the Street is signified by large listed buildings in the form of the Victorian Glantorvaen House and neo-classical Pearl Assurance House and 35 Commercial Street. The latter two properties are prominent buildings that are vacant and have fallen into a state of disrepair.
- The middle section of Commercial Street gradually transitions to smaller more traditional town centre buildings in the Victorian style, before increasing in scale again on the northern extent where there are a series of further listed

buildings. A prominent building on the junction of Commercial Street and Park Road is the former Barclay's Bank Building, this listed building frames the entrance to the pedestrianised section of Commercial Street. Lion House comprises of the properties 2-6 Commercial Street which in addition to the former Co-operative Bank Building are listed and also vacant, detracting from the street scene in this area. Lion House also provides a key entrance way in to Pontypool Indoor Market.

- The George Public House is another fine listed building in this section of the Street. It is located on the corner of Commercial Street and Market Street; it is again vacant and its reuse would improve both street-scenes.
- Commercial Street is heavily trafficked as it provides access to the wider residential settlement to the north and east. This reduces the quality of the pedestrian environment, particularly in the middle section, where pedestrian footways narrow.



View of Commercial Street.

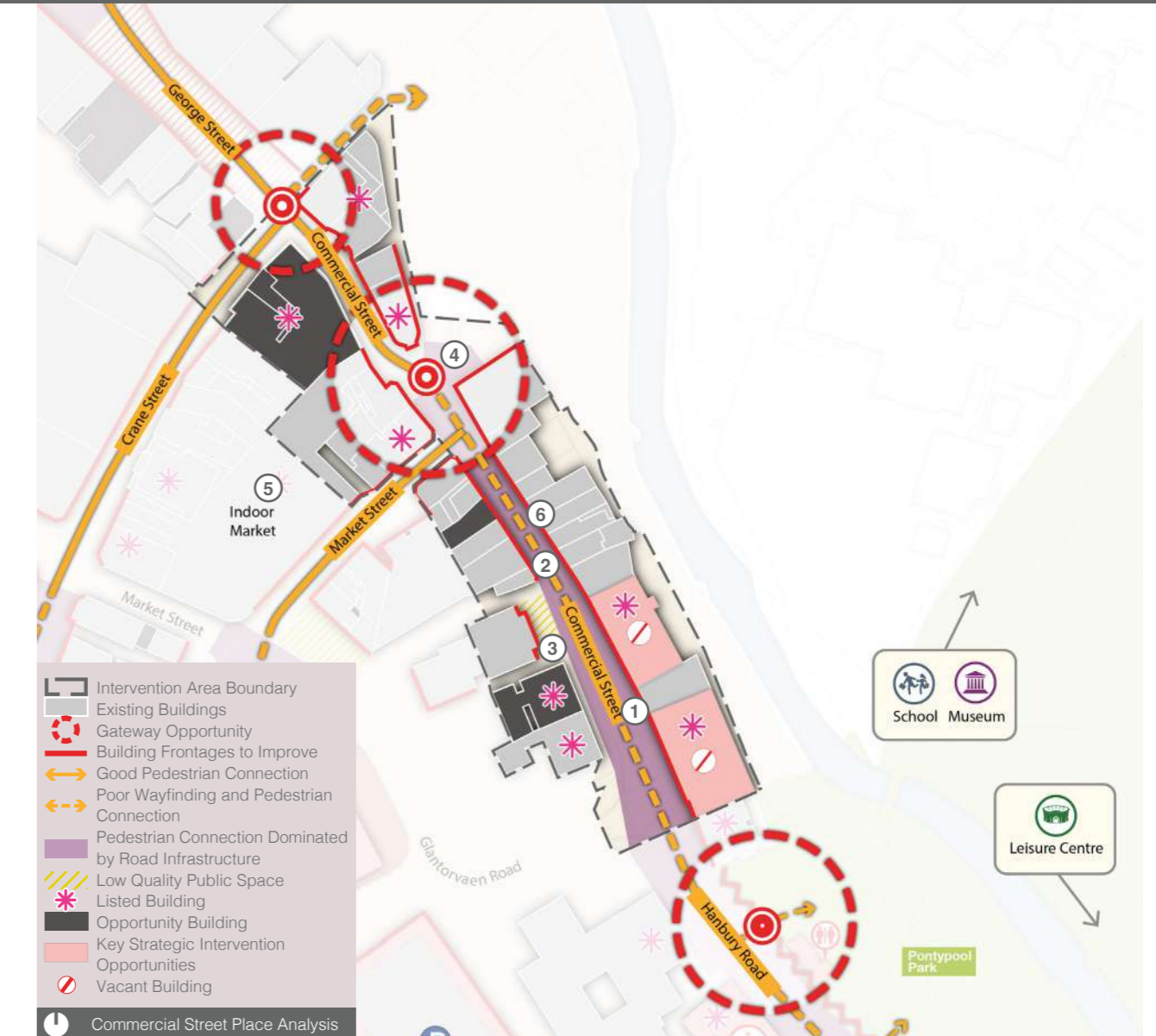


The Pearl Assurance House listed building on Commercial Street.

## Intervention Area 2 - Commercial Street

### Key Findings

- Prominent number of large listed structures detract from the street-scene.
- Vehicles dominate the area to the detriment of pedestrians.
- Green spaces could be better utilised and more green could be introduced.
- The entrance to the pedestrianised section of the Street is a significant missed opportunity.
- The Pontypool Indoor Market has a limited presence on the street-scene.
- Shop front design varies in quality and style.





## Intervention Area 3 - The Link

The area provides the western access into the town; it is a key entrance space by bus and from Tesco, and has key assets, including the Pontypool Indoor Market.

- Crane Street provides one of the main retail frontages within the town centre, characterised by multi-national retailers including Farm Foods, Wilko and Peacocks. Vehicular access is controlled in this area and a one-way system operates. Crane Street is split between a combination of national retailers in modern units and local retailers in more traditional units, where the physical quality is limited. There is a noticeable vacant property on the Street, where Argos was previously located.
- There are a number of listed buildings on upper Crane Street and there is access into Pontypool Indoor Market from Crane Street. Pontypool Indoor Market has six entrances, five of which are available for public use.
- The Pontypool Indoor Market is a fine example of a Market Hall and has been subject to significant investment. It accommodates a number of local foundational economy businesses and provides test trade opportunities for business start-ups. The retail and service offer addresses a range

of everyday needs, with very few vacancies. The Market's biggest challenge is to improve its presence on the surrounding streets.

- The 'Links' public space is a key space that is accessed off Crane Street. It connects the town centre to the Tesco superstore and residential properties south and west of the town centre (via an underpass) and also has the national cycle route 492 that runs from Newport, north to Blaenavon. It is a hard public space and the Tesco highway route passes over it. The space offers little interest for pedestrians.
- Market Street is another key street that runs along the southern extent of the Pontypool Indoor Market. It also has a one-way system and is wide in character and is utilised informally for the Market and deliveries. The southern frontage of Market Street is loosely defined with a small terrace of traditional shopfronts bordered by a car park and public house with a small outdoor seating area. Market Street could become a more valuable public space and asset.
- Glantorvaen Road is a key road in terms of

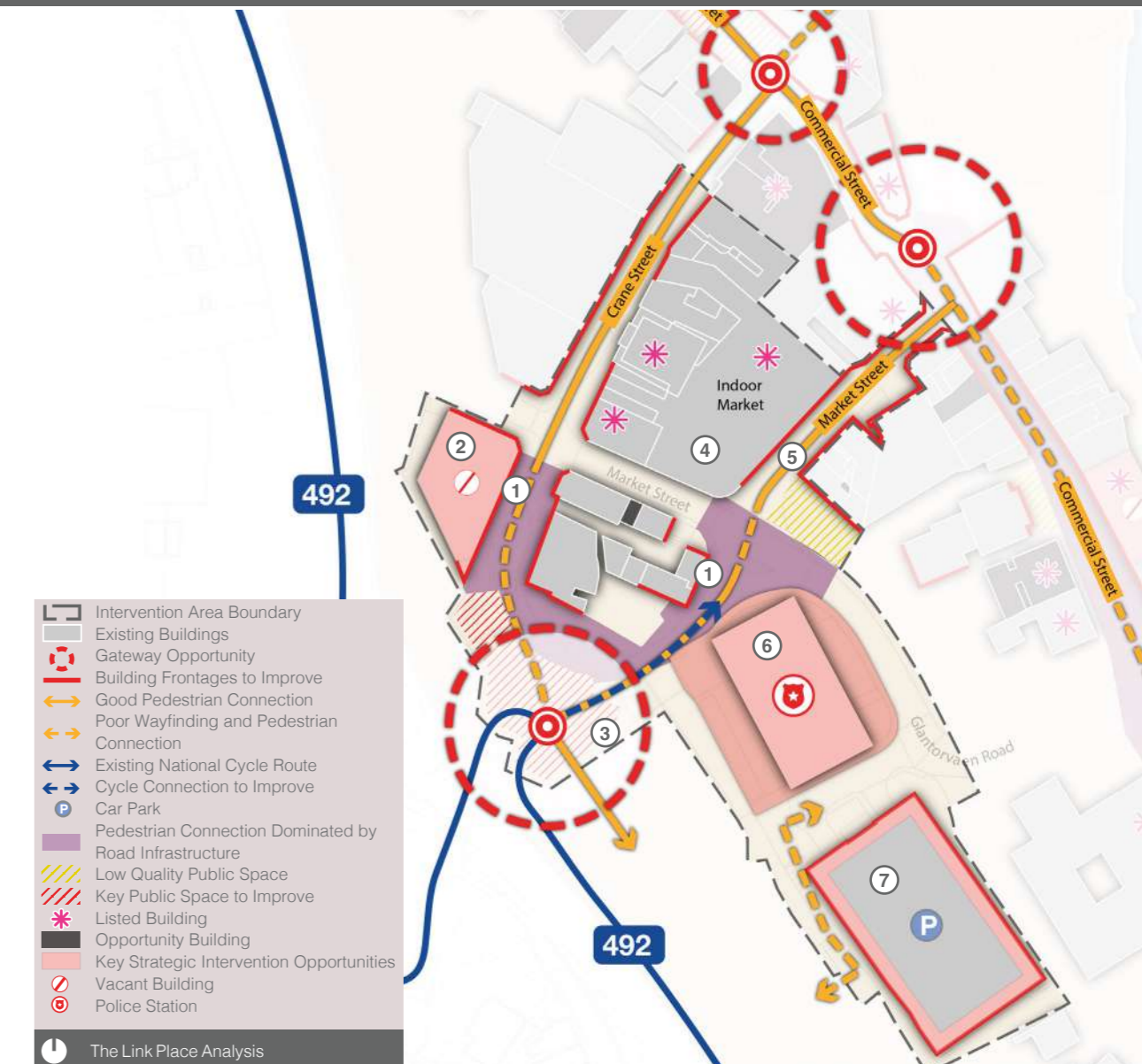
service provision and is home to the Civic Centre and Pontypool Police Station. The road connects Market Street and Crane Street with Commercial Street and Hanbury Road and provides access to both the Civic Centre and Glantorvaen Road Car Park. The Road has an attractive green space that wraps around Glantorvaen House.

- Pontypool Police Station fronts onto Glantorvaen Road. It is an imposing 3-4 storey building. Its use as a Police Station is due to end and it would be a very prominent vacant building.
- The Glantorvaen Road Car Park consists of 4 decks with the upper deck in use by Tesco Superstore. The car park requires significant investment to bring it up to modern standards. There is a pedestrian connection from Tesco and there is also pedestrian connection from the store that passes the rear of the car park that also requires enhancement.

## Intervention Area 3 - The Link

### Key Findings

- Parts of Crane Street frontage are in a poor state of repair and require significant enhancement.
- The former Argos Building is a large, prominent vacant building of modern design situated in Upper Crane Street next to The Link
- The Links public space does not encourage pedestrians into the town from Tesco.
- Pontypool Indoor Market is a key listed building and destination but has limited presence on key streets.
- Market Street has the potential to be a more adaptable and diverse space for the Pontypool Indoor Market.
- The future of the Police Station is unknown and planning is required for reuse of the site.
- The Glantorvaen Road Car Park is physically unattractive and requires investment.





## Intervention Area 4 - Clarence Street and Hanbury Road

Clarence Street and Hanbury Road mark the southern extent of the town centre, it is a key entrance space to the town centre from the strategic highway routes south of the town.

- Distinctive heritage buildings and a green space frame the start of the Street, but the approach into the street is heavily engineered, and the highway and associated vehicle movements dominate the street, offering limited sense of arrival and space for pedestrians, with small footways.
- The business offer on the Street consists of foundational economy uses and a number of the properties have recently been brought back into use and enhanced through grant funding. These businesses add good character to the Street and have helped local businesses to establish a foothold and presence in the town. A number of other units require investment and redevelopment.
- At the point where Clarence Street meets the Mount Pleasant Revival Centre the street and perspective transforms, with a far more open and green feel, with Pontypool Park to the east and a series of fine listed heritage buildings to the west. At this point Clarence Street offers good views upwards towards Hanbury Road and the wider town centre.

- A series of bus stops are located on upper Clarence Street where it adjoins Hanbury Road, which are now in poor condition. They obstruct pedestrian movement and detract from the street scene, along with the associated stationary buses, that can also cause waiting traffic. The meeting of Clarence Road and Hanbury Road is an area of great potential, where a clear sense of arrival to the town could be created, the interface with Pontypool Park could be improved, and where action could be taken to make Clarence Road feel less isolated from the wider town.
- Adjacent to the entrance to Pontypool Park is a block of public toilets and on the opposite side of Hanbury Road is St James' Church, a listed building that has fallen into disrepair. Redevelopment proposals to transform these buildings would drive significant transformation in this area.



View of Clarence Street towards the southern gateway.

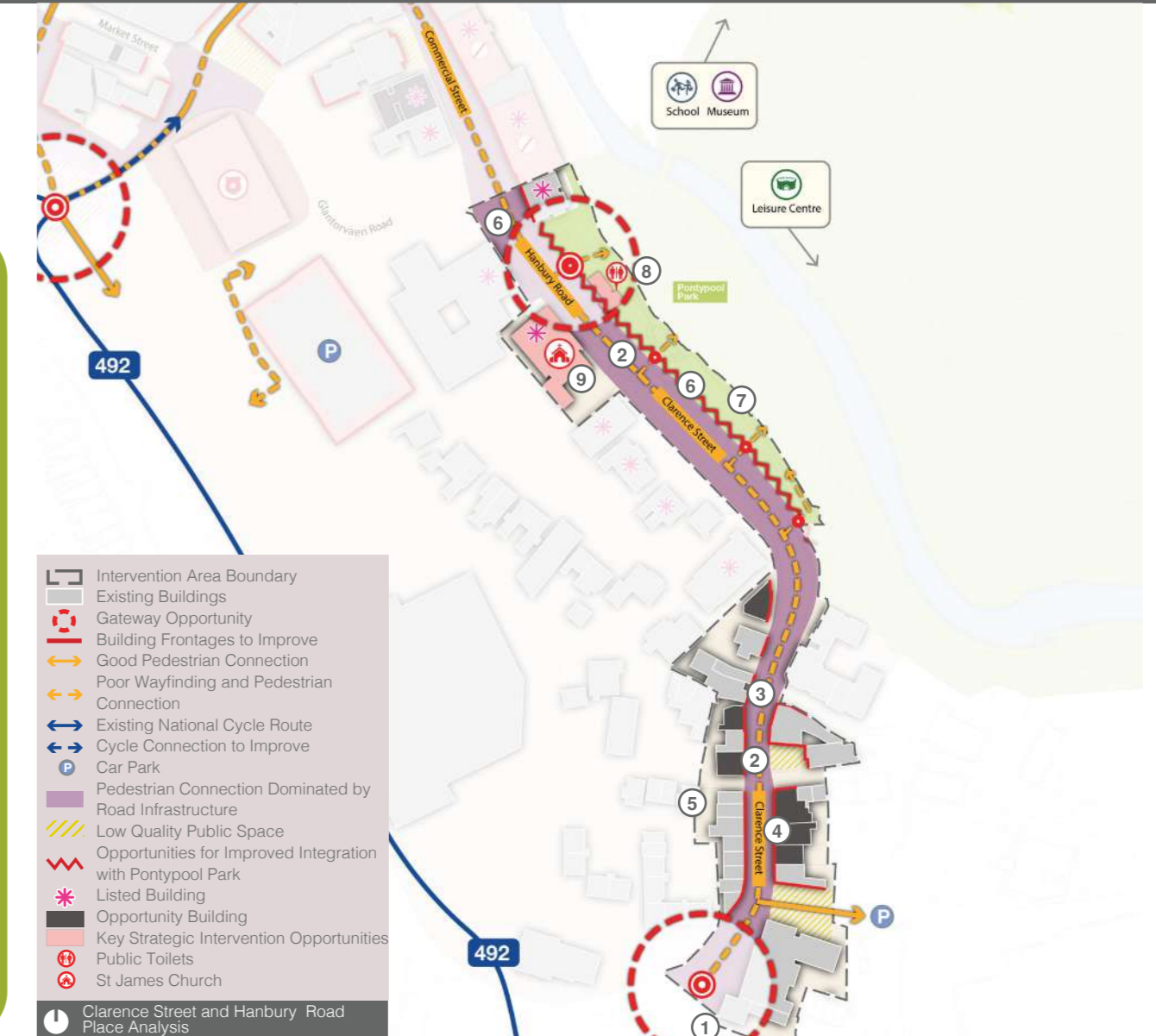


Pedestrian link from Clarence Street to the surface car park.

## Intervention Area 4 - Clarence Street and Hanbury Road

### Key Findings

1. Limited sense of arrival to the town centre from the south.
2. Vehicles dominate the area to the detriment of pedestrians.
3. The business environment is limited by highway infrastructure and traffic.
4. Noticeable number of buildings that have fallen in to disrepair and require intervention.
5. Southern Clarence Streets feels isolated from the wider town centre.
6. Bus infrastructure detracts from the street scene in a key area of the town centre.
7. Pontypool Park could be better integrated into the area.
8. The toilet block provides a poor gateway into the Park.
9. St. James's Church requires intervention to address its state of disrepair and would benefit from repurposing





# 03 VISION AND OBJECTIVES

To help guide future investment, the Vision for Pontypool Town Centre and the strategic objectives that support this vision have been translated into broader placemaking objectives that respond to the Placemaking Wales Charter. The vision and the objectives respond to the identified issues illustrated in the place analysis section and integrate the key objectives that have been developed in stakeholder engagement to date.

## 3.1 VISION

*Pontypool will build upon its unique heritage and historic market town qualities to enhance its attractiveness and accessibility as a destination for new and old visitors. A town which supports independent traders, innovative start-up and niche businesses whilst providing an improved commercial, leisure and night-time economy which increases the reasons to visit and the length of time people stay within the town centre. Links to and from the adjacent Pontypool Park will be improved to support the town becoming a hub for active travel and will include improved bus and public transport connectivity.*



# 03 VISION AND OBJECTIVES



## People and Community

- Showcase the history of Pontypool and its communities in future investment.
- Work in partnership with the local community to deliver investment.
- Create homes, businesses, social opportunities and services for the local community.
- Strengthen and create new opportunities in the town's foundational economy.
- Provide opportunities for training and upskilling through capital investment.



## Location

- Transform the town centre into a diverse neighbourhood.
- Repurpose the town's existing buildings, and heritage places to drive future growth.
- Make it easier to travel through the town on bike and foot.
- Re-establish the branding for Pontypool based on the Town's unique offer.



## Movement

- Intervene on key town centre streets to prioritise pedestrians and cyclists over vehicles.
- Deliver an Integrated Active Travel Hub in the centre of the town.
- Improve connections between the town centre and national cycle routes.
- Revitalise town centre car parks into cleaner, safe, greener and visually distinctive facilities.



## Mix of Uses

- Transform vacant units into new workspaces, homes and leisure destinations.
- Strengthen and diversify the town's existing retail offer.
- Develop a distinctive night-time offer that utilises the town's key heritage assets.
- Facilitate Foundational Economy businesses to have a high street presence through the provision of suitable premises.



## Public Realm

- Enhance the street scene by improving key frontages in a way that respects the character and identity of Town Centre.
- Transform George Street into the green heart of the town.
- Introduce street greening and revitalise the streetscene through the incorporation of green infrastructure and urban trees.
- Improve the interface to Pontypool Park.
- Improve the setting to Pontypool Indoor Market.



## Identity

- Promote and preserve the special character of the Pontypool Conservation Area and the key listed buildings within it.
- Bring Pontypool Park footfall into the town centre and ensure the Park and town work together.
- Improve the presence of Pontypool Indoor Market.
- Revitalise the entrance spaces in to Pontypool Town Centre in order to create a positive first impression.



# 04 PLACEMAKING STRATEGY

To communicate the place changes that Pontypool town centre can pursue, a Placemaking Plan Strategy has been prepared. The Strategy identifies the placemaking projects and investments that will be delivered to respond to the issues identified in the place analysis and to deliver the vision and objectives set for the town.

The Strategy seeks to achieve the below key outcomes:

- Create a better sense of arrival from the south via Clarence Street and Hanbury Road with priority for pedestrians and the business environment.
- Create a new cultural hub and café culture on Hanbury Road that becomes a focal destination and integrates Pontypool Park and promotes footfall within Pontypool Town Centre.
- Revitalise Commercial Street through the repurposing of listing buildings to accommodate a mix of businesses, leisure and living uses.
- Establish Commercial Street as the key 'connecting street' in the town, prioritising pedestrian movement north, south and west and to the east of the centre.
- Create a better sense of arrival from the north via Osborne Road and George Street with enhanced car parking infrastructure, characterful green pocket parks and priority for pedestrians and the business environment.
- Transform George Street into an adaptable green street for pedestrians, businesses and events.

- Enhance the setting to the Pontypool Indoor Market and create opportunities for the Market to 'spill out' into the town streets and green spaces.
- Transform and activate the Link public space and increase pedestrian flow through the west of the town.
- Deliver an Integrated Active Travel Hub in the centre of the town that improves the experience of public travel by bus and provides an interchange and facilities that support active travel for pedestrians and cyclists with appropriate facilities.
- Modernise and improve the Glangtorvaen Road Car Park to improve the perception of public safety and to provide safe parking facilities to support the evening economy and culture hub.
- Encourage and support the use of green infrastructure, carbon reduction and renewable energy technology in all town centre developments

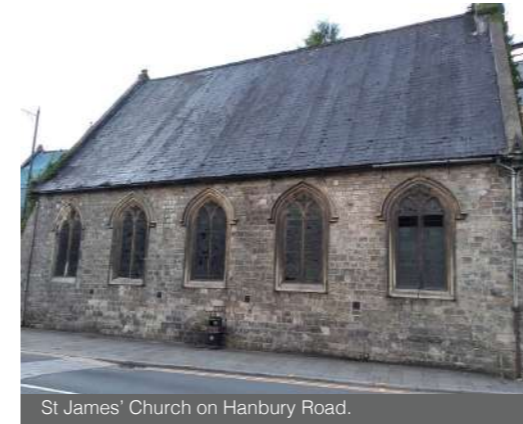
An overview of the placemaking projects for each area of the town follows in the following pages.



Police station on Glatorvaen Road.



Riverside Car Park entrance.



St James' Church on Hanbury Road.



Public toilets building on Hanbury Road.



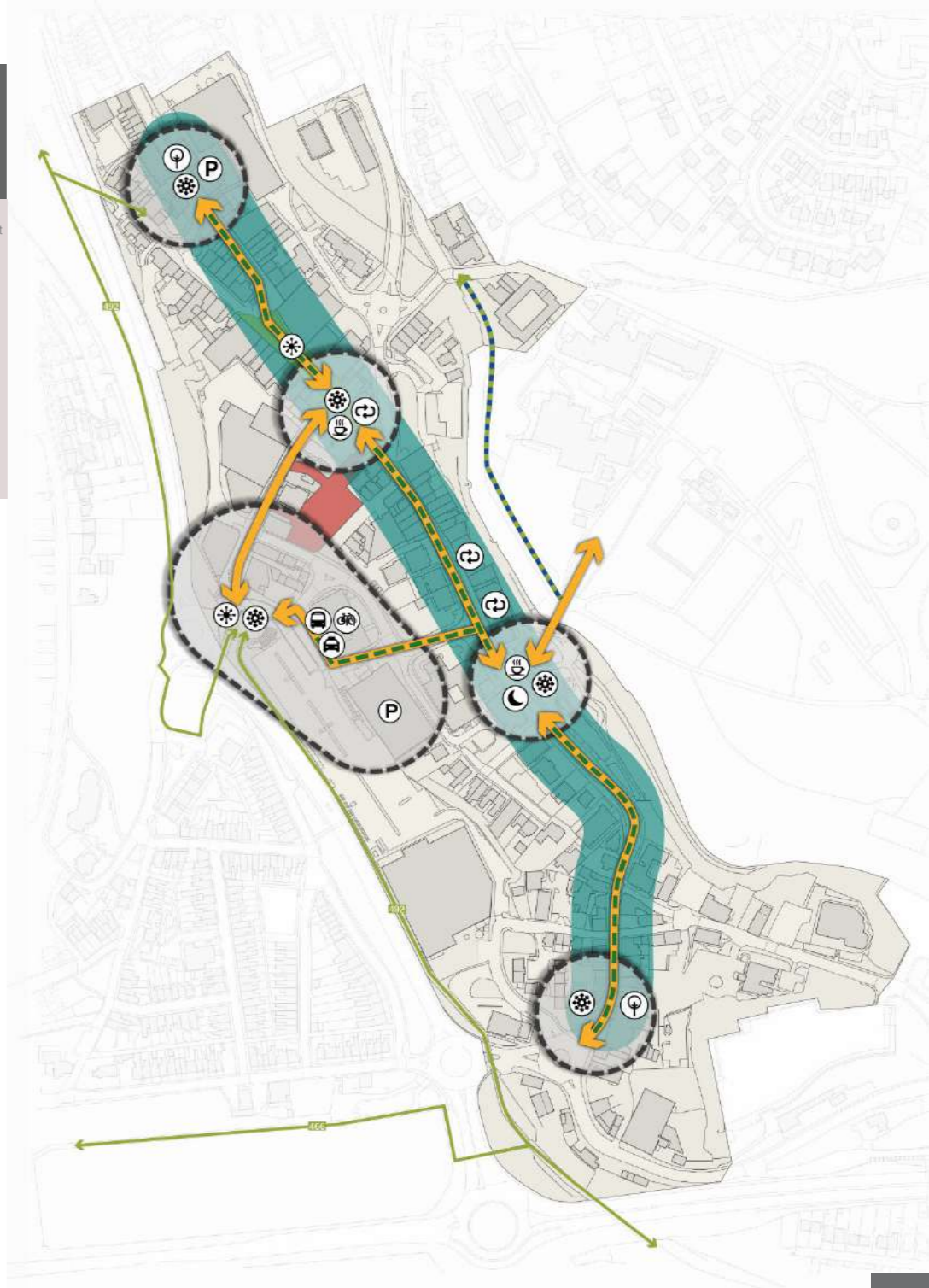
Clarence Street.



Former Argos building on Crane Street.

# 04 PLACEMAKING STRATEGY

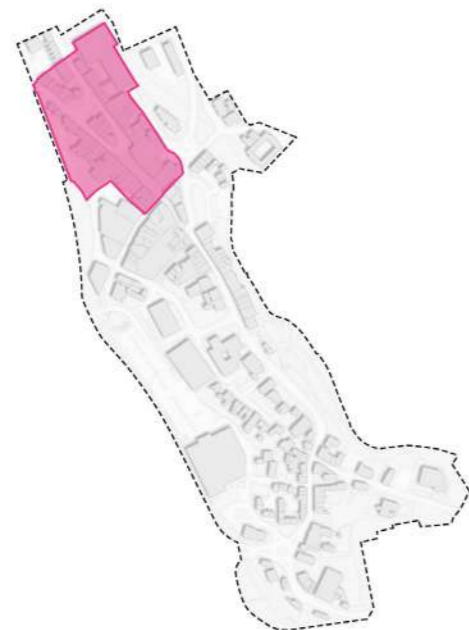
- Place Plan Area
- High Street Public Space Improvement
- Pontypool Indoor Market
- Improved Town Centre Entrance
- Improved Pedestrian Link
- Greened Road
- Existing National Cycle Route
- Riverside Link
- Improved Gateway and Wayfinding
- Improved Multi-Storey Car Park
- Relocated Taxi Rank
- Relocated Bus Interchange
- Active Travel Hub
- Cafe Hub
- Night-time Economy / Cultural Hub
- Pocket Park
- Repurposed Listed Building
- Key Public Space





## 4.1 Intervention Areas Vision and Objectives

An overview of the vision and the key objectives per each intervention area is reported on the side.

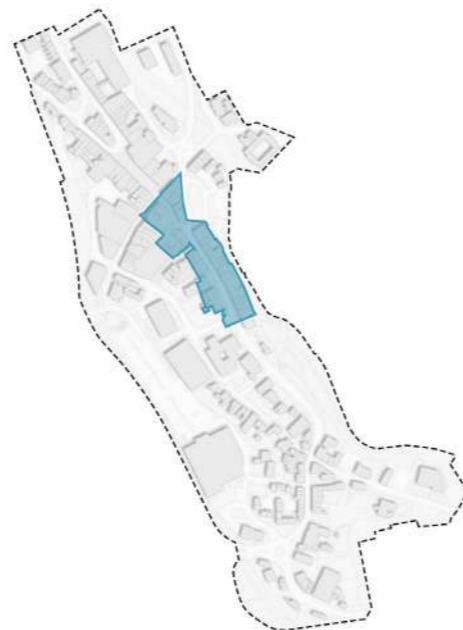


### Intervention Area 1 - Osborne Road and George Street

**Vision:** To become an attractive and welcoming entrance to the town centre.

**Key Outcomes:**

- Improve the Northern entrance experience;
- Transform George Street into the green heart of the town.
- Introduce new green infrastructure and improve existing green spaces;
- Strengthen and diversify the town's existing retail offer;
- Integrate wayfinding elements.



### Intervention Area 2 - Commercial Street

**Vision:** To become a renowned leisure destination that attracts residents and visitors from outside the town.

**Key Outcomes:**

- Refurbish key vacant units to provide new leisure, residential and commercial uses;
- Enhance the entrance to the Pontypool Indoor Market;
- Reduce the carriageway to provide a safer and more inviting space for pedestrians and cyclists.



### Intervention Area 3 - The Link

**Vision:** To become a key hub for public transport and active travel, and an attractor to pull people into the town centre.

**Key Outcomes:**

- Regenerate the Link public space to provide an attractive entrance to the town;
- Provide flexible active space for events and attract people into the town centre;
- Deliver an Integrated Active Travel Hub in the centre of the town.



### Intervention Area 4 - Clarence Street and Hanbury Road

**Vision:** To become an inviting southern entrance to the town and a strong connection between Pontypool Park and the town centre.

**Key Outcomes:**

- Reduce the carriageway to provide a safer and more inviting space for pedestrians and cyclists;
- Regenerate the public toilet and St James' Church buildings to increase footfall in the area and enhance the connection to Pontypool Park.



### Placemaking Area-Wide: Not Spatially Specific

An extensive list of no space-specific interventions, grouped in town wide interventions and digital and skills interventions, can be found at page 44.



## Intervention Area 1 - Osborne Road and George Street

**Osborne Road and George Street can be revitalised to create a new northern entrance into the town centre. Key projects will deliver:**

1. Public realm enhancement, street art and greening to create a better sense of arrival to the town from the north and overall better pedestrian experience.
2. Undertake highway interventions alongside public realm enhancements to prioritise pedestrians and create a greener town.
3. Targeted investment into properties and shopfronts that require enhancement or are vacant.
4. Enhance the existing green spaces to create distinctive green pocket parks.
5. Continued restoration of the listed National Westminster Bank building to provide shared-work space to complement residential use in the upper storeys.
6. Enhance the Riverside Car Park to improve the lighting, physical fabric and quality of the pedestrian access so that it is safer and cleaner for users. Opportunities for renewable energy generation and vertical greening to also be considered.

7. Implement a building enveloping scheme along the rear of Osborne Road to improve views of the buildings from the rear, including approach into Riverside Car Park.
8. Explore opportunities for a distinctive café-restaurant quarter with night-time offer in the rear courtyard of 21 George Street. Access can be controlled outside of hours by existing boundary treatments.
9. Soften the pedestrianised section of George Street with street planting that can also create pocket parks, spaces for visitors and business to use and seasonal events. Access for service vehicles on a controlled basis to be retained.
10. Continue to enforce against prohibited vehicles accessing the pedestrianised section of George Street, and explore reinforcing the controlled barriers as part of the street greening proposals.
11. Restoration and re-use of 1 George Street, a prominent corner property where Crane Street adjoins George Street, to be considered alongside of the listed 2-6 Commercial Street and Co-operative Bank buildings as a leisure and food and beverage destination. The property could be sub-divided to create opportunities for foundational economy businesses.

12. Work with local housing partners to identify targeted opportunities to deliver new homes in the upper storeys of existing retail premises.



## Intervention Area 1 - Osborne Road and George Street Fulfilled Objectives

- People and Community**  
Strengthen the town's foundational economy while creating new homes, businesses and social opportunities.
- Location**  
Transform the town centre into a diverse neighbourhood, by introducing new uses and by repurposing the town's existing buildings.
- Movement**  
Prioritise pedestrians and cyclists over vehicles, while revitalising town centre car parks into cleaner, safe, greener and visually distinctive facilities.
- Mix of Uses**  
Repurpose vacant units to diversify the town's existing retail offer and develop a night-time offer.
- Public Realm**  
Introduce street greening and revitalise the streetscene through the incorporation of green infrastructure and urban trees. Transform George Street into the green heart of the town, while improving key frontages.
- Identity**  
Promote and preserve the special character of the Pontypool Conservation Area, and revitalise the entrance spaces in to Pontypool Town Centre in order to create a positive first impression.





## Intervention Area 2 - Commercial Street

**Commercial Street can be revitalised to introduce new uses and to create a new cafe quarter at the core of the town. Key projects will deliver:**

1. Public realm enhancement, street art and greening to create an enhanced pedestrian experience.
2. Explore opportunities for highway interventions alongside public realm enhancements to prioritise pedestrians and create a cleaner and greener town. For example, build outs, highway narrowing and street planting.
3. Restoration and reuse of the prominent listed Pearl Assurance House for residential and retail uses.
4. Restoration and reuse of the prominent listed 35 Commercial Street for foundational economy employment opportunities.
5. Create a green pocket park adjacent to the Lloyd's Bank building to offer respite from vehicles.
6. Targeted public realm enhancement outside the listed Barclay's Bank to better demarcate the entrance to the pedestrianised section of Commercial Street and better signify the entrance to the Pontypool Indoor Market.

7. Restoration and reuse of the listed 2-6 Commercial Street and Co-operative Bank buildings to complement the public realm enhancement. Mix of uses to be provided, including retail and food and beverage that could have a night-time offer and possibly residential. Targeted investment into properties and shopfronts that require enhancement. If appropriate, the properties could be subdivided to create opportunities for foundational economy businesses.
8. Restoration and reuse of the listed George Public House to further complement the public realm enhancement and strengthen the food and beverage offer in the town.
9. Utilise and promote Torfaen Museum as a cultural venue and improve active travel links between the town centre and Museum.



## Intervention Area 2 - Commercial Street Fulfilled Objectives

- People and Community**  
Strengthen the town's foundational economy while creating new homes, businesses and social opportunities.
- Location**  
Transform the town centre into a diverse neighbourhood, by introducing new uses and by repurposing the town's existing buildings.
- Movement**  
Prioritise pedestrians and cyclists over vehicles, and improve existing connectivity.
- Mix of Uses**  
Repurpose vacant units to diversify the town's existing retail offer and develop a night-time offer. Facilitate Foundational Economy businesses to have a high street presence through the provision of suitable premises.
- Public Realm**  
Enhance the street scene by improving key frontages in a way that respects the character and identity of Town Centre, and enhance the setting to Pontypool Indoor Market.
- Identity**  
Promote and preserve the special character of the Pontypool Conservation Area, and improve the presence of Pontypool Indoor Market.





## Intervention Area 3 - The Link

The area of The Link can be revitalised to create a welcoming pedestrian and cycle gateway to the town. Key projects will deliver:

1. Public realm enhancement, street art and greening to create a better sense of arrival into the town from the west and overall better pedestrian experience. Entrances to Pontypool Indoor Market require consideration as to how they can be made more prominent within the street scene.
2. Activate the Link public space so that it encourages movement and footfall from Tesco into the town centre and Crane Street. Measures to include a commercial 'attractor' through the creation of a kiosk hub, better lighting at the space can become a flexible event space.
3. As part of the enhancement of the Link space enhance connections to national cycle route 492 and encourage cyclists into the town centre.
4. Repurpose the prominent building on upper Crane Street where Argos was located into a new independent commercial leisure destination that promotes footfall in to this area of the town centre. Targeted investment into properties and shopfronts that require enhancement. If appropriate, the property could be sub-

5. Redevelop Pontypool Police Station site into an Integrated Active Travel Hub. To provide a bus station with electric charging provision; bike storage and bike hire; shower and changing facilities; small-scale commercial space and renewable energy infrastructure.
6. Enhance the Civic Centre multi-storey car park that includes new facades and internal investment to create a cleaner and safer public visitor experience. Enhancement to explore the viability of vertical greening and renewable energy generation.
7. Enhance Market Street so that it can become a diverse public space that can be used for market events and for businesses to utilise. Measures to include, enhanced lighting and signage and parklets and temporary placemaking that could be used seasonally or during events to create interest.

8. Explore the opportunity to transform the corner of Market Street and Glantorvaen Road into a useable space with green infrastructure that would improve the public realm. This space could be used to support Pontypool Indoor Market and foundational economy traders within it. This space could expand upon the visual interest created by the existing green space on Glantorvaen Road and would provide a positive green setting to the new Integrated Active Travel Hub.
9. Work with local housing partners to identify targeted opportunities to deliver new homes in the upper storeys of existing retail premises.

## Intervention Area 3 - The Link Fulfilled Objectives

- People and Community**  
Strengthen the town's foundational economy.
- Location**  
Transform the town centre into a diverse neighbourhood, while making it easier to travel through the town on bike and foot.
- Movement**  
Deliver an Integrated Active Travel Hub in the centre of the town, prioritise pedestrians and cyclists over vehicles, and improve existing connectivity to the NCR. Revitalise the Glantorvaen Road Car Park into a cleaner, safe, greener and visually distinctive facility.
- Mix of Uses**  
Repurpose the vacant Argos building and introduce new foundational economy businesses.
- Public Realm**  
Enhance the street scene by improving key frontages and integrating green infrastructure and urban trees, while enhancing the setting to Pontypool Indoor Market.
- Identity**  
Revitalise the entrance spaces in to Pontypool Town Centre in order to create a positive first impression and drive footfall into the town and the Indoor Market.



The Link Place Strategy



## Intervention Area 4 - Clarence Street and Hanbury Road

**Clarence Street and Hanbury Road can be revitalised to create a new southern entrance into the town centre and into Pontypool Park. Key projects will deliver:**

1. Public realm enhancement, street art and greening to create a better sense of arrival into the town from the south and enhanced pedestrian experience.
2. Undertake highway interventions alongside public realm enhancements to prioritise pedestrians and create a cleaner and greener town. For example, build outs, highway narrowing and street planting.
3. Continued investment into Clarence Street properties to work alongside the public realm enhancements and create foundational economy business opportunities and incubation spaces.
4. Redevelopment of the vacant and prominent corner property of Park Royal House on Clarence Street to potentially provide new homes or business space.
5. Redevelop the Grade II Listed St James's Church as a cultural hub destination that is capable of providing a night-time economy offer.

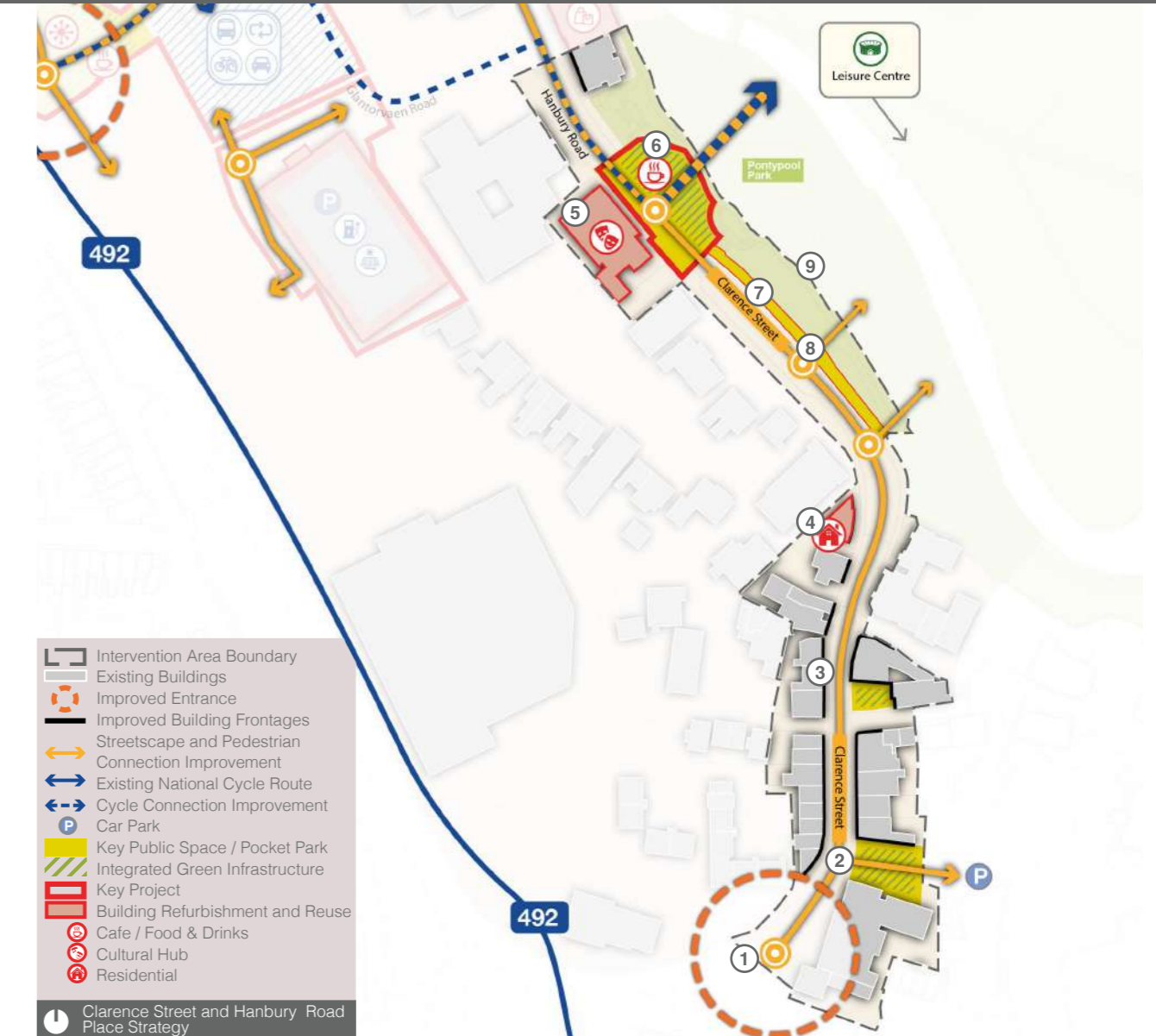
6. Redevelop the public toilets on Hanbury Road to create a café culture offer, to improve the gateway in to Pontypool Park and to encourage footfall from Pontypool Park into the Town Centre. This redevelopment would compliment that of St. James's Church and create a new cultural hub destination within the town. Public toilet provision will be included within the redevelopment.
7. Reduce the bus infrastructure and include in public realm enhancements that provide a better setting and entrances to Pontypool Park. (Note: infrastructure to be reduced following delivery of proposed Integrated Active Travel Hub).
8. Encourage movement between the town centre and Pontypool Park with better signage, digital placemaking and a public art trail that includes a series of art pieces in the Park and across the wider town centre public realm.
9. Work with Torfaen Leisure Trust to establish Pontypool Park as an outdoor event venue and promote the Park and events through a coordinated town centre events programme. Design access routes and public realm on Hanbury Road so that the Park and town centre are better connected.

10. Utilise and promote Torfaen Museum as a cultural venue and improve active travel links between the town centre and Museum.



## Intervention Area 4 - Clarence Street and Hanbury Road Fulfilled Objectives

- People and Community**  
Strengthen the town's foundational economy, while creating new businesses and social opportunities.
- Location**  
Transform the town centre into a diverse neighbourhood by introducing new uses and by repurposing the town's existing buildings. Make it easier to travel on bike and foot.
- Movement**  
Improve pedestrians and cyclists movement, and connectivity between the town centre and Pontypool Park.
- Mix of Uses**  
Repurpose vacant units to diversify the town's existing offer and develop a night-time offer. Facilitate Foundational Economy businesses.
- Public Realm**  
Enhance the street scene by improving key frontages and integrating green infrastructure and urban trees, while enhancing the interface to Pontypool Park.
- Identity**  
Promote and preserve the special character of the Pontypool Conservation Area, while improving the interface with Pontypool Park. Revitalise the southern entrance spaces into Pontypool Town Centre.





## Placemaking Area-Wide: Not Spatially Specific Interventions

### Town Wide

**A number of projects could be delivered across the town or require town-wide action and feature in each of the character areas. These include:**

- Public realm enhancement, street art and greening to create a better sense of arrival into the town from key approaches and better experience for pedestrians and businesses.
- Undertake highway interventions alongside public realm enhancements to prioritise pedestrians and create a cleaner and greener town.
- Enhance lighting throughout the town and rationalise street furniture to remove clutter and develop a consistent quality and character.
- Create new active travel routes into the town from the surrounding residential areas and enhance existing ones.
- Work with local housing partners to invest in the existing housing stock in the town centre and identify targeted opportunities to deliver new homes in new residential developments and in the upper storeys of retail premises.
- Explore the viability of renewable energy generation in the town centre by utilising key buildings and car parks to generate energy for the town.

- Work with Pontypool Community Council to explore opportunities for youth provision and for a young person friendly 'Hwb' in a central town centre location.

### Digital & Skills

**Alongside the physical projects there is an opportunity to undertake a series of digital interventions. These include:**

- Prepare a bespoke brand and marketing strategy for the town that is based on the unique character and place opportunities in the town.
- Create a digital high street with a website and application that promotes the town, enables visitors to understand the town offer and businesses, and can be used by businesses to promote products and services and connect with customers.
- As part of the digital high-street prepare a programme of digital placemaking that promotes businesses, attractions, the town's history, the community and events and culture. The digital placemaking could be used to promote the town online and be an interactive visitor experience.

- As part of the active travel and signage enhancements improve digital wayfinding to make it easier to travel through the town and to and from the town from the wider local area and its attractions.
- Introduce free and fast public WI-FI across the town.
- Support business start-ups in the foundational economy that can utilise vacant town centre commercial spaces. To include provision of incubation and growth space in the town centre, but also establishment of business support programmes and networks to help with skills, training, investment and supply chain opportunities.



The Italian Gardens in Pontypool Park.



# 05 KEY PROJECTS

This section of the Placemaking Plan builds upon the vision and objectives within each Intervention Area and identifies projects and investment opportunities within each intervention area that could help realise transformational change.

The key projects within this intervention area are:

- 1. The Link Public Realm Improvements.** Public space and commercial enhancement located in the Crane Street, Market Street and Glantoraven Street area.
- 2. Integrated Active Travel Hub.** Public transport and Active Travel hub in the Crane Street, Market Street and Glantoraven Street area.
- 3. Pontypool Park Entrance Café.** Redevelopment of the Hanbury Road Public Toilets.
- 4. Cafe Quarter.** Creation of a Cafe Quarter in the Commercial Street area.



Key Projects Location Plan.

# 05 KEY PROJECTS



Key Project 1 - The Link Public Realm Improvements.



Key Project 2 - Integrated Active Travel Hub.



Key Project 3 - Pontypool Park Entrance Cafe.



Key Project 4 - Cafe Quarter.



# 05 KEY PROJECTS

## Intervention Area 3 - The Link Key Project 1 - The Link Public Realm Improvements

Located at the very top of Crane Street, the "Link" is a transition space between the town centre and the towns existing Tesco supermarket car park. The area lacks a purpose and function and as a result contributes very little to the vitality of the town centre.

The area is within the Council's ownership and has benefited from public investment in the past fifteen years. Despite this investment, the area remains a largely underutilised area of the town centre. The area comprises of a large stepped open space, bisected by an underpass entering it from the west that connects to NCN Cycle Route 492 that stretches from Newport to Blaenavon.

The space is currently characterised by hard landscaping and is not inviting to pedestrians or active travel users, it therefore fails to encourage footfall from Tesco in to the Town Centre.

Its location between Tesco and the town centre offers the opportunity to create a physical and visual link between the two areas. National Cycle Route 492 also passes through the space but signage and waymarking to assist cyclists in negotiating their route through Pontypool is limited and unclear. Similarly, the proximity of the town centre and what it has to offer is also unclear from Tesco's car park and when cycling/walking through this space.

The sustainability and vitality of town centres relies largely on the ability to support local FE businesses to buffer against the decline in footfall that has resulted due to the loss of national retailers. Creating the appropriate spaces and premises is key to accommodating this more flexible and locally orientated form of economic activity that is emerging. Re-purposing and re-imagining existing spaces whilst providing an "additional offer" is critical to this.

In order to further support the development of the Foundation Economy, the project proposes to address this by transforming the space

And creating an event space and a "hub" in the form of a permanent kiosk offering food and drinks with external tables and chairs supporting footfall and dwell time within the adjacent town centre. The kiosk will provide a physical and visual link drawing the attention of Tesco's customers towards the town centre.

The Link is in close proximity to other key projects within the town centre including the redevelopment of the former Argos Building and the Integrated Active Travel Hub.



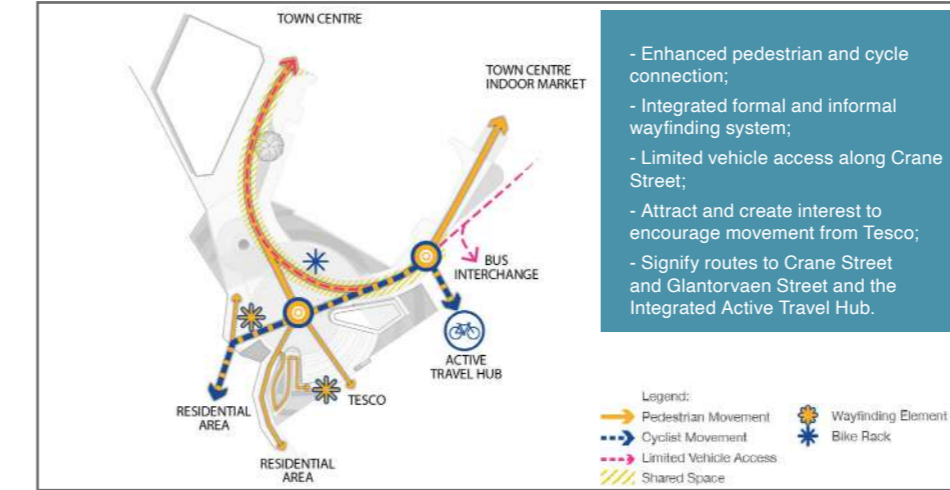
The former Argos building.



View of the main public space connecting Tesco and Crane Street.

# 05 KEY PROJECTS

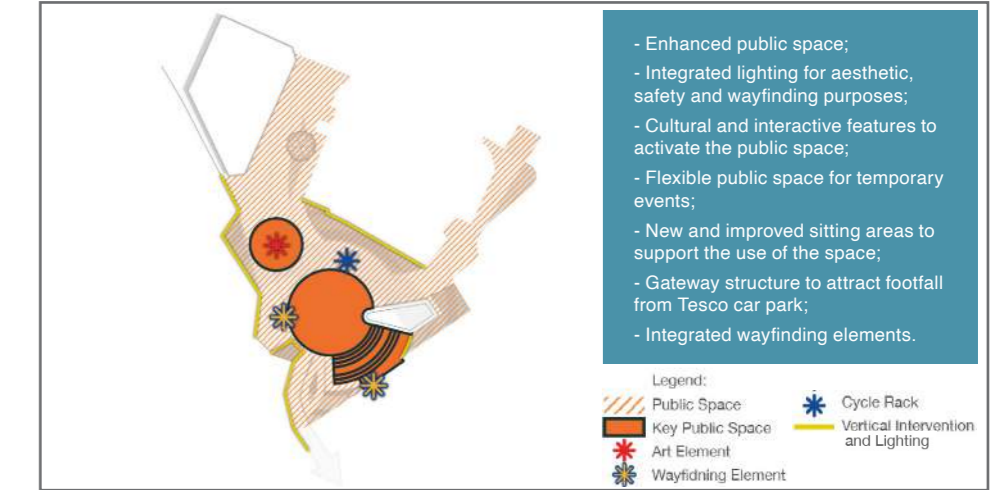
## ACCESS AND MOVEMENT



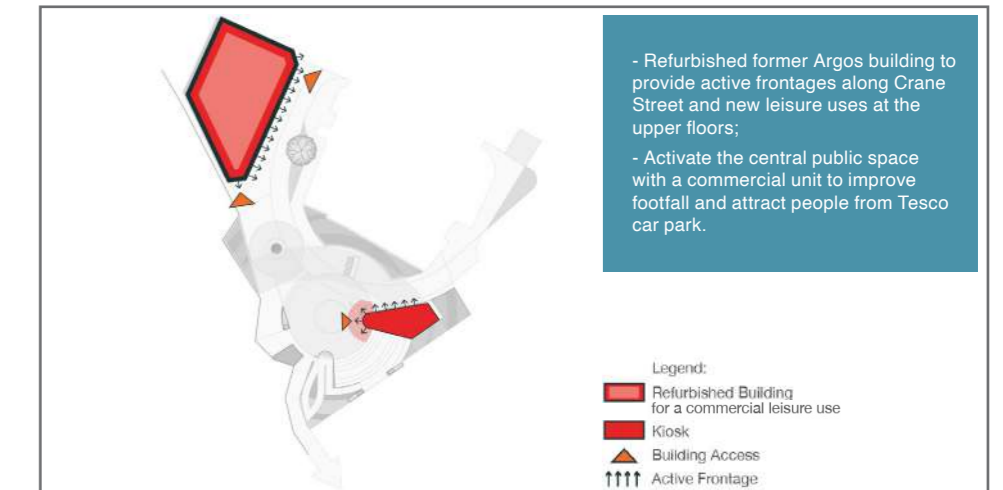
## BLUE-GREEN INFRASTRUCTURE



## PUBLIC SPACE AND FEATURES



## PUBLIC SPACE AND FEATURES





# 05 KEY PROJECTS



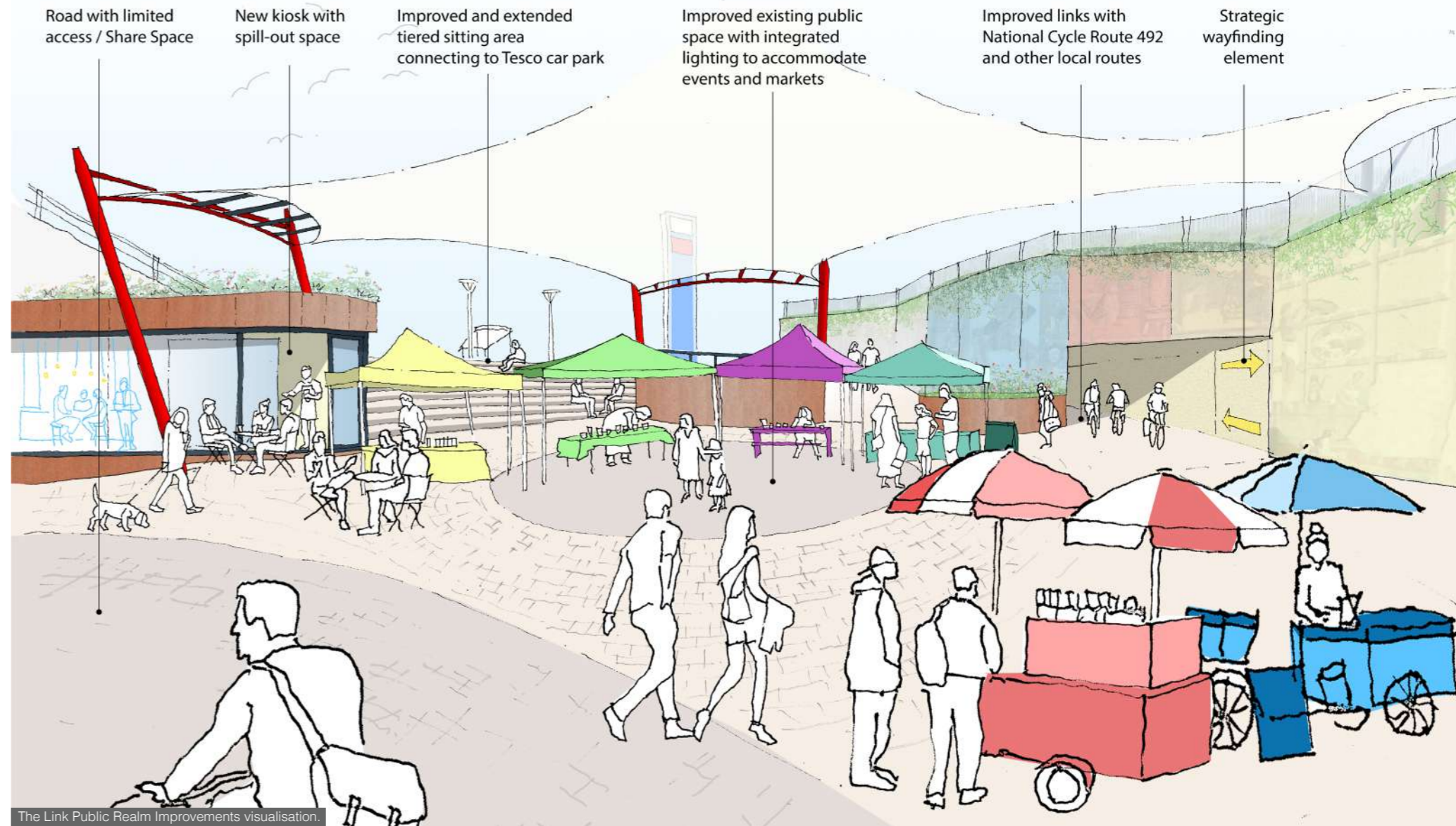
## Key Project 1 - The Link Public Realm Improvements

### Fulfilled objectives

- Repurpose the town's existing buildings, and heritage places to drive future growth.
- Make it easier to travel through the town on bike and foot.
- Intervene on key town centre streets to prioritise pedestrians and cyclists over vehicles.
- Improve connections between the town centre and national cycle routes.
- Provide key town centre streets with bespoke character and identity.
- Introduce street greening and revitalise the streetscene through the incorporation of green infrastructure and urban trees.
- Revitalise the entrance spaces in to Pontypool Town Centre in order to create a positive first impression.

The Link Public Realm Improvements proposal plan.

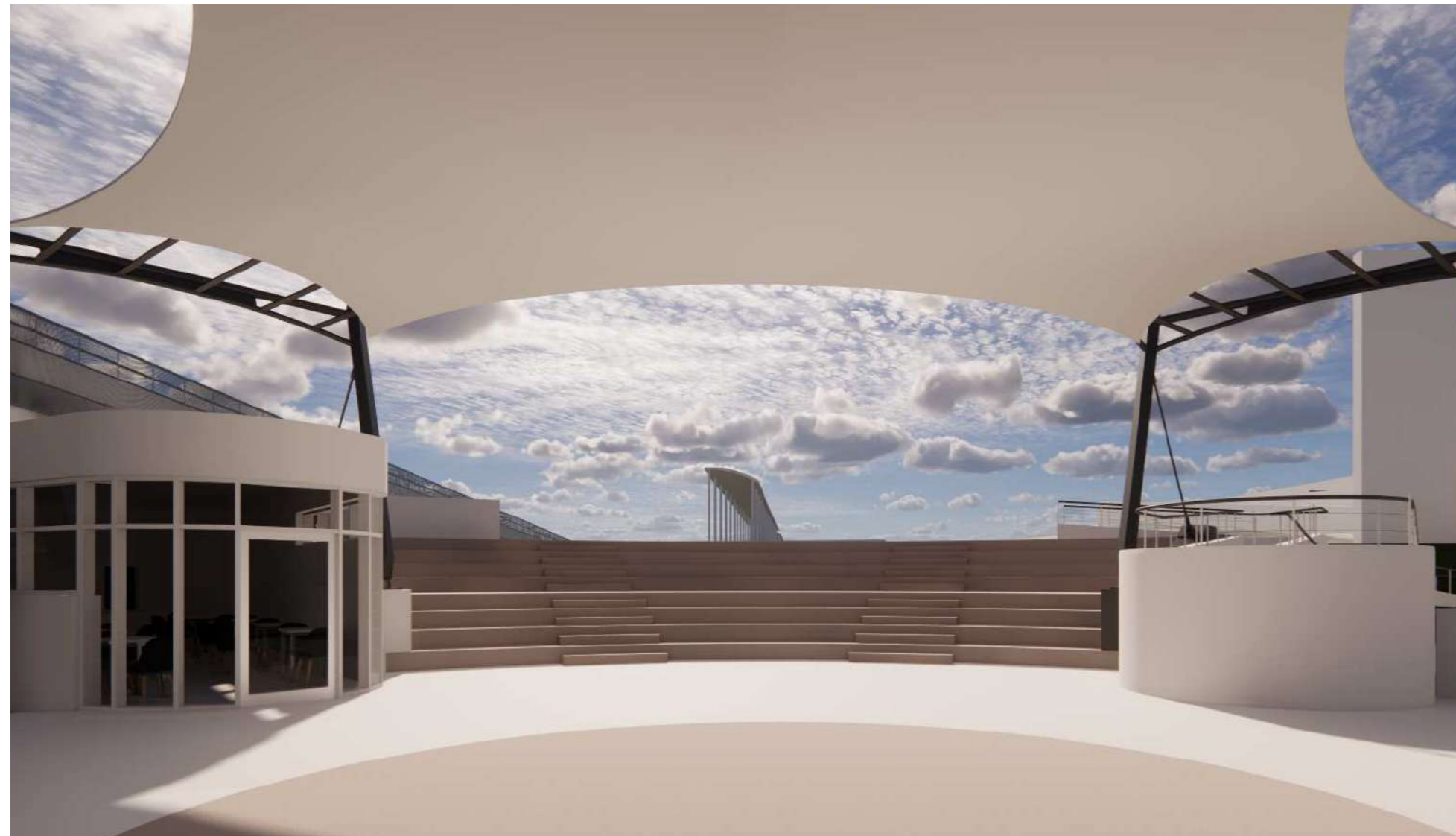
# 05 KEY PROJECTS





# 05 KEY PROJECTS

The Link - Design and Views by Percy Thomas Architects



The Link. View of Hub looking towards seating/steps.

# 05 KEY PROJECTS

The Link - Design and Views by Percy Thomas Architects



The Link. View of the main public space.



The Link. Kiosk Interior.



The Link. View towards Tesco's Car Park from Crane Street.



The Link. View towards the Link from Crane Street.



# 05 KEY PROJECTS

## Intervention Area 3 - The Link Key Project 2 - Integrated Active Travel Hub

The project proposes to create an Integrated Active Travel Hub on the site of Pontypool Police Station. The Police Station has been earmarked for closure and the project would prevent a large building from becoming vacant and a blight on the town. The site is also in close proximity to the national cycle route that passes the town to the west and could be designed to connect to the redesigned Links space. Provision of a bespoke bus station would also address the existing problem of waiting buses on other key town centre roads like Hanbury Road and Clarence Street.

The project would include a new bus station with electric charging provision for buses; cycle hire facilities; cycle storage areas; changing and shower facilities; and cycle maintenance facilities. There could also be an opportunity to accommodate new commercial space above the Integrated Active Travel Hub. This might be appropriate for a flexible workspace. The project would be in close proximity to the Civic Centre and Glantorvaen Road Car Park and it should be designed in a way that complements the design proposals for the Civic Centre with shared landscape and consistent architectural design. The proposals should also improve the pedestrian connection from Tesco and integrate the route into the movement strategy for the area to ensure a good sense of arrival that is clean and green.



Northern facade of the Police Station building.



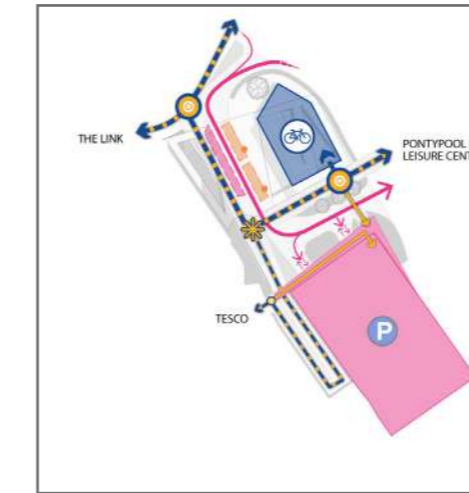
View of the northern facade of the multi-storey car park.



View of the multi-storey car park on the left and the Police building on the right.

# 05 KEY PROJECTS

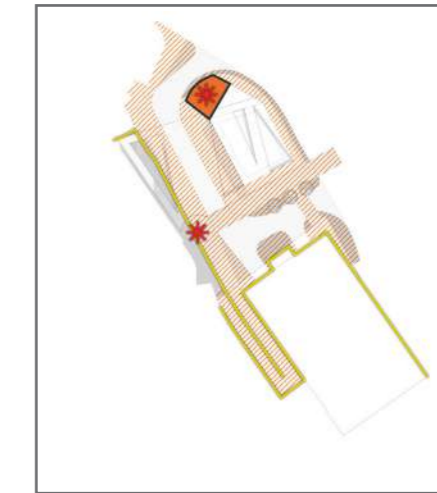
## ACCESS AND MOVEMENT



- Enhanced pedestrian and cycle connection;
- Integrated formal and informal wayfinding system;
- Provide a new Active Travel Hub;
- Provide a bus interchange;
- Provide taxi rank/drop-off area;
- Improve the existing multi-storey car park connection.



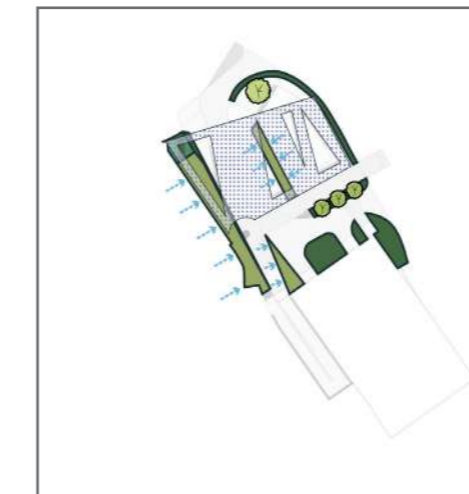
## PUBLIC SPACE AND FEATURES



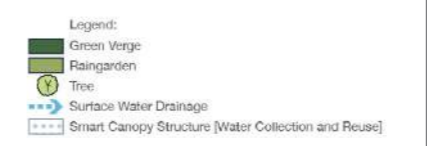
- Provide new public space;
- Integrate lighting for providing a safe and attractive feature along key connections;
- Introduce public art element in strategic location.



## BLUE-GREEN INFRASTRUCTURE



- New green spaces to frame the public space;
- Raingardens and green verges to treat and manage surface water run-off;
- Smart roof to collect and re-use rain water.



## PUBLIC SPACE AND FEATURES

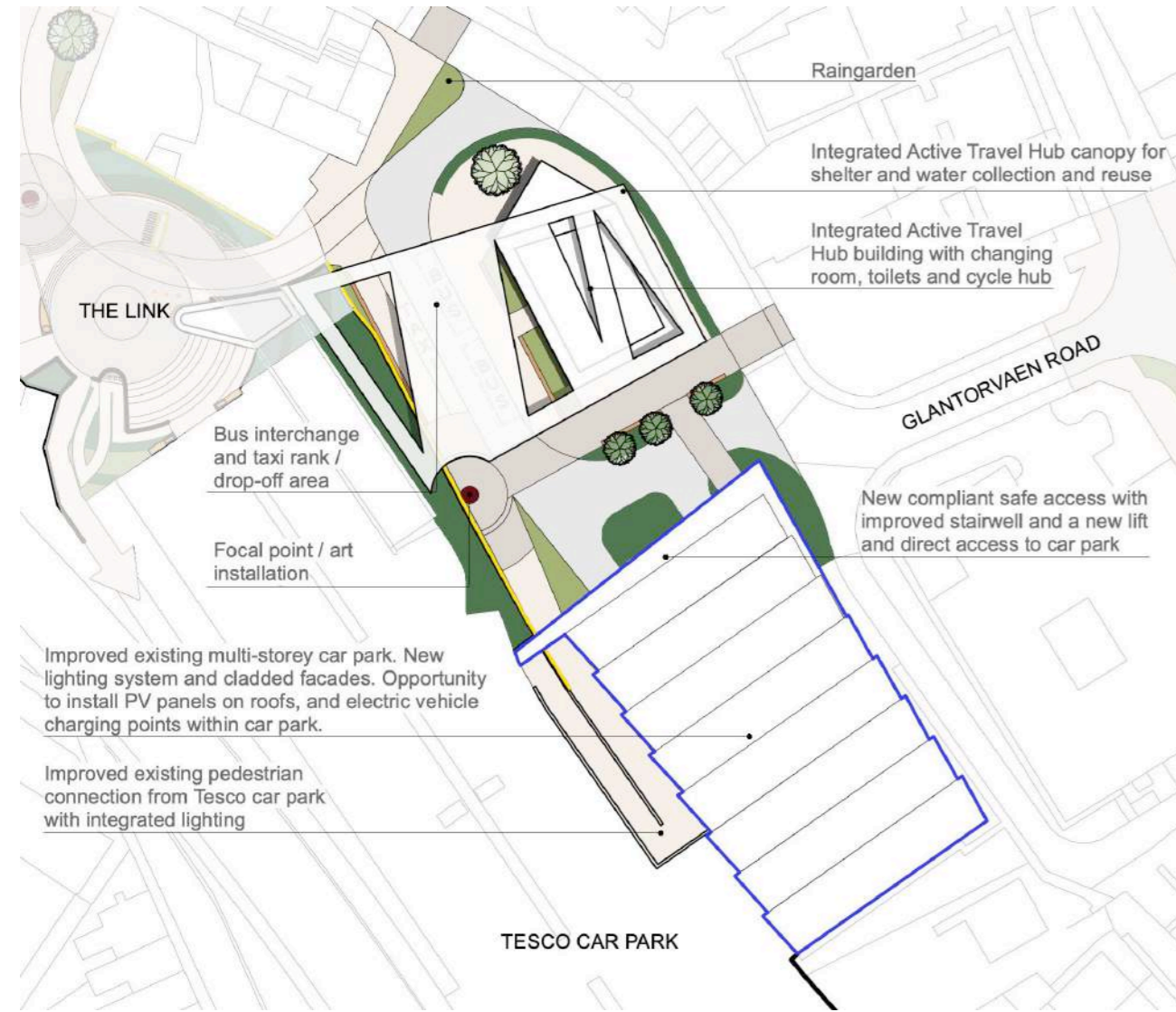


- Improve existing multi-storey car park facade and lighting system;
- Provide a new Active Travel Hub that comprises new toilets, changing rooms and showers, bike storage, workshop space. Opportunity for office uses on the upper floors.





# 05 KEY PROJECTS



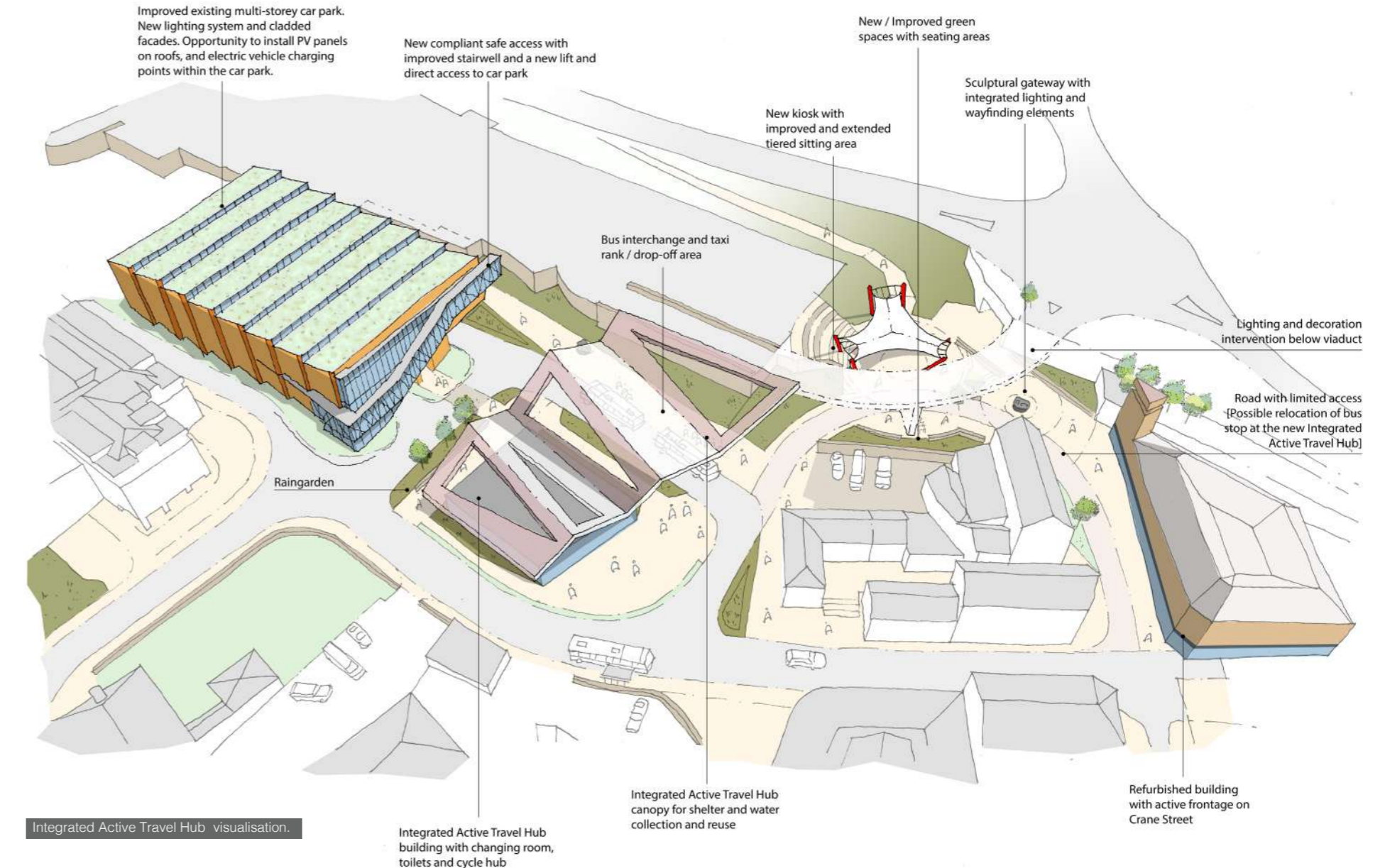
Integrated Active Travel Hub proposal plan.

## Key Project 2 - Integrated Active Travel Hub

### Fulfilled objectives

- Intervene on key town centre streets to prioritise pedestrians and cyclists over vehicles.
- Deliver an Integrated Active Travel Hub in the centre of the town.
- Improve connections between the town centre and national cycle routes.
- Revitalise town centre car parks into cleaner, safe, greener and visually distinctive facilities.
- Provide key town centre streets with bespoke character and identity.
- Introduce street greening and revitalise the streetscene through the incorporation of green infrastructure and urban trees.
- Revitalise the entrance spaces in to Pontypool Town Centre in order to create a positive first impression.

# 05 KEY PROJECTS



Integrated Active Travel Hub - visualisation.

Integrated Active Travel Hub building with changing room, toilets and cycle hub

Integrated Active Travel Hub canopy for shelter and water collection and reuse

Refurbished building with active frontage on Crane Street



# 05 KEY PROJECTS

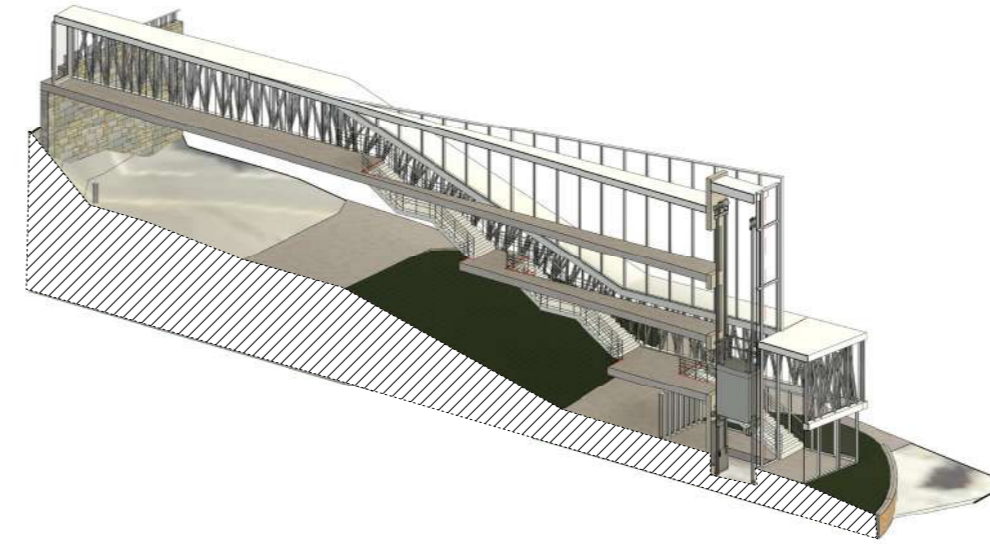
Glantorvaen Road Car Park - Design and Views by Percy Thomas Architects



Glantorvaen Road Car Park. View from Glantorvaen Road.

# 05 KEY PROJECTS

Glantorvaen Road Car Park - Design and Views by Percy Thomas Architects



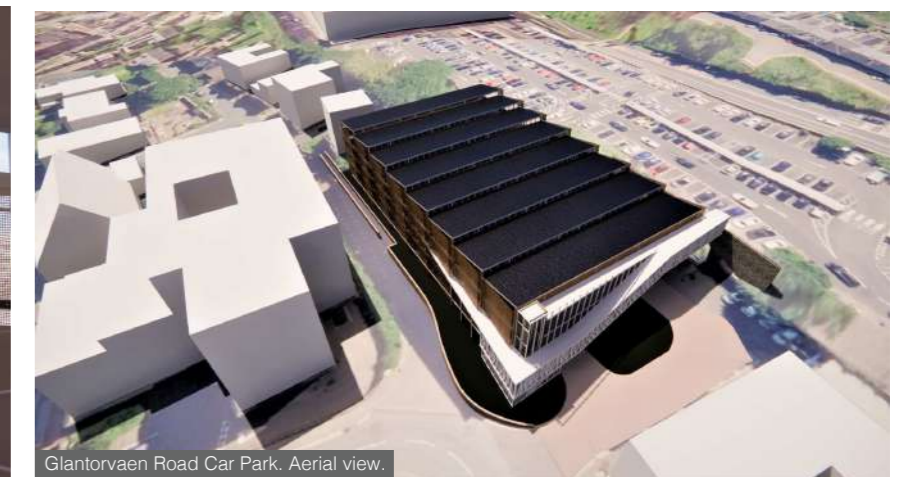
Glantorvaen Road Car Park. Cut section of the new distribution structure.



Glantorvaen Road Car Park. Stairs.



Glantorvaen Road Car Park. Interior view.



Glantorvaen Road Car Park. Aerial view.



# 05 KEY PROJECTS

## Intervention Area 4 - Clarence Street and Hanbury Road Key Project 3 - Pontypool Park Entrance Cafe

The project focusses on the existing toilet block and access to Pontypool Park on Hanbury Road. The existing toilet facility is strategically located next to the distinctive southern entrance to the Park, which is a key asset to the town, marks the transition to Commercial Street, a key town centre retail and business street, and is located opposite St James's Church, which is proposed for redevelopment into a food, cultural and leisure destination that creates a night-time offer.

The toilet block is an important facility for the town, but its redevelopment would create an opportunity to create a new cafe / restaurant with impressive views over the Park, enhance the setting of a key entrance to the Park and encourage greater movement between the two. Public toilets could also be included in the development or be re-provided in the Integrated Active Travel Hub. The project would also supplement the leisure and night-time offer provided at the redeveloped St James's Church and with the right design approach the public realm and landscape design could be used to create a focal area between the developments. This would help to work alongside other street and highway interventions in the area to reduce the dominance of vehicle movements on the street scene and would also make lower Clarence Street feel less isolated.



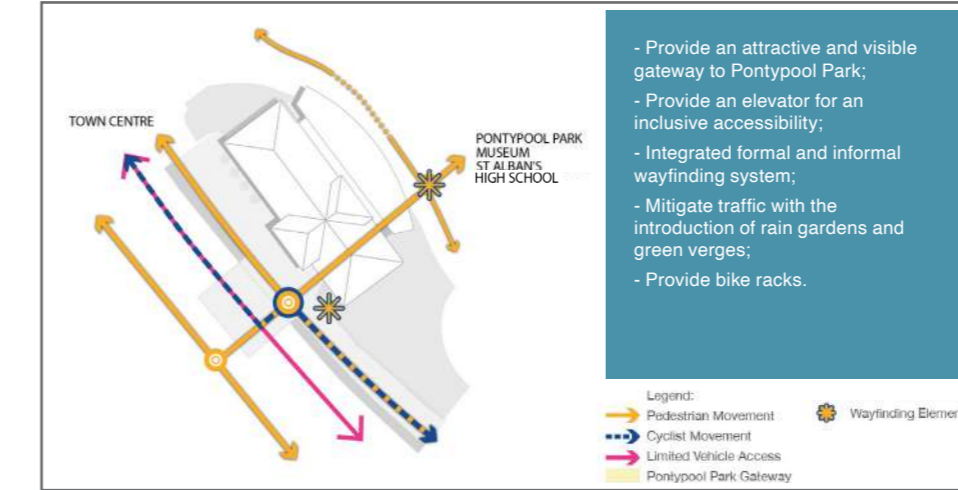
View of Hanbury Road and Clarence Street. Torfaen County Borough Council and St James' Church buildings on the right.



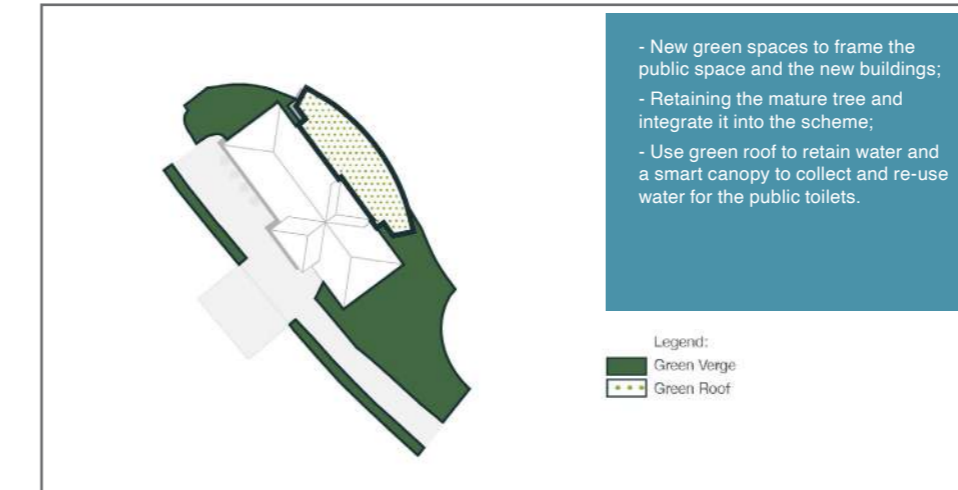
View of the public toilets building and one of the pedestrian accesses to Pontypool Park.

# 05 KEY PROJECTS

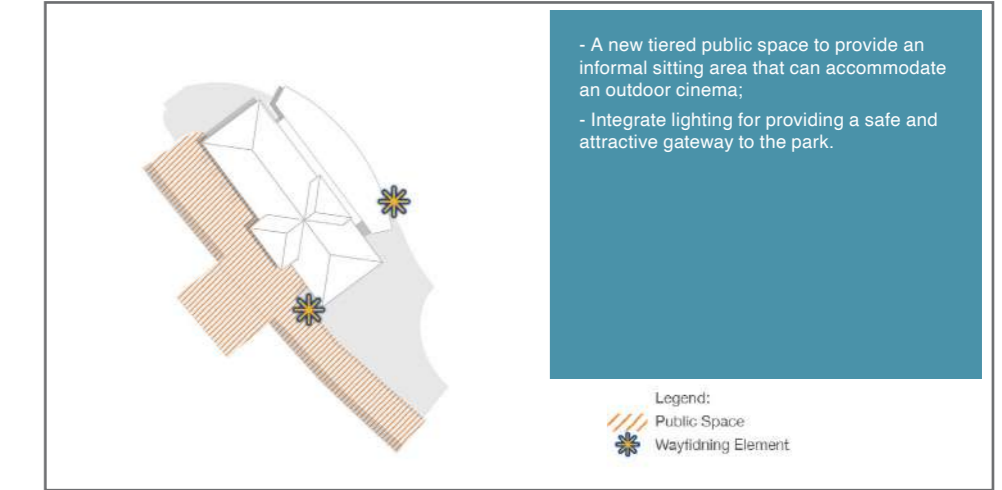
## ACCESS AND MOVEMENT



## BLUE-GREEN INFRASTRUCTURE



## PUBLIC SPACE AND FEATURES

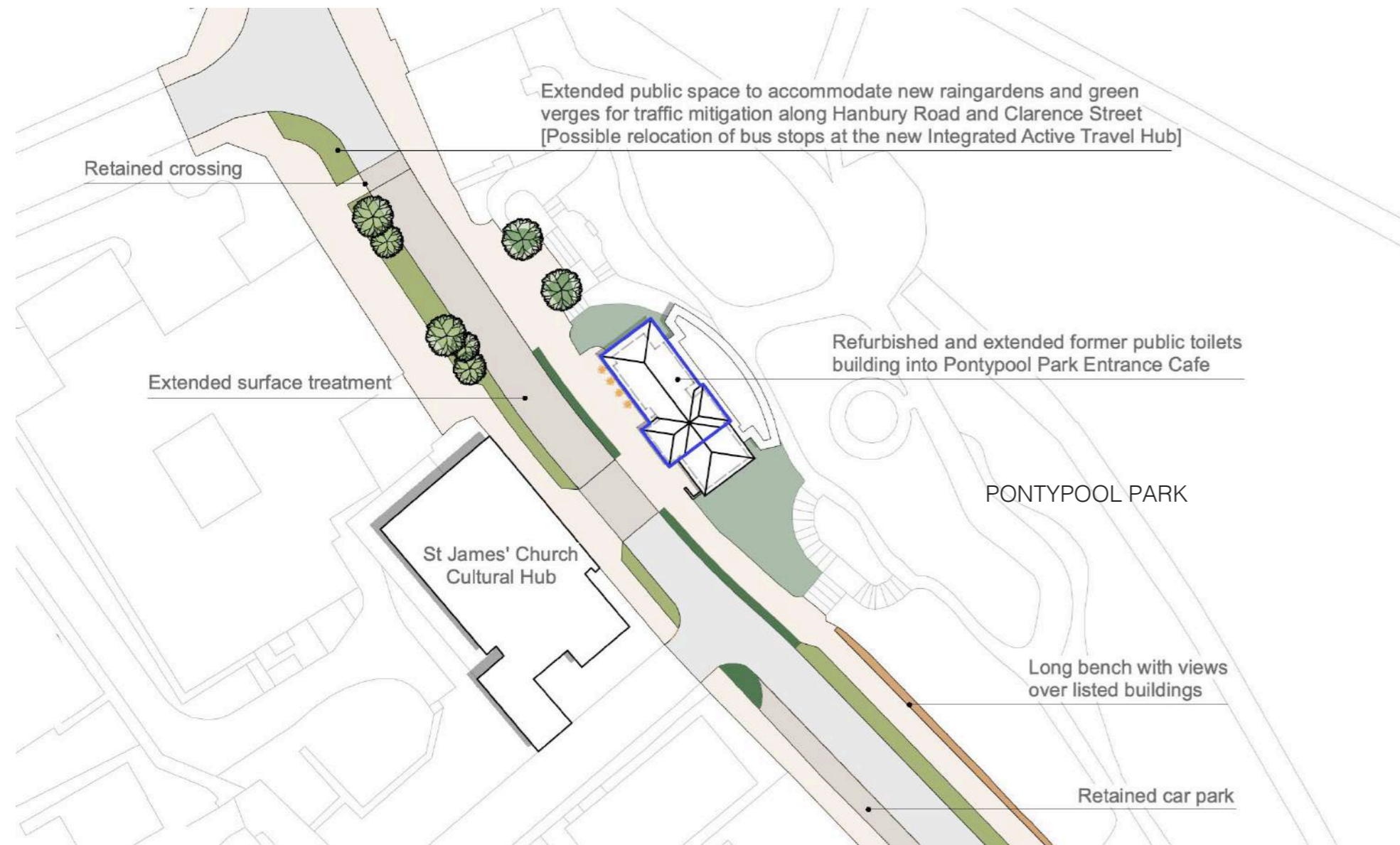


## PUBLIC SPACE AND FEATURES



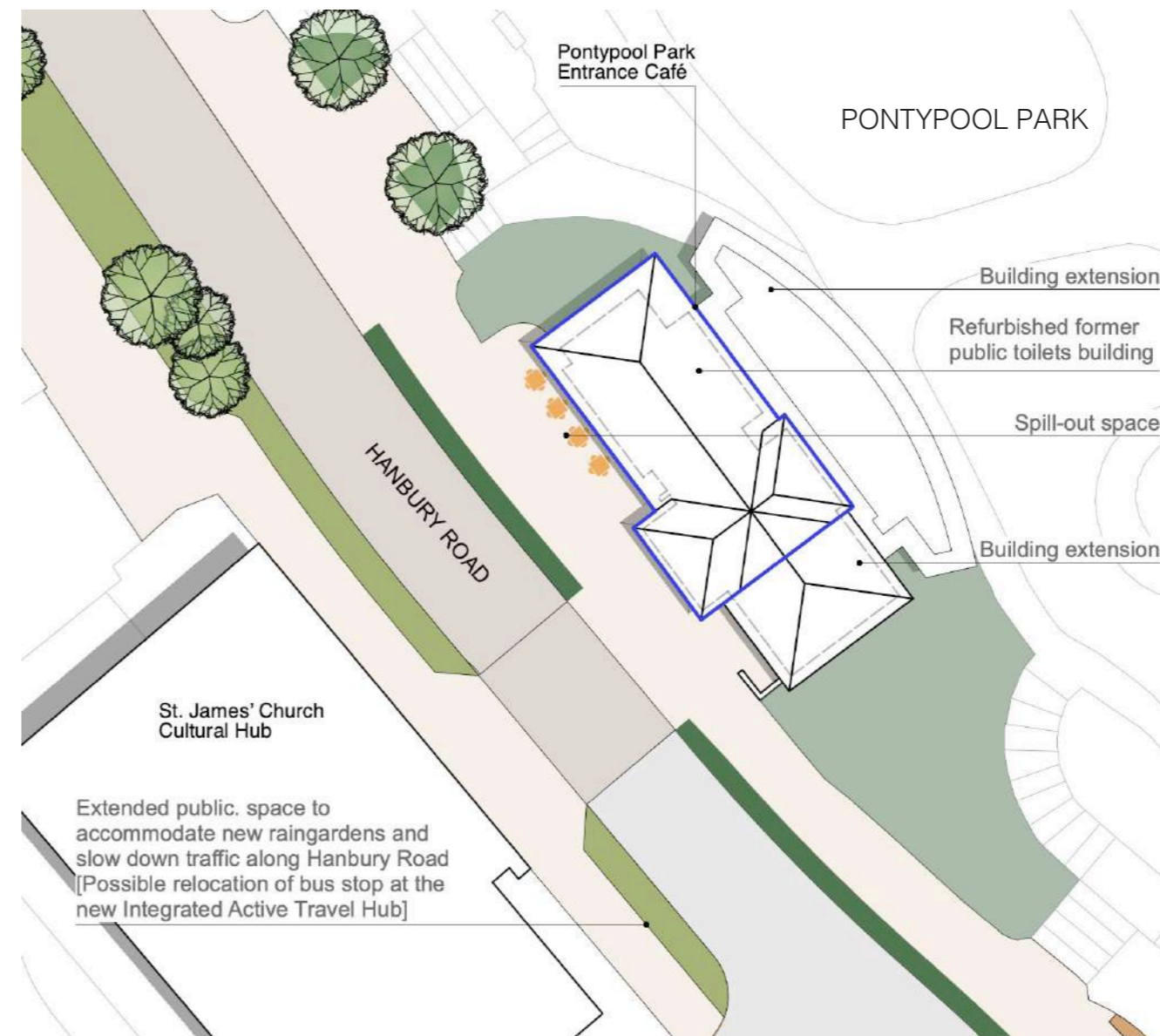


# 05 KEY PROJECTS



Public space intervention along Hanbury Road and Clarence Street.

# 05 KEY PROJECTS



The Park Cafe Restaurant proposal plan.

## Key Project 3 - Pontypool Park Entrance Cafe Fulfilled objectives

-  Showcase the history of Pontypool and its communities in future investment.
-  Repurpose the town's existing buildings, and heritage places to drive future growth.
-  Make it easier to travel through the town on bike and foot.
-  Develop a distinctive night-time offer that utilises the town's key heritage assets.
-  Introduce street greening and revitalise existing green spaces into character pocket parks.
-  Improve the interface to Pontypool Park.
-  Bring Pontypool Park footfall into the town centre and ensure the Park and town work together.



# 05 KEY PROJECTS



Visualisation of Hanbury Road with St James' Cultural Hub on the left and the new Pontypool Park Entrance Cafe on the right.

# 05 KEY PROJECTS

Pontypool Park Entrance Cafe - Design and Views by Percy Thomas Architects



Pontypool Park Entrance Cafe. Refurbished public toilets building, view from Hanbury Road.



Pontypool Park Entrance Cafe - Design and Views by Percy Thomas Architects



Pontypool Park Entrance Cafe. Building extension, view from Pontypool Park.

Pontypool Park Entrance Cafe - Design and Views by Percy Thomas Architects



Pontypool Park Entrance Cafe. New frontage, view from Hanbury Road.



Pontypool Park Entrance Cafe. Southern extension on Hanbury Road.



Pontypool Park Entrance Cafe. Building extension, view from Pontypool Park.



# 05 KEY PROJECTS

## Intervention Area 2 - Commercial Street Key Project 4 - Cafe Quarter

The project centres on the Links public space in the west of the town. At the moment the area is a large stepped open space that is bisected by the bridged highway access to Tesco and has an underpass entering it from the west (where there is access to a national cycle route). The aesthetic of the space is therefore very hard, is not inviting to pedestrians and is failing to encourage movement through the space between Tesco and the town.

The project proposes to address this by transforming the space into a green active space that is commercially active. Specific proposals of the projects could include vertical and street planting, distinctive lighting, water features, informal play and public art that collectively draw visitors through the space. There is also the possibility to deliver appropriate commercial uses in the space, via events and even modular units that can create opportunities for local businesses. The space is in close proximity to other key projects in the town centre, like the Integrated Active Travel Hub and redevelopment of the former Argos building, and it is important that the redesign interlinks with these projects to encourage pedestrian movement and also the development of a cohesive sense of place.



View of the main public space on George Street.



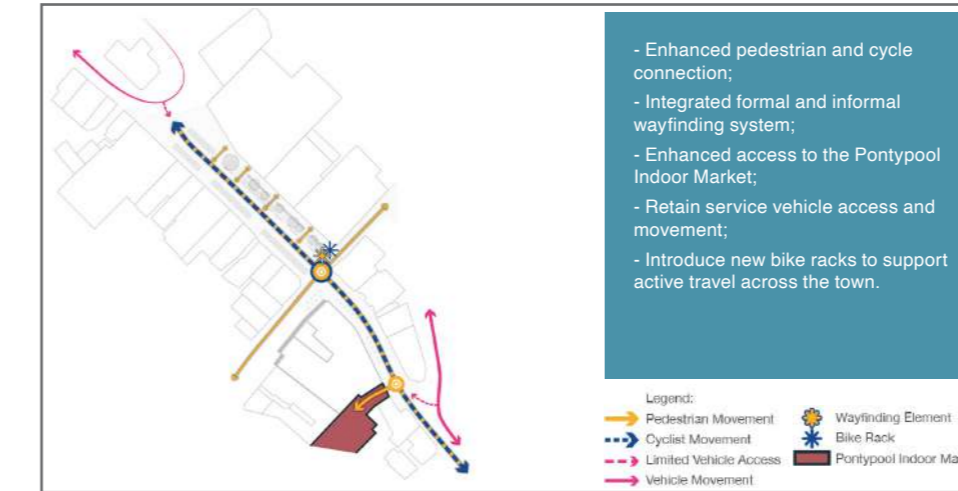
View of Commercial Street. Pontypool Indoor Market access on the left.



View from Crane Street towards George and Commercial Street junction.

# 05 KEY PROJECTS

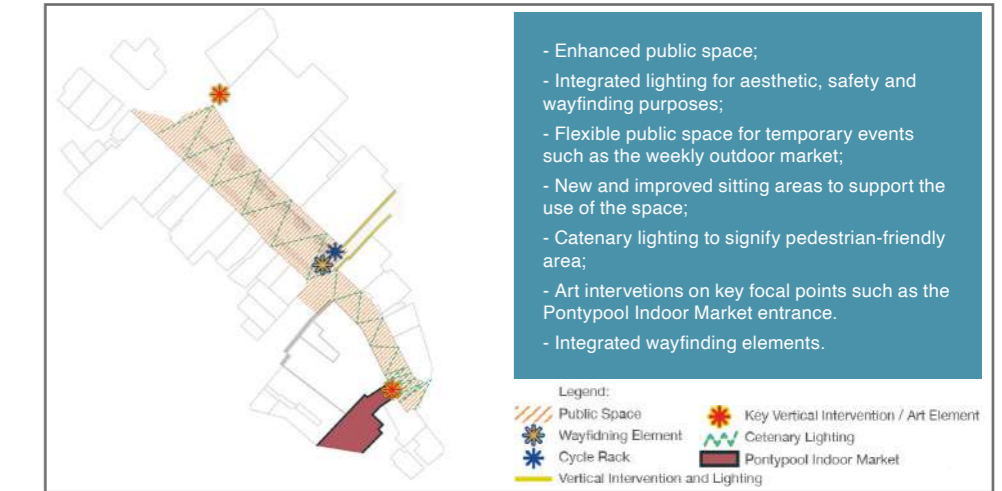
## ACCESS AND MOVEMENT



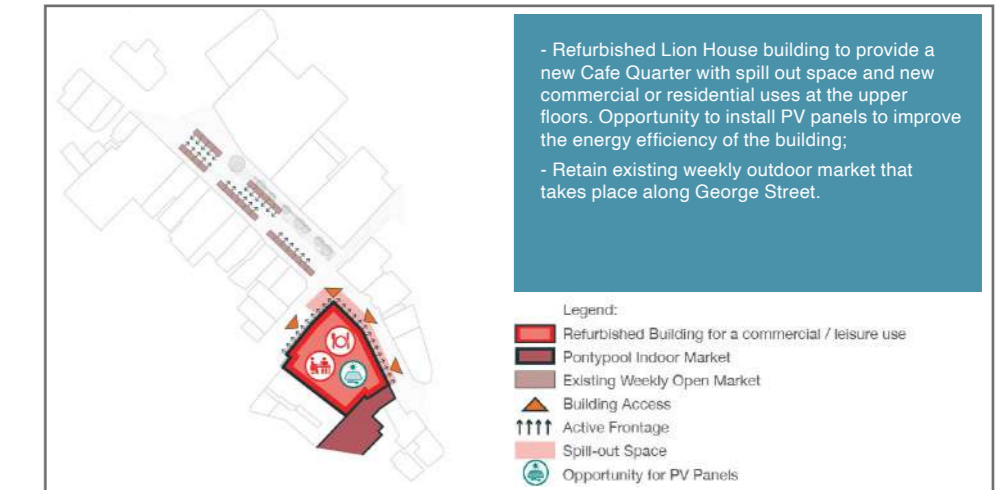
## BLUE-GREEN INFRASTRUCTURE



## PUBLIC SPACE AND FEATURES

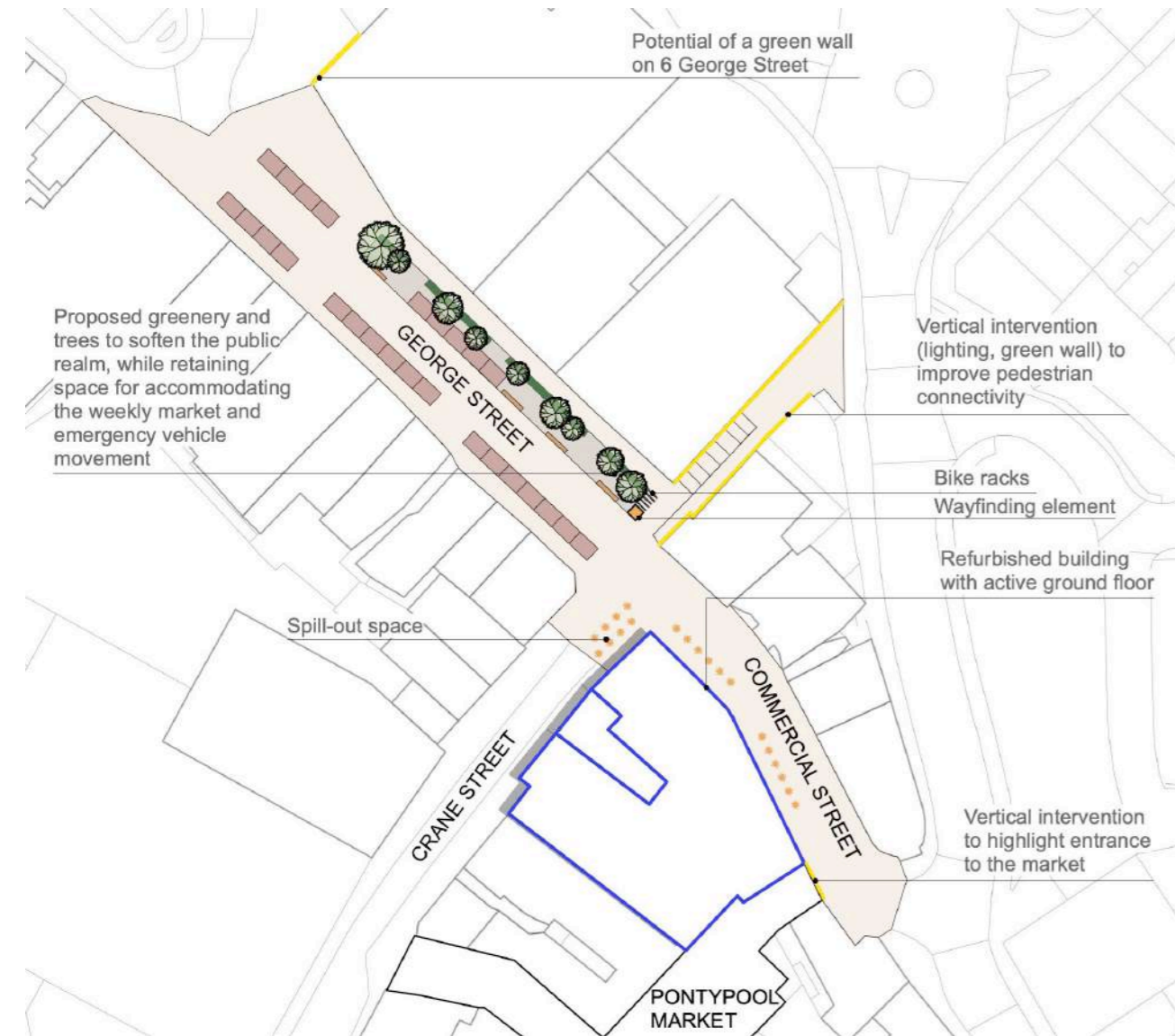


## PUBLIC SPACE AND FEATURES





# 05 KEY PROJECTS



Cafe Quarter proposal plan.

## Key Project 4 - Cafe Quarter Fulfilled objectives

-  Showcase the history of Pontypool and its communities in future investment.
-  Work in partnership with the local community to deliver investment..
-  Strengthen and create new opportunities in the town's foundational economy.
-  Transform the town centre into a diverse neighbourhood.
-  Repurpose the town's existing buildings, and heritage places to drive future growth.
-  Re-establish the branding for Pontypool based on the Town's unique offer.
-  Transform vacant units into new workspaces, homes and leisure destinations.
-  Strengthen and diversify the town's existing retail offer.
-  Facilitate Foundational Economy businesses to have a high street presence through the provision of suitable premises.
-  Enhance the street scene by improving key frontages in a way that respects the character and identity of Town Centre.
-  Transform George Street into the green heart of the town.
-  Promote and preserve the special character of the Pontypool Conservation Area and the key listed buildings within it.
-  Improve the presence of Pontypool Indoor Market.

# 05 KEY PROJECTS



Visualisation of the new Cafe Quarter on Commercial Street and the enhanced Pontypool Indoor Market entrance in the background.



# 05 KEY PROJECTS



Visualisation of the greening intervention on George Street with the new Cafe Quarter in the background.

# 05 KEY PROJECTS



Pontypool weekly market on George Street. Source: Friends of Pontypool Town.



Street artist on George Street. Source: Friends of Pontypool Town.



# 06 DELIVERING THE PLAN

The Placemaking Plan includes strategic projects that can have a significant positive impact on the town centre, but also quick win projects that are smaller in scale, less complex, but which would have an immediate and incrementally positive impact. This section explains how some of the key strategic projects can be delivered, and identifies the quick win projects.

## 6.1 Delivery Framework

A number of the strategic projects could be delivered in the short-term pending successful funding application, while others are already progressing through the design and commercial feasibility stage and have the support of landowners and development partners. Subject to successful outcomes to these processes those projects could be delivered in the short-term and be key to driving the delivery of the Placemaking Plan. The key projects identified in the previous section are included in this group, along with other key projects. The table below identifies the relevant projects and details the key partners, funding opportunities and anticipated delivery timescales for each of the projects. The actions required to progress each project follows.

PONTYPOOL PLACE PLAN							
Project	Description	Strategic Objectives	Est Costs	Time frame (S M L)	Regen Delivery Partners	Funding Partners	Example Key Actions required to take forward
<b>Intervention Area 1</b>							
Continue to support the refurbishment of shop fronts & vacant premises along Crane St, George St, Commercial St & Osborne Rd	Support the sub division of properties (where appropriate) and create active frontages that encourages footfall and enhances vibrancy of the street scene.	4,6,12,16	£££	S - L	Private Sector	WG - Placemaking Council Private Sector	Source & engage with property owners / leaseholders Source & Secure funding Secure Statutory or other permissions (as required)
Animating Crane St, George St, Commercial St & Osborne Rd	Creation of new vibrant public amenity spaces and associated public artwork and scope for further GI, pocket parks, events space.	14,16,20	££	S	Design Engineers / Architects	WG - Placemaking Council	Design Study (Preliminary & Detail) - Engage/procure consultants to review existing environment & develop proposals for enhancement Stakeholder Engagement Secure Statutory or other permissions (as required)
Continue to discourage through traffic on George St	Continued use and support of the of the rising barrier system within the area, limiting vehicle access.	18,19	£	S	Highway Engineers	WG - Placemaking Council	Secure internal governance agreements
Former NatWest, building - co-working space on ground floor	Further enhancements to a key and prominent Listed building within the TC. Encourage the development and incorporation of contemporary office space, workspaces and meeting rooms with flexible membership plans within existing vacant floorspace.	2,4,16	££	S-M	Private Sector, Design Engineers / Architects	WG - Placemaking Council UK Gov - CRF / LUF Council Private Sector	Engage with Private landowner Explore feasibility / options appraisal Source & secure funding Secure Statutory or other permissions (as required)
Osborne Rd & George St junction enhancements.	Support and encourage environmental & property enhancements within the area.	2,14,18,19	££	S-M	Private Sector, Design Engineers / Architects	WG - Placemaking Council UK Gov - CRF / LUF Council Private Sector	Source & engage with property owners / leaseholders Design Study (Preliminary & Detail) - Engage/procure consultants to review existing environment & develop proposals for enhancement Secure Statutory permissions (as required)

# 06 DELIVERING THE PLAN

Project	Description	Strategic Objectives	Est Costs	Time frame (S M L)	Regen Delivery Partners	Funding Partners	Example Key Actions required to take forward
Possible redevelopment opportunity of the Riverside Car Park site. Alternatively, riverside Car Park environmental enhancements and associated public realm improvements and TC links	Support the re-development of the site for commercial and new parking uses & improved links to and from the Town Centre. Enhancements to existing links along with scope for external GI and extensive internal & external environmental renovations to enhance perception and safety to support both day & night time economy.	2,4,8,15,18,19	£££	M-L	Design Engineers / Architects	WG - Placemaking Council WG - Transport UK Gov - CRF / LUF Council	Feasibility / Options Appraisal Studies - engage/ procure consultants to review and undertake. Explore market interest Secure Statutory or other permissions (as required)
Improve elevations along the rear of Osborne Road	Work with property owners along access road to Riverside car park to enhance comprehensive improvements to rear elevations and support economic use of properties along key route	2,14,18,19	£££	M-L	Private Sector, Design Engineers / Architects	WG - Placemaking Council UK Gov - CRF / LUF Council Private Sector	Source & engage with property owners / leaseholders Source & Secure funding Secure Statutory or other permissions (as required)
Replace bus shelters on Hanbury Road	Upgrade bus shelters along Hanbury Road providing a safe and welcoming place to wait for public transport.	8,10,12,17,18	£££	M-L	Transport / Highways Engineers	WG - Placemaking Council UK Gov - CRF / LUF Council	Design Study Source & secure funding Engage/procure consultants to review existing environment & develop proposals for enhancement Stakeholder Engagement Secure Statutory or other permissions (as required)

<b>Intervention Area 2</b>							
35 Commercial Street - Creation of a clothes manufacturing facility on first floor with a retail area at ground floor	Redevelopment of vacant and prominent Grade II Listed property along Commercial Street (No.35) to support foundational economy/ independent traders (food tourism).	1,2,3,4,6,7,16	££	M	Private Sector	WG UK Gov Private Sector	Private landowner engaged Explore feasibility / options appraisal Source & secure funding Secure Statutory or other permissions (as required)
Continue to support the refurbishment of shop fronts & vacant premises along Crane St, George St, Commercial St & Osborne Rd	Support the sub division of properties (where appropriate) and create active frontages that encourages footfall and enhances vibrancy of the street scene.	4,6,12,16	£££	S - L	Private Sector	WG - Placemaking Council Private Sector	Source & engage with property owners / leaseholders Source & Secure funding Secure Statutory or other permissions (as required)
Animating Crane St, George St, Commercial St & Osborne Rd	Creation of new vibrant public amenity spaces and associated public artwork and scope for further GI, pocket parks, events space.	14,16,20	££	S	Design Engineers / Architects	WG - Placemaking Council	Design Study (Preliminary & Detail) - Engage/procure consultants to review existing environment & develop proposals for enhancement Stakeholder Engagement Secure Statutory or other permissions (as required)
Encourage proposals for new Day & Night Time Economy and Café Culture quarter by repurposing the vacant premises at Lion House on Commercial Street	Support redevelopment and diversification of the area to support Evening Economy / Café Culture.	2,4,6,7,8,15,16	£££	M	Private Sector, Design Engineers / Architects	WG - Placemaking Council UK Gov - CRF / LUF Council Private Sector	Source & engage with property owners / leaseholders Feasibility / Options Appraisal Studies - engage/ procure consultants to review and undertake. Explore market interest Secure Statutory or other permissions (as required)



# 06 DELIVERING THE PLAN

Project	Description	Strategic Objectives	Est Costs	Time frame (S M L)	Regen Delivery Partners	Funding Partners	Example Key Actions required to take forward
<b>Intervention Area 3</b>							
Transport Hub (Bus Station) - West	Former Police Headquarters site redevelopment - purpose built new build facility for the TC. Establish the station a hub for green travel to accommodate Electric Busses & cycle opportunities, changing facilities and associated services along with bike hire.	2,10,14,16,17,19	£££	M - L	Private Sector, WG, Design Engineers / Architects	CCR - WG Transport WG - Placemaking UK Gov - CRF / LUF Council Private Sector	Feasibility / Options Appraisal Studies - engage/ procure consultants to review and undertake. Source & Secure Funding Stakeholder Engagement Secure Statutory or other permissions (as required)
Relocate toilets to new built bus station facilities	Linked with the above Transport Hub proposal	2,10,14,16,17,19	£				
New Market Square - Create a Pocket park on the corner of Glantorvaen Rd and Market St	Create a pleasant place for visitors and users alike to support foundational economy business within the adjacent indoor Pontypool Market (scope for hard and soft landscaping streetscape features) along with opportunities for more al-fresco dining.	1,4,6,14,15,18	££	M - L	Private Sector, Design Engineers / Architects	WG - Placemaking UK Gov - CRF / LUF Council Cadw	Design Study (Preliminary & Detail) - Engage/procure consultants to review existing environment & develop proposals for enhancement Stakeholder Engagement Secure Statutory or other permissions (as required)
Redevelopment of prominent and vacant premises (former Argos building) at Crane St	Potential for independent commercial / Leisure / Cinema offer, supporting the day & night time economy.	4,6,7,8	££	S -M	Private Sector, Design Engineers / Architects	WG UK Gov Private Sector	Engage with Private landowner Explore feasibility / options appraisal Explore market interest in franchise Source & secure funding Secure Statutory or other permissions (as required)
Improve connections and links to NCN Route 492 and associated local routes	Promote & enhance existing routes and new Active Travel connections within the TC.	2,10,19	£	S	Design Engineers / Architects	CCR - WG Transport WG - Placemaking UK Gov - CRF / LUF Council	Design Study (Preliminary & Detail) - Engage/procure consultants to review existing environment & develop proposals for enhancement Stakeholder Engagement Secure Statutory or other permissions (as required)
The Park link	Series of enhancements to bring Pontypool Park into the TC and vice versa (physical and functional connections). Scope to develop an artwork trail connecting the town & park area	8,9,10,18,19	££	S	Design Engineers / Architects	WG - Placemaking UK Gov - CRF / LUF Council NHLF Cadw	Design Study (Preliminary & Detail) - Engage/procure consultants to review existing environment & develop proposals for enhancement Stakeholder Engagement Secure Statutory permissions (as required)
Civic Centre Public Car Park enhancements	External GI along with extensive internal & external environmental improvements to enhance perception and safety to support both day & night time economy.	2,6,8,10,15,17,19	££	S	Design Engineers / Architects	WG - Placemaking UK Gov - CRF / LUF Council Private Sector	Explore feasibility / options appraisal Source & secure funding Stakeholder engagement Secure Statutory or other permissions (as required)
Improve the area known as 'the link'	Associated (soft and hard) public realm enhancements - focus on GI and pop up food market opportunities (franchise offer)	8,10,14,18,19	£	S	Design Engineers / Architects	WG - Placemaking Council	Design Study (Preliminary & Detail) - Engage/procure consultants to review existing environment & develop proposals for enhancement Stakeholder Engagement Secure Statutory or other permissions (as required)
Animating Crane St, George St, Commercial St & Osborne Rd	Creation of new vibrant public amenity spaces and associated public artwork and scope for further GI, pocket parks, events space.	14,16,20	££	S	Design Engineers / Architects	WG - Placemaking Council	Design Study (Preliminary & Detail) - Engage/procure consultants to review existing environment & develop proposals for enhancement Stakeholder Engagement Secure Statutory or other permissions (as required)

# 06 DELIVERING THE PLAN

Project	Description	Strategic Objectives	Est Costs	Time frame (S M L)	Regen Delivery Partners	Funding Partners	Example Key Actions required to take forward
Continue to support the refurbishment of shop fronts & vacant premises along Crane St, George St, Commercial St & Osborne Rd	Support the sub division of properties (where appropriate) and create active frontages that encourages footfall and enhances vibrancy of the street scene.	4,6,12,16	£££	S - L	Private Sector	WG - Placemaking Council Private Sector	Source & engage with property owners / leaseholders Source & Secure funding Secure Statutory or other permissions (as required)
<b>Intervention Area 4</b>							
Southern Gateway Legibility Roundabout Improvements (Clarence St)	Enhancement to key gateway & roundabouts into the Town Centre (Green infrastructure opportunity)	2,12,14,15,18,19	££	S - M	Design Engineers / Architects	WG - Placemaking WG - Transport UK Gov - CRF / LUF Council	Source & secure funding Design Study (Preliminary & Detail) - Engage/procure consultants to review existing environment & develop proposals for enhancement Stakeholder Engagement Secure Statutory or other permissions (as required)
Southern Gateway Streetscape Improvements (Clarence St)	Complementary public realm enhancements (street furniture review/renewal etc) - Greening opportunities.	2,12,14,15,18,19	££	S - M	Design Engineers / Architects	WG - Placemaking UK Gov - CRF / LUF Council	Source & secure funding Design Study (Preliminary & Detail) - Engage/procure consultants to review existing environment & develop proposals for enhancement Stakeholder Engagement Secure Statutory or other permissions (as required)
Property improvements along Clarence Street, Pontypool. Enhance street façade and corner buildings along key route	Re-development, renovation & conversion of Property Enhancements and GI Boundary treatments (help soften elevations)	4,14,16,18	££	S - M	Private Sector, Design Engineers / Architects	WG - Placemaking UK Gov - CRF / LUF Council Private Sector	Source & engage with property owners / leaseholders Source & Secure funding Secure Statutory or other permissions (as required)
Discourage through traffic and re-configure traffic flow within TC to promote sustainable modes of transport, pedestrian movement and reduction in car usage and improve carbon footprint & air quality.	Re-consider traffic movements within the Town, principally along Clarence St to Hanbury Rd, encouraging a pedestrian first and delivery friendly approach. Helping to address air quality and greater public / cyclist amenities. Encourage complementary measures in wider area to facilitate and allow for resilience on wider network.	2,12,17,18,19	£	M - L	Design Engineers / Architects	WG - Placemaking WG - Transport UK Gov - CRF / LUF Council	Feasibility / Options Appraisal Studies - engage/ procure consultants to review and undertake. Source & Secure Funding Stakeholder Engagement Secure Statutory or other permissions (as required)
St James Church Redevelopment	Redevelop Grade II Listed St James Church for commercial leisure (hospitality) that support the day & night time economy	6,7,8,16,17	£££	M - L	Private Sector, Design Engineers / Architects	WG UK Gov Private Sector	Engage with Private landowner Explore feasibility / options appraisal Source & secure funding Secure Statutory or other permissions (LBC / PP)
Redevelopment of Existing Public Toilets (re-locate facility to new Transport hub)	Redevelop site for a café / restaurant franchise which integrates the park with the TC and contributes towards the Day Time & Night Time Economy.	2,6,7,8,9,15,16,20	£££	M	Private Sector, Design Engineers / Architects	WG - Placemaking UK Gov - CRF / LUF Council Private Sector	Explore market interest in franchise Feasibility / Options Appraisal Studies - engage/ procure consultants to review and undertake. Source & secure funding Secure Statutory or other permissions (as required)
Sub-division of premises to support independent foundational economy opportunities on the ground floor and business start ups.	Create active frontages that encourages footfall and enhances vibrancy of street scene. (encourage non-residential uses on the ground floor)	1,3,4	£	S - L	Private Sector, Design Engineers / Architects	WG - Placemaking UK Gov - CRF / LUF Council Private Sector	Source & engage with property owners / leaseholders Explore market interest Source & Secure funding Secure Statutory or other permissions (as required)



# 06 DELIVERING THE PLAN

Project	Description	Strategic Objectives	Est Costs	Time frame	Regen Delivery Partners	Funding Partners	Example Key Actions required to take forward
<b>Town Centre Wide Project Activity</b>							
Grow and adapt links to Pontypool Park & encourage promotion and use of Museum as a cultural venue	Encourage junction & property enhancements and an improved street scene between TC and Museum. A series of integrated public realm enhancements and GI opportunities as well as activities to broaden and promote the Museum	9,14,15,17,18,19	£	S-M	Design Engineers / Architects, Site Manager, cultural consultant	WG - Placemaking WG - VW/Tourism UK Gov - CRF / LUF Council Private Sector	Source & engage with property owners / leaseholders Design Study (Preliminary & Detail) - Engage/procure consultants to review existing environment & develop proposals for enhancement Secure Statutory permissions (as required) Explore activities to broaden interest and activity at the Museum with Site Manager and cultural consultants
Encourage stronger links with Torfaen Lesiure Trust & Pontypool Park events.	Maximise opportunity for outdoor events linked to Pontypool Active Learning Centre (PALC). Encourage a series of events in the park and development of an 'outdoor' programme.	9,17	£	S-M	Site Manager, cultural consultant	WG - Placemaking WG - VW/Tourism UK Gov - CRF / LUF Council Private Sector	Explore activities to broaden interest and activity at the Museum with Site Manager and cultural consultants Source & Secure funding Secure Statutory or other permissions (as required)
Re-establish the brand for Pontypool and develop a new forward looking marketing strategy for the Town	Establish Pontypool TC Brand marketing strategy for the town that promotes the leisure, tourism and retail offer available in the town and wider region	5,7,8,9,16	£	S	Graphic Designers / Marketing consultants	WG - Placemaking UK Gov - CRF / LUF Council	Engage with internal/external marketing consultants to review existing branding/marketing and consider & create new opportunities Stakeholder engagement Source & Secure funding
Green Infrastructure (Pocket Parks) and SUD systems & opportunities throughout the Town Centre.	Promotion of integrated green walls and other GI / sustainable drainage infrastructure in appropriate locations and upon visually prominent & key TC buildings to help 'carbon capture', creating a healthier urban environment and local wildlife habitats.	2,14,15,16,18	££	S-L	Design Engineers / Architects, GI Advisers	WG - Placemaking WG - Transport UK Gov - CRF / LUF Private Sector RSL's Council	Feasibility / Options Appraisal Studies - engage/procure consultants to review and undertake. Explore interest with owners Secure Statutory or other permissions (as required) Source & Secure funding
Explore & encourage Renewable Energy initiatives within the TC & public owned and managed car parks	Explore opportunities to introduce more green energy initiatives within the Town (solar, EV charging points for car and bike usage and the like)	2,10,15,19	££	S-L	Design Engineers / Architects, RE Advisers	WG - Placemaking WG - Transport UK Gov - CRF / LUF Private Sector RSL's Council	Feasibility / Options Appraisal Studies - engage/procure consultants to review and undertake. Explore interest with owners Secure Statutory or other permissions (as required) Source & Secure funding
Promote Day Time & Night Time Economy opportunities	Support introduction of quality leisure & hospitality Sector within the Town (Foody hub)	6,7,8	£££	S-M	Design Engineers / Architects, NTE Advisers	CCR - WG Transport WG - Placemaking UK Gov - CRF / LUF Council Private Sector NHLF	Feasibility / Options Appraisal Studies - engage/procure consultants to review and undertake. Source & engage with property owners / leaseholders Explore interest with owners Secure Statutory or other permissions (as required) Source & Secure funding
Work with RSL's & Private Sector Landlords to enhance housing building stock within the Town Centre area.	Target investment and consider redevelopment opportunities and environmental enhancements to existing stock & encourage broader range of self-contained dwellings within Town Centre area. Support initiatives through the Town for the re-configuration and conversion of 1st floor building stock to support start up work place and improve residential accommodation.	2,11,15,20	£££	S-M	RSL's, Private Sector	WG - Placemaking UK Gov - CRF / LUF Council Private Sector RSLs	Source & engage with property owners / leaseholders Engage with RSL's Identify and target TC sites / properties Secure Statutory or other permissions (as required) Source & Secure funding
Work with Pontypool Community Council to improve Youth Provision and young person friendly provision within the town centre	Explore opportunities for a centrally located Hwb facility for youth and young people Support Youth Provision mapping within the town centre to target resources more effectively	6, 17, 20	££	S-M	Pontypool Community Council	Pontypool Community Council	Options appraisal Stakeholder engagement Source and secure funding

# 06 DELIVERING THE PLAN

Project	Description	Strategic Objectives	Est Costs	Time frame	Regen Delivery Partners	Funding Partners	Example Key Actions required to take forward
Improve pedestrian links into the Town Centre from surrounding environs (Active Travel Routes)	Creation of trail developments, based on local history, people, events etc. Building on the existing Pontypool Park circular walk. Green the links / picnic opportunities	10,12,14,19	££	S-M	Design Engineers / Architects	WG - Placemaking WG - Transport UK Gov - CRF / LUF Council	Feasibility / Options Appraisal Studies - engage/procure consultants to review and undertake. Stakeholder engagement Explore interest/opportunities with owners Secure Statutory or other permissions (as required) Source & Secure funding
Create an interactive sculpture trail throughout the town and Pontypool Park	Adding variety and interest whilst connecting Pontypool Park with the TC and vice versa (physical and functional connections)	5,9,16,18,19,20	£	S	Design Engineers / Architects, Artists	WG - Placemaking UK Gov - CRF / LUF Council	Design Study (Preliminary & Detail) - Engage/procure consultants to review existing environment & develop proposals for enhancement Stakeholder engagement Source & Secure funding Explore opportunity for Local Arts Steering Group Commission Artist(s) Secure Statutory or other permissions (as required)
Consolidate TC signage & lighting to reduce clutter and develop a consistent bespoke street furniture narrative	Review, remove and where necessary introduce new street furniture & signage and interpretation. Environmental improvements aligned with new branding for the TC, including co-ordinated lighting throughout the town to enhance key buildings.	5,12,16,18	£	S	Design Engineers / Architects, Artists	WG - Placemaking UK Gov - CRF / LUF Council	Design Study (Preliminary & Detail) - Engage/procure consultants to review existing environment & develop proposals for enhancement Stakeholder engagement Source & Secure funding Explore opportunity for Local Arts Steering Group Commission Artist(s) Secure Statutory or other permissions (as required)
Support business start-ups within the TC	Targeted support and promotion of incubation space for business and help create the appropriate business environment to fulfil needs of FE businesses. Support networks to link businesses and supply chain opportunities.	1,3,4	££	S-M	Business Support, Private Sector, Employability & Adult Community Learning	WG - Placemaking UK Gov - CRF / LUF Council	Feasibility / Options Appraisal Studies - engage/procure consultants to review and undertake. Engage with internal & private sector partners (establish needs & opportunities)
Support skills development aligned to FE business needs.	Support networks to link skills agenda with local businesses and supply chain opportunities.	1,3,4	£	S-M	Business Support, Private Sector, Employability & Adult Community Learning	WG - Placemaking / SPF UK Gov - CRF / LUF Council	Feasibility / Options Appraisal Studies - engage/procure consultants to review and undertake. Engage with internal & private sector partners (establish needs & opportunities)
Restore active frontages to vacant premises	Consider opportunities to furnish empty shop windows with shop jackets or temporary mobile exhibitions including items from the Museum and other community groups.	4,8,11,12,16,17,20	££	S-M	Private Property Owners/ local community groups/ Llantarnam Grange/ Pontypool Museum	Private sector/ Arts Council/Council/ Pontypool Community Council	Source & engage with property owners / leaseholders Explore interest Source & Secure funding
Seek to maximise employment opportunities through capital intervention investment	Explore opportunities to maximise employment and skills opportunities.	1,3,4,20	£	S-M	Business Support, Private Sector, Employability & Adult Community Learning	WG - Placemaking / SPF UK Gov - CRF / LUF Council	Stakeholder Engagement Source and Secure funding Engage with internal & private sector partners (establish needs & opportunities)
Introduce artwork on prominent elevations within the Town Centre	Undertake a feasibility study to introduce artwork within the town centre to create a more inviting and creative experience.	5,8,20	£	S	Business Support Local Community Groups Pontypool Community Council	WG - Placemaking Arts Council / Pontypool Community Council	Feasibility / Options Appraisal Studies - Engage local community groups Source and secure funding Secure statutory or other permissions (as required)
Development and implementation of Joint Management Plan and Volunteer Programme for management and maintenance of Pontypool Town Centre	Engaging positively and proactively with the local community to develop a joint working approach to managing and maintaining the town centre - contributing to the future sustainability and resilience of the town centre and augmenting the Councils existing revenue allocation for maintenance.	1,8,9,12,13,15,18	££	S-L	TCBC Communities Development Team, local community, community partners, third sector, local businesses.	TCBC, community partners, third sector, local businesses.	Engage positively with delivery partners to scope out opportunities for joint working. Prepare a Joint Management Plan and Volunteer Programme to assist in ongoing management and maintenance of Blaenavon town centre.



Project	Description	Strategic Objectives	Est Costs	Time frame (S M L)	Regen Delivery Partners	Funding Partners	Example Key Actions required to take forward
<b>TC wide Digital infrastructure/interventions</b>							
Create a digital High street	Continued development of the Town Centre UDDR App promoting a digital high street that allows interaction to Pontypool and access for local businesses. Linking local services and suppliers with residents / business	4,5,13	£	S-M	Digital Engineer	WG - Placemaking UK Gov - CRF / LUF Council	Feasibility / Options Appraisal Studies Stakeholder Engagement Source and secure funding Secure statutory or other permissions (as required)
Introduce Free public Wi-Fi across the town.	Investigation and introduction of free town centre public Wi-Fi through the introduction of wireless AP's and associated infrastructure	4,6,8,13	££	S-M	Digital Engineer		Feasibility / Options Appraisal Studies Stakeholder Engagement Source and secure funding Secure statutory or other permissions (as required)
Undertake digital story telling (placemaking) that supports visitor economy and integrates Pontypool park with the TC.	Explore community digital story telling activities through an interactive and creative process. These digital films/stories can then be streamed on the web or broadcast on television as part of the new branding or used to aid legibility and movement of pedestrians between spaces / trails.	9,13,17,18,19,20	£	S	Digital Engineer Local Community		Feasibility / Options Appraisal Studies Stakeholder Engagement Source and secure funding Secure statutory or other permissions (as required)
Improve wayfinding for cycling and walking opportunities by creating and linking to existing digital resources	Review and explore various digital opportunities to enhance and promote new and existing trails / activities in accordance with Secured By Design principles.	13,18	£	S	Digital Engineer Local Community		Feasibility / Options Appraisal Studies Stakeholder Engagement Source and secure funding Secure statutory or other permissions (as required)
Explore opportunities of SMART technology within the Town Centre	Determine patronage and heat mapping to get a greater understanding of the Town Centre and informing investment decisions	4,13	££	S-M	Business Support WG	WG - Placemaking Council	Feasibility / Options Appraisal Studies Stakeholder Engagement Source and secure funding Secure statutory or other permissions (as required)
Introduce LoRoWAN technology to enhance service provision within town centre for town Centre users	Consider opportunities to introduce LoRoWAN technology which could be used to inform refuse collections and operational council services	4,13	££	S-M	Business Support WG	WG - Placemaking Council	Feasibility / Options Appraisal Studies Stakeholder Engagement Source and secure funding Secure statutory or other permissions (as required)

## 6.2 Key Actions

A programme of work and a delivery plan will need to be prepared to progress projects within each of the Intervention Areas and realise transformational change. This will include but is not limited to the following:

- Undertake relevant investigative surveys, including topographical surveys, utilities and drainage searches, and traffic counts etc.
- Complete required due diligence to identify any land ownership, leasehold or covenant considerations.
- Undertake a market testing exercise for projects with new commercial uses to confirm demand and viability of proposed use and identify potential occupiers.
- If required, engage private landowners to work collaboratively to deliver the concept schemes, or prepare a land assembly strategy to acquire third party land or property.
- Prepare feasibility designs to ensure compliance with the investigative surveys and progress each scheme through the RIBA Plan of Work. Cost plans to be prepared and refined as each scheme progresses through the Plan of Work.

- Engage with the technical stakeholders at appropriate times to inform the progression of each scheme design. To include the Planning Authority, Highway Authority, Sustainable Drainage Approval Body, Natural Resources Wales, Dwr Cymru Welsh Water, Cadw, utility providers etc.
- Continue community engagement as each scheme progresses to help shape the design.
- Secure all applicable statutory consents, including planning permission and building regulations.
- Prepare bespoke business cases for each scheme to secure funding to complete further feasibility work and deliver the projects. Funding streams as outlined above.



## 6.3 Town Centre Investment

The Placemaking Plan for Pontypool identifies a range of projects both in terms of scale and cost which collectively should start to realise the transformational change that the town deserves.

Projects will be brought forward as and when funding and investment is secured, however smaller projects which are less complex in nature could be realised sooner. In Wales, Welsh Government's Transforming Towns programme provides funding support for projects (up to a value of £250,000) that would improve the vitality of town centres. A series of town centre projects could be made through successful applications to this programme.

Placemaking Plan projects considered to be quick wins and which might be taken forward through this process are identified below:

- Public realm enhancement, street art and greening to create a better sense of arrival to the town from the north and overall better pedestrian experience.\*
- Undertake highway interventions alongside public realm enhancements to prioritise pedestrians and create a cleaner and greener town.

- Targeted investment into properties and shopfronts that require enhancement or are vacant.
- Enhance the existing green spaces to create distinctive green pocket parks.\*
- Implement a building enveloping scheme along the rear of Osborne Road to improve views of the buildings from the rear, including approach into Riverside Car Park.
- Soften the pedestrianised section of George Street with street planting that can also create pocket parks, spaces for visitors and business to use and seasonal events. Access for service vehicles to enter on a controlled basis to be retained.\*
- Continue to enforce against prohibited vehicles accessing the pedestrianised section of George Street, and explore reinforcing the controlled barriers as part of the street greening proposals.
- Work with local housing partners to identify targeted opportunities to deliver new homes in the upper storeys of existing retail premises.
- Create a green pocket park adjacent to the Lloyd's Bank building to offer respite from vehicles.\*

- Targeted public realm enhancement outside the listed Barclay's Bank to better demarcate the entrance to the pedestrianised section of Commercial Street and better signify the entrance to the Pontypool Indoor Market.\*
- As part of the enhancement of the Link space enhance connections to national cycle route 492 and encourage cyclists into the town centre.
- Enhance Market Street so that it can become a diverse public space that can be used for market events and for businesses to utilise. Measures to include, enhanced lighting and signage and parklets and temporary placemaking that could be used seasonally or during events to create interest and test different uses.\*
- Transform the existing small car park on the corner of Market Street and Glantorvaen Road into a new public square that can be used by the market and encourage opportunities for the foundational economic uses. \*
- Encourage movement between the town centre and Pontypool Park with better signage, digital placemaking and a public art trail that includes a series of art pieces in the Park and across the wider town centre public realm.

## 6.4 Looking after Pontypool Together

- Work with Torfaen Leisure Trust to establish Pontypool Park as an outdoor event venue and promote the Park and events through a coordinated town centre events programme.
- Utilise and promote Torfaen Museum as a cultural venue and improve active travel links between the town centre and Museum.

The regeneration of Pontypool will need us to work together to transform the mix of services, activities and attractions that the town offers its local community and visitors. A key part of this will be making sure that the towns' properties and public realm are well designed to attract in these new uses (which is the focus of this placemaking plan).

But for the regeneration to be sustainable we need to have a shared plan for looking after these buildings and spaces. The Council currently commits and will continue to commit resources to the ongoing maintenance of public spaces in Pontypool, and we want to work with communities to look at how these resources are best deployed. However, there are opportunities for us to enhance the level of maintenance in Pontypool by working in partnership. Working with our community development and Environment and Streetscene Team, we will look to develop a shared management plan and volunteer programme that sets out how we will work together to deliver the ongoing care and maintenance of the town centre.

*\*Demarcates projects where temporary placemaking in the form of temporary planters, street furniture or public art might be utilised to test how each area may be enhanced and to gain feedback from the local community.*



# 07 THE PLACEMAKING WALES CHARTER

In Wales Placemaking is important as it provides the means to deliver sustainable development and provide solutions and investment that addresses current needs while also safeguarding the demands of future generations. The Placemaking Wales Charter provides guidance on how to undertake placemaking and introduces six placemaking principles to be considered. The placemaking plan for Pontypool town has been prepared in accordance with the Charter and its principles. The below provides a summary of how the placemaking plan responds to the principles.

PLACEMAKING WALES CHARTER PRINCIPLES	PONTYPOOL PLACEMAKING PLAN RESPONSE / PLACEMAKING OBJECTIVES
<b>1. People and Community</b> Showcase the history of Pontypool and its communities in future investment. Work in partnership with the local community to deliver investment. Create homes, business and social opportunities for the local community. Strengthen and create new opportunities in the town's foundational economy. Provide opportunities for training and upskilling through capital investment.	The Placemaking Plan is focussed on unlocking new commercial opportunities that create social and economic opportunities for local businesses and the community. The foundational economic offer is a key opportunity for the town, and the Plan includes physical projects that will increase space for this use and also targeted support programmes to enable business start up and success. The Plan will be delivered collaboratively with the local community and future projects will showcase the unique physical and social character of the town.
<b>2. Location</b> Transform the town centre into a diverse neighbourhood. Repurpose the town's existing buildings, and heritage places to drive future growth. Make it easier to travel through the town on bike and foot. Re-establish the branding for Pontypool based on the Town's unique offer.	The redevelopment of many of the town centre's vacant units will ensure that the Placemaking Plan diversifies the town centre and creates activity beyond traditional retail hours, making it a more dynamic location. Meanwhile the enhancements proposed to the key streets will ensure that the town is less fractured and more pleasant to move through on bike and by foot.
<b>3. Movement</b> Intervene on key town centre streets to prioritise pedestrians and cyclists over vehicles. Deliver a green travel hub in the centre of the town. Improve connections between the town centre and national cycle routes. Revitalise town centre car parks into cleaner, safe, greener and visually distinctive facilities.	The Placemaking Plan includes an ambitious project to deliver an Integrated Active Travel Hub on a site that will soon be vacant. This will enhance public transport infrastructure and also include better active travel infrastructure and facilities to encourage sustainable travel. The transformation of the Links space will also include improved access to the national cycle route. Finally, the Plan includes ambitious proposals to revitalise existing town centre car parks and to turn them into green energy generating facilities.
<b>4. Mix of uses</b> Transform vacant units into new workspaces, homes and leisure destinations. Strengthen and diversify the town's existing retail offer. Develop a distinctive night-time offer that utilises the town's key heritage assets. Facilitate Foundational Economy businesses to have a high street presence through the provision of suitable premises.	The Placemaking Plan includes a series of projects that will bring vacant units back into use and create an offer that is currently lacking in the town centre, including work and living space and a night-time offer. For example, St James' Church, Pearl Assurance House, 35 Commercial Street, 2-6 Commercial Street, former Argos building. These uses will revitalise the street scene and strengthen the retail offer by attracting more visitors into the town.
<b>5. Public Realm</b> Provide key town centre streets with bespoke character and identity. Transform George Street into the green heart of the town. Introduce street greening and revitalise existing green spaces into character pocket parks. Improve the interface to Pontypool Park. Improve the setting to Pontypool Indoor Market.	The Placemaking Plan proposes to transform the town centre streets with better quality footways and street planting, and to prioritise people and businesses over private vehicles, while still retaining vehicle movement and access. It also includes the enhancement of existing green parks and the creation of a series of new pocket parks that can green the town, in particular on George Street and Glantorvaen Street. The town has key assets in Pontypool Park and the Pontypool Indoor Market, and the public realm proposals include providing the Park with a greater presence in the town centre and activating the entrances and setting of the Pontypool Indoor Market. It also includes the revitalisation of the Links space so that more people are attracted down into the town from Tesco superstore.
<b>6. Identity</b> Save the town's heritage buildings and repurpose them for future generations. Bring Pontypool Park into the town centre and ensure the Park and town work together. Improve the presence of Pontypool Indoor Market. Revitalise the entrance spaces into the town to create positive first impressions.	Underpinning the Placemaking Plan is a focus on ensuring the unique heritage and identity of the town drives change. The Placemaking Plan proposes to safeguard and repurpose prominent listed buildings so they remain prominent features for future generations and to give existing assets like the Pontypool Indoor Market and the Pontypool Park greater presence in the townscape. The Plan also proposes to create new entrance spaces into the town, that promote key features and creates a better sense of arrival.

# 08 CONCLUSION

**Pontypool Town Centre has faced significant challenges in recent years, but it has plenty of reasons to be optimistic. It is a key town in the County Borough and Capital City Region and with the right investment approach can become revitalised into a vibrant and dynamic centre for business, living and leisure. The heritage assets of the town are truly unique in their scale and extent and providing them with a fresh lease of life can energise the revitalisation of the town in a manner that is truly unique to Pontypool.**

The Placemaking Plan has been prepared to identify the place and development opportunities that are available to Pontypool. It identifies a vision and place objectives to guide the enhancement of the town that are fully in accord with the Placemaking Wales Charter. It also identifies the key projects that will help to drive change and investment and demonstrates how some of the key projects might be delivered.

The Placemaking Plan identifies potential funding opportunities for a number of the projects including public, private and third sector investment. Some of the projects identified will be realised more quickly than others as they might be more modest in terms of scale, complexity and cost, others are more strategic in nature, more costly and more difficult to deliver. However, irrespective of scale and cost each of these projects will have a positive impact on the Town Centre of Pontypool and shows commitment to realising change. The Plan has been purposefully prepared to identify projects that can be brought forward in the short, medium and long term.

The support of the local community is critical to the success of the Placemaking Plan. Opportunities for local businesses and residents will arise through the Plan along with community development initiatives. Equally, it is important that the community shapes the design and delivery of the key projects to ensure that they capture what is truly unique to the town centre and its assets.

The future of Pontypool is bright, and through collaborative working in partnership with the community, public and private sector the town can fulfil its significant potential. This Placemaking Plan demonstrates how we will collectively achieve this.



## GLOSSARY

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### Active Travel

Active travel means walking and cycling for everyday short-distance journeys, such as journeys to school, work, or for access to shops or services.

### Active Travel Hub

Active travel means walking and cycling for everyday short-distance journeys, such as journeys to school, work, or for access to shops or services. Active Travel Hubs could include bike hire/railway/bus stations. It could also include walking/cycling to a hub and then taking public transport for an onward journey.

### Carbon Reduction

Carbon reduction is the process of reducing the impact on the environment by reducing CO2 emissions and supporting more environmentally friendly forms of transport and construction.

### Cardiff Capital Region

The Cardiff Capital Region (CCR) is the body tasked with taking forward the City Deal on behalf of the 10 South-East Wales Local Authorities in partnership with UK and Welsh Government to unlock investment and accelerate economic growth.

### Catenary Lighting

Catenary lighting is a method of mounting lighting without utilising columns.

### Digital High Street

Digital high streets enable businesses to interact with customers digitally. It also enables information to be collected regarding the use of the town centre through digital technology.

### Digital Infrastructure

Digital infrastructure is the technology that allows businesses and people to operate remotely.

### Digital Interventions

Digital Interventions are services delivered electronically by providers and can include things like mobile apps.

### Foundational Economy

The foundational economy is the part of our economy that creates and distributes goods and services that communities rely on for everyday life.

### Gateway

A gateway is an entrance or stage that you need to go through before progressing to the next stage or place.

### Green Infrastructure

Green infrastructure is a planned network of planting and greening to encourage and support nature and biodiversity in built-up areas.

### Green Spaces

Green spaces are areas of grass, trees or planting within an otherwise built-up area.

### Infrastructure

Infrastructure are the services or facilities needed for the operation of businesses and communities such as buildings, roads, highways, power supplies and community facilities.

### Interventions

An intervention is an action or process required to deliver something.

## GLOSSARY

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### Local Development Plan

The Local Development Plan (LDP) is a land use plan that guides the use of land and development within the borough. It sets out a framework that all development should adhere to.

### LoRaWAN

LoRaWAN is a technology that wirelessly connects devices to the internet and manages communication between end-node devices and network gateways.

### Night-time economy

An evening economy is activity taking place in the evening, such as eating and drinking, entertainment and leisure (bowling, cinema etc).

### Objectives

An objective is a goal that the plan wants to achieve.

### Placemaking

Creating quality places that people want to work, live, learn and play in that contributes towards quality of life and makes areas more attractive and appealing.

### Pocket parks

Pocket parks are small parks accessible to the public.

### Public realm

The public realm is accessible space that is free and open to the public.

### Raingarden

Raingardens are designed to capture rain runoff from hard surfaces.

### Renewable energy

Renewable energy is energy that is collected from renewable resources. It includes sources such as sunlight, wind, geothermal heat and the movement of water.

### Smart Canopy

A smart canopy is a cover such as a roof or shelter that is operated remotely.

### Smart Town

A smart town is a modern town that uses technology to collect data and is used to manage assets, resources and services efficiently.

### Spatially specific

Relating to a specific area or space.

### Street Furniture

Objects placed or fixed in the street for public use, such as seating areas, bins and planters.

### Urban living

Living within a town centre or built-up area with a higher population density. Urban living generally means improved public transport, a mix of cultures, job opportunities and easy access to shops and amenities.

### Vertical greening

Vertical greening is where vegetation can be grown on, or up against internal and external walls, building facades and structures.

### Wayfinding

The process of finding your way around an area.





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