

Wrexham Industrial Estate Masterplan & Action Plan

Wrexham County Borough Council / Welsh Development Agency

Brief

Wrexham Industrial Estate is one of North Wales' key investment locations. The 400 ha estate has developed organically over a fifty year period; current occupiers include Kellogg's, Tetra Pak, JCB and Continental Can. This long history has left it with, amongst other things, more than 110 houses and a substantial residential population.

Wrexham County Borough Council, with funding from the Welsh Development Agency, commissioned BE Group to undertake an environmental and landscape appraisal. This led into a masterplan and a costed action plan.



Activities

- SWOT analysis
- Ecological and landscape assessment
- Landscape strategy
- Environmental audit
- Survey of 250 businesses
- Household survey of 110 homes
- Research into travel patterns
- Property market analysis.

Outcome

The strategy included:

- Proposals for landscape improvements
- Guidelines for future built development
- Sustainable transport strategy
- Evaluation of potential development sites
- Improved signage.

The illustrative masterplan and costed action plan were presented to the business and residential communities at two public exhibitions.

