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Llywodraeth Cymru  
Welsh Government



Trawsnewid Trefi  
Transforming Towns

# Caernarfon Placemaking Plan

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## 1.0 INTRODUCTION

- 1.1 This **Caernarfon Town Centre Placemaking Plan** has been prepared by a consultant team on behalf of Cyngor Gwynedd. The consultant team is a multi-disciplinary team comprising BE Group, Per Consulting, The Urbanists and Burum.
- 1.2 The impetus of the Placemaking Plan was an understanding from Cyngor Gwynedd of a need for a strategic approach to developing the town centre, taking into account recent market changes and the findings of the Ardal Ni process and consultations. This Placemaking Plan represents a holistic approach to placemaking for Caernarfon town centre.
- 1.3 This Placemaking Plan has been developed to identify opportunities for placemaking improvements and investment in Caernarfon Town Centre. The Placemaking Plan will guide development of the town centre over several years, through short, medium and long-term projects. These improvements and investments have been proposed based on issues and shortcomings identified through the course of the study.
- 1.4 This document is not a full masterplan for the town centre; rather it is a document that highlights potential investment and intervention opportunities and provides a delivery strategy and action plan to realise these opportunities. It is prepared as a document that provides clear guidance to Cyngor Gwynedd and Caernarfon Town Council in means of addressing identified obstacles and issues.
- Methodology**
- 1.5 This Placemaking Plan has been developed through a multi-faceted assessment of the town centre and its needs. This has included a baseline analysis of the property market and socio-economic characteristics of the town and the town centre, as well as a spatial analysis of the current provision of facilities and built forms of the town centre and its relationship with the wider area.
- 1.6 The preparation of the Placemaking Plan has included significant consultation, including a visioning workshop held within the town that brought together key stakeholders, including Council officers, public sector agencies, community groups and businesses groups to identify opportunities for the town centre and articulate a direction for Caernarfon. This was complemented by further one-on-one consultations

with other stakeholders. The study has also had regard to the results of previous consultation work undertaken for the Regeneration Framework.

- 1.7 The baseline and consultation phases helped to develop a vision for Caernarfon Town Centre, which is proposed within the Placemaking Plan. This vision is supported by objectives that help further outline the direction for the town centre.
- 1.8 Under the vision and objectives, a series of opportunities and interventions have been developed. The Placemaking Plan details these opportunities and interventions in a Spatial Strategy, as well as providing a series of headline actions that would need to be undertaken to realise these interventions.

**Our Area Regeneration Framework – Local Regeneration Plan Preparatory Document (April 2023) – Caernarfon Catchment Area**

- 1.9 This Placemaking Plan has had regard to the Regeneration Framework undertaken for Caernarfon. The Regeneration Framework process included consultation with the Caernarfon community, which has been referenced in the Placemaking Plan, with the stakeholder consultation for the Placemaking Plan process being more targeted towards key stakeholders, rather than replicating the wider community consultation of the Regeneration Framework process. The Caernarfon Regeneration Framework is for the whole of the town of Caernarfon as well as surrounding rural areas, rather than the Placemaking Plan's focus on the town centre.
- 1.10 The Regeneration Framework, Local Regeneration Plan Preparatory Document has included details of the most common responses through the consultation process and these themes are generally consistent with those identified in the consultations for the Placemaking Plan. The Regeneration Framework document also included potential projects to regenerate Caernarfon, including the town centre and wider areas, which the Placemaking Plan process has taken into account.

## 2.0 SOCIO-ECONOMIC ASSESSMENT

### Introduction

- 2.1 This section provides a summary of the socio-economic characteristics of Caernarfon town and, more broadly, Gwynedd as a whole. It brings together several data sources including Census, Business Register and Employment Survey (BRES) and ONS data to create profiles of the two locations. It helps to provide context for the Placemaking Plan through an understanding of the local characteristics.
- 2.2 The broadest array of data is available at the local authority level, with more limited data at smaller levels, including town level.

### Population

- 2.3 Caernarfon had a population of 10,359 in 2020, 8.8 percent of the Gwynedd total. As is outlined in Table 1, in 2011 the population of Caernarfon stood at 9,573. The increase in population to 2020 represents an 8.2 percent increase, or 768 individuals. During the same time frame, Gwynedd saw a decrease in population from 121,523 in 2011 to 117,076 in 2020, equivalent to a 3.7 percent decrease. Over this period, Wales saw a more modest increase in the total population, equivalent to a 1.4 percent increase.

**Table 1 – Population Change, 2011-2020**

	2011	2020	Change 2011-2020	
			No.	Percent
<b>Caernarfon</b>	9,573	10,359	786	8.2
<b>Gwynedd</b>	121,523	117,072	(4,451)	(3.7)
<b>Wales</b>	3,063,758	3,105,410	41,652	1.4

Source: Nomis, 2023

- 2.4 Caernarfon also saw its working age population (16-64) increase by 8.2 percent, equivalent to an additional 786 individuals. This bucks the trend observed in both Gwynedd as a whole and Wales, which both saw a decline in the number of working age individuals, by 6.7 and 2.5 percent, respectively (see Table 2).

**Table 2 – Working Age Population Change, 2011-2020**

	2011	2020	Change 2011-2020	
			No.	Percent
<b>Caernarfon</b>	5,858	6,227	369	6.3
<b>Gwynedd</b>	75,336	70,269	(5,067)	(6.7)
<b>Wales</b>	1,941,524	1,892,679	(48,845)	(2.5)

Source: Nomis, 2023

### **Labour Market**

- 2.5 The following section uses Business Register and Employment Survey (BRES) data to measure sectoral employment composition in Caernarfon and Gwynedd. It should be noted that BRES data represents a sample survey of local employment, with figures rounded. As it is a national survey, small area information is subject to larger percentage errors and should be seen as representing broad trends only. For very small employment numbers the figures will be rounded to the nearest 5 or 10 for data protection reasons.

**Table 3 – Employment Change in Caernarfon and Gwynedd – 2017 to 2021**

Sector	Caernarfon			Gwynedd		
	Jobs 2017	Jobs 2021	Jobs Total Change	Jobs 2017	Jobs 2021	Jobs Total Change
Agriculture, Forestry and Fishing*	40	0	-40	5,000	5,000	0
Mining and Quarrying	0	0	0	200	250	50
Manufacturing	415	405	-10	3,000	3,000	0
Electricity, gas, steam, etc.	40	30	-10	250	250	0
Water Supply, Sewerage, etc.	200	250	50	1,000	800	-200
Construction	175	250	75	3,000	3,000	0
Wholesale and Retail Trade	1,000	950	-50	8,000	8,000	0
Transport and Storage	420	80	-340	1,250	1,000	-250
Accommodation and Food Services	650	575	-75	7,000	7,000	0
Information and Communication	195	270	75	2,500	2,000	-500
Financial and Insurance Activities	65	70	5	800	400	-400
Real estate Activities	75	85	10	700	900	200
Professional, Scientific and Technical Activities	275	300	25	2,250	2,000	-250

Sector	Caernarfon			Gwynedd		
	Jobs 2017	Jobs 2021	Jobs Total Change	Jobs 2017	Jobs 2021	Jobs Total Change
Administrative and Support Service Activities	75	95	20	1,250	1,250	0
Public Administration and Defence	2,500	2,000	-500	4,000	4,000	0
Education	410	450	40	6,000	6,000	0
Human Health and Social Work Activities	1,150	1,200	50	10,000	10,000	0
Arts, Entertainment and Recreation	325	275	-50	1,750	2,500	750
Other Services	70	70	0	1,250	900	-350
<b>Total</b>	<b>8,080</b>	<b>7,355</b>	<b>-725</b>	<b>59,200</b>	<b>58,250</b>	<b>-950</b>

Sources: BRES – ONS, 2023

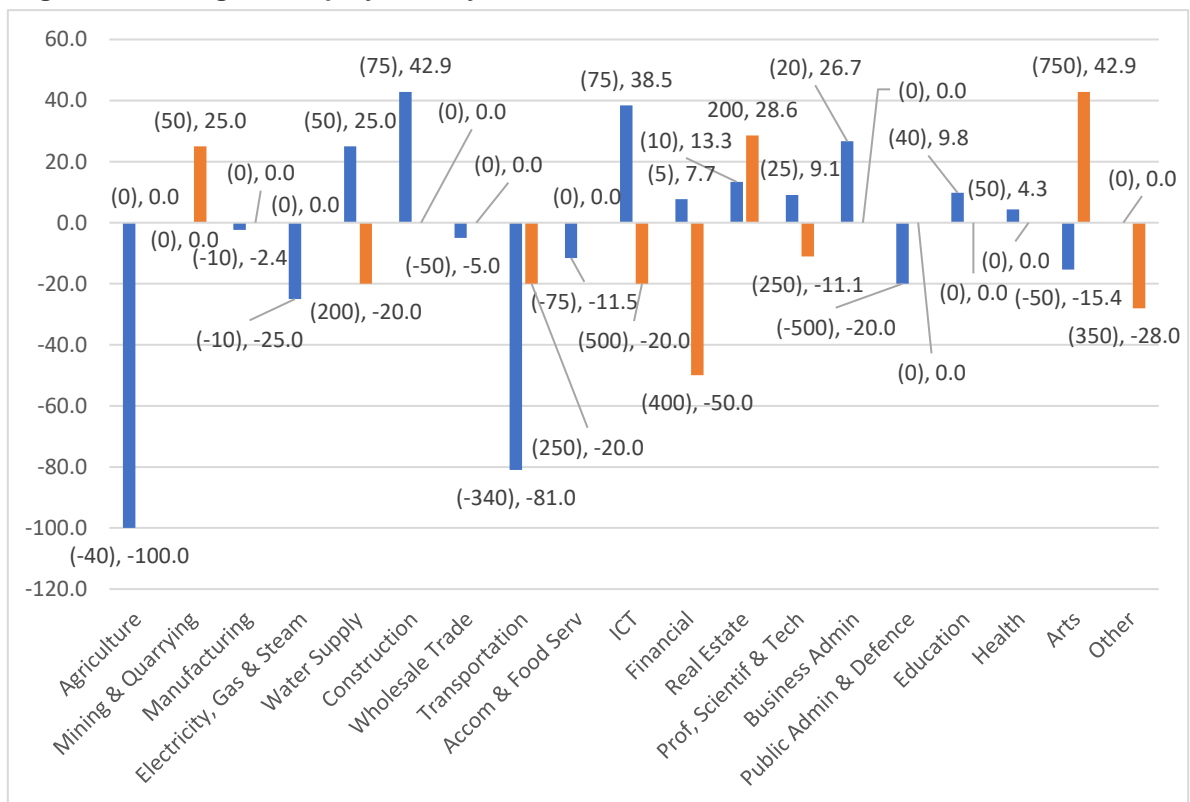
\* Agricultural employment does not include farm-based workers

- 2.6 In 2021, Public administration and defence was the largest sector in Caernarfon, in terms of employment, with 2,000 jobs (27 percent). However, this was also the sector which experienced the greatest absolute decline in employment between 2017-2021, losing 500 workers in the five-year period. Employment in Public administration and defence in Caernarfon accounted for half of all employment in the sector in the county in 2021, highlighting the importance of Caernarfon in providing a public sector role.
- 2.7 Other large sectors in Caernarfon, in terms of employment numbers, include health (1,200 jobs) and wholesale and retail trade (950 jobs). This highlights the function of Caernarfon as a services centre. The health and wholesale and retail trade sectors are the two largest employment sectors in Gwynedd, with 10,000 and 8,000 workers respectively.
- 2.8 Overall, total employment in both Caernarfon and Gwynedd fell between 2017 and 2021, by 725 and 950 jobs, respectively.
- 2.9 Figure 1 illustrates the percentage change in employment in both Caernarfon and Gwynedd. The greatest percentage increase in employment in Caernarfon was in the construction sector which saw a 42.9 percent increase, equivalent to 75 additional jobs.
- 2.10 The ICT sector in Caernarfon also saw strong growth in employment, growing by 38.5 percent, or 75 individuals. Conversely, Gwynedd saw employment in ICT decline by

20.0 percent, equivalent to 500 jobs. Another office-based sector, business administration, saw healthy growth in employment equivalent to 26.7 percent, or 20 jobs. More modest growth was observed in the two other office-based sectors, professional, scientific and technical (9.1 percent growth) and financial (7.7 percent). Conversely, a decline or no change in employment was observed in Gwynedd for all office-based sectors.

2.11 The agriculture sector lost 100.0 percent of employment in Caernarfon, equivalent to the loss of 40 employees. Other sectors which experienced significant declines in employment in Caernarfon include transportation (loss of 340 workers, or 81.0 of the workforce), public administration and defence (loss of 500 workers, or 20.0 of workforce) and the arts sector (loss of 50 workers, or 15.4 percent of the workforce). The arts sector in Gwynedd saw significant growth in employment by 42.9 percent, equivalent to 750 additional workers, highlighting the growing importance of the cultural sector in the county. However, as mentioned above, all sector figures are rounded and subject to survey error, although the data helps to show growth trends.

**Figure 1 – Change in Employment by Sector, 2017-2021\***



Source: BRES, 2023

\*Number in brackets is number of businesses which were gained/lost

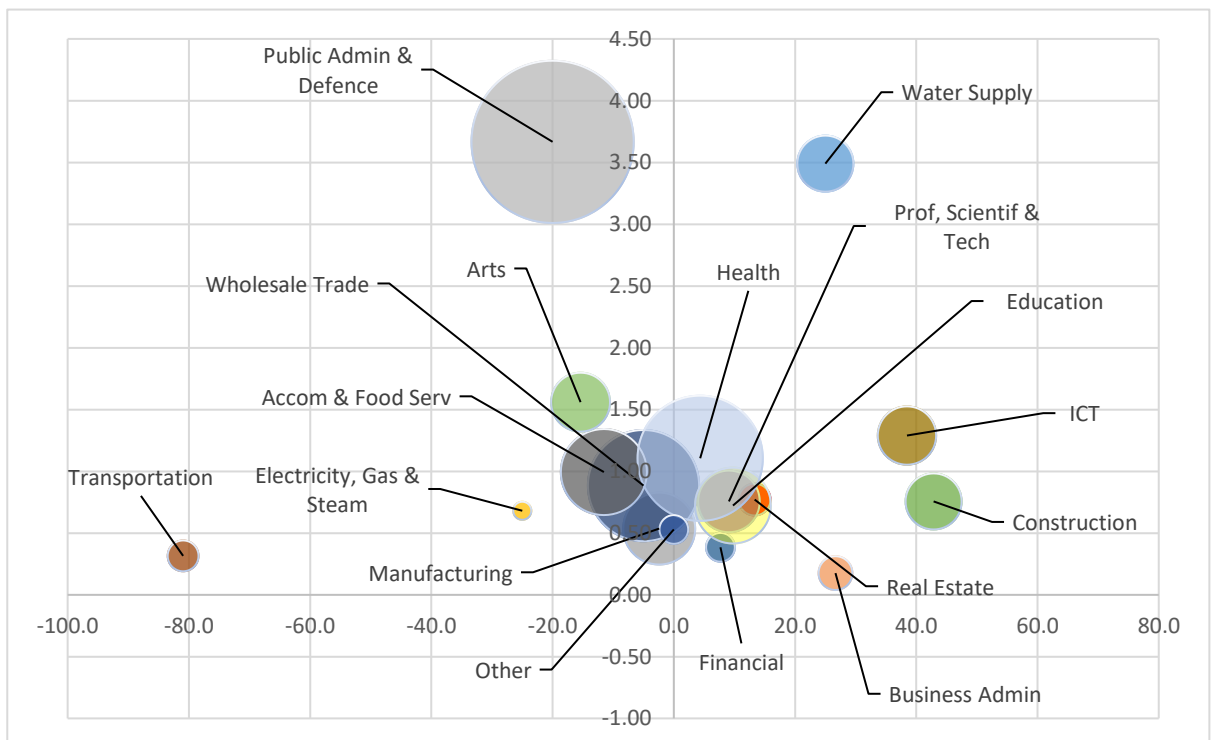


### Location Quotients

2.12 Location Quotients (LQ) are a measure of an area's specialisms within the local economy. Figure 2 displays these along with both the size of the sector in 2021 (size of the bubble) and its growth through employment numbers over the time period of 2017-2021.

2.13 LQs are displayed on the vertical axis (y axis), describing the proportion of employment within a sector in Caernarfon relative to Wales in 2021. It is a measure of an area's specialisms i.e. if a certain sector is more prevalent in the area than in the country as a whole. A score of 1.00 shows a sector performing at the same level as seen in Wales and a LQ above 1.00 infers that there is a higher concentration of employment in that sector in the local area, compared to the concentration in Wales as a whole.

**Figure 2 – Caernarfon: Location Quotients vs Employment vs Growth, 2017-2021**

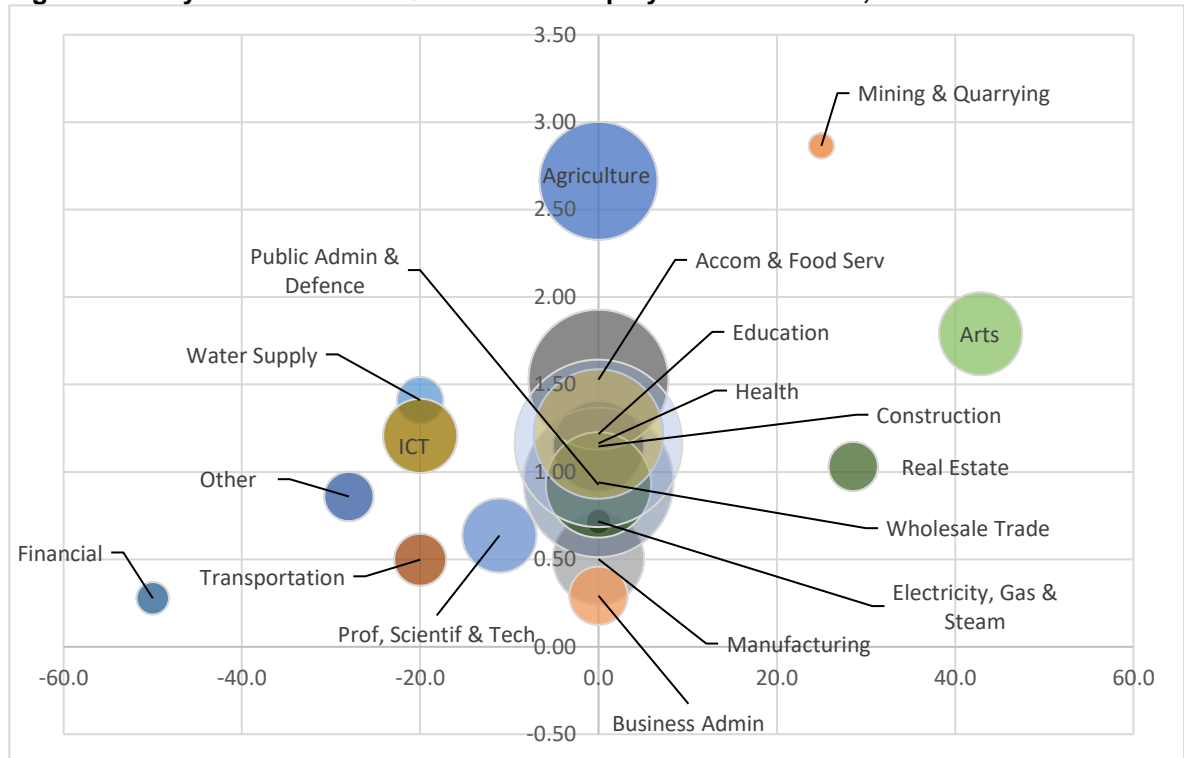


Source: BE Group analysis of BRES, 2023

2.14 The sectors situated at the top of the diagram (i.e. at the top of the vertical axis) show the sectors which have a high degree of localised specialisation, compared to Wales. The public administration and defence sector has the largest difference in share of employment when compared to Wales, which is demonstrated by a LQ of 3.67.

2.15 Gwynedd specialisms when compared to Wales have also been analysed and are represented in Figure 3 below.

**Figure 3 – Gwynedd: Location Quotients vs Employment vs Growth, 2017-2021**



Source: BE Group analysis of BRES, 2023

2.16 Mining and quarrying had the highest degree of specialism compared to Wales with a LQ of 2.86. However, total employment in this sector is low, hence the small size of the bubble. Agriculture also plays a greater role in the Gwynedd economy than in Wales, with a LQ of 2.66. Several of the sectors in Gwynedd represent a similar proportion of employment in Gwynedd as seen in Wales.

### Number and Size of Businesses

2.17 ONS data identifies that, as of 2022, there were 5,390 VAT registered businesses operating in Gwynedd. The town of Caernarfon is made up of two MSOA areas, one of which captures around three-quarters of the town centre (Caernarfon East / MSOA 2), with the other capturing a small area to the west side of the town centre and a large rural area to the south (Caernarfon West & Waunfawr / MSOA 1). These two areas have been analysed separately, alongside Gwynedd, in order to account for the more rural nature of MSOA 2.

2.18 Across the two MSOAs representing the best fit for the town of Caernarfon, there were some 500 registered businesses recorded as of 2022. This represents a slight decline of 20 businesses since 2018, during which time pandemic restrictions were imposed and economic uncertainty increased.

### Business Count by Sector

2.19 In both MSOA 1 and 2 the total number of businesses fell by just ten between 2018-2022. In MSOA 1, a fall in the number of businesses was observed in the wholesale and retail trade (10 businesses), ICT (5 businesses) and business administration (5 businesses) sectors. By comparison, MSOA 2 saw declines in the arts (5 businesses) and other (10 businesses) sectors.

2.20 Growth in the number of businesses was observed in the transportation and accommodation and food service sectors in MSOA 1, both by five businesses. MSOA 2 saw growth in the number of businesses in just one sector, construction, with the sector growing in size from 20 to 25 businesses.

**Table 4 – Business Count by Sector, 2018-2022**

Industry	Caernarfon - MSOA 1			Caernarfon - MSOA 2			Gwynedd		
	2018	2022	% Change	2018	2022	% Change	2018	2022	% Change
Agriculture	45	45	0.0	10	10	0.0	1240	1,245	0.4
Mining & Quarrying	0	0	0.0	0	0	0.0	10	10	0.0
Manufacturing	15	15	0.0	15	15	0.0	235	240	2.1
Electricity, Gas & Steam	5	5	0.0	0	0	0.0	30	35	16.7
Water Supply	0	0	0.0	0	0	0.0	15	10	-33.3
Construction	35	35	0.0	20	25	25.0	655	720	9.9
Wholesale Trade	50	40	-20.0	25	25	0.0	715	670	-6.3
Transportation	10	15	50.0	5	5	0.0	145	150	3.4
Accom & Food Services	40	45	12.5	20	20	0.0	685	720	5.1
ICT	20	15	-25.0	10	10	0.0	160	140	-12.5
Financial	5	5	0.0	5	5	0.0	40	35	-12.5
Real Estate	5	5	0.0	5	5	0.0	95	115	21.1
Prof, Scientific & Tech	25	25	0.0	20	20	0.0	385	360	-6.5
Business Admin	20	15	-25.0	15	15	0.0	315	325	3.2
Public Admin & Defence	0	0	0.0	0	0	0.0	30	40	33.3
Education	5	5	0.0	5	5	0.0	70	80	14.3
Health	15	15	0.0	15	15	0.0	200	190	-5.0
Arts	10	10	0.0	15	10	-33.3	135	135	0.0
Other	10	10	0.0	20	10	-50.0	180	170	-5.6
<b>Total:</b>	<b>315</b>	<b>305</b>	<b>-3.2</b>	<b>205</b>	<b>195</b>	<b>-4.9</b>	<b>5340</b>	<b>5390</b>	<b>0.9</b>

Source: Business Counts, 2023

2.21 Table 5 below identifies the number of businesses by size in MSOA 1, MSOA 2 and Gwynedd.

**Table 5 – UK Business Counts by Size, 2022**

Business Size	MSOA 1		MSOA 2		Gwynedd	
	Number	Percent	Number	Percent	Number	Percent
Micro (0-9)	270	87.1	165	82.5	4,840	89.8
Small (10-49)	35	11.3	30	15.0	490	9.1
Medium (50-249)	5	1.6	5	2.5	50	0.9
Large (250+)	0	0.0	0	0.0	10	0.2
<b>Total</b>	<b>310</b>	<b>100.0</b>	<b>200</b>	<b>100.0</b>	<b>5,390</b>	<b>100.0</b>

Source: ONS, 2023

2.22 Both MSOA 1 & 2 have a smaller proportion of micro businesses than observed in Gwynedd as a whole, 87.1 and 82.5 percent respectively, compared to 89.8 percent in Gwynedd. This would suggest that there was a greater proportion of more significant businesses situated within Caernarfon than the proportion in Gwynedd as a whole. Only 10 large businesses (+250 jobs) were recorded in Gwynedd, none of which were recorded in Caernarfon.

### **Jobs Vs Businesses Comparison**

2.23 Some additional points worth noting about growth in jobs and businesses in the various sectors include:

- The growth of the construction sector in terms of both employment and businesses could suggest that the sector is of growing importance to the town of Caernarfon
- Employment in wholesale and retail trade has fallen in both Caernarfon and Gwynedd. The number of businesses in this sector in Caernarfon has also fallen. This is somewhat unsurprising given the impact the Covid-19 pandemic had on retail in town centres. The total number of businesses in Gwynedd remained constant over the five-year period.
- In Caernarfon, office-based sectors grew in terms of *employment*. However, the *number of businesses* fell in both the ICT and Business administration sectors.
- Overall, employment and the number of businesses fell in Caernarfon. However, given the economic challenges present through the period of 2018-2022, this is likely is a common trend for small towns across the UK. Although employment did

fall in Gwynedd, the number of businesses increased, indicating the resilience of firms in the county borough through this difficult period.

### Earnings

- 2.24 Table 6 shows that the earnings of the residents in Gwynedd, when measured by place of work, was significantly below the Welsh median, £568.90 compared to £598.10. The same is true when earnings are measured by place of residence, with Gross Median Weekly Pay at £539.30 in Gwynedd, compared to £603.50 in Wales. This indicates that there is a large disparity between the wages workers can earn in Gwynedd and what can be earned elsewhere and suggests that businesses may struggle to attract qualified labour in a competitive labour market.

**Table 6 – Average Weekly Earnings, 2022**

Area	Gross Median Weekly Pay, £ (Analysis by place of work)	Gross Median Weekly Pay, £ (Analysis by place of residence)
Gwynedd	568.9	539.3
Wales	598.1	603.5

Source: Annual Survey of Hours and Earnings, 2023

### Welsh Language Skills

- 2.25 Caernarfon has also been compared to Gwynedd and Wales in terms of the resident populations' Welsh language ability. Table 7 shows the statistics at the time of the 2021 Census and highlights the extent that Caernarfon's resident population was much more proficient in the Welsh language than in Wales or even in Gwynedd as a whole.

**Table 7 – Welsh Language Skills, 2021**

Welsh Language Skills	Caernarfon		Gwynedd		Wales	
	Total	%	Total	%	Total	%
All usual residents aged 3 years and over	9,707	100.0	114,307	100.0	3,018,172	100.0
Can understand spoken Welsh	7,870	81.1	77,017	67.4	661,132	21.9
Can speak Welsh	7,900	81.4	73,560	64.4	538,296	17.8
Can read Welsh	7,205	74.2	68,645	60.1	522,411	17.3
Can write Welsh	7,051	72.6	65,639	57.4	458,464	15.2

Source: Census, 2021

### Household Size

- 2.26 Analysis into the size of households in the town and county borough has also been undertaken. As is observed in both Wales and Gwynedd, over 65 percent of households consist of one or two individuals. However, unlike Wales, Caernarfon had

a greater number of one person households than two person households, by a significant 3.5 percentage points. By comparison, Wales had a greater number of two person households, by 3.2 percentage points.

**Table 8 – Household Size, 2021**

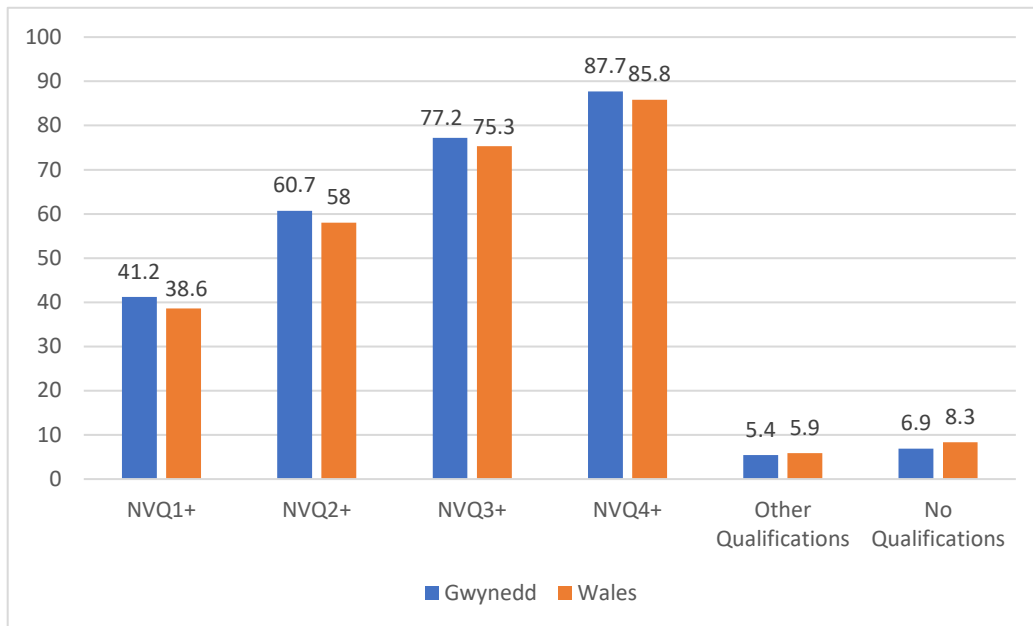
Household size	Caernarfon		Gwynedd		Wales	
	Total	%	Total	%	Total	%
Total: All household spaces	4,420	100.0	51,105	100.0	1,347,114	100.0
1 person in household	1,559	35.3	17,664	34.6	429,559	31.9
2 people in household	1,407	31.8	17,612	34.5	472,906	35.1
3 people in household	725	16.4	7,155	14.0	212,281	15.8
4 people in household	476	10.8	5,531	10.8	157,455	11.7
5 people in household	174	3.9	2,157	4.2	52,304	3.9
6 people in household	51	1.2	678	1.3	15,162	1.1
7 people in household	18	0.4	191	0.4	4,709	0.3
8 or more people in household	10	0.2	117	0.2	2,738	0.2

*Source: Census, 2021*

### Qualifications

- 2.27 Figure 4 below shows the National Vocational Qualifications (NVQ) levels attained by the working age population of Gwynedd and Wales as of 2021. It can be seen that the levels of NVQ1-4 qualifications in Gwynedd all sit higher than national averages, suggesting a strong workforce within the county borough, reflecting in part the prominence of Bangor University in the area.

**Figure 4 – Qualifications, 2021**



Source: ONS Annual Population Survey, 2023

- 2.28 The proportion of the working age population with no qualifications was 6.9 percent, a figure again better than wider national average of 8.3 percent.

### Deprivation

- 2.29 The Welsh Index of Multiple Deprivation (WIMD) is the Welsh Government’s official measure of relative deprivation for small areas in Wales. It is designed to identify those small areas where there are the highest concentrations of several different types of deprivation. A high ranking indicates that that area is more deprived, and a low ranking means that the area is less deprived.
- 2.30 Out of the five LSOA areas that make up Caernarfon town, Peblig (Caernarfon) was within the first decile, indicating that it is one of the top 10 percent most deprived LSOAs in Wales. Cadnant (Gwynedd) also ranked poorly when compared to LSOAs across Wales, falling into the second decile. Both of the above mentioned LSOAs are in the top five most deprived areas in Gwynedd.
- 2.31 However, there are more affluent areas of Caernarfon including Menai (Caernarfon), in decile eight, and Seiont 1, in decile seven. The remaining LSOA in Caernarfon is Seiont 2, which when compared to all LSOAs in Wales, is in decile four, but is one of the ten most deprived areas in Gwynedd.

## Unemployment

2.32 The 2021 Census provides data on the employment status of workers in the UK. The five LSOAs which make up Caernarfon have been compared to Gwynedd and Wales in the table below. Three of the five LSOAs have a lower level of unemployment than the regional and national averages. Unsurprisingly, the LSOA ranked lowest in terms of the Welsh Index of Multiple Deprivation, Peblig (Caernarfon), also had the highest level of unemployment, 4.7 percent, close to double the regional and national average.

**Table 9 – Unemployment Rate, 2021**

Area	Economically active (excluding full-time students): Unemployed	
	Total	%
Cadnant (Gwynedd)	40	2.4
Menai (Caernarfon)	43	2.2
Peblig (Caernarfon)	86	4.7
Seiont 1	23	1.8
Seiont 2	47	3.5
Gwynedd	2,440	2.5
Wales	63,634	2.5

Source: Census, 2021

2.33 Overall, unemployment is relatively low, which may indicate that businesses would have difficulty in attracting appropriately skilled labour, which may impact on growth prospects.

### **Summary and Implications for the Placemaking Plan**

2.34 The socio-economic characteristics of Caernarfon show that the town is a growing area, including its working age population. Overall, the labour market is well-educated with low unemployment, though there are pockets of higher unemployment in Caernarfon. These pockets have significant levels of deprivation.

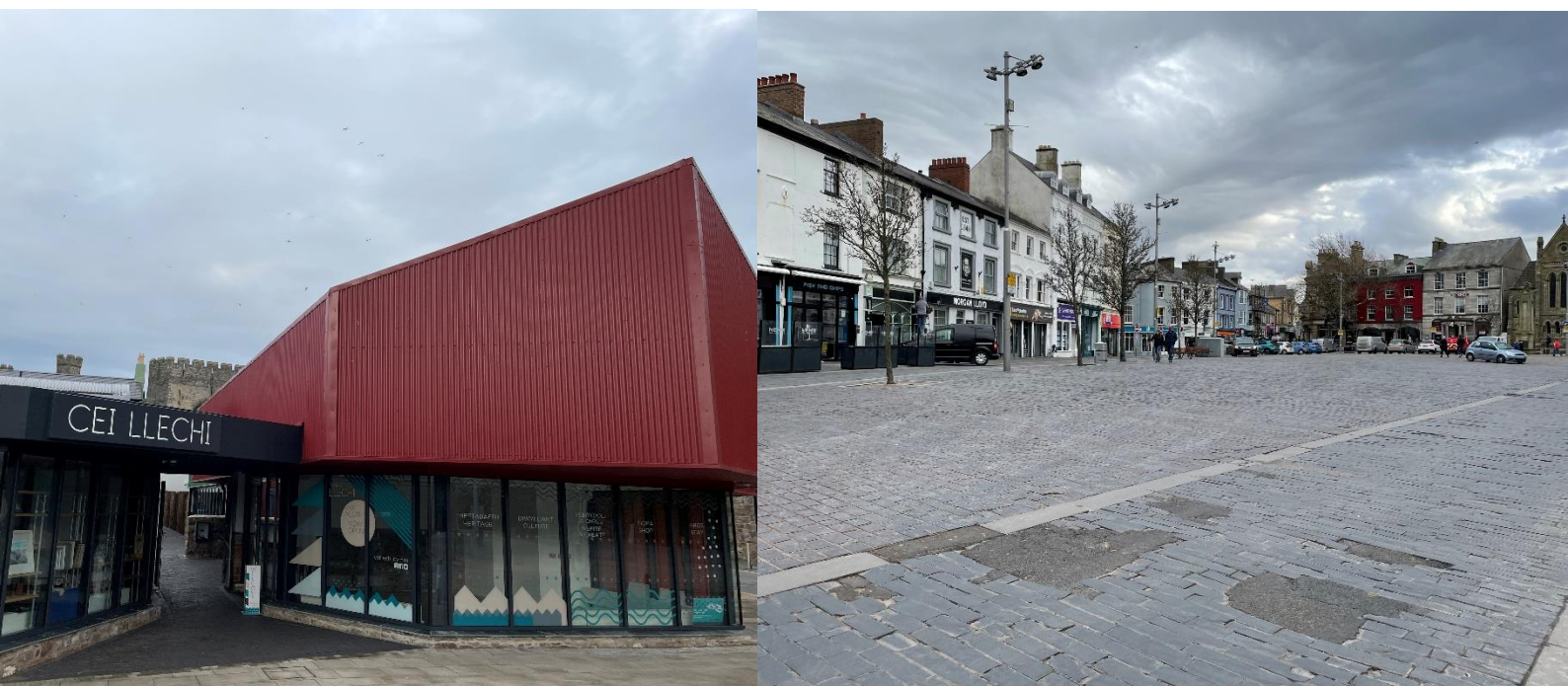
2.35 The public sector dominates the Caernarfon employment market, comprising over a quarter of all jobs in the town. However, this sector has declined in employment in recent years. Other important employment sectors are service sectors such as health and retail.



2.36 Relatively low median wages and low unemployment levels mean that Caernarfon businesses may be having difficulty in attracting appropriately skilled labour. This could impact on growth opportunities for businesses in the area.

2.37 The implications of the socio-economic analysis for the Placemaking Plan are:

- The Placemaking Plan should look to diversify the economy so that it is not so reliant on the public sector for employment.
- The Plan should include interventions that help to reduce deprivation levels, including improving access to services, employment opportunities and education.
- The Plan should encourage higher value employment opportunities through good-quality employment spaces and a supportive business environment.



### 3.0 CAERNARFON TOWN CENTRE PERFORMANCE ANALYSIS

#### Background and Context

- 3.1 Caernarfon is identified as an important ‘Urban Retail/Service Centre’ within the town centre hierarchy of Gwynedd (Joint Local Development Plan 2011-2026 – adopted July 2017) and intended to be a focus for sustainable new development; with Bangor being a more significant sub-regional centre serving a wider catchment. The more recent, Future Wales - The National Plan 2040, acknowledges Caernarfon’s role as part of the regional growth area comprising a cluster of important North Wales coastal settlements, including Bangor, Holyhead and Colwyn Bay which will complement the National Growth Area for North Wales of Wrexham and Deeside.
- 3.2 Whilst much of the traditional planning policy approach to town centres has in the past been dominated by management of the retail function, a far more “holistic” approach is emerging in context of “Placemaking” which is predicated on a clear definition of role, function and vision of the local place as a whole. With the radical changes we are seeing in how people use and interact with their town centres and the wider economic challenges within the retail sector, our town centres must evolve and embrace a much wider range of uses and activities which together contribute to local vibrancy, vitality, and true sense of place.
- 3.3 It is in this context that Cyngor Gwynedd has commissioned the Placemaking Plan for Caernarfon. This section considers the role and identify of Caernarfon and reflects further on how the town centre is performing at present and the opportunities for the future. But first, we reflect on the economic challenges facing town centres generally and especially in light of the Covid-19 pandemic and lock-down measures.

#### Caernarfon Role and Identity

- 3.4 Caernarfon is a unique historic town on the North Wales coast. It has UNESCO World Heritage status and is, therefore, an important year-round visitor destination with international reach which belies its 9,800-resident population (2021 Census).
- 3.5 Caernarfon as a place, therefore, has a number of different roles and functions including:
- Tourist Destination & Service Centre – accommodating seasonal population growth.

- Local Community Service Centre – supporting year-round needs of local residents.
- Regional Community Service Centre – supporting the wider rural hinterland.

3.6 How Caernarfon fares in these roles is addressed in the rest of this chapter. Appendix 1 provides commentary on how town centres have responded to the economic challenges of recent years.

### Caernarfon Town Centre Health and Vitality

3.7 The table below provides a snapshot of Caernarfon town centre offer (including Victoria Dock) from visual surveys conducted in February 2023 and previous data provided by Experian Goad for the town centre in October 2021. These are compared against the national average based on Experian Goad data from 2021.

**Table 10: Town Centre Retail Mix**

Location	Convenience	Comparison	Service	Leisure	Business	Vacant	Total
	Shop Units %						
<b>2023 Visit</b>							
<b>Units No.</b>	12	70	37	69	32	47	267
<b>% by Use</b>	4.5%	26.2%	13.9%	25.8%	12.0%	17.6%	100%
<b>2021 Goad</b>							
<b>Units No.</b>	14	61	33	51	33	34	226
<b>% by Use</b>	6.2%	27.0%	14.6%	22.6%	14.6%	15.0%	100%
<b>UK 2021</b>	<b>9.2%</b>	<b>27.1%</b>	<b>15.6%</b>	<b>24.6%</b>	<b>9.1%</b>	<b>14.2%</b>	

Source: PER Consulting Visual Surveys & Experian Goad UK Average Data Oct 2021

3.8 Although the precise areas covered in each survey may be slightly different, there has been an increase of around 18 units following the completion of the Cei Llechi (Slate Quay) development since the Goad survey was completed in 2021 which accounts for some of the difference in total numbers shown above. The 2023 survey also includes Victoria Dock within the town boundary, although not formally part of the core shopping area.

3.9 Overall, Caernarfon town centre is considered to present a reasonably balanced offer, sustaining a good level of local service and business functions (14 percent and 12 percent in each) alongside its more typical tourism/leisure offer (26 percent). The comparison-shopping offer in the town has actually increased in number to 70 units, although reducing in overall proportion of the town to 26 percent in recent years. Just

a decade ago, comparison shops would comprise 40 percent of a typical town centre offer across the UK.

- 3.10 The nature of the comparison offer in Caernarfon, however, is clearly influenced by the town's tourism role and provision of art galleries, crafts and gift shops. Some 40 percent (31 shops) of the total comparison offer can be related to the tourist attraction of the town.
- 3.11 Caernarfon's "leisure" offer has increased slightly and is broadly in line with national average provision at around 25 percent of all town centre units. This is somewhat lower than may be expected given the town's tourist status and contrasts with more typical coastal resorts where provision can be one-third or more of the town offer focused on cafes, bars and restaurants. For example, our recent work in Pembrokeshire shows the coastal resort of Tenby having 38 percent of the town centre given over to leisure uses.
- 3.12 The local "service" offer (typically hairdressers, opticians and travel agents) at 14 percent is also not far off the national UK average provision (15.6 percent) although is slightly down on that recorded in 2021. This demonstrates Caernarfon's important local service function for the resident community and wider rural area.
- 3.13 The proportion of shop units occupied by business users (e.g. banks, estate agents, solicitors etc) in Caernarfon has contracted in recent years down to around 12 percent overall but is still higher than the national UK average of 9 percent of town centre uses.
- 3.14 Caernarfon has around half the expected level of food retailing (convenience) offer with around 4.5 percent of all units compared to over 9 percent nationally. This includes the Asda store which is close to the town centre but excludes Tesco and Morrisons which are just outside the area considered to be the core town centre.
- 3.15 More concerning is the continued steady rise in the town centre vacancy rate in Caernarfon up from 15 percent in 2021 to nearly 18 percent at the time of the site visit in February 2023. This compares with a declining UK average vacancy rate of 14 percent and is slightly higher than the latest Wales town centre average of 16 percent at the end of 2022.

3.16 Some investment has occurred within the town in recent times. Cei Llechi, the workspace project as a joint venture between the Caernarfon Harbour Trust and Galeri Caernarfon was opened in mid 2021, providing small workshops and gallery spaces at Cei Llechi. Local charity GISDA and Cyngor Gwynedd have combined to acquire the vacant former Natwest building and it is currently being reconverted to a community café and flats for vulnerable young people. Caernarfon Castle has recently completed their upgrade, including viewing platform and new exhibits.

### **Different Character Areas within Caernarfon**

3.17 The illustrations in Figure 1 overleaf highlight the different place characteristics and variety in the local market offer across the different areas within Caernarfon town centre.

3.18 The graphs are based on the percentage of shop units in each location by category of use as follows:

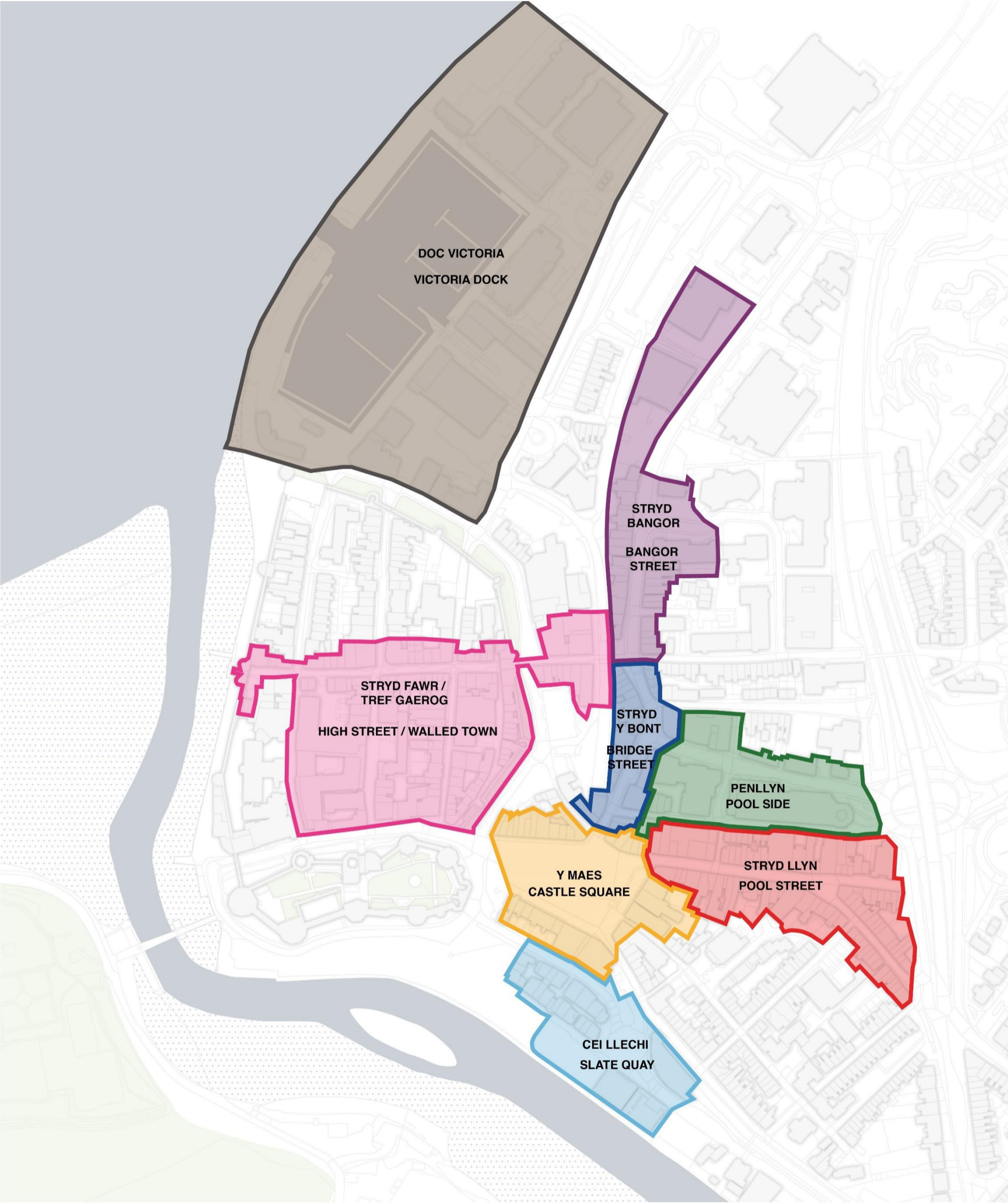
- Food Sales & Convenience Stores
- Comparison Shopping
- Visitor & Leisure Uses (cafés etc.)
- Retail Services (hairdressers etc.)
- Commercial / Business (Banks and Estate Agents)
- Empty/Vacant Units

3.19 As described earlier, Caernarfon town centre as a whole retains a strong presence of comparison-shopping offer (albeit itself geared towards the visitor economy) which is reinforced by the leisure offer but backed up by a positive contribution from local commercial uses and retail services supporting the residential community.

- **Pool Street** in Caernarfon is the **main comparison shopping area** and is also the main focus for national traders. Of concern is the growing level of vacant units.
- **Bridge Street** has the strongest presence of **leisure uses** responding to the visitor economy and one of the lowest levels of vacant units in the town.
- **The Maes** is also focussed on **leisure/visitor** facilities but also retains a strong **commercial/business** presence.

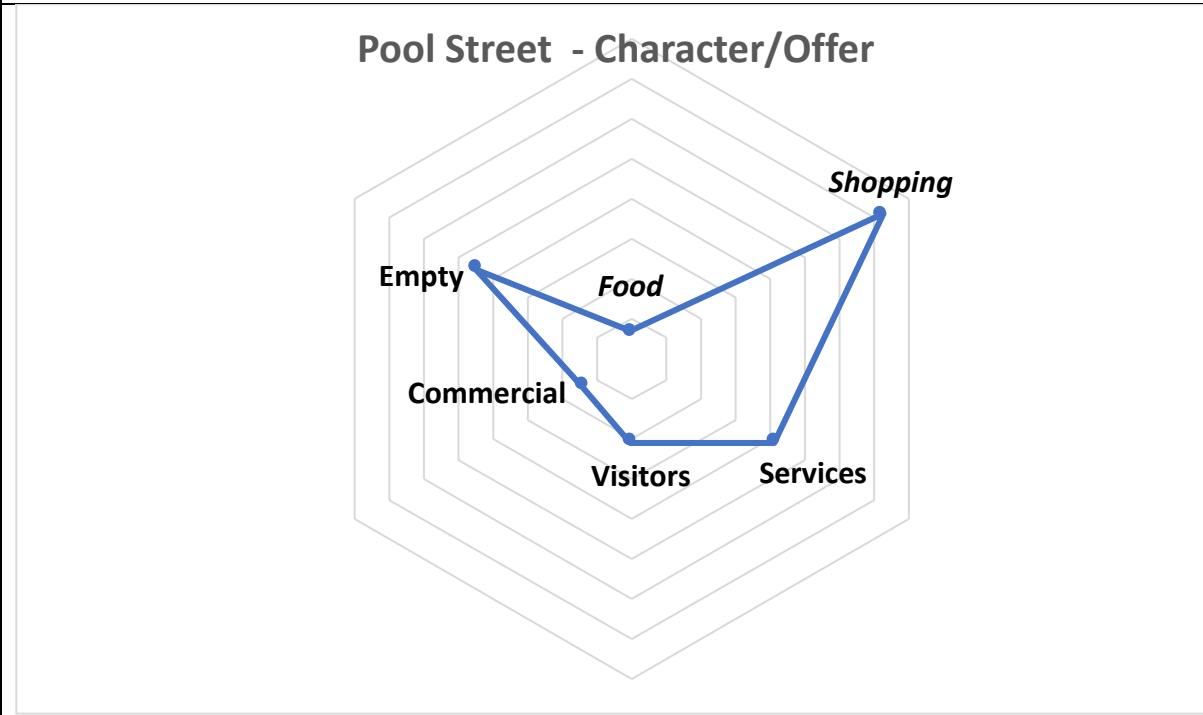
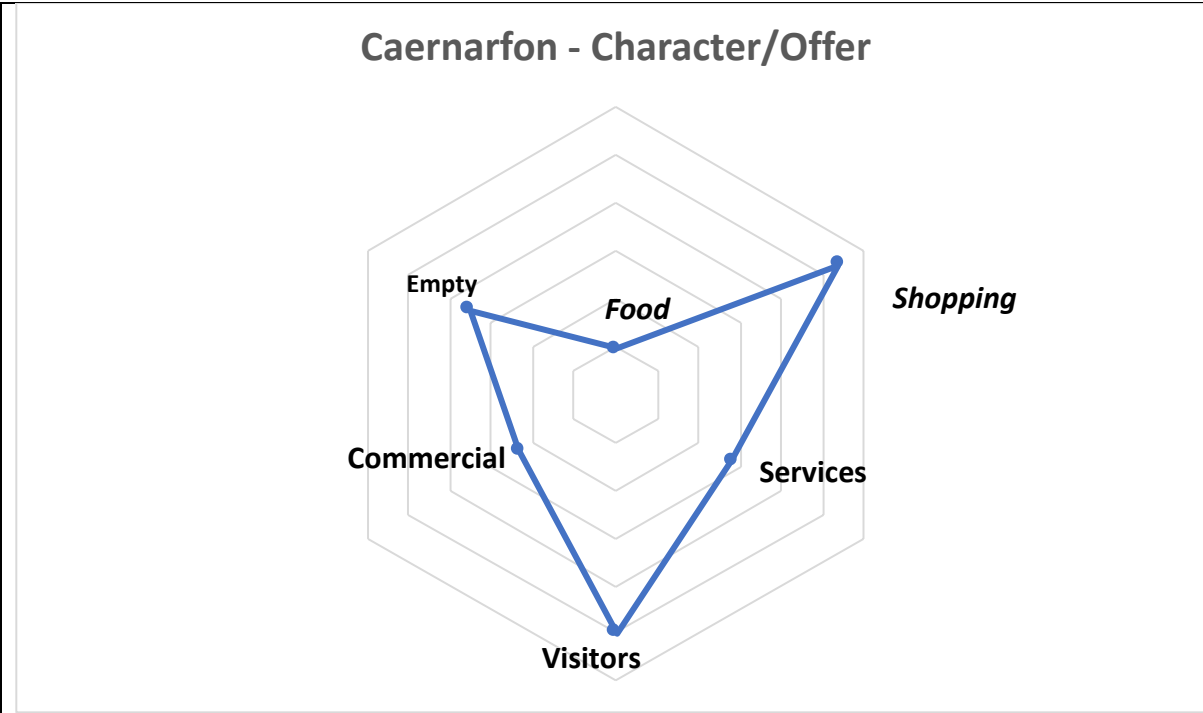
- The **Penllyn** area contains the Iceland food store and Peacocks general comparison shopping for the local community but is more focussed on local **retail services and commercial/business** premises.
- **Bangor Street** has the greatest proportion of **vacant units** which affects the quality of visitor experience.
- **High Street/Walled Town** commercial area is clearly focused on the **visitor/leisure uses** with the majority of cafés and restaurants in the town centre, in particular the pedestrianised Stryd Y Plas, and reflecting the proximity to the Castle and the historic walls. However, other uses, such as Cyngor Gwynedd offices and other office space are also within this area.
- **Cei Llechi** although showing high concentration of comparison-shopping facilities the focus is very much on the **visitor economy** and supported by a strong local café offer and reflecting the location and rationale for the regeneration development.
- **Victoria Dock** is clearly an important **leisure destination** with two budget hotels and the regionally important Galeri complex comprising Cinema and Theatre alongside creative business units on the upper floors. Two of the ground floor units in the main Dock scheme remain vacant, pushing the vacancy rate in the area to over 18 percent. This also excludes nearly half of the upper floor offices being vacant within the main development scheme.

Figure 5 – Caernarfon Town Centre – Character Areas



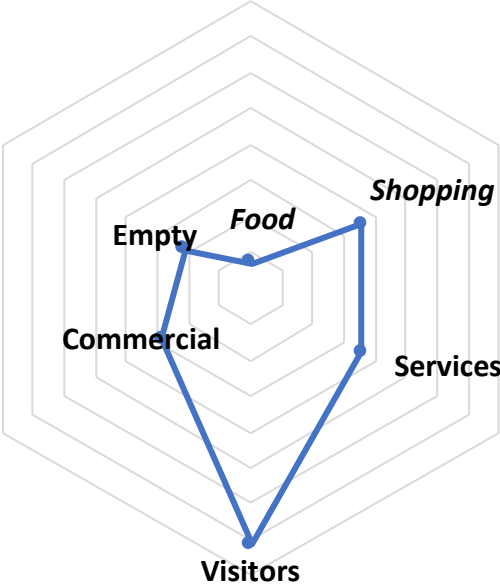
Drawing Title: Caernarfon - Character/Offer Areas  
Project: Caernarfon Placemaking Plan

Source: The Urbanists

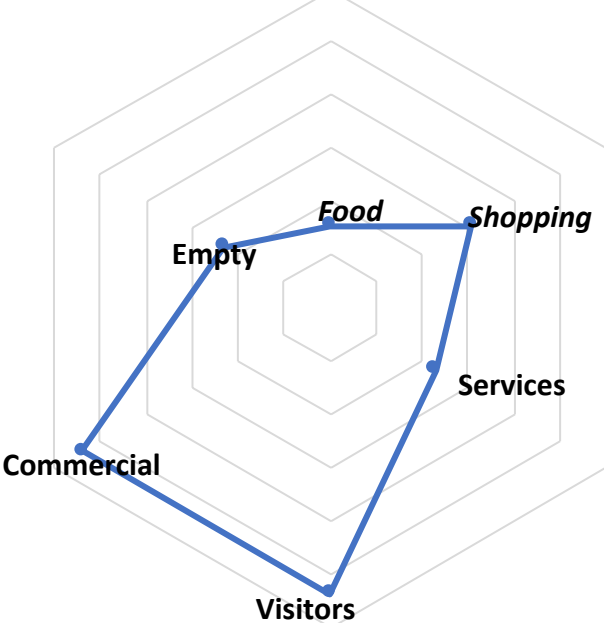


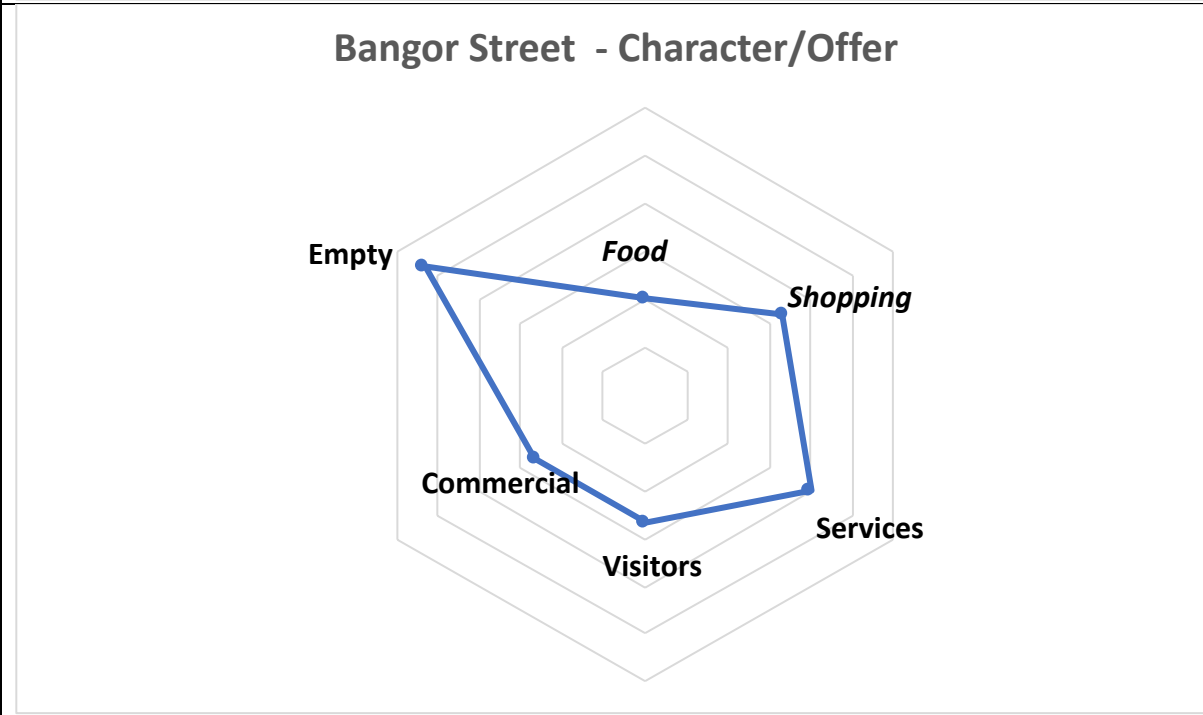
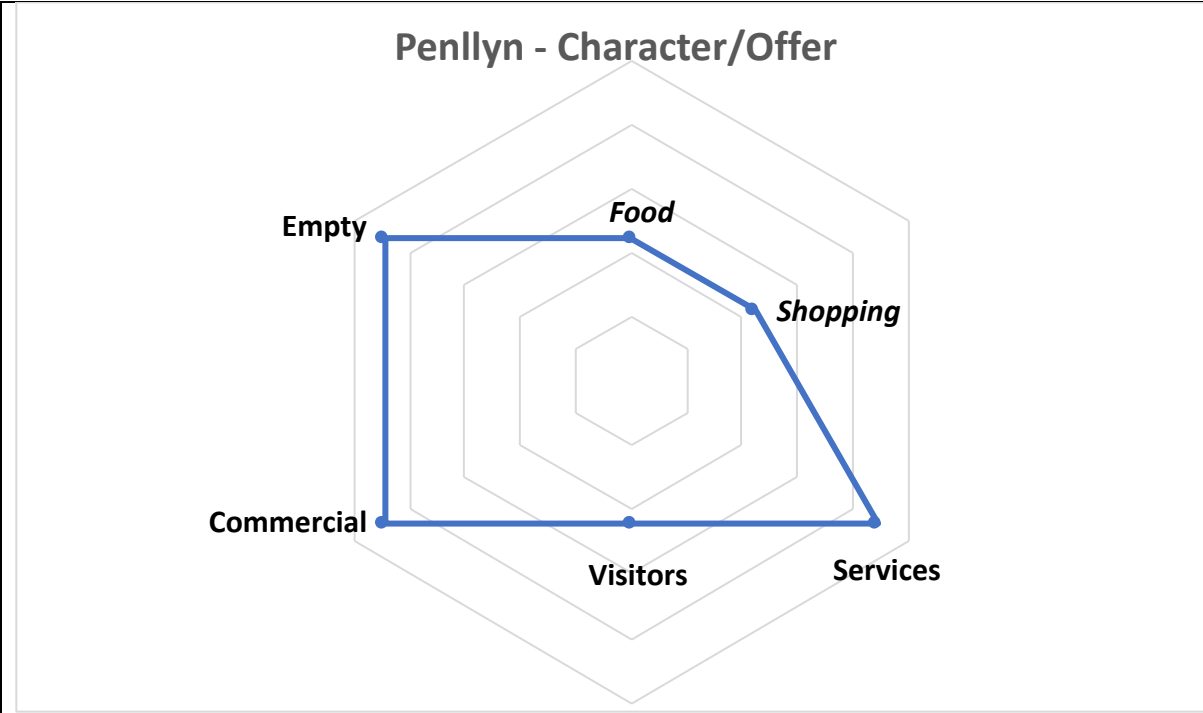


### Bridge Street - Character/Offer

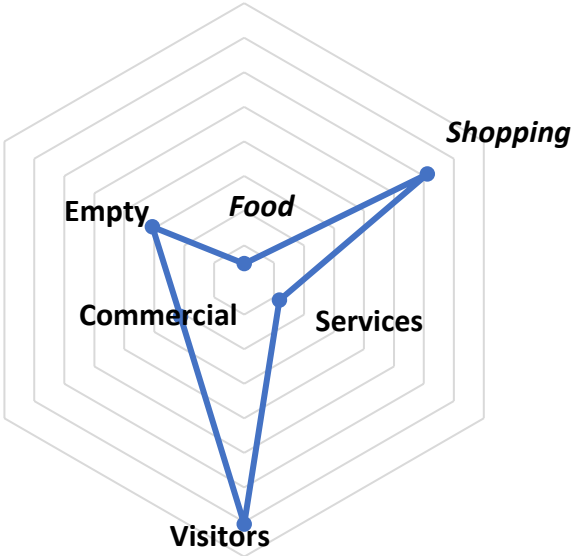


### Y Maes - Character/Offer

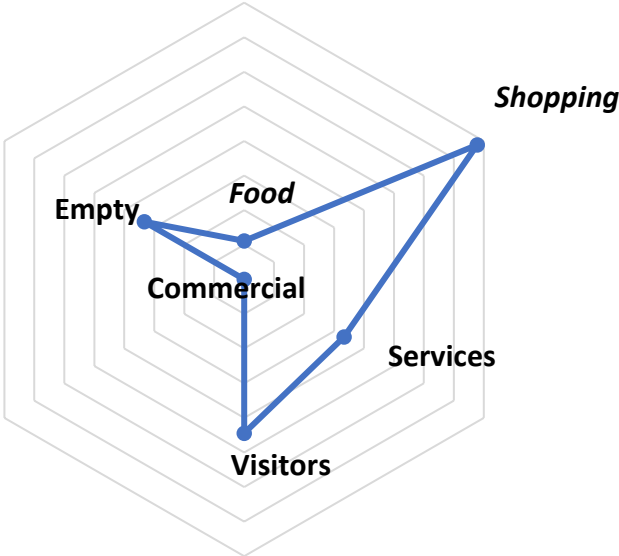


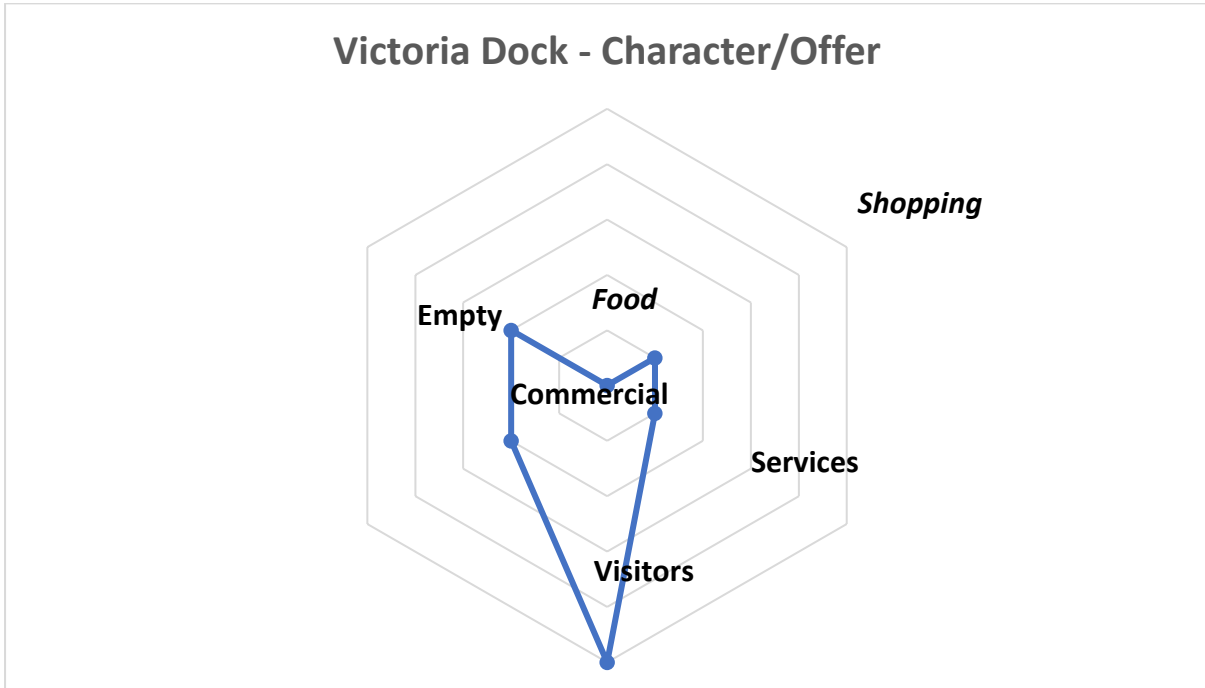


### High Street/Walled Town - Character/Offer



### Cei Llechi - Character/Offer



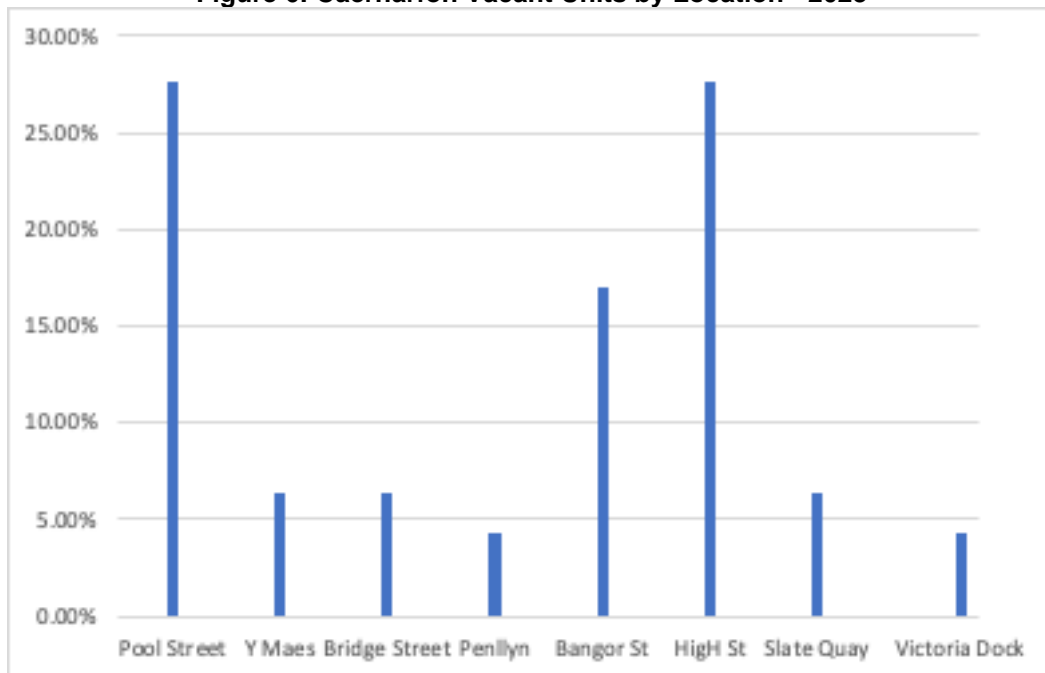


Source: PER Consulting, 2023

**Distribution of Vacant Units**

3.20 Figure 6 below shows the distribution of all the vacant units identified within Caernarfon town centre at the time of the site visit in February 2023. This highlights the concentration of vacancies within Pool Street and the High Street areas of Caernarfon – 13 units in each area of the total of 45 vacant units.

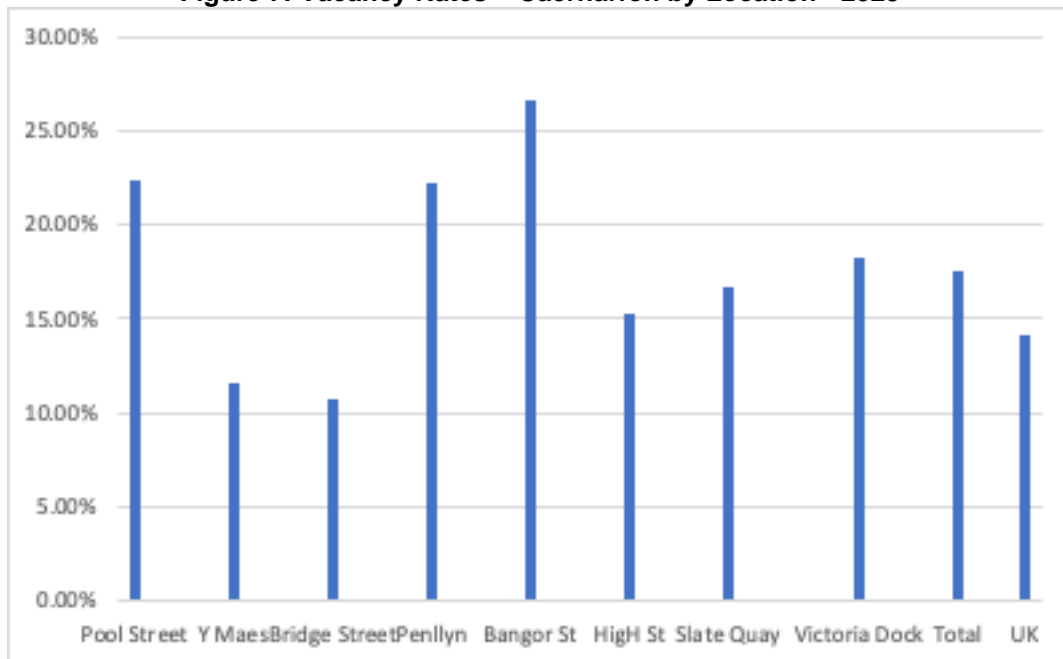
**Figure 6: Caernarfon Vacant Units by Location - 2023**



Source: PER Consulting, 2023

3.21 Figure 7 presents the vacant units as a proportion of the total shop units in each area which gives an indication of the impact on the area from vacant shop units. Bangor Street has one of the highest vacancy rates in the town at some 27% of all shops in the area closely followed by Pool Street and Penllyn both around 22% and above the average vacancy rate for Caernarfon overall.

**Figure 7: Vacancy Rates – Caernarfon by Location - 2023**



Source: PER Consulting, 2023

## Market Overview

### House Prices

3.22 According to property web site Rightmove, most of the residential sales in Caernarfon over the past year were terraced properties with an average selling price of around £147,900. Semi-detached properties averaged £225,400 with detached homes fetched £336,200 on average. The overall average price across Caernarfon was £213,100 up 10% on the previous year.

**Table 11: Average House Prices 2021**

	Overall Average	Detached	Semi-Detached	Terraced	20-21 change
Caernarfon	£213,100	£336,200	£225,400	£147,900	+10%
Bangor	£195,100	£335,400	£212,500	£147,800	-11%
Conwy	£313,000	£434,900	£237,100	£270,500	+9%
North Wales	£230,800	£367,800	£222,600	£163,300	+2%
South Wales	£251,700	£410,900	£243,600	£186,300	+2%

Source: Rightmove market review 2021

3.23 Whilst the housing market remains buoyant in Caernarfon, prices have fallen some 11 percent over the past year or so in nearby Bangor remain relatively flat across the whole of North and South Wales as shown in Table 2 above. There is a step-change in the sales values commanded in the more traditional retirement settlement of Conwy where average sales prices are £313,000.

#### **Commercial Market Rents & Investment Yields**

3.24 Since the 2008 economic recession, occupiers have been more sensitive to total occupancy costs and landlords have generally been under pressure to reduce rents, especially when facing the impact of Business Rates on empty properties. Many national operators have also sought turnover related deals with investors and are challenging the traditional “upward only rent review” lease agreement. Following the Covid pandemic and further market constraints, retailers have accelerated their exit strategies from many town centres reducing their property exposure and overhead risks. Lease terms are also much shorter than pre-recession days with most now running 3-5 years, with break options included rather than the 15-20 years of the past. All of which puts pressure on the confidence and viability of new retail development and will be exacerbated even further as the economy responds to further market constraints and uncertainty.

3.25 Commercial retail rents in Caernarfon are estimated to be currently around £12/sqft rising to some £16/sqft for café/restaurant uses. There are indications however of much higher historic rents of around £18/sqft from national retailers in Pool Street which will colour landlord expectations for some time.

3.26 Vacant units in the modern Victoria Dock development are seeking rents ranging from £16 - £18.50/sqft which are likely to now be the top end for the town generally. The units still available are proving to slow to let and further discounting off these initial asking prices are inevitable.

3.27 Commercial investment yields are also considered to be constrained and estimated to be at best around 9-12 percent and more like 16-20 percent in lower value areas of the town centre reflecting the market constraints and uncertainty over long term occupation and secure rental income.

#### **Local Office Market**

3.28 The Caernarfon office market has to date been dominated by major public sector occupiers although Welsh Government has now vacated their main 41,173 sqft

building at Penrallt since 2020. The property is on the market for freehold sale valued at £1m with Agents Avison Young.

- 3.29 Cyngor Gwynedd also hold substantial office accommodation in the town and is envisaged to be significantly under-utilised as staff adopt hybrid working practices with less time in a physical office building.
- 3.30 Elsewhere, professional offices are either in small suites above ground floor shops or imposing office premises facing the historic Maes. There is little to no office space being marketed within the core town centre at present. Modern office suites are available in the modern Victoria Dock development with asking rents between £9 and £13/sqft but with the current incentive of 12 months rent free. Galeri has also been successful in stimulating a creative office market sector with the completion of their mixed-use leisure and business complex in 2005. Much of the commercial space is fully occupied with only 2 units being marketed commanding inclusive rents of around £20 - £24/sqft (inclusive of utilities, cleaning and reception services). This is quite high in comparison but the unit sizes are relatively small (180 sqft) keeping the overall occupancy costs down by comparison to more traditional office space and the attraction of a lively cultural environment and place.
- 3.31 It is feasible that more demand could be stimulated for similar flexible workspaces and hot-desk hubs especially aligned to the quality-of-life attraction of the North Wales coastal area in light of increasing hybrid working patterns and greater distances for short-term/occasional commutes to a central office location.

#### ***Property Market Stakeholders***

- 3.32 Consultations have been carried out with a sample of locally active commercial agents to gain a broader understanding of local market dynamics in Caernarfon. These views are the opinions of the representatives of the consulted organisations at the time of the discussions and are not the views of Cyngor Gwynedd or the consultant team.

**Table 12 – Comments from Commercial Property Agents**

Sector	Comments
<i>Industrial</i>	<ul style="list-style-type: none"> <li>• Good demand for industrial premises in Caernarfon, however, very limited turnover due to limited stock</li> <li>• As a result, Caernarfon-based firms have been looking for premises in Bangor and Penygroes with both locations offering recently developed / refurbished industrial accommodation</li> <li>• In Penygroes, newly developed industrial units of around 900 sqft with 300 sqft of office are being let for £9,000 per annum (£7.69/sqft)</li> <li>• Refurbished units just outside Bangor have recently achieved the following: <ul style="list-style-type: none"> <li>○ 1,937 sqft unit: £12,000 per annum (£6.20/sqft)</li> <li>○ 2,292 sqft unit: £13,750 per annum (£6.00/sqft)</li> <li>○ 3,100 sqft unit: £18,600 per annum (£6.00/sqft)</li> </ul> </li> <li>• Demand is typically for units of up to 2,000 sqft. Enquiries are mainly from small, local businesses who do not require larger, more expensive units</li> <li>• Examples of typical businesses enquiring include steel fabrications, car workshops, gym/crossfit spaces, wood workshops, etc</li> <li>• Majority of available stock is available for lease but many businesses enquiring ask if landlords are willing to sell</li> </ul>
<i>Office</i>	<ul style="list-style-type: none"> <li>• Most enquiries are for small offices catering for a few individuals</li> <li>• Limited amount of small office space advertised currently, but when available, tenants have been found “fairly quickly”</li> <li>• Stock is typically above retail and low quality</li> <li>• Most demand is for leasehold</li> <li>• No high-spec office space currently on the market</li> </ul>
<i>Retail</i>	<ul style="list-style-type: none"> <li>• Reasonably good levels of demand for retail space along Palace Street, Pool Street and the Maes</li> <li>• A premium is typically paid for units on Palace Street and the Maes. Example given of unit on The Maes achieving £16/sqft compared to a similar sized unit on High Street achieving £14/sqft</li> <li>• Typical enquiries come from local businesses such as Cafés, gift shops, charity shops, etc. Very little interest from national brands</li> <li>• Retail units generally of a modest standard</li> <li>• Caernarfon is said to have very good leasehold demand for retail premises when compared to neighbouring towns such as Bangor</li> <li>• There is also reasonable demand for investment property in Caernarfon</li> </ul>

Source: Consultations with Various Commercial Property Agents, 2023



## 4.0 RATIONALE FOR INTERVENTION

4.1 Caernarfon town centre has several key assets that make it an attractive location to visit. Its waterside location, close to an attractive rural area means that it is an ideal base from which to explore north-west Wales. Coupled, with its UNESCO-listed heritage assets, it has several features that can draw domestic and international visitors looking to experience the historic and natural assets of the area.

4.2 However, its provision of services and facilities for its resident population is more modest. While having a good range of retail and other town centre facilities, the standard of facilities is modest and there are areas of significant vacancies.

4.3 In particular, the rationale for intervention for the Caernarfon town centre is that:

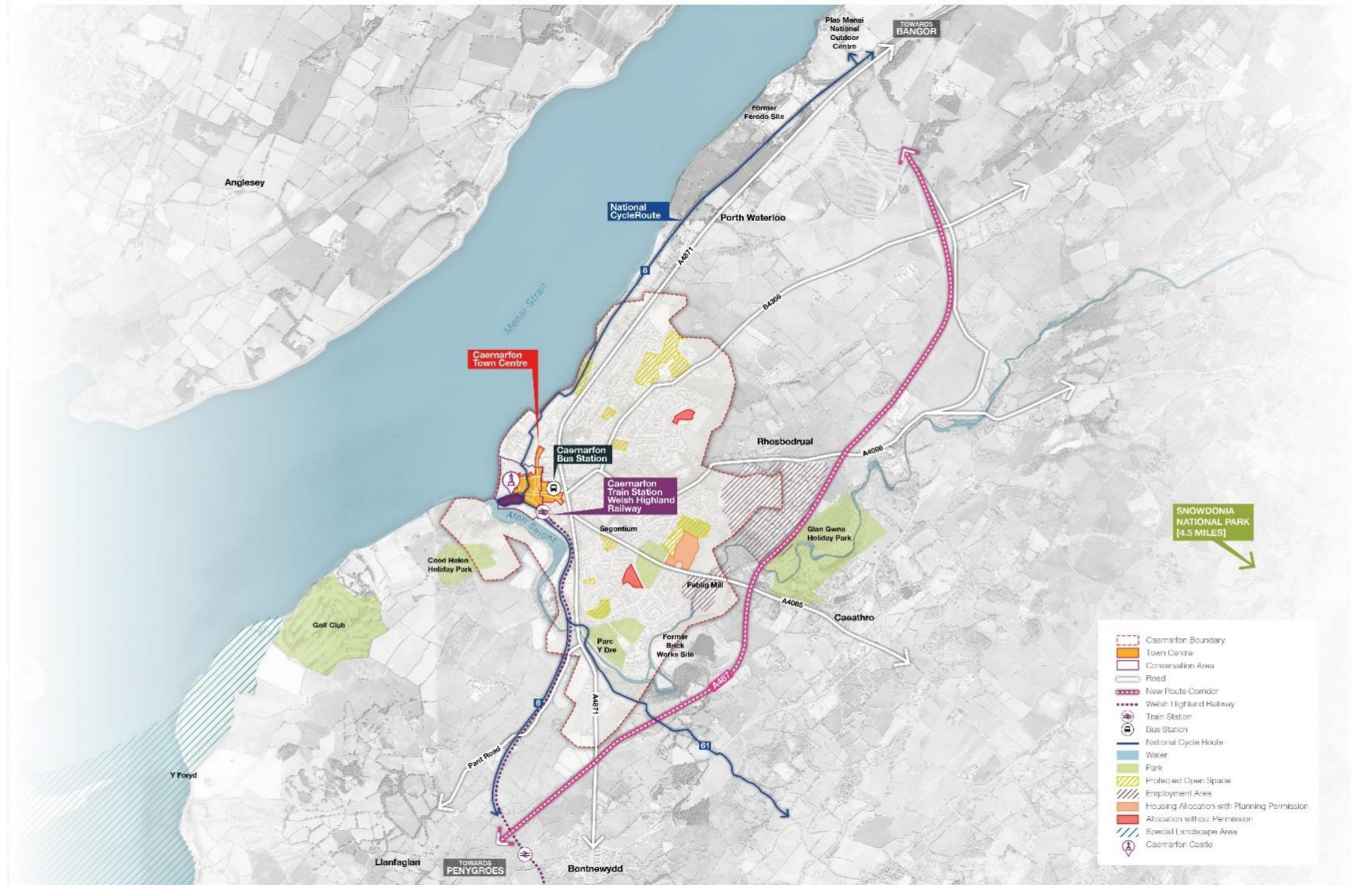
- Caernarfon town centre has a high vacancy rate for commercial properties at 17.6 percent. This includes some long-term vacant premises, which reduces the amenity of the centre.
- Some areas within the town centre have significantly higher vacancy rates, with Bridge Street, Stryd Llyn (Pool Street) and Penllyn having vacancy rates above 20 percent. These are the key areas for retail servicing the residential market and strongly suggest that this market is being poorly serviced in these areas.
- While unemployment overall in Caernarfon is relatively low, there are pockets of higher unemployment within the town and pockets of significant deprivation.
- The public sector is the dominant employer in Caernarfon, which limits the breadth of the economy and employment opportunities for locals.
- The area has below average wage levels, which can result in workers leaving the area for higher paid positions.
- The visitor market is a key element of the local economy, though is highly seasonal. A more year-round offer would help to make the local economy more resilient.
- The leisure and evening economy within the town centre is targeted towards the visitor market, with a more limited offer for local residents.
- The Victoria Dock area is poorly linked with the remainder of the town centre, which limits opportunities for visitors to one area to conveniently visit other areas.

- While close to the Castle and Y Maes, the Cei Llechi workspace units are not in a prominent location and are overlooked by visitors to the town centre.
- The wider Cei Llechi area, including car park, Harbour Trust areas and pedestrian bridge has been identified as requiring regeneration and renewal, including replacing/upgrading the pedestrian bridge, improving the amenity and broadening the usage of this area.
- The gateways into the town centre are unattractive and ill-defined. They do not encourage visits to the core of the town centre or represent Caernarfon as an interesting and enticing destination.
- The need to redevelop the A4871 flyover to the east of the town centre provides an opportunity to holistically reconsider the entry point at Pool Side.
- There is only a very limited range of green space and planting throughout the town centre.
- Some of the visitor signage, while informative in telling the history of Caernarfon, is dated and in need of renewal.
- Much of the street-scaping and street furniture within the town centre is dated, particularly along Stryd Llyn and Bridge Street.
- Shopfronts are in need of renewal along Stryd Llyn and Bridge Street.
- Tourist visitors to the wider hinterland area use Caernarfon as a base and thus infrastructure, services and connections should be in place to facilitate and encourage exploration of the hinterland.

4.4 The economic uncertainty at present, as inflationary pressures are having impacts throughout the economy, means that there is a robust case for targeted support for key sectors. Town centres and tourist areas are particularly vulnerable to cost of living pressures as consumers become more cautious with spending. Interventions to continue to support and invigorate the town centre will help to support and protect local businesses.

4.5 Cyngor Gwynedd, as the local authority, should have a lead role in coordinating and driving interventions within Caernarfon. However, private sector and community-led interventions should also be encouraged, with key landholders within the town centre encouraged to improve and revitalise their holdings. Council can provide a facilitating and catalytic role in encouraging private sector investment.

Figure 8 Context Plan



Drawing Title: Caernarfon - Contextual Analysis Plan  
Project: Caernarfon Placemaking Plan

theurbanists

Source: The Urbanists, 2023

## 5.0 CAERNARFON VISION AND OBJECTIVES

5.1 The following outlines the vision for Caernarfon town centre. The vision has been developed by distilling the findings and key messages emerging from the consultations undertaken as part of this research, in particular the workshop undertaken with stakeholders, as well as the market evidence presented earlier in this report.

### **Stakeholder Workshop and Consultations**

5.2 A visioning workshop was undertaken in Caernarfon in March 2023, bringing together key stakeholders from the public and private sectors in Caernarfon.

5.3 A summary of the findings from the workshop and other consultations undertaken as part of the Placemaking Plan process is provided in Appendix 2. Overall, the workshop identified a strong connection to the town centre. The heritage assets, Welsh identity and sense of community are valued aspects of Caernarfon town centre. The workshop highlighted the enthusiasm to see Caernarfon evolve and diversify, providing more vibrant places that serve the local community and highlight all aspects of the town's history and identity. Participants of the workshop were keen to see improvements to the built forms in the town centre, particularly retail shopfronts and older commercial stock. Improvements to connectivity within the town centre and to the wider town and hinterland areas were also seen as important.

### **Consultations undertaken as part of Regeneration Framework**

5.4 The Regeneration Framework included significant consultation with the community and stakeholders, which has been summarised in the Record of Ardal Ni Session – Caernarfon Catchment and the Local Regeneration Plan Preparatory Document. The consultee inputs recorded in these documents in relation to the Caernarfon town centre have been noted and considered as part of the inputs for the preparation of the Placemaking Plan, including the Vision.

### **Approach to creating a vision for Caernarfon**

5.5 The development of the vision for Caernarfon town centre has been undertaken with consideration of the evidence gathered during the course of the study, including property market assessment, socio-economic assessment, consultations/workshop, on-the-ground observations and identification of key issues within the town centre.

- 5.6 It is important that a clear, strong and achievable vision is articulated as the overarching statement for further planning within the town centre. Specifically, this vision would guide further masterplanning and regeneration work over coming years. It should be a vision embraced by all stakeholders within Caernarfon. Therefore, the vision that is proposed has taken into account the inputs and intelligence gathered during the course of the study.

### **Proposed Vision for Caernarfon**

- 5.7 From these issues, we have drafted a vision and set of accompanying objectives.

**Caernarfon town centre is a diverse, vibrant centre and is nationally and internationally recognised for its broad heritage, cultural assets and Welsh identity. The town centre is the focus of a dynamic, ambitious and outward-looking economy.**

**The town centre serves Caernarfon's residents and the hinterland population by providing a broad array of retail, commercial, leisure, community, civic, cultural, creative, housing, education and social facilities. The town centre provides a wide range of employment opportunities for residents and has a diverse economy. It is an attractive and desirable place to live, work and socialise.**

**The town centre is a core part of Wales's tourism offer, with a diverse range of visitor attractions and experiences celebrating the breadth of Caernarfon's historic, cultural and natural assets. Caernarfon's visitor economy is broad, year-round and sustainable.**

### **Objectives**

- 5.8 The following objectives are proposed to support and realise the above vision for the Caernarfon town centre. These objectives help to articulate the vision and in turn provide the basis for the range of proposed interventions later in this document.
- 5.9 The following table lists the objectives for Caernarfon town centre, with an explanation of each objective.

**Table 13 – Caernarfon Town Centre Objectives**

Objective	Comments
<b>A more diverse town centre</b>	<p>The town centre provides two main functions – serving the convenience needs of the local residents and as a visitor attraction. Caernarfon’s employment base is very focused on the public sector.</p> <p>The residential function can improve through the better provision of retail (including diversity of operators, quality of shopfronts, etc.), appropriate local services, community facilities and leisure options for local residents. The visitor function can improve through enabling visitors to discover the breadth of Caernarfon’s heritage, its arts/creative sector and its natural environment. Broadening the employment base, through encouraging more private sector investment and growth will provide more choice of jobs for locals to retain the local workforce and encourage workers into the area.</p>
<b>A more connected town centre</b>	<p>The town centre has several different elements, including the Castle and walled town, Y Maes, Stryd Llyn, Bridge Street, Victoria Dock, Cei Llechi, Pool Side, which serve differing functions. Physical connectivity between some of these elements can be unclear to someone not familiar with the centre.</p> <p>The gateways to the town centre are unattractive and not readily apparent as the main entry points to the town. Improvements to the amenity and built forms at these entry points will benefit the overall perceptions of the centre.</p> <p>The natural assets surrounding Caernarfon are key attractors to the region. Improving connectivity to these areas, including for active travel and public transport, will benefit both Caernarfon town centre as a base and the surrounding rural areas.</p> <p>However, a connected town centre is broader than just physical connections. Caernarfon has a strong Welsh identity, thriving Welsh language and rich history and it is important to support and enhance the community’s connection to these elements.</p>
<b>A more sustainable town centre</b>	<p>Visits to the town centre are primarily through car trips, which has a higher impact on the environment in terms of climate change emissions and pollutants. Reducing the reliance on car trips by increasing public transport use and active travel would improve the sustainability of the town centre. This includes travel to hinterland areas.</p> <p>Increasing employment and residential uses within walking distance of each other and encouraging hybrid working to reduce commuting will reduce transport related environmental impacts.</p>

Source: BE Group, 2023

5.10 The proposed interventions and delivery strategy within this document demonstrates potential pathways of realising the vision and objectives.

## 6.0 PROPOSED INTERVENTIONS TO MEET OBJECTIVES

6.1 In order for the vision and objectives to be realised, a series of specific and achievable projects/interventions are required so that stakeholders can clearly understand the means of achieving the vision. This chapter outlines the interventions proposed for Caernarfon town centre.

6.2 As a first step to articulating the interventions, a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis was undertaken on the town centre, which is outlined in the table below.

**Table 14 – Caernarfon Town Centre SWOT Analysis**

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Unique historical assets of the town (e.g. the Castle, Wall, heritage buildings)</li> <li>• Position within the natural environment, on the Menai Strait and within easy access of attractive hinterland areas</li> <li>• Attractive and well-maintained promenade overlooking the Menai Straits and Castle provides a pedestrian walkway along the western edge of town</li> <li>• Very strong usage of Welsh language</li> <li>• Strong arts and creative sector</li> <li>• Range of retail units consisting of local independent providers and budget high street stores</li> <li>• Some choice of supermarket options within the town centre (Asda, Iceland)</li> <li>• Centrally located Maes provides a distinctive focus for the town and venue for events</li> <li>• Weekly market on the Maes is performing solidly and broadens the retail offer and opportunities for businesses within the town centre</li> <li>• Good mix of food and drink providers, especially in the walled town</li> <li>• The town centre has several large car parks providing choice for consumers</li> <li>• Caernarfon has a strong third sector presence, including organisations active in supporting access to employment, economic development and the creative sector (e.g. Antur Waunfawr, CARN, Galeri, GISDA)</li> </ul>	<ul style="list-style-type: none"> <li>• Lacks green space for local residents and visitors to gather</li> <li>• High street has significant vacancies and lacks high profile retail providers</li> <li>• Dated visitor and historic interpretation signage</li> <li>• Some confusion between pedestrians and vehicles on the Maes</li> <li>• Cei Llechi is underutilised during low months</li> <li>• Additionally, lack of footfall through this southern area of town has meant that the workspace units at Cei Llechi have underperformed since opening</li> <li>• Pont Yr Aber is in poor state of repair and has broken down causing problems in the marina. In need of refurbishment or relocation</li> <li>• Entry into town from bus station/bus drop off points are unattractive</li> <li>• Victoria Dock is poorly connected with the remainder of the town centre</li> <li>• There are limited options for town centre living, including open market, social housing and aged accommodation</li> <li>• Lack of colour on the Maes and other areas of the town centre can give a bleak appearance</li> <li>• Poor quality and ill-defined entry points to the town</li> <li>• The Maes, Castle and promenade are underutilised for holding outdoor events</li> <li>• Lack of active travel routes around town and connecting with rural areas</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• General opportunity to broaden uses within the town centre to provide further facilities for residents, workers and visitors</li> <li>• Enhance gateways into the town, easing traffic and improving image of Caernarfon</li> <li>• Potential for expanded evening economy, including food and drink establishments and other leisure enterprises</li> </ul>	<ul style="list-style-type: none"> <li>• Downturn of the economy, particularly impacting the retail sector, would detrimentally impact on performance of retail streets</li> <li>• Supermarkets just outside the town centre (Morrisons, Tesco) draw footfall/spend away from the town centre proper</li> <li>• Increases in development costs, including borrowing and construction costs, make developments more difficult and riskier</li> </ul>

<ul style="list-style-type: none"> <li>• An expanded events programme within the town centre, including regular and one-off events can increase footfall and length of stay of visitors</li> <li>• Temporary or pop-up uses of vacant units can be a means of increasing activity within unutilised spaces</li> <li>• Improved connectivity to edge of centre and out of centre assets would help support cross-utilisation of facilities</li> <li>• Further utilise historical assets to attract tourists to the town</li> <li>• Build on strong arts and creative base to broader visitor offer within the town centre and increase job opportunities</li> <li>• Better utilise the Old Courthouse creating an attractive commercial/leisure destination</li> <li>• Support the installation of kiosks to sell food and merchandise along promenade towards Victoria Dock to attract visitors to this location</li> <li>• Increase range of youth/young adult support services and facilities within the town centre to encourage this age cohort to stay locally, including access to employment, education and housing</li> <li>• GISDA's Lle Da project to provide accommodation and services for young people increases community services within the town centre.</li> <li>• Opportunity for temporary and permanent art projects within the town centre to add vitality, colour and vibrancy to the town centre and support local artists.</li> <li>• Potential for aged accommodation to be located within the town centre or within an easy walk, including supported accommodation and independent units</li> <li>• Potential for flats/apartments to be created in vacant units above retail space (social housing and open market housing)</li> <li>• Potential to expand visitor accommodation options, including budget accommodation such as hostels, further B&amp;B options and mid/upper hotel options.</li> <li>• Promote Caernarfon as an exemplar of the active and vibrant functioning of the Welsh language</li> <li>• Expand promotion of Ffestiniog Railway and links with other towns through the historic railway network</li> </ul>	<ul style="list-style-type: none"> <li>• Constrained public sector budgets limiting opportunities for investment in projects</li> <li>• Lack of footfall near Cei Llechi does not allow workspace units to reach its full potential</li> <li>• Victoria Dock continues to see high rents and empty space due to lack of investment connecting it to the rest of the town</li> <li>• Pont Yr Aber relocation takes footfall away from the promenade/Castle and the park across the river</li> <li>• Holding events on the Maes frustrates residents living in the walled town due to restricted ability to leave the town by car</li> </ul>
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Source: BE Group, 2023

6.3 The following Opportunities Plan helps to illustrate the potential opportunities for Caernarfon.



Figure 9 – Opportunities Plan

**Prif Gyfleoedd i Ganol y Dref**

Gwella'r gofodau porth i ganol y dref.

Gwella cysylltiadau cerdded i'r dref o'r orsaf fysiau a meysydd parcio.

Archwilio cyfle i adfywio ardal y drosffordd i ddarparu pyrth cryf i'r dwyrain a gwella'r cysylltedd rhwng canol y dref a chymunedau preswyl i'r dwyrain.

Aiuddatblygu adeiladau gwag a rhai tan ddefnydd mewn lleoliadau canol tref allweddol.

Gwella ffyniellau gwael ar draws y prif ardal siopa.

Gwella'r defnydd o fannau cyhoeddus allweddol ar gyfer digwyddiadau cymdeithasol a diwylliannol drwy ymyriadau adfywio pwrpasol a rhaglennu cryf.

Hyrwyddo'r defnydd o Gastell Caernarfon fel prif leoliad diwylliannol ar gyfer arddangosfeydd celf a pherfformiadau byw.

Archwilio cyfleoedd i wyddni strydoedd. Potensial i atbrofi trefniadau gyda ymyriadau dros dro trwy ddefnyddio gillfachau parcio a phlannu modwlar.

Amlygu wallau'r dref gyda goleuadau nodwedd.

Adnewyddu ac ehangu'r arwyddbyst presennol a'r byrddau gwybodaeth ar draws y dref i wella ou heglurdeb ac amlygu rmynderau a darpariaethau presennol.

Archwilio cyfle i greu parc y gellir ei orlifo i'r de o Gastell Caernarfon a chreu cyswllt gwell â'r darpariaethau gwyrdd presennol ar Goed Helen.

Archwilio cyfle i adleoli'r bont droed i'r dwyrain i wella cysylltedd dŵr a lleihau costau gweithredol.



**Town Centre Main Opportunities**

Improve the gateway spaces into the town centre.

Enhance pedestrian connections into the town from the bus station and car parks.

Explore opportunity of regenerating the flyover area to provide strong east gateways and improve the connectivity between the town centre and the eastern residential communities.

Redevelop vacant / under utilised buildings in key town centre locations.

Improve poor frontages across the primary shopping area.

Improve the use of key public spaces for social and cultural events through bespoke regeneration interventions and strong programming.

Promote the use of Caernarfon Castle as a main cultural venue for art exhibitions and live performances.

Explore opportunities for street greening. Potential to test configurations with temporary interventions through the use of parklets and modular planters.

Accentuate the town walls with feature lighting.

Rejuvenate and expand the existing wayfinding and information elements across the town to improve legibility and highlight existing amenities and provisions.

Explore opportunity to create a floodable park south to the Caernarfon Castle and better link to the existing green provisions on Coed Helen.

Explore opportunity to relocate the footbridge to the east to improve water connectivity and reduce operational costs.

Drawing Title: Caernarfon - Place Analysis and Opportunities  
Project: Caernarfon Placemaking Plan

theurbanists

Source: The Urbanists, 2023

- 6.4 From the SWOT analysis and Opportunities Plan, a proposed list of interventions has been developed. Table 15 lists these proposed interventions that would help to meet the proposed objectives. These interventions include development opportunities, public realm improvements, placemaking improvements and further strategic work. Some of these interventions are small-scale short-term interventions and others are likely to be long-term options.
- 6.5 The interventions have been developed to address shortcomings in the town centre as well as providing enhancements. They will look to diversify the Caernarfon economy such that it is a vibrant centre for **residents, workers and visitors**.



**Table 15 – Evidence to Support Intervening in Caernarfon Town Centre**

Intervention	Description	Evidence
<b>Development/Opportunity Sites</b>		
Feasibility study of removing MSCP at Pool Side	Integrated with car-park strategy and redevelopment of flyover, investigate potential reuses of this site, including commercial, residential or leisure uses. Given its position, it is likely that facilities within this area would serve the resident population.	<ul style="list-style-type: none"> <li>• Currently underutilised car park in the town centre</li> <li>• Car park is in a poor state of repair and is associated with anti-social behaviour.</li> <li>• Removing the MSCP and replacing with commercial, retail or leisure uses would create a more attractive gateway to the town centre and the Castle.</li> <li>• Potential to broaden the array of facilities for residents in Caernarfon at this prominent development site.</li> <li>• Removing the MSCP could also allow for greening of the town centre. This would help to address the issue of a lack of green space highlighted by local residents in workshops.</li> </ul>
Old Courthouse	Building owner to identify use opportunities for the Old Courthouse to ensure this asset is utilised, maintained and celebrated.	<ul style="list-style-type: none"> <li>• This historic property is prominent when entering the walled town from the Castle side or when entering the town via the Pont Yr Aber bridge. It is important that a building with such prominence and historical importance is celebrated in Caernarfon and utilised more than at present.</li> <li>• Workshops with the community identified that locals want the Old Courthouse to be further utilised.</li> </ul>
Reactivate vacant units	Investigate opportunities with building owners to bring back vacant retail units back into temporary uses through the promotion of a scheme (which could incorporate financial incentives / planning flexibility) to provide a network of collaboration spaces, creative spaces, pop-up enterprises, galleries, street food, etc. which could add vibrancy to underutilised areas.	<ul style="list-style-type: none"> <li>• The vacancy rate is too high within Caernarfon and in particular, along Stryd Llyn, Bridge Street and Pool Side.</li> <li>• A growing number of vacant retail units on shopping high streets is a common trend across the UK. It is important to repurpose vacant spaces to improve the vibrancy of the town centre.</li> <li>• A broadening of economic activity should be encouraged – the use of co-working and informal workspaces could be used to utilise vacant property whilst increasing town centre footfall.</li> <li>• Provision of workshop space for artisan makers and trades could address vacancy issues and show the talent of local tradespeople in the town centre.</li> <li>• Pop-up/temporary spaces provide opportunities for local micro-businesses to enter the market and test products.</li> </ul>

Intervention	Description	Evidence
Introduce enterprise hub	Develop an enterprise hub, using vacant units or new build, to provide high quality venue for small businesses within the town centre. Spaces available should be managed office space, studios and creative workshops.	<ul style="list-style-type: none"> <li>• An enterprise hub will encourage and support small businesses in Caernarfon to fulfil their potential.</li> <li>• There is a need to broaden the economic mix within Caernarfon, with a current over-reliance on the public sector for employment.</li> <li>• Local businesses will benefit from collaboration within the enterprise hub, developing the already strong sense of community in Caernarfon.</li> <li>• Affordable, flexible workspace will attract local businesses into the town centre, improving vibrancy and footfall.</li> </ul>
Victoria Dock - southern areas	Masterplan to explore options of redevelopment of southern sites around Victoria Dock, including MSCP, Caernarfon Archives, trade yards and space between town walls and the dock. Options should help to better link northern areas and Galeri to the town centre core.	<ul style="list-style-type: none"> <li>• Better linkage and signage from the walled town will generate footfall into the Dock area.</li> <li>• Current visitors to Caernarfon are unlikely to go to Victoria Dock without intervention to integrate the area into the tourist destinations in town.</li> <li>• Residents feel there is a need for food and merchandise stores along the water frontage.</li> <li>• To increase vibrancy the underused office and retail spaces need to be addressed. High rental rates are currently deterring business occupation.</li> <li>• Relocation of businesses operating in trade yards along the promenade would allow for greater redevelopment of the area, creating a more attractive frontage.</li> <li>• Consultation with the local community highlighted the desire for Caernarfon Archives to be rejuvenated to increase engagement, especially amongst the younger generation.</li> </ul>
Interpretation Centre/Museum to highlight broad history of Caernarfon	<p>New facility to highlight other elements of Caernarfon's history other than the Castle, including slate mining, Roman history, War of the Roses, maritime, etc. To be supported by interpretation signs, wayfinding and improved visitor attractions throughout the town centre.</p> <p>Can be linked with other facilities, such as Caernarfon Archives or Library.</p>	<ul style="list-style-type: none"> <li>• A strong emphasis was put on the importance of Caernarfon's history and heritage in workshops with the community.</li> <li>• It is recognised that other elements of the town's history are less understood and promoted and there is an opportunity to increase the exposure of these elements to residents and visitors.</li> <li>• The use of Welsh language within the town by local businesses and on signs should be encouraged.</li> <li>•</li> </ul>

Intervention	Description	Evidence
<b>Gateways</b>		
Improve entry point at Pool Side	Improve profile and amenity of entry point as part of A4871 flyover redevelopment/upgrading.	<ul style="list-style-type: none"> <li>The entry point at Pool Side has been described as unattractive and navigation to the core of the town centre and the Maes is unclear.</li> <li>Redevelopment of this area, including the potential removal of the flyover, would create a more welcoming gateway to the town for local residents and visiting tourists.</li> <li>The flyover also acts as a barrier between the east and west side of Caernarfon. Redevelopment of the area would create a greater sense of connectivity between these two areas.</li> <li>Further signage is also required to aid the movement of traffic to relevant areas i.e. the Maes/the Castle</li> </ul>
Create entry statement and improve public realm at St Helen's Rd	St Helen's Rd has a poorly defined entry point to the town centre. Improve public realm and building frontages, clearly define start of town centre and maximise views to Castle.	<ul style="list-style-type: none"> <li>St Helen's Road and the new underpass (Crown Street) are underutilised to enter and navigate the town centre. Improved signage is required to encourage the use of these roads and ease traffic around town.</li> <li>Suggested improvements to public realm around St Helen's Road include introducing green space where locals and visitors can gather. This would also encourage footfall through Cei Llechi.</li> </ul>
Improve connectivity between Stryd Llyn and A4871 (contingent on flyover removal)	If the flyover is removed, there is an opportunity to improve direct access to Stryd Llyn.	<ul style="list-style-type: none"> <li>Multiple access routes to the Maes and the Castle could ease traffic on Pool Side.</li> <li>The removal of the flyover provides an opportunity to increase the profile and prominence of Stryd Llyn.</li> </ul>
<b>Public Realm</b>		
Explore options of providing more defensible space and definition on Y Maes	Introduce modular and relocatable street furniture, planters, etc. to delineate spaces as required (including high season active uses)	<ul style="list-style-type: none"> <li>Driving on the Maes is unclear for tourists visiting Caernarfon. The use of street furniture would help to define appropriate routes through the Maes to the castle car park and other areas.</li> <li>Street furniture also encourages footfall to the Maes and increases dwell time, making the area more vibrant.</li> </ul>
Public realm improvements along Stryd Llyn	Introduce street furniture, planters, public art and improve paving to improve amenity of this area.	<ul style="list-style-type: none"> <li>Stryd Llyn was identified in the consultations and site inspections as an area that needs urgent improvements.</li> <li>Improved public spaces would encourage more footfall along this area and increased dwell times.</li> </ul>

Intervention	Description	Evidence
		<ul style="list-style-type: none"> <li>Investments in public realm could provide a catalyst for landholders to invest in shopfront and unit improvements.</li> </ul>
Improve pedestrian routes	Undertake an assessment of pedestrian routes within the town centre and have programme of improvements as required. Initial focus should be on improving connections from bus station, car parks and rail station to core areas.	<ul style="list-style-type: none"> <li>Signage should be improved to ease pedestrian navigation into/through the town centre.</li> <li>Issues with signage was a consistent theme in the workshops with local stakeholders.</li> <li>The Maes is also seen to be unpredictable for pedestrians, with no defined route for cars to take.</li> <li>A circular pedestrian art trail around Caernarfon as suggested in workshops, engaging young visitors and guiding tourists to core areas of the town.</li> <li>Tourists visiting Caernarfon find it difficult to navigate, both as a pedestrian and a driver.</li> <li>The Castle and Maes are not adequately signed from town entry points.</li> </ul>
Improve and activate Turf Square	This is a key all-direction junction that connects retail, civic, visitor and residential elements of Caernarfon. Improve public spaces and building fronts and activate the Square for social/leisure/art events. Introduce street furniture and planting.	<ul style="list-style-type: none"> <li>Turf Square is at a key junction within the town centre, but is not seen as a key location for passive or active events.</li> <li>This location can be used as a link between areas of the town centre that service the residential market and areas that service the visitor market.</li> <li>Turf Square has interesting building facades and public realm.</li> </ul>
Increase greening of streets	Introduce permanent and temporary greening throughout the town centre, including parklets, modular planters, green walls, etc.	<ul style="list-style-type: none"> <li>The lack of green space was highlighted consistently throughout workshops with the local community.</li> <li>Green space for locals and visitors to gather would encourage footfall through the town centre.</li> <li>A green space where events could be held would be desirable.</li> <li>Green space/walls would help to brighten the more dated areas of the town.</li> <li>Greenery provides environmental benefits such as pollutant reduction, air quality, water retention and local habitat as well as providing mental health and aesthetic benefits.</li> </ul>
Improve lighting of town walls	Accentuate town walls as an asset through lighting, including permanent lighting and feature/event lighting.	<ul style="list-style-type: none"> <li>Permanent lighting will make the historical town walls more visible and attractive.</li> </ul>

Intervention	Description	Evidence
		<ul style="list-style-type: none"> <li>Lighting would help to attract visitors to the evening uses within the walls e.g. restaurants, bars, pubs.</li> </ul>
Extend decking of Promenade	Widen Promenade out over the foreshore to allow for the space to be used for a wider range of events/activities and increase prominence of the waterfront. Include supporting infrastructure to enable a range of events (electricity, access, removable bollards, water mains access etc.).	<ul style="list-style-type: none"> <li>Footfall along the waterfront should be encouraged to ensure Victoria Dock feels more connected to the town centre.</li> <li>Widening of the Promenade will allow a broader range of events and activities to be held along the waterfront, improving prominence and connectivity. This will also improve vibrancy along the Promenade.</li> <li>The bridge over the foreshore should be extended to encourage the use of the Promenade as an active travel route for pedestrians and cyclists.</li> <li>Addresses need identified in the workshop for Caernarfon to be able to support more events.</li> </ul>
<b>Placemaking</b>		
Masterplan for Cei Llechi/St Helen's Rd area	Masterplan to consider overall functions of this area, wayfinding (including findings of pedestrian bridge feasibility study), requirements for car parking, introducing green space, requirements for boat storage, embarkation/disembarkation space for visitor boats.	<ul style="list-style-type: none"> <li>Cei Llechi/ St Helen's Road is recognised as an under-utilised area of the town centre.</li> <li>Several interventions in this area should be considered to activate this area for both visitors and locals. These include green spaces, improved signage, a new foot bridge, etc.</li> <li>Activation of this area will improve footfall through Cei Llechi.</li> <li>Engagement with the Harbour Trust could allow for reconfiguration of the Cei Llechi area. This opens up opportunities for events, markets and other activities to be held in this location.</li> </ul>
Optioning and feasibility study for a new pedestrian/cycle bridge over Afon Seiont from Cei Llechi to the parklands.	Study to consider location, nature, operation, costs and design considerations of new crossing and removal of existing bridge.	<ul style="list-style-type: none"> <li>The functionality of the existing bridge connecting the town centre to the park has come under scrutiny over the last couple of years with the bridge getting stuck on multiple occasions.</li> <li>The bridge needs to be replaced, either in the existing or a new location, or upgraded in the near future to resolve this issue.</li> <li>The current bridge location provides easy access to the park south of the town centre. However, a bridge upstream could help to activate the Cei Llechi area. A feasibility study will enable an appropriate decision to be made.</li> </ul>

Intervention	Description	Evidence
Shopfront improvements, particularly along Stryd Llyn	Consider incentivisation programme to support improvements to shopfronts.	<ul style="list-style-type: none"> <li>The quality of retail frontages in the town centre is typically poor in Caernarfon, especially on Stryd Llyn, which typically provides budget retail goods/services.</li> <li>In order to improve the appearance of such streets an incentive-based programme could be introduced.</li> <li>More attractive shopfronts, along with public realm improvements, will make Caernarfon a more attractive and inviting town centre to visit.</li> </ul>
Events Programme	Establish an expanded cultural events programme which utilises spaces within the town centre (particularly Maes, Castle, Promenade, Cei Llechi, Stryd Llyn) to draw people into the town centre and support local businesses. Events should cover a wide range of themes and be appropriate for residents and visitors to the area.	<ul style="list-style-type: none"> <li>There is a general need to increase footfall on the retail streets and more reasons are needed to be provided for people to visit.</li> <li>The town centre does not have a significant leisure role.</li> <li>The Maes is currently an underutilised area of the town centre.</li> <li>The weekly market works successfully on the Maes and other events/markets should be considered for this location.</li> <li>The annual Food Festival is a successful and popular event and highlights that the town centre can support large events and that there is a market interest in events.</li> <li>Cei Llechi also has potential to be a successful event location, with the Castle as a dramatic backdrop.</li> <li>The Promenade is also underutilised, and events could help to improve usage of this area and highlight the connection to the Menai Strait.</li> </ul>
Improved collaboration and coordination between cultural and event locations	Caernarfon has a range of spaces suitable for small to large events, though information for this is not readily available within one location. More coordination would showcase Caernarfon as a well-performing event and cultural location.	<ul style="list-style-type: none"> <li>There is a need for further promotion of available spaces to improve usage of them.</li> <li>Further collaboration would benefit all participants in promoting Caernarfon as an event and cultural destination.</li> </ul>
Increase use of the Castle for events	Caernarfon Castle is an ideal venue for cultural, artistic, historical and ceremonial events both within the grounds and as a backdrop to events on Y Maes.	<ul style="list-style-type: none"> <li>Whilst improvements to the Castle as a tourist attraction have been made and been successful, the Castle is underutilised as event space.</li> <li>Events at the Castle would be a unique tourist attraction drawing visitors from afar.</li> <li>Given the lack of green space in Caernarfon, the internal castle grounds should be utilised for outdoor events.</li> </ul>
Introduce public art to the town centre	Commission permanent and temporary artworks, installations and murals to add vibrancy to the town centre and encourage visitors to	<ul style="list-style-type: none"> <li>Consultation with the community highlighted the need to brighten Caernarfon with more colour and art.</li> </ul>



Intervention	Description	Evidence
	explore further. To include further roll-out of Canfas project, which highlights history and people of Caernarfon, as well as other visual art schemes.	<ul style="list-style-type: none"> <li>• Certain areas of the town were viewed to be dull and gloomy.</li> <li>• Introducing public art would make the town centre more attractive whilst promoting talented local artists.</li> </ul>
<b>Other</b>		
Car parking strategy	Assessment of quantity and locations of car parks throughout town centre, including considerations of seasonality, pricing, demand, additional spaces, repurposing of underutilised spaces. Strategy should identify quantity and locations of EV charging points.	<ul style="list-style-type: none"> <li>• Car parking in the town centre is underutilised, especially during the winter months.</li> <li>• Depending on the time of year, parking space should be utilised in various ways. The car park at Cei Llechi is a prime example of an area which could be otherwise utilised during the seasons where demand for parking is low. This large area could be adapted into a temporary event/market space, with the Castle as a unique backdrop.</li> <li>• The MSCP at Pool Side is also underutilised. Redevelopment of this area would create a more attractive gateway into the town, whilst also providing necessary commercial/leisure facilities.</li> </ul>
Active travel strategy	Assess active travel infrastructure and routes within the town centre and connecting to the remainder of Caernarfon and hinterland areas.	<ul style="list-style-type: none"> <li>• There is a need for better quality pedestrian routes throughout the town centre to encourage residents to walk into town.</li> <li>• A cycle path connecting Caernarfon's promenade to the Plas Menai National Outdoor Centre was suggested in consultation with the community, utilising the natural beauty of the coastline.</li> </ul>
Housing strategy	Assess options to increase the amount of new housing within the town centre, including private market, social housing and aged accommodation, assess incentivisation options to encourage release of unused spaces above retail for residential.	<ul style="list-style-type: none"> <li>• There is a large amount of vacant, above-retail space in Caernarfon town centre.</li> <li>• This creates an opportunity to provide new housing in attractive locations throughout the town.</li> <li>• It should be an aspiration to increase the number of people living in the centre as this will lead to more people walking the streets at all times, increasing the size of the catchment for town centre operators.</li> </ul>
Audit of health services provision	Assess current provision of health and social care services available within Caernarfon and determine whether appropriate for local needs. If appropriate, identify location(s) for further facilities within the town centre.	<ul style="list-style-type: none"> <li>• Feedback from the consultations suggested that further local health and social care services were needed.</li> <li>• Some lower health and social outcomes identified in this study and the Regeneration Framework assessment, including areas of deprivation, higher incidences of long-term illness and higher childhood obesity rates.</li> </ul>

Source: BE Group, 2023

## 7.0 DELIVERY STRATEGY AND ACTION PLAN

- 7.1 The following chapter outlines how the proposed range of interventions can be brought forward.

### **Overall Strategy for Delivery of Projects within Caernarfon Town Centre**

- 7.2 There are a range of project types proposed, include short, medium and long-term projects. This would necessitate a range of approaches to delivery, including public and private led schemes.
- 7.3 Several of the projects are public realm, landscape and connectivity projects. It is expected that some of these projects would be Council-led and resourced projects, as part of their programme of works within Caernarfon. Some of the larger public realm projects may require further funding under Welsh Government programmes (e.g. Transforming Towns). However, other such projects, particularly small-scale public realm and landscape projects, could be led by other organisations active within the town centre.
- 7.4 For the development projects, a wider approach to delivery would be appropriate. Several key landholdings are in private sector ownership, though Council also has significant landholdings. Therefore, negotiation, collaboration, partnerships and agreements with other parties will be essential elements of bringing this suite of projects forward. The Regeneration Framework and this Placemaking Plan are key elements in identifying opportunities for Caernarfon and bringing in private sector engagement to the process. These documents should be promoted widely among the town centre stakeholders, particularly key landholders and businesses, to help drive engagement and active participation.
- 7.5 As explored in Appendix 3, there are a range of approaches to delivering development projects within Caernarfon town centre. For different elements, there would be opportunities for Cyngor Gwynedd to take different roles in order to help ensure that these elements are brought to the market efficiently and effectively. The overall strategy though, should be to allow the private sector and development partners to take the lead where possible, with Council providing a more active role for sites within its control and where private sector intervention is less likely. Council can also have a

lead role in identifying and securing Welsh Government and UK Government funding sources to support regeneration.

- 7.6 The active third sector network in Caernarfon provides a key additional opportunity to bring forward change and development within the town centre. Organisations such as Galeri Caernarfon and GISDA have experience in bringing forward property schemes in the town centre. In particular, Galeri has significant property holdings in the town centre and has been active over several years in looking to acquire and activate underutilised units. Stakeholders from the third sector, such as these organisations should continue to be encouraged to take active roles in improvements to the town centre, including as part of wider collaborations and independently. Cyngor Gwynedd can have a role in supporting, signposting, advising and funding projects led by these organisations as appropriate.
- 7.7 HWB Caernarfon, the Business Improvement District organisation for Caernarfon can be an important conduit between the public sector and the business community, helping to highlight market opportunities/gaps, bring in business sector expertise and resources and take ownership of the delivery of several of the projects. Cyngor Gwynedd should encourage a more active/higher profile role for HWB Caernarfon in facilitating and driving several of the proposed interventions, in order to have wide business sector support and ownership of the schemes.
- 7.8 Caernarfon Artist Regional Network (CARN) is an artist member organisation active in Caernarfon and more broadly across North West Wales. The membership could be utilised as a resource for artistic and creative endeavours and this organisation or similar creative cooperatives could lead on bringing creative projects forward within the town centre.
- 7.9 As borrowing costs rise due to increased interest rates, coupled with increasing build costs, projects are becoming more expensive and riskier. Therefore, identifying means of de-risking projects, including partnerships, further funding sources and innovative approaches to development will be important to ensure that regeneration projects are undertaken in a timely manner. It is likely that in order to deliver key redevelopment projects, significant inputs from Cyngor Gwynedd and Welsh Government will be required to overcome increased development costs.

### **Delivery of Proposed Interventions**

- 7.10 Property interventions can be delivered in a range of ways, from purely private sector schemes to public sector involvement (from low to high level). Appendix 3 provides a review of potential delivery mechanisms for delivery of schemes, focusing on the roles that Cyngor Gwynedd may play in ensuring that schemes can be brought to the market in a timely manner.
- 7.11 The following Table 16 focuses on how the interventions may come forward, including whether further work is required to determine the scope of the proposals and who the lead agency would be.
- 7.12 The table also includes proposed prioritisations and timings for each project. The prioritisations have been determined based on potential benefits to the town centre. It is understood that there are limits to financial and other resources and the prioritisations help to guide allocation of resources for the greatest benefit of the town centre. However, it is understood that other factors will come into the calculus for resources in Caernarfon and elsewhere in Gwynedd. The timings for the projects are estimates based on how soon each project could and should be implemented and is based on the following guide:
- **Immediate:** commencement as soon as possible
  - **Short term:** commencement within 1 year
  - **Medium term:** commencement 1-5 years
  - **Long term:** commencement beyond 5 years
- 7.13 Some projects will take several years to complete, whereas other projects proposed will be able to be completed within weeks or months.
- 7.14 Following the table is a Strategy Plan, which spatially outlines these proposed interventions and further plans on the key intervention areas of the Maes, Pool Side and Cei Llechi.

**Table 16 – Action Plan for Caernarfon Town Centre**

Projects	Key Actions/Delivery Approach	Lead	Timing	Prioritisation
<b>Development Sites</b>				
<p><b>Feasibility study of removing MSCP at Pool Side:</b> Integrated with car-park strategy and redevelopment of flyover, investigate potential reuses of this site, including commercial, residential or leisure uses. Given its position, it is likely that facilities within this area would serve the resident population.</p>	<p>The MSCP is in Cyngor Gwynedd ownership, with WG having control of a strip of land along the bus station. The feasibility study would be a Cyngor Gwynedd led project and should include the following:</p> <ul style="list-style-type: none"> <li>• Baseline assessment of ground and building conditions</li> <li>• Constraints assessment</li> <li>• Consideration of integration with flyover redevelopment options</li> <li>• Market opportunity assessment for potential uses at site</li> <li>• Development of regeneration scenarios</li> <li>• Funding considerations</li> <li>• Soft market testing of potential development scenarios to potential developers</li> <li>• Delivery strategy</li> </ul> <p>Further refinement of preferred options can then be undertaken if study identifies that project is feasible.</p> <p>Delivery approach to be confirmed during course of feasibility study and subsequent investigations, however at this stage it is likely to be a joint venture project with Council inputting the land and undertaking initial site preparation works, including demolitions and the joint venture partner taking the lead on development.</p>	<p>Feasibility study: CG</p> <p>Development project: CG/ developer partner</p>	<p>Medium term</p>	<p>High</p>
<p><b>Old Courthouse:</b> Building owner to identify use opportunities for the Old Courthouse to ensure this asset is utilised, maintained and celebrated.</p>	<p>This should be a project led by the owner of the building. Cyngor Gwynedd should engage regularly with the owner to ensure that progress is being made to ensure a sustainable use of the building. Council can provide assistance through Economic Development of identifying business opportunities, business support and grant programmes available. Cyngor Gwynedd can provide further support by promoting and utilising the venue for events/functions.</p>	<p>Landholder</p>	<p>Immediate</p>	<p>High</p>

Projects	Key Actions/Delivery Approach	Lead	Timing	Prioritisation
<p><b>Reactivate vacant units:</b> Investigate opportunities with building owners to bring back vacant retail units back into temporary uses through the promotion of a scheme (which could incorporate financial incentives / planning flexibility) to provide a network of collaboration spaces, creative spaces, pop-up enterprises, galleries, street food, etc. which could add vibrancy to underutilised areas.</p>	<ul style="list-style-type: none"> <li>Engage with landholders to encourage flexible and temporary uses of vacant retail units.</li> <li>Develop and maintain database of local vacant uses available for occupation, with Economic Development to promote to local businesses looking for space.</li> <li>Engage community and art organisations to identify needs for short term spaces.</li> <li>Propose and promote a month festival whereby vacant units are utilised by creative organisations to showcase and sell wares in a coordinated manner.</li> </ul>	HWB, CARN	Immediate and on-going	High
<p><b>Introduce enterprise hub:</b> Develop an enterprise hub, using vacant units or new build, to provide high quality venue for small businesses within the town centre. Spaces available should be managed office space, studios and creative workshops.</p>	<p>Multi-phase approach to investigate and bring forward an enterprise hub including:</p> <ul style="list-style-type: none"> <li>Feasibility and options study to include <ul style="list-style-type: none"> <li>Demand and opportunities analysis</li> <li>Site/building options assessment</li> <li>Soft market testing</li> <li>Assessment of operating structures</li> <li>Initial viability testing</li> </ul> </li> <li>Initial and detailed design</li> <li>Cost modelling and viability assessment</li> <li>Site acquisition (if required)</li> <li>Procurement of operator</li> </ul> <p>At this stage it is proposed that this would be a Cyngor Gwynedd scheme, to complement other schemes in the area (e.g. Galeri Caernarfon and Cei Llechi), though if a community or private sector led scheme comes forward, then there would not be the imperative for Council to bring a further scheme to the market.</p>	<p>Feasibility study: CG</p> <p>Development: CG or private developer</p>	Medium term	Medium
<p><b>Victoria Dock - southern areas:</b> Masterplan to explore options of redevelopment of southern sites around Victoria Dock, including MSCP, Caernarfon Archives, trade yards and space between town walls and the dock. Options should</p>	<ul style="list-style-type: none"> <li>Masterplan required to identify opportunities for this area and links to the core of the town centre. Masterplan to include: <ul style="list-style-type: none"> <li>Definition of area for regeneration</li> <li>Audit of buildings and spaces available for regeneration</li> <li>Vision for the regeneration of the area</li> </ul> </li> </ul>	Masterplan: CG	Long term	Medium

Projects	Key Actions/Delivery Approach	Lead	Timing	Prioritisation
<p>help to better link northern areas and Galeri to the town centre core.</p>	<ul style="list-style-type: none"> <li>○ Framework for development</li> <li>○ Public engagement</li> <li>○ Market opportunities assessment</li> <li>○ Baseline constraints analysis</li> <li>○ Heritage assessment</li> <li>○ Outline of development approach of public realm/spaces</li> <li>○ Optioning of development scenarios</li> <li>○ Design of preferred option</li> <li>○ Delivery and funding approach</li> </ul> <ul style="list-style-type: none"> <li>● Engage with building owners and look to bring them in as partners in the masterplan</li> <li>● Procure and engage masterplanning firm</li> </ul> <p>Cyngor Gwynedd is a major landholder within this area, though should also look to partner with other landholders (Huws Gray Ltd, Harbour Trust, Galeri) in developing the masterplan.</p> <p>The masterplan should consider issues such as relocation of existing uses as required, linking to the town centre core and invigorating the northern area of Victoria Dock.</p> <p>Full delivery of the masterplan recommendations would require substantial funding, which would require public sector inputs and partnerships with private sector entities. Cyngor Gwynedd should look to bring in a developer for a joint venture partnership with the developer to bring this project forward. Welsh Government could also be a potential partner to bring the project forward.</p>	<p>Development project: CG/ developer partner/ WG</p>		
<p><b>Interpretation Centre/Museum to highlight broad history of Caernarfon:</b> New facility to highlight other elements of Caernarfon's history other than the Castle, including slate mining, Roman history, War of the Roses, maritime, etc. To be supported by interpretation signs, wayfinding and improved visitor attractions throughout the town centre. Can be linked with</p>	<p>Multi-phase approach to investigate and bring forward the interpretation centre/museum including:</p> <ul style="list-style-type: none"> <li>● Feasibility and options study to include <ul style="list-style-type: none"> <li>○ Scoping of interpretation centre proposal</li> <li>○ Partnership options</li> <li>○ Site/building options assessment</li> <li>○ Soft market testing</li> </ul> </li> </ul>	<p>Feasibility Study: CG, Cadw Wales</p> <p>Development: CG, Cadw</p>	<p>Medium term</p>	<p>Medium</p>

Projects	Key Actions/Delivery Approach	Lead	Timing	Prioritisation
<p>other facilities, such as Caernarfon Archives or Library</p>	<ul style="list-style-type: none"> <li>○ Assessment of operating structures</li> <li>○ Funding options</li> <li>○ Visitor demand modelling</li> <li>○ Initial viability testing</li> <li>● Initial and detailed design</li> <li>● Cost modelling and viability assessment</li> <li>● Funding applications</li> <li>● Site acquisition (if required)</li> <li>● Procurement of operator</li> </ul> <p>The scoping of the proposal should look at phasing of the development of an interpretative centre, with an initial phase using the existing visitor infrastructure and built assets to broaden the display of Caernarfon's history. If this is well received with good interest in understanding other elements of Caernarfon's history, then a dedicated interpretative centre can be brought forward. Cyngor Gwynedd in partnership with Cadw Wales should lead on this project, though could look to bring in further partners, including the Archives, Library and private visitor operators.</p>	<p>Wales, WG, private partners</p>		
<b>Gateways</b>				
<p><b>Improve entry point at Pool Side:</b> Improve profile and amenity of entry point as part of A4871 flyover redevelopment/upgrading.</p>	<p>This project is dependent on the determination of the preferred approach to the flyover redevelopment. Development solutions for the Pool Side area cannot be determined until decisions on the flyover are resolved.</p> <p>However, the Pool Side area can and should be incorporated into the regeneration scheme of the flyover and surrounding areas, including consideration of the MSCP area (see above). Reassessing the entry point should be seen as a critical element of the flyover redevelopment.</p> <p>The delivery approach for this scheme would be as part of the flyover redevelopment and be Cyngor Gwynedd led. Funding would be</p>	<p>CG</p>	<p>Medium term</p>	<p>Medium</p>



Projects	Key Actions/Delivery Approach	Lead	Timing	Prioritisation
	<p>through council revenues and borrowing, with potential for Welsh Government inputs.</p> <p>The design objectives for this entry point should be to promote the town centre as an interesting, vibrant and welcoming area. The design should promote easy and clearly articulated movement to the Maes, Castle, Stryd Llyn and Bridge Street.</p>			
<p><b>Create entry statement and improve public realm at St Helen's Rd:</b> St Helen's Rd has a poorly defined entry point to the town centre. Improve public realm and building frontages, clearly define start of town centre and maximise views to Castle.</p>	<p>This project could be a series of smaller projects in a phased manner, including a rolling programme of building improvements, public realm investment and an entry statement.</p> <p>Cyngor Gwynedd's focus should be on providing an entry statement along St Helen's Rd to delineate the start of the town centre. Public realm improvements would be an extension of existing pavement improvements around the rail station. These would be funded and delivered by Council through its regular programme of works.</p> <p>Council can encourage landholders to undertake improvements to building frontages, including highlighting grant programmes and assistance with planning options. However, it is not recommended that Council takes a more extensive role than this.</p>	CG, HWB	Long term	Medium
<p><b>Improve connectivity between Stryd Llyn and A4871 (contingent on flyover removal):</b> If the flyover is removed, there is an opportunity to improve direct access to Stryd Llyn.</p>	<p>This project is also dependent on the determination of the preferred approach to the flyover redevelopment. Development solutions for Stryd Llyn cannot be determined until decisions on the flyover are resolved. The removal of the flyover provides an opportunity for a more direct access into the main retail high street. However, it is not envisaged that this would become the main entry point into the town centre core for vehicle traffic, rather it opens up opportunities for pedestrians and cycle movements to Stryd Llyn.</p> <p>Considerations for this site should be made as part of the flyover redevelopment.</p> <p>The delivery approach for this scheme would be as part of the flyover redevelopment and be Cyngor Gwynedd led. Funding would be</p>	CG	Medium term	Medium

Projects	Key Actions/Delivery Approach	Lead	Timing	Prioritisation
	<p>through council revenues and borrowing, with potential for Welsh Government inputs.</p> <p>The design objectives for this entry point should be provide safe, attractive active travel access to Stryd Llyn from and across the A4871.</p>			
<b>Public Realm</b>				
<p><b>Explore options of providing more defensible space and definition on Y Maes:</b> Introduce modular and relocatable street furniture, planters, etc. to delineate spaces as required (including high season active uses)</p>	<p>Small scale project that can be undertaken in a short timeframe. Project to be undertaken in consultation with transport officers and businesses on the Maes to determine preferred layout and extent of street furniture and planters. Potential for a Town Council led project or jointly with HWB Caernarfon. Funding should be a mix of inputs from business, Town Council and Cyngor Gwynedd</p>	HWB CTC	Immediate	Medium
<p><b>Public realm improvements along Stryd Llyn:</b> Introduce street furniture, planters, public art and improve paving to improve amenity of this area.</p>	<ul style="list-style-type: none"> <li>Public consultation of opportunities for Stryd Llyn</li> <li>Undertake competition/procurement for public art works for Stryd Llyn</li> <li>Procurement of street furniture, etc. as well as construction firms for repaving</li> </ul> <p>The delivery approach would be Council led and funded, but should also look at contributions from HWB Caernarfon. Potential for a Town Council led project. Public art could be procured through a design competition to encourage local artist involvement.</p> <p>Potential to package this project with the above project for the Maes.</p>	CTC, CARN	Short term	High
<p><b>Improve pedestrian routes:</b> Undertake an assessment of pedestrian routes within the town centre and have programme of improvements as required. Initial focus should be on improving connections from bus station, car parks and rail station to core areas.</p>	<ul style="list-style-type: none"> <li>Audit of existing signage, infrastructure and links, including locations, quality and areas for improvements</li> <li>Develop programme of maintenance and improvements, including prioritisation of works</li> <li>Signage improvements for visitor wayfinding and heritage interpretation</li> <li>Improve existing pedestrian infrastructure along highway network</li> <li>Undertake feasibility assessment of pedestrian links options</li> </ul>	CG	Short term	High

Projects	Key Actions/Delivery Approach	Lead	Timing	Prioritisation
	<ul style="list-style-type: none"> <li>Undertake survey work as required</li> <li>Procure design and construction firms to develop preferred proposal</li> </ul> <p>Cyngor Council led project funded through existing capital expenditure schemes. Likely to be a phased programme of improvements.</p>			
<p><b>Improve and activate Turf Square:</b> This is a key all-direction junction that connects retail, civic, visitor and residential elements of Caernarfon. Improve public spaces and building fronts and activate the Square for social/leisure/art events. Introduce street furniture and planting.</p>	<ul style="list-style-type: none"> <li>'Mini' Masterplan required to identify and shape opportunities for this area, to include: <ul style="list-style-type: none"> <li>Audit of buildings and spaces available for regeneration</li> <li>Vision for the regeneration of the area</li> <li>Opportunities/constraints for highways network</li> <li>Heritage assessment</li> <li>Framework for development</li> <li>Public and business engagement</li> <li>Outline of development approach of public realm/spaces</li> <li>Identify opportunities and mix of uses within the area</li> <li>Optioning of development approaches</li> <li>Design of preferred option</li> <li>Delivery approach</li> </ul> </li> <li>Engage with building owners and HWB Caernarfon on masterplan process and look to bring them in as partners in the masterplan</li> <li>Procure and engage masterplanning firm</li> <li>Procure and engage detailed design and construction firms</li> </ul> <p>There may be an opportunity to bring in development partners for this project, which would be determined through the masterplan process. However, given that much of the project will be public realm and building front improvements, rather than significant growth in floorspace, there may only be limited private sector interest.</p>	CG	Medium term	Low
<p><b>Increase greening of streets:</b> Introduce permanent and temporary greening throughout the town centre, including parklets, modular planters, green walls, etc.</p>	<p>Potential for a joint Cyngor Gwynedd, Town Council and HWB Caernarfon project. Likely to be a rolling programme of green interventions, including seasonal and permanent features. Coordination and allocation of resources for the project to be led by Cyngor Gwynedd, though all three organisations should input</p>	CG, CTC, HWB	Immediate	High

Projects	Key Actions/Delivery Approach	Lead	Timing	Prioritisation
	<p>funding/resources. Initial steps should be an audit of green elements within the town centre, including planters, green spaces, tree cover. A programme of interventions should be developed based on need and public benefit.</p> <p>Landholders can be encouraged to introduce green elements on private landholdings through incentives such as a Spring flower competition, giveaways of plants if used in the town centre, or similar.</p>			
<p><b>Improve lighting of town walls:</b> Accentuate town walls as an asset through lighting, including permanent lighting and feature/event lighting.</p>	<ul style="list-style-type: none"> <li>• Procure design team to develop options for lighting and projections</li> <li>• Consultation of options with public, businesses and heritage groups</li> <li>• Procure installation firm</li> </ul> <p>Feature lighting could be linked with other proposed interventions and programmes in the town centre, including Canfas, interpretation centre/museum, greening programme, etc. Funding would be through Cyngor Gwynedd, though heritage funding options should be investigated.</p>	CG, CTC	Immediate	Medium
<p><b>Extend decking of Promenade:</b> Widen Promenade out over the foreshore to allow for the space to be used for a wider range of events/activities and increase prominence of the waterfront. Include supporting infrastructure to enable a range of events (electricity, access, removable bollards, water mains access etc.).</p>	<ul style="list-style-type: none"> <li>• Feasibility study to examine potential expansion of uses/events on the Promenade if extended. Study should identify potential constraints/obstacles to development.</li> <li>• Environmental assessment</li> <li>• Procure design team to develop options for expanding Promenade</li> <li>• Consultation of options with public, businesses and heritage groups</li> <li>• Council to have input on planning considerations</li> <li>• Procure construction firm</li> </ul> <p>Harbour Trust to lead and fund this project as landholder of Promenade area. Cyngor Gwynedd inputs would be to help identify opportunities for end uses of the Promenade, as a stakeholder for consultation and to assist with planning process as appropriate.</p>	Harbour Trust	Medium term	Medium

Projects	Key Actions/Delivery Approach	Lead	Timing	Prioritisation
	Potential to be linked with Cei Llechi study.			
<b>Placemaking</b>				
<p><b>Masterplan for Cei Llechi/St Helen's Rd area:</b> Masterplan to consider overall functions of this area, wayfinding (including findings of pedestrian bridge feasibility study), requirements for car parking, introducing green space, requirements for boat storage, embarkation/disembarkation space for visitor boats.</p>	<ul style="list-style-type: none"> <li>• Masterplan required to identify opportunities for this area and links to the core of the town centre. Masterplan to include: <ul style="list-style-type: none"> <li>○ Definition of area for regeneration</li> <li>○ Audit of buildings and spaces available for regeneration</li> <li>○ Vision for the regeneration of the area</li> <li>○ Framework for development</li> <li>○ Car parking assessment (linked with car parking strategy)</li> <li>○ Public engagement</li> <li>○ Market opportunities assessment</li> <li>○ Baseline constraints analysis</li> <li>○ Heritage assessment</li> <li>○ Outline of development approach of public realm/spaces</li> <li>○ Assessment of boat storage needs</li> <li>○ Optioning of development scenarios</li> <li>○ Design of preferred option</li> <li>○ Delivery and funding approach</li> </ul> </li> <li>• Engage with building owners and look to bring them in as partners in the masterplan</li> <li>• Procure and engage masterplanning firm</li> </ul> <p>The Harbour Trust, as main landholder, should lead and fund this study and subsequent developments. Cyngor Gwynedd can look to partner with the Harbour Trust to help guide the overall scope and direction of the project, particularly in looking to advance wider community benefits from regeneration of this area.</p> <p>The masterplan should be linked with/complement the pedestrian bridge study and subsequent recommendations regarding pedestrian/cycle routes</p>	Harbour Trust	Short term	High

Projects	Key Actions/Delivery Approach	Lead	Timing	Prioritisation
	Full delivery of the masterplan recommendations is likely to require significant funding and Cyngor Cwynedd can have a role in helping to secure town centre or heritage funding to support this project.			
<p><b>Optioning and feasibility study for a new pedestrian/cycle bridge over Afon Seiont from Cei Llechi to the parklands:</b> Study to consider location, nature, operation, costs and design considerations of new crossing and removal of existing bridge.</p>	<ul style="list-style-type: none"> <li>• Feasibility and options study to include <ul style="list-style-type: none"> <li>○ Audit of existing pedestrian/cycle routes and usage</li> <li>○ Audit of Cei Llechi operations, including boat movements and bridge movements</li> <li>○ Constraints analysis</li> <li>○ Environmental assessments and technical surveys</li> <li>○ Highways assessment</li> <li>○ Development of concept options</li> <li>○ Cost modelling and viability assessment</li> <li>○ Selection of preferred approach</li> </ul> </li> <li>• Initial and detailed design</li> <li>• Procure and engage construction firm</li> </ul> <p>This should be a Harbour Trust led project, which could be linked with the broader Cei Llechi masterplan. However, there is a benefit in having a specific study to address the pedestrian bridge, given the urgent need to find a solution for this issue.</p> <p>Cyngor Gwynedd's role would be as a key stakeholder and assisting in securing grant funding.</p>	Harbour Trust	Short term	High
<p><b>Shopfront improvements, particularly along Stryd Llyn:</b> Consider incentivisation programme to support improvements to shopfronts.</p>	<ul style="list-style-type: none"> <li>• Engage with landholders to support shopfront and building improvements</li> <li>• Introduce an incentivisation programme to provide grants to building owners to improve shopfronts in identified target areas (e.g. 50/50 funding arrangements)</li> <li>• Signposting for other grant schemes available</li> </ul> <p>Council to dedicate funds for the incentivisation programme.</p>	CG	Short term	High

Projects	Key Actions/Delivery Approach	Lead	Timing	Prioritisation
<p><b>Events Programme:</b> Establish an expanded cultural events programme which utilises spaces within the town centre (particularly Maes, Castle, Promenade, Cei Llechi, Stryd Llyn) to draw people into the town centre and support local businesses. Events should cover a wide range of themes and be appropriate for residents and visitors to the area.</p>	<ul style="list-style-type: none"> <li>Review existing programme of events in light of suite of interventions proposed, identifying emerging opportunities from improved facilities (e.g. improvements to Maes, Promenade, etc.)</li> <li>Engage with cultural/arts/community/business sectors to promote enhanced areas as venues for events and to collect ideas for further events</li> <li>Engage with Highways to understand traffic implications and constraints of further events on public spaces</li> <li>Economic Development to coordinate calendar of events, including small scale, regular events to headline, large-scale annual or one-off events</li> <li>Assess Cyngor Gwynedd's capacity to provide sponsorship or other support for major events</li> <li>Promote improvements on local media and social media</li> </ul>	CG, HWB	Short term	Medium
<p><b>Improved collaboration and coordination between cultural and event locations:</b> Caernarfon has a range of spaces suitable for small to large events, though information for this is not readily available within one location. More coordination would showcase Caernarfon as a well-performing event and cultural location.</p>	<ul style="list-style-type: none"> <li>Audit of spaces and capacity for events, including indoor and outdoor spaces (e.g. Y Maes, Castle, Galeri, Theatr Seilo, Old Courthouse etc.)</li> <li>Coordinated promotion of spaces available for use with Caernarfon, including combined online, social media and other marketing</li> <li>Targeted promotion of spaces to local community groups, event organisers, etc. to showcase Caernarfon's capacity for events/functions and match local groups with appropriate spaces.</li> </ul>	Cadw, HWB, Galeri	Medium term	Medium
<p><b>Increase use of the Castle for events:</b> Caernarfon Castle is an ideal venue for cultural, artistic, historical and ceremonial events both within the grounds and as a backdrop to events on Y Maes.</p>	<p>Cyngor Gwynedd to engage with Castle representatives to encourage a broader use of the Castle for events, including input to and linking with the expanded events programme proposed above. However, Cyngor Gwynedd is not recommended to have a significant role in planning, operating or funding events within the Castle.</p>	Caernarfon Castle	Short term and on-going	Medium
<p><b>Introduce public art to the town centre:</b> Commission permanent and temporary artworks, installations and murals to add vibrancy to the town centre and encourage visitors to explore further. To include further roll-out of Canfas</p>	<ul style="list-style-type: none"> <li>Audit of public art within the town centre, including locations, quality/state of repair, appropriateness in telling Caernarfon's story</li> <li>Commission a design study to assess typologies, colour palettes, forms, locations of public art within the town centre</li> </ul>	Galeri, CARN	Medium term	Medium

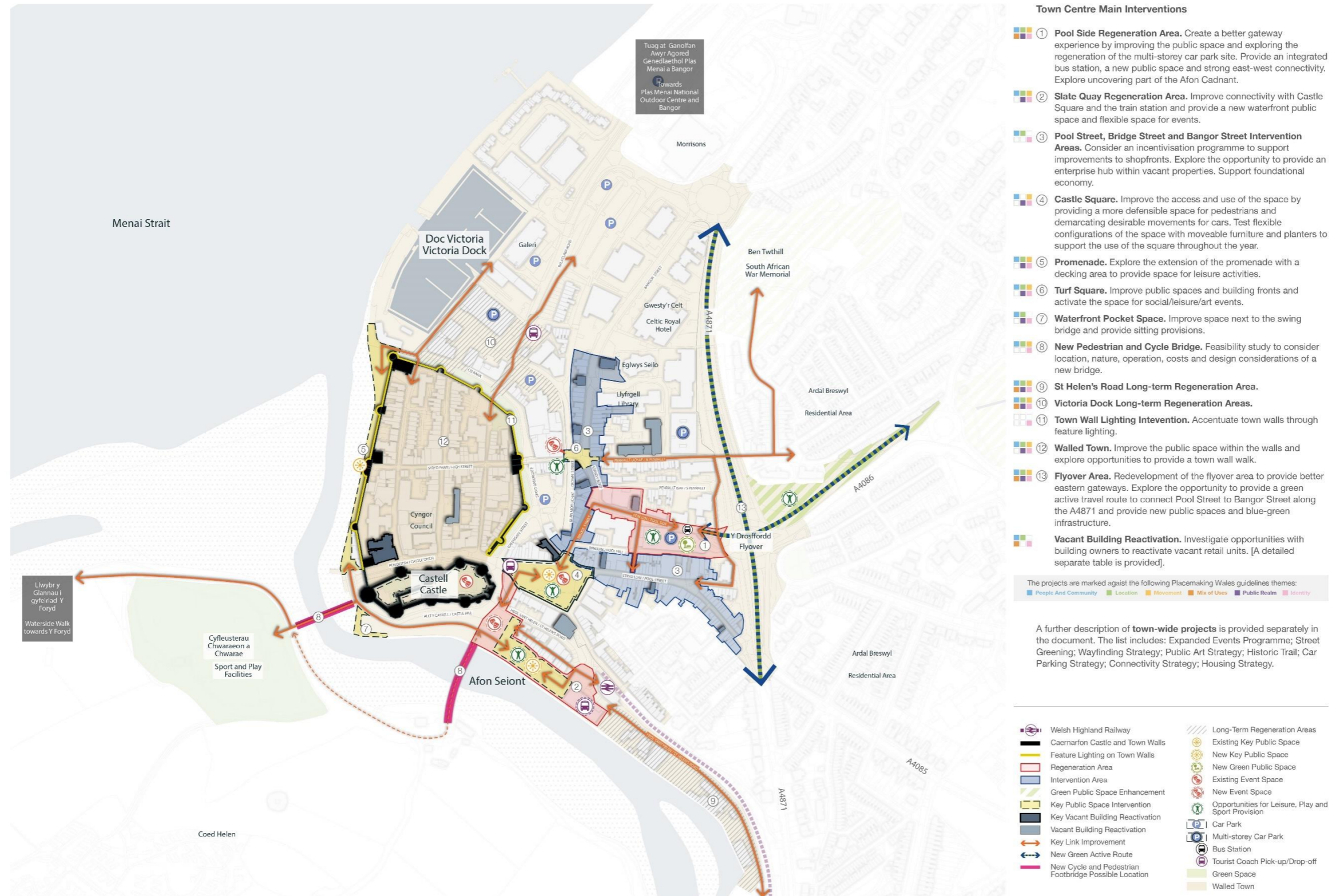
Projects	Key Actions/Delivery Approach	Lead	Timing	Prioritisation
<p>project, which highlights history and people or Caernarfon, as well as other visual art schemes.</p>	<ul style="list-style-type: none"> <li>Engage with art groups in Caernarfon to gather inputs on ideas for public art within the town centre and to encourage active participation in the public art programme</li> <li>Commission an art and design competition for public art within the town centre. This could be a one-off event or an annual competition to have a steady increase in public art throughout Caernarfon town centre</li> <li>Secure funding through a mix of Cyngor Gwynedd funds, sponsorships, heritage funds and Arts Council of Wales funding</li> <li>Review and monitor Canfas pilot programme and support further roll-out of this scheme as appropriate</li> </ul>			
<b>Other Strategies</b>				
<p><b>Car parking strategy:</b> Assessment of quantity and locations of car parks throughout town centre, including considerations of seasonality, pricing, demand, additional spaces, repurposing of underutilised spaces. Strategy should identify quantity and locations of EV charging points.</p>	<p>The car parking strategy should include:</p> <ul style="list-style-type: none"> <li>Audit of existing capacities and usages of car parking throughout the town centre</li> <li>Full understanding of land ownerships, covenants and leasehold arrangements of car parks</li> <li>Understanding of usage levels of paid and unpaid car parking</li> <li>Engagement with key landholders</li> <li>Link with Pool Side MSCP and Cei Llechi studies</li> <li>Assessment of coach parking and drop-off/pick-up options</li> <li>Assessment of demand for spaces over coming years</li> <li>Assessment of EV charging point provision and demand</li> <li>Options development of shared use of spaces as appropriate</li> <li>Assessment of whether sites are extraneous to need and can be used for other purposes</li> </ul>	CG	Short term	High
<p><b>Active travel strategy:</b> Assess active travel infrastructure and routes within the town centre and connecting to the remainder of Caernarfon and hinterland areas.</p>	<p>The active travel strategy should include:</p> <ul style="list-style-type: none"> <li>Assessment of existing cycling and walking routes, infrastructure, signage, etc.</li> <li>Identify gaps in the provision of infrastructure</li> </ul>	CG	Short term	High



Projects	Key Actions/Delivery Approach	Lead	Timing	Prioritisation
	<ul style="list-style-type: none"> <li>Identify safety concerns for cycling and walking</li> <li>Identify opportunities to improve routes to residential and hinterland areas</li> <li>Assessment of opportunities for cycle/e-scooter hire schemes</li> <li>Optioning and preferred option of routes</li> <li>Prepare promotion campaign to highlight new infrastructure and routes</li> </ul>			
<p><b>Housing strategy:</b> Assess options to increase the amount of new housing within the town centre, including private market, social housing and aged accommodation, assess incentivisation options to encourage release of unused spaces above retail for residential.</p>	<p>The housing strategy should include:</p> <ul style="list-style-type: none"> <li>Assessment of current provision of housing within and at fringes of town centre, including quantities, quality, typology, ownerships and occupancy rates</li> <li>Assessment of demand for town centre housing</li> <li>Assessment of social and aged care housing demand</li> <li>Engagement with key stakeholders such as housing associations, GISDA and local residential developers</li> <li>Identification of sites for potential housing schemes within the town centre, including supported living, social housing and open market options</li> <li>Recommendations on scale, timing and locations of housing schemes within the town centre</li> <li>Opportunities for redevelopment/repurposing of underutilised spaces in town centre for housing, especially vacant office stock</li> </ul>	CG	Medium term	Medium
<p><b>Audit of health services provision:</b> Assess current provision of health and social care services available within Caernarfon and determine whether appropriate for local needs. If appropriate, identify location(s) for further facilities within the town centre.</p>	<p>Assessment of current provision, including performance, capacity, accessibility and locations of services. If further sites are required, the focus should be on Caernarfon town centre locations, including co-location with complementary facilities and reuse of underutilised stock.</p>	Betsi Cadwaladr	Short term	Medium

Source: BE Group, 2023

Figure 10 – Strategy Plan



theurbanists

Source: The Urbanists, 2023

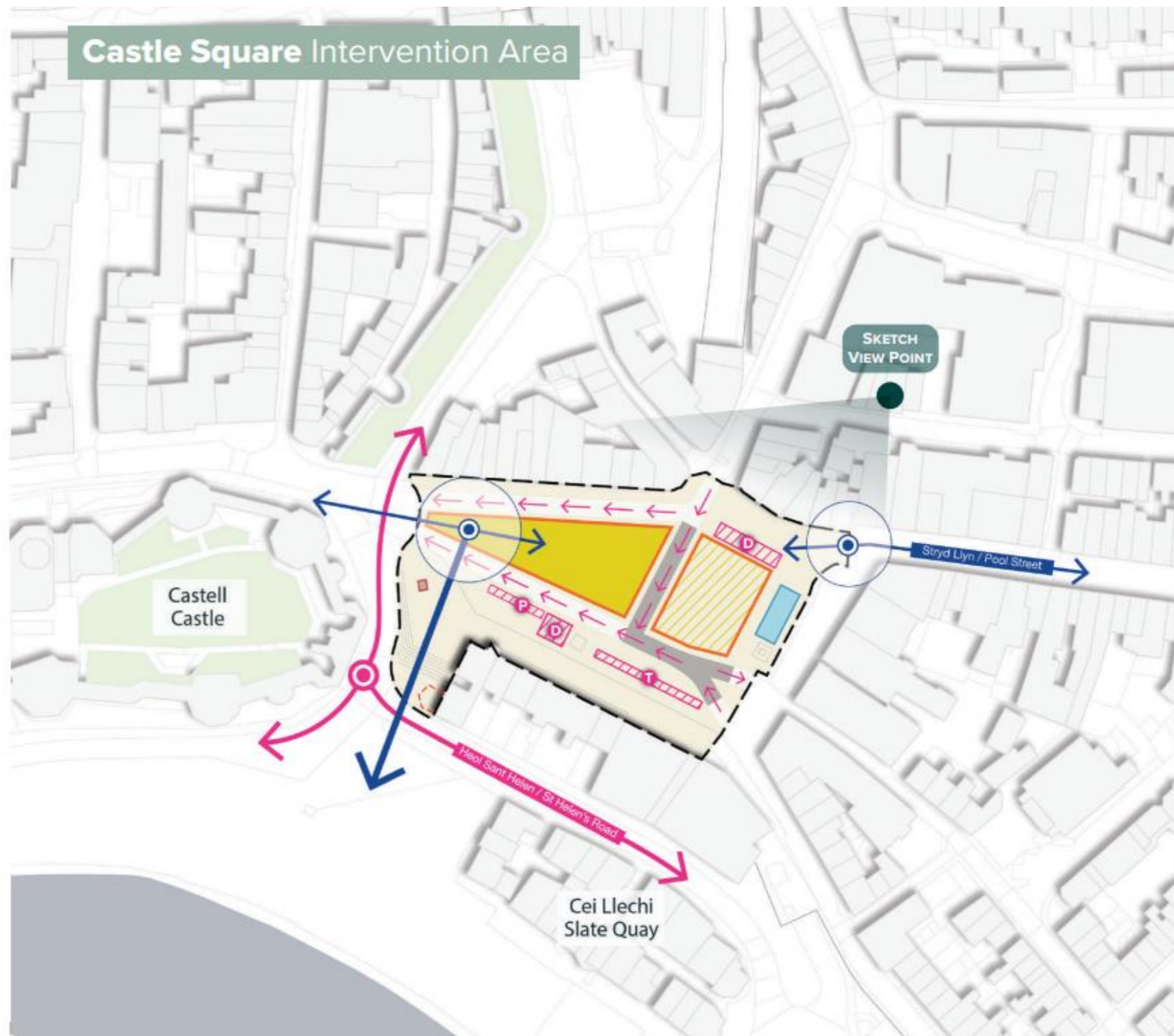
Figure 11 – The Maes

**Castle Square Intervention Key Objectives**

Increase the use and activation of Castle Square throughout the year with an extended programme of events. Use moveable urban furniture and planters to support the informal use of the space and test different configurations. Explore the opportunity to provide canopy / shelter elements.

Provide a clearer sense of direction for car movements while maintaining the shared space status through surface treatment or the use of moveable urban furniture.

Provide a better connection to Slate Quay through the demolition of the public toilets and provide a clear physical and visual connection between the two areas.



- Legend:
- Intervention Area
  - Existing Water Feature
  - Enhanced Pedestrian Route
  - Key Gateway
  - Existing Vehicle Movements
  - Existing Car Park
  - Desired Vehicle Movement Demarcation
  - Relocated Monument
  - Demolition Line
  - Key Public Space [Always Activated]
  - Key Public Space [Flexible Activation]
  - Disabled Parking
  - Taxi
  - Car Parking

Source: The Urbanists, 2023

Figure 12 – Sketch of the Maes Interventions



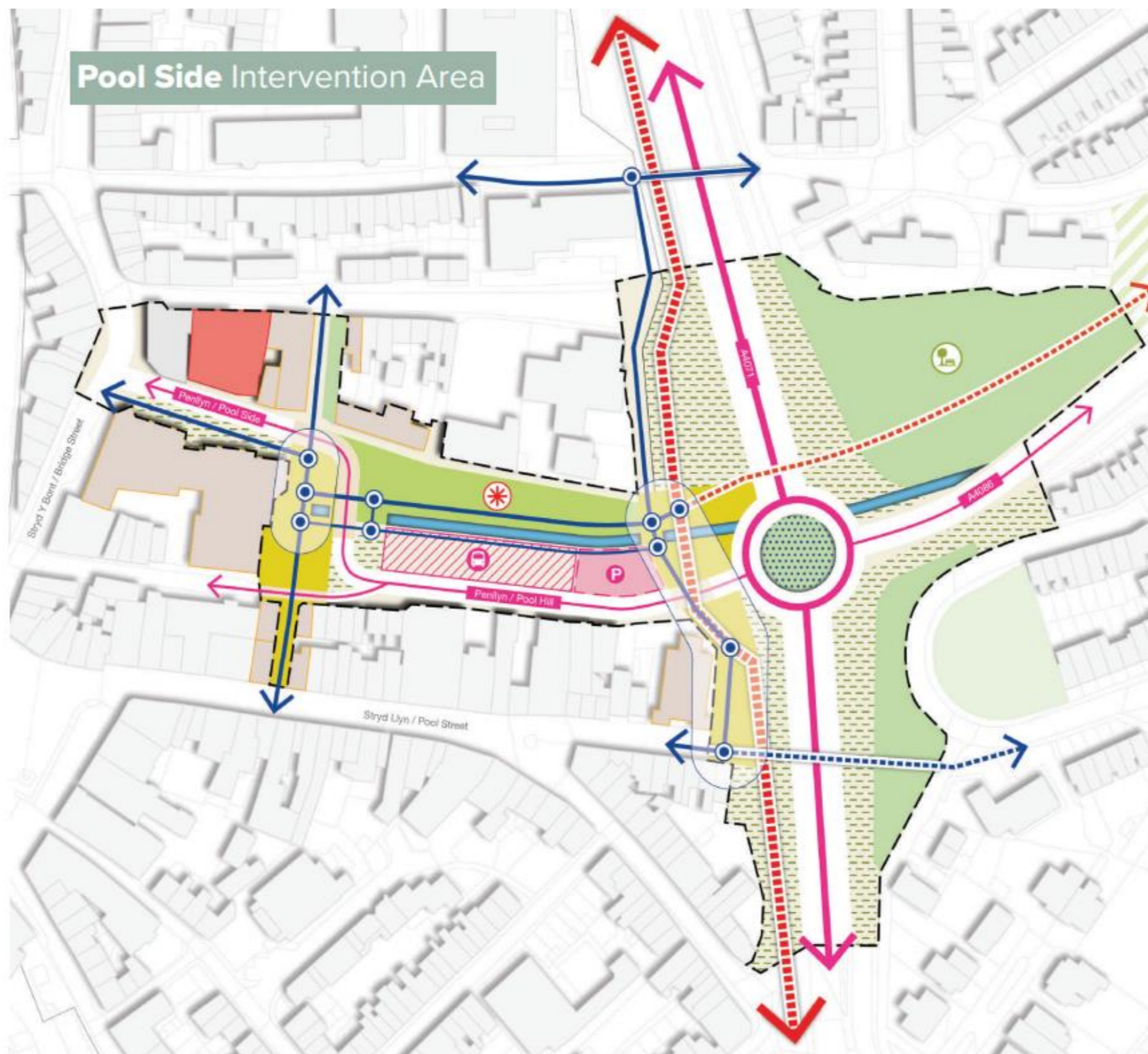
Source: The Urbanists, 2023

Figure 13 – Pool Side

**Pool Side Regeneration Key Objectives**

- Provide an attractive and welcoming eastern gateway.
- Improve East-West connection and provide a better connection to Pool Street.
- Expand and improve the existing blue-green infrastructure by reopening part of the historic Afon Cadnant, retrofitting SuDS and planting new trees along the regenerated A4871 corridor.
- Create green active travel routes by redesigning the flyover site and rationalising its configuration in favour of pedestrians/cyclists' use and movement.
- Provide active green public space and provision within the town centre.

- Legend:
- Intervention Area
  - Open Canal [Afon Cadnant Restoration]
  - Enhanced Pedestrian Route
  - Proposed Pedestrian Routes
  - Key Gateway
  - New Proposed Vehicle movement
  - Proposed Bus Station
  - New Short-Stay Car Park
  - New Green Public Space
  - Improved Public Space and Gateway
  - Existing Green Areas
  - Integrated Blue-Green Infrastructure
  - New Green Public Space Provision
  - Proposed Active Travel Route
  - Redevelopment Opportunity Building
  - Facade improvement [e.g. Green Wall / Murals]
  - SuDS / Water Management Site



Source: The Urbanists, 2023

Figure 14 - Cei Llechi

**Slate Quay Regeneration Key Objectives**

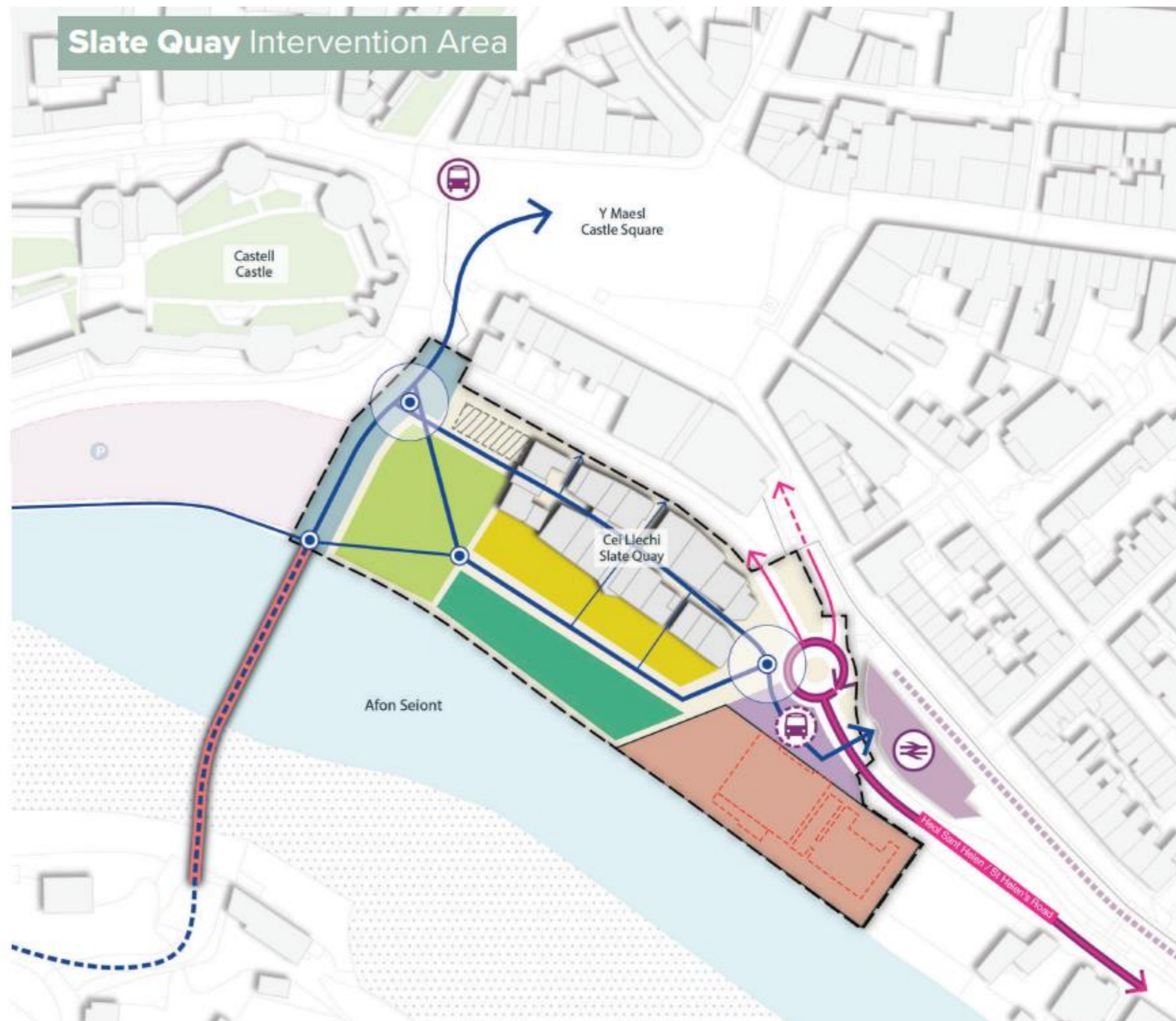
Strengthen the connection between Slate Quay and the town centre.

Create a vibrant, diverse and active public space for residents and visitors to enjoy all year around.

Increase footfall on the Slate Quay site by relocating the tourist coach drop-off in front of the existing Welsh Highland Railway Station.

Kickstart the riverfront regeneration and reconnect the town centre to the Afon Seiont.

- Legend:
- Intervention Area
  - Welsh Highland Railway
  - Existing Coach Drop-off
  - Proposed Tourist Coach Pick-up/Drop-off
  - Enhanced Pedestrian Route
  - Key Gateway
  - Existing Vehicle movement
  - Proposed Tourist Coach Movement
  - Boats Storage Site
  - Demolished Buildings
  - Waterfront Public Space
  - Spill-out / Sheltered Area
  - Flexible Public Space
  - Movement Corridor
  - Electric Car Charging Point/Reserved Car Park
  - Green Space
  - Water
  - Tidal Area
  - Possible Footbridge Relocation
  - Retained Slate Quay Car Park



Source: The Urbanists, 2023



## Vacant Properties

7.15 Vacant and marketed properties within the town centre have been reviewed for their potential for reuse, acquisition or refurbishment. Details of these units are provided in Appendix 4. The vacant properties represent opportunities to reinvigorate the town centre, including implementing some of the proposed interventions listed earlier. The following table provides further information on how the vacant properties may be used to further the Placemaking Plan agenda.

**Table 18 – Use of Vacant Properties**

Property	Potential Reuses	Potentially applicable to these interventions
<b>Former Bank Corner of Pool Street/Y Maes</b>	Being redeveloped by GISDA for young person accommodation and support services.	<ul style="list-style-type: none"> <li>Housing Strategy</li> </ul>
<b>1-3 Pool Street – former KFC</b>	Potential for temporary uses, creative gallery/workshop or reuse as retail	<ul style="list-style-type: none"> <li>Reactivate vacant units</li> <li>Public realm improvements along Stryd Llyn</li> <li>Shopfront improvements, particularly along Stryd Llyn</li> </ul>
<b>22-24 Pool Street – Former Superdrug</b>	Potential for temporary uses, creative gallery/workshop or reuse as retail. Upper floor potentially flats.	<ul style="list-style-type: none"> <li>Reactivate vacant units</li> <li>Public realm improvements along Stryd Llyn</li> <li>Shopfront improvements, particularly along Stryd Llyn</li> <li>Housing Strategy</li> </ul>
<b>14 Y Maes – former Poundstretcher</b>	Upper floors opportunity for flats. Ground floor retail.	<ul style="list-style-type: none"> <li>Reactivate vacant units</li> <li>Shopfront improvements, particularly along Stryd Llyn</li> <li>Housing Strategy</li> </ul>
<b>62 Pool Street</b>	Good quality externals. Upper floors opportunity for flats. Ground floor retail.	<ul style="list-style-type: none"> <li>Reactivate vacant units</li> <li>Housing Strategy</li> </ul>
<b>Corner Bridge Street</b>	Ground floor retail/commercial and upper floors for flats. Alternatively repurposed for a business centre.  Potential for CG acquisition.	<ul style="list-style-type: none"> <li>Reactivate vacant units</li> <li>Introduce enterprise hub</li> <li>Shopfront improvements, particularly along Stryd Llyn</li> <li>Housing Strategy</li> </ul>
<b>9 Bridge Street frontage</b>	Recently purchased by private entity from CG. Potential for retail/commercial or demolish to improve views (unlikely with recent sale).	<ul style="list-style-type: none"> <li>Reactivate vacant units</li> <li>Shopfront improvements, particularly along Stryd Llyn</li> </ul>
<b>3 Penllyn</b>	This site can be brought into considerations as part of the masterplan of the Pool Side area. Potential actions would range from activating ground floor and external improvements to full demolition.	<ul style="list-style-type: none"> <li>Feasibility study of removing MSCP at Pool Side</li> <li>Improve entry point at Pool Side</li> <li>Reactivate vacant units</li> <li>Introduce enterprise hub</li> <li>Shopfront improvements, particularly along Stryd Llyn</li> <li>Housing Strategy</li> </ul>
<b>33-35 Bridge Street</b>	Ground floor retail/commercial and upper floors for flats.	<ul style="list-style-type: none"> <li>Reactivate vacant units</li> </ul>



Property	Potential Reuses	Potentially applicable to these interventions
		<ul style="list-style-type: none"> <li>• Shopfront improvements, particularly along Stryd Llyn</li> <li>• Housing Strategy</li> </ul>
<b>22 Bangor Street</b>	Ground floor retail/commercial and upper floors for flats.	<ul style="list-style-type: none"> <li>• Reactivate vacant units</li> <li>• Shopfront improvements, particularly along Stryd Llyn</li> <li>• Housing Strategy</li> </ul>
<b>5-7 Bangor Street – former Barclays Bank</b>	Services, commercial or business centre use.  Potential for CG acquisition.	<ul style="list-style-type: none"> <li>• Reactivate vacant units</li> <li>• Introduce enterprise hub</li> </ul>
<b>Crown Buildings</b>	Understand that there are confidential proposals currently being considered. Difficult to repurpose due to size, built form and location, but potential reuses could be offices, education, public sector institution, residential.	<ul style="list-style-type: none"> <li>• Introduce enterprise hub</li> <li>• Housing Strategy</li> </ul>
<b>Old Courthouse</b>	Partially utilised building of substantial heritage importance. Strong preference for publicly accessible uses, such as tourism, dining, museum, hotel.	<ul style="list-style-type: none"> <li>• Old Courthouse</li> <li>• Interpretative centre/museum to highlight broad history of Caernarfon</li> </ul>
<b>Copa Bar &amp; Nightclub</b>	Bar/nightclub use remains likely on-going use, particularly with significant time remaining on lease, though the owner's attempts to sell could result in change of use and thus engagement with new owners, once finalised is recommended. If becoming available, potential site for visitor centre or museum due to prominent location on Y Maes, though may be cost prohibitive to acquire.	<ul style="list-style-type: none"> <li>• Interpretative centre/museum to highlight broad history of Caernarfon</li> </ul>

Source: BE Group, 2023

7.16 Of the above sites, the following should be considered high priorities for further intervention, engagement/collaboration with owners or acquisition.

*Engagement/collaboration with owners*

- 1-3 Pool Street, former KFC
- 14 Y Maes - former Poundstretcher
- 3 Penllyn
- Crown Buildings
- Old Courthouse

*Acquisition*

- Corner Bridge Street
- 5-7 Bridge Street – former Barclays Bank

### **Next Steps**

7.17 The above delivery strategy highlights a range of projects, many of which could come forward simultaneously, dependent on demand, resources, capacity and levels of interruption to the town centre. Of the proposed 27 interventions, 15 of these are recommended as immediate or short-term projects, meaning that they should be commenced within one year (if resources allow). These schemes are:

#### *Immediate*

- Old Courthouse
- Reactivate vacant units
- Explore options of providing more defensible space and definition on Y Maes
- Increase greening of streets
- Improve lighting of town walls

#### *Short term*

- Public realm improvements along Stryd Llyn
- Improve pedestrian routes
- Masterplan for Cei Llechi/St Helen's Road area
- Optioning and feasibility study for a new pedestrian/cycle bridge over Afon Seiont from Cei Llechi to the parklands
- Shopfront improvements, particularly along Stryd Llyn
- Events programme
- Increase use of Castle for events
- Car parking strategy
- Active travel strategy
- Audit of health services provision

7.18 This suite of short-term projects will provide impetus to the renewal and regeneration of the town centre, including projects that have low upfront costs. These projects will help to reinvigorate the town centre, particularly through the physical improvement of public places and buildings and the increased use of spaces. Cyngor Gwynedd is recommended as the lead for several of these interventions; however, some are expected to be other organisations, including Caernarfon Town Council, Harbour Trust, HWB Caernarfon and Caernarfon Castle.

7.19 The gateway improvements are likely to be more longer term projects and are dependent/linked within the determination of the flyover outcome. However, these interventions are likely to be substantial investments and Cyngor Gwynedd should look to understand the funding implications of these projects as soon as possible to include in forward budgeting.

#### **Monitoring and Appraisal of the Caernarfon Town Centre Placemaking Plan**

7.20 The programme of projects above should be regularly monitored and appraised to ensure progress is in line with expectations. Monitoring will include:

- Gathering of data on key metrics/indicators of progress. Such metrics could include visits/footfall within the town centre, vacancy levels, consumer/resident satisfaction levels, business start-ups, etc.
- Review of progress against key milestones
- Review of outcomes against vision and objectives
- Consultations with delivery teams and key stakeholders, including users of the town centre.

7.21 Specific evaluation of projects is also recommended.

## **Appendix 1**

### **Town Centre Commentary**

### **Town Centre – Covid and Structural Economic Change**

- A1. The global economic recession of 2008 sparked what might be described as a “perfect storm” for town centres and the retail industry over the following years, which was not helped by the uncertainty surrounding Brexit. The sector was devastated by the Covid-19 pandemic and ensuing economic lock-down which has been exacerbated further with the current cost of living and energy crisis and soaring inflation.
- A2. Even before the pandemic, town centres were already facing structural changes and challenges. Whilst business confidence had recovered from the financial crisis by around 2012, there was still contraction in consumer spending, aligned with spiralling operating costs for retailers. Indeed, many national retailers were already over-exposed from a previous “rush for space” compounded by the seismic shift in spending behaviour with the growth of e-retail and a “convenience culture”. This drove the first wave of major store closures and retail bankruptcies with major casualties including Woolworths and MFI.
- A3. There were already concerns that 2019 was considered the worst on record for British retailing. Town centre vacancy rates were rising again, then to a worrying 12% of all shop units across the UK and the consumer love of the town centre was clearly waning with continued footfall decline. Many more national businesses were closing whilst smaller independent operators – who typically depend on the footfall draw of larger anchor stores – were likely to be clinging by fingertips.
- And then it simply got worse in 2020.....**
- A4. Town centre footfall fell off the cliff during the pandemic with on-line retailing surging to over a third of the total UK expenditure. Town centres continued to shrink with more shops closing than opening and UK average vacancy rates peaked at around 15% by Q2 2021, although still remaining high at around 13.8% at the end of 2022. The situation in Wales has been much slower to recover with average town centre vacancy rates around 16.2% in Q4 2022 according to research by the Local Data Company. Only the North East of England had higher average vacancy rates of around 18.2% at the end of 2022.
- A5. What did emerge was the recovery of smaller towns focused on their immediate catchment as vital, local convenience centres proved most popular with larger commercial centres continuing to be affected by the “work from home” effect and much reduced footfall and leisure activity.

**And still not out of the woods yet in 2023.....**

- A6. As businesses and communities were finding their way to recovery and adapting to a “new norm” of social distancing measures there was another economic shock following Russia’s invasion of the Ukraine in February 2022. The resulting global energy crisis triggered soaraway inflation with the Bank of England increasing borrowing costs in an attempt to reduce pressures but only leading to further constraints on consumers and disposable income in terms of leisure and retail expenditure. It is against this backdrop a fresh vision for town centres – including Caernarfon – needs to be designed and reflected in long term regeneration and planning policy.

**Time to rethink our town centres.....**

- A7. In many ways the economic impact of the Covid-19 pandemic, whilst significant in itself, has really only accelerated already established structural changes that were affecting our town centres. Some of the trends and impacts as follows:

- Town Centre retail dominance is over – a much broader social mix of activities is needed within town centres.
- Rising consumer focus on “convenience” – especially in terms of accessibility of places, response to ‘click & collect’ and same day delivery response from on-line retailers. It should be no surprise how the convenience of on-line shopping, especially mobile technology, has taken hold – contrasted with more limited opening hours of in-town shops.
- The commercial value of the retail asset class has disappeared with even landlords and investors facing real impact from withheld rents and company voluntary liquidations forcing reduced rents and lease breaks. (Note the collapse of Intu Properties in 2020, owner of some of the largest UK shopping centres).

- A8. In practice, our town centres have always evolved in response to changing demands and economic pressures; although not all necessarily at the same pace. Looking forward, some of the key drivers considered vital to future success of places include:

➤ **Local Employment Prospects**

Vibrant town centres (whether retail or leisure focussed) will depend on a healthy local economy. Town centres will face different challenges depending on whether they serve in- our out- commuting settlements.

➤ **Demographic Trends**

Changing demographics (both population size and age structure) will present towns with different demands in terms of access, movement and the overall sense of place.

➤ **Connected Communities**

The value of thinking and acting locally has increased during the enforced lockdown period with many people re-assessing their traditional journey to work and reconsidering local accessibility of services, entertainment, leisure and shopping activities. This in turn perhaps creates more demand for housing within walking distance of town centres.

This is evidenced in the rise of the 15-minute city idea whilst people are also seeking more flexible space within their homes. Resilient digital connectivity in our homes is also now paramount in purchasing decisions.

➤ **Digital and Mobile Technology**

Town centres must adapt and respond to the demands of technology and find ways to interact more effectively with consumers of the future; especially if looking to attract younger consumers.

➤ **Experiential Environments**

Consumer behaviour has moved away from shopping as the main event to demanding wider experiences and enjoyment of “places”. Whilst potentially halted during the pandemic, this trend is expected to resume with town centres needing to offer a broader mix of activities and cultural events whilst also creating safer environments for stronger social connections.

➤ **Importance of Space & Safety**

The Covid-19 pandemic has undoubtedly made people re-evaluate their surroundings and homes and it is clear a premium is placed on access to green spaces – both in the wider countryside and within our urban areas. Creation of effective, safe and attractive public spaces is paramount in designing successful places for the future. Thinking around personal space and impact on people density is evolving with more space required for each person whether they are resting or moving. This may lead to a desire for wider footpaths and more space for outdoor seating. Places that deliver a stronger sense of personal safety are likely to create a competitive advantage.

➤ **Climate Change Demands**

Consumer responses to climate change is leading pressure to buy local, reduce the need to travel and cut unnecessary packaging. Something especially highlighted during the pandemic with local traders and independents seen as “going the extra mile” to help. The e-retail sector will be quick to respond to these challenges, with movement on packaging and investment in electric vehicles for distribution. Town Centres must respond as well.

**Clarity of Role and Function ..... imbedded in sense of place.**

A9. Research highlighted by the High Street Task Force for England (Institute of Place Management 2017) highlights that towns with a distinctive “offer” and market proposition tend to attract more customers. Towns that recognise their market needs, respond more effectively to consumer expectations and stimulate regular and repeat visits. The distinctive offer must, of course, permeate the whole town uniting form and function together and creating a unified sense of place. Some of the distinctive roles to consider include:

- **Convenience/service role:** includes food shops, post offices, banks, pharmacies, hairdressers, health and beauty facilities, library.
- **Commercial:** offices, training centres, event facilities, hotels, conference facilities.
- **Comparison:** includes clothing, homeware, toys, furniture, equipment, jewellers, health and beauty products.
- **Tourism:** includes accommodation, visitor attractions, cafes.
- **Speciality:** includes markets, arts, culture, theatres, museums, galleries, concert halls.
- **Social/leisure:** includes cinemas, recreational spaces, restaurants, bars and pubs, health and fitness centres, bingo halls, indoor bowling centres



## **Appendix 2**

### **Visioning Workshop – Summary of Findings**

## CAERNARFON TOWN CENTRE PLACEMAKING PLAN VISIONING WORKSHOP AND CONSULTATIONS SUMMARY OF FINDINGS

### Introduction

BE Group, PER Consulting, The Urbanists and Burum undertook a visioning workshop exercise as part of the preparation of the Caernarfon Town Centre Placemaking Plan.

This Visioning Workshop (23<sup>rd</sup> March 2023) brought together key stakeholders within Caernarfon, including public sector agencies and community organisations. The objectives of the Workshop were to:

- Gather local intelligence on key issues and opportunities for Caernarfon;
- Test emerging thinking on regeneration priorities and direction in the Town Centre;
- Provide input on the definition of a Vision for the Town Centre

One-on-one discussions were held with those invitees that could not attend but indicated a desire to have input into the process. Their inputs have been added to this summary.

### Approach

After an initial introduction outlining the objectives of the workshop, attendees were split into smaller groups, with a member of the consultant team, to have a thematic discussion on Caernarfon. The four themes discussed in this element of the workshop included:

- A. Making Caernarfon more vibrant and active
- B. Broadening the economic activity within the town
- C. Supporting heritage and Welsh identity within the town
- D. Climate change resilience and sustainability.

This was followed by a discussion on key locations within Caernarfon. These locations included:

- A. Victoria Dock
- B. Walled Town
- C. Main shopping area (Pool Street, Y Maes, Bangor St/Penrallt)
- D. Cei Llechi, St Helen's Road and Y Foryd

### *Menti Presentation*

Menti, an interactive presentation tool, was used within the initial introduction to ask attendees the following questions:

- 1) How would you like Caernarfon to be described?
- 2) What are the priority areas to be addressed in Caernarfon?

The response to the first question has been illustrated below using a word cloud.

**Figure 1 – Word Cloud 1**



One of the trends to be noted from the attendee responses is the emphasis on the desire for the town to be recognised for its historical/traditional character. This is demonstrated by the use of words such as:

- Historical
- Cultural
- Unique
- Welsh

Another cluster of responses emphasised the desire for Caernarfon to be viewed as an attractive visitor location, with words used such as:

- Welcoming
- Friendly
- Bubbly
- Destination

- Beautiful

Finally, there is a clear desire among attendees for Caernarfon to be described as a thriving location. Words used include:

- Prosperous
- Lively
- Successful
- Vibrant

When asked what the priority areas to be addressed in Caernarfon are, the following responses were given:

- “Thriving and creative;
- Better ideas to get more businesses to open in the town;
- Y Maes needs to be resolved, consider as a place for all ages;
- Unified appearance, reflecting historic character;
- Signage to link all the main areas with uniform, eye-catching, tasteful signage.”

All points raised provide different priorities for the town and are all equally relevant as inputs to the Placemaking Plan. As with question 1, the importance of Caernarfon’s historical character being captured in the town’s appearance is commented on. A “thriving” town is also raised as a priority. This relates to the need for better ideas to encourage businesses to open in town.

Additionally, issues with signage have been raised as a priority, along with the need to “resolve” the Maes. This likely relates to the lack of clear direction for cars arriving on the Maes, as well as greater use of the Maes for events, outside of the weekly market.

### *Thematic Discussion*

The thematic discussion was focused on four main elements:

1. Making Caernarfon more vibrant and active
2. Broadening the economic activity within the town
3. Supporting heritage and Welsh identity within the town
4. Climate change resilience and sustainability.

Relevant comments made on the above points are noted below. Similar or repeated comments have been amalgamated:

#### **1. Making Caernarfon more vibrant and active**

- Attendees generally believed that Caernarfon is much better place now than it was 10 – 15 years ago and there was a good level of pride associated with living in Caernarfon. Young people are now much more ready to remain/be drawn back to the town.
- Post Covid the town is perceived as being much quieter during the daytime out of the peak season.
- More events and street performers (e.g. Galway).
- Murals could be added on both bleak spaces and bright spaces in the town centre.
- Creation of an outdoor gym suggested.
- Create active travel routes that fill in gaps in the network.
- Not enough colour on the Maes – flowers, etc.
- Public art, including murals, art installations, vibrant street furniture can add colour and amenity to the town centre.
- Caernarfon holds successful events (e.g. Food Festival) but could do more, including spin-offs of food festival, cultural and creative events.
- Castle is a wonderful backdrop for events and with recent investments to make it more accessible can be an excellent venue for events too.
- There is a need to address vacant units within the town, which reduces perceptions of activity.
- Caernarfon has improved over the last decade and has seen some important investments – redesign of St Helen's Road roundabout, Galeri, Castle improvements, Cei Llechi, Victoria Dock area.

#### **2. Broadening the economic activity within the town**

- Tourism is seen to be too concentrated in a few peak weeks and evening economy is very quiet.
- Need for an Enterprise Hub to attract and retain small businesses.

- Need better co-working spaces.
- cyber cafés – creation of informal workspace.
- Scope for incentives to release space above shops (especially for housing).
- Opportunity to create spaces for artisan makers and trades. Note that Cei Llechi provides some workshops, but is there an opportunity for further spaces in vacant town centre units?
- Visitor economy would benefit from a mid-market hotel in the town centre, that would be bettered positioned to meet the needs of the international market.
- International visitors, particularly those from the cruise market, only visit Caernarfon for the Castle. There needs to be means of showing broader elements of Caernarfon to these visitors.
- Caernarfon is a base for exploring the wider area (outdoor pursuits, Slate Valleys) and should be promoted more.

### **3. Supporting heritage and Welsh identity within the town**

- Celebrating identity in the town centre.
- Caernarfon should embrace and celebrate its Welsh language and heritage. The dialect in the town is different from other parts of Wales and this should be a feature. Example could be to encourage more businesses to use the Welsh language in particular with regards to signage.
- Heritage and culture are big elements of the town. Not just the Castle, but links to other eras – Roman, Wars of the Roses. However, visitors and also residents are not made aware of this, so part of the investment should be in education.
- Caernarfon should continue to celebrate its great heritage assets and promote further.
- Need for a museum / heritage centre / gallery, or a combination of all, to keep hold of the wealth of history, knowledge and information within the town.
- However, understand that sustainable running of a heritage centre of similar is very difficult.
- There are UNESCO heritage listed assets in Caernarfon and surrounding areas (Castle and Slate Landscape of North West Wales) which can be promoted more to bring people to the area.

#### 4. Climate change resilience and sustainability

- Cycling is important. The town has cycle paths and also it is a base for keen road cyclists. Linked to the sustainability agenda, look at making it a hub with bike hire, electric bike hire and a network of routes to suit all.
- Lon Las Cymru (Holyhead to Cardiff) National Cycle Network route is one of the key routes in Wales and passes through Caernarfon. Need to ensure this is promoted and cyclists have infrastructure to support their needs.
- Need to undertake a comprehensive review of the traffic direction and flow throughout the whole town and possible pedestrianize some areas perhaps between 12 and 4 during summer, for example.
- Most visitors to Caernarfon travel by car. There is a need to support further public transport and sustainable transport options.
- Feasibility study to look at possible ways to create own energy within the town – could the river be used at all?
- Snowdon Sherpa bus services are increasing and useful to link Caernarfon with Snowdon/Slate Valleys for visitors.
- The narrow gauge line service into the Slate Valleys is a leisure service, not really suitable for rural workers coming to Caernarfon.
- Need more trees and greenery – this was felt quite strongly.
- Local small grants to buy electric bikes.
- Provide more EV charging points.
- More recycling facilities.
- Create active travel routes that fill in gaps in the network.
- Bangor to Caernarfon Railway.

#### *Locational Discussion*

Four main locations were prioritised in this element of the workshop. They are as follows:

1. Victoria Dock
2. Walled Town
3. Main shopping area (Pool Street, Y Maes, Bangor St/Penrallt)
4. Cei Llechi, St Helen's Road and Y Foryd.

Relevant comments made on the above locations are noted below:

## 1. Victoria Dock

- Need to connect the dock area with the town centre
- Flats in general are on very long leases
- Significant number of empty and underused flats
- Office and retail spaces are expensive and empty or underused (Adra has given up lease and is looking for more suitable office space in town)
- Residents responsible for surrounding areas but condition is deteriorating and is verging on dangerous in some spots
- Scope to encourage more line fishing activity and families to use and visit (e.g. dock arm and Landerneau Pier)
- Installation of kiosks to sell food and merchandise
- Hafan Iechyd (health centre) is in wrong location and needs to be in town centre.

## 2. Walled Town

- Opportunities for the Old Courthouse need to be found
- Condition of street surfaces is perceived as poor with little or improper reinstatement of cobbles after digging up
- Insufficient recognition of conservation area status and significance of history of old town, particularly of individual sites (e.g. Crown 19th century champagne and oyster bar)
- Need to create better signage and themed walks
- Connection to Victoria Dock through Church Street Entrance needs better signage
- Children's Play Area near Black Boy needs investment and better demarcation from "beer garden"
- The shops in the old town are for visitors and too expensive for locals.

## 3. Main Shopping Area (Pool Street, Y Maes, Bangor St/Penrallt)

- The Maes was deemed to feel unpredictable for pedestrians given free car movements; it was also felt there was little shelter from the elements on it. The choice of materials was deemed unsuitable as they are slippery in wet weather
- An area needs to be completely closed off from traffic if more events are to take place on the square – the two don't go together
- The food festival was referenced as being very popular, and it was suggested this should be built on to increase visitor numbers
- Need for better connectivity between Y Maes and Cei Llechi



- Pool Street was deemed to be an area that was not attractive and had a poor-quality shopping offer. That said, there was a recognition that for many local people this area is important as it is where they go for basic requirements and affordable shopping
- The need to improve the public realm and introduce greening was supported.

#### **4. Cei Llechi, St Helen's Road and Y Foryd**

- The area around the Cei Llechi was suggested as place for a new green space that could enable people to gather
- The storage of boats in the winter was identified as an issue to consider as they are currently stored south of the quay
- The legibility of the Cei Llechi was discussed in some detail and it was felt there is limited footfall due to the design. Interventions are required to drag people into the scheme
- Temporary/experimental interventions around the Quay in advance of something permanent was favoured
- The requirement to move the swing bridge further south was supported. Moving further south was deemed logical as it would encourage footfall through the Quay and take people into a better point of the Park.
- The swing bridge is needed to be upgraded or relocated in a short to medium term. The operational costs for the current bridge are significant and savings from this in a revamped scheme would help to support the business case

Other comments of relevance that do not fall into one of the above themes or specific locations include:

- There is significant pride and connection of local residents with Caernarfon.
- Signage - both wayfinding and interpretation is poor. Needs to be visible and consistent. Visitors head to the Castle but miss so much. Brown visitor signage on the new bypass needs updating.
- A lack of green space across the town. One idea is to remove the flyover and make it a cycleway, single carriageway road and green corridor.
- More striking gateways are needed into the town centre. This was seen as a priority from several respondents.
- The idea of creative art trails was proposed and it was suggested this would be particularly effective if it could be circular around the town and include activities for children to appeal to families. The prom was identified as a particular opportunity to

be included in such a trail. The idea of two bridges over to the park from the Castle car park was discussed to create a circular route.

- Further supporting infrastructure including improved wifi, navigation for older visitors, dog-friendly environments are needed to make the town centre more amenable.
- Very important to keep the community engaged and supportive of any changes – need to work with the community.
- The coach drop off points need to be more clearly articulated and signed. Furthermore, areas of drop off need to be accessible for those with limited mobility.
- Some cobbled areas (e.g. near Wetherspoons) are in need of maintenance.

**Table 1 – Workshop Attendees and Respondents of Consultation Process**

Enw / Name	Sefydliad / Organisation
Sarah Schofield	Adra
Maria Sarnaki	Caernarfon Town Council
Cara Owen	Cyngor Gwynedd
Cyng/Cllr Gareth Coj Parry	Cyngor Gwynedd (Councillor)
Cyng/Cllr Dawn Lynne Jones	Cyngor Gwynedd (Councillor)
Cyng/Cllr Cai Larsen	Cyngor Gwynedd (Councillor)
Ifor Williams	Cymdeithas Ddinesig Civic Society
Cyng/Cllr Dewi Jones	Cyngor Gwynedd (Councillor)
Sion Wyn Evans	Caernarfon Town Council
Andy Teasdale	Oriel y Castell, Cei Llechi
Rhian George	Cyngor Gwynedd
Arwel Williams	Welsh Government
Hywel Trewyn	HWB Caernarfon
Rhiannon James	Cymdeithas Ddinesig Civic Society
Sian Tomos	Gisda
Steffan Thomas	Galeri
Cyng/Cllr Ioan Thomas	Cyngor Gwynedd (Councillor)
Llyr Jones	Cyngor Gwynedd
David O'Neill	Caernarfon Harbour Trust
Nia Arfon	Menter Mon
Beth Horrocks	Oriel Beth Horrocks, Cei Llechi
Ellen Thirsk	Antur Waunfawr
Iwan ap Trefor	Cyngor Gwynedd
Menna Machreth	Llety Arall
Osian Richards	Cyngor Gwynedd
Stephen Greig	Rheilffordd Ffestiniog
Cyng/Cllr Nia Jeffreys	Cyngor Gwynedd (Councillor)
Bob Lowe	Caernarfon Harbour Trust
Sian Griffiths	Cyngor Gwynedd
Mirain Roberts	Cyngor Gwynedd
Esyllt Rhys Jones	Cyngor Gwynedd
Anna Jane	Caernarfon Town Council
Steffan Jones	Cyngor Gwynedd
Philip Abraham	Cadw Wales
Judith Alfrey	Cadw Wales



## **Appendix 3**

### **Potential Delivery Mechanisms**

**Table A1 – Potential Delivery Mechanisms**

Mechanism	Description
Private Sector Led/Private Sector Funded	<p>This will happen where development is financially viable, there are willing developers and market confidence in occupier demand and potential for rental growth. Public sector input may be more focused on nurturing market confidence through positive engagement by planning and economic development officers, to ensure a smooth delivery of the relevant property mix.</p>
Mixed Use Development to cross-fund Less Viable Uses	<p>Responds to potential viability gap, but no direct public sector intervention. Rather council officers and the developer negotiate a suitable development mix which includes a strong element of higher value uses to offset the gap. This does not automatically mean housing but could include retail or leisure uses, appropriate to the location, which can also improve values. Pubs/restaurants, a gym or hotel are examples of uses that both generate reasonable returns for developers and can improve the offer and attractiveness of a potential scheme. Council would need to ensure that core elements that have significant community need but are less financially attractive are actually delivered rather than just the more viable elements. This may be achieved through planning conditions outlined upon approval.</p> <p>Redevelopment sites within Caernarfon should be encouraged to include a mix of uses as appropriate, to increase the diversity of uses within the town centre and ensure activation of street-fronts.</p>
Low Level Public Support  Practical Advice	<p>Public sector support does not always mean large scale investment. Sometimes a landowner may simply be unaware of the full potential of their site, level of market demand or how site constraints can be overcome. An increasingly common approach is for local authorities to assume some of the initial research costs, producing for example a planning brief or masterplan to show the owner/developer what is possible and prompt development. Support on site and area marketing may also be welcome.</p> <p>This Placemaking Plan is a first step in providing this support, with this process outlining potential opportunities for investment and areas of intervention. However, other low-level support for Caernarfon may be as a signposting role to help businesses to understand funding opportunities and investment interest in the town or to link landholders with potential occupiers.</p>
Medium Level Public Support  De-Risking Development	<p>The public sector could go further to de-risk commercial development through, for example, direct delivery of infrastructure and/or site improvement work. This could include environmental mitigation, enhanced drainage and/or on and off-site highway improvements which could otherwise impinge on the development viability. Pro-active support may also be required to ensure strategic infrastructure and services are available including energy and waste treatment.</p> <p>For Caernarfon town centre, this could include wider public realm improvements and entry point schemes that improve the overall amenity of the town centre. This should act as a catalyst for further private sector development.</p>
Planning support & Local Development Orders	<p>Greater use of Local Development Orders (LDO's) is commonly seen as a way of unlocking development potential and resolving potential planning risks/barriers. By advancing planning consent in this way, it can help speed up development delivery process in response to investor/occupier demand. However, even with LDO's in place, if the proposal does not match market needs/expectations, it may not come forward as intended.</p>

Mechanism	Description
Public Sector Land Acquisition	<p>In this approach the public sector takes the lead in acquiring key development sites, taking a more proactive approach to development delivery either as direct provider or in partnership with others. Once the land is acquired, the public sector has direct control over the redevelopment and could choose to develop themselves, enter into a partnership arrangement or sell on the site with conditions that it is developed within certain parameters and timeframes.</p> <p>This can help to speed up development timeframes for key areas, rather than being left to the private market.</p>
Joint Venture Agreement	<p>A defined agreement between public sector agencies and private developer partners. This is most commonly used where land is, at least in part, owned by the public sector. The public sector can then support development by inputting the land at low or nil value or by seeking out infrastructure funding.</p> <p>Such a Joint Venture partnership can take a number of forms:</p> <ul style="list-style-type: none"> <li>• Contractual Partnership – Normally a short-term arrangement where the parties enter into a contractual arrangement where one party, usually the developer, will deliver. It would relate to the most straightforward developments.</li> <li>• Joint Venture through formation of a limited company formed through share issue - A common arrangement where each party will put in an element of cost and risk, and the return reflects the share. The council may put in land and/or capital, the developer will often meet development costs. The arrangement may see proceeds distributed in different ways. This could be a revenue share, or a share on sale of the investment. The party taking the greater level of risk will normally have first call on the profit.</li> <li>• Company limited by guarantee – Tends to be more for non-profit making arrangements and can introduce a number of partners to the company. This arrangement is more likely to be suitable for marketing and promotion of regeneration schemes rather than a Joint Venture to deliver development.</li> </ul> <p>A joint venture approach could be a realistic option for the redevelopment of the MSCP at Pool Side or regeneration at Victoria Dock.</p>
Public Sector Support – Loans and Gap Funding	<p>A range of public sector funding options can be brought into the project to help bridge funding gaps. In recent years, Welsh and UK Governments have supported development projects within town centres, including Transforming Towns, Levelling Up and Town Deal funds.</p> <p>Cyngor Gwynedd should continue to act as the focal point for further public sector funding applications as well as having a funding role itself where appropriate.</p>
Public Sector Support – Rental Guarantee	<p>Another direct support approach could be through rental guarantees (either in terms of minimum rental thresholds) or where a public body (Local Authority or Government agency) enter into a long-term “head-lease” arrangement with the developer to help secure funding and the public body then “sub-lets” to future business occupiers. This is increasingly a means of delivering further office stock in areas of established need, but where construction costs detract developer investment.</p> <p>This could be an approach that is pursued in order to diversify the economic functions of Caernarfon town centre, by bringing in further workspaces into the</p>

Mechanism	Description
	town centre, including small scale office spaces and creative units. Council would provide the guarantee on the rent, thereby encouraging investment in projects that otherwise are likely to be unviable.
Long lease interest and Annuity Rent	This is also increasingly used to support investments by pension funds and other major financial institutions into developments. The institution will fund the development in exchange for a lease of circa 35 years and an annuity rent paid by a secure covenant such as the council acting as developer. This would be a low but secured rent over the time period with agreed uplifts. The developer can then sub-let at market value to obtain a profitable rent. At the end of the 35 years the property will revert to the developer for £1 and the developer retains the long-term asset value.
Public Sector direct development	Ultimately, when soft intervention schemes as set out above still fail to encourage private sector development the remaining option is for the public sector to take full responsibility for speculative property development. This means the public body takes full financial and market risk prior to securing a commercial tenant or freehold sale of the completed property. The public sector is able to secure funding at significantly competitive rates through the Public Works Loan Board (PWLB) and defer repayments over the lifetime of the completed asset (40 - 50 years potentially).




Source: BE Group, 2023




## **Appendix 4**




### **Vacant Properties**









Table A2 – Potential Vacant Property Interventions


Property/Location	Key Issues	Value/Status	Ownership/Agents	Actions
<p><b>Former Bank Corner of Pool Street/Y Maes</b></p> 	<p>Prominent Vacant Building currently being refurbished by GISDA.</p>		<p>GISDA</p>	<p>No action</p>
<p><b>1-3 Pool Street – former KFC</b></p> 	<p>Significant double frontage property close to corner of Y Maes – prominent physical presence.</p> <p>KFC still holding over head-lease with landlord and may remain vacant for 12 months until determine whether to sell.</p>	<p>Sub-lease to Feb 2024 Rental £22,000 pa</p> <p>£13.27/sqft based on GF retail (1,696 sqft)</p> <p>Total Area 3,437 sqft incl. basement &amp; First Floor</p>	<p>BA Commercial Chester 01244 351212</p> <p>Brookglen Limited ownership Renfrewshire – Property Development Co.</p> <p>Companies House notice March 23 to Strike off the company</p>	<p>Explore improving external appearance and temporary/ pop up uses as the rent is all covered.</p>
<p><b>22-24 Pool Street – Former Superdrug</b></p> 	<p>Wide retail frontage unusual gap in the upper floors impacting streetscape.</p> <p>Upper floors used as storage</p>	<p>Grnd Floor Retail 1,150 sqft</p> <p>£12,000 p.a. rent</p> <p>£10.43 psf</p>	<p>Dafydd Hardy Bangor Office 01286 676760</p> <p>Triland Properties Ltd Edgware</p>	<p>Not priority</p>

Property/Location	Key Issues	Value/Status	Ownership/Agents	Actions
<b>14 Y Maes – former Poundstretcher</b> 	<p>5 Storey Grade II listed prominent site.</p> <p>Upper floors appear to have been unused – with significant residential use potential.</p>	Recent sale	<p>Dafydd Hardy 12 Y Maes Caernarfon 01286 676760</p> <p>SACHA Corporation Ltd Insolvent – 2022</p>	Explore new owner intentions once finalised.
<b>62 Pool Street</b> 	<p>Unique property in good external condition</p> <p>EPC Rating is F – below minimum required from April 2023.</p>	<p>For Sale £100,000</p> <p>Grnd Floor Retail 440 ft<sup>2</sup> with 2 Bed Flat above 600 ft<sup>2</sup></p>	Dafydd Hardy 01286 676760	Not critical
<b>Corner Bridge Street</b> 	<p>Significant and prominent building not well presented to the streetscape but providing ground floor retail and 3 bed flat across three floors above.</p> <p>EPC Rating is F – below minimum required from April 2023.</p>	<p>For Sale £125,000</p> <p>Grnd Floor Retail 344 ft<sup>2</sup></p>	<p>Williams &amp; Goodwin 01286 290 006</p> <p><a href="https://tppuk.com/property/caernarfon-gwynedd/">https://tppuk.com/property/caernarfon-gwynedd/</a></p> <p>MRANDMRSGHANIPRO PERTIES LTD Rochdale</p> <p>Dormant Company</p>	<p><b>Priority for action given prominence of site.</b></p> <p><b>Potential Council acquisition.</b></p>

Property/Location	Key Issues	Value/Status	Ownership/Agents	Actions
<p data-bbox="203 266 510 293"><b>9 Bridge Street frontage</b></p>  <p data-bbox="203 596 331 624"><b>Rear view</b></p> 	<p data-bbox="752 266 1214 357">Incongruous single storey unit detracting from character of adjacent property.</p> <p data-bbox="752 389 1214 448">Potential to demolish and create strong view to Castle through the rear.</p> <p data-bbox="752 480 1214 539">Property sits on the tunnel through Crown Street</p> 	<p data-bbox="1240 266 1516 357">Cyngor Gwynedd currently in process of selling building.</p>		<p data-bbox="1879 266 2098 357">Engage with new owners to ensure activation of unit.</p>

Property/Location	Key Issues	Value/Status	Ownership/Agents	Actions
<b>3 Penllyn</b> 	<p>Prominent four storey building with vacant ground floor.</p> <p>Gronant Building – 6 flats?</p> <p>Poor quality presentation and impact on the street scene</p>		Private Ownership	External appearance to be improved as part of gateway works
<b>33-35 Bridge Street</b> 	<p>Prominent vacant building not obviously being marketed.</p>	Ownership to check	Orchid Fashion Company Ltd Caernarfon	Local business – explore re-use
<b>22 Bangor Street</b> 	<p>Vacant unit in otherwise occupied stretch with positive frontages</p> <p>EPC rating D below minimum threshold from April 2023.</p>	<p>Failed to sell at Auction Dec 22</p> <p>Reserve price £49,000</p> <p>1,228 ft<sup>2</sup></p>	<p>Daffydd Hardy Auctions</p> <p>Private Ownership</p>	<p>Explore Possible purchase by Galeri</p>

Property/Location	Key Issues	Value/Status	Ownership/Agents	Actions
<p><b>5-7 Bangor Street – former Barclays Bank</b></p> 	<p>Was Sold at Auction for £182,000 in 2018</p> <p>Lease with Barclays Bank to run to June 2028 at £11,700 pa</p> <p>Upper Floor Offices leased for 5 years from March 2020 to 2025 for £3,400 pa</p> <p>EPC rating D below minimum threshold from April 2023.</p>	<p>Offer for rent £12,000 pa Grnd Floor area 1,065 ft<sup>2</sup> Rental value £11.27 psf</p> <p>Gross area 3,610 ft<sup>2</sup> Offices above and basement facilities</p>	<p>Daffydd Hardy 01286 676760</p> <p><a href="https://www.loopnet.co.uk/Listing/5-7-Bangor-St-Caernarfon/26066380/">https://www.loopnet.co.uk/Listing/5-7-Bangor-St-Caernarfon/26066380/</a></p> <p>Treebond Limited Herts</p> <p>Property Company</p>	<p>Unlikely to change before lease expires</p> <p>Explore possible work hub/small office space</p>
<p><b>Crown Buildings</b></p> 	<p>Former Welsh Government offices now vacant comprising 41,173 ft<sup>2</sup> on 5 floors</p> <p>Very prominent challenging property to re-purpose</p> <p>Limited demand for offices on this scale Institutional / Education use possibly</p> <p>Understand confidential proposals for re-use under consideration.</p>	<p>Offered for sale at £1m</p> <p>Capital Value £24.29 psf</p>	<p>Avison Young</p> <p><a href="https://www.rightmove.co.uk/properties/127377311#/?channel=COM_BUY">https://www.rightmove.co.uk/properties/127377311#/?channel=COM_BUY</a></p>	<p>Discuss further with Council</p>
<p><b>Old Courthouse</b></p> 	<p>Acquired by musician Moira Hartley 2018 Converted to concert hall, wedding and dining space opening in 2020.</p> <p>Hugely significant /impactful building within the town walls.</p> <p>Partially used as Bistro. First and Second floor 1,500 ft<sup>2</sup> with planning for residential use.</p>	<p>Seeking offers for the business operation and accommodation.</p> <p>EPC rating D below minimum threshold from April 2023.</p>	<p>Ernest Wilson &amp; Co, Leeds 0113 519 5901</p> <p>Private Ownership</p> <p><a href="https://www.ernest-wilson.co.uk/search-results/all-subsectors-for-sale-Gwynedd">https://www.ernest-wilson.co.uk/search-results/all-subsectors-for-sale-Gwynedd</a></p>	<p>Council to support high-end use/activity attract potential operator</p>

Property/Location	Key Issues	Value/Status	Ownership/Agents	Actions
<p><b>Copa Bar &amp; Nightclub</b></p> 	<p>17,220 ft total area 15 year lease May 2016 – 2031 (8 years remain) £45,000 = £2.61 psf Grnd Floor Bar 4,305 ft = £10.45 psf</p>	<p>Investment Sale £425 - £450k Yield 10.59%</p> <p>Current Rent £45k rising to £60k 2026</p>	<p>Failed to sell at auction Mar 2023</p> <p>Owned by York Design &amp; Construction Ltd (Menai Bridge)</p> <p>Gareth &amp; Christine Cleaver</p>	<p>Lease interest should continue to operate.</p> <p>Engage with owners to understand plans post auction.</p>

Source: PER Consulting, 2023