

Builder Street Masterplan, Llandudno

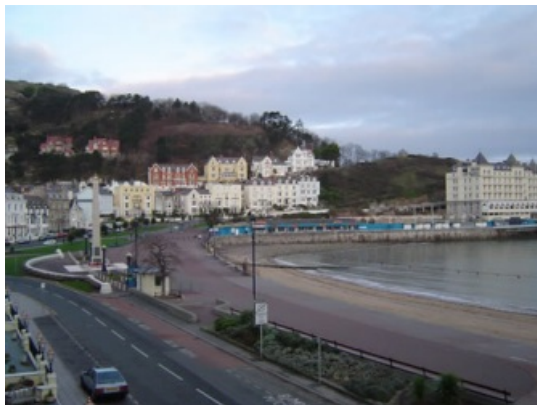
Conwy County Borough Council / WDA

Brief

BE Group was commissioned to lead a consultancy team to complete a Business Environment Appraisal and Action Plan for the Builder Street area of Llandudno.

The two primary aims were to examine the needs and aspirations of businesses and to masterplan environmental enhancements, to make the area more competitive and attractive to the private sector.

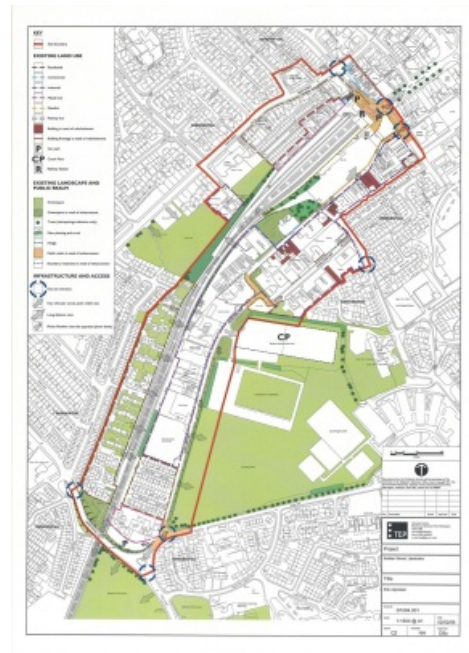
Builder Street is Llandudno's major location for industrial employment. The study area also included residential areas and the town's railway station.



Activities

The study incorporated a mix of desktop research, site survey work and consultations with businesses, key stakeholders and the community:

- Reviewed local and regional strategies to guide the development process, and inform the masterplan
- Completed site appraisal to identify key environmental issues; land uses; opportunities for improvement
- Undertook traffic and transport audit
- Consultation programme with key land owners; stakeholders; survey of area's 76 businesses'
- Identified phasing for achieving these objectives
- Identification, design and costing of five specific projects



Outcome

The recommendations included the establishment of a local Business Forum. The five specific projects were:

- Landscape improvements to Builder Street West
- Pedestrian crossing of the railway to link housing and employment areas
- Redevelopment of the vacant Northern Markets site
- Pedestrianisation of the railway station frontage
- Amendments to the bus-railway transport interchange.

Conwy Council and the Welsh Assembly Government's Department of Enterprise Innovation and Networks are now discussing possible CPO activity to ensure key sites are brought into effective use in line with the masterplan.

