

**TORFAEN
COUNTY
BOROUGH**



**BWRDEISTREF
SIROL
TORFAEN**

TORFAEN COUNTY BOROUGH COUNCIL

BLAENAVON PLACEMAKING PLAN

October 2022

BLAENAVON WORLD HERITAGE CENTRE
CANOLFAN TREFTADAETH Y BYD BLAENAFON

 **theurbanists**

Prepared by: Francesca Visione, William Purdie and Liam Hopkins
Address: The Urbanists, The Creative Quarter, 8A Morgan Arcade,
Cardiff, CF10 1AF, United Kingdom
Email: liam.hopkins@theurbanists.net, william.purdie@theurbanists.net
Website: www.theurbanists.net

Issue date	10 10 22
Drawing status	FINAL
Revision	4
Author	FV & WP
Checked by	LH

All plans within this document are reproduced from Ordnance Survey with permission of the controller of Her Majesty's Stationary Office (C) Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution/civil proceedings. Licence No 100054593.

Produced By:

On Behalf Of:



TORFAEN
COUNTY
BOROUGH



BWRDEISTREF
SIROL
TORFAEN

00 CONTENTS PAGE

EXECUTIVE SUMMARY	04
INTRODUCTION	08
PLACE ANALYSIS	18
VISION AND OBJECTIVES	34
PLACEMAKING STRATEGY	36
KEY PROJECTS	50
DELIVERING THE PLAN	70
PLACEMAKING WALES CHARTER	82
CONCLUSION	83
GLOSSARY	84



Blaenavon town centre - Broad Street

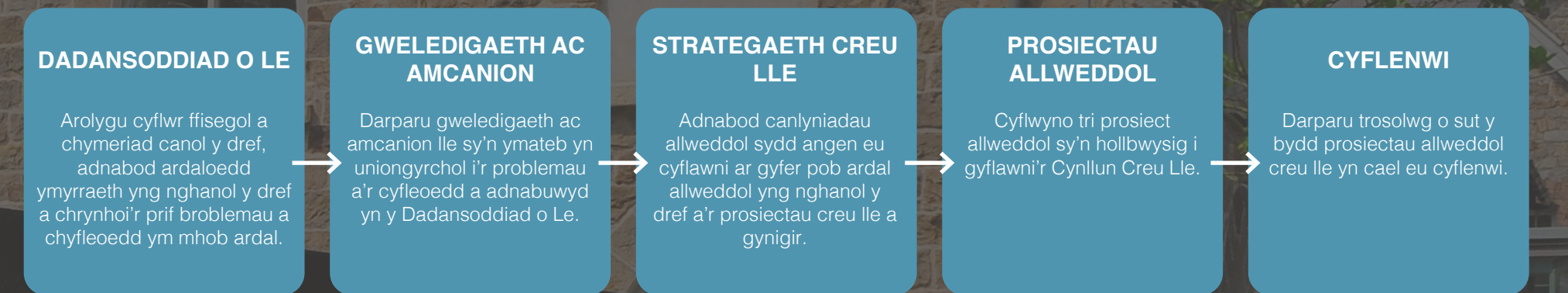
Pwrpas y Cynllun Creu Lleoedd hwn yw darparu Cyngor Bwrdeistref Sirol Torfaen gyda fframwaith buddsoddi integredig sy'n llywio ailddatblygiad Canol Tref Blaenafon gan ei gwneud yn fwy llwyddiannus, cydnherth ac yn gallu diwallu anghenion presennol y gymuned a busnesau a'u hanghenion at y dyfodol. Mae'r 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 Blaenafon 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 canol tref Blaenafon yn ffurfio rhan o Safle Treftadaeth y Byd Tirwedd Ddiwydiannol Blaenafon (BILWHS) a gofrestrwyd gan UNESCO yn 2000. Roedd cofrestru BILWHS nid yn unig yn cydnabod arwyddocâd byd-eang y dirwedd o gwmpas Blaenafon ond hefyd y seilwaith cymdeithasol yn y dref. Mae'r dref ei hun yn

elfen allweddol yn y BILWHS ehangach ac fe'i ystyrir yn un o'r trefi haearn sydd wedi ei gwarchod orau yng Nghymru. Mae'r strydoedd teras o dai gweithwyr, adeiladau crefyddol, ysgolion a Neuadd y Gweithwyr sydd wedi goroesi, yn adlewyrchu'n rymus y diwylliant gwahanol a ddatblygodd yn y cymunedau haearn a glo yn ne Cymru ddiwedd y 18fed a dechrau'r 19eg ganrif. Ers derbyn Statws Treftadaeth y Byd, mae tref Blaenafon wedi mwynhau cyfnod llwyddiannus o adfywio trefol, amgylcheddol a chymunedol a arweinir gan dreftadaeth. Mae Blaenafon wedi elwa o fuddsoddiad cyfalaf arwyddocaol sy'n gysylltiedig â datblygu'r BILWHS fel cychfan dwristiaeth ddiwylliannol. Mae'r buddsoddiad hwn nid yn unig wedi cyflwyno gwelliannau sylweddol ond hefyd wedi arwain at fanteision treftadaeth arwyddocaol ar gyfer y BILWHS yn ehangach. Serch hynny, mae nifer o heriau allweddol yn parhau o ran lles a chynaliadwyedd cymuned Blaenafon at y dyfodol. I ddelio gyda'r heriau hyn, 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 ymgwymerir er mwyn helpu i adnabod dyheadau, materion allweddol a chyfleoedd sy'n bodoli o fewn ffiniau creu lleoedd ar gyfer Blaenafon. Mae'r Cynllun Creu Lleoedd yn adnabod dull amlweddol tuag at adfywio, gan adnabod y tri 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 cydnherth 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 Blaenafon. 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 84-85.

00 EXECUTIVE SUMMARY

The purpose of this Placemaking Plan is to provide Torfaen County Borough Council with an integrated investment framework that guides the redevelopment of Blaenavon 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 Blaenavon 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. Blaenavon town centre forms part of the wider Blaenavon Industrial Landscape World Heritage Site (BILWHS) which was inscribed by UNESCO in 2000. The inscription of the BILWHS not only recognised the global significance of the landscape around Blaenavon but also the social infrastructure within

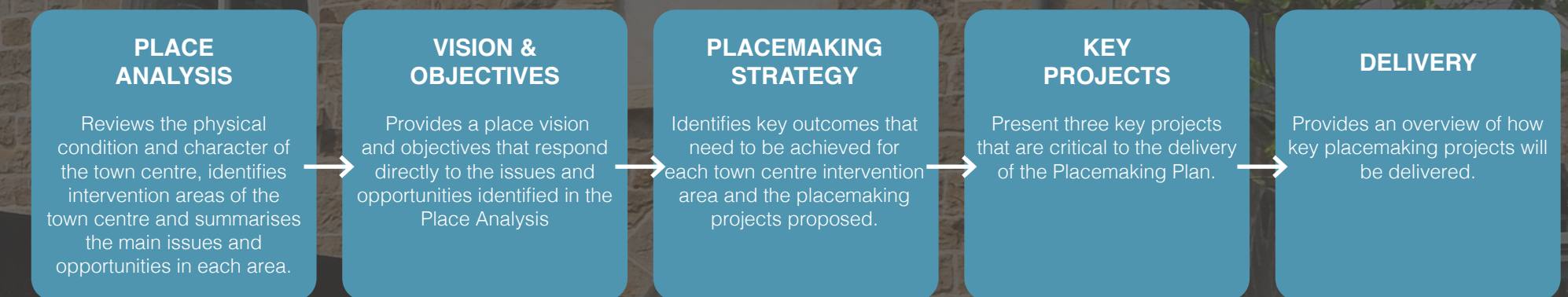
the town. The town itself is a key component of the wider BILWHS and it is considered to be one of the best preserved iron towns in Wales. The surviving terraced streets of workers housing, religious buildings, schools and the Workman's Hall powerfully reflect the distinctive culture that developed in iron making and coal mining communities in south Wales during the late 18th and early 19th centuries. Since receiving World Heritage Status, the town of Blaenavon has enjoyed a successful period of heritage-led urban, environmental and community regeneration. Blaenavon has benefitted from significant capital investment linked to the development of the BILWHS as a cultural tourism destination. This investment has not only delivered substantial improvements but has also resulted in significant heritage benefits for the wider BILWHS. However, there remain a number of key challenges facing the future well-being and sustainability of the Blaenavon community. To address these challenges 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 Blaenavon. The Placemaking Plan identifies a multifaceted approach to regeneration, identifying 4 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.

00 EXECUTIVE SUMMARY

Placemaking Approach & Structure

The Placemaking Plan responds to the unique character of Blaenavon 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 84-85.

01 INTRODUCTION

Blaenavon's status as an internationally recognised heritage town is well established; but it is also a key centre for the local community and must thrive as a place for people to live and work. This Placemaking Plan sets out an ambitious and deliverable vision to ensure the vitality and viability of Blaenavon town centre and identifies a series of projects that will be pursued to deliver the investment that the town deserves.

Blaenavon is located in north Torfaen. With a population of 6484 the town is relatively small and predominantly serves the local population. The town is connected by road via linkages south to the M4 corridor and north to the A465. Frequent bus services connect the town southwards to Pontypool, Cwmbran and Newport and their busy rail connections. Public transport services northwards to the adjacent towns of Brynmawr and Abergavenny and beyond are less frequent.

Like all towns, Blaenavon has faced significant obstacles in recent years that have placed pressure on its vitality and viability. Changing retail patterns and behaviours and a significant increase 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 more attractive; be better connected; and, ultimately become more dynamic and diverse in their offer.

The Place Plan will seek to achieve these goals but cannot do so in isolation. The Council's Economy

& Skills Strategy is a key and complementary Strategy that will work alongside this Plan to ensure Blaenavon Town Centre is a sustainable and resilient place to live. Working collaboratively with landowners, entrepreneurs, the local community and partners in the public, private and third sectors, this Plan seeks to create a vibrant, safe and clean place where people can access their everyday needs. Support for the foundational or 'everyday' economy is therefore a priority and key to the future of Blaenavon Town Centre.

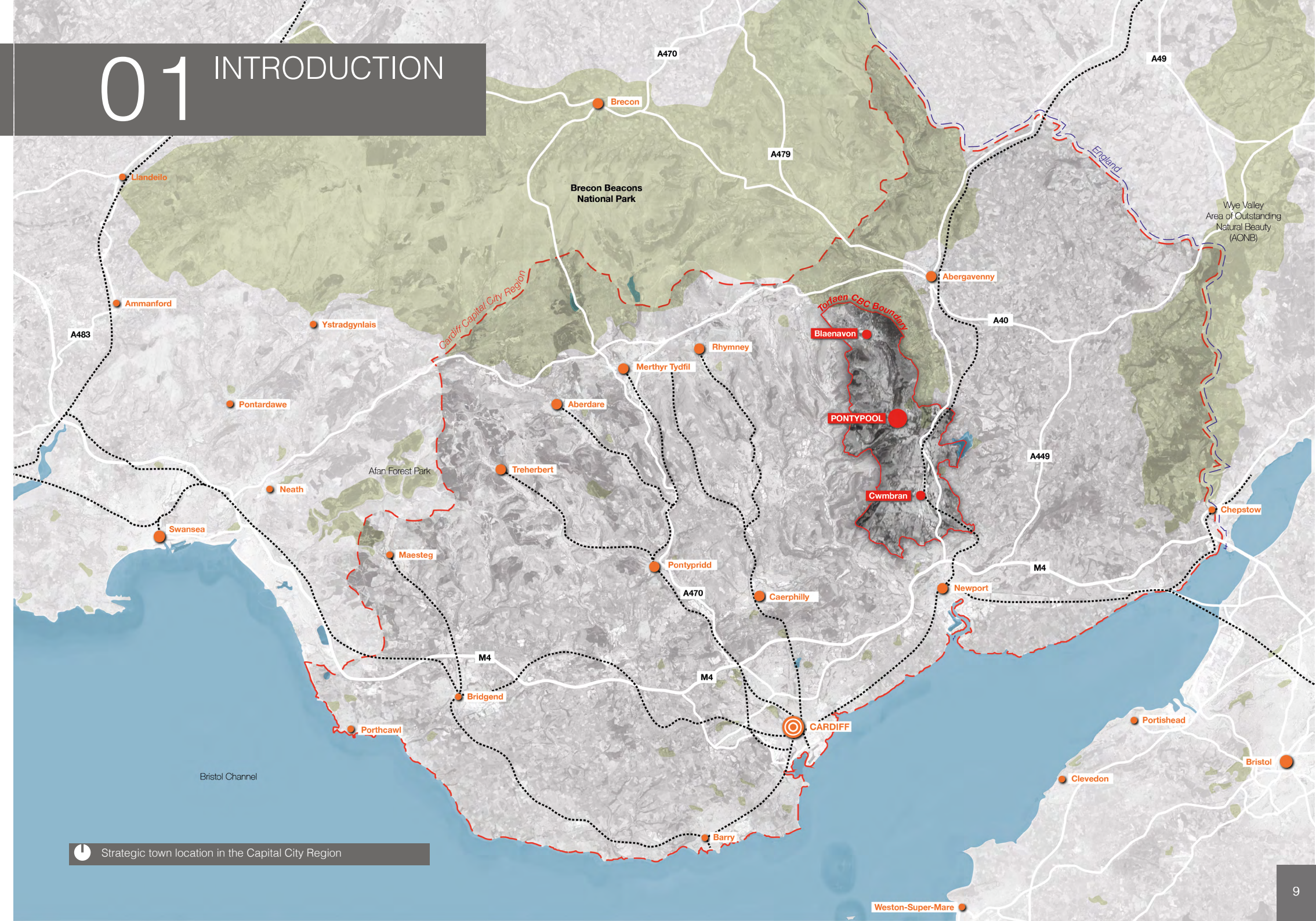
Blaenavon's UNESCO status establishes it as an internationally recognised tourism destination and its key heritage attractions bring in hundreds of thousands of visitors to Blaenavon every year. The Blaenavon Industrial Landscape World Heritage Site is a unique asset and provides a focus nationally and internationally for heritage tourism. The areas enhanced role as a tourist destination presents an opportunity to raise the towns profile, to support existing and new businesses development and change residents and visitors perceptions of what the town has to offer.

The town is also immediately adjacent to the outstanding landscape of the Brecon Beacons National Park and has its own striking natural valley landscape. Finally, following the Covid-19 pandemic people holiday and spend their leisure time differently, with more people now spending

time locally and exploring the assets in their local and regional area. With the right investment, Blaenavon town centre can strengthen its tourism offer to attract more visitors and associated spend, and importantly, become a better destination for its community.

This Placemaking Plan largely focusses on how we can use capital funding to address the challenges that Blaenavon faces. But placemaking goes beyond capital investment. We need to have the right businesses, the right sense of community, the right approach to the long-term cleanliness and maintenance of the town. In developing our action plan, we will work with landowners, entrepreneurs, businesses, community groups and our partners to ensure that when we make a capital investment we are also supporting the business development, the community development and the volunteering capacity as well as ensuring we have the collective resources between us to maintain that investment to a high standard.

01 INTRODUCTION



Strategic town location in the Capital City Region

1.2 Strategic Context

[Blaenavon Industrial Landscape World Heritage Site](#)

Blaenavon town centre and the Place Making Investment boundary forms part of the wider Blaenavon Industrial Landscape World Heritage Site (BILWHS) which was inscribed by UNESCO in 2000. The BILWHS is one of 33 World Heritage Sites in the UK and is one of only 4 in Wales. The BILWHS is a cultural landscape extending to 33 square kilometers in which exceptional evidence of past activities survives, demonstrating extensive coal mining and iron making during what became known as the Industrial Revolution.

The inscription of the Blaenavon Industrial Landscape as a UNESCO World Heritage Site in December 2000 not only recognised the global significance of the landscape around Blaenavon but also the social infrastructure within the town. The town itself is a key Component of the wider BILWHS and it is considered to be one of the best preserved iron towns in Wales. The built heritage that survives in Blaenavon today, provides evidence, in material form, of the intangible cultural heritage of south Wales during the nineteenth and early twentieth centuries. The surviving terraced streets of workers housing, religious buildings, schools and the Workman's Hall powerfully reflect the distinctive culture that developed in iron making and coal mining communities in south Wales during

the late 18th and early 19th centuries. Since 2000, Torfaen Council and its partners have pursued the regeneration of Blaenavon town centre, implementing a strategy which has sought to tackle economic and social decline by capitalising on the tourism potential of the areas wider World Heritage Site status. Progress has been made in this regard and heritage led regeneration programmes have assisted in renewing the historic built environment and supporting the local economy. Blaenavon's wider tourist attractions now draw in over 235,000 visitors a year however a considerable number of these visitors do not visit the town and town centre footfall continues to decline. The impact of the recent Covid pandemic has compounded this trend further and the town's future remains vulnerable. Further investment and community support is essential if the town is to realise its true potential.

[Blaenavon World Heritage Site Management Plan 2018 – 2023](#)

Management of World Heritage Site is undertaken by Torfaen Council (lead partner) and its wider partners within the Blaenavon Industrial Landscape World Heritage Site Partnership. World Heritage Sites must have an appropriate Management Plan in place to sustain their Outstanding Universal Values, integrity and authenticity by providing a consensus-

based strategy and framework for decision-making and action. To this end, the Blaenavon Industrial Landscape World Heritage Site Management Plan (2018 – 2023) identifies an overall vision for the World Heritage Site as:

“The Blaenavon Industrial Landscape is cared for and presented so that future generations may understand the outstanding universal contribution South Wales made to the Industrial Revolution through exploring, enjoying and learning, thereby contributing to the economic, social, environmental and cultural well-being and prosperity of its communities”.

Key principles for the management of the World Heritage Site, together with short-, medium- and long-term objectives are also identified. These are supported by a suite of policies for the continued effective protection, conservation, presentation and transmission of the Site's Outstanding Universal Value over the plan period. In providing the strategic policy context for managing and protecting the Outstanding Universal Values of the World Heritage Site, this Place Making Plan has been prepared in accordance with the vision and wider strategic policy objectives of the World Heritage Site Management Plan (2018 – 2023) and is intended to complement the Management Plan and build further upon the opportunities presented within it.

[Blaenavon Town Centre Conservation Area](#)

The Blaenavon Town Centre Conservation Area (BTCCA) was designated in 1984 and covers 24.55 hectares around the historic core of the town. The BTCCA includes 26 listed buildings and one Scheduled Ancient Monument – Blaenavon Ironworks which is the main reason for the development of the town and for the areas wider World Heritage Site status.

The Place Making Investment area forms part of the wider Conservation Area and as such any development proposals should seek to preserve and enhance the areas special architectural or historic interest. The Blaenavon World Heritage Site Design Guide Supplementary Planning Guidance (2011) and Blaenavon Town Centre Conservation Area Appraisal & Management Plan (2017) set out guidance to assist this process.

[Blaenavon World Heritage Site Design Guide Supplementary Planning Guidance \(April 2011\)](#)

The BTCCA benefits from design guidance provided in the form of the Blaenavon Industrial Landscape World Heritage Site Design Guide (April 2011) which provides guidance against which development may be evaluated. The aims of this Design Guide are to both protect the historic character of the Blaenavon Industrial Landscape World Heritage Site within Torfaen and to ensure that all development whether alterations, repairs or new development, respects the significance and values for which the site was inscribed.

The Place Making Investment area forms a significant part of the wider BTCCA and the Design Guide is therefore of key importance in assessing the impact of development proposals on the character of the Conservation Area. Reference should therefore be made to its key design principles in the development and delivery of any projects.

[Blaenavon Town Centre Conservation Area Appraisal & Management Plan \(2017\)](#)

The Blaenavon 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.

1.2 Strategic Context

Blaenavon Well - being Assessment

The Well-being of Future Generations (Wales) Act 2015 requires Public Services Boards (PSBs) in Wales to undertake an integrated assessment of social, economic, environmental and cultural well-being for communities in their areas. Torfaen PSB has undertaken its first assessment of well-being looking at the communities where people live and work, as well as the well-being of the people. The information emerging from the assessment is presented at both a Borough level and at a more local level focused on the principal settlements of Pontypool, Cwmbran and Blaenavon.

Emerging from these assessments, the Well-being Plan for Torfaen (2018 – 2023) sets out objectives to improve well-being in Torfaen in terms of the places our communities live in and the people who live here. Key objectives of relevance to this Place Making Plan have been established by the Torfaen PSB and focus on a need to:

- Develop mitigation and adaptation responses to the impacts of climate change.
- Provide children and young people with the best possible start in life.

- Support healthy lifestyles and enable people to age well.
- Tackle the inter-generational patterns of poverty and develop economic resilience.
- Improve local skills through work-force planning, training, apprenticeships, and volunteering opportunities.
- Create safe, confident communities and promote community cohesion.

More recently, the Torfaen PSB has undertaken an updated assessment of Well-being. Based on the Welsh Index of Multiple Deprivation (WIMD) which measures relative poverty in Wales across a range of indicators, the WIMD tells us that in terms of overall deprivation, Blaenavon 2 Lower Super Output Area (LSOA) is within the top 20% most deprived in Wales. When considering income deprivation, 21% of people living in Blaenavon are in income deprivation. In term of education, Blaenavon 2 LSOA is in the top 10% of most deprived areas in Wales. In considering community safety, Blaenavon 3 LSOA is in the 10% most deprived areas in Wales.

Within this context, the Blaenavon Well – being Assessment (February 2022) identifies the following key headlines that potentially impact upon the vitality and viability of the town centre and its local communities.



Blaenavon Workman's Hall

Key Headlines:

- Current and future generations of young people need to be supported and empowered to prevent them becoming NEET (not in education, employment or training).
- Improving local skills through work-force planning, training, apprenticeships and volunteering opportunities will help future generations find decent work and avoid in-work poverty.
- The most successful towns offer a range of jobs in different sectors. Having work can have a positive impact on a persons health.
- The foundational economy which provides the everyday services residents and businesses rely on, such as energy, food and healthcare has an important part to play in contributing to the long term resilience of the local economy.
- There could be higher demand for social care and health services in the future
- In addition to being energy efficient, both current and future businesses in Torfaen need secure supplies of energy.
- Future Blaenavon is going to need access to more electric charging facilities.
- Tackling the causes of crime and anti-social behaviour will support greater cohesion within local communities.
- Engaging the local community in the significance of their globally recognised heritage is important in ensuring a sense of place and increasing community pride and well-being.



Former Market Tavern

1.3 The Vision for Blaenavon Moving Forward

Blaenavon Town Centre will build upon its UNESCO World Heritage status and the value of the rich historic assets that feature prominently throughout the town to support the local needs of the community and foster activities associated with a thriving foundational economy. Blaenavon will provide key services accessible to all which will seek to improve lives and meet people's needs. The appeal of the Town Centre as a visitor destination will be enhanced through a renewed commercial leisure offer which will result in people staying longer in the town and will provide more reasons for visitors to extend their visits to explore the town's wider offer.

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

1. Present Blaenavon Town Centre as the community focus in the industrial landscape, an attraction in its own right;
2. Develop the Workman's Hall as a major cultural centre showcasing the areas living cultural heritage and developing an events programme to support this;
3. Support the Blaenavon World Heritage Centre's role as the primary gateway to the town centre and wider World Heritage Site;
4. Improve resilience and support the development of the foundational economy and the commercial leisure offer within the town centre and develop resilient local supply chains that support this;
5. Promote measures which contribute to carbon reduction and low environmental impact by supporting appropriate infrastructure and capital investment.;
6. Develop skills and training opportunities in key FE Sectors;
7. Ensure local businesses and supply chains benefit from public sector investment;
8. Support Blaenavon Town Centre through the continued promotion of its identity, distinctiveness and World Heritage Site status;
9. Increase dwell time and footfall within Blaenavon Town Centre and maximising opportunities to connect the town centre with the wider visitor offer;
10. Increase the amount of visitor accommodation to support the World Heritage Site Tourism offer;
11. Develop the commercial leisure offer within Blaenavon Town Centre to meet both the communities and visitor needs;
12. Support the development of a quality night time economy;
13. Exploit opportunities and connectivity with key visitor attractions within the World Heritage Site;
14. Develop opportunities for both the integration of active travel and improved and wider connectivity to the CCR Region (cross valley);
15. Continue to promote the town centre as an attractive and great place to live;
16. Develop Blaenavon as a smart town with excellent digital infrastructure;
17. Maximise the use of the public realm spaces within the town centres to support FE activity and events;
18. Promote and preserve the special character of the World Heritage Site Town and key listed buildings within it;
19. Supporting a strong community by providing access to the services that they need;
20. Enhance visitor/user experience by improving wayfinding and legibility of the streetscene;
21. Consider the opportunities for developing coach parking facilities serving the town centre;
22. Adopt an integrated and robust partnership approach to design-led regeneration activities



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. Critically, 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 Blaenavon 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 Blaenavon 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

Blaenavon is located in the upper extent of the Afon Llywd valley in the north of Torfaen County Borough Council. Like the remainder of the County Borough, the town is part of the Cardiff Capital Region, which includes all the south-east Wales local authority areas. Pontypool and Cwmbran are located approximately 6 miles and 12 miles to the south, while Abergavenny is located approximately 7 miles to the north.

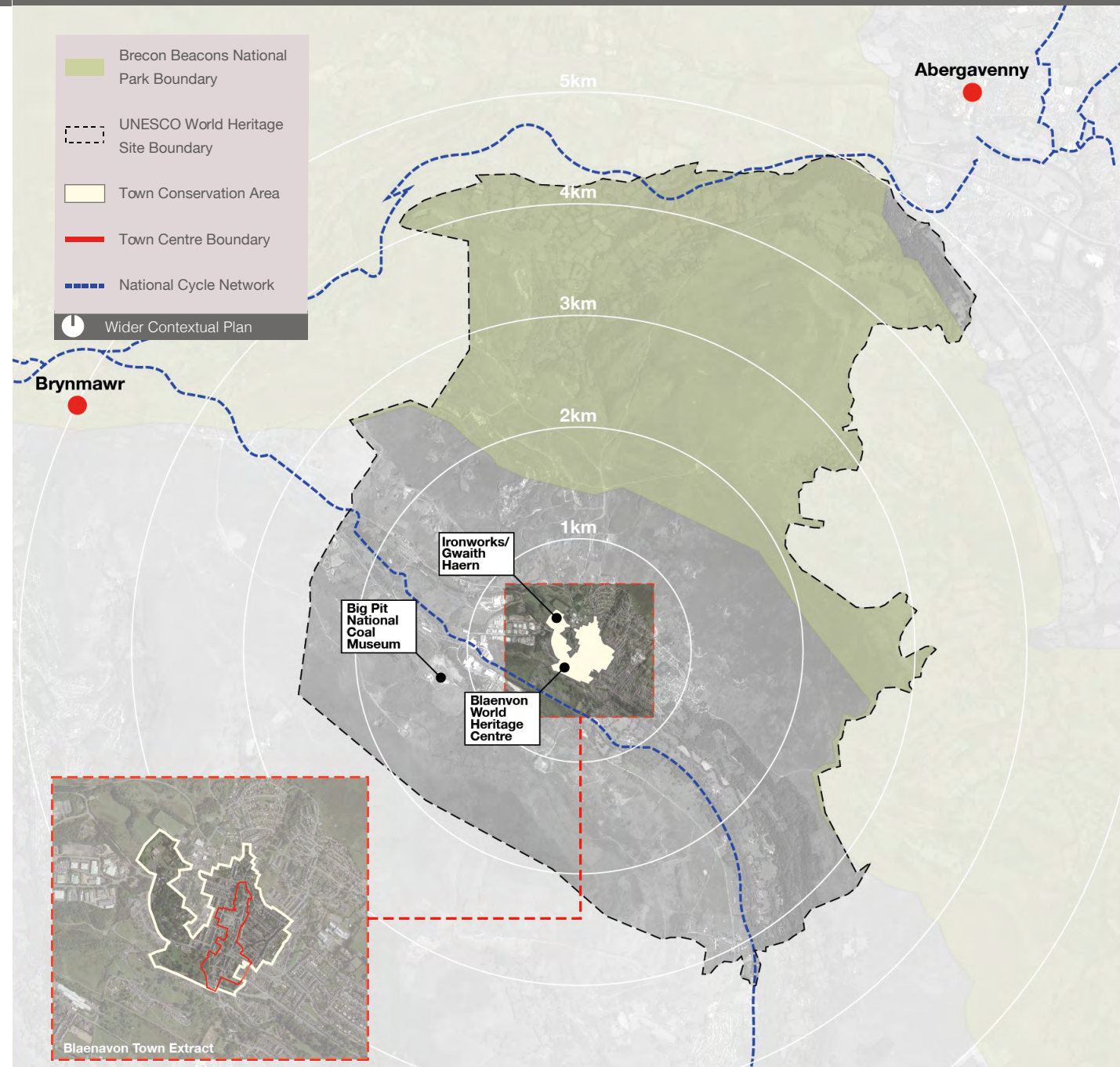
Blaenavon and the surrounding landscape is a designated UNESCO World Heritage site, with the town occupying a central position in the designation, which stretches to Cwmavon in the south and Govilon in the north. The designation includes Blaenavon Ironworks and Big Pit National Coal Museum, plus many other heritage attractions in the wider designated industrial landscape. The UNESCO designation was made in 2000 on the grounds that the Blaenavon landscape constitutes an exceptional illustration in material form of the social and economic structure of 19th century industry; and because the components of the Blaenavon industrial landscape together make up an outstanding and remarkably complete example of a 19th century industrial landscape. Blaenavon is located just outside of the Brecon Beacons National Park National Park boundary, but its proximity to the Park and the landscape of the Afon Llywd Valley means that it has access to tremendous natural landscape. The UNESCO designation does expand into the National Park.

Blaenavon is served by the A4042 (Cwmavon Road) from the south and the B4246 (Abergavenny Road) to the north. The B4248 (Garn Road) provides a western access to Bynmawr in Blaenau Gwent. The B4248 and the B4246 are scenic routes that offer expansive views over the Brecon Beacons National Park and UNESCO landscape. There is no rail connection to the town, the closest railway station is Pontypool and New Inn. A range of local bus services provide local and regional services. On the whole Blaenavon’s connectivity is limited.

In respect of local services there is the Blaenavon Heritage VC Primary School that is located in the east of the Blaenavon settlement. Blaenavon Medical Practice is located opposite the primary school and provides local health services. To the west of the town is an industrial and business area that provides local employment. Blaenavon’s tourism offer is extensive and tied to its UNESCO status. Key attractions include the Blaenavon Ironworks and World Heritage Centre, which are located on the western edge of Blaenavon town centre and Big Pit National Coal Museum, which is located on the western extent of the industrial estate. The UNESCO designation and key attractions mark Blaenavon out as an international tourism destination and attract hundreds of thousands of visitors to the area each year. The challenge facing Blaenavon town centre is to capture more of these visitors.



02 PLACE ANALYSIS



2.2 Town Centre Overview

Key Challenges:

Since receiving World Heritage Status in 2000, the town of Blaenavon has enjoyed a successful period of heritage-led urban, environmental and community regeneration. Blaenavon has benefitted from significant capital investment linked to the development of the BILWHS as a cultural tourism destination. This investment has not only delivered substantial improvements and encouraged new businesses to locate to the town but has also resulted in significant heritage benefits for the wider BILWHS.

However, there remain a number of key challenges for the future well-being and sustainability of the Blaenavon 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, a poor diversity of businesses and services, and the town lacking the vibrancy in terms of trade that regular footfall provides.
- Employment opportunities remain limited with transport links compounding opportunities.
- Registered Social Landlords continue to experience difficulties in encouraging take up of their properties in the town, citing poor perceptions of the town, its services, facilities and accessibility as key constraints.
- Poor condition of key properties and some areas of the public realm that detract from the historic and architectural character and vibrancy of the Blaenavon townscape.
- Finding sustainable uses for vacant historic buildings at risk and in need of restoration and refurbishment (such as Blaenavon House).
- Ability of the town to accommodate and benefit from tourism related functions including a need to improve the diversity of visitor accommodation within the town, the need to extend the scope of the existing food and drink offer to also include the development of a night time economy; and a

need to accommodate the potential for coach parking serving 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.



Lower Broad Street

2.2 Town Centre Overview

The town centre is linear in nature, following the alignment of Broad Street for approximately 0.22 miles. The commercial offer is centred around Broad Street, which is predominantly narrow and steep, rising significantly from its southern to northern extent. Relief from the narrow street scene is provided where Broad Street adjoins Market Street and James Street. Other key streets that approach the town centre are Commercial Street and Ivor Street which adjoin Broad Street in the south, and provide the natural route from the World Heritage Visitor Centre; and Lion Street, in the north which is an access route for service bus pick up and drop offs. The northern extent of Broad Street transitions into King Street which provides pedestrian access into the town centre from the B4246.

The town centre character reflects its status as a heritage town, and there are a number of buildings that reflect its growth from the late 18th century and throughout the 19th century. In recognition of this, the town centre is part of the Blaenavon Conservation Area that stretches from the Ironworks in the west, King Street in the north, Lower Hill Street in the east and Prince Street in the south. There are also a number of listed buildings located in and on the outskirts of the town centre. This includes 15-19 Broad Street; Bethlehem Congregational Church; Moriah Chapel; the former Post Office, Horeb Baptist Church; St Peter's Church; the Workman's Hall and

Institute; Former St Peter's School; and Blaenavon House (the former Ironmasters house that is in a state of dilapidation). Among the listed buildings there are a number of poor quality buildings, and there are also a series of vacant units in noticeable locations and key approaches into the centre. A number of the shopfronts along Broad Street have been upgraded in accordance with historic design guidance to replicate the design of the historic shopfronts, while some vacant units have faux heritage shop windows.

The town centre retail offer is predominantly provided by local businesses that are located along Broad Street. Businesses cater for every-day foundational uses, and a moderate tourism offer.

Broad Street is open to vehicles, although a one-way system ensures vehicles primarily move north through the town centre. The exception is the lower section of Broad Street which allows southern movement only. On-street parking is provided along stretches of Broad Street, and there are a series of local car parks that provide good access to Broad Street and its commercial offer. These include Broad Street, Lion Street and Market Street car parks. To the south of the town centre is the Prince Street car park, which is separated from the town centre by Prince Street (B4246) which is well trafficked. This is a key car park as it is promoted as a key car park for visitors to the World Heritage Centre.

Improving the legibility from the south into the town is therefore critical.

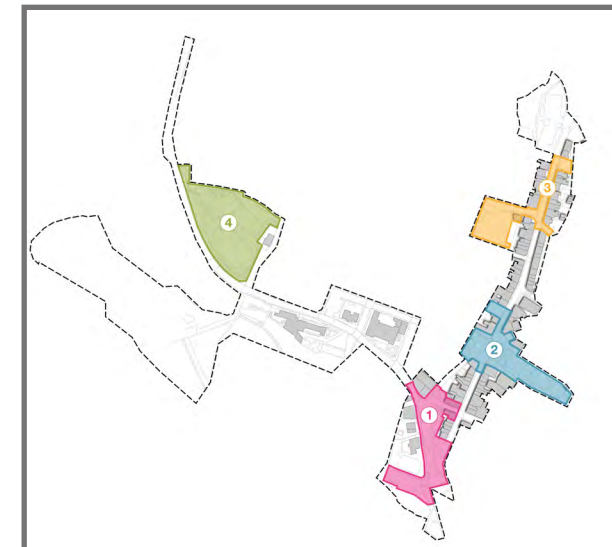
A key challenge facing the town centre is its integration to the wider heritage offer and attracting visitors to the area into the town centre. The B4246 separates the town from the World Heritage Visitor Centre and Ironworks and offers a poor pedestrian experience, with narrow footways and moving traffic. Big Pit is the biggest tourism attraction, but it is located on the western extremity of the Blaenavon settlement and it is easy for visitors to by-pass the town. Currently the town gateways have little presence and do not encourage visitors into the centre.

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

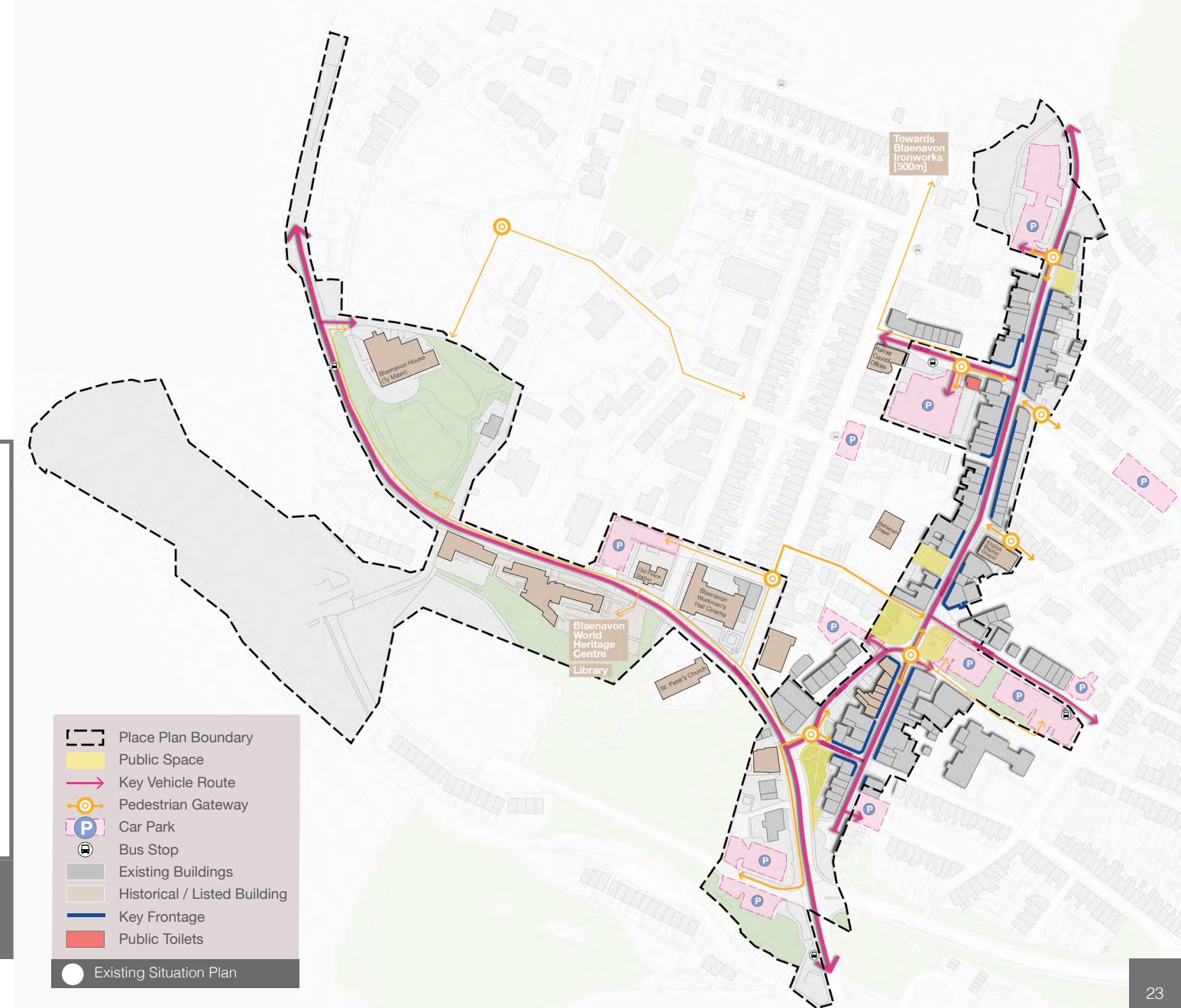
1. Southern Entrance – Prince Street, Commercial Street, Broad Street and Ivor Street
2. Broad Street, Market Street and Ivor Street
3. Broad Street, Lion Street and Boot Lane
4. Blaenavon House

There are also Town Centre Wide 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 placemaking area and the core ambitions for investment in each area will be outlined.

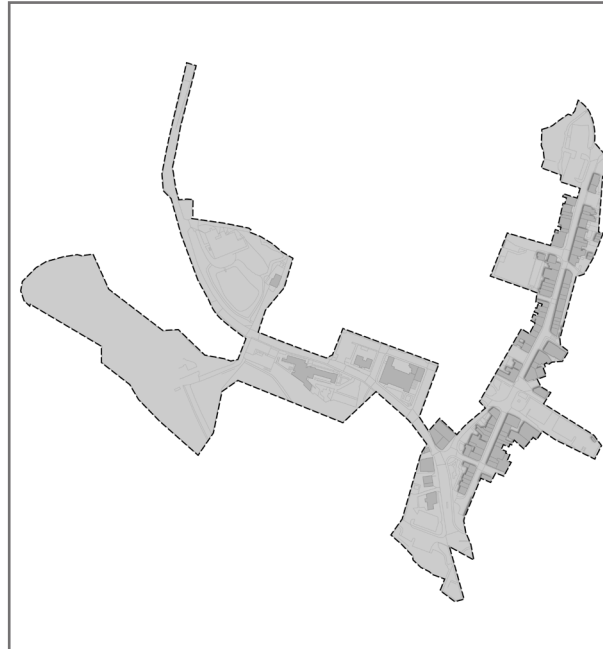


The placemaking review of the town has identified four spatial areas in the town centres. An overview of the issues and opportunities facing each of these is provided in the following analysis.



2.3 Intervention Areas Overview

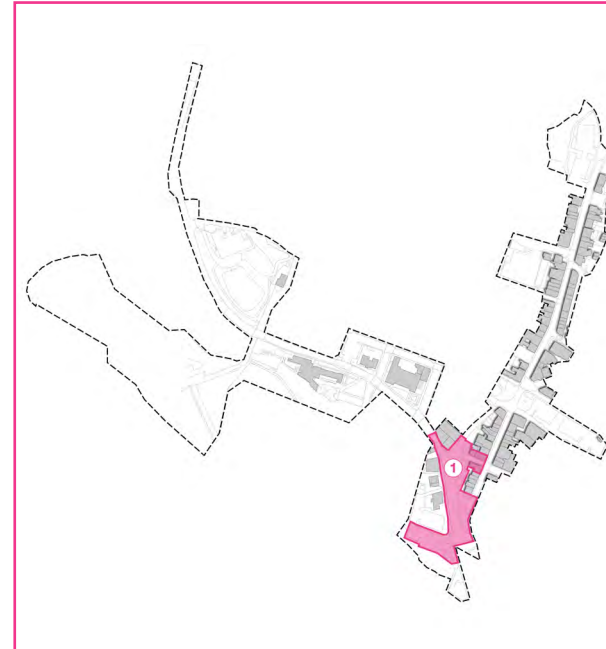
An overview of the four key intervention areas and their main issues is provided on the side. Each area is further described in the following pages.



Placemaking Area-Wide: Not Spatially Specific

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

- Poor wayfinding system between town centre and tourist attractions e.g. Heritage Centre;
- Car dominant roads;
- Lack of gateways to town centre from southern and northern entrances;
- Under utilised public spaces for events;



Intervention Area 1 - Southern Entrance – Prince Street, Commercial Street, Broad Street and Ivor Street

This area should function as the southern gateway of the town centre. The public space on Prince Street and junction of Ivor Street and Commercial Street is an important public space for the town

Key issues:

- Lack of gateway;
- Poor southern entrance experience;
- Poor-quality shopfronts at Commercial St;
- Poor wayfinding and approach from tourist attractions

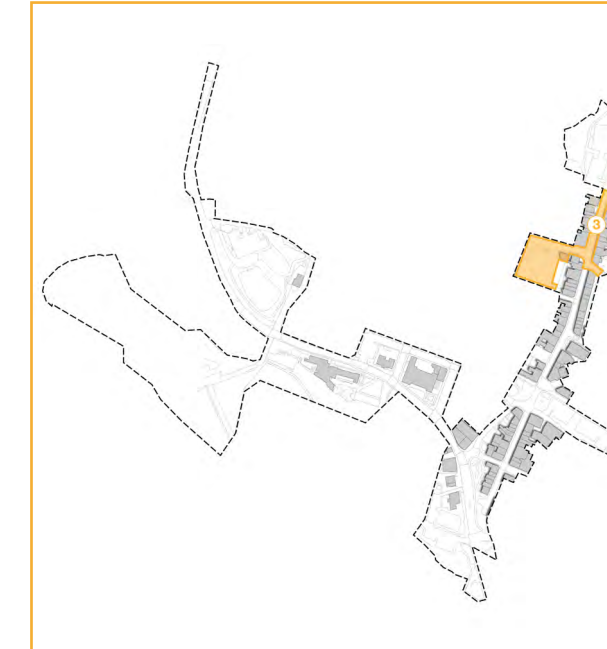


Intervention Area 2 - Broad Street, Market Street and Ivor Street

The square on Market Street and Broad Street is the core of the town. It accommodates a mix of commercial uses and provides a key public space that is currently under developed

Key Issues:

- Car dominant road junctions ;
- Vacant buildings e.g. former Market Tavern;
- Poor connection from east connecting the two Market Street Carparks.

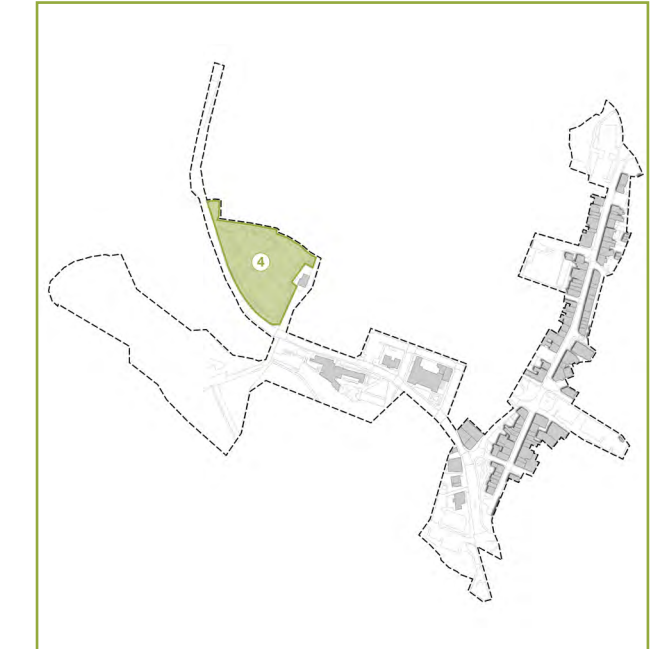


Intervention Area 3 - Broad Street, Lion Street and Boot Lane

The northern part of the town centre provides northern and western entrances to the retail area of Broad Street. There is a carpark, coach drop-off area and an existing pocket park area.

Key Issues:

- Underused public space pocket park;
- Poor wayfinding;
- Car dominant Broad Street;



Intervention Area 4 - Blaenavon House

Blaenavon House is a building of key cultural and historical significance in Blaenavon town centre. The existing building and grounds offer a key redevelopment opportunity for the town.

Key Issues:

- The building and grounds are in a derelict state;
- Poor wayfinding and connection to town centre and tourist attractions;
- Poor entrance and public realm at entrance on Church Road;

2.4 Intervention Area: Southern Entrance - Prince Street, Commercial Street, Broad Street and Ivor Street

Overview: Prince Street and the junction of Commercial Street form the southern approach into Blaenavon Town Centre at Lower Broad Street.

- A key approach into the town is from the south from Prince Street (B4246). This is where many visitors to the town would approach from as the B4246 is a key arterial route for visitors approaching from the north and south, it is where car parks for the World Heritage Visitor Centre are located and where visitors to the Centre would naturally approach from. The town centre is immediately adjacent to the B4246, but it has little presence that captures attention and encourages visits. From a resident perspective the entrance space is also underwhelming. The following features characterise the space.
- Highway infrastructure and traffic movement characterises the space, which creates a poor pedestrian environment and deters pedestrian movement across Prince Street. This also detracts from the setting of key heritage buildings located in and adjacent to the area, including the listed former Post Office and Workman's Hall.
- The natural approach into the town centre from the Prince Street car park is unclear. The most direct route is to cross Prince Street from the car park and enter the bottom of Prince Street via an

enhanced public space. But this is a residential street and has very little activity. The more active route is via Prince Street and then Commercial Street, but this is not as direct. Greater clarity is required for pedestrians.

- Areas of the pedestrian footways that connect the area to the World Heritage Visitor Centre are narrow and make pedestrians vulnerable to moving vehicles.
- The gable walls of properties on Commercial Street are inactive and create a poor physical environment in combination with the highway infrastructure. The backs of properties on Broad Street also frame the space, and associated maintenance arrangements clutter and detract visually from the area.
- The end properties on Commercial Street are vacant and in poor physical condition which offers poor first impressions of the town centre and its commercial offer.
- A community garden with a distinctive art piece that promotes the town motto 'Hope is not Broken' is located at the entrance to Commercial Street, but the space can appear overgrown and does not help to define the entrance to the town. A small green amenity space located north of the garden, but it offers little visual interest and is cluttered with street furniture and highway

signage. Neither space helps to soften views of the stark gable ends of the end Commercial Street properties.

- The listed 15-19 Broad Street properties are located in the area and their historic character adds positively to the street-scene of the southern extent of Broad Street. However, each does have faux shopfronts which results in a stretch of properties that do not add commercial activity to the street.
- Some of the shopfronts are good quality and have been enhanced in accordance with design guidance to replicate the appearance of historic shopfronts. Other properties have poorer quality shopfronts that are noticeable when viewed against those that have been invested in.
- Lower Broad Street and Commercial Street are narrow and enclosed and parked cars (in allocated on-street parking) is prominent on the street scene. Opportunities to enhance the public realm are limited due to the narrow character.



02 PLACE ANALYSIS



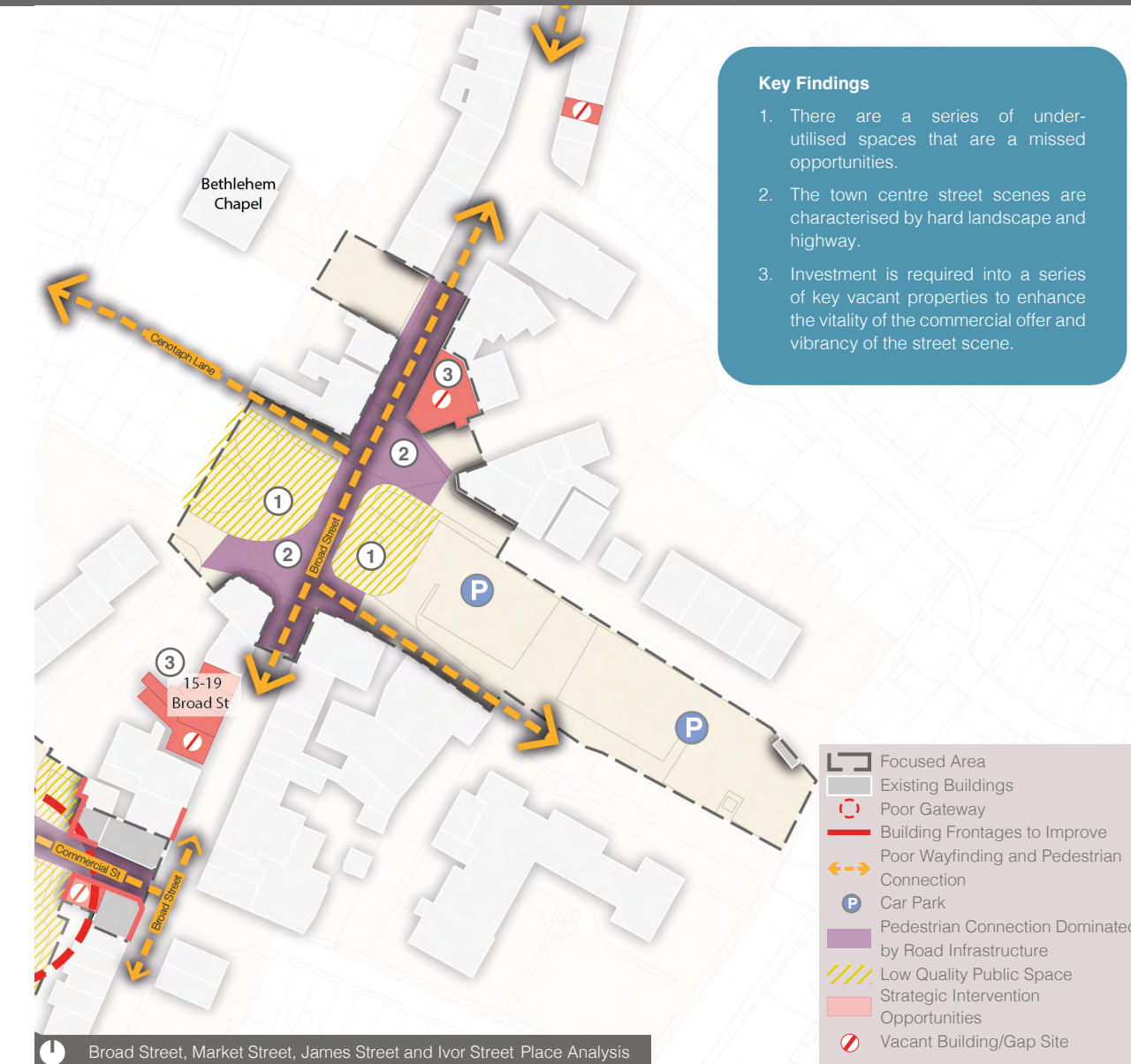
2.5 Intervention Area: Broad Street, Market Street and Ivor Street

Overview: The junction meeting Broad Street, Market Street and Ivor Street forms a town centre square with public realm bounded by an existing carpark to the east.

- Broad Street is linear and narrow in character, but where the route adjoins Market Street, and Ivor Street, the street-scene opens out and creates a sense of relief. The Market Street car park, a key town centre car park, is also located in the area. The area has the potential to become a more dynamic focal space for the community and better connect lower and upper Broad Street. The following features currently characterise the space:
- Hard materials in the form of highway carriageway, paving, retaining walls and parking areas characterise the space with limited good quality planting or greenery. The hard landscape reflects the historic character of the town and its heritage status, but combined the materials do contribute to a hard feeling and spaces that lack structure.
- The road orientation where Ivor Street meets Broad Streets allows vehicles to move through the space quite quickly.
- The Market Street Car Park is a key town centre car park, but it is visually unstimulating with embanked amenity grassland and tarmac. It would benefit from better quality hard and soft finishes and the space could be used more dynamically as part of community events.
- The corner plot that fronts Cross Street, Broad Street and Market Street is a key property that requires investment as it is a prominent, vacant property that is deteriorating. Redevelopment would provide visual interest and encourage pedestrian movement into the upper section of Broad Street. It is understood that proposals are in place for its redevelopment for a mix of uses.
- Bethlehem Court is located in close proximity to the area and provides a characterful courtyard that frames the listed Bethlehem Congregational Chapel. This provides further relief from the narrow Broad Street street-scene and needs to be retained. Opportunities to enhance the space might be possible with vertical greening on gable ends of adjacent properties and character lighting that could signify the space and be used for events. Access to the Chapel and use of the Court for market events needs to be retained in any proposals.
- Moriah Chapel is another key character property that contributes to the street-scene.



02 PLACE ANALYSIS



2.6 Intervention Area: Broad Street, Lion Street and Boot Lane

Overview: The northern approach to the town centre is accessed from the upper side of Broad Street, and also from the west on Lion Street.

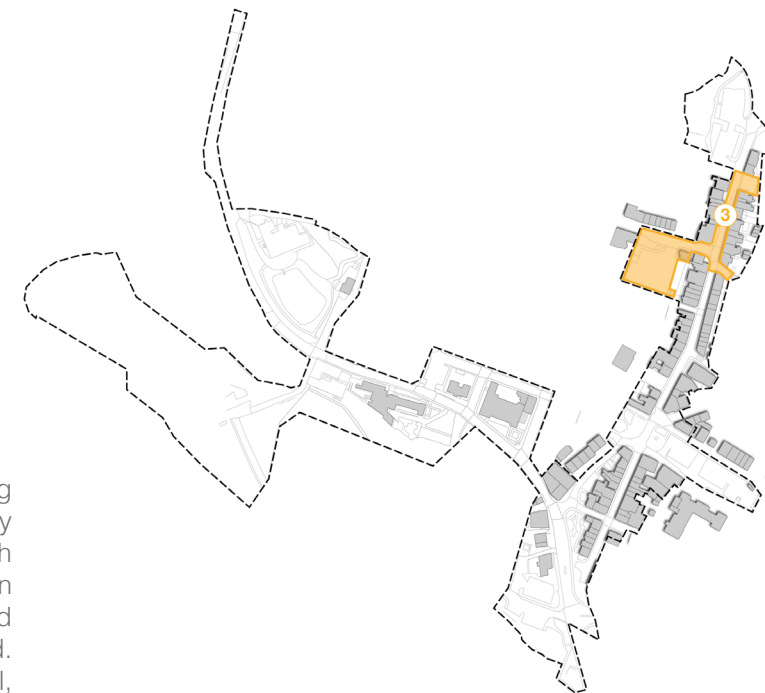
- The area marks the northern extent of the town centre and is the first part of the town that visitors experience when approaching the centre from the north. It is also the location for prominent town centre car parks, including Lion Street, Broad Street and the smaller Duke Street car park. Currently this area of the town is functioning, but there are opportunities to enhance it and improve the sense of arrival. The key features of the area are below:
- The Broad Street and Lion Street junction marks the end of the Broad Street one-way system. It is also framed by some characterful buildings, in the Lion Hotel which is a vibrant business, and the former HSBC building. The space is practical, but has potential to become a focal space within the centre where pedestrian and business needs are prioritised over vehicles.
- The former HSBC building is vacant and while the building is not dilapidated it is large in scale and imposing on the street scene. Its reuse would add activity to the street and restore a building that has good character.
- Boot Lane, which provides access to the Duke Street Car Park, adjoins Broad Street close to the Lion Street junction. The Lane has a

respectable public realm, but enhanced lighting could be provided to improve pedestrian safety as the space is not well-overlooked. Coach drop off takes place at the bus stop on Lion Street adjacent to the Lion Street Car Park and the former Blaenavon Library, which is listed. The space is again respectable and functional, but could be subject to targeted greening and minor public realm enhancement to improve the setting for pedestrians.

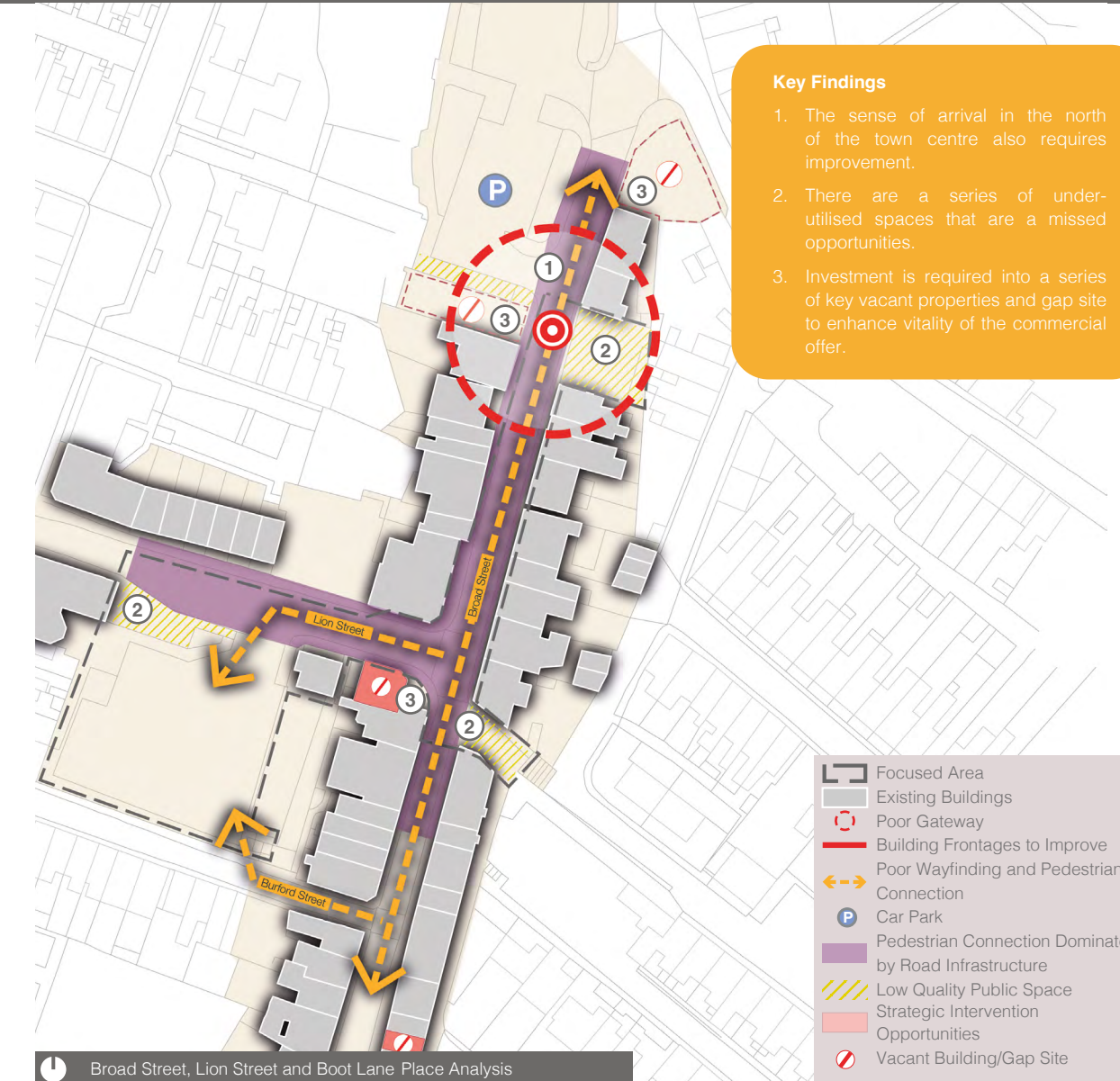
- Broad Street Car Park is a large car park located in the north of the area. It is characterised by mature green planting that provides a positive first impression of the town. Unfortunately this impression is reduced by adjacent dilapidated properties on Broad Street and a vacant development site.
- 46 and 61 Broad Street are the key dilapidated buildings that require investment and reuse. Both properties are in need of redevelopment as they are in poor condition and a blight to the street scene.
- As part of the redevelopment of 61 Broad Street there could be an opportunity to screen the gable end of the property and build on the green character of the Broad Street Car Park.
- There is a pocket park adjacent to 46 and 61 Broad Street that has public art sculpture consisting of iron pigs that commemorate the

industrial heritage of the town. The space could be a characterful pocket park, but currently it appears to lack purpose, and appears stark in the winter and difficult to maintain in the summer. The gable ends of adjacent properties (including 61 Broad Street) add to the hard character of the space.

- The section of Broad Street is wider than lower sections of the Street, and two-way traffic movement is permitted. There is reduced opportunity to increase the extent of pedestrian space, beyond the opportunity at the junction with Lion Street, but given the opportunities associated with 46 and 61 Broad Street and the pocket park, a public realm and highway enhancement in that location (while retaining vehicle movements) would help to tie future investment together and create a positive entrance into the town.
- The quality of the shopfront again varies through the area.



02 PLACE ANALYSIS



2.7 Intervention Area: Blaenavon House

Overview: Blaenavon House is a building of key cultural and historical significance in Blaenavon town centre.

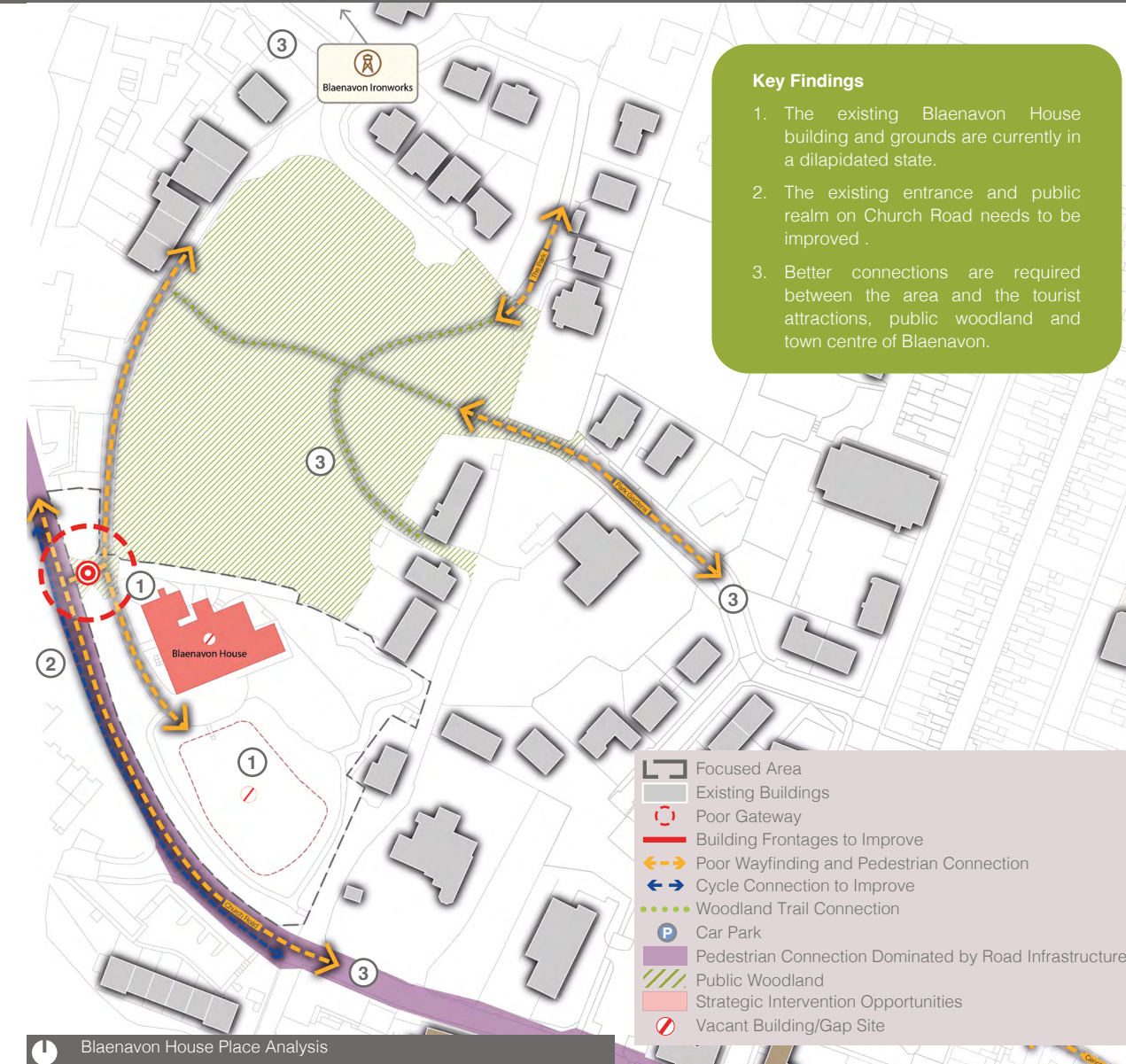
- The area including Blaenavon House and grounds is located to the west of the town centre focus area. The site is mainly accessed by the existing entrance on Church Road, and also connects to the public woodland area to the north of the area. The key features of the area are below:
- Blaenavon House is a building of key cultural and historical significance in Blaenavon town centre. Set within its own grounds behind a stone-walled boundary, the privately owned Grade II listed Georgian Manor dates from around 1800 and was built by Samuel Hopkins, son of the first resident Manager of Blaenavon Ironworks, the focus of the World Heritage Site and the raison d'être for its inscription. The house is considered one of the most significant buildings outside the Ironworks and so the cultural value of the building makes it significant on local, national and international levels. It is a key component of the World Heritage Site.
- The House has been vacant since 2006. Since this time, the House and its grounds have fallen into significant dereliction caused by extensive vandalism over several years. The house is

on Torfaen Council's Listed Buildings at Risk Register and continues to be at imminent risk of ruin by the elements.

- The house has a strong history deeply rooted in the development of the town and its local community who have fond memories of its past uses as the town's community hospital and latterly a nursing home. Despite its state of dereliction, the house remains highly significant in the history of Blaenavon and the wider World Heritage Site and as such its restoration and reuse is considered a high priority.
- The site is centrally placed between two key World Heritage Site visitor attractions – Blaenavon Ironworks and Blaenavon World Heritage Centre. It is also within close proximity and walking distance to the town centre.
- The wider World Heritage Site attracts an average 235k visitors annually. The town however lacks visitor accommodation with only a limited number and range of options available meaning that significant potential visitor spend is being lost from the local economy. Restoration of the House for recreational/leisure use provides the opportunity to reposition the town centre as the centre for the tourism market within the World Heritage Site, contributing to increased town centre footfall, dwell time and visitor spend thereby catalysing further investment within the local economy.



02 PLACE ANALYSIS



Blaenavon House and Grounds



Entrance to Blaenavon House on Church Road



Public woodland area

03 VISION AND OBJECTIVES

To help guide future investment into the town centre a placemaking vision and series of placemaking objectives that respond to the Placemaking Wales Charter have been prepared.

3.1 VISION

Blaenavon Town Centre will build upon its UNESCO World Heritage status and the value of the rich historic assets that feature prominently throughout the town to support the local needs of the community and foster activities associated with a thriving foundational economy. Blaenavon will provide key services accessible to all which will seek to improve lives and meet people's needs. The appeal of the Town Centre as a visitor destination will be enhanced through an renewed commercial leisure offer which will result in people staying longer in the town and will provide more reasons for visitors to extend their visits to explore the town's wider offer.

3.2 PLACEMAKING OBJECTIVES



03 VISION AND OBJECTIVES



People and Community

- Strengthen and create new opportunities in the town's tourism and foundational economy.
- Deliver better local facilities for residents in the town centre.
- Safeguard the future of the town's community assets.



Location

- Integrate the town centre and World Heritage attractions so they strengthen one another.
- Repurpose the town's existing buildings and places to drive future growth.



Movement

- Revitalise the physical connections between the town centre and World Heritage attractions.
- Intervene on key town centre streets to prioritise pedestrian movement over vehicles.
- Revitalise the town centre car parks into cleaner, greener and visually distinctive facilities.
- Improve public transport connectivity into the town and create new cycle infrastructure.



Mix of Uses

- Facilitate new foundational and tourism uses in vacant units.
- Create spaces for event based opportunities in tourism and the foundational economy.
- Diversify the town with small-scale workspace and live / work opportunities.



Public Realm

- Create a new entrance space into the town from Prince Street and Commercial Street.
- Undertake targeted enhancement of Broad Street to create a series of new character spaces.
- Introduce appropriate street greening and create a series of pocket parks.



Identity

- Incorporate the heritage and culture of the town into future investments.
- Protect the town's heritage buildings and repurpose them for future generations.

04 PLACEMAKING STRATEGY

The Strategy seeks to achieve the below key outcomes:

- Provide the town with an excellent southern gateway that attracts visitors via Prince Street and Commercial Street.
- Create an enhanced public square around Market Street and Broad Street that is open and green and a dynamic event space and connects lower and upper Broad Street.
- Create a better sense of arrival to the town centre from the north via an enhanced entrance entrance into upper Broad Street.
- Establish the Broad Street and Lion Street junction as a key new focal space in the upper part of the town.
- Strengthen the commercial offer for residents and visitors through the targeted reuse of vacant units and redevelopment of key dilapidated properties.
- Revitalise prominent and vacant derelict buildings within the town centre including the former Market Tavern and Blaenavon House.
- Position the town centre as the centre for tourism related services within the wider World Heritage Site.
- Supporting a strong and resilient community with access to key services, leisure and commercial opportunities and transport links.
- A cohesive community within which intergenerational relationships are strong and mutually supportive.
- Create a safe and secure town centre environment that encourages local footfall.
- Work with local Registered Social Landlords to address perceived barriers to living within Blaenavon town centre.
- Create a strong and resilient local economy that provides access to key services and supports access to skills development and employment opportunities.



Commercial Street shopfronts



Broad Street commercial offer



Southern gateway into town centre



Market Street and Broad Street



Northern gateway into town centre



Broad Street and Lion Street junction

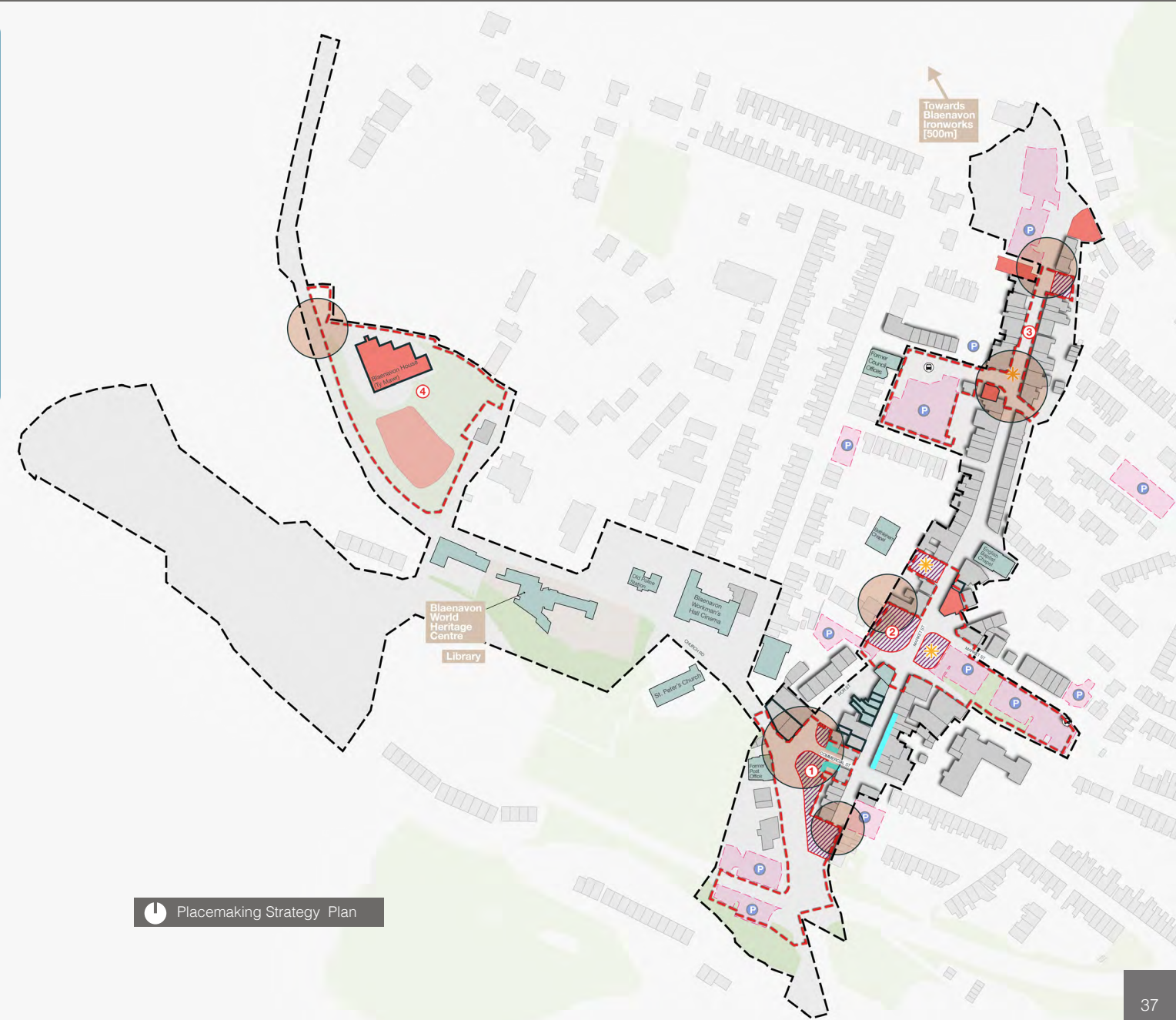
04 PLACEMAKING STRATEGY

To communicate the place changes that Blaenavon town centre can pursue, a Placemaking Plan Strategy has been prepared.

The Strategy identifies the placemaking projects and investment that will be delivered to transform the town.

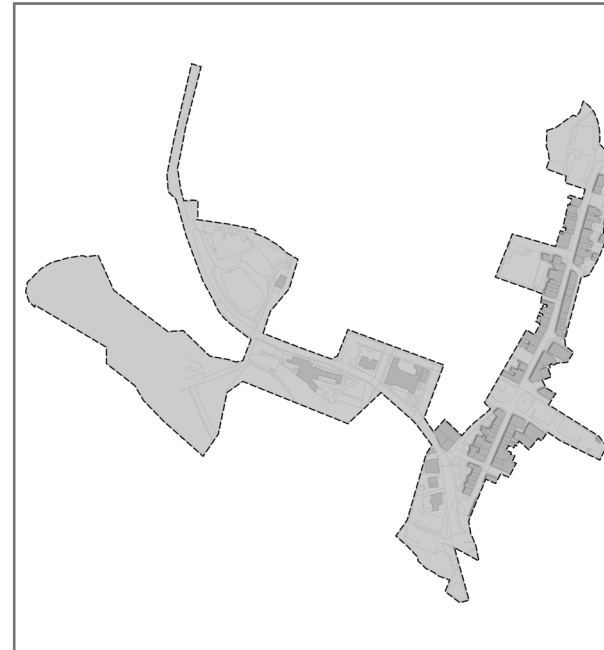
An overview of the placemaking projects for each area of the town follows

-  Placemaking Plan Boundary
-  Improved Gateway
-  Improved Pedestrian Area
-  Enhanced Public Space
-  Shopfront Improvements
-  Development Opportunity
-  New Enabling Development
-  Restored Vacant Premises
-  Key Public / Event Space
-  Key Intervention Area:
 -  Southern Entrance
 -  Ivor Street, Broad Street, Market Street and Cross Street
 -  Broad Street, Lion Street and Boot Lane
 -  Blaenavon House



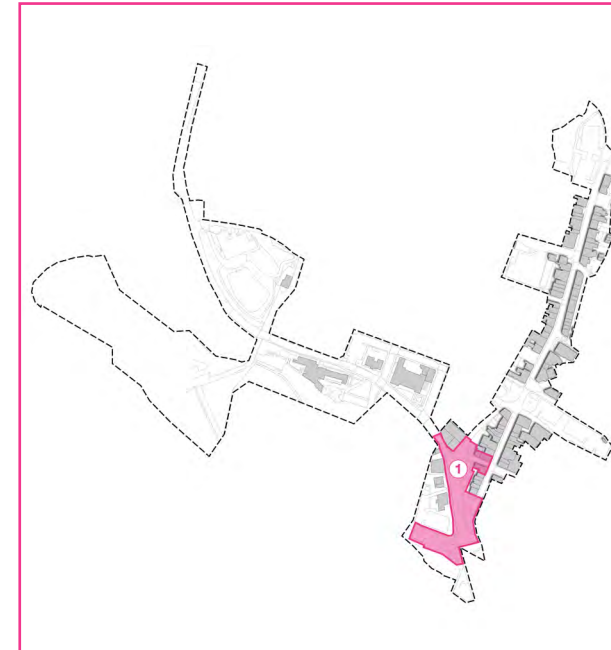
4.1 Intervention Areas Vision and Objectives

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



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 - Southern Entrance – Prince Street, Commercial Street, Broad Street and Ivor Street

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

Key Outcomes:

- Improve the southern entrance experience;
- Enhance Commercial Street with improved shopfronts and retail area.
- Introduce and enhance new/existing green infrastructure (community garden);
- Enhance existing public art with new gateway piece;
- Integrate wayfinding elements.

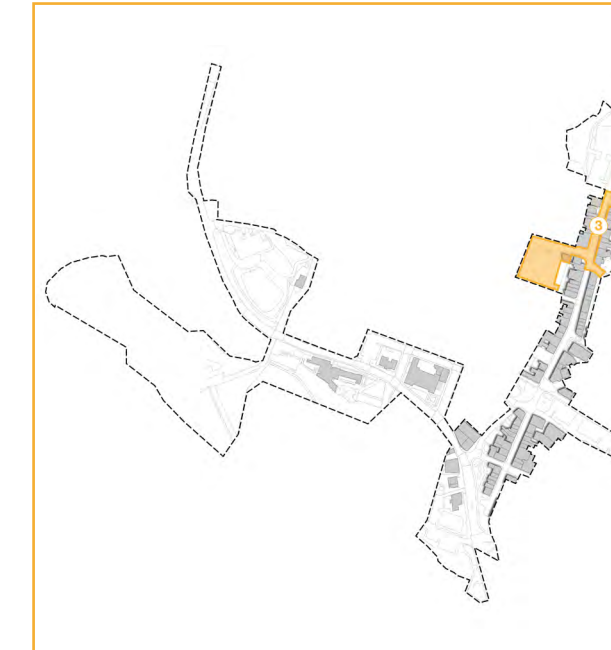


Intervention Area 2 - Broad Street, Market Street and Ivor Street

Vision: To improve town core area with improved public realm and utilise existing carparks for mixed-use purposes.

Key Outcomes:

- Redesign public realm with new surfaces using existing town material palette ;
- Enhance the existing shopfronts and carpark areas; introducing public seating area within redundant grassy area;
- Reduce the carriageway to provide a safer and more inviting space for pedestrians and cyclists.

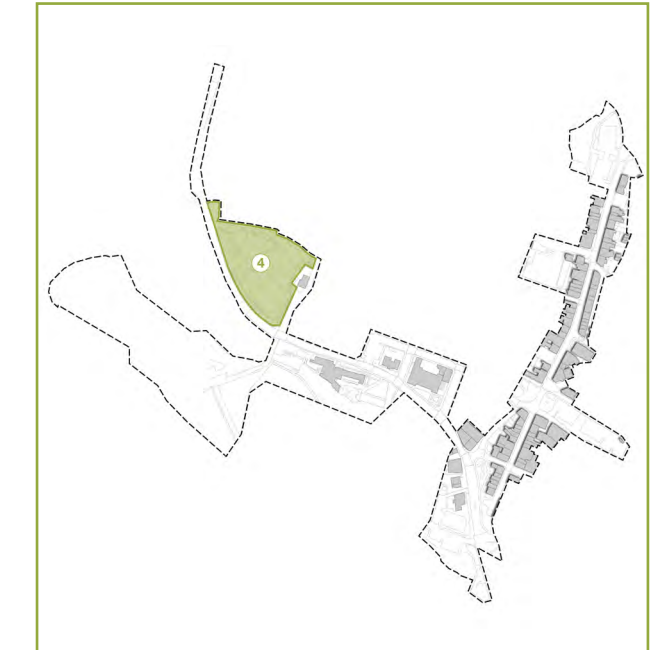


Intervention Area 3 - Broad Street, Lion Street and Boot Lane

Vision: To enhance the northern entrance approach, and vehicular western approach on Lion Street.

Key Outcomes:

- Redesign northern entrance public space;
- Enhance Broad Street junction on Lion Street/Broad Street with widened public realm and wayfinding;
- Improve Lion Street carpark, public realm and coach/ bus drop-off area.



Intervention Area 4 - Blaenavon House

Vision: To redevelop the existing dilapidated Blaenavon House and grounds providing a new recreational/leisure offer for tourists and local people.

Key Outcomes:

- Revitalise a derelict heritage asset with new improved tourism offer;
- Maintain and utilise existing public woodland area;
- Improve connections and public realm to town centre, tourist attractions and other intervention areas within Blaenavon.

04 PLACEMAKING STRATEGY

4.2 Intervention Area: Southern Entrance - Prince Street, Commercial Street, Broad Street and Ivor Street

Overview: Prince Street and the junction of Commercial Street form the southern approach into Blaenavon Town Centre at Lower Broad Street.

- Enhancement of the existing community garden park on Prince Street so that it accentuates the entrance into the town via Commercial Street, is visually more distinctive, retains interest all year round and is easy to maintain. The existing art piece is to be retained and located prominently in the new space.
- Enhancement of the small green amenity space north of Commercial Street to complement the redesigned green park and reinforce the entrance to Commercial Street. Development proposals to consider screening the area for properties on Broad Street.
- Redevelopment and reuse of the end properties on Commercial Street, including softening of gable ends with public art or vertical greening, to provide an eye-catching feature that creates interest, signifies the centre and pulls visitors in. Shopfront design of redeveloped units to be consistent with the shopfront design guide for the wider town centre. Uses that create tourism related offers to be considered.
- Enhancement of the public realm outside of the listed former Post Office building and adjacent property and enhancement of the Prince Street carriageway around the existing pedestrian crossing point. This would help visitors orientate, sign-post them to the main town centre southern entrance and demonstrate priority to pedestrians. Design of space to be integrated to redesigned green park so that a new entrance space to the town is created.
- Declutter the street furniture and highway signage as much as possible so that town centre signage is prominent and obvious to residents.
- Beyond the key properties identified reactivate other vacant properties on Broad Street with uses that strengthen the foundational economic opportunities in the town and diversify the tourism offer.
- Enhance the pedestrian footways from the southern entrance to the town centre up to the World Heritage Centre and explore the viability of increasing the width of pedestrian footways and naturally slowing vehicle movement.
- Continue to support development of Blaenavon Workmans Hall as a community and cultural resource and venue.

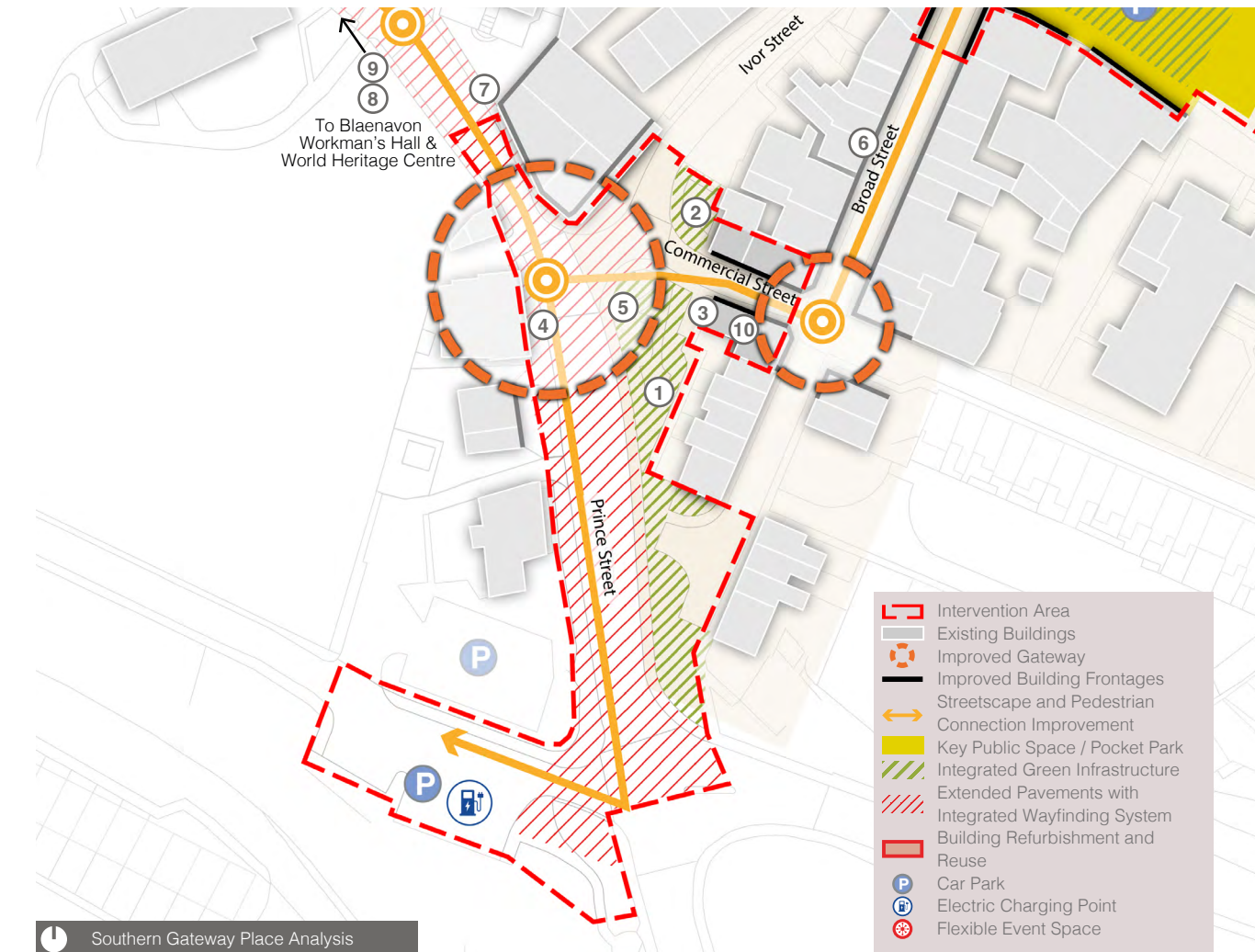


- Continue to develop the Blaenavon World Heritage Centre as a visitor destination and community resource.
- Work with business and property owners to support the ongoing enhancement of shopfronts and building frontages to cultivate a consistent character and quality that promotes a vibrant retail offer.

04 PLACEMAKING STRATEGY

Fulfilled Objectives

	People and Community Deliver better local facilities for the town while creating new opportunities in the town's tourism and foundational economy
	Location Drive future growth for the town by repurposing the town's existing buildings and integrating tourist attractions with the town centre area
	Movement Revitalise physical connections between town centre and tourism attractions whilst 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 facilitate new foundational and tourism uses; whilst creating opportunities for events within existing public spaces
	Public Realm Create new entrance to the town centre area with improved public realm and gateways, whilst enhancing existing pocket park and community garden areas.
	Identity Promote and incorporate the heritage and culture of the town into future investments, whilst protecting and repurposing the town's heritage buildings.



04 PLACEMAKING STRATEGY

4.3 Intervention Area: Broad Street, Market Street and Ivor Street

Overview: The public space formed by the junction meeting Broad Street, Market Street and Ivor Street can be enhanced to create a mixed-use and pedestrian friendly area

1. Enhance the Market Street Car Park and surrounding public spaces to create a new character space in the heart of the town centre that better connects lower and upper Broad Street and can be used for town events. Car parking use is to be retained, but hard surfacing to be improved and additional infrastructure added for events. Appropriate street planting to be incorporated to frame and soften the existing hard public space.
2. Invest in the Market Street Car Park infrastructure to provide electric charging bays and cycle storage facilities.
3. As part of the enhancement of the Market Street Car Park enhance the Ivor Street and Broad Street carriageways to reduce vehicle speeds and prioritise the pedestrian environmnet.
4. Redevelopment and reuse of the former Market Tavern building that fronts Cross Street, Broad Street and Market Street to create new homes above retail uses that activate Broad Street.

Uses that diversify the tourism and foundational offer to be supported.

5. Utilise Bethlehem Court as an events space that offers visual interest and appropriate green character on Broad Street. The space must safeguard access to the listed Bethlehem Congregational Church and enable the use of the public realm for temporary markets and events.
6. Beyond the key properties identified reactivate other vacant properties on Broad Street with uses that strengthen the foundational economic opportunities in the town and diversify the tourism offer.
7. Work with business and property owners to support the ongoing enhancement of shopfronts and building frontages to cultivate a consistent character and quality that promotes a vibrant retail offer.



04 PLACEMAKING STRATEGY

Fulfilled Objectives

	People and Community Deliver better local facilities for the town while creating new opportunities in the town's tourism and foundational economy
	Location Drive future growth for the town by repurposing the town's existing buildings and integrating tourist attractions with the town centre area
	Movement Revitalise physical connections between town centre and tourism attractions whilst 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 facilitate new foundational and tourism uses; whilst creating opportunities for events within existing public spaces
	Public Realm Create new entrance to the town centre area with improved public realm and gateways, whilst enhancing existing pocket park and community garden areas.
	Identity Promote and incorporate the heritage and culture of the town into future investments, whilst protecting and repurposing the town's heritage buildings.



04 PLACEMAKING STRATEGY

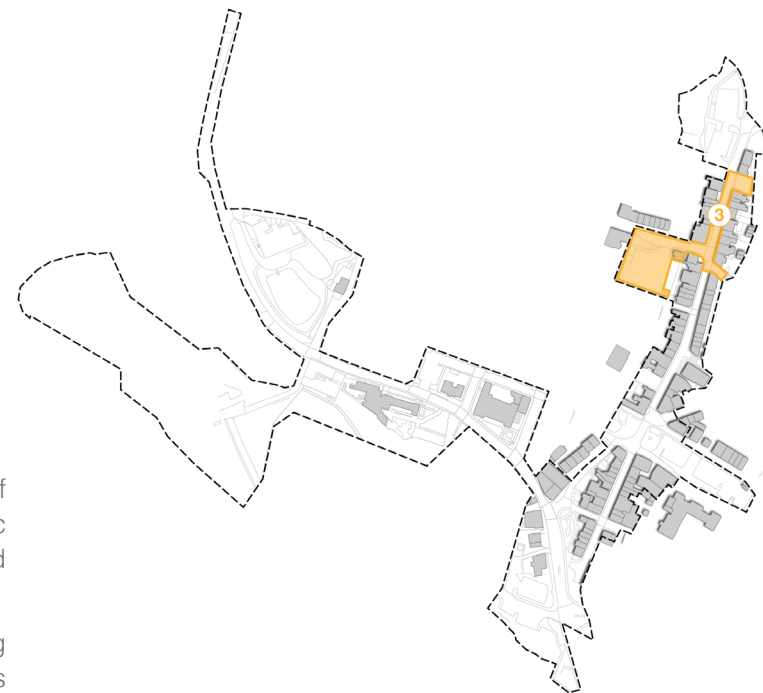
4.4 Intervention Area: Broad Street, Lion Street and Boot Lane

Overview: The northern approach to the town centre is accessed from the upper side of Broad Street, and also from the west on Lion Street.

- Enhance the Broad Street and Lion Street junction to create a new focal space that defines a key western entrance into the town, prioritises pedestrian movement and provides local businesses with a better public realm. Measures could consist of increasing the extent of the pedestrian footways, enhancement of the Broad Street and Lion Street carriageway and focused planting.
- Redevelopment and reuse of the former HSBC building that fronts Lion Street. The building would be an optimum location for tourism related accommodation or uses and would help to activate a key entrance into the town and the enhanced adjacent public realm.
- Focused enhancement of Boot Lane to provide improved lighting that provides visual interest alongside the enhanced Broad Street and Lion Street junction.
- Formalise a coach drop-off area adjacent to Lion Street car park at the existing bus stop and strengthen the public realm with street planting and good quality seating areas. Enhancement

of the space could also enhance the setting of the Lion Street Car Park and adjacent public toilets and transition into the Broad Street and Lion Street junction enhancement.

- Establish the viability of providing coach parking in the Broad Street or Lion Street car parks as both have good access to the B4246 and provide good access arrangements for coach purposes.
- Invest in the Broad Street Car Park and Lion Street Car Park to provide electric charging bays and cycle storage facilities.
- Redevelop and reuse 46 and 61 Broad Street to strengthen the northern entrance into Broad Street from the Broad Street Car Park. Uses that diversify the tourism and foundational offer to be supported.
- As part of the redevelopment of 61 Broad Street screen views of the gable wall through vertical greening and provision of a pocket park on the southern boundary to the Broad Street Car Park.
- Enhance the existing public courtyard space on Broad Street into a characterful pocket park that provides year round interest and is easy to maintain. Existing art piece to be retained and



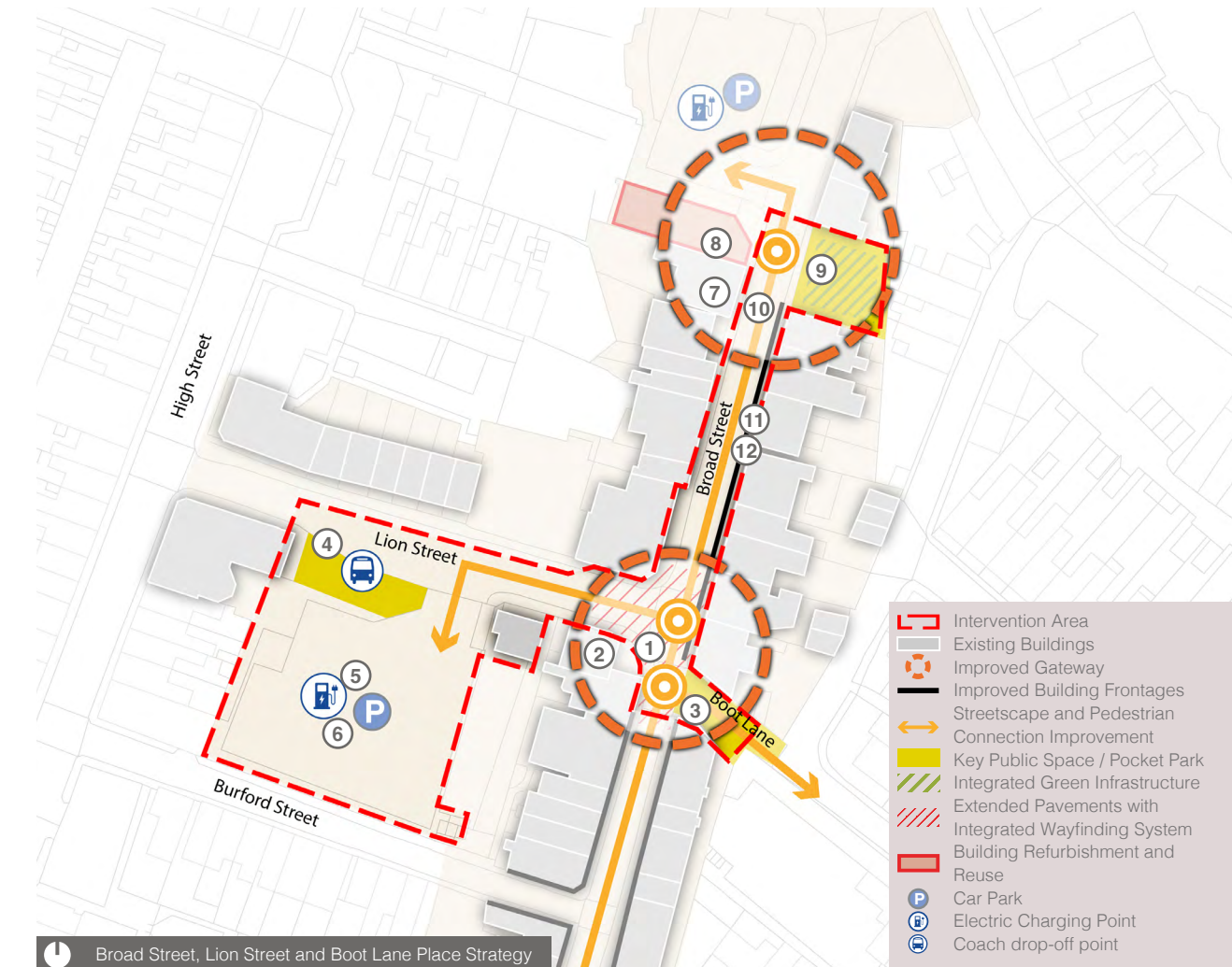
repurposed as part of the space. As part of the enhancement, soften or create visual interest on the gable walls of the adjacent properties (including 61 Broad Street).

- Enhance the highways and public realm adjacent to 46 and 61 Broad Street and the existing public courtyard to integrate the investment and create a good quality northern entrance into upper Broad Street and the start of the town centre's commercial offer.
- Beyond the key properties identified reactivate other vacant properties on Broad Street with uses that strengthen the foundational economic opportunities in the town and diversify the tourism offer.
- Work with business and property owners to support the ongoing enhancement of shopfronts and building frontages to cultivate a consistent character and quality that promotes a vibrant retail offer.

04 PLACEMAKING STRATEGY

Fulfilled Objectives

	People and Community Deliver better local facilities for the town while creating new opportunities in the town's tourism and foundational economy
	Location Drive future growth for the town by repurposing the town's existing buildings and integrating tourist attractions with the town centre area
	Movement Revitalise physical connections between town centre and tourism attractions whilst 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 facilitate new foundational and tourism uses; whilst creating opportunities for events within existing public spaces
	Public Realm Create new entrance to the town centre area with improved public realm and gateways, whilst enhancing existing pocket park and community garden areas.
	Identity Promote and incorporate the heritage and culture of the town into future investments, whilst protecting and repurposing the town's heritage buildings.



04 PLACEMAKING STRATEGY

4.5 Intervention Area: Blaenavon House

Overview: Blaenavon House is a building of key cultural and historical significance in Blaenavon town centre.

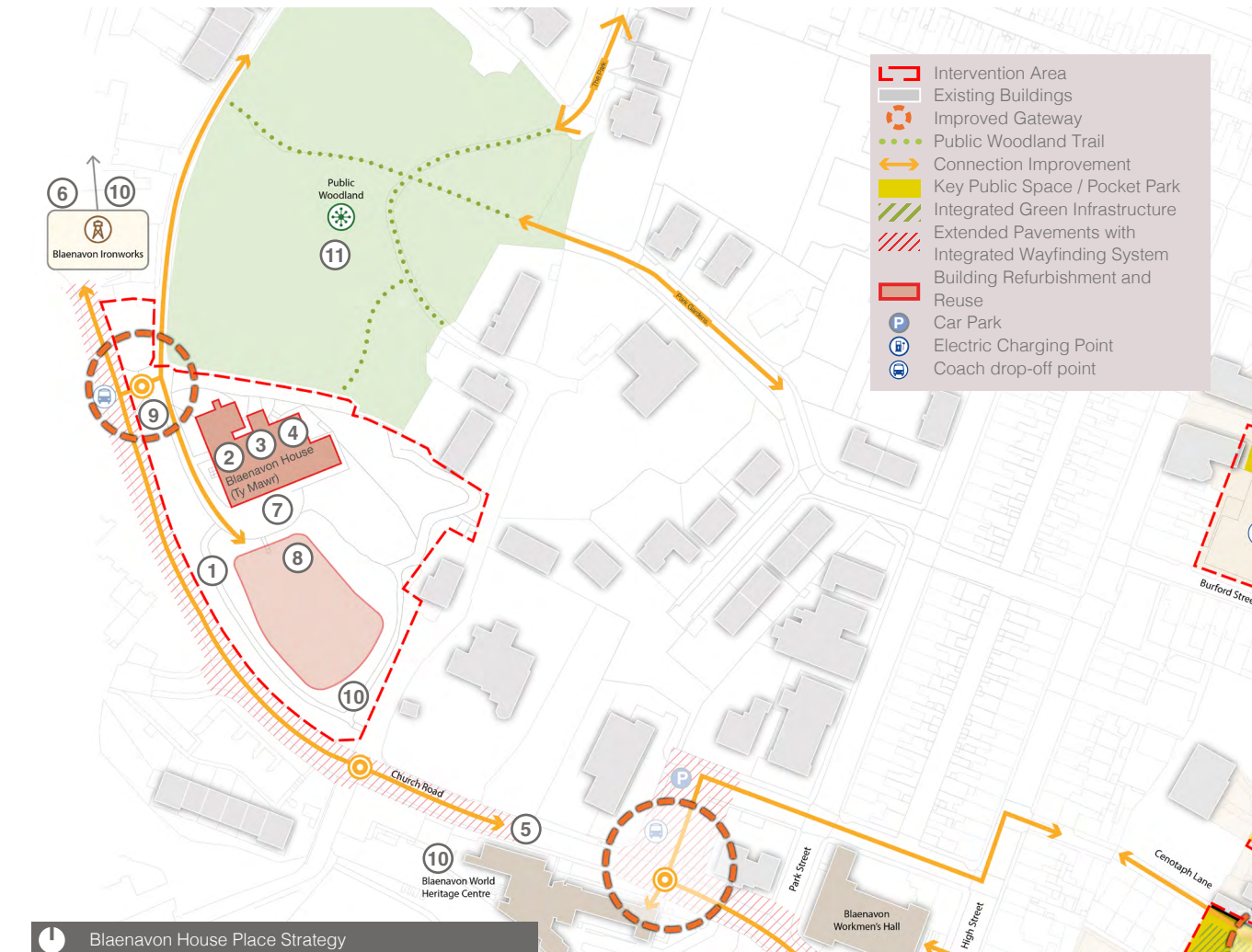
- The House is on a key approach into the town centre from the north and centrally placed between two key World Heritage Site visitor attractions.
- Redevelopment of the House would serve to re-connect the local community with a building of local historic significance restoring a sense of community, local pride and belonging.
- Opportunity exists to revitalise one of the last remaining derelict heritage asset in the World Heritage Site and protect it for future generations overcoming long term issues of dereliction of a unique heritage asset of significance to the OUV of the World Heritage Site; and reconnecting the community with a building of local significance positively impacting upon community pride and wellbeing.
- Restoration to beneficial reuse would improve the town centre environment tackling negative externalities associated with an unsightly and derelict building.
- Deliver increased town centre footfall and expenditure overcoming issues of poor diversity of uses deterring visitors.
- Enhance the profile for Blaenavon town centre as a visitor destination within the World Heritage Site overcoming issues relating to the poor functioning of the town centre as a visitor destination and supporting greater visitor footfall and spend.
- Potential for the refurbished Blaenavon House to be utilised for a new recreational/leisure use and addition to tourism offer within the town.
- There is potential opportunities for a new enabling development within the the existing Blaenavon House grounds as part of a new recreational/leisure offer.
- Provide an improved public realm and entrance to the area from Church Road, with enhanced pedestrian footways and coach drop-off opportunity.
- Create better connections and provide improved wayfinding to both World Heritage Site attractions and to the town centre of Blaenavon.
- Improve connections and trail paths to the public woodland to the north of Blaenavon House and grounds.



04 PLACEMAKING STRATEGY

Fulfilled Objectives

	People and Community Deliver better local facilities for the town while creating new opportunities in the town's tourism and foundational economy
	Location Drive future growth for the town by repurposing the town's existing buildings and integrating tourist attractions with the town centre area
	Movement Revitalise physical connections between town centre and tourism attractions whilst prioritise pedestrians and cyclists over vehicles
	Identity Promote and incorporate the heritage and culture of the town into future investments, whilst protecting and repurposing the town's heritage buildings for future generations



04 PLACEMAKING STRATEGY

4.5 Digital & Skills

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

- Prepare a bespoke 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 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.

4.6 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.
- Explore the viability of renewable energy generation in the town centre by utilising key buildings and car parks to generate energy for the town.
- Support the development of a wide range of visitor accommodation alongside a more diverse food and drink offer serving the local community and wider tourism market
- Support existing and new business development within the town centre targeting tourism related businesses.
- Explore opportunities for improving pedestrian connectivity between the town centre and adjacent

visitor attraction including Blaenavon Ironworks and Big Pit National Coal Museum to enhance the visitor experience and reduce transport related carbon emissions.

- Seek to enhance public transport connectivity between Blaenavon and the adjacent towns of Brynmawr and Abergavenny.
- Explore the feasibility of creating coach parking facilities that serves the town centre and supports its ongoing development as a visitor attraction in its own right.

04 PLACEMAKING STRATEGY



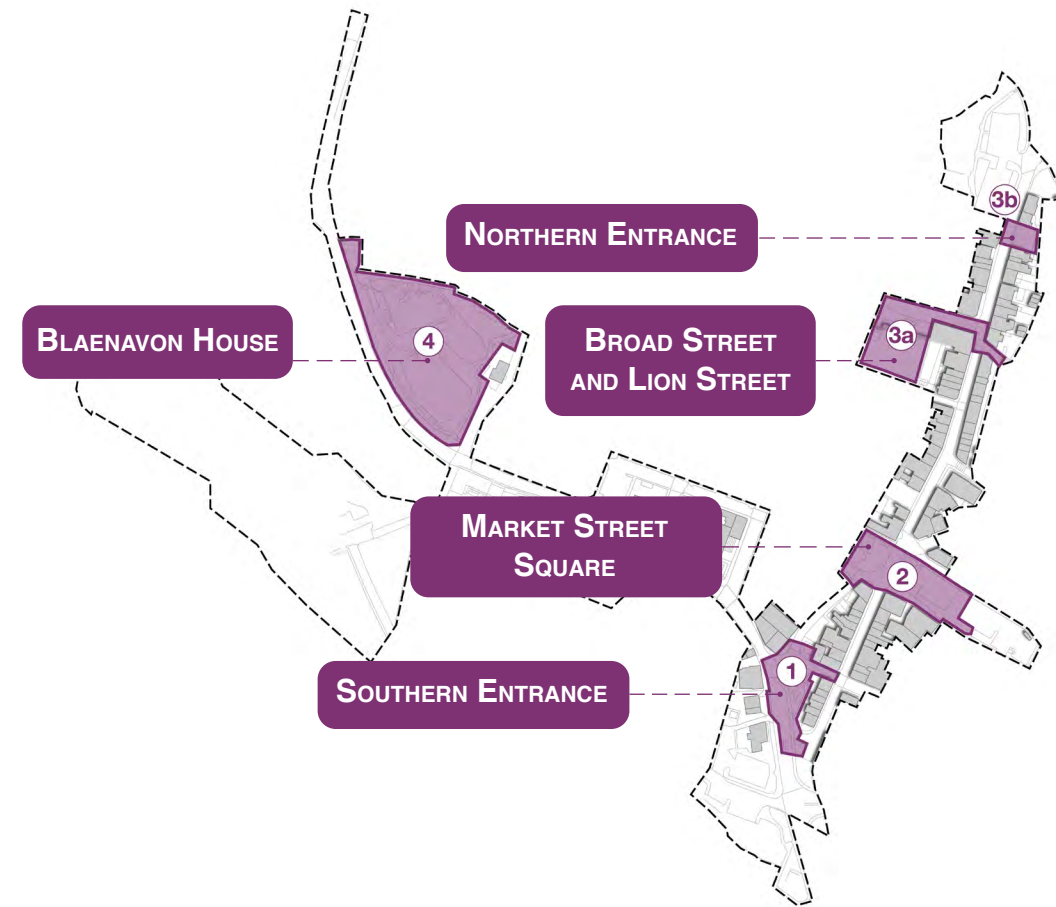
Blaenavon Ironworks

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. Southern Entrance.
2. Market Street Square.
3. Northern Entrance with Broad Street and Lion Street Junction.
4. Blaenavon House



Key Projects Location Plan.

05 KEY PROJECTS



Key Project 1 - Southern Entrance.



Key Project 2 - Market Street Square.



Key Project 3 - Broad Street and Lion Street Junction.



Key Project 4 - Blaenavon House.

05 KEY PROJECTS

In the Placemaking Plan there are a series of key areas where a number of projects are located and where significant positive changes could be made. To demonstrate how these areas might be taken forward a series of sketch schemes have been prepared. These are presented in this section.

5.1 Southern Entrance

The southern entrance into the town consists of Prince Street, Commercial Street and the southern extent of Broad Street. The earlier analysis demonstrates that the space is currently underwhelming and is failing to showcase the town and provide it with a strong presence. To address this key projects have been included in the Placemaking Plan to improve the pedestrian environment; provide clarity on the best place to enter the town; redesign the existing public space and under utilised green space; and transform vacant properties into active units that create visual interest.

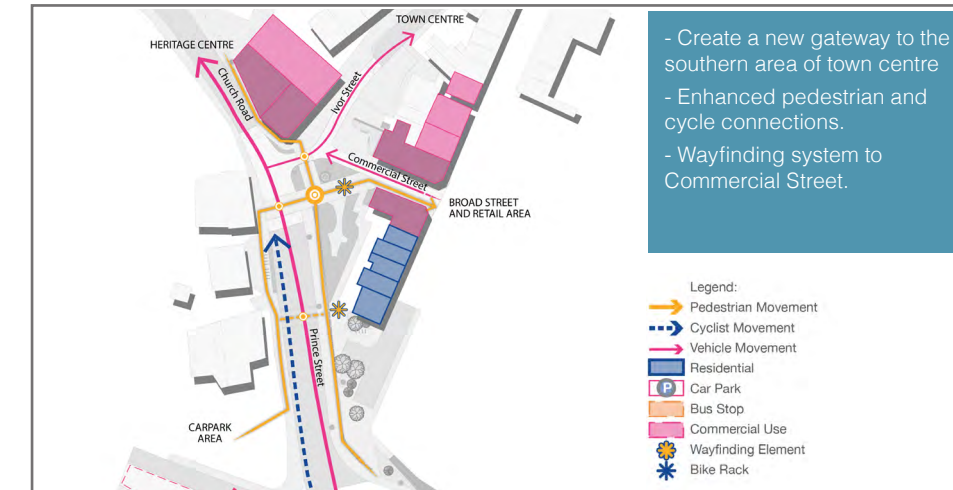
The sketch scheme provided demonstrates how these projects might be delivered to create a southern entrance that is unique to the town and which showcases the town's vibrant offer; attracts more visitors into the town centre; promotes and strengthens the civic pride of the town and its community. The entrance would also integrate enhanced pedestrian connections to adjacent heritage attractions, including the Blaenavon Workman's Hall and World Heritage Centre.



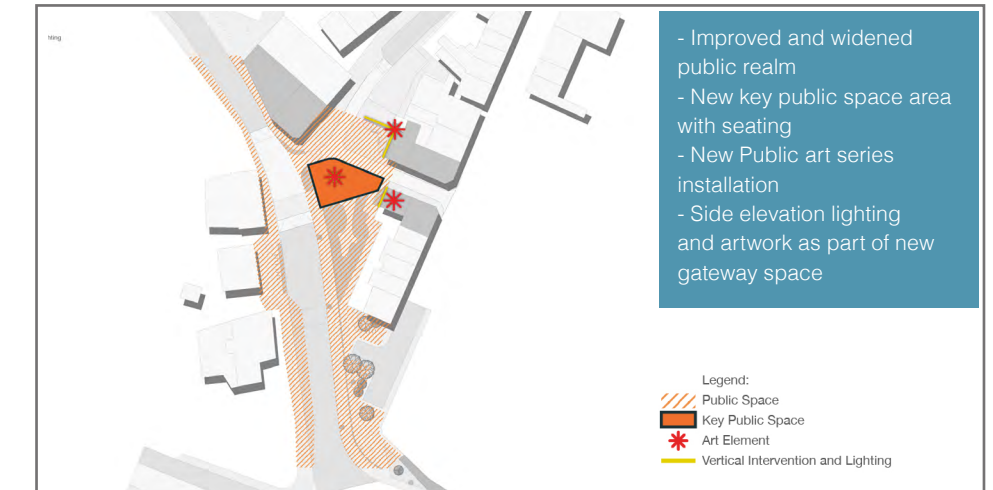
Southern entrance public space

05 KEY PROJECTS

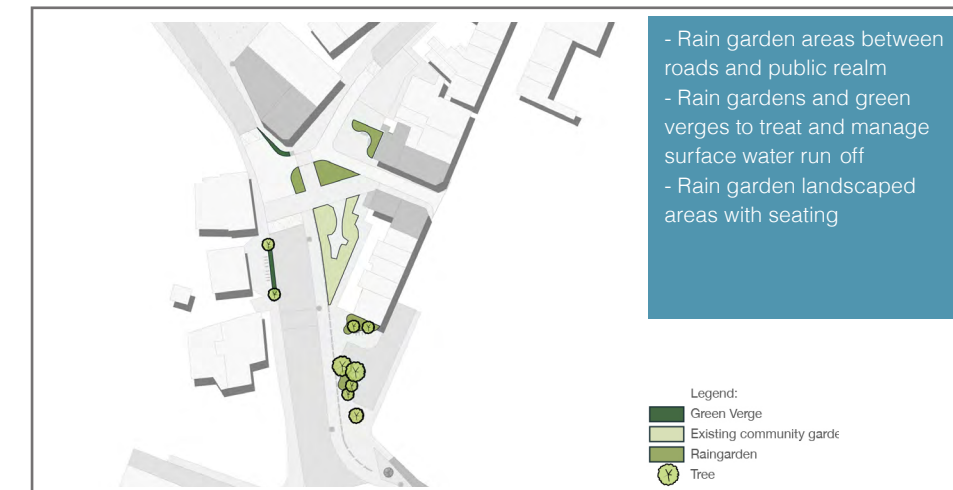
ACCESS AND MOVEMENT



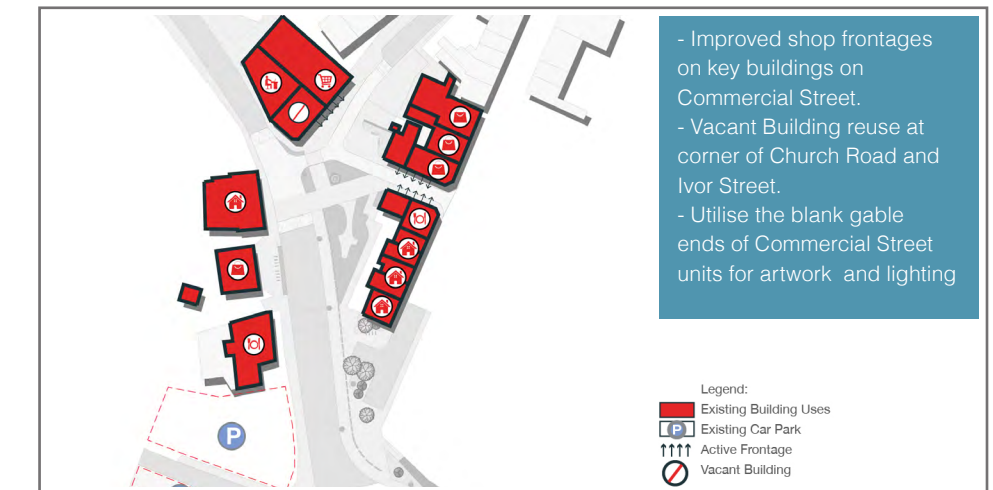
PUBLIC SPACE AND FEATURES



GREEN INFRASTRUCTURE AND WATER MANAGEMENT



BUILDING USES



05 KEY PROJECTS

Key Project 1 - Southern Entrance



Fulfilled objectives:

- 
 - Integrate the town centre and World Heritage attractions so they strengthen one another.
 - Repurpose the town's existing buildings and places to drive future growth.
- 
 - Revitalise the physical connections between the town centre and World Heritage attractions.
 - Intervene on key town centre streets to prioritise pedestrian movement over vehicles.
 - Improve public transport connectivity into the town and create new cycle infrastructure.
- 
 - Create a new entrance space into the town from Prince Street and Commercial Street.
 - Introduce appropriate street greening and create a series of pocket parks.
- 
 - Incorporate the heritage and culture of the town into future investments.
 - Protect the town's heritage buildings and repurpose them for future generations.

05 KEY PROJECTS



05 KEY PROJECTS

5.2 Market Street Square

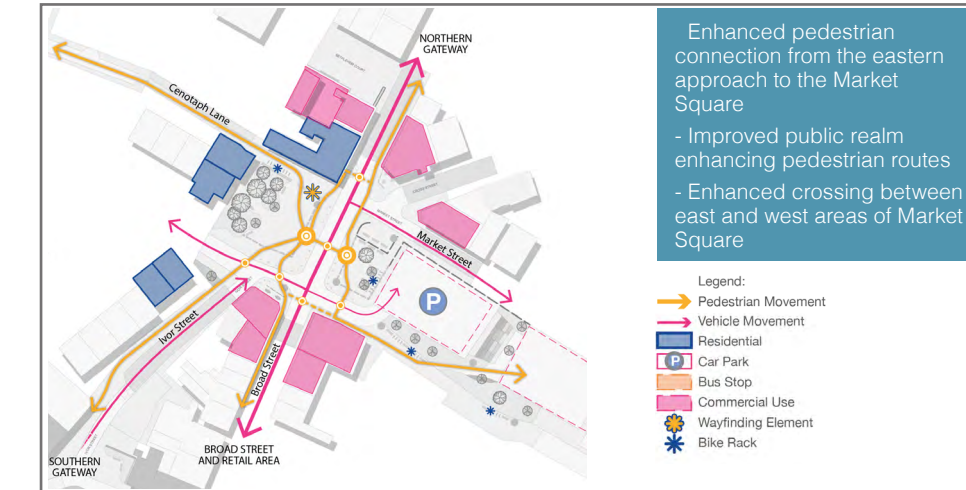
The area of the town where Ivor Street and Market Street meet Broad Street is an important one; the area marks the only open section of Broad Street, is the location of a key town centre car park and has valued public spaces. The previous analysis demonstrates that the area is functional but a missed opportunity; a hard space where vehicles are too prominent and where there are some poor buildings.

To unlock the area’s potential, projects are included in the Placemaking Plan to enhance the public realm and soften the space with street planting; enhance the car park infrastructure while making it more dynamic so that it can be used as a car park and event space; soften the highway infrastructure and lower vehicle speed; and revitalise the key corner building to add to the space and strengthen the town’s commercial offer. The sketch scheme demonstrates how the projects can be delivered to revitalise the area into the active heart of the town, a key connecting space that ties the northern and southern extent of the town together and creates interest for visitors and a better space for the community and local businesses.

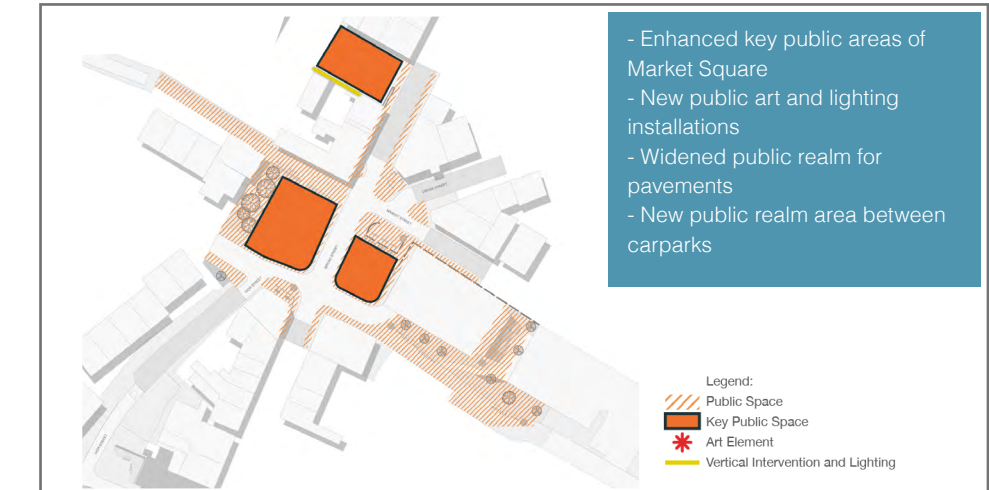


05 KEY PROJECTS

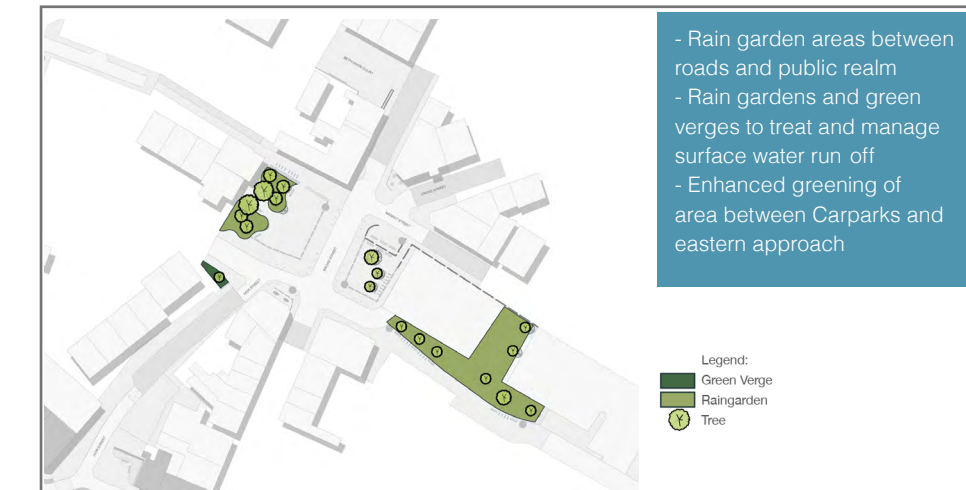
ACCESS AND MOVEMENT



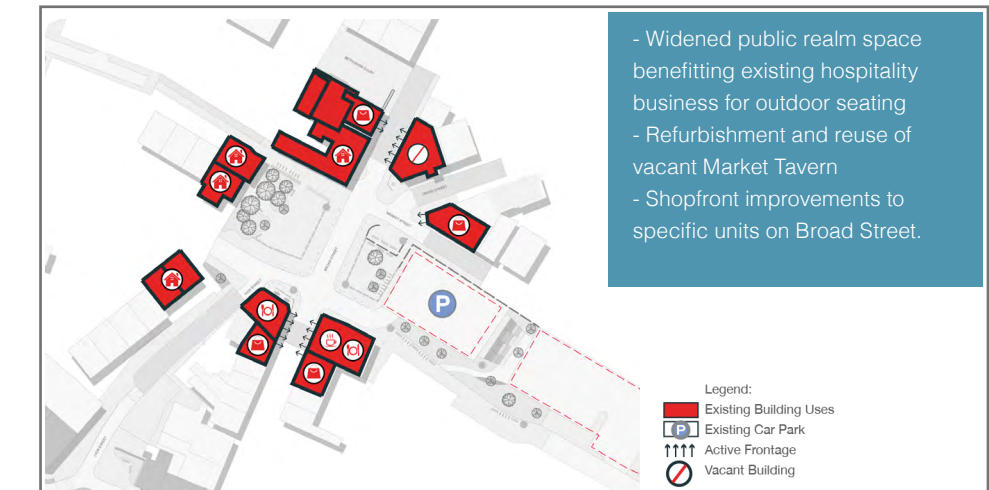
PUBLIC SPACE AND FEATURES



GREEN INFRASTRUCTURE AND WATER MANAGEMENT

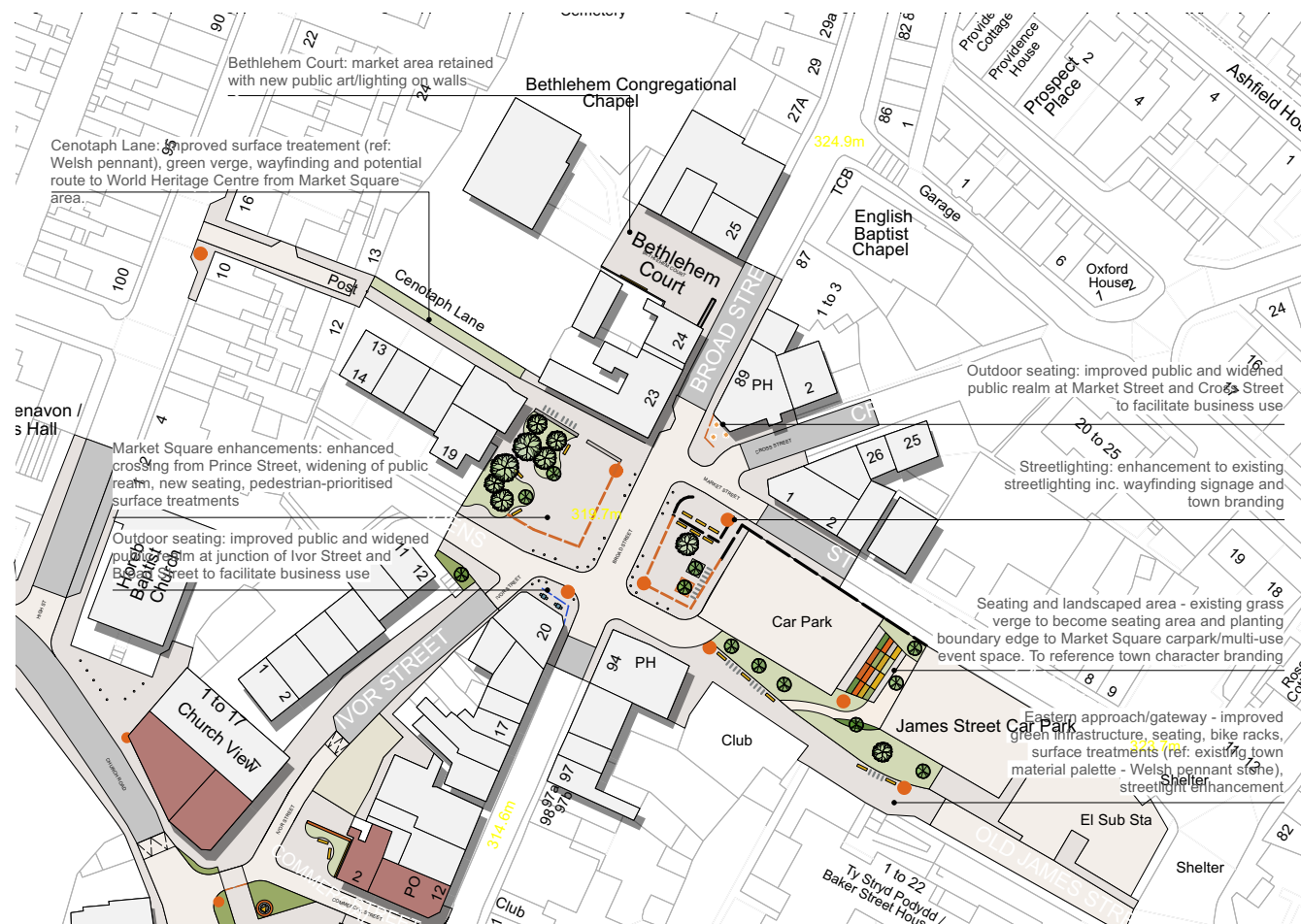


BUILDING USES



05 KEY PROJECTS

Key Project 2 - Market Street Square



Fulfilled objectives:



- Strengthen and create new opportunities in the town's tourism and foundational economy.
- Deliver better local facilities for residents in the town centre.



- Repurpose the town's existing buildings and places to drive future growth.



- Intervene on key town centre streets to prioritise pedestrian movement over vehicles.
- Revitalise the town centre car parks into cleaner, greener and visually distinctive facilities.
- Improve public transport connectivity into the town and create new cycle infrastructure.



- Create spaces for event based opportunities in tourism and the foundational economy.

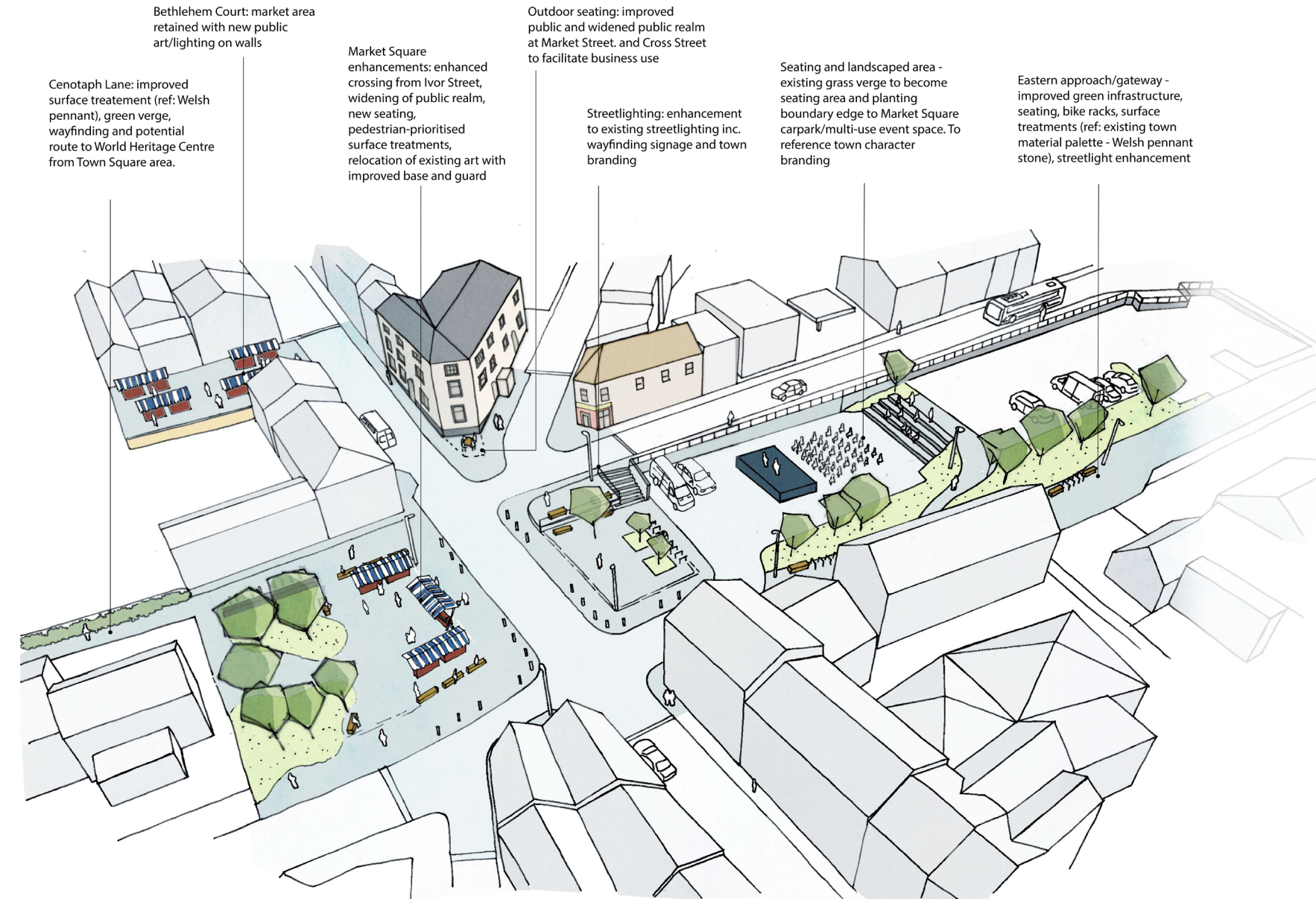


- Undertake targeted enhancement of Broad Street to create a series of new character spaces.



- Incorporate the heritage and culture of the town into future investments.

05 KEY PROJECTS



Cenotaph Lane: improved surface treatment (ref: Welsh pennant), green verge, wayfinding and potential route to World Heritage Centre from Town Square area.

Bethlehem Court: market area retained with new public art/lighting on walls

Market Square enhancements: enhanced crossing from Ivor Street, widening of public realm, new seating, pedestrian-prioritised surface treatments, relocation of existing art with improved base and guard

Outdoor seating: improved public and widened public realm at Market Street and Cross Street to facilitate business use

Streetlighting: enhancement to existing streetlighting inc. wayfinding signage and town branding

Seating and landscaped area - existing grass verge to become seating area and planting boundary edge to Market Square carpark/multi-use event space. To reference town character branding

Eastern approach/gateway - improved green infrastructure, seating, bike racks, surface treatments (ref: existing town material palette - Welsh pennant stone), streetlight enhancement

05 KEY PROJECTS

5.3 Northern Entrance with Broad Street and Lion Street Junction

The northern entrance into the town is provided from Lion Street and Broad Street. It is further from the key arterial route to the town (the B4246) but is still a key place that visitors and residents arriving by bus, coach, car and foot enter the town through. The analysis identifies that the Lion Street approach is a respectable space that would benefit from refinement and strengthening, while the Broad Street entrance is identified as requiring greater investment.

The Placemaking Plan therefore includes projects to improve the pedestrian environment and sense of arrival; introduce more street planting and pocket parks; create a series of new focal spaces; revitalise an existing public space; formalise coach parking provision; and rejuvenate commercial properties to increase commercial activity. The sketch schemes visualises the two key areas of transformation that together would create a welcoming and vibrant northern entrance into the town centre that complements and counterbalances the investments made in the south of the town centre. The northern entrance would interface with enhancements proposed to King Street, which would improve pedestrian connectivity to the Blaenavon Ironworks site.



Northern entrance to Broad Street

05 KEY PROJECTS



Broad Street and Lion Street junction

05 KEY PROJECTS

Key Project 3a - Lion St & Broad St

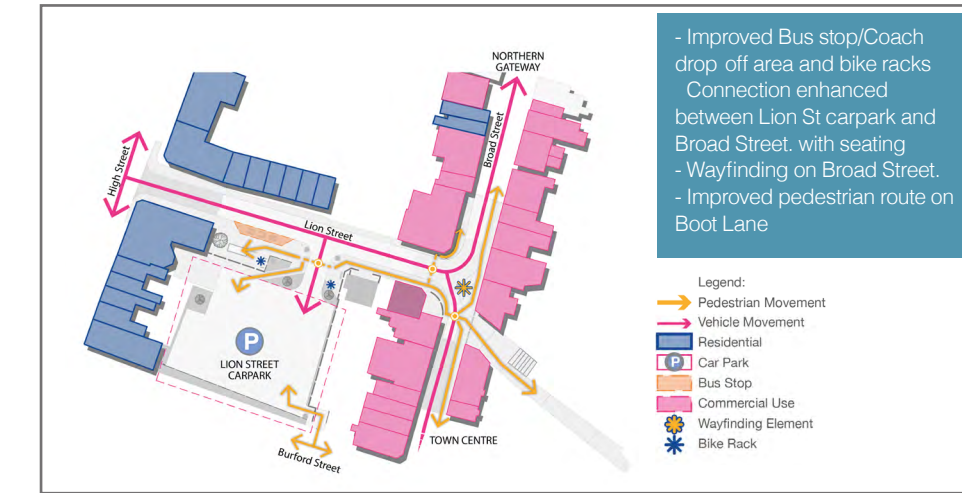


Fulfilled objectives:

- Strengthen and create new opportunities in the town's tourism and foundational economy.
- Deliver better local facilities for residents in the town centre.
- Repurpose the town's existing buildings and places to drive future growth.
- Intervene on key town centre streets to prioritise pedestrian movement over vehicles.
- Revitalise the town centre car parks into cleaner, greener and visually distinctive facilities.
- Improve public transport connectivity into the town and create new cycle infrastructure.
- Create spaces for event based opportunities in tourism and the foundational economy.
- Undertake targeted enhancement of Broad Street to create a series of new character spaces.
- Incorporate the heritage and culture of the town into future investments.

05 KEY PROJECTS

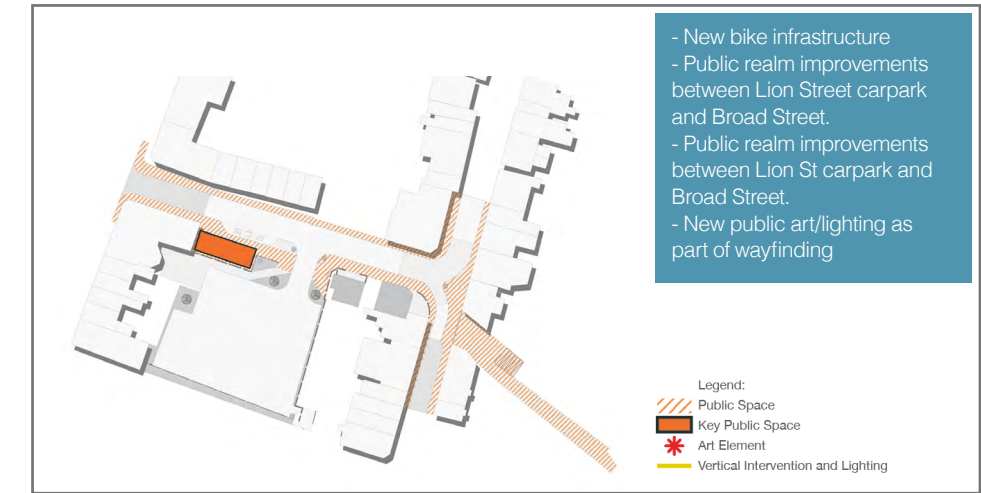
ACCESS AND MOVEMENT



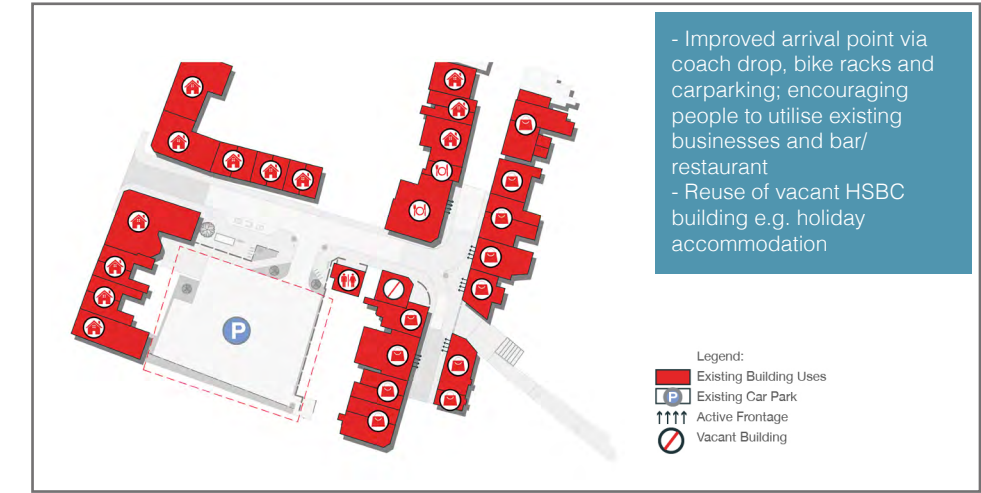
GREEN INFRASTRUCTURE AND WATER MANAGEMENT



PUBLIC SPACE AND FEATURES



BUILDING USES



05 KEY PROJECTS

Key Project 3b - Broad St. Entrance

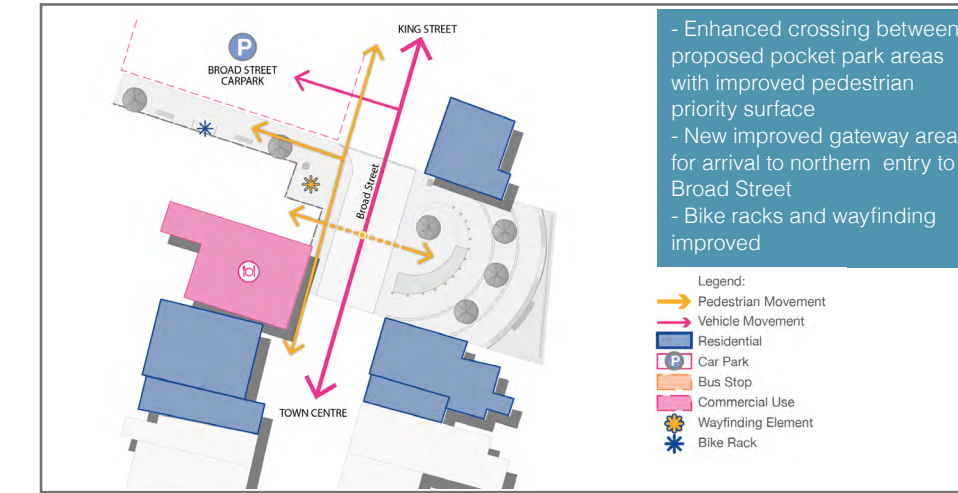


Fulfilled objectives:

- 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 existing green spaces into character pocket parks.
- Revitalise the entrance spaces into the town to create positive first impressions.

05 KEY PROJECTS

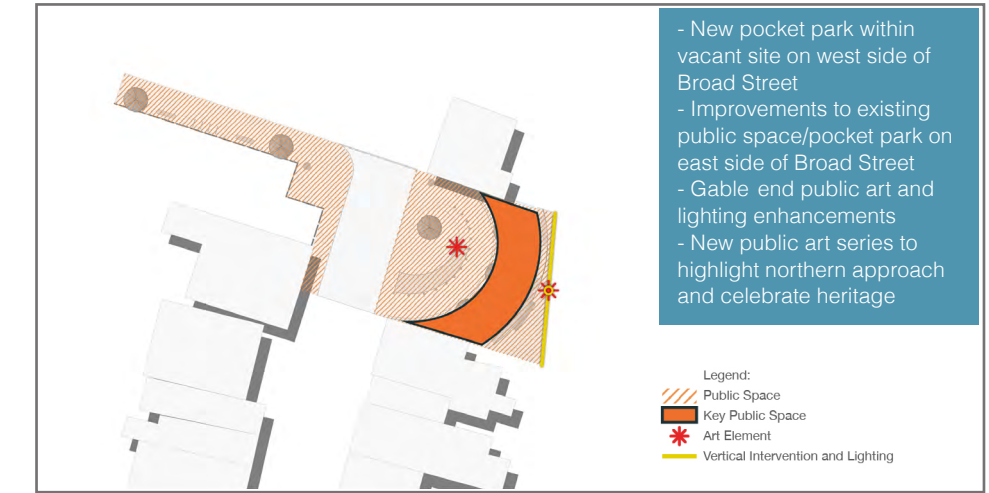
ACCESS AND MOVEMENT



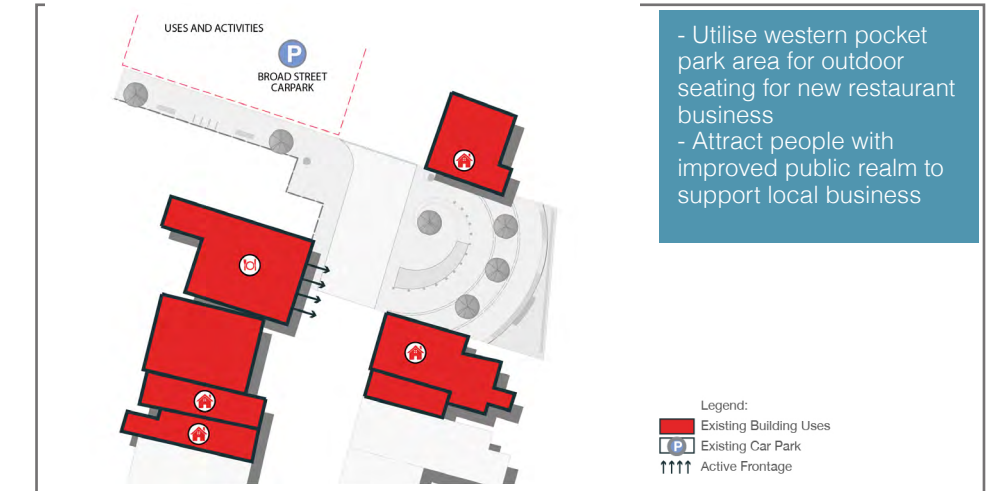
GREEN INFRASTRUCTURE AND WATER MANAGEMENT



PUBLIC SPACE AND FEATURES



BUILDING USES



05 KEY PROJECTS

5.4 Blaenavon House

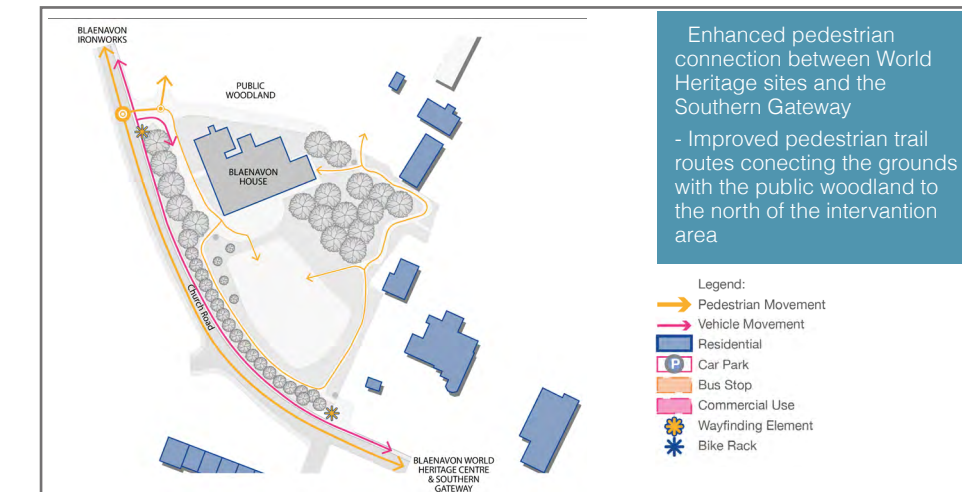
Blaenavon House and associated grounds are located to the north-west of the town centre and are accessed from Church Road, where it is a key approach into the town centre from the north and centrally placed between two key World Heritage Site visitor attractions. The analysis undertaken highlights the current dilapidated state of the existing building and how it's restoration and reuse should be seen as a key priority within the placemaking plan due to it's historical importance, it's key location and close association with the World Heritage Site. The Placemaking Plan therefore includes a key project proposal which aims to reuse the existing building and grounds.

The sketch scheme provided demonstrates how this key project could be delivered to improve the town's tourism offer and provide better connections between the World Heritage Site and the town centre and additional intervention areas, including; refurbishment of the existing house for a new leisure/recreational use to add to the existing tourism offer within the town, potential new enabling development with the grounds of the house, better pedestrian connections to the public woodland area to the north of the site and residential areas of Blaenavon beyond, and improved public realm on Church Road providing a better pedestrian experience for connection to the town centre and coach drop-off area.

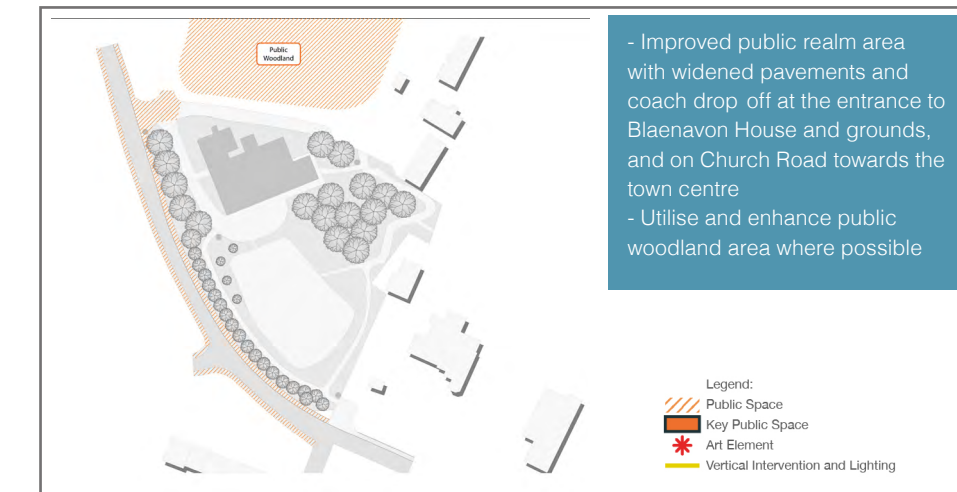


05 KEY PROJECTS

ACCESS AND MOVEMENT



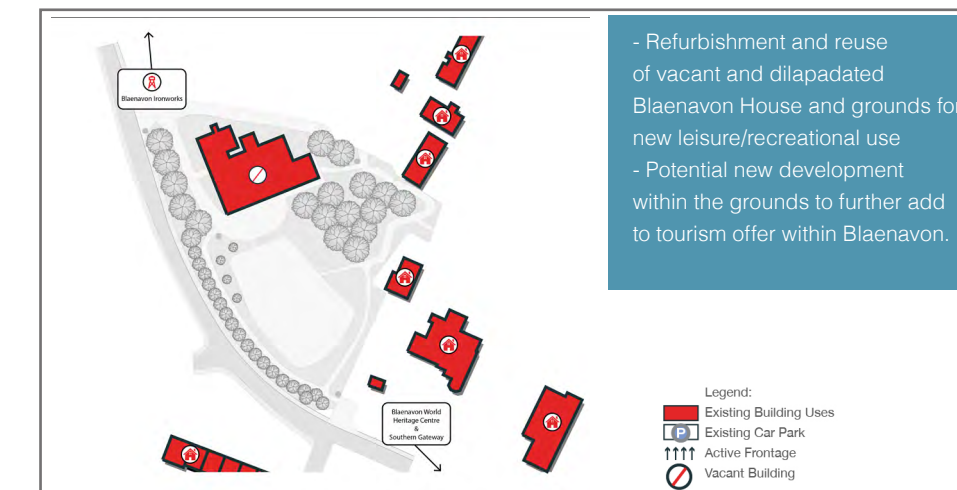
PUBLIC SPACE AND FEATURES



GREEN INFRASTRUCTURE AND WATER MANAGEMENT



BUILDING USES



05 KEY PROJECTS

Key Project 4 - Blaenavon House



Fulfilled objectives:



- Strengthen and create new opportunities in the town's tourism and foundational economy.
- Deliver better local facilities for residents in the town centre.



- Integrate the town centre and World Heritage attractions so they strengthen one another.
- Repurpose the town's existing buildings and places to drive future growth.



- Revitalise the physical connections between the town centre and World Heritage attractions.



- Facilitate new foundational and tourism uses in vacant units.
- Create spaces for event based opportunities in tourism and the foundational economy.



- Incorporate the heritage and culture of the town into future investments.
- Protect the town's heritage buildings and repurpose them for future generations.

05 KEY PROJECTS



Blaenavon House Project (source: RA Architects)

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 identities 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.

BLAENAVON 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
Intervention Area 1							
Continue to support development of Blaenavon Workmans Hall as a community and cultural resource.	Capital and reveue investment which supports development of of building as cultural centre serving the town and north Torfaen.	1,2,4,8	££	S-M	Blaenavon Workmans Hall Board/ Blaenavon Community Museum/ TCBC/ Blaenavon Town Council/ Welsh Government/ Arts Council	Blaenavon Workmans Hall Board/ Blaenavon Community Museum/ TCBC/ Blaenavon Town Council/ Welsh Government/ Arts Council	Develop Strategy & Action Plan for further development of the Hall as a cultural venue working with both tenants to secure sustainable future for the building and local community.
Continue to suport and develop the Blaenavon World Heritage Centre as the visitor destination and community resource.	Support the Blaenavon World Heritage Centre's role as the primary gateway for tourists to the BILWHS through ongoing review and investment in information and interpretation of the wider BILWHS.	3,8,13,18	££	S-M	Blaenavon WHS Partnerhsip/ Welsh Government/ TCBC	Welsh Government/ TCBC/ Blaenavon Town Council	Review of visitor offer and facilities Source & Secure funding

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
Support the refurbishment of shop fronts & vacant premises on Commercial Street and Lower Broad Street to cultivate consistent streetscene character and quality that promotes vibrant town centre offer.	Promote the sensitive repair and reuse of vacant and underutilised buildings in and around Broad Street to provide improved commercial and residential premises contributing to increased footfall and enhanced vibrancy of the town centre.	7,9,11,15,18,22	££	S-M	Private sector, Property owners,Design Engineers/ Architects	Welsh Govrnment, UK Government, NLHF,TCBC, Private Sector	Source & engage with property owners / leaseholders Explore market interest Source & Secure funding Secure Statutory or other permissions (as required)
Improve legibility of the town centres location from the southern approach by creating a "Gateway" feature to encourage access to town centre.	Consider capital interventions that visibly waymark location of town centre to passing vehicles to encourage visitors to explore the town centre.	1,3,9,20	££	S-M	Design Engineers / Architects	Welsh Govt/ TCBC	Design Study (Preliminary & Detail) - Engage/procure consultants to develop proposals. Stakeholder/trader engagement Secure Statutory permissions (as required)
Create visitor pedestrian linkages into the historic town centre from Blaenavon Ironworks.	Complementary public realm enhancements, widening narrow and constricted pavements and providing ample parking spaces.	1,5,13,17,18,19,20	££	S-M	Design Engineers/Landscape Architects	Welsh Government Placemaking. Welsh Government Transport. UK Govt LUF. TCBC.	Design Study (Preliminary & Detail. Engage/procure design expertise to develop proposals. Stakeholder/ trader engagement. Secure statutory consents as required.
Enhance community garden on Prince Street and area of open space on lover Ivor Street.	To accentuate the entrance to the town centre via Ivor Street/ Commercial Street from the southern approach.	1,9,15, 20	££	M-L	Design Engineers/Landscape Architects	Welsh Government, UK Government.	Design Study (Preliminary & Detail. Engage/procure design expertise to develop proposals. Stakeholder/ trader engagement. Secure statutory consents as required.
Enhance public realm to front of former Post Office on Prince Street.	To promote and assist pedestrian orientation towards Commercial Street and the town centre.	8, 11,13,1720	££	M-L	Design Engineers/Landscape Architects	Design Engineers/ Landscape Architects	Design Study (Preliminary & Detail. Engage/procure design expertise to develop proposals. Stakeholder/ trader engagement. Secure statutory consents as required.
Consider "Park Mark" registration for Prince Street Car Park.	Undertake review/assessment and consider implementation of capital works that assure users that the car park is a safe environment.	9,12,13,14,20	££	M-L	Gwent Police Designing Out Crime Officer/ Landscape Architect/Design Engineers	Gwent Police, Welsh Government	Risk Assessment aligned to Park Mark standards. Community/user consultation. Design and implementation of actions.
Improve cycle parking provision at Prince Street Car Park.	Consider capital interventions to encourage use of more sustainable modes of transport including cycle parking facilities.	5,9,11,12,13,14,17,20	££	M-L	Design Engineers/Landscape Architects	Welsh Government/TCBC/ Blaenavon Town Council/Gwent Police	Design Study (Preliminary & Detail. Engage/procure design expertise to develop proposals. Stakeholder/ trader engagement. Secure statutory consents 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
Deliver Electric Vehicle Charging points into Prince Street car park.	Consider capital interventions that improve accessibility and opportunitt for electric vehicle charging points	5,9,19	££	M-L	Design Engineers/Landscape Architects	Welsh Government/TCBC/ Blaenavon Town Council	Design Study (Preliminary & Detail. Market testing demand. Stakeholder/trader engagement. Secure statutory consents as required.
Repurpose vacant units on Commercial Street and Lower Broad Street.	To facilitate new foundation economy and tourism uses that strengthen the towns wider offer and appeal as a tourism destination in its own right within the wider World Heritage Site.	4,7,9,11,15,18,22	££	M-L	Private sector, Property owners,Design Engineers/ Architects	Welsh Govrnment, UK Government, NLHF,TCBC, Private Sector	Source & engage with property owners/leaseholders. Explore market interest. Secure statutory or other permissions (as required). Source and secure funding.
Review street furniture and signage on Prince Street.	Undertake inventory of existing signage to inform review of signage to encourage pedestrian and vehicular access to town centre.	9,11,12,13,14,20	££	S-M	Highway Engineers. Local businesses.	Welsh Government. TCBC.	Review of existing signage. Consultation with local businesses. Design review and development of propals.

Intervention Area 2							
Improve parking provision at Market Street car park	Consider capital interventions that maximise and enhance the area including improving accessibility and opportunities for electric vehicle charging points. Also consider "Park Mark" registration to assure users that car park is a safe environment to park in.	5,9,12,13,14,19,20	££	S-M	Design Engineers/Welsh Govt/ TCBC, Gwent Police Designing Out Crime Officer	Welsh Government/ TCBC/ Blaenavon Town Council	Design Study (Preliminary & Detail) Market Testing demand Stakeholder Engagement Secure Statutory or other permissions (as required)
Create visitor pedestrian linkages into the historic town centre from Blaenavon Ironworks	Complementary public realm enhancements, widening narrow and constricted pavements and providing ample parking spaces	13,17,18,19,20	££	S - M	Design Engineers / Architects	WG - Placemaking WG - Transport UK Gov - CRF / LUF Council/ CADW	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)

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
Enhance Market Street car park and surrounding public spaces.	To create a new space in the heart of the town centre that better connects lower and upper Broad Street that can also be used for events.	1,9,12,15,17,18,20	££	M-L	Design Engineers/Landscape Architects/Gwent Police Designing Out Crime Officer	Welsh Government/TCBC/ Blaenavon Town Council/Gwent Police	Design Study (Preliminary & Detail. Engage/procure design expertise to develop proposals. Stakeholder/trader engagement. Secure statutory consents as required.
Review and revitalise physical connections between the town centre and nearby tourism attractions.	Consider the needs of pedestrians and cyclists to encourage safe access and use of sustainable modes of transport.	1,5,13,17,18,19,20	££	S-M	Design Engineers/Landscape Architects	Welsh Government Placemaking. Welsh Government Transport. UK Govt LUF. TCBC.	Design Study (Preliminary & Detail. Engage/procure design expertise to develop proposals. Stakeholder/trader engagement. Secure statutory consents as required.
Improve cycle parking provision at Market Street Car Park.	Consider capital interventions to encourage use of more sustainable modes of transport including cycle parking facilities.	5,9,11,12,13,14,17,20	££	M-L	Design Engineers/Landscape Architects/Gwent Police Designing Out Crime Officer	Welsh Government/TCBC/ Blaenavon Town Council/Gwent Police	Design Study (Preliminary & Detail. Engage/procure design expertise to develop proposals. Stakeholder/trader engagement. Secure statutory consents as required.
Support the refurbishment of key buildings including the former Market Tavern.	To create new homes and commercial spaces that support tourism and foundation economy uses.	7,9,11,12,15,18,22	££	S-M	Private sector, Property owners,Design Engineers/ Architects	Welsh Government, UK Government, NLHF,TCBC, Private Sector	Source & engage with property owners/leaseholders. Explore market interest. Secure statutory or other permissions (as required). Source and secure funding.
Maximise opportunities to support use of Bethlehem Court as a key event space.	To support community and commercial events such as markets that hel to promote the town centre and stimulate footfall.	1,4,8,9,11,12,15,17,19	££	S-M	Private sector/local businesses/local community grops and stakeholders.	Welsh Government/TCBC/ Blaenavon Town Council	Engage with potential sservice providers. Test market demand. Secure statutory or other permissions (as required). Source and secure funding.
Support the enhancement and refurbishment of shop fronts & vacant premises on Broad Street to cultivate consistent streetscene character and quality that promotes vibrant town centre offer.	Promote the sensitive repair and reuse of vacant and underutilised buildings in and around Broad Street to provide improved commercial and residential premises contributing to increased footfall and enhanced vibrancy of the town centre.	7,9,11,15,18,22	££	S-M	Private sector, Property owners,Design Engineers/ Architects	Welsh Govrnment, UK Government, NLHF,TCBC, Private Sector	Source & engage with property owners/leaseholders. Explore market interest. Secure statutory or other permissions (as required). Source and secure funding.

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
Repurpose vacant units on Broad Street.	To facilitate new foundation economy and tourism uses that strengthen the towns wider offer and appeal as a tourism destination in its own right within the wider World Heritage Site.	4,7,9,11,15,18,22	££	M-L	Private sector, Property owners,Design Engineers/ Architects	Welsh Govrnment, UK Government, NLHF,TCBC, Private Sector	Source & engage with property owners/leaseholders. Explore market interest. Secure statutory or other permissions (as required). Source and secure funding.

Intervention Area 3							
Streetscape Improvements to northern town centre gateway (King Street)	Complementary public realm enhancements, widening narrow and constricted pavements and providing ample parking spaces	5,8,9,12,13,15,17,19,20,21	££	S - M	Design Engineers / Architects	WG - Placemaking UK Gov - CRF / LUF Council	Design Study (Preliminary & Detail) Market Testing demand Stakeholder Engagement Secure Statutory or other permissions (as required)
Consider feasibility of Coach parking within the town centre.	Explore feasibility of providing coach parking facilities serving tourism visits to the town centre and wider BILWHS.	7,9,14,19,21	££	S-M	Design Engineers/ Coach tour operators/ local businesses/ TCBC	Welsh Government/ TCBC/ Blaenavon Town Council	Design Study (Preliminary & Detail) Market Testing demand Stakeholder Engagement Secure Statutory or other permissions (as required)
Enhance Broad Street and Lion Street junction.	To create a focal space that defines a key western entrance into the town centre that prioritises pedestrian movement.		££	M-L	Design Engineers/Landscape Architects/Gwent Police Designing Out Crime Officer	Welsh Government/TCBC/ Blaenavon Town Council/Gwent Police	Design Study (Preliminary & Detail. Engage/procure design expertise to develop proposals. Stakeholder/ trader engagement. Secure statutory consents as required.
Support the refurbishment of key buildings including the former HSBC Bank.	To create new homes and commercial spaces that support tourism and foundation economy uses.	7,9,11,12,15,18,22	££	S-M	Private sector, Property owners,Design Engineers/ Architects	Welsh Govrnment, UK Government, NLHF,TCBC, Private Sector	Source & engage with property owners/leaseholders. Explore market interest. Secure statutory or other permissions (as required). Source and secure funding.
Focused enhancement of Boot Lane.	To provided improved lighting to encourage pedestrian access to the town centre.	8,9,12,15,18,19,22	££	S-M	Design Engineers/Landscape Architects/Gwent Police Designing Out Crime Officer	Welsh Government/TCBC/ Blaenavon Town Council/Gwent Police	Design Study (Preliminary & Detail. Engage/procure design expertise to develop proposals. Stakeholder/ trader engagement. Secure statutory consents 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
Enhance Lion Street car park and surrounding public spaces.	To create a new space in the heart of the town centre that better connects lower and upper Broad Street that can also be used for events.	1,9,12,15,17,18,20	££	M-L	Design Engineers/Landscape Architects/Gwent Police Designing Out Crime Officer	Welsh Government/TCBC/ Blaenavon Town Council/Gwent Police	Design Study (Preliminary & Detail. Engage/procure design expertise to develop proposals. Stakeholder/ trader engagement. Secure statutory consents as required.
Improve parking provision at Lion Street car park.	Consider capital interventions that maximise and enhance the area including improving accessibility and opportunities for electric vehicle charging points. Also consider "Park Mark" registration to assure users that car park is a safe environment to park in.	5,9,12,13,14,19,20	££	M-L	Design Engineers/Landscape Architects/Gwent Police Designing Out Crime Officer	Welsh Government/TCBC/ Blaenavon Town Council/Gwent Police	Design Study (Preliminary & Detail. Engage/procure design expertise to develop proposals. Stakeholder/ trader engagement. Secure statutory consents as required.
Improve cycle parking provision at Lion Street Car Park.	Consider capital interventions to encourage use of more sustainable modes of transport including cycle parking facilities.	5,9,11,12,13,14,17,20	££	M-L	Design Engineers/Landscape Architects	Welsh Government/TCBC/ Blaenavon Town Council/Gwent Police	Design Study (Preliminary & Detail. Engage/procure design expertise to develop proposals. Stakeholder/ trader engagement. Secure statutory consents as required.
Enhance existing public realm of public courtyard space on upper Broad Street into characterfull pocket park.	Consider landscape design improvements to enhance space for year round interest and use.	8,9,12,15,20	££	M-L	Design Engineers/Landscape Architects	Welsh Government/TCBC/ Blaenavon Town Council/Gwent Police	Design Study (Preliminary & Detail. Engage/procure design expertise to develop proposals. Stakeholder/ trader engagement. Secure statutory consents as required.

Town Centre Wide							
Blaenavon House (formerly The Beeches), Church Road.	Restoration & conversion of Grade II listed property and woodland management	9,10,11,12,13,18	££	S - M	Private Sector, Design Engineers / Architects	WG - Placemaking UK Gov - LUF Council Private Sector	Source & engage with property owners / leaseholders Secure Statutory or other permissions (as required) Source & Secure funding
Restore active frontages to vacant premises	Consider opportunities to furnish empty shop windows with shop jackets or temporary mobile exhibitions including items from the Community Museum and other community groups.	7,9,11,15,18,22	££	S-M	Private Property Owners/ local community groups/ Llantarnam Grange/ Blaenavon Community Museum	Private sector/ Arts Council/Council/ Blaenavon Town Council	Source & engage with property owners / leaseholders Explore interest Source & Secure funding

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
Town centre parking assessment	Undertake survey work to assess on and off street parking on and around Broad Street to assist in informing on going management/ enforcement options that supports businesses trading on Broad Street.	7,9,14,19,21	££	S-M	TCBC/ local businesses	TBD	Stakeholder Engagement Engage with local businesses Source & Secure funding Engage/procure consultants to review existing environment & develop proposals for enhancement Secure Statutory or other permissions (as required)
Enhance public transport access to and from Blaenavon.	Improve connectivity north to Abergavenny, the Brecon Beacons National Park and across the Valley towards Brynmawr and beyond	14,19	££	S-M	Transport operators/ Council /Brecon Beacons National Park Authority	Welsh Government/ Council /Brecon Beacons National Park Authority	Engage with transport operators Undertake review of current public transport connectivity and service provision Stakeholder/ community engagement
Develop the Foundational Economy within the town centre.	Support existing and new business development initiatives, targeting visitor related businesses such as cycle hire, local produce shops, catering outlets etc. and the social care sector to support the local communities needs.	4,6,7,9,11,19	££	S-M	Private Sector/ Welsh Govt/ TCBC/ Blaenavon Town Council/Aneurin Bevan University Health Board/ Torfaen PSB	Welsh Government/ TCBC/ UK Govt - CRF	Engage with local businesses Engage with TCBC One Stop Shop to ensure connectivity and support
Review and improve pedestrian connectivity between Blaenavon town centre and nearby visitor attractions including Big Pit National Coal Museum and Blaenavon Ironworks.	To include review of signage, route condition and waymarking, current maintenance, use and any barriers to use; and develop actions as a result of the review to improve pedestrian connectivity to the town centre.	9,13,18,20	££	S-M	Design Engineers/ TCBC/ Cadw/ Museums Wales	Welsh Government/ TCBC/ Blaenavon Town Council/ Cadw/ Museums Wales	Undertake review of existing routes, their condition and way marking. Secure and source funding.
Improve visitor refreshment/ food/drink offer within the town centre.	Support existing and new business development initiatives, targeting visitor market.	4,7,9,11	££	S-M	Private sector/ local businesses/ Welsh Govt/ Blaenavon Town Council	Welsh Govt/ Visit Wales	Engage with local businesses Engage with TCBC One Stop Shop to ensure connectivity and support Market resting demand
Community Gym	Consider potential for supporting a community gym facility within the town centre that complements existing provision within the town.	4,6,7,8,9,11,19	££	S-M	TCBC/Blaenavon Town Council/Aneurin Bevan University Health Board/ Torfaen PSB/Community Partners	TCBC/Welsh Government/ Aneurin Bevan University Health Board/Blaenavon Town Council/ Community Partners	Stakeholder Engagement with local community funding Engage Source & Secure

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
Improve visitor accomodation offer within the town centre	Encourage local residents/ landowners to offer B&B and/or self-catering accommodation including hostel/bunkhouse/field studies type accommodation geared for those involved in outdoor pursuits without adversely impacting upon the character of the area or the OUV of the BILWHS.	1,7,8,9,12,13	££	S-M	Private sector/ local businesses/ Welsh Govt/ Blaenavon Town Council	Welsh Govt/ Visit Wales	Engage with local businesses Engage with TCBC One Stop Shop to ensure connectivity and support Market resting demand
Digital & Skills							
Purchase of redeployable CCTV cameras	Explore opportunities to purchase cameras to prevent ASB and assist police to target hotspot locations of ASB. This will assist in identifying offenders, patterns of behaviour and vulnerable young people in need of support. In doing this, agencies are able to take action/offer support to reduce and prevent ASB affecting the community.	15,16	£	S-M	Shared Resouce Service/ Torfaen Sport's Developoment/ Torfaen Youth Service/ Torfaen Community Safety/ Gwent Police/ Blaneavon Youth Support Services		Source & Secure Funding Stakeholder Engagement Engage with local community
Mentoring project for youths identified on ASB strike process/ low level criminal activity	Explore opportunities with key partners to deliver a mentoring project that will include training of young people to become peer mentors, whilst providing young people with an appropriate adult and role model to assist them during difficult periods. The mentor will work with those most disengaged and vulnerable individuals, while outreach support will be provided to other identified young people. Torfaen have been piloting a small scale mentoring programme that has worked with young people at involved in ASB and some acquisitive crimes. Those who are currently being mentored have not escalated in the ASB strike process and not reoffended.	4,6,19	££	S-M	Torfaen Sport's Developoment/ Torfaen Youth Service/Torfaen Community Safety/ Gwent Police/ Blaneavon Youth Support Services		

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
Staffing costs for full time project lead worker	Explore opportunities to lead and coordinate direct work with young people in Blaenavon Town Centre liaising with a range of partners to ensure services are coordinates. Support young people with bespoke packages in response to their individual needs and circumstance. Liaise with key partners within community safety to ensure young people are supported to engage in statutory services. Liaise with key partners to deescalate and prevent antisocial behaviours within hotspot areas. Coordinate outreach and detached services.	4,6,19	££	S-M	Torfaen Sport's Develpoment/ Torfaen Youth Service/ Torfaen Community Safety/ Blaneavon Youth Support Services		Source & Secure Funding Stakeholder Engagement Engage with local community
Sessional workers to engage young people	Explore funding opportunities to recruit and support a lead officer in the delivery of direct services to young people. Provide outreach and detached services. Provide a range of activities to positively engage young people. Provide actions and consequences activities for young people	4,6,17,19,22	££	S-M	Torfaen Sport's Develpoment/ Torfaen Youth Service/ Torfaen Community Safety/ Blaneavon Youth Support Services		Source & Secure Funding Stakeholder Engagement Engage with local community
Improve access to community services.	Support continued development of existing and new community facilities that foster a sense of place and community well-being.	1,4,6,17,19,22	££	S-M	TCBC/Blaenavon Town Council/Aneurin Bevan University Health Board/ Torfaen PSB/Community Partners/Blaenavon HWB	TCBC/Welsh Government/ Aneurin Bevan University Health Board/Blaenavon Town Council/ Community Partners	Stakeholder Engagement with local community funding Engage Source & Secure

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
Improve intergenerational relations.	Continue the momentum of existing intitatives including "Healthy Blaenavon" that seek to build intergenerational relationships within the local community as a means of improving community cohesion.	4,6,17,19,22	££	S-M	TCBC/Blaenavon Town Council/Aneurin Bevan University Health Board/ Torfaen PSB/Community Partners/Blaenavon HWB	TCBC/Welsh Government/ Aneurin Bevan University Health Board/Blaenavon Town Council/ Community Partners	Stakeholder Engagement with local community funding Engage Source & Secure
Improve access to activities and facilities that support the positive engagement and development of young people.	Support 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, resilience and mental wellbeing.	4,6,17,19,22	££	S-M	TCBC/Blaenavon Town Council/Aneurin Bevan University Health Board/ Torfaen PSB/Community Partners/Blaenavon HWB	TCBC/Welsh Government/ Aneurin Bevan University Health Board/Blaenavon Town Council/ Community Partners	Stakeholder Engagement with local community funding Engage Source & Secure

6.2 Delivering Change

To demonstrate that the Placemaking Plan can deliver positive change, it is important that some of the projects can be demonstrated quickly. While such projects are inherently smaller in scale and complexity they can still have a positive impact on the town centre. In Wales, Welsh Government's Transforming Towns programme provides funding support for projects (upto 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:

- Declutter the street furniture and highway signage as much as possible so that town centre signage is prominent and obvious to residents and visitors.
- Reactivate vacant properties with uses that strengthen the foundational economic opportunities in the town and diversify the tourism offer.
- Work with business and property owners to support the ongoing enhancement of shopfronts

and building frontages to cultivate a consistent character and quality that promotes a vibrant retail offer.

- Redevelopment and reuse of the former Market Tavern building that fronts Cross Street, Broad Street and Market Street to create new homes above commercial uses that activate Broad Street. Uses that diversify the tourism and foundational offer to be supported, including options for live/work units.
- Focused enhancement of Boot Lane to provide enhanced lighting that provides visual interest alongside the enhanced Broad Street and Lion Street junction.
- Formalise a coach drop-off area at the existing bus stop and strengthen the public realm with street planting and good quality seating areas.
- Enhancement of the public space around the existing bus stop and carpark entrance could also enhance the setting of the Lion Street Car Park and adjacent public toilets and transition into the Broad Street and Lion Street junction enhancement.
- Invest in the town centre car parks to provide electric charging bays and cycle storage facilities.

- Enhance the existing public courtyard space on Broad Street into a characterful pocket park that provides year round interest and is easy to maintain.

A number of the other public realm focused projects included in the key areas, like the enhancement of the Prince Street green park, Market Street Car Park key junctions and section of Broad Street junctions, may be too complex to be delivered as quick wins, but 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.

6.3 Looking after Blaenavon Together

The regeneration of Blaenavon 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 Blaenavon, 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 Blaenavon 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.



Blaenavon House/Ty Mawr

07 THE PLACEMAKING WALES CHARTER

In Wales placemaking is a statutory requirement of the planning system; 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 Blaenavon 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/PLACEMAKING OBJECTIVES	BLAENAVON PLACEMAKING PLAN RESPONSE
1. People and Community Strengthen and create new opportunities in the town's tourism and foundational economy. Deliver better local facilities for residents in the town centre. Safeguard the future of the town's community assets.	The Placemaking Plan will create new commercial and economic opportunities in the town centre, by increasing visitor footfall and spending in local businesses, but also by creating new space for prospective businesses to emerge in vacant buildings. To enable local business, the Plan will be supported with targeted support programmes to enable business start up and success. The Plan also supports projects that seek to support ongoing investment into local community asset's like the Blaenavon Workman's Hall, so that they are safeguarded for future generations.
2. Location Integrate the town centre and World Heritage attractions so they strengthen one another. Repurpose the town's existing buildings and places to drive future growth	The Placemaking Plan proposes to better promote the town centre as part of the overall World Heritage Offer and to enhance the physical and digital connections between it and nearby attractions. It also proposes a new southern gateway that captures attention and interest and pulls people into the town. The retention and reuse of existing town centre buildings is proposed across the town centre, so they can become focal features in new public spaces and create economic opportunities for local people.
3. Movement Revitalise the physical connections between the town centre and World Heritage attractions. Intervene on key town centre streets to prioritise pedestrian movement over vehicles. Revitalise the town centre car parks into cleaner, greener and visually distinctive facilities. Improve public transport connectivity into the town and create new cycle infrastructure.	The Placemaking Plan proposes to enhance the physical connections between the town centre and wider attractions of the World Heritage site to encourage greater movement between the two and to improve the pedestrian experience on those routes. It also includes the enhancement of key car parks, like Market Street and Broad Street as part of proposed public realm enhancements. Finally, the Plan includes projects to increase local cycling facilities and connections to existing routes, and to enhance the centre's bus and coach infrastructure.
4. Mix of uses Facilitate new foundational and tourism uses in vacant units. Create spaces for event based opportunities in tourism and the foundational economy. Diversify the town with small-scale workspace and live / work opportunities.	The Placemaking Plan identifies key opportunities to utilise vacant units that are detracting from the street scene to create new tourism and foundational uses that diversify and strengthen the local offer. For example the vacant and dilapidated uses on Commercial Street, the corner building on Broad Street, Market Street and Cross Street, former HSBC building and 46 and 61 Broad Street.
5. Public Realm Create a new entrance space into the town from Prince Street and Commercial Street. Undertake targeted enhancement of Broad Street to create a series of new character spaces. Introduce appropriate street greening and create a series of pocket parks.	The Placemaking Plan proposes a new entrance space into the town centre from Prince Street and Commercial Street that will improve the design quality and better signify the entrance into the town centre. It also includes a series of enhanced public spaces, including the Market Street car park which could become a dynamic public square that can be used for events and 'pop up' commercial activity. As part of the public realm enhancements appropriate street greening is proposed to soften and better frame public spaces, while retaining the historic character of the town.
6. Identity Incorporate the heritage and culture of the town into future investments. Protect the town's heritage buildings and repurpose them for future generations.	The Placemaking Plan proposes to harness the unique heritage and culture of the town in future projects. Public realm enhancements to create a new southern gateway and Market Street enhancement will improve the setting of key listed buildings and the historic Broad Street character. It also proposes to repurpose historic shop units, and safeguard the future of key buildings under threat, including the listed Blaenavon House property (former ironmasters house).

08 CONCLUSION

Blaenavon town centre has an unrivalled location in a remarkable UNESCO World Heritage site, which has an internationally recognised tourism offer, and has immediate access to the outstanding natural landscape of the Brecon Beacons National Park and Heads of the Valleys. Like many small-town centres, the town has faced significant challenges in recent years that have been intensified by the Covid-19 pandemic, but as its UNESCO designation demonstrates it is resilient, and is home to many thriving businesses. With the right investment Blaenavon town centre can thrive and provide a better offer for visitors and better social and economic opportunities for the local community.

The Placemaking Plan has been prepared to identify the place and development opportunities that are available to Blaenavon. 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.

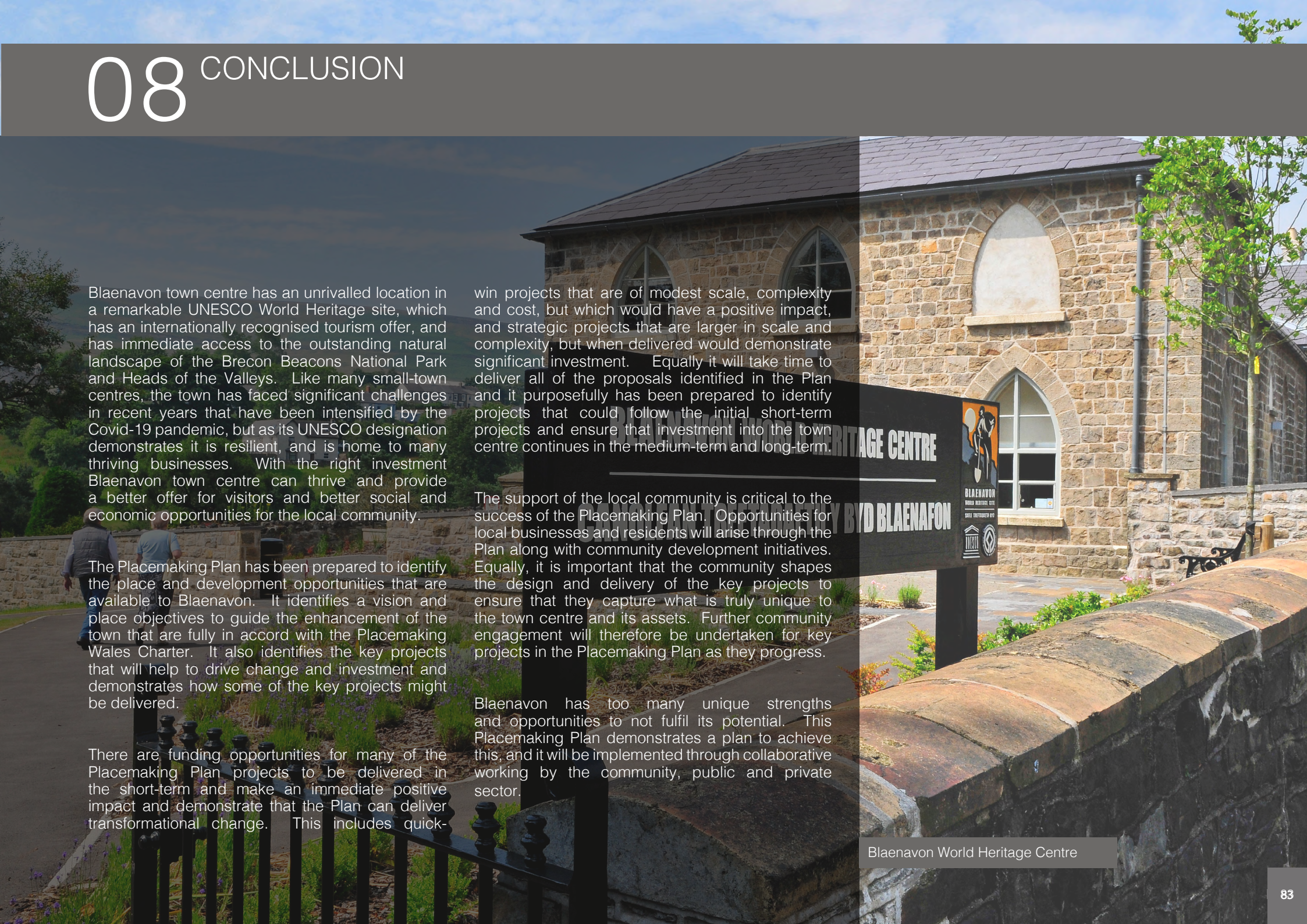
There are funding opportunities for many of the Placemaking Plan projects to be delivered in the short-term and make an immediate positive impact and demonstrate that the Plan can deliver transformational change. This includes quick-

win projects that are of modest scale, complexity and cost, but which would have a positive impact, and strategic projects that are larger in scale and complexity, but when delivered would demonstrate significant investment. Equally it will take time to deliver all of the proposals identified in the Plan and it purposefully has been prepared to identify projects that could follow the initial short-term projects and ensure that investment into the town centre continues in the medium-term 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. Further community engagement will therefore be undertaken for key projects in the Placemaking Plan as they progress.

Blaenavon has too many unique strengths and opportunities to not fulfil its potential. This Placemaking Plan demonstrates a plan to achieve this, and it will be implemented through collaborative working by the community, public and private sector.

Blaenavon World Heritage Centre



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.

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.



The Urbanists, The Creative Quarter, 8A Morgan Arcade, Cardiff, CF10 1AF, United Kingdom

