

Aberystwyth Place Plan



Funded by
UK Government
Wedi ei ariannu gan
Llywodraeth y DU



Cyngor Sir
CEREDIGION
County Council



Green Deal
Energy for
All
Energy for All
Energy for All
Energy for All



Llywodraeth Cymru
Welsh Government

Foreword

Key Projects

1. Introduction

- 1.1 Overview
- 1.2 About Aberystwyth
- 1.3 Key Data for Aberystwyth
- 1.4 A World Changed by Covid-19

2. Place Plan

- 2.1 Context
 - 2.1.1 Links to other Plans
 - 2.1.2 Link to Policy
 - 2.1.3 Ceredigion's Place Plan Themes
 - 2.1.4 Well-being Legislation
 - 2.1.5 Purpose and Benefit of the Plan
- 2.2 Approach
 - 2.2.1 Place Plan Boundaries
 - 2.2.2 Community Involvement
 - 2.2.3 Responses

3. Our Vision

- 3.1 Vision and Strategy
- 3.2 Focal Points
- 3.3 Priorities

4. Themes and Objectives

- 4.1 Well-being
 - 4.1.1 Actions
- 4.2 Placemaking
 - 4.2.1 Community Provision
 - 4.2.2 Actions
- 4.3 Heritage & Culture
 - 4.3.1 Actions
- 4.4 Economy
 - 4.4.1 Local Business
 - 4.4.2 Actions
- 4.5 Environment
 - 4.5.1 Actions

D
R
A
F
T

Aberystwyth has seen many plans come and go but this Place Plan is the first that comes from the people of the Aberystwyth area. It has been developed based on the ideas and comments of local people and partners. We hope, going forward, that it can contribute usefully to the development and continued prosperity of Aberystwyth and the neighbouring villages of Llanbadarn Fawr and Waunfawr.

Although administratively separate, in many ways the three communities form one urban block with surrounding rural areas. During the 2020 lockdown, many people out for their daily exercise will have walked round two, if not all three, of these community areas. So Faenor and Llanbadarn Fawr Community Councils think it makes perfect sense for the three communities to work together, and engage with each other, in order to help create sensible, long-term plans for the future of the whole area contained within this document.

Working together as town and community councils and listening to our residents' vision for their area has been a pleasure and we trust that planners will give serious regard to the voice of our communities. This first-ever Place Plan is a start on the road to more engagement in the future. It is to be welcomed and celebrated.



Aberystwyth seafront



- ① National Library of Wales
- ② Aberystwyth Train Station
- ③ Old Post Office
- ④ Royal Pier
- ⑤ Aberystwyth Castle Grounds
- ⑥ Aberystwyth Marina
- ⑦ Old College, Aberystwyth University



View from the National Library of Wales

1.1 Overview

Place Plans enable communities to engage creatively with the planning process to produce a community-led plan which provides detail for the local area reflecting its distinctiveness and addresses specific community scale issues.

The Aberystwyth Place Plan has been developed by the Town and Community Councils and the business community in conjunction with local people and Ceredigion County Council and offers some ideas for positive change in Aberystwyth and surrounding wards.

1.2 About Aberystwyth

A North Ceredigion town of sunsets and seasonal starlings on the West coast of Wales, poets and authors have written about Aberystwyth but how do we capture the true essence of the town?

The town lies between three hills that dominate the skyline - the Iron Age hillfort Pen Dinas to the South, Constitution Hill to the North, and Penglais to the East. Facing West are two beaches, a seafront that boasts the Old College, a harbour and marina where the Rheidol and Ystwyth rivers briefly entwine, a pier, and castle ruins. The castle was once ranked amongst the greatest in Wales but most of the castle stone has long been appropriated to build local homes.

Mining for both silver and lead in the rural hinterland supported the growth of the town until the 18th and 19th centuries when the port became the main employer. The harbour was once the second busiest port in Wales.

Aberystwyth has enjoyed popularity as a sea-side resort since the late 19th century and a major tourism consultation a couple of decades ago described Aberystwyth as 'a quintessentially Welsh seaside town' and whilst this is true, Aberystwyth and the wider area is more than that.

Its Welsh identity is obviously of great importance, as evidenced clearly by participants in the consultation to develop this Place Plan, that Aberystwyth should protect and develop its identity as a Welsh town both in terms of the language and culture. In fact, the town has been described as the cultural heart of Wales and its identity is supported by a rural hinterland, featuring a wealth

of family run farms and rural communities, that also contributes to the richness of the local economy as well as the health and well-being of residents. The national institutions located here, such as Aberystwyth University and the National Library, provide employment whilst protecting our history, language and culture. Aberystwyth University in particular has also encouraged a young and cosmopolitan element to the town.

Iconic buildings such as the Old College, the National Library and much-loved churches, period shops and housing add a richness to the local architecture which residents are keen to preserve whilst at the same time accepting that sensitive adaptation can suit modern needs.

To the people who live here, Aberystwyth and the wider area is unique, and it is protecting this uniqueness and quality in all aspects that will ensure sustainable economic success in the future.

1.3 Key Data for Aberystwyth

In order to set the scene for our town, it is helpful to recognise its regional importance. Further information and key statistics include:

According to the 2021 census, Aberystwyth has a population of approx. 10,700 compared to 18,965 from the 2011 census.

The Welsh Index of Multiple Deprivation (WIMD) ranks all small areas in Wales from 1 (most deprived) to 1,909 (least deprived). Within Aberystwyth, the most deprived area is Penparcau, ranking 533. Several other areas fall into the least deprived category including Bronglais, Rheidol, and Llanbadarn Fawr South (StatsWales).

Aberystwyth Town Ward, with 40% Welsh-speakers, suffered a 2% decrease since the 2011 census.

1.4 A World Changed by Covid-19

Covid-19 has not only disrupted our daily lives and caused endless untold heartbreak, but it has also afforded us an opportunity to think again about the places where we want to live, work and play. During the pandemic, outdoor green spaces became increasingly vital for people's well-being and in this plan we seek to protect and enhance these valuable community spaces. We need to

rebuild a greener, cleaner society which respects our environment and with decarbonisation and social justice at its heart.

Local residents of all ages need good and affordable places in which to live where they can enjoy a strong sense of community and feel safe. These places need to be accessible on foot, bike and public transport. Aberystwyth enjoys a strong identity and sense of community which has to be protected and enhanced through careful planning and assessment of new developments.



Key:

- Aberystwyth community ward
 - Adjacent community wards
 - Main road
- (2022 community ward boundaries)

Aberystwyth Place Plan

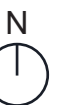
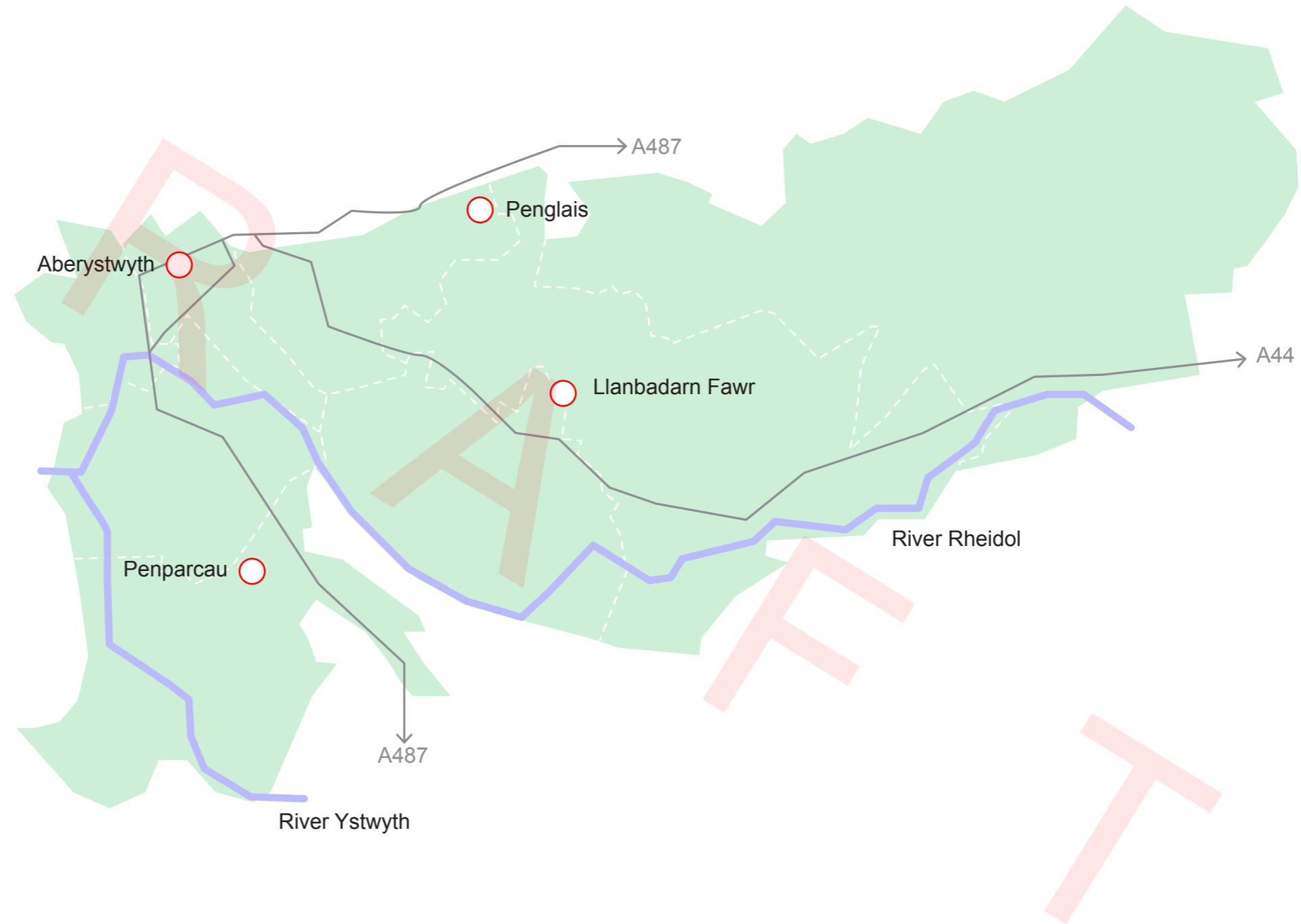
1. Introduction

The data on the following page is predominantly based on the Lower Super Output Areas (LSOA) opposite.

Key:

● Aberystwyth (LSOA 2021)

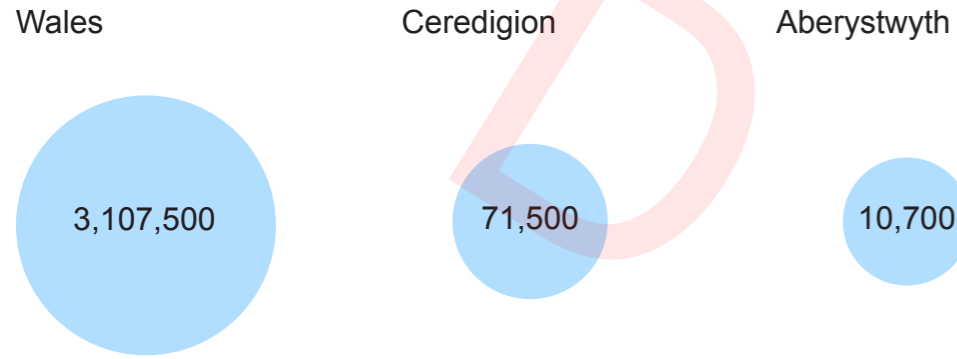
— Main road



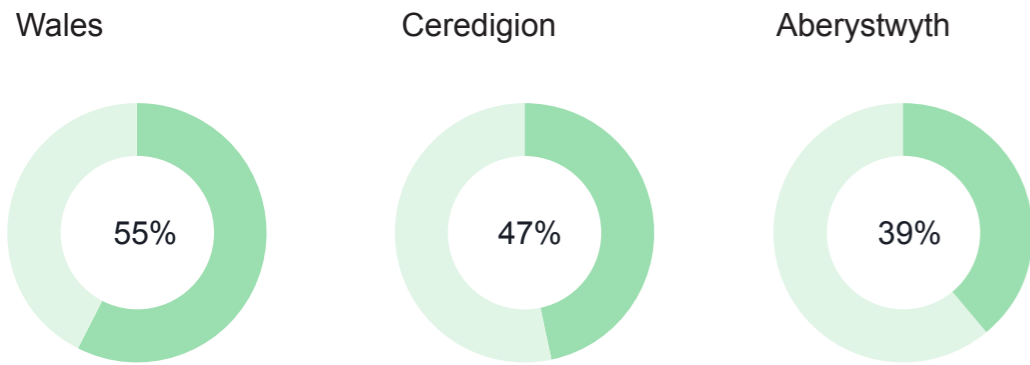
Aberystwyth Place Plan

1. Introduction

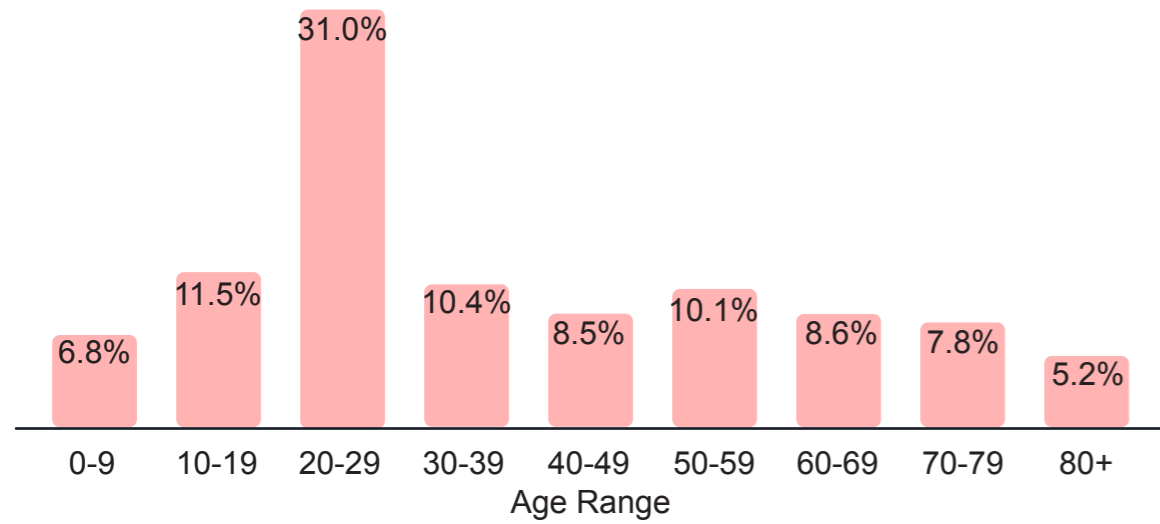
Population



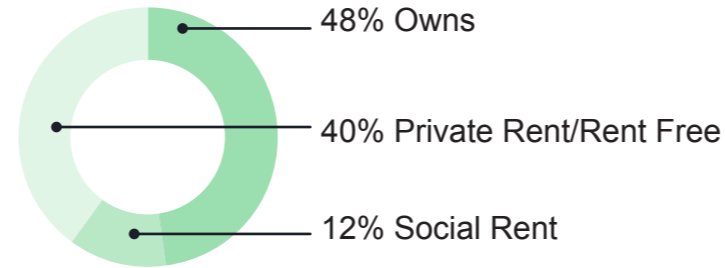
% Population Identifying as Welsh Only



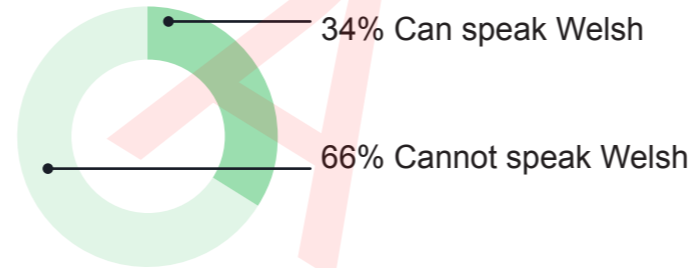
% Population Age Groups in Aberystwyth



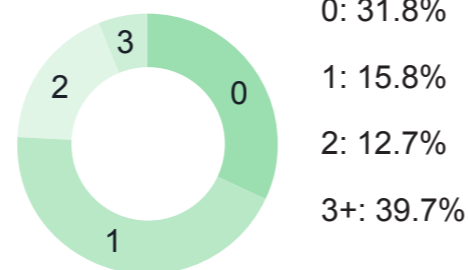
Household Tenure in Aberystwyth



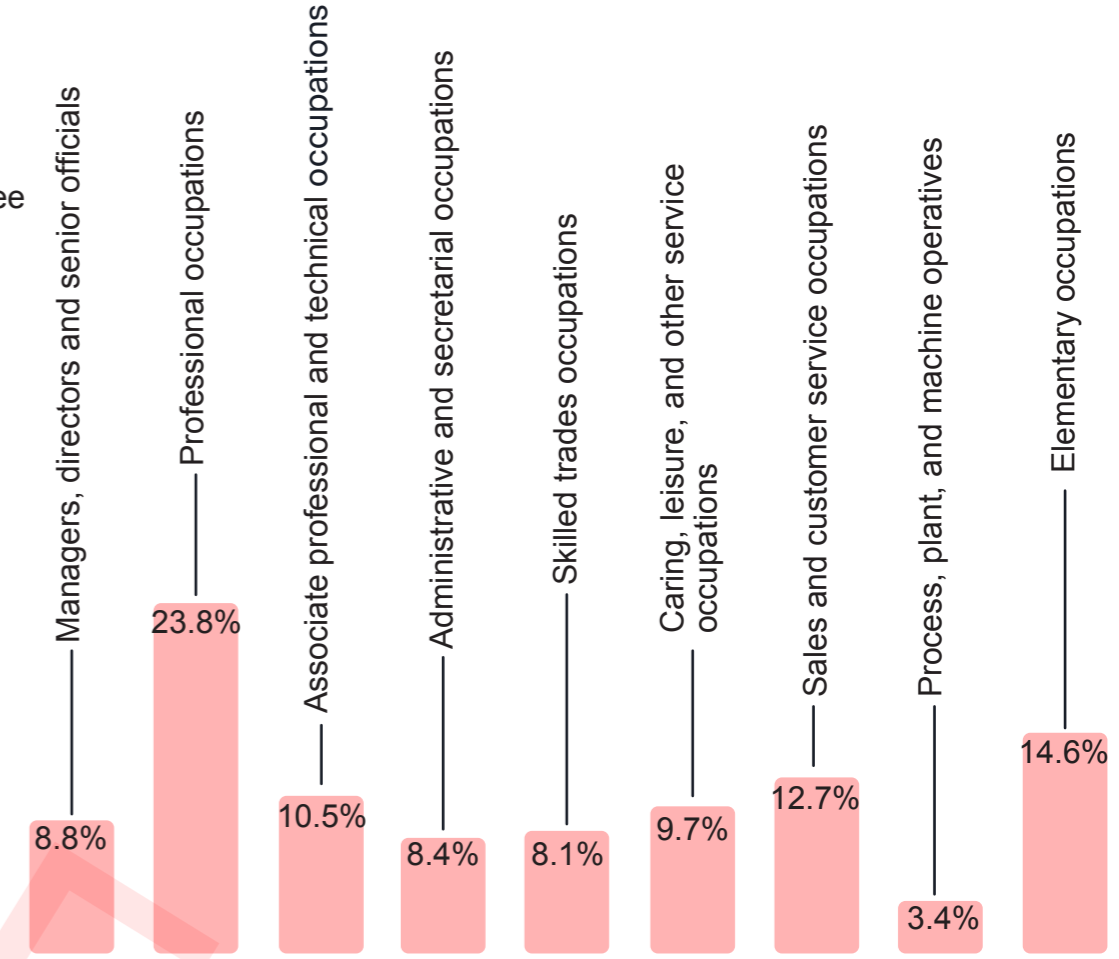
Welsh Language in Aberystwyth



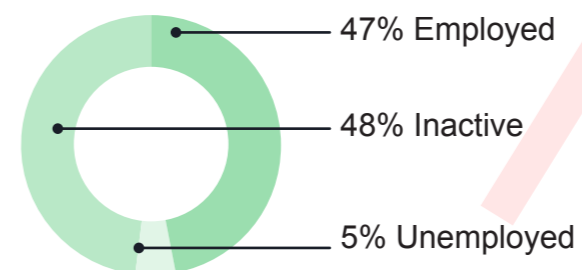
Cars/Vans per Household in Aberystwyth



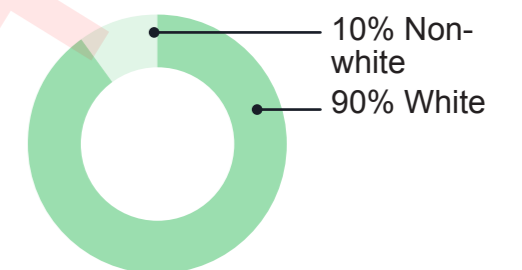
% Occupation Breakdown in Aberystwyth



% Economic Activity in Aberystwyth



Ethnicity in Aberystwyth



Data source: NOMIS, Wales, 2021



Engagement session for Aberystwyth Regeneration Strategy, November 2022

2.1 Context

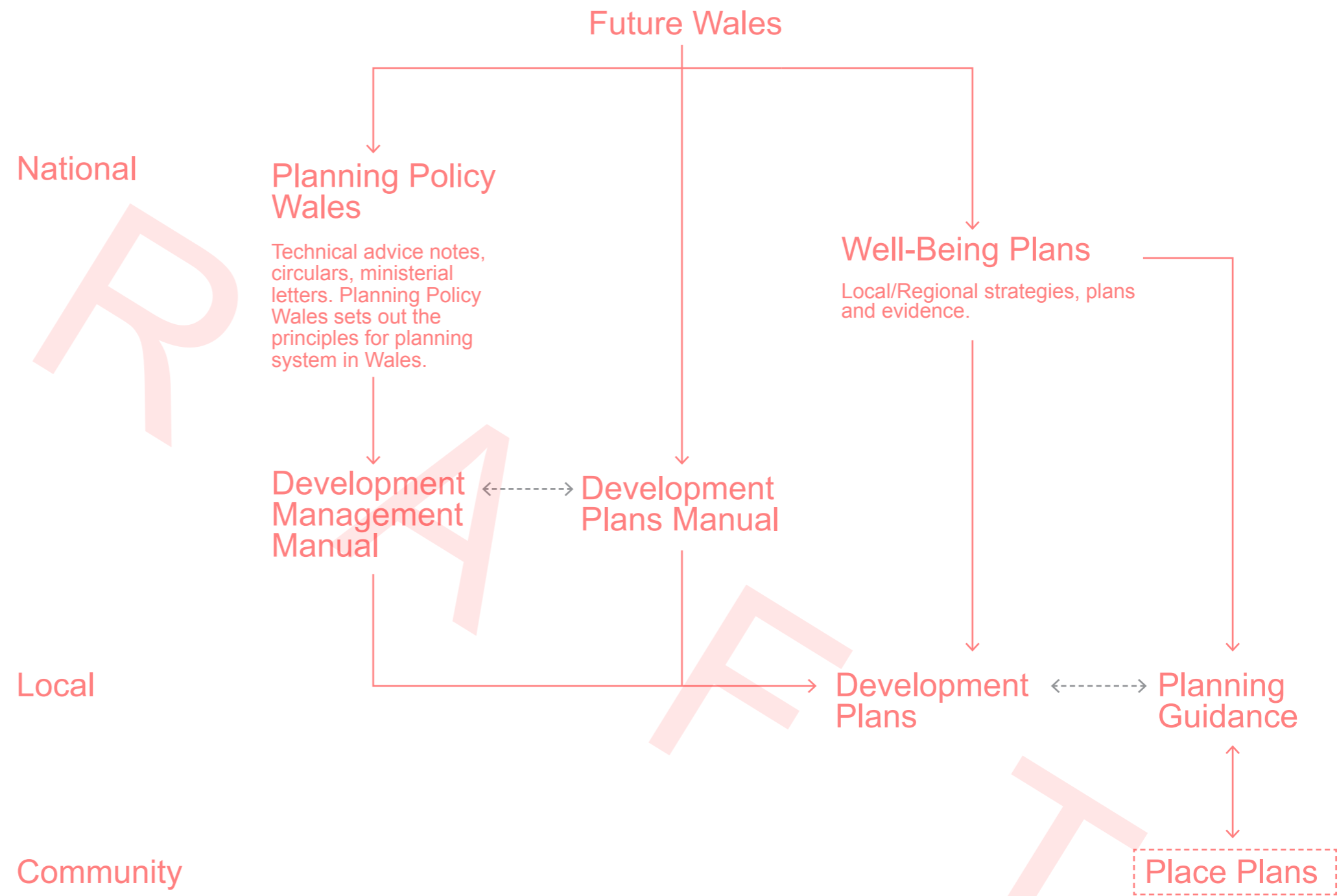
Place Plans complement existing statutory development plans and address community scale issues such as design of community facilities and open space. They act as a mechanism for communities to engage creatively with the planning process.

2.1.1 Links to Other Plans

Local planning authorities are required to prepare a plan for their area known as a Local Development Plan (LDP), which sets out the authority's objectives in relation to the development and use of land in their area and their general policies for the implementation.

In April 2013 Ceredigion County Council formally adopted the 'Ceredigion Local Development Plan'. Consequently, proposed development must be considered in accordance with the policies contained within this plan. Welsh Government have subsequently introduced Place Plans, which add detail and elaborate further on the content of the statutory development planning. Though Place Plans are non-statutory documents which can support the delivery, they are prepared with the intention of potentially becoming Supplementary Planning Guidance (SPG) in the future.

This community-led guidance helps achieve local aspirations and improve community well-being. Place Plans are informed by policy, but also offer an opportunity to inform and shape longer-term local and national strategies.



Place Plan context within planning policy, legislation and guidance

2.1.2 Link to Policy

All projects outlined in the draft Place Plan meet the duty set out under the 'Well-being of Future Generations (Wales) Act 2015', to carry out the 'Sustainable Development Principle' through the five ways of working, Collaboration, Integration, Involvement, Long Term and Prevention.

The five key principles of 'Planning Policy Wales: Edition 11' have been considered as part of the process for producing Place Plan projects.

These include:

- Growing our economy in a sustainable manner.
- Making best use of resources.
- Facilitating accessible and healthy environments.
- Creating and sustaining communities.
- Maximising environmental protection and limiting environmental impact.

2.1.3 Place Plan Themes

There are five core Place Plan themes which provide structure and allow for projects and actions to align with local, regional, and national priorities. Whilst the content of this Place Plan and set of sub-themes are unique to Aberystwyth, the categories are common across all Ceredigion towns. Each of the themes are informed by legislation, policy, and community aspirations. The following background descriptors provide a framework for structuring the Place Plan:

Well-being:

Thinking about the long-term impact of decisions and supporting the local community to prevent persistent problems such as poverty, health inequalities and climate change. These actions aim to reduce the disparities within communities and create conditions that enable people to live and work in safe, vibrant places. The theme corresponds with the aims of the 'Well-being of Future Generations (Wales) Act 2015' and sustainable development principles.

Placemaking:

Taking a holistic approach to the planning and design of spaces. Placemaking draws upon an area's potential to create high quality development

and public spaces that promote people's prosperity, health, happiness and well-being. This should lead to developing distinctive and vibrant spaces which strengthen the relationship between people and places. The theme responds to 'Planning Policy Wales - Edition 11' and incorporates the values of 'The Placemaking Wales Charter'.

Heritage and Culture:

Protecting the distinct regional heritage and rich cultural assets that are present in the town. These actions aim to develop the historic character which acts as an attractor for people to live and visit. The theme applies conservation principles and helps to understand the heritage value of many local historic features - a vital part of the cultural identity of Ceredigion. The theme corresponds with the Conservation Area Appraisal and Management Plan.

Economy:

Developing a targeted regeneration investment programme which supports a sustainable prosperous economy. This addresses key challenges to achieve a vision of an economy that delivers a sustainable future for all who choose to live and work in the local community. The theme is linked to local, regional, and national regeneration policy and support to improve town centres. This aspect of the Place Plan is informed by the Aberystwyth Regeneration Strategy (2023) and general consensus around key projects and interventions which have informed the Town Council's approval.

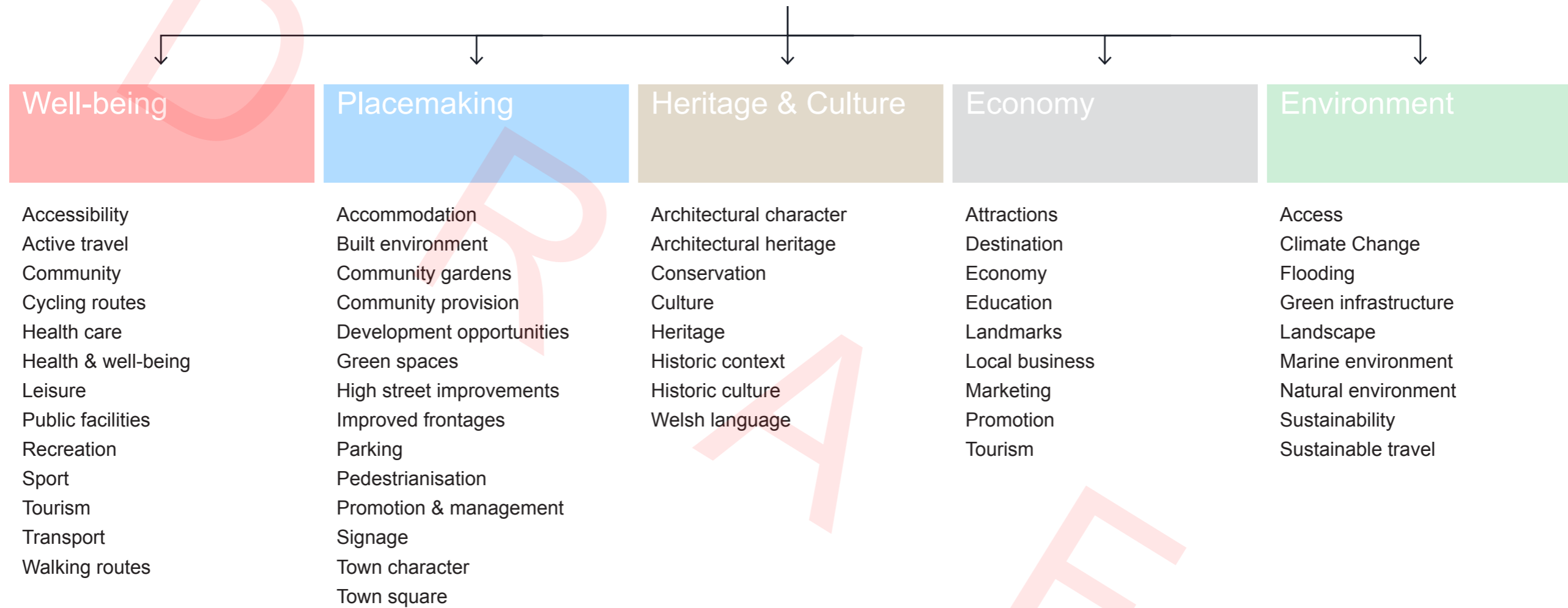
Environment:

Creating greener, sustainable, and well-connected communities which take action to reduce carbon emissions and enhance biodiversity. This includes championing the local environment and the sustainable management of natural resources. The theme advocates county and national objectives, as well as carbon emission targets to protect the environment for future generations. The theme is informed by the Green and Blue infrastructure plan for the town and key opportunities the Town Council would like to move forward and prioritise.



River Ystwyth

Ceredigion's Common Themes



Common themes across Ceredigion's Place Plans

2.1.4 Well-being Legislation

Wales was the first nation to enact Well-being in law and this legislation filters down to all projects and plans in Wales. The well-being goals and five ways of working which form part of the 'Well-being of Future Generations (Wales) Act 2015', as outlined at a local level within the 'Ceredigion Local Well-being Plan 2018-2023', have informed the development of this Place Plan.

Aberystwyth Town council's well-being plan sets out its achievements and its aspirations against the seven national well-being goals. The feedback from the community in developing the Aberystwyth Place Plan is closely aligned to the key aims of the Town Council which are to protect the Welsh language and culture, the environment and the historic townscape of Aberystwyth as well as support the local economy. 'Byw'n dda yn Aberystwyth' can be seen on the Town Council website.

The following are key Town Council activities set against the seven national well-being goals.

A prosperous Aberystwyth:

- Gives annual grants to community groups, initiatives, and events which support the community and enhance the visitor experience.
- To boost the winter economy, provides Christmas lights and funding for switch on events.
- To boost the summer economy, provides quality street furniture and maintenance; funding and organisation of a summer entertainment programme; cleaning of the promenade and town centre; solutions to deter littering and fouling e.g. provision of gull proof bags and bespoke signage.
- Partnership working, such as with Menter Aberystwyth, to enhance Aberystwyth's prosperity.
- Local procurement policy.

A healthier Aberystwyth:

- Parks, playgrounds and allotments for healthy activity and well-being.

A more equal Aberystwyth:

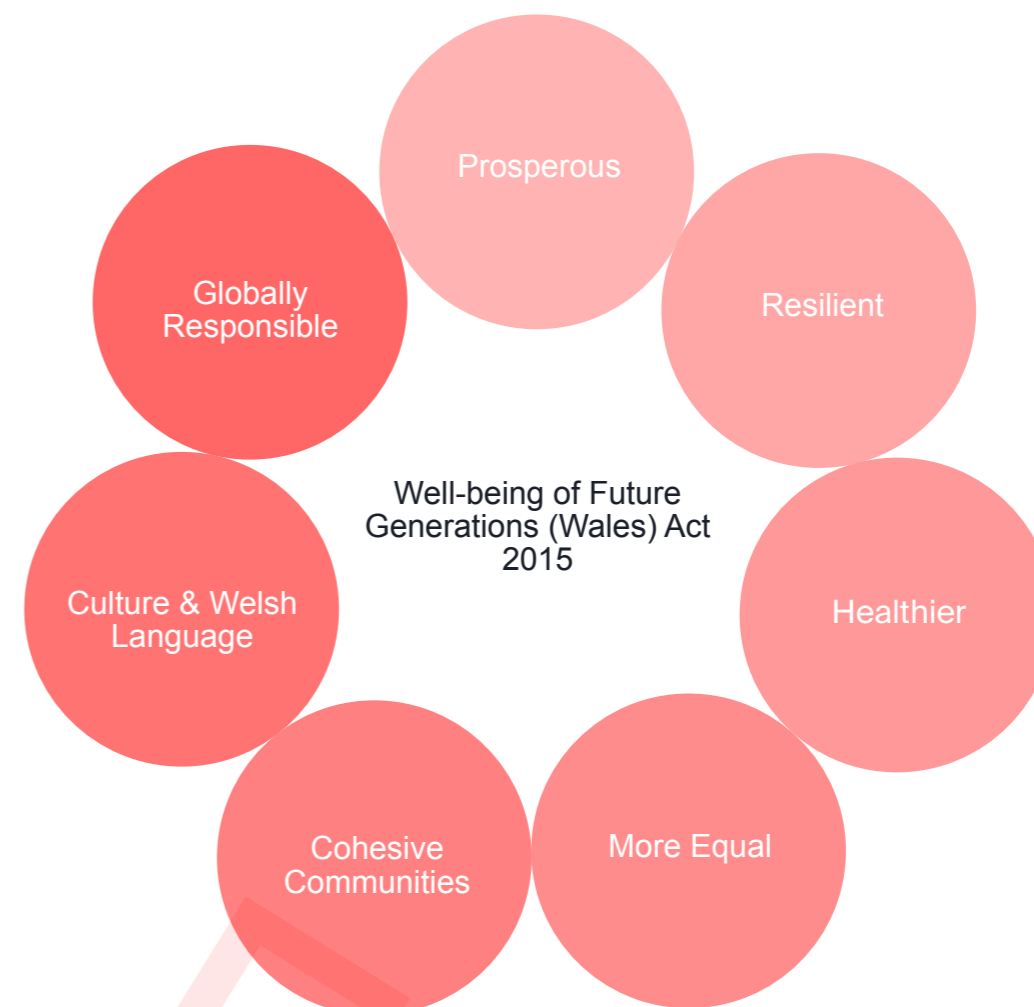
- Celebrates the diverse population of Aberystwyth – an official declaration stated that there is no place here for racism, xenophobia, hate crimes or intolerance.
- Values and provides funding for twinning partnerships and international friendships.

A resilient Aberystwyth:

- Built and manages a community park and skatepark (won a national biodiversity award).
- Improved Maes Gwenfrewi (North Road Park) with a Welsh Government Local Places for Nature grant - infrastructure, access, ecological diversity (30 trees and 1400 plants) as well as community food growing spaces.
- Manages three playgrounds and the Adizone and MUGA in Penparcau all of which provide valuable outdoor exercise spaces.
- A Facilities and Assets Manager has been employed to manage existing assets but also to take on further street scene projects.
- An ambitious programme of tree planting.
- Provides and manages 47 allotments.
- Has taken on responsibility for some town centre flower borders and pocket green spaces - the aim is to plant bee-friendly perennials and more trees.
- Planted native daffodil bulbs at various locations with further planting planned.
- The first town council in Wales to support the plastic free initiative and Aberystwyth became the first town in Wales to achieve Plastic Free status.
- Detailed scrutiny of planning applications to preserve the historical heritage of Aberystwyth as well as its environment.
- Lobbies Ceredigion County Council regarding safeguarding green spaces, gardens and trees.

An Aberystwyth of cohesive communities:

- Bought former church buildings Neuadd Gwenfrewi to provide a cultural, community and civic centre.
- Works with partners in organising, supporting or funding activities and events.



The seven well-being goals identified by the 'Well-being of Future Generations (Wales) Act 2015'

An Aberystwyth of vibrant culture and thriving Welsh language:

- A new Events and Partnerships Officer post will develop a programme of historic and cultural events.
- Provides funding support to community groups and cultural events.
- Safeguards and celebrates the Welsh language and culture through the planning process and government consultations.
- Celebrates and supports Aberystwyth's diversity by speaking out against inequalities.
- Encourages socialisation through play areas, parks and allotments as well as events.

A globally responsible Aberystwyth:

- Improves the green spaces in its control.
- Has a tree planting policy.
- Considers the impact on the environment when responding to planning applications.
- Actively supported Plastic Free Aberystwyth and was the first council in Wales to achieve Plastic Free status for Aberystwyth.
- Declared a state of climate emergency.
- Is implementing and investigating strategies to minimise litter.

2.1.5 Purpose and Benefit of the Plan

Welsh communities now have more opportunity than ever before to shape the future of the places where they live and work. The Place Plan has the potential to function as community-led SPG for the local authority and assist with decisions and plans in relation to the use and development of land and changes and improvements to local services. The document can assist in achieving local aspirations and improve community well-being by setting out the ambitions of the local community and attracting funding to realise them.

The Place Plan identifies priorities for investment, has the potential to influence future planning decisions in the town, and create evidence to help attract investment and direct future work of organisations in the town.



North Parade

D

R

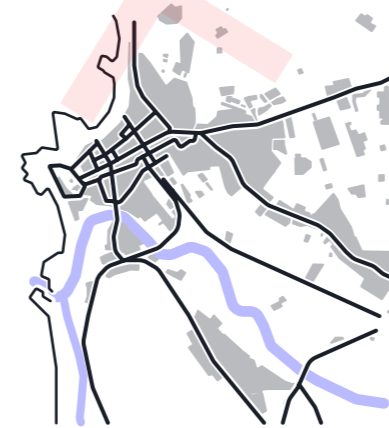
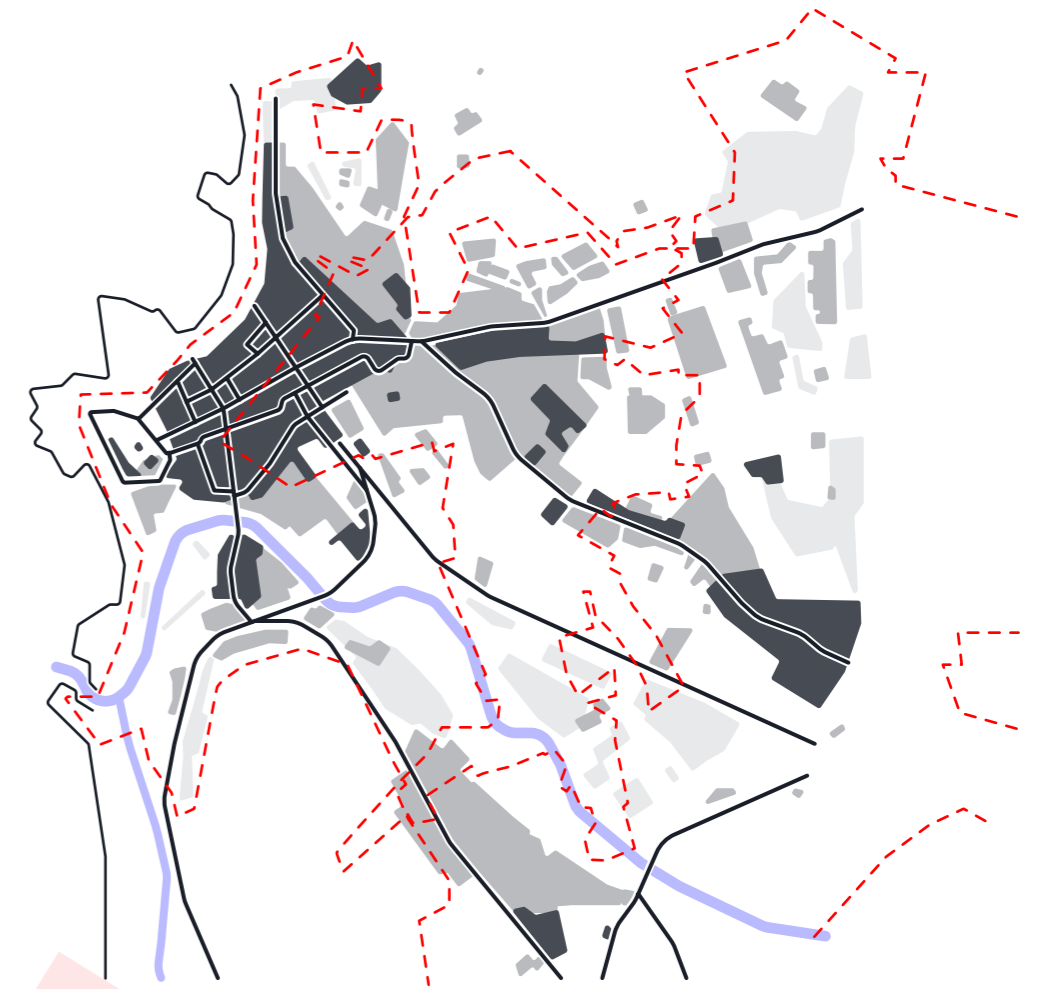
A

F

T

Key:

- River Brennig
- 1880s
- 1930s
- 1980s
- 2023
- - Settlement boundary



1880s

1930s

1980s

2023

Aberystwyth settlement growth

2.2.1 Place Plan Boundaries

This plan covers the town of Aberystwyth (North, Bronglais, Central, Rheidol and Penparcau wards) and the villages of Llanbadarn Fawr, Waunfawr, Comins Coch and Capel Dewi.

The Town and Community Councils involved in developing this plan, as the tier of government closest to local residents, are well placed to know what the community needs and wants.

Aberystwyth Town Council aims to be the main driver for improvement in Aberystwyth. It has recently purchased a church and presbytery in order to create a civic and cultural centre for the local community and this will be the first building owned by the town since the Borough Council days. The Council is also building staff capacity in order to take forward the aims identified by local residents within this plan. In addition to the Clerk who manages Council business, the Council now employs a Facilities and Assets Manager to manage all the public spaces within the Town Council's control such as Parc Kronberg, Maes Gwenfrewi (North Road Park), the three playgrounds (Castle, Plascrug and Penparcau), the allotments and orchard area, the MUGA and the Adizone in addition to being responsible for developing projects such as Christmas lights and adoption of flower beds. A new Events and Partnerships Officer post will build relationships and partnerships and regenerate the town with a programme of cultural events that promote a sense of place throughout the year. However, it must be noted that many of the aspirational outcomes identified in this plan can only be achieved by working with key statutory organisations such as Ceredigion County Council.

Llanbadarn Fawr Community Council represents the people of Llanbadarn Fawr who are proud of the long history of their village and its area, a history that dates back to the 6th Century AD. Many young people born here want to stay here, where their roots are, but this is difficult for them for a host of reasons, many outside their control. The Council would dearly like to see quality, affordable homes in the whole Aberystwyth area, especially for young, growing families. The community believes strongly in preserving important habitats and green spaces and takes a long-term view, wanting to pass on a healthy environment to future generations. People, in large numbers, deplore

what they see as over-development, recognising that the consequent heavy traffic and surface runoff cause no end of enduring problems to residents who live in a compact area. The Council believes that greater co-operation with its neighbouring councils, through place planning, could become, in the long run, a means to resist unnecessary development of green space.

Faenor Community Council is mostly rural and lies outside the Place Plan area. Nevertheless, Faenor residents are intimately connected to Aberystwyth and are in complete agreement with the Town Council on the way forward outlined in this Place Plan.

2.2.2 Community Involvement

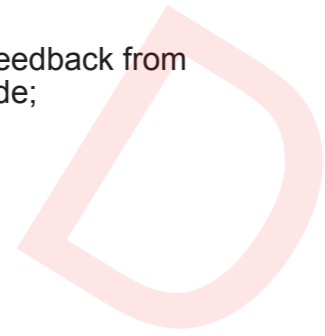
A well-attended workshop was held in February 2019 which gave the Steering Group its main themes for developing a Place Plan and provided the basis for further consultation via questionnaires which were distributed widely and placed online. The online questionnaire findings endorsed the views gathered from the workshop.



Engagement session for Aberystwyth Regeneration Strategy, November 2022

2.2.3 Responses

Some of the comments and feedback from community consultation include;



Protect and prioritise the accessible green community spaces in the town. Preserve trees and woodlands and plant more trees.

Prioritise and support local businesses, shops and products on the high street through the planning system to achieve a healthy mix of local and national businesses.

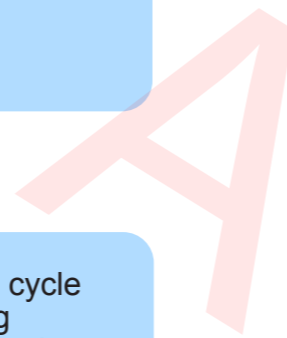
Reduce CO2 emissions by/before 2050. Improvements: sustainable food/work/energy and identify and enable renewable energy developments.

Night-time economy – maximise the benefits but minimise the harmful impact of pubs and maintain community safety.

Provide more cycle friendly areas and cycle paths and connect walking and cycling routes but provide better separation. Reduce number of one-way systems as they are not good for cyclists.

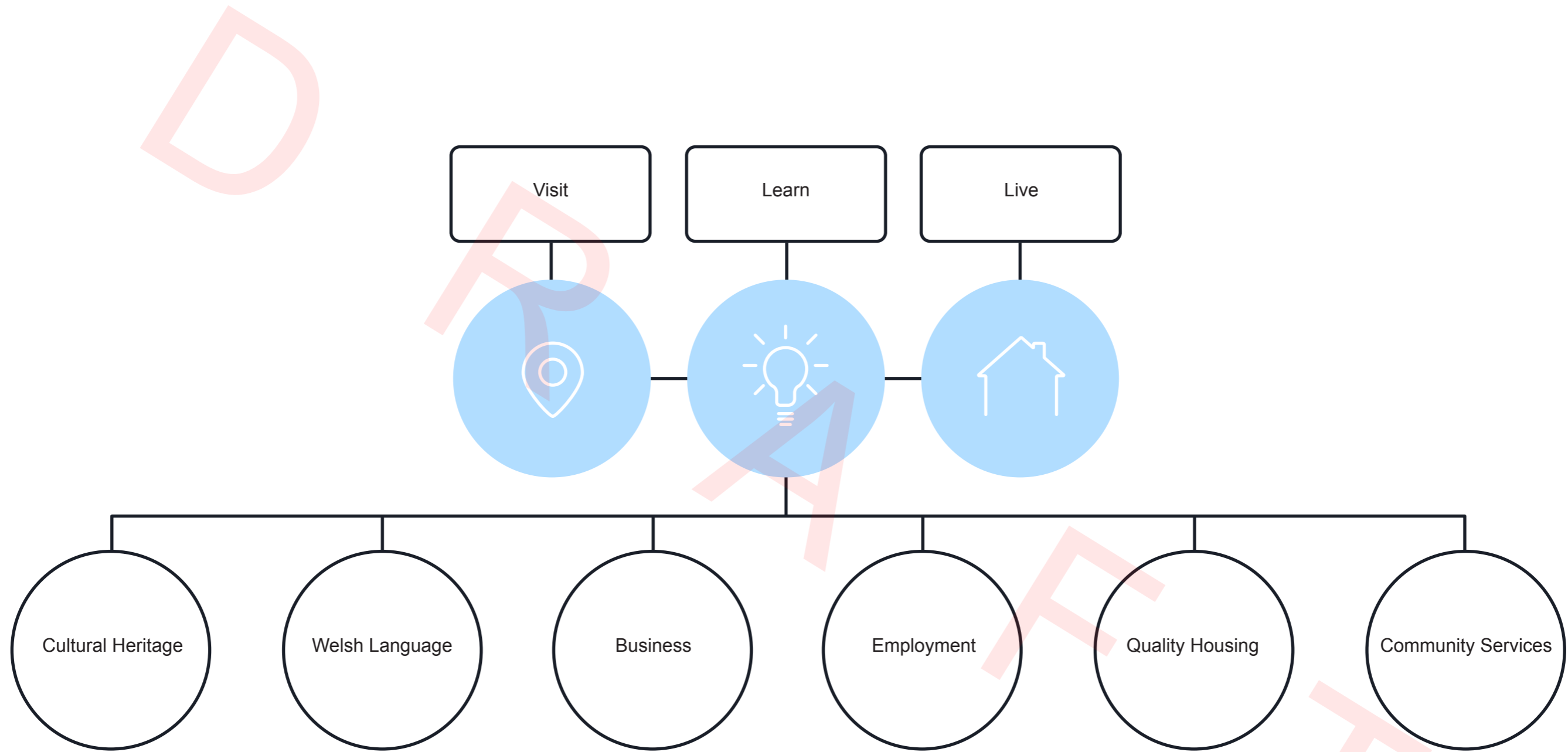
Improve broadband and enable access to new technologies. Extend Glanyrafon and Llanbadarn trading estates to include manufacturing or market garden activity.

Develop Aberystwyth as a centre for elite sports e.g. athletics, cycling, gymnastics. Invest in and preserve accessible community facilities and spaces for all ages.





Alexandra Road



3.1 Vision and Strategy

Our vision is that Aberystwyth will retain its cultural heritage and identity as a special place within Ceredigion and Wales to live, study, do business and visit whilst embracing change where needed.

The Place Plan seeks to:

- Maintain and promote the area's cultural heritage and the Welsh Language.
- Make the town a safe and attractive place to live.
- Continue to develop Aberystwyth as a major and high quality tourism destination.
- Promote business growth and enhanced employment opportunities.
- Improve the availability of quality housing for all.
- Retain and improve services for the benefit of the town and the wider community.

3.2 Focal Points

All towns have key focal points, landmarks and attractions that make them unique. It is important to maintain existing ones but at the same time improve and develop them where appropriate as well as develop new ones.

Focal points for Aberystwyth include:

- Promenade – the sea and sunsets, dolphins, kicking the bar, bandstand.
- Harbour – and the rivers Rheidol and Ystwyth.
- Town Centre.
- The Old Town (conservation area near the castle).
- Plascrug Avenue.
- Castle - and whispering wall.
- Pier – and the starlings.
- The National Library.
- Old College.
- Constitution Hill – Cliff Railway and views.
- Pen Dinas hill fort.
- Penglais Woods – and bluebells.
- Victorian sea paddling pool.
- Vale of Rheidol railway.
- Doorway and old post office mosaics.
- Llanbadarn Church.
- Parks and playgrounds.
- War memorial sculptures (Mario Rutelli) – castle grounds and Powell St.

3.3 Priorities

In order to structure the Place Plans a number of key themes were developed during initial consultation which included:

- Local economy.
- Environment.
- Transport.
- Health and well-being.
- Our communities.
- Culture and heritage.
- Housing and planning.

The following sections of the Place Plan explore the ideas and projects and plans for each of the key themes in greater detail.

All actions in relation to identified issues and themes will need to be developed in partnership with key bodies such as Ceredigion County Council, Hywel Dda University Health Board, Dyfed-Powys Police, Aberystwyth University, the National Library, Ceredigion Association of Voluntary Organisations and the Welsh Government and in consultation with local residents and businesses. Local and national policies, some of which will be supportive, and some restrictive, will need to be considered as well as potential constraints such as local geography, financial restrictions, grant funding opportunities etc.

With regards to community desires and aspirations, it is important that community needs are met, however, this has to be balanced out against potential constraints including; local geography, population size and fluctuations, financial restrictions, grant funding opportunities and other such factors.

As such, this document, despite outlining potential future developments for Aberystwyth, is fluid and will continue to be updated and adapted at regular intervals.

References will be made to community feedback that has been received from consultation exercises and the wider community will be kept informed and consulted with in the future.



Pont Trefechan

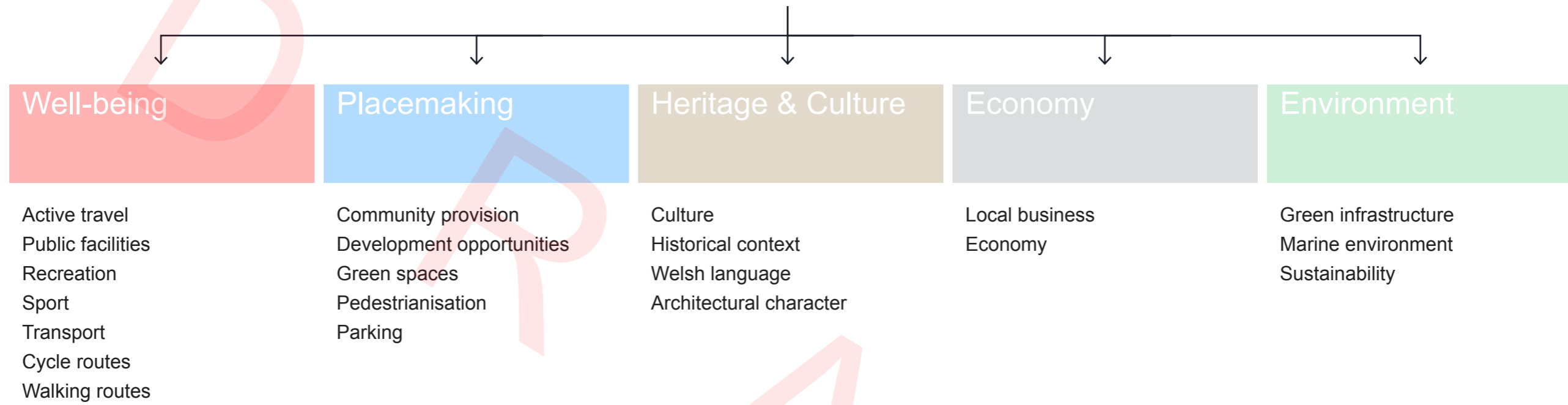
The vision is for Aberystwyth to be a special place within Ceredigion and Wales to live, study, do business and visit.

The strategy is to embrace change where needed.



Pen Dinas Hill Fort

Themes for Aberystwyth

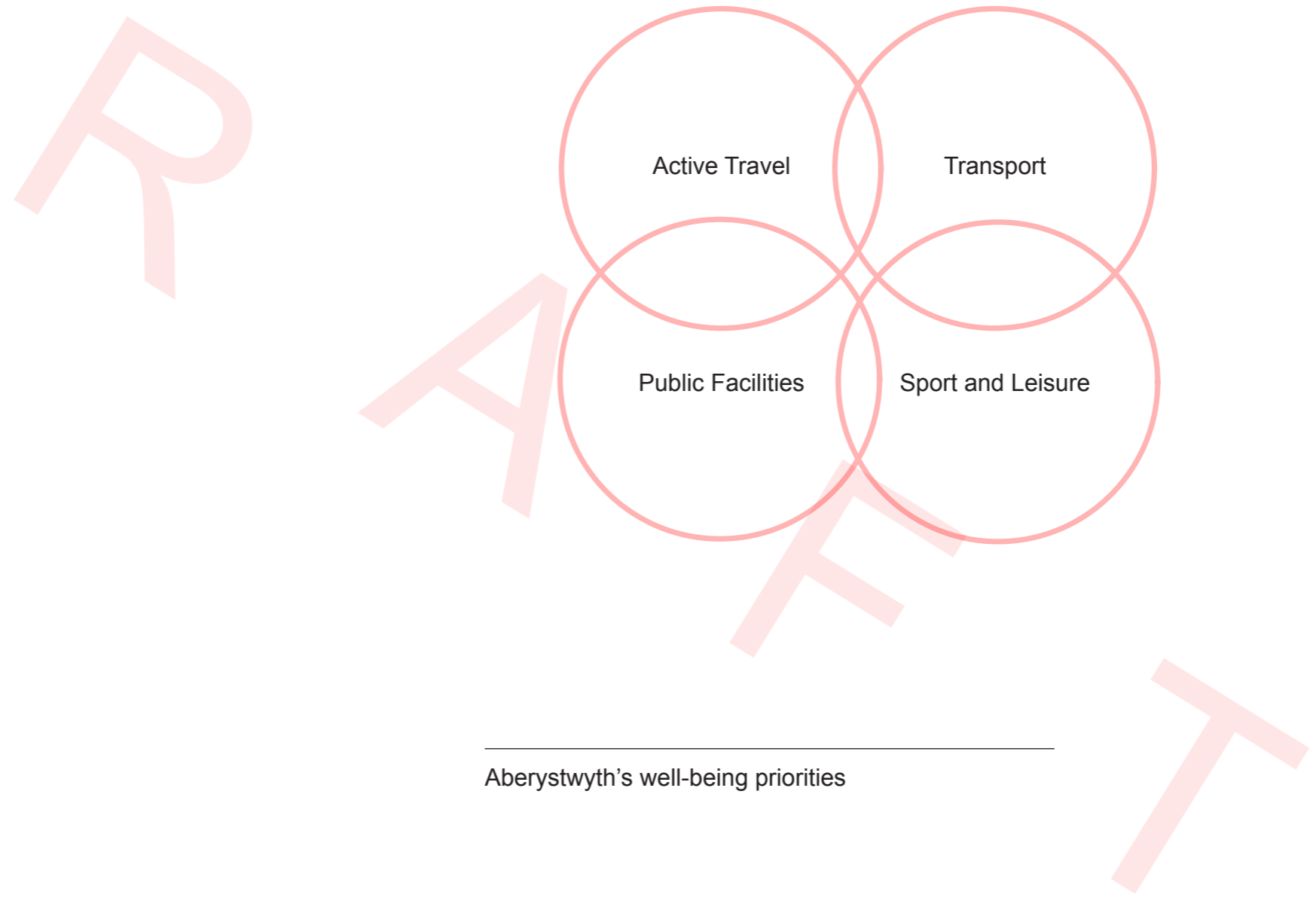


Emerging topics under their respective themes within Aberystwyth Place Plan



4.1.1 Actions

- Provide more cycle friendly areas and paths and connect with walking routes. Provide separation where possible to ensure safety. Potential for Heol Pen-y-Bont; Ystwyth Trail alternative route to Felin y Môr hill around the harbour; link from Penparcau to Tan Y Bwlch Ystwyth Trail section.
- Maintain the health services at Bronglais by working with Hywel Dda and the Welsh Government to include mental health, dentistry services and more.
- Ensure disability access by providing dropped kerbs, tactile paving, pedestrianisation, reducing barriers, eliminate dangerous crossings.
- Provide accessible information on public transport systems working with Transport for Wales.
- Maintain current public toilets.
- Develop Aberystwyth as a centre for elite and professional sports for all ages. Working with schools and the University to provide and better utilise sport and leisure facilities.
- Develop and maintain opportunities for walking, cycling, and water sports.



Aberystwyth's well-being priorities



Sports field adjacent to Plascrug Leisure Centre



Placemaking

4.2.1 Community Provision

There was considerable discussion made by Ceredigion County Council at the time of the creation of the Aberystwyth Bypass that the town and its narrow thoroughfare could benefit from a streetscape scheme. This was used as evidence in the Public Enquiry promoting the bypass. Nothing further has come from this. A scheme such as this would require professional support and input to develop proposal leading to further consultation.

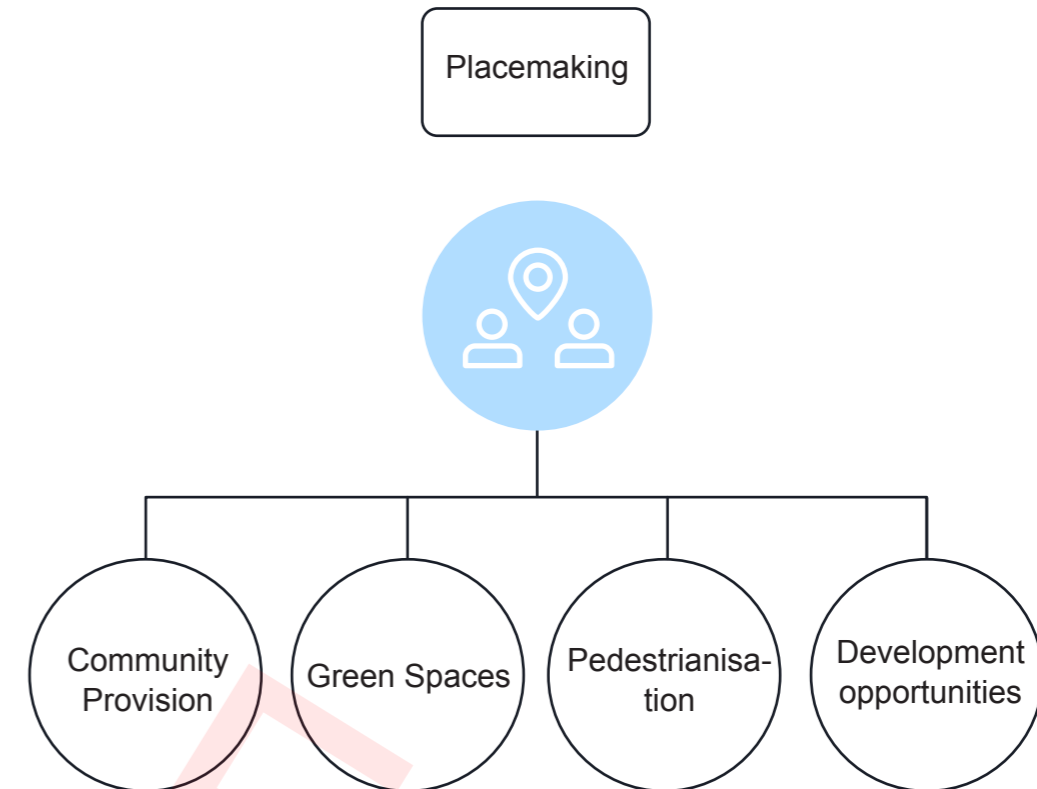


1. National Library of Wales
2. Portland Road

4.2.2 Actions

- De-trunk Great Darkgate Street working with Welsh Government.
- Pedestrianise Great Darkgate Street and investigate schemes to alleviate diverted traffic and address road safety concerns.
- Work with the national and regional government to improve links to the city via rail and bus.
- Improve train and bus information prioritising the Aberystwyth to Carmarthen rail line.
- Examine possible development and improvement opportunities around the old oil depot site.
- Radically improve facilities for waiting passengers for both bus and rail by replacing the removed canopy on the train station platform, considering an appropriately designed canopy along the store adjacent to the bus stop shelters and improve the appearance of the building. Improve shelter performance and comfort.
- Introduce Park & Ride from Llanfarian and Bow Street with links to the town centre, Parc y Llyn, Bronglais Hospital, Doctors' surgeries and Park Avenue.
- Provide better and more frequent transport links between Aberystwyth and the neighbouring villages of Llanbadarn and Penparcau, industrial estate, between the town and main institutions, and to outlying villages such as Bow Street and Penrhyn-coch.
- Consider resident parking where appropriate.
- Provide community spaces for all through preserving and enhancing playgrounds, parks and woodlands.
- Neuadd Gwenfrewi (and Maes Gwenfrewi) to be developed as a civic centre.

- Consideration should be given to whether housing and retail developments will strengthen/benefit the community. The community's needs should take precedence over national targets. Designs should meet community needs with accessibility a priority.
- Locations suitable for 'last time' and 'first time' buyers should be earmarked to achieve balance of tenure, encouraging shared freehold.
- Develop civic pride by proactively challenging landlords who neglect their properties.
- Improve pedestrian safety by introducing town centre pedestrianisation schemes and effectively utilise existing areas such as Upper Great Darkgate Street.
- Replace current 30mph speed limit with 20mph in Llanbadarn and other areas experiencing issues related with high vehicle speed.
- Improve pedestrian crossings at Mill Street roundabout/Alexandra Rd, Llanbadarn Rd junction with Penglais Rd, Western Vaults corner.
- Encourage civic pride and involve people in achieving a clean town by considering measures to reduce littering and dog fouling.
- Lobby government for improved provision of high speed broadband.
- Provide innovative Housing options to meet the needs of the community.
- Planning conditions and enforcement.
- Provide a Community Centre and Town Hall.
- Encourage civic pride and involve people in achieving a clean town.



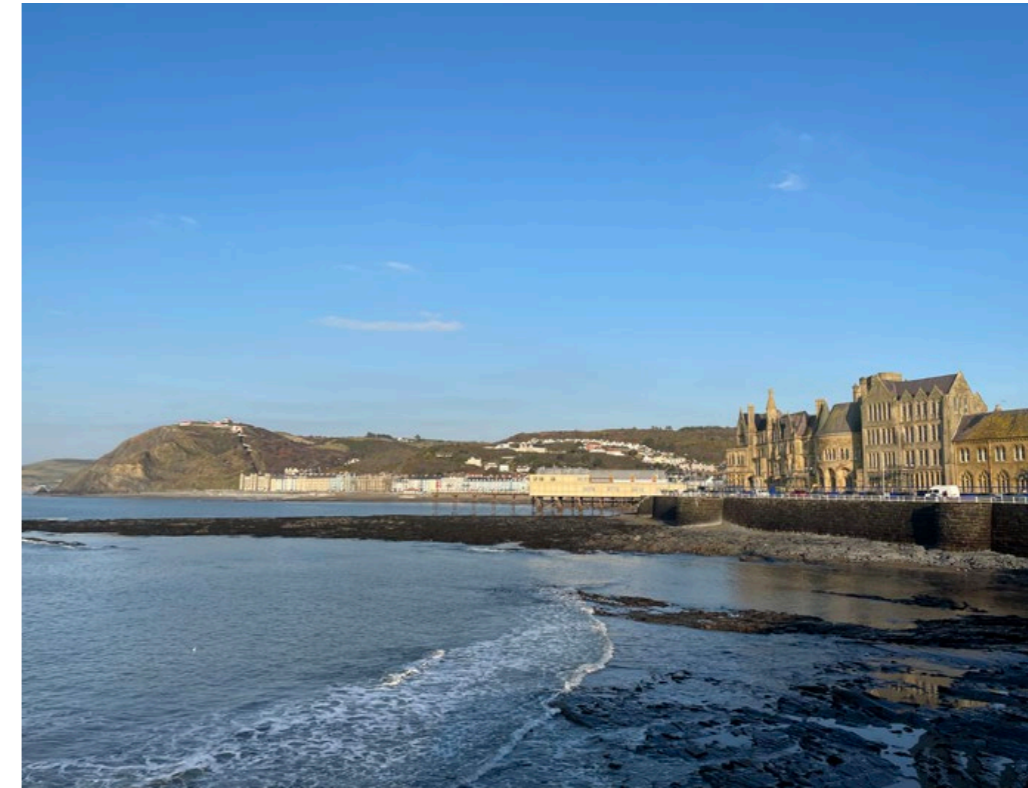
Aberystwyth's placemaking priorities



4.3.1 Actions

- Safeguard Aberystwyth as a vibrant Welsh seaside town of cultural and historic importance to Wales, and the world, and as a sustainable, diverse and ethical town.
- Introduce Article 4 Conservation scheme to protect and restore historic shop fronts and features (including mosaics in shop doorways to be replicated in new developments).
- Brand the top of town (Laura Place, Upper Great Darkgate St, High St, Custom House St etc) as 'Old Town Aberystwyth' and make more of the castle through interpretation.
- To strengthen Welsh identity all signage should be bilingual (other than for brand names) with priority given to the Welsh language.
- Protect Welsh house and street names especially those of historic value.
- Promote natural resources/heritage & Mountains, coast, sea and wildlife to visitors via marketing and working with local businesses, promote the environmental offers Aberystwyth has.
- Maximise the popular Victorian seafront in keeping with this Place Plan's values by protecting and promoting the architecture, history, language and culture.
- Restore historic features such as the salt-water sea pool / côr y castell etc and discourage proposals that are not in keeping e.g. zip wire or fair rides.
- Cafes on the promenade should promote quality, Welsh produce, and all signage should be bilingual.
- Develop foot and cycle paths and places to sit along the rivers, where development should enable and enhance public access to recreation.

- Promote Aberystwyth as a place to stay for activity holidays through increased promotion of access to activities near Aberystwyth e.g. Nant yr Arian, coast path, cycling, walking, and water sports.
- Strategic tourism initiatives such as Camino Ceredigion (as part of a potential Camino Cymru) to be explored with Visit Wales.
- Introduce the transport equivalent of the Cardi bach coastal bus.
- Explore options for underutilised/unused buildings such as the old scout hut to be developed for community and/or business use.
- Opportunity for the top deck of the university's sailing club at the harbour to be a cafe/wine bar along the improved cycle way.
- Offer responsible visitors with dogs, open green space.
- Encourage quality tourism by strengthening the Welsh identity.
- Celebrate and protect the Welsh language.
- Develop and protect street art in keeping with the local identity.
- Interpretation of places and developments in our Welsh history.



Seafront view from the New Promenade



Aberystwyth material palette



4.4.1 Local Business

The following are a series of policy based suggestions:

- Reuse of vacant town centre units for pop up art galleries and craft spaces, which could support local artists and makers and provide employment opportunities for local residents.
- For units more suitable for multiple users, provide cluster type start-up units at rents subsidised with a craft, food producer, artisan type business model in the hopes high street success can lead to enterprises taking up individual units on secondary frontage.
- Provide catering and seating facilities for street food suppliers to operate from units that are suitable for leisure and hospitality. In time support those that grow to take on an individual unit.
- Convert the upper redundant floors to RSL/ Council managed housing to meet service needs as defined by Housing team or potentially live/ work units.

These suggestions fall within the Welsh Government 'Town Centre first' approach and the expansion of the high street retail offer. The ideas would support local independent businesses to access primary retail frontage units at affordable prices as well as leading an independent business revolution in Aberystwyth. Independents have proved far more sustainable in the pandemic and the shift to online trading than national multiples. These suggestions may also have tourism impacts if Aberystwyth could be marketed as an 'Artisan / independent' centre of excellence.



Aberystwyth's economic priorities

4.4.2 Actions

- Prioritise and support local businesses, shops, products, and social enterprise on the high street to achieve a healthy mix of local and national businesses working with Ceredigion County Council.
- Work with independent businesses on 'sense of place' programme of events and projects with the aid of the Events and Partnerships Officer within the Town Council.
- Work with independent businesses to present a local identity through goods for sale created by local artisans and artists. Working with Menter a Busnes who support local businesses in Wales.
- Support and develop the farmer's market and identify additional ways of supporting local food producers again working with Menter a Busnes as well as Hybu Cig Cymru.
- Identify areas of the town for regular artisan and food markets in areas such as Upper Great Darkgate Street to create vibrant street scenes.
- Identify locations with development potential to provide opportunities for small, artisan manufacturing units.
- Control the harmful impact of alcohol and noise alongside Dyfed Powys Police.
- Encourage pubs to diversify their products through use of the public licencing system to ensure quality provision and address current problems including lack of discreet smoking area provisions where possible and aim to reduce litter associated with smoking with cigarette bins.
- Improve broadband and enable access to new technologies.
- Promote natural resources/heritage, mountains, coast, sea and wildlife to visitors.



1. Pier Street

2. Rear of old Post Office



Environment

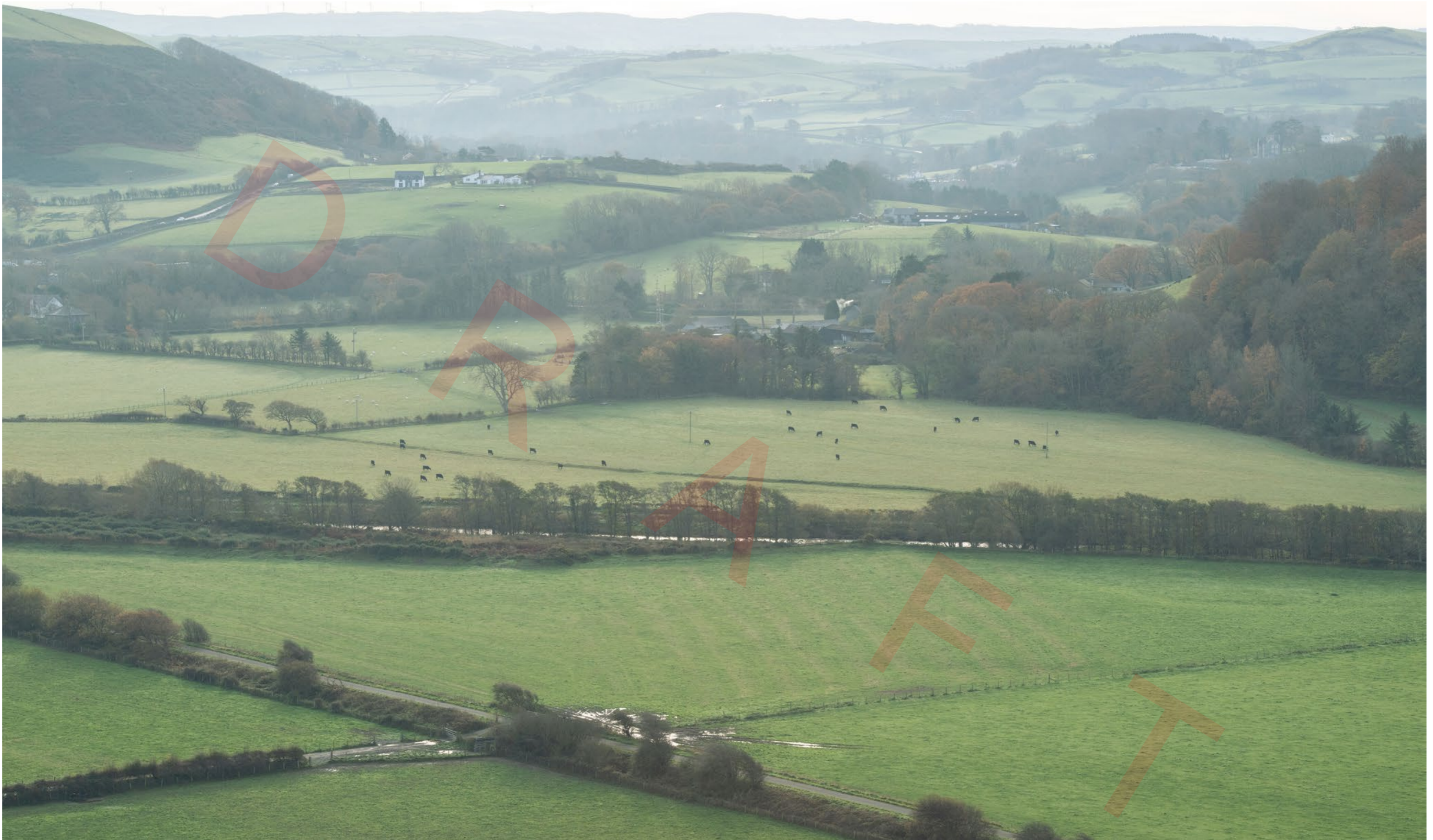
4.5.1 Actions

- Find solutions to the littering caused by gulls, vermin, and irresponsible residents.
- Work with landlords via the licence process to prevent refuse effectively. For example, compulsory use of gull proof bags.
- Encourage Ceredigion Council to provide comprehensive waste management services for residents and businesses.
- Develop a strategy to reduce packaging and increase recycling facilities.
- Reduce use of chemicals in park management, businesses, and farming.
- Clean waterways, ditches, and drains regularly. Implement a street drain protection programme in conjunction with a sweeping programme to prevent litter and debris entering the waterways.
- Develop renewable energy initiatives in collaboration with Natural Resources Wales like the example of Aberystwyth University Solar Farm.
- With the aid of Natural Resources Wales, implement sea and river defence schemes, upland tree planting, and avoiding new developments on floodplains.
- Implement a strategy to help reach the net zero CO2 emission target by 2030 with Natural Resources Wales.
- Working with trading estates, create exemplar trading estates by introducing a biodiverse planting plan to include trees and provide a scenic green corridor for the cycleway and Vale of Rheidol railway.
- Encourage renewable energy initiatives such as use of solar panels in these areas with the support of Electricity Distribution and National Grid.

- Implement electrified car/bike charge points in all car parks. Electric charging points to be included in planning applications as appropriate.
- Vale of Rheidol railway.
- Develop Glanyrafon and Llanbadarn trading estates in an environmentally friendly way.
- Protect, enhance and increase biodiversity.
- Improve waste management.
- Combat climate change and its effects.



1. Trefechan footbridge
2. Maes yr Afon car park



Aberystwyth's landscape

Aberystwyth Place Plan

4. Themes and Objectives

Key:

Sites identified within the Place Plan

— Settlement boundary

— Site boundary

- 1. Harbour ●●● Enhance with bars, cafes, & pedestrian routes
- 2. Aberystwyth University ●●● Develop renewable energy initiatives and collaborate with schools
- 3. Victorian Sea Pool ● Restore and protect
- 4. Constitution Hill ●● Promote to visitors
- 5. Pendias Hill Fort ● Promote to visitors
- 6. Rivers ● Active travel routes along Ystwyth and Rheidol
- 7. Penglais Nature Reserve ●●● Promote to visitors
- 8. The National Library ● Celebrate and engage with national establishments
- 9. Tabernacle War Memorial ● Restore and relocate to old Town Hall
- 10. Castle & Grounds ●● Promote and protect the historic asset
- 11. Old Post Office ● Protect and restore
- 12. Green Space ●●● Protect and enhance existing green space
- 13. Wildflower Planting ●● Map verges and corridors suitable for planting
- 14. The Old Town ●●● Promote to increase tourism
- 15. Neuadd Gwenfrewi ●● Develop as civic area
- 16. Maes Gwenfrewi ●● Develop as civic area

- 17. Old Bus Depot ●● Potential for affordable housing
- 18. Old Brewery Site ●● Small artisan and residential units
- 19. Former Sea Cadets ●● Development including green space
- 20. Former Oil Depot ● Reconfiguration of bus and train station
- 21. Former Tax Office (Plascrug) ●● Ideal location for first and last time buyers
- 22. Former Northgate St Crown Buildings ● Space for multiple generations to come together
- 23. Brynderw, Stanley Rd ● Ideal location for first and last time buyers
- 24. North Road Clinic ● Community integrated care development
- 25. Upper Darkgate St ● Pedestrian priority and support artisan markets
- 26. Glanyrafon & Llanbadarn Trading Estates ● Sustainably develop and encourage renewable energy initiatives
- 27. Mill St Roundabout ● Improve pedestrian crossings
- 28. Llanbadarn Rd Junction ● Improve pedestrian crossings
- 29. Western Vaults ● Improve pedestrian crossings
- 30. Heol Pen-y-Bont ●● Introduce cycling and walking routes
- 31. Ystwyth Trail ●● Improve links
- 32. Llanfarian ● Introduce park and ride
- 33. Bow St ● Introduce park and ride
- 34. Aberystwyth to Carmarthen Rail Line ● Improve and enhance

- 35. Alexander Rd, Great Darkgate St, & Penparcau Rd ●● De-trunk
- 36. Promenade ● Town asset
- 37. Bronglais Hospital ● Maintain services

Local Development Plan allocated sites

▨ Housing Allocations

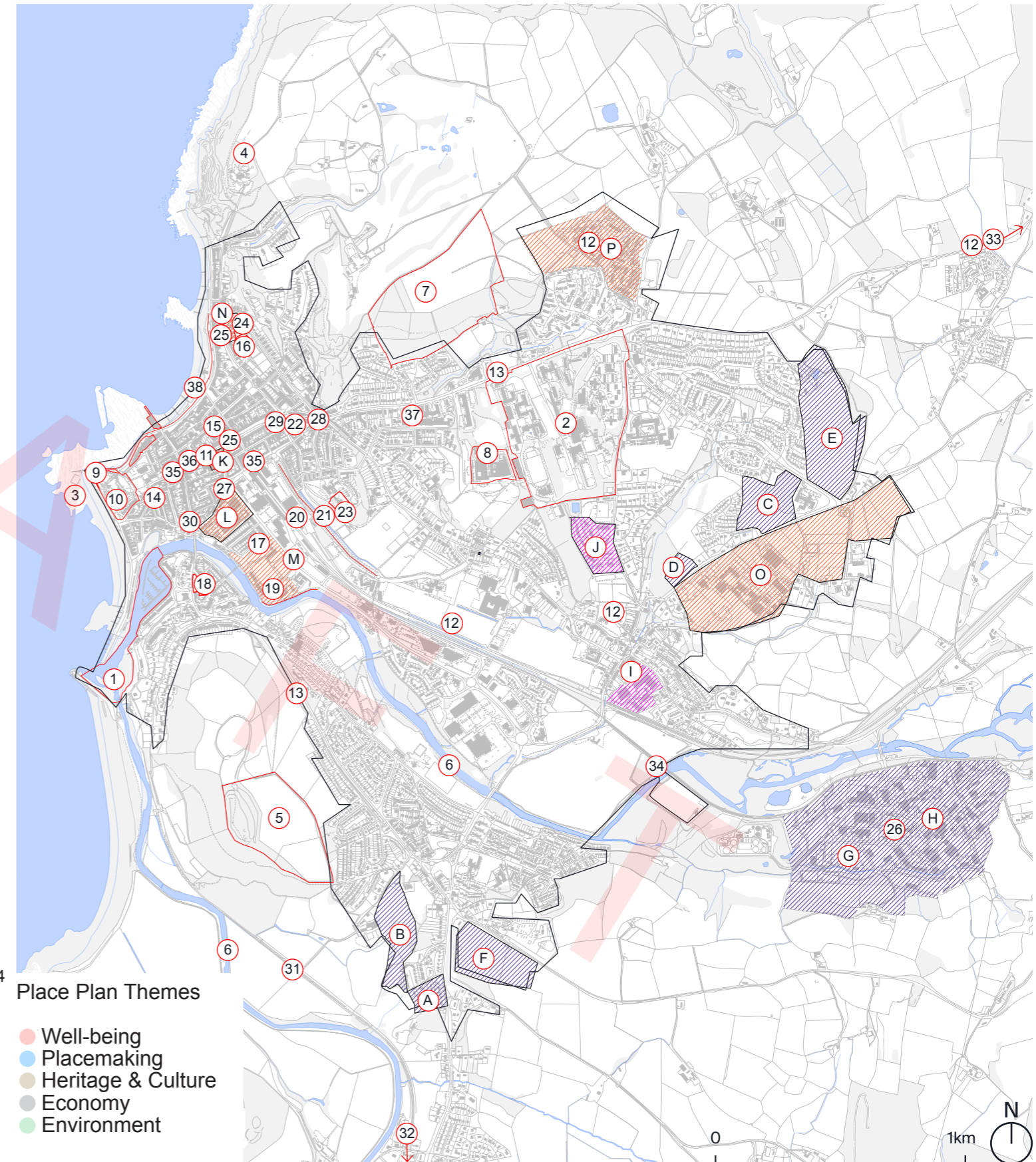
- A. Maes Crugiau, Penparcau - H0301
- B. Piercefield Lane - H0302
- C. Land adj to Hafan Y Waun, Waunfawr - H0303
- D. Cefn Esgair, Llanbadarn Fawr - H0304
- E. Maesceinion, Waunfawr - H0395
- F. Land at Southgate, Penparcau - H0306

▨ Employment Allocations

- G. Glanyrafon Industrial Estate, Llanbadarn Fawr - E0301
- H. Glanyrafon Industrial Estate, Llanbadarn Fawr - E0302
- I. Llanbadarn Industrial Estate, Llanbadarn Fawr - E0303
- J. Cefn Llan Science Park, Llanbadarn Fawr - E0304

▨ Mixed Use Allocations

- K. Old Post Office, Aberystwyth - M0301
- L. Mill Street Car park Site - M0302
- M. Park Avenue Aberystwyth - M0303
- N. County Offices, Aberystwyth - M0304
- O. Llanbadarn Campus - M0305
- P. Penglais Farm, Waunfawr - M0306



Aberystwyth Place Plan

